

**EFFECTIVENESS OF CHILD TO CHILD PROGRAMME ON KNOWLEDGE
REGARDING ILL EFFECTS OF PROLONGED EXPOSURE TO TELEVISION AMONG
SCHOOL GOING CHILDREN AT USSOOR, VELLORE.**

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ABSTRACT PAGE

The effects of the television watching have been found to be far – reaching and potentially harmful in influencing the health related behavior of children and adolescents. Many of whom are not yet mature enough to distinguish fantasy from reality particularly when it is presented as “real life”. In Tamil Nadu (2011) said that 1.24 crore children were continuously watch the television and develop the mild symptoms such as vision impairment, head ache, hearing impairment, eye strains, aggressive behavior etc. The aim of the study was to assess the effectiveness of child to child programme on knowledge regarding ill effects of prolonged exposure to television among school going children. A Quantitative approach with one group pre and post test pre experimental research design was adopted. By using purposive sampling technique 60 children who met the inclusion criteria were selected from Ussoor urban area. The major findings of the study revealed that the pre-test mean value on levels of knowledge was

10.1. After child to child programme, the post-test mean value on levels of knowledge was 21.2. The paired ‘t’ value of levels of knowledge 32.23 is greater than table value (3.46) which was highly significant at $p < 0.001$ level. The study concluded that, there was significant effectiveness of child to child programme on level of knowledge regarding ill effects of prolonged exposure to television. This shows that the child to child to child programme was effective.

Key words: Ill effects, Television, child to child programme, Knowledge.

INTRODUCTION:

Technology is the force of today's ever-evolving world, and Television is at the heart of it. While experiencing its own evolution and advancement, TV has maintained a constant presence. **Postman(1985)** write that television is our culture's principal mode of knowledge about itself. Therefore, he continues, how television stages the world becomes the model for how the world is properly to be staged. This becomes a problem when the picture does not accurately reflect reality. The World Health Organization(WHO) (2015) gives a report as "globally 52% of children are continuously watching the television more than 4 hours in an American population. In India (2017) 220 million (54%) of children under the age of five watch the television and 77 million children out of schools were interested to watch the television. Children growing up in this reality will never know life without television. This makes them especially vulnerable to potentially harmful effects from viewing television programming.

STATEMENT OF THE PROBLEM:

"Effectiveness of the child to child programme on knowledge regarding ill effects of prolonged exposure to television among school going children at Ussoor, Vellore".

OBJECTIVES:

- To assess the pretest levels of knowledge regarding ill effects of prolonged exposure to television among school going children.
- To determine the effectiveness of the child to child programme on knowledge regarding ill effects of prolonged exposure to television among school going children.
- To find out the association between the post test levels of knowledge regarding ill effects of prolonged exposure to television and selected demographic variables.

HYPOTHESES:

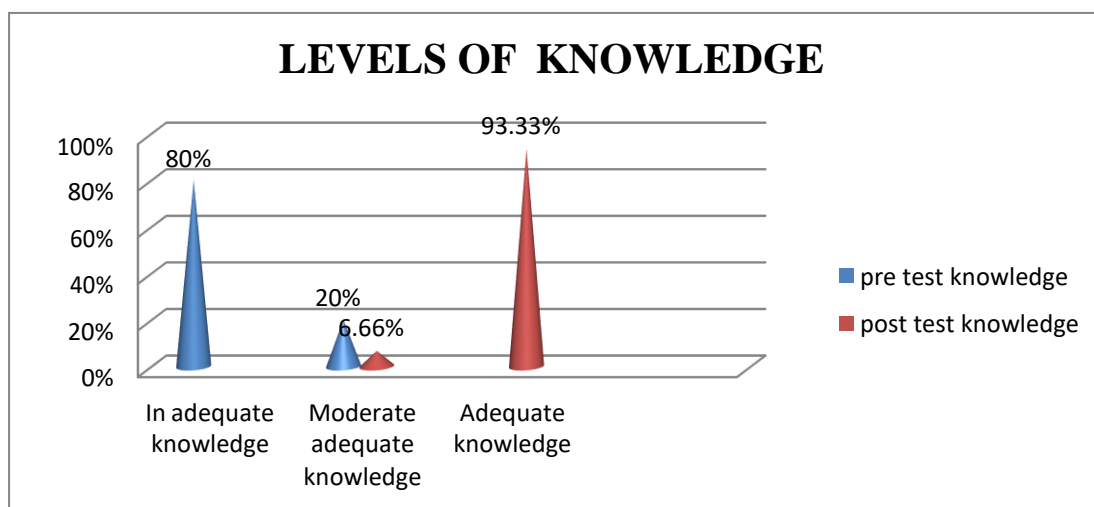
H1 - There is a significant difference between pre and post test levels of knowledge score regarding ill effects of prolonged exposure to television among school going children.

H2 - There is a significant association between the post test levels of knowledge score regarding ill effects of prolonged exposure to television among school going children and selected demographic variables.

METHODOLOGY:

A Quantitative approach with one group pre and post test pre experimental research design was adopted. By using purposive sampling technique 60 children were selected who met the inclusion criteria from Ussoor urban area .The researcher selected 5 change agents from the 9th standard children based on their academic excellence, interest and willingness. The health education on ill effects of prolonged exposure to television was given to them by the researcher, then they were prepared to pass this message to other friends. The researcher selected 7th standard students by using purposive sampling technique. The researcher introduced herself to the selected group of students and obtained their consent. Then the study was explained and assurance regarding confidentiality of the answers was proved. Pre-test was conducted by using self structured questionnaire. The total 60 samples were divided into 5 sub groups. Each group of 11 students were educated regarding ill effects of prolonged exposure to television by the 5 change agents who underwent health education classes by the investigator already. Post-test was administered after 7 days of child to child programme. The same knowledge questionnaire was used to collect the post-test data. The data was analyzed by using descriptive and inferential statistics.

RESULTS: Table 1: Assessment of pre test and post test levels of knowledge regarding ill effects of prolonged exposure to television
n=60



Cone graph showing percentage distribution of pre test and post test level of knowledge regarding ill effects of prolonged exposure to television among school going children.

The data presented in the above figure shows that in pre test 48(80%) of school going children have inadequate knowledge, 12(20%) of school going children have moderate adequate knowledge, none of the school going children have adequate knowledge regarding ill effects of prolonged exposure to television.

In post test none of the school going children have inadequate knowledge, 4(6.66%) of school going children have moderate adequate knowledge and 56(93.33%) of school going children have adequate knowledge.

Table:2 comparison of pre and post test mean score on levels of knowledge regarding ill effects of prolonged exposure to television
n=60

Knowledge	Mean	Standard deviation	Mean difference	Paired 't' test
Pre test	10.1	2.09	11.1	32.23* (3.46) S
Post test	21.2	1.91		

Note * statistically highly significant(<0.001)

The data presented in the above table shows that the pre-test mean score was 10.1 and post-test mean score was 21.2 and their mean difference was 11.1. The standard deviation of pre-test knowledge score was 2.09 and post-test knowledge score was 1.91, pre-test and post-test score was statistically tested by applying paired 't' test at the level of 32.23 is greater than the table value (3.46) which is highly significant at $p < 0.001$ level. This indicates that the child to child programme was effective in improvement of the knowledge of ill effects of prolonged exposure to television among school going children. Hence hypothesis H1 was accepted.

- Regarding Association between the post-test levels of knowledge regarding ill effects of prolonged exposure to television among school going children and selected demographic variables such as standard of the child, type of family, occupation of mother, duration of television watching are statistically significant whereas sex, birth order of the child, family income per month, occupation of father, place of living, academic performance of the child, previous knowledge, source of information are not statistically significant. Hence hypothesis H2 was partially accepted.

Conclusion:

The present study assessed the effectiveness of child to child programme on the levels of knowledge regarding ill effects of prolonged exposure to television among school going children at ussoor urban area, Vellore. Before the child to child programme, the level of knowledge was inadequate. After the child to child programme it was found that the levels of knowledge increased. This shows that the child to child programme was effective. So educating the children regarding ill effects of prolonged exposure to television will help for prevention of ill effects to the children especially in India.

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