

# Assessment on Effects of Electronic Media on Traditional Play among Higher Secondary Students in Selected Schools in Kelambakkam, Kancheepuram District, Tamil Nadu, India

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## Abstract

Assessment on effects of electronic media on traditional play among higher secondary students in selected schools in Kelambakkam, Kancheepuram District, Tamil Nadu, India. The objectives were to assess the usage of Electronic Media (mobile phones, computers, video games & television) among Higher secondary students, to Assess the effects of Electronic Medias on Traditional Play and to Associate the effects of Electronic Media on Traditional Play with the selected demographic variables. Convenience sampling was used to select 80 Higher Secondary School children. The data collection tools were validated and reliability was established. The data were collected by self-administered questionnaire. The collected data was Tabulated and Analyzed. Descriptive and Inferential statistical method were used. The study shows that 56% of the Children had Moderate positive Impact, 41% of the Children had Optimum Positive Impact and 3% of the students had Minimum positive Impact of Electronic media on Traditional play. There was no significant association between the Effects of Electronic media on Traditional play and the selected demographic variables.

**Keywords:** *Effects, electronic media, traditional play and no association.*

## Introduction

*"If you believe that your thought originate inside your brain, do you also believe that television shows are made inside your television set?"* –Warren Ellis

In today's world, electronic media are thoroughly integrated into everyone's life, with television, movies, videos, music, video games and computers central to both work and play. Recent studies indicate that even the youngest children are using a wide variety of screen media, many at higher levels than recommended by the child development Professionals. (Rideout, Vandewater and Wartella, 2003)<sup>(5)</sup>

School-aged children need a lot of physical activity after a busy school day. Play is the vision through which children experience their world and the world of others. (Goldstein, 2012). If deprived of play, children will be suffering both in the present and in the long term. Play is vital in nurturing as it contributes to the cognitive, physical, social and emotional well-being of children and youth.

It also offers an ideal opportunity for parents to interact with their child. (Goldstein, 2012).

Radio, television (TV), movies, video games, cell phones and computer networks have assumed major part in our children's daily lives<sup>(2)</sup>. The media has demonstrated impacts both positive and negative, on children's cognitive, social and behavioral development. Considering the spiking exposure of children to new modes of media, Review on the current literature on the effects of media on child health both in the Western countries and India were made. It is widely accepted that media has mere influence on child health, including violence, obesity, tobacco and alcohol use and risky sexual behavior. Simultaneously, media have some positive effects on child health. We need to understand better how to reverse the negative impact of media and make it more positive. (Department of Pediatrics, Advanced Pediatric Center, Postgraduate Institute of Medical Education and Research, Chandigarh 160 012, India.)<sup>(1)</sup>

## Background of the Study:

*"Technology is a queer thing. Its brings you great gifts on one hand and it stabs you in the back with the other hand."*  
—Charles Percy Snow

In today's world, electronic media are thoroughly integrated into everyone's life, with television, movies, videos, music, video games and computers central to both work and play. Recent studies indicates that even the youngest children are using a wide variety of screen media, many at higher levels than recommended by the child development Professionals. (RIDEOUT, VANDEWATER AND WARTELLA, 2003).

School-age children need lots of physical activity after a busy school day. Play is the vision through which children experience their world and the world of others. (Goldstain, 2012).<sup>(6)</sup> If deprived of play, children will be suffering both in the present and in the long term. Play is vital to development because it contributes to the cognitive, physical, social and emotional well-being of children and youth. It also offers an ideal opportunity for parents to interact with their child. (GOLDSTEIN, 2012).<sup>(7)</sup>

**The following are examples of activities enjoyed by school children:** Arts and crafts can include weaving, clay, masks, costumes, puppets, sewing, knitting, jewelry making and other similar activities. School age children still enjoy the creativity of plain paper, markers, pens or paint to create items such as paper hats, masks, gift-wrapping or original artwork<sup>(4)</sup>. Games with Rules can include football, tennis, hockey or other favorite sports played outside<sup>(6)</sup>. Indoor games may include playing cards and board games (caroms, chess and scrabble). Activities using paper and pencil such as dot-to-dot, crossword puzzles, tic-tac-toe etc. can challenge the mind and build self-esteem. (SELINE KEATING, 2011).

<sup>(3)</sup>Technology has undergone a revolution which made humans lives easier and added many benefits .Everyday, technology is constantly being improved and there were new inventions developed to run million-dollar businesses. However, technology can be considered a two-sided sharp blade as it can be used for illegal purposes<sup>(8)</sup>

## Objectives:

1. To assess the usage of Electronic Media (mobile phones, computers, video games & television)

among Higher secondary students in selected schools in Kelambakkam.

2. To assess the effects of Electronic Medias on Traditional Play among Higher Secondary Students in the selected schools in Kelambakkam.
3. To associate the effects of Electronic Media on Traditional Play with the selected demographic variables among Higher Secondary Students in selected schools in Kelambakkam.

## Methodology

**Research Approach:** The research approach used for this study was Quantitative approach.

**Research Design:** A descriptive design was used for the present study.

**Research Site:** The study was conducted at a selected School at Kancheepuram District, Tamil Nadu, India.

**Research Setting:** The study was conducted in Higher Secondary school at Kancheepuram District, Tamil Nadu, India.

**Population:** The population were the students from Higher Secondary schools in Kelambakkam, Kancheepuram District, Tamil Nadu, India.

**Sample:** In this study the samples were Higher Secondary students (11<sup>th</sup> & 12<sup>th</sup> standard) who are studying in Higher Secondary schools in Kelambakkam, Kancheepuram District, Tamil Nadu, India.

## Sample Size Estimation:

**Formula:**  $Z^2 p(1-p) d^2$

Z = Level of confidence standard 95% value is 1.96

P = expected prevalence

D = precision value is 0.05

The total number of sample selected for this study are **80 Samples**

**Sampling Technique:** In this study Convenient sampling technique was used by the researcher to select the sample.

**Criteria for the Selection of Samples:****Inclusion Criteria:**

- School students belonging to 11<sup>th</sup> & 12<sup>th</sup> standards from urban area.
- Both boys and girls.
- Students who can read and write .

**Exclusion Criteria:**

- Students who are not having android/smart phone.
- Students who are absent during Data collection.

**Data Collection Tool:** A self-administered questionnaire was used as a tool for data collection by the researcher. It consists of the following parts:

**Part I:** Questionnaire on demographic variables.

**Part II:** Questionnaire on electronic media and traditional play.

**Part I:** It consists of Demographic variables like age, gender, Family Income, type of family and number of siblings.

**Part II:** It consists of Questions Regarding electronic media and Traditional Play.

**Data Collection Procedure:** Data was collected over one week

**Plan For Data Collection Procedure:** The researcher got prior permission from the concern authorities. After getting the permission, the researcher gave instructions to the participants regarding Data Collection and its procedure and gathered consent form from them. After getting consent the researcher administered the self structured questionnaire to the participants. They have read the questions and carefully answered. 15 minutes duration was given to each participant. Duration of data collection was one week.

**Statistical Method:** Descriptive statistics like frequency distribution, percentage, mean, standard deviation & inferential statistics like chi-square test will be used to analyze the data.

**Ethical Consideration:**

- Departmental clearance was be obtained.
- UG committee clearance was be obtained.
- Ethical clearance was obtained from Institutional

Human Ethical Committee.

- Prior permission from the department of community medicine was be obtained.
- Informed consent was be obtained from each sample.

A Phamplet was issued regarding the effects of electronic media.

**Source of Funding:** Self Funding

**Conflict of Interest:** Nil

**Assessment Scales:**

**Method of Scoring:** A self structured questionnaire is used in this study. Scoring was based on the '5 - Point Likert Scale', which includes 20 Questions. Each. The maximum score is 100 and minimum score is 20.

Score	Level of Effectiveness
20 - 49	Minimum Positive Impact
50 - 74	Moderate Positive Impact
75 - 100	Optimum Positive Impact

**Result**

**Findings:** Findings of the study were presented under the following headings based on the study objectives .

**Objective 1:**

- To assess the usage of Electronic Media (mobile phones, computers, video games & television) among Higher secondary students in selected schools in Kelambakkam.

**The finding of the present study reveals that:**

1. 64% of the adolescent children spent 2-3hrs a day on Electronic media
2. 16% of the children spend more than 6 hours a day on Electronic media.
3. 11% of children spend 3-4hrs each day and
4. 9% of the children spend 5-6hrs a day.

**Objective 2:** To assess the effects of Electronic Medias on Traditional Play.

**Findings:** The Impact percentage of Electronic media on Traditional play was assessed with a self structured questionnaire in this study. Scoring was based on the '5 - Point Likert Scale', which included

20 Questions. Each. The maximum score is 100 and minimum score is 20.

#### The findings were:

1. 56%(45) of children had a Moderate Positive Impact of Electronic media on Traditional play.
2. 41%(33) had Optimum Positive Impact of Electronic Media on Traditional play
3. The rest 3%(2) had a minimum positive impact of Electronic Media on Traditional play.

**Table 1: Frequency and Percentage distribution of Effects of Electronic Media on Traditional play among Higher Secondary School children.**

Level of Effectiveness	Frequency	Percentage
Minimum Positive Impact	2	3%
Moderate Positive Impact	45	56%
Optimum Positive Impact	33	41%

Table 1 illustrates 56% of the students had Moderate positive Impact, 41% of the students had optimum positive impact and the remaining 3% had the least impact

**Objective 3:** To Associate the effects of Electronic Media on Traditional Play with the selected demographic variables.

On association of the demographic variables with the level of impact the probability value P was less than 0.05 which signifies that there were no significant association between the selected demographic variables and the effects of electronic media on traditional play.

**Limitation:** Only adolescent students from class 11<sup>th</sup> and 12<sup>th</sup> were covered in the study.

#### Recommendations:

- This study can be replicated on large sample, studies can be conducted in different settings to validate findings
- A study can be conducted on general public regarding effects of electronic media.

#### Conclusion

**To conclude the Researcher would like to:** Improve the knowledge on the Effects of Electronic media on Traditional play and to make sure that the students are aware of the ill Effects of Electronic media on Traditional play.

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