

TELEVISION IMPACT TOWARDS TEENAGERS: A CASE STUDY AMONG PRIVATE COLLEGE STUDENTS

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Abstract: *Television is playing a huge impact to teenagers. According to the America Academy of Paediatrics, teenagers between 2 to 18 ages spends an average of three hours viewing time on television. Cultivation theory stated that, the more violence acts viewed, the more violence behaviour will be performed by the television viewers. This study will examine impacts of television among teenagers from private colleges and private universities in Malaysia. Through distribution of questionnaires among 110 respondents, data depicted that most of the respondents watch television for zero to two hours. In answering objective of this research, respondent's information concluded that teenagers are getting many negative impacts from watching television compare to positive impacts. Selected teenagers for this study recommended that the perfect television viewing hours is zero to two hours.*

Keywords: *Television, Impact of television, Teenagers, Cultivation theory, Private university*

Introduction

Television is an audio and visual tool of communication via sight and sound. Basic functions of televisions are to communicates information, education purpose, advertising any products and services, entertainments and relaxation purposes. Combination of few elements such as sound, picture, motion, colour and drama, television at once appeals to viewer sense (Mahesh & Nabi, 2013).

Television has been found as a platform to shape the values and behaviour of young people (Greeson, 1991). Transition in television are available in many tools. Compare to traditional method, digital television is available in variety platform such as online television, mobile application television, television via social media and user generated content television for few functions such as convenience, instant sharing, hassle free and so on. Therefore, watching television is a convenience activity for everyone. In today's generation, it is common to everybody to have at least one television at home regardless economic status (Noor, 2013).

Moses (2008) through a study to examine impact of television among children concluded that moderate amount of television viewing is beneficial for gaining information and upgrading

children's knowledge and for heavy viewers of television impact, Miller (2007) revealed that heavy television viewing is effected from attention problems. Movies, short films or any digital media portrayed via television are constantly updated with new information. Teenagers nowadays would binge watch the whole day on the television without eating, drinking or even sleeping. This has resulted in causing of sickness or even death.

A report by health day, showing a positive connection between watching too much television with some of the leading causes of death in the United States. In this research, researcher followed more than 221,000 people from 50 to 71 ages, who are free from any chronic disease at the beginning of research period. All of them were followed until death. Finding explored an association between the more time viewed on television and causes of death from chronic disease such as heart disease, cancer, diabetes and many more. Studies also revealed that, compared with those who watched less than one hour of television per day, the risk of death was 15 percent higher among those who watched three to four hours of television a day, and 47 percent higher for those who watched seven and more than seven hours a day (Preidt, 2015).

According the American Academy of Paediatrics, teenagers between the ages of 2 to 18 spends an average of three hours viewing time on television. Statistics also show that in an hour, there are at least 20 acts of violence portrayed in cartoon acts. By then when they reach the age of 18, at least 16,000 mock murders and 200,000 violent acts have been seen by them on television. Due to many views on impacts of television especially negative impact, this research aim is to examine the impacts of television viewing on college student's perception and behaviour.

Literature Review

Heavy and low television viewers and television impacts

Noor (2013) did a study to find out the effect of heavy and low television viewing on study habits of secondary school students. Data collection with 500 students revealed that low television viewers prefer quit and relaxing style of studying, they keep their classroom and study places clean and brightened compared to heavy television viewers. Data also added that, low television viewers also have shown a good vocabulary, good reading habits and comprehend well their reading materials. They have also been found to have a good amount of learning motivation and having high memory and remembering power for a longer period. Compare to high television viewers, low viewers have good study habits for their exams because they prepare an outline and arrange the ideas properly, follow a logical pattern of presentation, use simple language and construct paragraph and sentences effectively.

Impacts of television to adults

Through survey method with adolescent in examining functions of television, it has been proven that television is a source of occupational information for adolescents and has the potential to introduce them to occupations they may not have been previously considered (Hoffner et al., 2006).

Naveen conducted a study on the opinions of the youth regarding the influence of reality shows in Ambikapur District. Through questionnaire method with sample size of 50 youth of age 18-25 years were randomly selected for his study. He concluded that youth of the present day are strongly attracted towards television reality shows and believe that television reality shows help participants to showcase their talents, help people to earn quick money and provide awareness on current issues. In contract, according to Sammy and Baya (1997) in examining the impact of television viewing in influencing adolescent sexual activities through literature

review method found that adolescents follow and imitate sexual information from television content rather than other factors but Borinca rejected Baya's result. He did a survey research with 80 secondary school students to know the impact of television on sexual attitudes among teenagers. He reported that though television portray an acceptable level of sexual content but data showing an opposite link between teenagers' sexual attitudes and television viewing because television is not the only source for cultivating sexual contents among teenagers (Borinca, 2015).

Impacts of television to children

Nazli et al. (2008) said that important influence of television for children are increasing their readiness and social competence from television programme. Similarly, Wright et al. (2001) said that the effects of television viewing are categorized between direct and indirect effects. Direct effects influence via learning specific cognitive or academic skills and for indirect effects, it operated via motivational process from imitating prominent person. Wright et al. (2001) also added that watching television educational programs targeted for children was associated with subsequent letter such as learning new words, expose to numbers, understanding vocabulary, and school readiness. A meta-analysis by Marie and Emory with 34 studies on children's social interactions suggested that the real potential for television and other media to help children feel and behave more nicely to others. In addition, they added that television is more beneficial in fostering prosocial behaviour compare to antisocial behaviour.

A research by Kamaruzaman and Nurul Nadiah (2009) to examine impacts of television exposure to young children revealed that television is impacting more negative outcomes that can be seen among children compare to positive impacts due to excessive amount of television viewing and also with the broad range of content being broadcasted, which include violent, sexual, alcohol and so forth. Avosa et al. (2014) did a research to examine effect of television on student academic performance and language knowledge. Results exposed that majority, of the participant which are teachers and parents said that television watching has a negative effect on academic achievement and language knowledge of pre -school children because they are expose to cartoon and non- educational shows only. Therefore, more time spent watching these shows will link with poor school performance because students will sleep late night after watching television and they can't pay much attention in schools.

Methodology

Method used in this research is quantitative research. A survey was distributed randomly to selected college students in Malaysia such as Taylor University, Inti University, Monash University, Segi University, Sunway University and City University students. Total of 110 respondents were selected in answering research objective. Questions were constructed based on few variables such as demographic profile of respondents, amount of viewing time and impacts from watching respective programmes in television.

Data Findings

Demographic profiles of television viewers

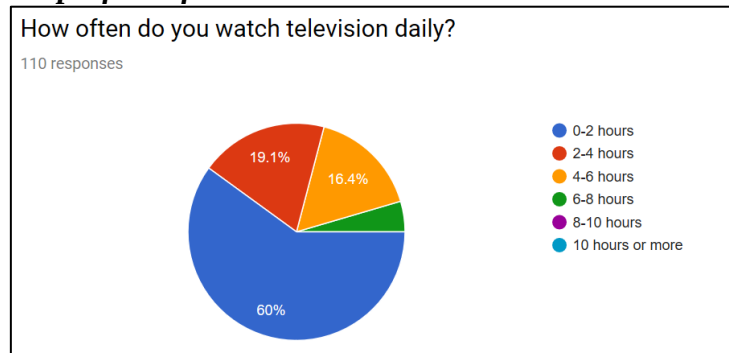


Figure 1: Hours spend on television

Based on Figure 1, 60% of the respondents watched television for 0 to 2 hours per day followed by 19.1% of the respondents watched television for 2 to 4 hours a day. 16.4% of the respondents on television for 4 to 6 hours per day. Majority of college students spend 0-2 hours on watching television programmes. The most suitable time is during evening (Refer to figure 2). Majority of the respondents prefer to watch television during evening for 77.3%, followed by afternoon time for 15.5%. This is due to students are free after college time during evening time. Therefore, evening is suitable for college students to watch television.

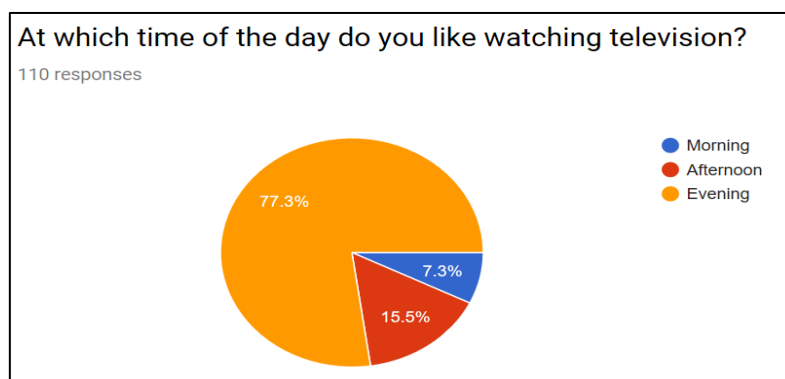


Figure 2: Time spend on television

Impact of television

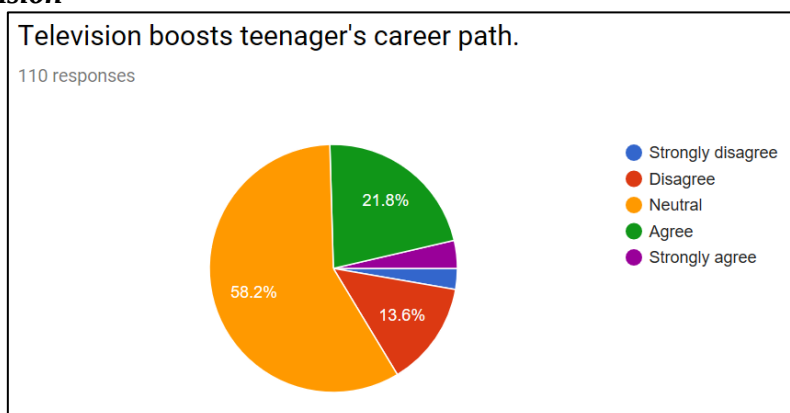


Figure 3: Positive impact from television

In getting answer for impacts of television viewing, majority of the respondents selected negative impacts such as sexual influences, changes to negative spending patterns, follow and

imitate violence behaviours from television. However, data revealed that there is only one positive impact of television were selected by respondents in this study which is television can boost teenager's career path. This result is similar with Hoffner and the colleague's finding because 21.8% of respondents agreed that television can provide useful information for prospect fresh graduates in finding jobs.

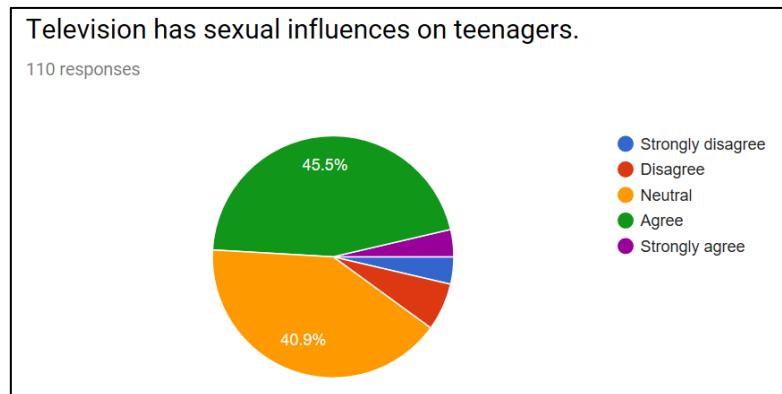


Figure 4: Sexual influence and television

Referring figure 4, in revealing more on negative impacts, respondents agreed that television has sexual influences on teenagers because majority of the respondents agreed for 45.5%. However, 40.9% of them are in neutral answer. This data is similar with Sammy and Baya's finding. It's been proven that teenagers will imitate and follow sexual activities that were portrayed in television.

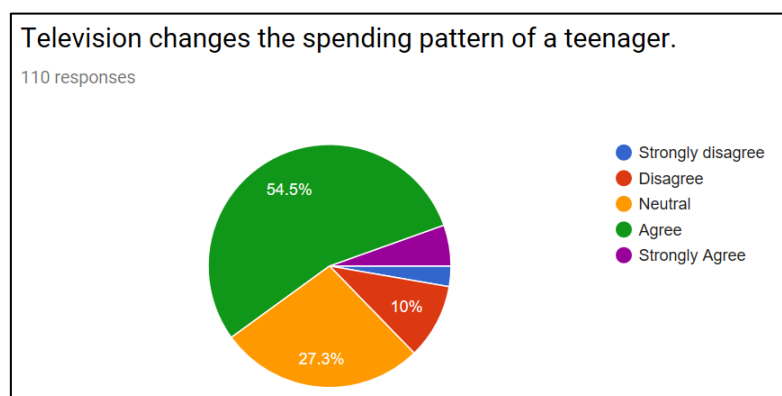


Figure 5: Spending pattern and television

Television play a huge impact in changing spending pattern of a teenager in influencing them to subscribe and pay more for television fee and charges to watch their favourite channel or show. According to figure 5, respondents agreed that television can change the spending pattern of a teenagers and youths because 54.5% said yes and agreed for this impact followed by neutral answer for 27.3%. Researcher concluded that, television is a platform in influencing spending and buying pattern of teenagers nowadays.

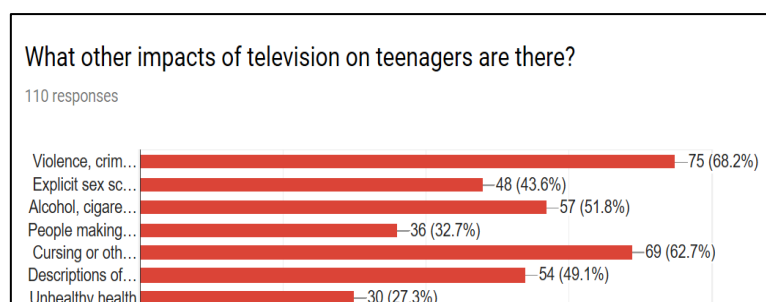


Figure 6: Other impacts from television

In examining other impacts of television, 68.2% of the respondents says that violence, or crime fighting scenes can impact teenagers to follow and imitate from television followed by 62.7% of the respondents said that cursing that occurs on film would impact teenagers to start cursing from watch television. 51.8% of the respondents revealed that watching television would cause teenagers to start drinking alcohol, smoke cigarettes and taking drugs from television influence (Refer to figure 6).

Researcher posted a question about how long should be the recommended time for teenagers to watch television? Majority or 36.4% of the respondents said that 0-2 hours of watching television is a sufficient amount for teenagers to watch television followed by 33.6% of the respondents said that 2-4 hours of television watching is the appropriate time for teenagers to watch television.

Conclusion

In conclusion, to study the impact of television on teenagers, a survey was conducted with 110 college students. It has been seen that teenagers watch television 0 to 2 hours daily. They like to watch television mostly during in the evening and weekend. Most of the chosen respondents stated clearly that television viewing is providing more negative impact compare to positive impact to teenagers. Selected negative impacts from television are such as influencing sexual behaviour among youth, change spending pattern of teenagers through getting manipulated by television content and images and the most impact that television does to teenagers is that it increases their violence behaviour through imitating from television. In recommending prefer hours to watch television, most of them feel that 0-2 hours is the suitable amount of time for teenagers to watch television daily.

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