

Amna Arif

Influence of Electronic Media in Escalating Aggressive Behaviour in Children



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Abstract

Media has been playing vital role in shaping the behavior of children since many centuries. Many children are seen copying and imitating the roles of their favorite cartoon character, and thinking it heroic to act violent. The children are seen acting exactly like the television characters. Is in the human nature to get influenced and inspired by the people they love.

Today media is playing important roles in the lives of individuals. Portrayal of aggression, violence, destruction, riots effects individuals in different ways. This issue is becoming an alarming public health hazard. This study tries to find out the relationship between exposure to violent media and the likelihood of developing aggressive behaviors in children.

A cross sectional study was conducted on a sample of 300 children in the age bracket of 4-12 years. The Unit of analysis was the children while the unit of observation was the mothers of the children. Simple random sampling and convenience sampling techniques is used for sampling

The result states that here exists a relationship between exposures to violet media. The more a child is exposed to violent content in the media, the greater the frequency of the exposure the greater the child is likely to be aggressive and adopt aggressive behavior. it is also found out that the age group which is exposed most to the violence in media is the age group of 4-6 years. Furthermore the results also showed that children in the age bracket of 4-6 years are most aggressive in behaviors among the 3 age groups. The exposure to violent media in females were more than males according to the test applied. The given set of sample also showed that females were more aggressive in behaviors than males.

The test showed that the children whose mothers had different educational backgrounds had different level of exposure to violent media. Children with different no of siblings had different level of exposure also the aggressive behavior in children with different no of siblings varied.

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LIST OF ABBREVIATIONS

VME: Violent Media Exposure

AB: Aggressive Behavior

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