

Parental Television Mediation among Employed Parents

Remiya J. S.¹

Dr. G. Balasubramaniya Raja²

¹Research Scholar, Reg. No. 9656, Department of Communication, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India,

²Professor, Department of Communication, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India,
Abstract- A researcher named Schofield Clark explains Parental mediation theory as, "parents utilize different interpersonal communication strategies in their attempts to mediate and mitigate the negative effects of the media in their children's lives". Parental mediation is categorized into three types i) active mediation ii) restrictive mediation and iii) co viewing. In general, it is believed that parental television mediation helps children gain a sound relationship with their parents, get informed and educated about various things, establish healthy emotions, think critically and have a good rapport with others. The strength of these parental mediation strategies should be identified to know its effectiveness in parent child relationship.

Key words : Television, Parental mediation, Active, Restrictive and Co viewing

1.1 INTRODUCTION

Parenting strategies for supervising and guiding children's media use have been the most defining issue in the discussion of parental mediation. According to Warren (2002, p. 202), parental mediation is defined as 'any strategy parents use to control, supervise, or interpret content' for children and adolescents. Such parental guidance of children's television viewing has been considered key to overcoming television's potential negative effects.

Several researchers have argued that the most effective parental mediation approach is to use a mix of three styles of television mediation to control, supervise, or interpret television content (Austin, Bolls, Fujioka, & Engelbertson, 1999; Bybee et al., 1982; Nathanson, 2001; Nathanson & Botta, 2003; Valkenburg, Krmar, Peeters, & Marseille, 1999). The three-dimensional concept of parental mediation styles includes restrictive mediation, instructive mediation, and co-viewing. According to Warren (2005), restrictive mediation refers to parents' rules of mediating children's television viewing, such as the amount of television viewing time and the specific type of program content, sometimes called rule-making mediation. Instructive mediation refers to parents' talking with children about television, such as discussing television programs, content, and commercial messages, often called active, evaluative, or strategic mediation. Co-viewing mediation refers to parents' act of watching television with children without discussing television use and content, often as referred to as parents' passive mediation intervention.

Overall, the instructive mediation style has been found to be used less than the other two types (Valkenburg et al., 1999; Warren, 2002), whereas restrictive and co-viewing mediation styles have been found to be relatively popular.

1.1.1 Significance of the study:

The present study is proposed to investigate a few subjects relating to the perception of Parental television mediation towards parent-child relationship. Communication within the families has been decreased enormously nowadays where both the parents are employed. Due to this situation the gap between the parents and children tend to increase. This study would make an attempt to identify the importance of parental television mediation style in their relationship.

1.1.2 Research problem:

Children are spending lot of time watching television and receive various information through it when compared to other media. Both the parents who are employed get opportunity to meet their children only in front of television. Their meeting should become useful, meaningful, at the same time it should be entertaining. The coming generation should imbibe the discerning ability and it could be provided only by parents' careful didactic moulding.

1.2 LITERATURE OF REVIEW

John D. Abel (May, 1976) conducted a study on “The Family and Child Television Viewing”, Do the patterns of family interpersonal communication influence children's television viewing? That was the major research question examined in this field study. The results indicate that in families in which the pattern of communication emphasized parent-child relations, as opposed to child-idea relations, the children's viewing preferences are influenced by what they perceive their parents would prefer them to watch. It was also found that children, when selecting a TV program to watch, will likely select one similar to their own family's communication pattern.

Amy Bleakley, Amy B. Jordan, and Michael Hennessy, (May 2013) conducted a study on “ The Relationship Between Parents’ and Children’s Television Viewing which attempts to examine the effect of parental television viewing on children’s television viewing compared with traditional predictors such as household television access, parental rules, and demographic characteristics of the child, parent, and household. Educating parents about the relationship between their own and their child’s viewing may be a useful strategy for interventions that aim to reduce children’s excessive television viewing. Additionally,

health professionals can engage parents in a discussion about how family television time is associated with increased television time for children.

Patti M.Vallkenburg, Marina Kremer, Allerd L. Peeters, and Nies M.Marseille made a study on “Developing A Scale to Assess Three Styles of Television Mediation: “Instructive Mediation,” “Restrictive Mediation,” and “Social Coviewing” Telephone interviews from a random sample of Dutch parents (N=123 for the pilot study, N=519 for the main study), provided an opportunity to explore television mediation activities in which parents could engage. From principal components analysis, three reliable styles of television mediation emerged: restrictive mediation, instructive mediation, and social coviewing. In addition to a number of demographic variables, parental concerns about the negative effects of television were significant predictors of style of television mediation.

1.3 RESEARCH METHODOLOGY

1.3.1 Objectives of the study

1. To determine the parents socio-demographic profile and their perception of parental television mediation towards parent child relationship.
2. To determine the different parental mediation style by parents for their children.

1.3.2 Research question

1. What is the relationship between demographic variables, and parental mediation towards children television viewing?
2. Which parental mediation mostly followed by parents?

1.3.3 Hypothesis

1. There is relationship between demographic variables and parental television mediation towards children television viewing.
2. There is relationship between instructive mediation, restrictive mediation and co viewing.

The study was conducted among 100 educated and employed parents of Tirunelveli district. The investigator adopted the survey method to study the relationship between parent and child television mediation in the households of employed parents. Data are collected from working parents of households through a questionnaire. Secondary data were collected from various books, journals, reviews and websites. Data were gathered using a questionnaire to determine the parental television mediation was measured using the typology developed by Valkenburg et al. (1999). Fifteen Likert-type scale items measured the frequency with which parents co viewed, restricted, and discussed television viewing with their children. To measure parental mediation style, five (5) statements for each of the parental mediation style was given. Each style by indicating (ten item) strongly agree, agree, neutral, disagree, strongly disagree and (five item) usually, frequently, occasionally, rarely and never. 100 parents were sampled using stratified sampling. To test the

hypotheses, descriptive frequency and one way ANOVA were used. Respondents were mostly parents of children in the age group of 12 to 14 years (27.1%). Most parents were aged 31 to 40 years (51.0%). Fathers (42.6%), undergraduate educated parents (35.5%), most parents were private employees (47.7%).

1.4 DATA ANALYSIS

Table 1. Socio Demographic Background of the Respondents

Variables	Category	Frequency	Percent
Gender	Male	66	42.6
	Female	34	21.9
Age	Below 30 years	11	7.1
	31 to 40 years	79	51.0
	41 years and above	10	6.5
Education	Diploma	17	11.0
	Under graduate	55	35.5
	Post graduate	26	16.8
	Post graduate and above	2	1.3
Occupation	Private	74	47.7
	Government	9	5.8
	Others	17	11.0
Family monthly Income	Up to 15000 rupees	33	21.3
	15001 to 30000 rupees	33	21.3
	30001 rupees and above	34	21.9
Children age	5 to 8 years	26	16.8
	9 to 11 years	32	20.6
	12 to 14 years	42	27.1
Children gender	Male child	30	19.4
	Female child	46	29.7
	Male and female child	24	15.5

The above table describes the socio-demographic characteristics of the survey respondents (n=100). The distribution of the samples selected for the study in terms of demographic variables (gender, age, education, occupation, family monthly income, children age, children gender) of the Respondents are given below. The sample contained more fathers (42.6%), than mothers (21.9%). The children were grouped into three ranges

: age 5 to 8 years(16.8 of sample), 9 to 11 years (20.6% of the sample) and 12 to 14 years (27.1% of the sample). Male child (19.4%), Female child(29.7%, Parents Education Diploma (11.0%), Under graduate (35.5%), Post graduate (16.8%), Post graduate and above (1.3%), Occupation Private(47.7%), Government (5.8%), Others (11.0%), Family monthly income Up to 15000 rupees (21.3%), 15001 to 30000 rupees (21.3%), 30001 rupees and above (21.9%), Respondent had more than one child (15.5%).

Table 2 : Mean Difference Analysis of Mediation for Respondent age

Respondent age	N	Mean	F	Sig.
below 30 years	11	67.27	.371	.691
31 to 40 years	79	69.06		
41 years and above	10	75.80		
Total	100	69.54		

- Significant at 0.05 level of significance

In the above table, the significant differences among the age group of the respondents in terms of the level of parental mediation are analyzed. The mean scores for the age groups show not much variation. The F value also shows that there is no significant difference among the different age groups with mediation.

Table 3 : Mean Difference Analysis of Mediation for Religion

Religion	N	Mean	F	Sig.
Hindu	68	70.72	.964	.385
Muslim	9	58.56		
Christian	23	70.35		

- Significant at 0.05 level of significance

In the above table, the significant differences among the religion of the respondents in terms of the level of parental mediation are analyzed. The mean scores for the religion show not much variation. The F value also shows that there is no significant difference among the religion with mediation.

Table 4 : Mean Difference Analysis of Mediation for Caste

Caste	N	Mean	F	Sig.
OC	22	65.45	.307	.820
BC	47	70.23		
MBC	27	72.04		
SC/ST	4	67.00		

- Significant at 0.05 level of significance

As far as community is concerned, respondent belonging to the four groups, namely OC, BC, MBC, SC/ST. The mean scores for the caste show not much variation. The F value also shows that there is no significant difference among the religion with mediation.

Table 5 : Mean Difference Analysis of Mediation for Education

Caste	N	Mean	F	Sig.
Diploma	17	68.00	.282	.838
Under Graduate	55	69.76		
Post graduate	26	71.19		
Post graduate and above	2	55.00		

- Significant at 0.05 level of significance

As far as the inferences differences among the respondents based on their education level. It is found that those who have studied up to diploma and post graduate and above level have low level of mediation. Post graduate level have moderate mediation. Mediation is found to be higher to the under graduate level. However, these differences are not significant as shown by the F value in the table.

Table 6 : Mean Difference Analysis of Mediation for Occupation

Occupation	N	Mean	F	Sig.
Private	74	71.84	1.274	.284
Government	9	65.22		
Others	17	61.82		

- Significant at 0.05 level of significance

As per the inferences from the above table occupation doesn't play any role on mediation among the respondents. The mean scores in the above table illustrate that those respondents who are private employees who are more experienced by mediation than those who are government employees. However, the F value is not significant.

Table 7 : Mean Difference Analysis of Mediation for Family Income

Family Income	N	Mean	F	Sig.
Upto 15000 rupees	33	77.64	4.125	.019
15001 to 30000 rupees	33	70.48		
30001 rupees and above	34	60.76		

- Significant at 0.05 level of significance

The F statistic in the above table shows that there are significant differences in their level of parental mediation among the respondents based on their different level of personal income. The scores clearly show that those who have no income, they are experiencing the low level of mediation. The respondents those who have earn are experiencing high level of mediation. These differences among the three income groups of respondents are significant observed from the F value which is significant. Hence it is concluded that personal income makes a significant difference in the extent of mediation

Table 8: Mean Difference Analysis of Mediation for Children Age

Children Age	N	Mean	F	Sig.
5 to 8 years	26	70.77	.418	.659
9 to 11 years	32	72.00		
12 to 14 years	42	66.90		

- Significant at 0.05 level of significance

The mean scores in the above table indicate that the mean scores for the age groups show not much variation. The F value also shows that there is no significant difference among the different age groups with mediation.

Table 9 : Mean Difference Analysis of Mediation for Children Gender

Children Gender	N	Mean	F	Sig.
Male	30	68.70	1.048	.355
Female	46	66.83		
Male and female	24	75.79		

- Significant at 0.05 level of significance

The mean scores in the above table indicate that the mean scores for the children gender show not much variation. The F value also shows that there is no significant difference among the child gender with mediation.

Table 10: Level of Instructive Mediation of the respondents

Instructive Mediation	Number	Percent
Moderate	2	1.3
High	98	63.2

Table 10 explains that the (1.2%) of respondents reported that they are experiencing moderate level of instructive mediation, (63.2%) of the respondents are experiencing high level of instructive mediation.

Table 11: Level of Restrictive Mediation of the respondents

Restrictive Mediation	Number	Percent
Moderate	22	14.2
High	78	50.3

Table 11 explains that the (14.2%) of respondents reported that they are experiencing moderate level of restrictive mediation, (50.3%) of the respondents are experiencing high level of restrictive mediation.

Table 12: Level of Co viewing Mediation of the respondents

Instructive Mediation	Number	Percent
Moderate	49	31.6
High	51	32.9

Table 12 explains that the (31.6%) of respondents reported that they are experiencing moderate level of co viewing, (32.9%) of the respondents are experiencing with high level of co viewing mediation.

1.5 FINDINGS

The aim of the study was to elucidate the three styles of television mediation in which parents engage. In this study 15-item instrument measuring a television mediation strategies. On the basis of parental mediation strategies, three styles of television mediation measured: The distribution of the samples selected for the study in terms of demographic variables (Respondent age, gender, education, occupation, family monthly income, children age, children gender) Table 1 describes the socio-demographic characteristics of the survey respondents (n=100) . This study employed the typology developed by Valkenburg et al. (1999). Fifteen Likert scale items (ten items 1 = strongly disagree 5 = strongly agree) and (five item 1= never, 5 = usually) measured the frequency with which parents restrictive, instructive and co viewing with their child. The data were subjected to a series of one-way ANOVAs to test these relationships. First hypothesis predicted that there would be significant relationship between their level of parental mediation among the respondents based on their different level of personal income. Other variables not significant at the level of mediation. Second hypotheses predicted that the relationship between restrictive mediation, instructive mediation and co viewing style of parental mediation mostly parents followed by instructive style of mediation.

1.6 CONCLUSION

The relationship between and parental television mediation in the households of employed parents the highest percentage of respondents (63.2%) reported that a instructive mediation is more among the families. Instructive mediation, where parents explain or discuss certain aspect of programs; parents help their children to understand television programs, they frequently speak with their children about something witnessed during a television show. Most parents encouraging and discussing television programs with their children. Restrictive mediation, where parents set rules for viewing or prohibit children from viewing certain programs; and social co viewing, where parents and children simply watch television together. One-

way ANOVA test was performed to examine the socio demographic profile and parental television mediation. The relationship between family income was significant. This study opens the door for a better understanding of parental television mediation and parent child relationship.

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