



SEEING IS PLAYING OUT: VIOLENCE ON TV CAUSE VIOLENCE IN A CHILD'S BEHAVIOR

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ABSTRACT

Television has become a significant component of children's activities. Violence on television and its influence on children's behavior is quite high. Occasionally, watching a single violent program might exacerbate aggressive behavior. Children who struggle with emotional, behavioral, learning, or impulse control issues may be especially susceptible to the effect of television violence. The effect of television violence on a child's behavior may manifest instantly or years later. The data was collected from school children's through the simple random sampling. The findings of the study show that violence in media affects children's. Children who see a lot of television violence develop an increased capacity for aggression. This study investigates the media violence effects on children's and further research may be conducted on media violence effects on youth.

Keywords: Impact, media violence, children's, television

1. INTRODUCTION

Television has become a significant component of children's activities. Violence on television and its influence on children's behavior is quite high Media violence refers to media representations of coercive and vicious behavior directed towards the media story's characters. Those characters can be human or non-human, childish or outwardly practical. Numerous individuals in the overall population stay unconscious of (or unconvinced by) the examination, there still is significant public discussion about whether to treat the media brutality issue appropriately. Concern inconsistently increments after acts of mass violence or after evident "copycat" episodes, as of late happened when a 12-year-old kid murdered a 6-year-old young lady by mimicking proficient wrestling moves he had seen on TV. These profoundly plugged occasions now and again lead to the presentation of strategy drives (Gentile, Saleem, & Anderson, 2007).

Much discussion has happened over the effect of review media viciousness on forceful conduct. Early research facility contemplates recommended an immediate connection between watching hostility and acting forcefully, especially in cases where the genuine circumstance took after the media one. Resulting review and longitudinal field examines have upheld the presence of a connection between seeing brutality in the media and acting fiercely. The impact sizes of these connections have would in general be little. There is proof of directionality, with the end goal that it is hard to make causal decisions. Factors that may underlie or intervene the impact

incorporate inclination toward hostility, a savage family climate, distinguishing proof with forceful media characters, confidence in the truth of the media, and the portrayed results of media savagery. Mediation programs trying to improve the relationship have not been extremely compelling. Survey of this assemblage of writing proposes that a humble yet certified affiliation exists between media savagery and hostility. Rosenthal⁴⁸ has contended that where an issue however genuine as brutality seems to be included, even a little impact should be viewed appropriately. Be that as it may, the intricate idea of the relationship and unanswered inquiries regarding interceding factors (Heath, Bresolin, & Rinaldi, 1989).

The history of media violence study is regularly interrupted by new films or television shows that either push the boundaries of violent material or garner attention due to their alleged "copy-cat" impacts on certain parts of the audience. While the fact that this tendency continues uninterrupted far into the twenty-first century may alarm those researchers worried about the influence of media violence on society, it likely demonstrates that the appetite for violent entertainment is remarkably resistant to change (Sparks, Cheri, & Erin, 2008).

The degree of kids' openness to various kinds of brutality differs. A few youngsters, particularly those living in low-pay regions, experience "ongoing local area brutality" that is, regular and nonstop openness to the utilization of weapons, blades, medications and arbitrary savagery in their areas. It is currently uncommon in metropolitan primary schools not to discover kids who have been presented to such adverse occasions. Youngsters met in examinations all through the country recount accounts of seeing viciousness, including shootings and beatings, as though they were normal, regular eve. Openness to brutality can effect sly affect kids during their turn of events and as they structure their own personal connections in adolescence and adulthood. A few investigations support a connection between openness to local area brutality and indications of tension, sadness, and forceful practices in young youngsters living in fierce metropolitan areas. Likewise with preschoolers, young kids presented to savagery are bound to show expansions in rest unsettling influences, and more averse to investigate and play uninhibitedly and to show inspiration to dominate their current circumstance. They frequently experience issues focusing and thinking since they are diverted by meddlesome considerations. Furthermore, young youngsters are probably going to see more about the purposefulness of the savagery and stress over how they might have dealt with forestall or stop it (Osofsky, 1999).

2. LITERATURE REVIEW

During the 1920s, guardians were worried about how Hollywood films saw in venues permitted youngsters to be together un-chaperoned in the murkiness watching greater than-life scenes of kissing and sentiment (Brown & Whitterspoon, 2002). Another researcher showed in his study that 3rd and 4th grade kids presented to a cattle rustler film contrasted with those not seeing any film took more time to look for grown-up help and endured more brutal hostility while noticing an organized battle between two more youthful kids (Drabman & Thomas, 1974).

Scientists controlled for elective translations by showing an energizing baseball fragment to their 1st and 3rd grade control subjects, and a fierce portion to their subjects in the treatment condition. For this situation, they tracked down that more established kids in the control condition set aside altogether less effort to react than did different gatherings. Albeit reliable with the possibility that media brutality openness works with capacity to bear viciousness, this investigation actually doesn't show whether it is diminished passionate affectability that really represents the impacts (Thomas & Drabman, 1975). An investigation decisions about TV brutality incorporated the perception that those Canadian and American kids who had high openness to TV and low openness to print were more forceful than those with the converse example. Along these lines, the early correlational examinations or studies recognized a few spaces of worry about TV viciousness and set up for more engaged examinations. At long last, it ought to be noticed that these 1950s investigations of watchers and non-viewers occurred when TV was new in the United States, Canada, and England. Later investigations during the 1970s would return to these issues and this exploration technique when TV was being brought into detached networks in Australia and Canada (Murray & Kippax, 1977).

An analyst led a three-year longitudinal examination in West Germany concerning 12 to 15 years old children's mentalities towards damaging, responsive, and authentic hostility corresponding to (self-revealed) openness to media viciousness just as character factors (e.g., neuroticism) and social factors (e.g., measure of regular involvement in savagery). All in all, young people were more positive toward receptive and authentic animosity than to damaging hostility, in spite of the fact that there were sex-and age-related contrasts. In particular, young men were more ideal for every one of the three sorts of animosity than young ladies, and the two young men's and young ladies' perspectives turned out to be less positive even toward prosocial hostility with expanding age. There was no general connection between openness to media savagery and perspectives toward hostility. In particular, openness to media viciousness was connected uniquely to young ladies' perspectives to receptive hostility and appeared to fortify just socially restless young men's uplifting outlooks toward damaging animosity. Media viciousness openness additionally represented less fluctuation in mentalities toward animosity than character or social variables. (Krebs, 1981).

Youngsters as long as five years of age are by and large partial to hearing a similar story over and over. This rehashed transmission typically improves their consideration towards the promotions, and in a couple of cases, it was tracked down that the youngsters will in general lose interest because of rehashed transmission of the TV advertisements. An immediate relationship was found in the redundancy of business and capacity to stand out for children (Wellman, 1990).The publicizing areas intentionally restrain the impact and conceivable antagonistic impact of the item they are promoting. They will in general depict a blameless part of everyday life in their business and expectation that this guiltless part of life would draw in the consideration of likely clients as well as impact them (Adler, Lesser, Merngff, Robertson, Rossiter, & Ward, 1997). An examination tracked down that 10% of 702 secondary school understudies looked for directing for negative responses to TV viciousness, referring to such issues as bad dreams,

uneasiness, dread of being separated from everyone else, and school nonappearances (Josh & Kaschak, 1998).

There is agreement among a large part of the exploration local area that viciousness on TV prompts forceful conduct by youngsters and teens who watch the projects. This end depends on research center trials and on field examines. Albeit not all youngsters become forceful, the relationships amongst brutality and animosity are positive (Strasburger & Donnerstein, 1999).

Children's consideration towards the commercials is exceptionally subject to factors, that it should be basic, and second is that it should contain something new for the kids. As youngsters begin seeing TV from youth, at that point, it gets hard to clarify them that essentially they ought to eat for the fundamental supplements not for just joy. Youngsters' understanding of publicizing messages is reliant upon factors like, their capacity and expertise to make a differentiation between businesses from non-business content and furthermore they should be distrusting towards the enticing goal of promoting inside the impediment of their insight. This interaction of surveying TV ads is known as psychological development and scholarly turn of events (John, 1999).

The essential impacts of media openness (e.g., TV and films, exciting music and music recordings, publicizing, computer games, PCs, and the Internet) included expanded rough and forceful conduct, expanded high-hazard practices, for example, liquor and tobacco use, and sped up beginning of sexual action in youngsters and teenagers (Villani, 2001). At times ads could be supported as beguiling. As most advertisements focusing on kids are of sweets, bites, and inexpensive food, such promotions consequently go about as impetuses in convincing youngsters to request these unfortunate items. Children's food inclination is exceptionally subject to TV promoting. In any case, it passes on an imbalanced dietary message. The examination has set up a positive connection between food ads kids recollect and the quantity of food sources like soda, crisps and exquisite bites that youngsters eat (Borzekowski & Robinson, 2001).

Most of exact investigations into the impacts of media brutality withdraw from the reason that media pictures educate and spur conduct since kids gain new abilities or social scripts fundamentally through perception of models (Gidwani, Sobol, Dejong, Perrin, & Gortmaker, 2002). Job of the family, its arrangement, eating examples and propensities, and financial status is perhaps the most significant in the improvement of overweight all throughout the planet. The essential specialist of socialization for the youthful, paying little mind to ethnicity is the family. The effect of media on youngsters differs forever. A solid relationship was found in TV seeing propensities, horrible eating routine, chronic weakness and corpulence among youngsters and grown-ups. While watching one remaining parts actually inert, this lessens metabolic rates and dislodges actual exercise (Livingstone & Helpser, 2004).

Kids and youths invest more energy with media than they do in some other movement aside from dozing kids' rooms are loaded with media innovation: by 2005, 66% had a TV, one half had a VCR or DVD player or computer game control center, and almost 33% had Internet access or a

PC. Media sway is expanded fundamentally with the presence of a room TV: seeing builds 1 to 2 hours/day, hazard of overweight increments by 31% and the probability of smoking copies. At the point when a TV is in the room, guardians are less ready to screen seeing propensities, kids take an interest in fewer exercises like perusing and hobbies, and rest is abbreviated (Zimmerman, Jackson, Brown, & L'Engle, 2007,2008).

Hypothesis:

On the bases of literature review hypotheses are:

- H1.** The impact on children is determined by their media consumption frequency.
- H2.** Violence depicted in the media has an effect on children's conduct.

3. METHODOLOGY:

This study employed a survey design. Simple random sampling was used to pick children between the ages of 5 and 15 years from various regions of Islamabad City. A sample of 400 children's whose households included a television set and cable television was chosen. The children were handed a survey, and the researchers also defined each of the survey questions. To avoid any ambiguity, they were engaged personally, ensuring that they would not befuddle and can certainly respond to inquiries. The non-parametric test was used to examine the data in the Statistical Package for Social Sciences (SPSS) software.

4. RESULTS

Table 1: Chi-square Test between the impact on the children and the frequency they watch media.

	Value	Degree of freedom	p-value
Pearson ChiSquare	7.75	3	0.04
Likelihood Ratio	7.93	3	0.04

	Value	Degree of freedom	p-value
Linear-byLinear Association	7.22	2	0.02
N of Valid Cases	400		

The following table illustrates the chi-square result:

The researcher utilized the chi-square test of association to determine the strength of the link between the impact on children and the frequency with which they consume media. Because p 0.04 is significant at a 4% confidence level, the analysis concluded that the result is significant.

Table 2: Chi-square Test between the violence presented in the media and the impact on the children.

	Value	Degree of freedom	p-value
Pearson ChiSquare	33.00	5	0.00
Likelihood Ratio	28.20	5	0.00
Linear-by-Linear Association	24.80	2	0.00
N of Valid Cases	400		

The chi-square test of association was employed to assess the second hypothesis, that the impact on children is impacted by the violence depicted in the media. Because the study reached a substantial level of significance at p.06, we may conclude that media violence has a high correlation with the influence on children.

5. DISCUSSION AND CONCLUSION:

The reason for this investigation is to see the effect on the children subsequent to watching media programs. How media effected the children behavior if they watched violence in TV programs. For the purpose of this investigation two hypothesis was generated. The findings showed that (I) there exists solid relationship between watching media programs and the conduct of the children and (II) the viciousness present in the media has solid relationship with the conduct of the children. We noticed solid relationship among brutality and the conduct of the children. Our investigation is upheld by the investigation of Anderson (2003) in which he showed that savagery appeared in media and computer games is obvious proof that vicious substance will increment forceful and fierce conduct of children in both present moment and long haul setting.

The focal point of the examination was to decide the impacts of media promoting on children. Media publicizing on kids could impact determinants like pointless buying, low wholesome food, and realism. In the present media situated society, pretty much every children is assaulted ceaselessly with broad communications messages including more than hundreds notices each day, from TV, radio, films, video/PC games, Internet, music CDs, boards, papers, magazines, garments, bundling and other showcasing materials. A significant number of these messages incorporate low wholesome food, vicious and realism substance that are typically alluring to kids as they are to a great extent planned objective crowd in many ads and commercials on media.

The kids are the main group of the society which is being influenced by the media substance and kid's shows that is the reason kids like dresses and adornments/assets of their number one animation characters. It was seen that 87% of the kids are drawn in by the dresses of animation character. In addition, 54% children like to purchase various extras identified with various animation characters and 49.8 percent of the children purchase these adornments in some cases. It was seen that dominant part of the kids (67%) likes to watch parody and a low number like to watch love and activity in animation programs. Because of their delicate personalities, the greater part of the kids attempt to mimic the activities performed by various characters.

Brutality or violence are additionally necessary piece of the even those kid's shows which are comedic in their sort. Indeed, even in comedic kid's shows, characters battle with one another which are enjoyed by the children. 87.5 percent like battle scenes between two characters for

example Tom and Jerry. Numerous youngsters for example 59.7 percent like to battle with their cohorts and different children in the wake of watching these comedic battles. In today's world of incredible media, children are also impacted by their favourite shows on television, such as children's shows. To conclude the current research, we can state unequivocally that media networks have a significant influence on youngsters, as seen by their style of life, clothing, aggressive and violent behaviour, and language. We discovered that the majority of youngsters, for example, 81 percent, regularly spend their time watching children's shows, and that Cartoon Network is the most popular animation channel for 85 percent of children. The majority for example, spend between three and four hours a day viewing kid's shows on media during their free time. Thus, it is commonly stated, in light of the aforementioned truths, that cartoon watching is the most popular side hobby of children.

This research is helpful for parents to control their children's watching TV hours. This study also suggests that a parent's check on children's watching TV programs is necessary. This study investigates the media violence effects on children's and further research may be conducted on media violence effects on youth.

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