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**Research Article**

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**EFFECTIVENESS OF INFORMATIONAL TECHNIQUE ON KNOWLEDGE  
REGARDING PREVENTION FROM SIDE EFFECT OF EXCESS TELEVISION  
WATCHING AMONG MOTHERS OF PRIMARY SCHOOL CHILDREN**

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**Abstract**

In this pre experimental design, sample consisted of 100 mothers of primary school children, selected by Non probability convenient sampling technique. Self structure knowledge questionnaire tools was used for assessing the knowledge of mothers Pre test was conducted by using the same self structured knowledge questionnaire and after 30 days post test was conducted using the same self structured knowledge questionnaire for assessing the effectiveness of informational technique Mean percentage of the knowledge score of post test 21.06 was higher than pre test 28.09. The 't' value for total pre test and post test was 19.23. The data was analyzed in terms of descriptive and inferential statistics.

Another significant change in our social environment in the 21st century has been the fullness of our culture and our daily life by television. Unfortunately, the effects of one of the most common forms of electronic media have a devastating effect on children's well-being. Now it's not just children who are in the wrong place or having "bad" friends who are likely to be exposed to bad things when they go out on the street. The ugly "real" road is easily accessible to many young people now in their homes.

**Introduction**

Watching TV is a normal way to relax after you get home from work. But while it is fun, it can be very harmful. Studies show that teens who have a TV in their bedroom tend to watch it more often and have poor eating habits, without getting bad points. Let's find out how TV can become a problem. Television is an inevitable part of modern culture. We have relied on TV for entertainment, news, education, culture, weather, sports and music, since the emergence of music videos. On the other hand, the amount of education and entertainment that children can benefit from. On the other hand, there are concerns and questions about the impact of television on children, especially violence and advertising. Television makes us all happy, and for children it also gives us a chance to watch the world. That land contributes to their development. They take messages about other ways of life and behavior. They may be overwhelmed by the violence and the harsh realities of life and be bombarded with negative messages for their development. Television can also be beautiful and showcasing responsible ways in the world. Children need the opportunity to recognize various forms of mental and behavioral speed that are beyond their

control. And they need to hear the world without television. Children need to talk, play and dream during the day and read, as well as watch television. As a parent, you need to maintain a balanced view of television and other activities.

### **Objectives**

1. To assess the pre test knowledge of regarding prevention from side effect of excess television watching among mothers of primary school children
2. To assess the post test knowledge of regarding prevention from side effect of excess television watching among mothers of primary school children
3. To assess the effectiveness of informational technique regarding prevention from side effect of excess television watching
4. To find out association between pre test knowledge score with selected demographic variables.

### **Methods and Material**

An extensive review of literature was undertaken. The conceptual framework based on Roy's adaptation model An experimental research approach was used to assess the knowledge regarding prevention from side effect of excess television watching among mothers of primary school children

A pre experimental research design was considered appropriate for the study "to assess the effectiveness of informational technique regarding prevention from side effect of excess television watching One group pre test and post test design was used. In order to measure the content validity of the tool, the questionnaire schedule was given to the 12 experts from the field of child health Nursing and community health nursing. The experts were chosen on the basis of their clinical expertise, experience, qualification and interest in the problem area. The tool was found reliability of tool was calculated with split half method and found 0.91 which is statically reliable for the present study.

### **Result**

The data for main study was calculated in the month of March. Data collection was analyzed by using descriptive & inferential statistics. The analysis depicted that majority of mothers of primary school children by (51%) belonged to the age group of 30-33 years Regarding the Educational status of mother, majority of respondent (49%) had their graduate Majority of the respondent (42%) were Hindu, Majority of the

samples (67%) were living with joint family , Majority respondent (41%) living in urban area were.

Pre test Knowledge score Maximum mothers of primary school children . 61% of the mothers of primary school children had average knowledge, 29% of mothers of primary school children had good knowledge, and only 10% had poor knowledge regarding prevention from side effect of excess television watching

Post test score that majority 81% of the mothers of primary school children had good knowledge, 19% of mothers of primary school children had average knowledge, and no one have poor knowledge regarding prevention from side effect of excess television watching

The effectiveness of informational technique for prevention from side effect of excess television watching that, there is significant difference between pre and post knowledge score 27.08. **t test value Itl=18.12**. Tabulated value of t test 5% level of significance & 5 degree of freedom .**Tabulated t value t=2.31** t calculated>t tabulated.H2 is accepted that means informational technique is effective.

Age, education living area are, occupational status significant with pre test knowledge score.

### **Conclusion**

The informational technique was found to be an effective for mothers for primary school children regarding prevention from side effect of excess television watching.

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