

## **An Analytical Study on Linkage between Kids and the Media and Its Impacts in Chennai.**

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### **ABSTRACT**

*In various formats, media have influenced children's development for hundreds of years. However, recent decades have witnessed an absolute explosion of new media technologies, and rapid adoption of these technologies, in particular internet and cell phone technologies, by all segments of society. When technology started to develop, the children started developing using the technology, rather than their self dependence. The Policy Guide on Children and Digital Connectivity was produced by Policy Lab, Division of Data, Research and Policy (DRP), under the guidance of Laurence Chandy, Director of DRP. Alcohol advertising in Canada totals \$900 million annually. On an annual basis, teenagers see between 1000 and 2000 beer commercials carrying the message that 'real' men drink beer. Convincing data suggest that advertising increases beer consumption. The total sample size is 207 samples. It is suggested that use of media in this era have both pros and cons but still the use of kids and their addiction towards media kills them in all both physically and mentally and thus it is further advised to have a limit of providing media and promoting it to the children. Thus taking these as examples that actually affects the children and and grabs their attention towards media it is advised to make children to get involved in various other physical activities or some mental booster trainer games which would help them in their developmental activities .*

**KEYWORDS:** Kids, Health, Media, Addiction, Development.

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### **I. INTRODUCTION:**

In various formats, media have influenced children's development for hundreds of years. However, recent decades have witnessed an absolute explosion of new media technologies, and rapid adoption of these technologies, in particular internet and cell phone technologies, by all segments of society. When technology started to develop, the children started developing using the technology, rather than their self dependence. The Policy Guide on Children and Digital Connectivity was produced by Policy Lab, Division of Data, Research and Policy (DRP), under the guidance of Laurence Chandy, Director of DRP. The Policy Guide was prepared by Jasmina Byrne, UNICEF Office of Research – Innocenti/DRP. Significant contributions to the document were made by Gabrielle Berman, UNICEF – Innocenti, Mario Viola de Azevedo Cunha, European University Institute, and John Carr, independent expert. The National Council for Science and Technology Communication (NCSTC)

is mandated to communicate Science and Technology to masses, stimulate scientific and technological temper and coordinate and orchestrate such efforts throughout the country. The programmes of NCSTC aims at building capacity for informed decision making in the community and promote scientific thinking. It is devoted towards societal upliftment through the dissemination of scientific knowledge in an informed manner and builds programmes with the help of different media which percolate down to every nook and corner of the society. The factors that affect the kids in use of media are TELEVISION : Television has the potential to generate both positive and negative effects. There are much data about the impact of television on society, particularly on children and adolescents . An individual child's developmental level is a critical factor in determining whether the medium will have positive or negative effects. Not all television is bad, but the data showing the negative effects of exposure to violence, inappropriate sexuality and offensive language are very convincing. VIOLENCE : The amount of violence on television is on the rise. The average child sees 12,000 violent acts on television annually, including many depictions of murder and rape. More than 1000 studies confirm that exposure to heavy doses of television violence increases aggressive behaviour. NUTRITION : Because television takes time away from play and exercise activities, children who watch a lot of television are less physically fit and tend to snack more regularly. Television viewing makes a substantial contribution to obesity because prime time commercials promote unhealthy dietary practices. VIDEO GAMES. Some video games may help the development of fine motor skills and co-ordination, but many of the concerns about the negative effects of television (eg, inactivity, asocial behaviour and violence) also apply to excessive exposure to video games. Violent video games should be discouraged because they have harmful effects on a child's mental development . The rating system for video games would be helpful to parents. The current trend related the the topic is children getting much involved with the media, which affects them psychologically, physically and mentally. Many videogames, songs, internet ad, ect makes the children get eager to view about it or get addicted to the content showed or viewed. Alcohol advertising in Canada totals \$900 million annually. On an annual basis, teenagers see between 1000 and 2000 beer commercials carrying the message that 'real' men drink beer. Convincing data suggest that advertising increases beer consumption. In countries such as Sweden, a ban on alcohol advertising has led to a decline in the alcohol consumption rate. The main **aim** of this study is to know the impacts of the media in the mind of the children from the parents view.

#### **OBJECTIVES:**

- To study about the media and children
- To know the beneficial and harmful effects of the media on children's mental and physical health
- to identify how physicians can counsel families and promote the healthy use of the media in their communities.

#### **II. REVIEW OF LITERATURE:**

**Ellen A. Wartella and Nancy Jennings (2000)** This article places current studies on children and computers in a historical context, noting the recurrent themes and patterns in media research during the twentieth century. As use of the technology became more prevalent, research shifted to issues related to content and its effects on children. **Joy D. Osofsky (1999)** , This article begins with an overview of the extent of children's exposure to various types of violence, and then examines what is known about the effects of this exposure across the developmental continuum. Key protective factors for children exposed to violence are examined. Research indicates that the most important resource protecting children from the negative effects of exposure to violence is a strong relationship with a competent, caring, positive adult, most often a parent. **Craig A. Anderson (2003)**, This research is on violent television and films, video games, and music reveals unequivocal evidence that media violence increases the likelihood of aggressive and violent behavior in both immediate and long-term contexts. This research also suggests some avenues for preventive intervention (e.g., parental supervision, interpretation, and control of children's media use). However, extant research on moderators suggests that no one is wholly immune to the effects of media violence. **Richard B. Felson (1996)**, this research paper describes that exposure to television violence probably does have a small effect on violent behavior for some viewers, possibly because the media directs viewer's attention to novel forms of violent behavior that they would not otherwise consider. **Dietz WH, Strasburger VC.(1991)** This article describes that children's television has either a documented or probable effect on a variety of health-related behaviors in children and adolescents in the United States. Studies of cognitive development indicate that television provides a stimulus for learning and that children learn from television. The adverse effects of television appear related to both the time spent watching television and the content of the programs that are viewed. **Strasburger VC.(1993)** this article describes that Television and other media represent the single most important modifiable influence on children and adolescents in the 1990s. Five issues are examined in this context: the extent to which the media influence children and adolescents; the varying susceptibility of children and adolescents to media influence; the validity of relevant research; strategies to improve the quality of the media; and the role of the primary-care physician. **Bernard-Bonnin AC (1991)**

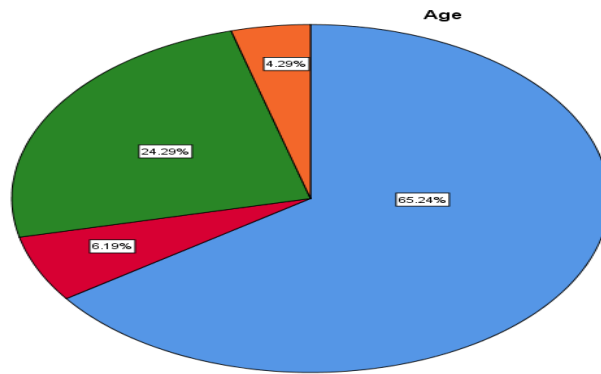
According to this survey, many children are watching television without any limits being set by their parents and are witnessing violent scenes at an impressionable and vulnerable age. The pediatrician should include at routine office visits parental guidance on the mediation of television effects through covieing, content discussion with children, and program selection. **Josephson WL (1995)** This study looked into the effects of television on academic performance and social behaviour of pre-school children in Tiriki East Division, Hamisi District. Several researche on television viewer ship have been carried out in developed countries. **Dietz WH, Jr, Gortmaker SL (1985)** The association of television viewing and obesity in data collected during cycles II and III of the National Health Examination Survey was examined. The associations persisted when controlled for prior obesity, region, season, population density, race, socioeconomic class, and a variety of other family variables. The consistency, temporal sequence, strength, and specificity of the associations suggest that television viewing may cause obesity in at least some children and adolescents. **Strasburger VC (1986)** Television is ubiquitous in American households and is becoming a pervasive force in the growth and development of American children. More time is spent watching television than in formal classroom instruction. Early studies, which failed to control for IQ and socioeconomic status, showed variable effects of heavy viewing on school performance. Later, better controlled studies have consistently demonstrated a significant deleterious effect of more than 1 or 2 h/day on academic performance, particularly reading scores. Innovative school programs that teach children how to watch television critically and appropriate management strategies for parents are discussed. **AC Nielson Company (1992)** , Violence, increased sexual activity, and antisocial behaviors involving children and adolescents are being blamed on the media. American children and adolescents spend 21 to 23 hours per week viewing television. Children will see 200,000 violent acts on television by age 18 and view over 14,000 sexual situations and innuendoes per year. The primary care physician can play a crucial role in reducing the potential negative influence of the media on children. **Cousins N. (1995)** This article describes about the impact of the shows viewed in television that creates the impact on the minds of the children. **Rice ML, Woodsmall L, (1988)** The study investigated if preschoolers can learn novel words when viewing television and if the learning is influenced by age or type of word. 61 preschoolers, ages 3 and 5, were assigned to either an experimental or control group. They viewed a 15-min television program, featuring 20 different novel words, 5 each in the 4 categories of object, action, attribute, and affective-state words. Comprehension was tested before and after viewing. The experimental group performed better than the controls for object, action, and attribute words. 5-year-olds were more accurate than 3-year-olds and gained relatively more from the experimental condition. The easiest words to learn were object and attribute words. The results are relevant for studies of media effects and accounts of preschoolers' "fast mapping" of new words. **Comstock G, Strasburger VC, (1990)** Key protective factors for children exposed to violence are examined. Research indicates that the most important resource protecting children from the negative effects of exposure to violence is a strong relationship with a competent, caring, positive adult, most often a parent. **Green RG. (1994)** The associations persisted when controlled for prior obesity, region, season, population density, race, socioeconomic class, and a variety of other family variables. The consistency, temporal sequence, strength, and specificity of the associations suggest that television viewing may cause obesity in at least some children and adolescents. **Gould MS, Shaffer D, Kleinman M. (1988)** the extent to which the media influence children and adolescents; the varying susceptibility of children and adolescents to media influence; the validity of relevant research; strategies to improve the quality of the media; and the role of the primary-care physician. **Gortmaker SL (1985)** Current research on children's use of computers is again following this pattern. But the increased level of interactivity now possible with computer games and with the communication features of the Internet has heightened both the promise of greatly enriched learning and the concerns related to increased risk of harm. **Bernard-Bonnin AC (1991)** According to this survey, many children are watching television without any limits being set by their parents and are witnessing violent scenes at an impressionable and vulnerable age. The pediatrician should include at routine office visits parental guidance on the mediation of television effects through covieing, content discussion with children, and program selection.

### **III. METHODOLOGY:**

The study is based on primary and secondary data collection. The secondary is using the data information already collected by someone and using it for the problem. examples of Data Collection are newspaper, magazine, website, blogs, case law, published books, a report published by private, government or Agencies, journal, articles working /discussion papers. For this study secondary data collection is done from journals and literature review and primary data collection is being collected from 207 sample respondents through the convenient sampling method. The research instrument used to collect primary data is a well-structured questionnaire. The independent variables used here are age, gender , and the dependent variables are the public opinions on media and children . The study uses graphs, tables, chi-Square for meaningful analysis.

**ANALYSIS:**

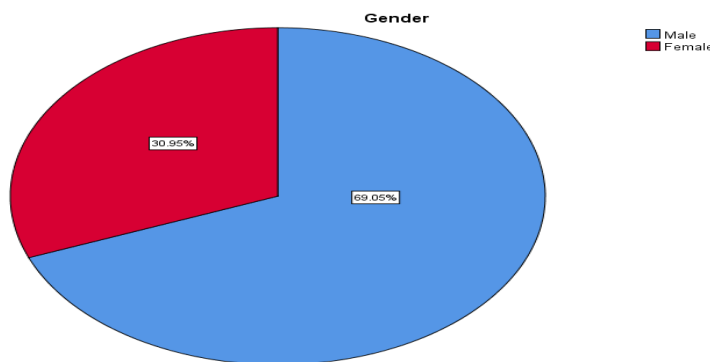
**FIGURE 1 : AGE**



**Legend:**

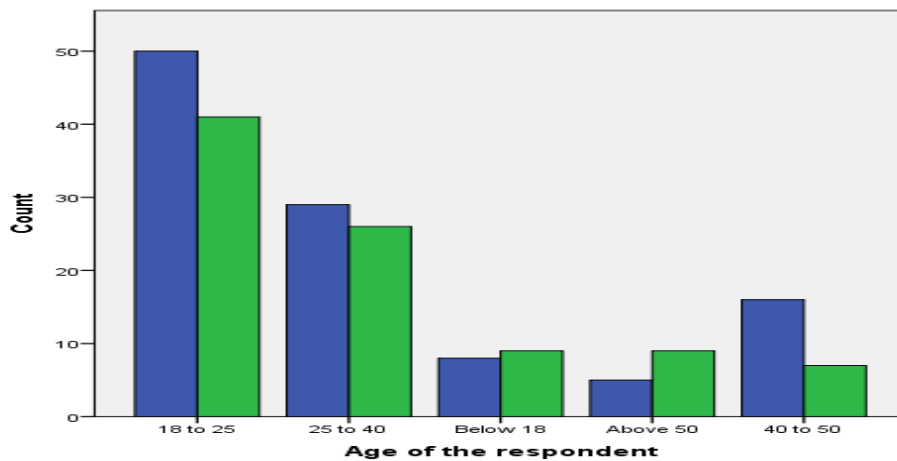
Figure 1: represents the overall performance of the sample population regarding their age that they belong to which age category 20 - 30 , 31 - 40, 41 - 50,50 above.

**FIGURE 2: GENDER**



**Legend:** Figure 2: represents the overall performance of the sample population regarding their gender that they belong to with gender male,female.

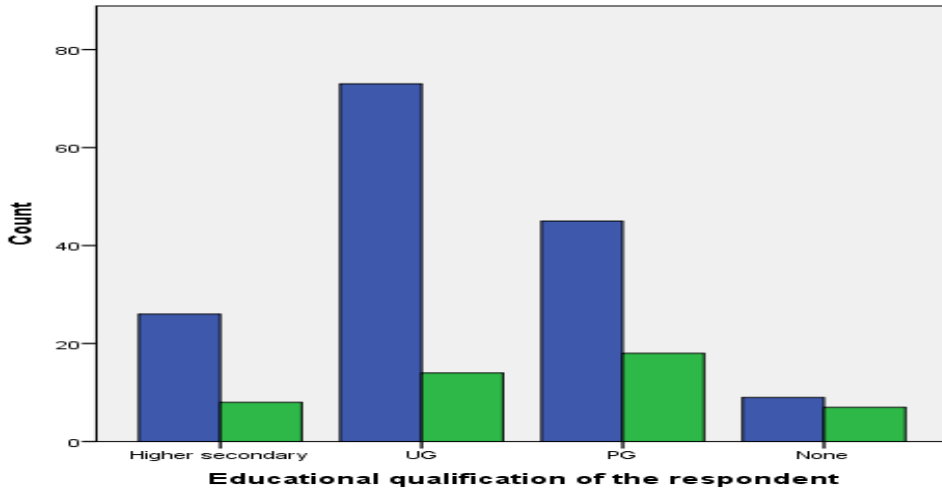
**FIGURE 3: AWARENESS ABOUT THE LINKAGE BETWEEN THE KIDS AND THE MEDIA IN A PROGRESSIVE MANNER.**



**Legend:**

Figure 3:Represents the overall performance of the sample population regarding that linkage between the kids and the media in a progressive manner.

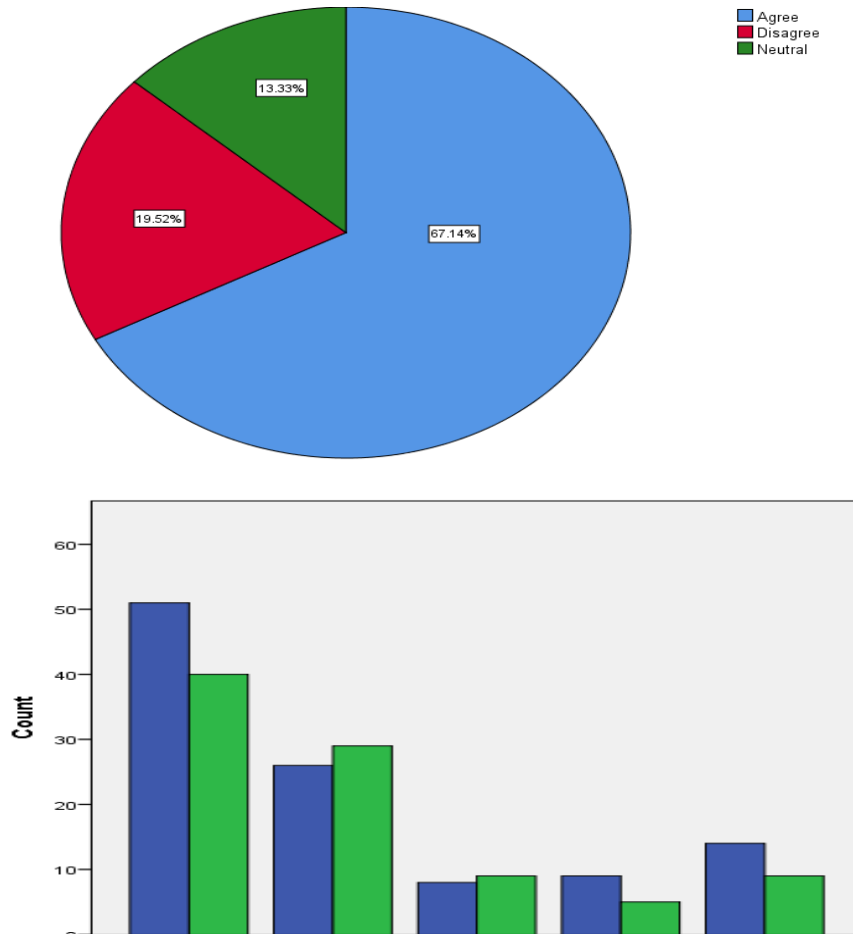
**FIGURE 4: FACTORS THAT AFFECT THE KIDS IN USE OF MEDIA.**



**Legend:**

Figure 4 :Represents the gender of the respondents regarding and their reason for saying the reason / factors that affects the kids in use of media.

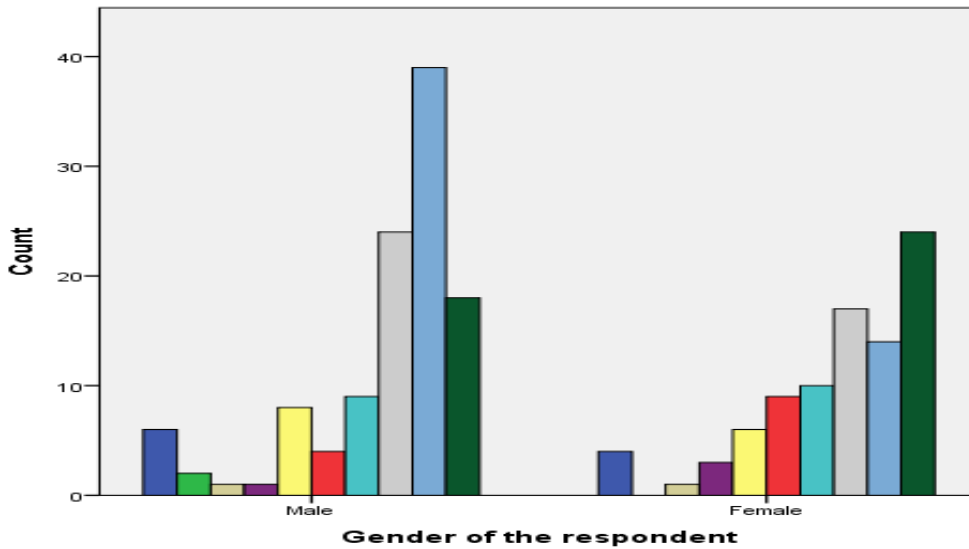
**FIGURE 5: AGREEABILITY ON GROWTH OF THE MEDIA IN LARGER IMPACT ON KIDS RAPIDLY.**



**Legend:**

Figure 5: Represents the overall performance of the sample population there opinion on agreeability of the statement that the growth of media results in larger impact on kids rapidly.

**FIGURE 6 : RATE THE FOR THE STATEMENT NEED FOR PHYSICIANS TO COUNSEL FAMILIES AND PROMOTE THE HEALTH USE OF MEDIA AND CHILDREN.**



**Legend:**

Figure 6: Represents the overall performance of the sample population there opinion on agreeability of the need for physicians to counsel families and promote the health use of media for children.

**IV. RESULT:**

FIGURE 1: It can be concluded by saying that the response are given by the age group 20 to 30 that means this group of respondents knows impact and the relation between media and children.

FIGURE 2: It can be concluded by saying that more responses are given by the male gender that means that the male gender are aware and knows impact and the relation between media and children. .

FIGURE 3: So it can be concluded by saying that there is a linkage between kids and media in a progressive manner.

FIGURE. 4: Here it can be concluded by saying that the Male and the female gender have opted their opinion and in which most of them have opted for to mental health and to change of the behavior as it creates a great impact on the kids now a days.

FIGURE 5: So it can be concluded by saying that the maximum people agree that the growth of the media results in larger impact on kids rapidly.

FIGURE 6: So it can be concluded by saying that the maximum people agree that there is need for physicians to counsel families and promote the healthy use of media for children.

**V. DISCUSSION:**

FIGURE 1: It can be concluded by saying that the maximum response has come from the age category 20 to 30 is (65.24%) followed by respondents from the age category of 31 to 40 is (24.29%) followed by the respondents in the age category of 41 to 50 is(6.19%) and 50 above is (4.29%).

FIGURE 2 : It can be concluded by saying that the highest responses are given by male followed by female.Male responses (69.05%) and female responses (30.95%).

FIGURE 3 : We can conclude by saying that the maximum response are given by the people that they are aware and are known about the linkage between the kids and media in progressive manner followed by the people who doesnt aware the impact of it .So the maximum response is yes that they are aware and agree is (45%)percentage followed by (30%)of the people who are against the statement stating that they are not aware the impacts and the furthe health wise issues to be faced by their kids in future.

FIGURE 4: We can conclude by saying that maximum responses are given by the male gender That they agree with the option of mental health which is about( 43.81 %)and followed by (25.24 %)of the members opted that change of the behavior . Further it can be concluded by saying that the maximum response in female which is( 20.48 %)of them that they agree with and( 10.48 %)of the females responded that they agree with the affect in mental heath and change in behavior.

FIGURE 5: We can conclude by saying that the maximum responses are given by the people that agree that the growth of the media results in larger impact on kids rapidly is 67.14%.

FIGURE 6: We can conclude by saying that the maximum responses are given by the people that need for the awareness program in order to prevent the kids addictions towards media by opting the scale rate of 9

## VI. CONCLUSION :

It is suggested that use of media in this era have both pros and cons but still the use of kids and their addiction towards media kills them in all both physically and mentally and thus it is further advised to have a limit of providing media and promoting it to the children. In various formats, media have influenced children's development for hundreds of years. However, recent decades have witnessed an absolute explosion of new media technologies, and rapid adoption of these technologies, in particular internet and cell phone technologies, by all segments of society. When technology started to develop, the children started developing using the technology, rather than their self dependence. The Policy Guide on Children and Digital Connectivity was produced by Policy Lab, Division of Data, Research and Policy (DRP), under the guidance of Laurence Chandy, Director of DRP. Alcohol advertising in Canada totals \$900 million annually. On an annual basis, teenagers see between 1000 and 2000 beer commercials carrying the message that 'real' men drink beer. Convincing data suggest that advertising increases beer consumption. In countries such as Sweden, a ban on alcohol advertising has led to a decline in the alcohol consumption rate. Thus taking these as examples that actually affects the children and grabs their attention towards media it is advised to make children to get involved in various other physical activities or some mental booster trainer games which would help them in their developmental activities .

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