



Impact Of Television Viewing on Family Ties of Rural Women

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ABSTRACT

The research study was conducted to know impact of TV viewing on family ties of rural women in Belgaum, Dharwad, Gadag and Haveri districts of Northern Karnataka. More than ninety per cent of rural women expressed positive views for TV viewing as it helped them to avoid unwanted talks / discussion and provided useful information. Waste of time, reduction in visits of relatives and friends, no proper attention towards guests were expressed as moderate negative impact on their family. Overall index value was found to be high in positive views followed by effect on personal life and negative views. The highest index value showed to the adopted methods like taking meals while viewing TV followed by cooking meals in advance. Majority of the respondents regularly discussed the contents of TV programmes with their family members and occasionally with relatives.

Key words : Family Ties, Rural Women, Television Viewing

Television has profound impact on our society. It has changed the life styles of the people and has become a major influence in our culture. Unlike printing which took hundreds of years to influence the culture, TV's impact was almost instantaneous. TV has not only occupied the leisure hours of the homemakers but has also gone far beyond to affect the whole working pattern in the homes. It is not only homemaker but the whole family is also found busy viewing television programmes for varying length of hours. If the activities of the homes are not adjusted to the changed pattern, dissatisfaction may result. The views held by homemakers regarding television viewing can be linked with the planning of the household activities. Effective planning of the household activities can go a long way in eliminating the negative views. Considering the need of the hour, the present investigation was conducted to study the impact of TV viewing in terms of positive impact, negative impact and effect on personal life, to analyse the different methods adopted by the rural women to adjust various activities related to home, farm and subsidiary for viewing TV programmes and to know the discussion pattern of viewed TV programmes with other members.

MATERIAL AND METHODS

The study was conducted in Belgaum, Dharwad, Gadag and Haveri districts of northern part of Karnataka state. Multistage sampling method was adopted for the investigation. Selected villages were 25 Km away from the nearest town, urban or semi urban areas to know the real effect and impact

of TV on rural women of interior villages. A purposive random sampling procedure was used for selection of respondents. A total of 480 respondents, selecting 120 from each district, taking equal number of 40 televiewing rural women from each village were selected for the study. Data were collected with the help of pre-tested interview schedule. Collected data were analyzed by using suitable statistical methods.

RESULTS AND DISCUSSION

Impact of T V viewing on family ties

The data presented in Table 1 indicated that more than ninety per cent of rural women expressed positive views for TV viewing as TV helped them to avoid unwanted talks and discussion and provided useful information. Nearly eighty per cent had viewed it as good time pass, easy to adopt and reflect social status. Overall index value of "positive views" found to be 68. Waste of time (92.08%), reduction in visits of relatives and friends (95.63%), no proper attention towards guests (86.04%), diverts servants' attention (66.46%) and leads to late night sleep (85%) were expressed as moderate negative impact on their family. Overall index of "negative views" was found to be 59.42. Similar findings were found in the study conducted by Mehrotra and Parmjit Aujla(1991). Cent per cent of the respondents expressed that their personal life was affected highly by visit of friends and relatives whereas; equal number of rural women (95.21%) affected moderately in meeting their friends and in attending social functions. The overall index of "effect on personal life" was found to be 61.54. Overall index value with respect to

Table 1. Impact of TV viewing on family ties of rural women.

Particulars	N=480			Overall Index
	High	Moderate	Low	
I Positive views				
Provide useful information	38 (7.92)	442 (92.08)	-	68.00
Easy to adopt	-	365 (76.04)	115 (23.96)	
Good time pass	104 (21.67)	376 (78.33)	-	
Reflects social status	95 (19.79)	330 (68.75)	55 (11.46)	
Helps to avoid unwanted talks and discussions	29 (6.04)	451(93.96)	-	
II Negative views				
Waste of time	-	442 (92.08)	38 (7.92)	59.42
Disturbs child's studies	130 (27.08)	350 (72.92)	-	
Unwanted exposure to children	-	178 (37.08)	302 (62.92)	
Reduction of informal visits of relatives / friends	-	459 (95.63)	21 (4.37)	
Guests are not properly attended	-	413 (86.04)	67 (13.96)	
Diverts servants' attention	-	319 (66.46)	161(33.54)	
Leads to unplanned meals / household works	-	417 (86.88)	63(13.12)	
Leads to late night sleeps	9 (1.88)	408 (85.00)	63 (13.12)	
III Effect on personal life				
Compatibility with our culture	199 (41.46)	281 (58.54)	-	61.54
Women over exposed	-	38(7.92)	442 (92.08)	
Lack of time to meet friends	-	457 (95.21)	23 (4.79)	
Lack of time to attend social functions	-	457 (95.21)	23 (4.79)	
Visit of friends and relatives	-	480(100.00)	-	
Normal work disturbed	-	428 (89.17)	52(10.83)	
Adverse effect on health	-	304 (63.33)	176(36.67)	

Values in parenthesis indicate percentage

impact of TV viewing on family ties of rural women was found to be high in positive views (68%) followed by effect on personal life (61.54%) and negative views (59.42%).

The possible reason may be due to the presence of TV, one of the important revolutionary changes in home life during the current century. It has not only occupied the leisure hours of the homemakers but has also gone far beyond to affect the whole working pattern, in the homes. It was not only homemaker but the whole family was also found busy in viewing television programmes for varying length of hours. If the activities of the homes are not adjusted to the changed pattern dissatisfaction may result. The views held by homemakers regarding television viewing can be linked with the planning of their household activities. Effective planning of the household activities can go a long way in eliminating the negative views.

Methods adopted to adjust the different activities for viewing television programmes

Different methods adopted by the rural women to adjust various activities related to home, farm and subsidiary for viewing TV programmes is explained in Table 2. More than 90 per cent of the respondents were regularly cooking food in advance and took meals while watching TV. About 20 per cent of them regularly allot different works to the family members and complete house hold works in advance, to sit before TV. Methods adopted occasionally were forcing their children to finish studies and home works in advance (98.12%), engaging labours (95.62%) to look after milch animals and servants (87.08%) for household works, making their kids to sleep before start of TV programmes (82.08%). Cent per cent of the respondents occasionally returned home early from fields. The highest index value (98) showed to the adopted methods like taking meals

Table 2. Methods adopted by rural women to adjust different home/ farm/ subsidiary activities for watching TV programmes

N=480				
Methods	Regularly	Occasionally	Never	Index
Cook meals in advance	444 (92.50)	36(7.50)	-	97.50
Taking meals while viewing TV	450 (93.75)	30 (6.25)	-	98.00
Work allotted to different members	114 (23.75)	366 (76.25)	-	74.66
Engaging labours for animal husbandry work	-	459 (95.62)	21 (4.38)	65.20
Engaging servants for household work	-	418(87.08)	62(12.92)	62.36
Adjusting farm activities	89 (18.54)	341 (71.04)	50(10.42)	69.30
Doing household work in advance	103 (21.46)	356 (74.17)	21 (4.37)	72.43
Return home early from fields/ work	-	480 (100.00)	-	66.66
Perusing kids to sleep before start of programme	-	394 (82.08)	86(17.92)	60.76
Making children finish homework in advance	9 (1.88)	471 (98.12)	-	67.30
		Overall Index		73.41

Values in parenthesis indicate percentage

Table 3. Discussion pattern of TV programmes of rural women with other members

N=480			
Members	Regularly	Occasionally	Never
Family members	307(63.96)	155(32.29)	18(3.75)
Neighbours	213(44.38)	249(51.87)	18(3.75)
Peer group	154(32.08)	297(61.87)	29(6.04)
Relatives	143(29.79)	319(66.46)	18(3.75)
Official colleagues	38(7.92)	84(17.50)	358 (74.58)

Values in parenthesis indicate percentage

while viewing TV followed by cooking meals in advance(97.50), distributing the different works to all the family members(74.66), completing household works in advance (72.43) and making alternate arrangements and adjusting farm activities(69.30). The overall index was found to be 73.41.

The findings showed that TV has not only occupied the leisure hours of farm women but also

gone far beyond to affect the whole working pattern by rescheduling home, farm and subsidiary activities. The entry of TV in the Indian homes has disturbed the household working routines. Hence, most of the farm women adjusted taking meals in accordance with the TV programme. The results are in accordance with the findings of Parmjit Aujla and Neelam Mehrotra (1988), Balasubramanya and Kiranmani (1990)

Discussion pattern of T.V. programmes with other members

The data projected in Table 3 shows discussion pattern of TV programmes with other members. Majority of the respondents (63.96%) regularly discuss with the family members and occasionally with relatives (66.46%). About 62 per cent of them discuss with peer group followed by neighbours (51.87%). More than three-fourth of the respondents never discussed the viewed TV programmes with their official colleagues.

After viewing TV programmes related to farm and home, if they have been motivated to adopt some new technology or practice or innovative ideas, they want opinion and suggestions of family members. Similarly, to purchase any new item, where investment is involved they prefer to discuss with their husband and elders of the family and take joint decisions. Hence, majority of them regularly discuss with their family members and expect all

type of support from them. The subjects like home decoration, art piece making, new recipes *etc.*, they always feel free to discuss with peer group and neighbours. Due to fear or to maintain distance with officers, nearly three fourth of them might not have discussed with official colleagues.

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