

# What my kids are watching? An Analysis of Parental Media Mediation Techniques in Pakistan

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The purpose of this study was to explore media mediation techniques (restrictive, active and covieing) employed by parents in Pakistan. This study measured the concern of parents according to their gender and education level. Results revealed that educated parents are more involved in guiding their children as compared to less educated parents. Out of 2000 parents only 30 % of parents are actively involved with their children. Lesser educated parents do not use active meditation methods as frequently as compared to highly educated parents with mothers being more active in using this method. It was found that the gender and education of parents play an important role in making important media control decisions. Media control strategies irrespective of the gender and education of parents were different for boys and girls. Fathers in Pakistan are more active in restrictive mediation methods, mindful about the wellbeing of their children and want to limit their media access than mothers in controlling their children. The socio-economic conditions of Pakistan's society are different from other developed societies so children are not properly guided nor given explanations by their parents, only a limited number of parents are attentive in explaining media content to their children.

**Key Words:** *Media Mediation; Active Media Mediation; Restrictive Media Mediation; Covieing; Less Educated; Highly Educated*



## Introduction

Despite of the fact that digital media is growing in different styles, television still holds a significant amount of place in different family's life and most significantly in those families who have little children. During old times, TV was initially placed in living rooms where the whole family including little children use to sit around and that was considered to be a good family time and television used to be a tool for entertainment. There were families who had only one TV set in their homes with very limited choice of channels and they used to watch family oriented shows, so there were no channels for specific age group. With the advent of more media channels, different satellites, advancement in the digital media and networks, access to unlimited choice of channels to media viewer became easy (Paik, 2001). It has never been this important for parents to keep a check on the media content their kids are consuming, but now with the increase in media violence and sexual content it's more crucial for parents to get involved in what their children are watching. With the obvious fact that there are some countries where no proper media regulation policies are implemented, it's important for parents to keep an eye on the media content their minor children are consuming. (Brigitte, 2009).

A wide body of research have been conducted about the effect of different media content on young kids that is related to the amount of exposure they have towards media content. During the early times of television, parental media intervention researches have suggested that unrestricted and unsupervised exposure to different media content have a very important impact on young children. In most of the developed countries, children have most frequent access to television as they have a TV in their own rooms. A very significant study conducted Kaiser family foundation suggests that in America, 26 % of the children that ranges from age 2 to 4 have tv sets in their rooms while this number increased to 70% when these children reaches to the age when they start going to middle school. (Roberts & Foehr, 2004). One of the main question is about the amount of Parental guidance and check and balance related to what their children are watching. An extensive body of research discovered that most of the time a child's media content is unsupervised by Parents. (Pasquier, 2000, Kaiser Family Foundation, 2003, Roberts & Foehr, 2004).

Now the main concern of the parents is their child's media content usage, specifically television. Kaiser family foundation conducted a research on a very large scale that suggests parents are much more anxious about inappropriate media exposure of their young kids (Rideout, 2007). When it comes to the screen time of kids, parents are more worried about the unsuitable content which includes sexual media content, abusive language and violent content. (Woodard & Gridina, 2000). Another concern of the parents is the transformation of culture into Americanization as there is a monotony of American produced content in the local market. The most important factor is the access to media content that is inappropriate in many ways that includes sex, violence and abuse. (Fass, 2007, Lemish, 2007).



With a sensibly huge amount of guardians and Parents concerned about their kid's media usage and display time raise a very important question that is to measure the methods used by parents to keep check on their child's media content consumption. To check the number of parents that are very actively involved in the supervision of their kid's media usage? This is very much connected to the level of knowledge parents are having about their child's media usage, how, when and with whom they are spending their time on media specifically television. (Bersamin et al. 1, 2008).

The impacts of television on young children are of the main concern for parents who are actively involved in different activities of media supervision to make media content more suitable according to their culture norms for their children. The active participation of parents in is required for all the intercession measures adopted. (Schaan, Melzer, 2015).

As cited in (Cardoza, 2010) Meyrowitz says that "An extensive usage of different media specifically television is a reflection of our collective social decision where young children have access to be a part of burial services , parties, war and courtship.... The content that is presented on television like death, sex and violence may not be fully understandable by young kids but still they are exposed to different media content that discusses those topics which their elders have tried to keep hidden from them. TV forces young children to enter into the world of complexities and the other crucial role that TV plays is that it provides a platform to children to ask questions about the topics and actions which were unknown to them without television ( 1985,p. 374).

There are a few reasons concerned when we talk about TV: the conflicted connection between its functional and destructive impacts. The positive and harming impacts of TV are generally connected with media control of guardians in a family. There's enormous pressure on guardians in this new time where many channels are only a click away from kids. It's tied in with keeping your kid very much educated and engaged. A fear of rapidly growing disastrous impacts of media on behavior and culture, and studies have made more difficult for parent to stay active and alert. (Cardoza, 2010). It is thought to be 'tantamount to electronic child abuse' when it comes to the unsupervised media viewing of children. (Buckingham, 1996, p.154).

Kids in Pakistan have been genuinely dependent on their families in terms of emotions and finances for quite a while. A family is a vigorous social unit, and kids are more ensured and protected than in Western nations. The family has been recognized as a primary mingling factor affecting kids' perspectives and gaining knowledge from TV (Huston and Wright, 1996). It is important for researchers to concentrate on parental monitoring strategies and media proficiency levels in the Pakistani settings.

Active mediation, restrictive mediation, and co-viewing are the three classes of mediation that studies conducted on a very large scale on mediation patterns have acknowledged. (Valkenburg, Krcmar, Peeters, & Marseille, 1999; Nathanson, 2001). All preventive rules and restrictive methods defined for children's media content comes under the method of Restrictive mediation.



The method of Active mediation mentions the involvement of parents to ornate media messages and their way of thinking about positive and negative media messages being conveyed. Family sitting together for viewing media content without having a discussion on the content refers to the technique of Co-viewing. Several studies are done on the strategies that are led to control media content of young children that suggests that restrictive and active media techniques are more common in families rather than co viewing with children. Parents think negatively about the media effect on kids. (Nikken & Jansz, 2006; Hoffner & Buchanan, 2002).

The rules and regulation implemented by parents on their children are often based on the advantages of watching TV, their cultural norms rather than on proofs. Research studies have identified that the TV watching habits of young kids are very much connected to different ethnic background which indicates disparities among parents. The study conducted suggested that the children belonged to African American, Hispanic and Asian American have far more screen time of TV than others. Another reason that have caused differences is the socioeconomic status as parents from lower socioeconomic status were very less worried about their kid's media content usage. (Njoroge et al,2013).

A very crucial role that can be played by parents in decreasing media harms and improving the advantages is actively using media controlling techniques. Promotion of prosocial behaviors by parents during viewing media content with children and by discussing the negative and positive messages to them can reduce the harmful effects. A critical attitude towards negative and harmful media messaged can also be developed related to violence and antisocial exercises. Young boys who are guided regarding media content acted less violently than young girls. (Nathanson & Cantor, 2000).

Parental media observing indicates the endeavors taken by parents as precautionary undertakings pointed toward delivering helpful media outcomes and forestalling unwanted influences on young kids. (Schaan, Melzer, 2015). Active, restrictive and co-view are identified as the three noticeable patterns of media mediation techniques. (Chakroff & Nathanson, 2008).

**Restrictive Mediation:** To shield young kids from unsuitable media content defines the method of restrictive mediation. Controlling and limiting kid's watching time and restricting them from viewing specific media content is also involved in the method of restrictive mediation. This method of mediation is more dominant with those parents who have young kids. (Walker & Coyne, 2010; (Valkenburg, Krcmar, Peeters, & Marseille, 1999) It also denotes to all precautionary rules specified for media screen time and content.

**Active Meditation:** directing and clarifying media content and giving information about differentiating between fiction and reality defines Active mediation. . It additionally works on decisive thinking in young kids in regards to media content. It likewise alludes to endeavors



utilized by parents to expound media content and their perspective connecting to media messages being conveyed that can be positive or negative.

Co-viewing Mediation: involvement of parents with kids while watching content on TV. Co-viewing procedure signifies the amount to which media is utilized all together however without conversation on content (Valkenburg, Krmar, Peeters, and Marseille, 1999; Nathanson, 2001). It likewise incorporates definite discussions with kids. Co-view can be dynamic or passive.

As a result of a vast body of research, it is stated that the main conclusions on parental control methods suggests that restrictive and active both mediation techniques are far more common in families having young kids. Guardians and parents have negative attitudes towards the impact of media messages on kids. (Nikken & Jansz, 2006; Hoffner & Buchanan, 2002).

Kids consume media content or watch TV to kill time, and it can make them lazy. Despite the fact that parents concur that TV is giving knowledge and diversion to their kids, they are worried with regards to its impressive job as a damaging agent. Parental control of media studies has found a few reasons that shift as per the nation's way of life. Parents essentially convey explicit principles, however these guidelines change as indicated by the age of the kids, limitations are applied most of the times on those kids that ranges from 6-15 years of age. Westernization and adoption of western culture is an another factor that Indian parents think is causing early dating ,extramarital affairs and change in dressing style of young kids. Most Eastern parents also not ready to approve western rating frameworks because they think that the cultural differences will have an impact on what is age appropriate for kids. (Cardoza, 2010).

A survey conducted on a large scale identified that in parental control methods , age of the kids plays an important role and the controlling techniques gradually decreases as children grows older. A very less number of parents support absolute media freedom and they define the display time for them. Survey results also shows that 60 percent of the parents think that it's only their responsibility to shield their kids from the harmful effects of media content while on the other hand 30 percent of the parents think that the responsibility goes both ways and both parents and broadcaster are responsible for media content control. A number of parents accepted that control should besides through conversation and rationale (Mullen, 1997).



### **Objectives of the study.**

- To investigate media mediation methods used by parents in Pakistan.
- Whether or not the gender of children have an impact on parental media control techniques?
- To recognize the role of gender and education of parents in media mediation.

### **Research Questions**

- **Research Question 1.** Does the gender of the kid influence how parents control and confine TV viewing?
- **Research Question 2** One ought to be cautious with regards to what their daughters watch?
- **Research Question 3** One ought to be cautious with regards to what their male children watch?
  
- **Hypothesis 1:** At using prohibitive mediation techniques, Male parent (Fathers) are more actively involved than female parent (Mothers).
- **Hypothesis 2:** Parents who are highly educated are more dynamic at applying prohibitive media mediation techniques to control and supervise their kids than parents who are less educated.
- **Hypothesis 3:** while applying media limitations on female kids, there is no difference between parents who are highly educated and less educated.
- **Hypothesis 4:** Co viewing media content on TV with their kids are more common in those parents who are highly educated than less educated
- **Hypothesis 5:** Female Parent (Mothers) tries to co view media content on tv with their kids more often than Male parent (Fathers).
- **Hypothesis 6:** Active mediation techniques are more likely to be applied by highly educated parents on their kids rather than less educated ones.
- **Hypothesis 7:** While guiding their kids, Female parent (Mothers) are more likely to be involved in active mediation techniques than Male Parent (Fathers).
- **Hypothesis 8:** Parents who are highly educated are more focused on what media content their kids are consuming than parents who are less educated.
- **Hypothesis 9:** Female parent (Mothers) are more actively involved at explaining media messages to their kids than male parent (fathers).



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## Methodology

This research study was sought to investigate the overall patterns of parental media mediation implementation in Pakistan. This survey was conducted in different rural and urban areas of Pakistan in which a sum of 2000 parents took part. This research's principle objectives were to investigate the job of education and gender of parents in media mediation approaches utilized in Pakistan, to ensure the equal contribution from both male and female parent with various different educational backgrounds, the researcher has collected and chose data with great care. A survey method was used to discover the answers of the questions asked in order to reach out to maximum number of parents that resides in different areas of Pakistan. In order to get data from Parents a descriptive survey technique was used in this study.

**Restrictive Mediation** all those restrictive rules and regulation that are specifically defined for media content and time for family are included. Techniques of Restrictive Mediation restricts watching hours of kids' TV exposure, confining specific kinds of shows and limiting their way to deal with unseemly media content.

**Active Mediation:** coordinates to endeavors used by parents to explain media content and their perspective connected with various messages that are specified as positive and negatively perceived media messages. The areas which are being covered in active mediation techniques used by most of the parents includes the explanation and clarification of both constructive and destructive media messages to young kids, putting forward a legitimate viewpoint in the event that something isn't connected with local esteems, and making basic media judgment in kids through discussions. It likewise incorporates examining media content with kids widely, offering assistance to cause kids to comprehend befuddling and disconnected thoughts, informing them about various goals about a particular message or media, feeding guidance, support, guidance and goals.

**Co-viewing Mediation:** the methods and techniques that shows the usage of media by different families without having a discussion on the content being viewed by them during their family time but the determination of the parents are included in this method to spend quality and pleasant time with their young kids.

## Data Analysis

### Section 1. Restrictive Mediation

Section 1 of this research study is specifically designed to relate to those restrictive mediation strategies that are in practice by parents to supervise their child's media exposure. Age of the children and types of media are another important factor that shows how much parents are worried regarding their kids media content usage. Section 1 of the study also examines the various types of media that are permitted by parents for their children to watch, besides with the type of media content. This section of the survey additionally investigates parents interests connected with the gender of their kids. Is it equally important to supervise media content for both girls and boys or are they specifically more concerned about media control of girls?

- The gender orientation of the kid influence how parents control and confine TV viewing or not?
- Parents ought to be cautious with regards to what their daughters watch?
- One ought to be cautious with regards to what their male children watch?

Table No 1. Gender of the Child and Parental Restrictions

		Male	Female	%	Total
One ought to be cautious with regards to what their daughters watch?	Never	50	79	6.5%	129
	Rarely	225	229	22.7%	454
	Sometimes	378	300	33.9%	678
	Often	221	313	26.7%	534
	Mostly	126	79	10.3%	205
One ought to be cautious with regards to what their male children watch?	Never	129	123	12.6%	252
	Rarely	221	267	24.4%	488
	Sometimes	340	345	34.3%	685
	Often	146	181	16.4%	327
	Mostly	164	84	12.4%	248

Table 1: demonstrates those percentages and frequencies that were provided by parents in response to the questions asked by the researcher. The questions were specifically designed in order to get the answers regarding the concern of parents when it comes to gender of their child and what strategies are used to control and limit their media content and time. Results of the responses provided by parents' shows that control of media content exposure of their female child (daughters) that is (n= 534) which makes it to 27% as compared to their son's media exposure that is 16% ( n=327). Results shows that only 6% of the parents that is (n= 129) do not specifically control media for their female child ( daughters) as compared to those parents who lacks a control for male child that is 12% (n=252). It is believed by parents that one ought to be more watchful and attentive in what their female child is watching at 28% (n=534) comparing it to those parents who are concern for their male child with 16% (n=327).

- **Hypothesis 1:** At using prohibitive mediation techniques, Male parent (Fathers) are more actively involved than female parent (Mothers).

Table No 2 Restrictive Mediation: Difference Between Fathers and Mothers

Variables	N	Mean	Std. Dev	t	df	Sig
Fathers	1000	2.99	1.463	4.236	1998	.000
Mothers	1000	2.71	1.493			

\* $p < 0.05$ .

In order to get the scores regarding the comparison of fathers and mothers in using restrictive mediation techniques, an independent t-test was applied where a significant difference in scores was seen that was  $M = 2.99$ ,  $SD = 1.463$ ) and mothers ( $M = 2.71$ ,  $SD = 1.493$ ;  $t(1998) = 4.236$ ,  $p = .000$  whereas if we see the magnitude of the difference in the means ,that was very small (mean difference=, .208, 95% *CI*: -.410 to .410) and (eta squared = .05).

As the outcomes of the sample t-test suggests that ,at an alpha level of .05 ,a statistically major difference have been seen which indicates that the application of the restrictive mediation techniques and controlling media consumption is effected by the gender of the child by parents. Male Parent (fathers) of the child are more alert with the application of limitations and control upon their kids as compared to the female parent (Mothers)

**Hypothesis 2:** Parents who are highly educated are more dynamic at applying prohibitive media mediation techniques to control and supervise their kids than parents who are less educated.

Table .3 Restrictive Mediation, Difference Between Lesser and Highly Educated Parents

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	2.21	1.250	-19.541	1998	.000
Highly Educated	1084	3.40	1.447			

\* $p < 0.05$ .

In order to get the scores regarding the comparison of parents with different educational background, highly educated and less educated in using restrictive mediation techniques, an independent t-test was applied where a significant difference in scores was seen that was ( $M = 3.40$ ,  $SD = 1.447$ ;  $t(1998) = -19.541$ ,  $p = .000$  whereas if we see the magnitude of the difference in the means, that was large which is (mean difference =  $-1.193$ , 95%  $CI$ :  $-1.073$  to  $-1.075$ ) was large (eta-squared =  $.039$ ). As the outcomes of the sample t-test suggests that, at an alpha level of  $.05$ , the educational background of the parents has a very profound effect and a statistically major difference have been seen which indicates that the application of the restrictive mediation techniques and controlling media consumption is effected by educational level of the parents. It, shows that those parents who are highly educated are more alert in applying restrictive mediation methods on their kids as compared to less educated ones.

**Hypothesis 3:** while applying media limitations on female kids, there is no difference between parents who are highly educated and less educated.

Table No 4 Education Level of parents and Media Restrictions on Female Child

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	3.03	.833	-3.284	1998	.001
Highly Educated	1084	3.19	1.234			

\* $p < 0.05$ .

In order to get the scores regarding the comparison of parents with different educational background, highly educated and less educated in using restrictive mediation techniques on their female child (daughters) an independent t-test was applied where a significant difference in scores was seen that was  $M = 3.19$ ,  $SD = 1.234$ ;  $t(1998) = -3.284$ ,  $p = .001$ . Whereas if we see the magnitude of the difference in the means, that was very small which is (mean difference =  $-.158$ , 95%  $CI$ :  $-0.064$  to  $-0.066$ ) was small (eta squared =  $.003$ ). so the results of the t-test suggests that it does not matter what educational background parents possess, both less and highly educated parents are very much concerned about the media consumption of their female child (daughters) and they are

more concerned in applying restrictive mediation methods and control media usage of their female child.

## Section 2. Co-viewing; Media Mediation Technique

**Hypothesis 4:** Co viewing media content on TV with their kids are more common in those parents who are highly educated than less educated

Table No 5 Education of the Parents Regarding Television Viewing with Children

	Less Educated	Highly Educated	Frequency	Percent	Valid Percent	Cumulative Percent
Never	370	187	557	27.9	27.9	27.9
Rarely	262	434	696	34.8	34.8	62.7
Sometimes	49	305	354	17.7	17.7	80.4
Often	235	158	393	19.7	19.7	100.0
Mostly	370	187	557	27.9	27.9	27.9
Total	916	1084	2000	100.0	100.0	

Table 5: demonstrates those percentages and frequencies that were provided by parents in response to the questions asked by the researcher and it shows the results of frequencies of both highly and lesser educated parents who tries to co-watch TV with their kids. In order to keep an eye on what their kids are watching, parents co view the media content and for this purpose the hypothesis was tested to see the difference level between highly educated and less educated parents. The hypothesis made by researcher assumed that the level of concern by highly educated parents would be higher than lesser educated regarding their kids media content consumption and will try to co-watch with their children. According to the educational level of the parents, an independent t test was applied to check the statistical difference and mean scores of highly educated and lesser educated parents.

Table No 6 Parents' Education Level And Television Viewing With Children

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	3.16	1.208	-4.953	1998	.000
Highly Educated	1084	3.40	.937			

In order to compare the scores regarding the tv watching routines of both lesser and highly educated parents with their kids, an independent t-test was applied, where a significant difference in scores was seen that was ( $M=3.16$ ,  $SD=1.208$ ) and highly educated parents ( $M= 3.40$ ,  $SD=.937$ ;  $t(1998) = -4.953$ ,  $p= .000$ ). Whereas if we see the magnitude of the difference in the means, that was very small which is (mean difference =  $-.238$ , 95%  $CI$ :  $-.144$  to  $-.142$ ) was small (eta squared =  $.012$ ). As the outcomes of the sample t-test suggests that, at an alpha level of  $.05$ , as compared to lesser educated parents, highly educated parents more often tries to watch TV with their kids. Parents with high level of education give more time and tries to watch TV with their children.

**Hypothesis 5:** Female Parent (Mothers) tries to co view media content on tv with their kids more often than Male parent (Fathers).

Table No 7 Parents and Television Watching with Children

Variables	N	Mean	Std. Dev	t	df	Sig
Father	1000	2.61	.928	-3.619	1998	.000
Mother	1000	2.77	.987			

In order to compare the difference in the scores between female parent (Mothers) and Male Parents (Fathers) regarding who tries more often to watch tv with their kids, an independent sample t-test was applied , where a significant difference in scores was seen that was ( $M= 2.61$ ,  $SD= .928$ ) and mothers ( $M= 2.77$ ,  $SD=.987$ ;  $t(1998) =-3.619$ ,  $p= .000$ ). Whereas if we see the magnitude of the difference in the means, that was medium which is (mean difference=,  $-.115$ , 95%  $CI$ :  $-.071$  to  $.071$ ) was medium (eta squared =  $.014$ ). The results of the responses suggests that female Parents (Mothers) are more active in watching TV with their kids.

### Section 3.Active Mediation

**Hypothesis 6:** Active mediation techniques are more likely to be applied by highly educated parents on their kids rather than less educated ones.

Table No 8 Parents and Active Media Participation With Children

	Less Educated	Highly Educated	Frequency	Percent	Valid Percent	Cumulative Percent
Never	419	110	529	26.5	26.5	26.5
Rarely	208	96	304	15.2	15.2	41.7
Sometimes	149	264	413	20.7	20.7	62.3
Often	140	214	354	17.7	17.7	80.0
Mostly	0	400	400	20.0	20.0	100.0
Total	916	1084	2000	100.0	100.0	

Table no 8 demonstrates those percentages and frequencies that were provided by parents in response to the questions asked by the researcher and it shows the frequency of both highly educated and lesser educated parents who are active in explaining media content to their kids and are more actively involved in mediation methods. So depending on the educational level of the Parents who are actively involved in watching TV with them, hypothesis was made to check the difference. A hypothesis was made by the researcher in which he assumed that parents with higher level of education are more concerned about what their children watch and will explain media content to them and try to watch different media content with them. An independent t test was applied in order to compare the mean scores of parents of both highly and lesser educated parents, and also it checks the statistical difference between lesser and highly educated parents.

Table No 9 Parents' Education Level Active Media Mediation

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	2.01	1.110	-29.992	1998	.000
Highly Educated	1084	3.64	1.325			

In order to compare the difference in the scores between highly educated and lesser educated parents in using active mediation strategies with their children, an independent t test was used, where a significant difference in scores was seen that was lesser educated parents at (M=2.01, SD=1.110) and highly educated parents at (M= 3.64, SD=1.325; t (1998) = -29.992, p= .000. Whereas if we see the magnitude of the difference in the means, that was large which is mean

difference = -1.633, 95% *CI*: -1.525to -1.526) was large (eta-squared = .37). As the outcomes of the sample t-test suggests that, at an alpha level of .05, the results obtained from sample t test suggests that as compared to lesser educated parents' highly educated parents are more active at using active mediation techniques with their kids. Parents with higher level of education are more active in explaining and directing media content to their children.

**Hypothesis 7:** While guiding their kids, Female parent (Mothers) are more likely to be involved in active mediation techniques than Male Parent (Fathers).

Table No 10 Active Mediation Difference Between Mothers and Fathers

Variables	N	Mean	Std. Dev	t	df	Sig
Fathers	1000	2.73	1.540	-5.093	1998	.000
Mothers	1000	3.06	1.389			

\* $p < 0.05$ .

In order to compare the difference in the scores between female parents (Mothers) and Male Parents (fathers) in using active mediation strategies with their children, an independent t test was used, where a significant difference in scores was seen that was for fathers (M= 2.73, SD= 1.540) and mothers (M= 3.06, SD=1.389;  $t(1998) = -5.093, p = .000$ ). Whereas if we see the magnitude of the difference in the means, that was small which is mean difference (mean difference=, -334, 95% *CI*: -.205 to -.205) was small (eta squared = .05).

As the outcomes of the sample t-test suggests that, at an alpha level of .05, the results obtained from sample t test suggests that the gender orientation of the parents have effects on the use of active mediation techniques and explaining of media content that have been viewed on TV. Female parents (Mothers) are more actively involved in using media mediation methods.

**Hypothesis 8:** Parents who are highly educated are more focused on what media content their kids are consuming than parents who are less educated.

Table No 11 Parents' Education Level Active Media Mediation

Variables	N	Mean	Std. Dev	t	df	Sig
Less Educated	916	2.41	1.244	-1.588	1998	.000
Highly Educated	1084	4.00	1.139			

\* $p < 0.05$ .

In order to compare the difference in the scores between higher educated and lesser educated parents in giving attention to what their children are watching and their choice of media content, an independent t test was applied, where a significant difference in scores was seen that was for less educated parents ( $M=2.41$ ,  $SD=1.244$ ) and highly educated parents ( $M= 4.00$ ,  $SD=1.139$ ;  $t(1998) = -1.588$ ,  $p= .000$ ). Whereas if we see the magnitude of the difference in the means, that was large which is mean difference (mean difference =  $-1.588$ , 95%  $CI$ :  $-1.483$  to  $-1.483$ ) was large (eta-squared =  $.37$ ).

As the outcomes of the sample t-test suggests that, at an alpha level of  $.05$ , the results obtained from sample t test suggests that the there is a significant difference in the scores of parents according to their educational level as highly educated parents give more attention to the their children's media choices. Parents with high level of education are very much active in explaining and describing media content to their children.

**Hypothesis 9:** Female parent (Mothers) are more actively involved at explaining media messages to their kids than male parent (fathers).

Table No 12 Media Content Explanations: Difference Between Mothers and Fathers

Variables	N	Mean	Std. Dev	t	df	Sig
Fathers	1000	2.64	1.236	-7.773	1998	.000
Mothers	1000	3.07	1.255			

\* $p < 0.05$ .

In order to compare the difference in the scores female parents (Mothers) and Male Parents (fathers) in explaining media content, An independent t test was applied, where a significant difference in scores was seen that was for fathers ( $M= 2.64$ ,  $SD= 1.236$ ) and mothers ( $M= 3.07$ ,  $SD=1.255$ ;  $t(1998) = -7.773$ ,  $p= .000$ ). Whereas if we see the magnitude of the difference in the means, that was small which is mean difference mean difference=,  $-.433$ , 95%  $CI$ :  $-.324$  to  $-.324$ ) was small (eta squared =  $.067$ ).

As the outcomes of the sample t-test suggests that, at an alpha level of  $.05$ , the results obtained from sample t test suggests that the gender orientation of the parents has an effect on the techniques used for media content explanation and giving guidelines to kids. Female parents (Mothers) are more active in explaining media content to their kids.

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## Discussion and Conclusion

This Research study was specifically conducted to check the different controlling techniques of parents upon their children regarding consumption of different media content which includes the question like which method they use to control their children's media viewing, how much they give attention to the content according to their age and the type of programs they allow to watch. During the survey various questions were asked from the parents to get information about kids tv viewing patterns specifically in Pakistan. To check that whether kids are allowed to watch different shows on TV alone or with family? What types of agendas and programs are allowed by parents for their children to watch? The scholars have explained the role of parents in different areas that can be analyzed. (1) Parents create their child's media environment (2) parents are the mediators for what media content their child is consuming and (3) Parents are representing those various groups whose family structures and parenting methods are influencing the children.

Vygotsky presented a theory that explains those functions of parental mediation methods that serves as an important factor in grooming of child's personality. It also benefits in media content analysis and explanation skills which may support kids in shielding from harmful effects of media. Small kids connect and involve with media content with the help of family and siblings, and it helps them to develop their own, social and emotional encounters (Vygotsky 1978). Parents should be active in applying mediation techniques when their children are involved in special media activities for better development of their kids. (Schofield, 2011). Children start their media use in very early age and here comes the responsibility of parents to decide their media use. Media examination on parental mediation has upheld that parents' media systems fluctuate as indicated by their points of view toward the various negative or constructive outcomes media have on their youngsters. Parents who are careful with regards to the dangers and the harms of media more regularly attempt to protect their kids by controlling their media use by using different controlling techniques. Those parents who see media as a tool of getting information and education try to co view and are actively involved in explaining media content. (Sonck et al., 2013).

In the course of the most recent twelve years throughout the entire existence of the cable network, many channels have been imported from western nations to engage individuals of the underdeveloped nations. Entertainment channels specifically designed for kids that are broadcasted on cable networks without any surveillance. It is now necessary that parents should be literate enough to know what media content is best for their kids and what content they are watching. In This research study, to measure the parental control, involvement and awareness regarding kids' day to day TV viewing control, the Restrictive mediation section suggests a different hypothesis and research questions. The job of parents is important in characterizing media content and giving admittance to their kids. Parents are similarly liable for decreasing the destructive impacts of media as well as assume significant part in analyzing how media is treating

their youngsters. According to the type of content kids are watching, parents can also review the behavior and responses of their young kids. (Nathanson, 2004).

A very vast body of research have suggested that the gender orientation and level of education of parents play a consistent role in choosing restrictive mediation techniques for their kids to control what they are watching on tv Another important factor is the attitude of parents towards media content which shows their interest in controlling media content of their kids. (Valkenburg et al., 1999). The feedback obtained from the questions asked in this part of the study got very mixed responses towards control of media content which was encouraging. Prior research studies suggests that the use of restrictive and active mediation methods are more often in those families who have little kids and to restrict media use of their kids. (Hoffner & Buchanan, 2002; Nikken & Jansz, 2006).

With the introduction of new and different media channels for kids, it's getting difficult for parents to control what their kids are watching and even very alert parents are also facing difficulties. (Cantor, 1996). The results shows that 65% of the parents are concerned about how much their kids spend time on Tv and 35% of the parents does not care about their media activities. .Generally speaking 55% of parents confine their kids' TV viewing hours and 45% of the parents much care about it. The viewpoint of parents connected with various content of media clarifies the idea of their control and limitations.

Parents are more alert at not permitting their kids to watch those shows whose contents involve nudity, violence or abuse. They try to limit the consumption of these content by switching off the TV. Parents also don't permit their kids to watch westernized and Indian content as this is very common in other parts of the country where media content is being imported. Parents are in a view that media might have harmful effects on the cultural and social individuality of the kid. (Kubey, 2004).

Parents in no way permit their youngsters watch tv programs with grownup topics like alcohol or smoking. There is a difference among the outcomes of the take a look at compared with previous researchers, in western international locations the mother and father' involvement decreases as the age of their youngsters will increase (Lareau, 1989; Muller, 1993) but in Pakistan, the age of the kid is not a trouble. Only 30% of dad and mom apply media policies consistent with the age in their kids and the other 70% do not care approximately it but as an alternative will not allow their youngsters under or above 15 years of age to observe something offensive. Parents do no longer make media selections based totally on the rating systems described in foreign entertainment channels due to the fact they don't know about score systems.

Whether or not the gender orientation of the kid affect how mother and father control and restriction the television viewing of their youngsters? This query turned into designed to discover the role of the gender of the child while making use of media regulations within the context of the

Pakistani society. In Pakistan gender discrimination is likewise general among parents, they've extraordinary guidelines for boys and girl child.

The reaction received from these questions suggests that dad and mom are often cautious about controlling their daughters' media publicity at 27% compared to their sons at 16%. Most mother and father agreed that one should be extra careful and watchful about what their daughters watch and that they don't pay tons attention to what their boys watch on tv.

One more speculation was proposed to check an alternate area of orientation that whether fathers are more worried about their children's openness to TV content in contrast with their moms or not? The outcomes proposed a remarkable inverse position of fathers when contrasted with their opinion on their girls. It shows that fathers are of the view that one shouldn't be explicitly cautious with regards to what their young men watch on TV and that the orientation of the youngster influences the utilization of prohibitive intervention techniques in controlling and limiting the everyday media supply of their kids. Guardians are more worried about applying media limitations and control on their little girls when contrasted with their young men.

The Educational degree of parents assumes a significant part in their thought process is appropriate for their young men and young ladies. This speculation was proposed to check the distinction in instruction and orientation related treatment of a youngster, the outcomes guarantee there's no contrast between exceptionally taught and lesser taught guardians in applying media limitations to their female kid. The outcomes show that both profoundly instructed and lesser taught guardians are of the view that one ought to be explicitly cautious with regards to what their girls watch on TV and that the orientation of the kid influences the utilization of prohibitive intervention techniques while controlling and confining the everyday media supply of their youngsters. No matter what the instruction of guardians, both exceptionally taught and lesser instructed guardians are more worried about applying media limitations and control on their girls.

A similar speculation was proposed to check assuming the instructive level of the guardians has any effect connecting with their treatment of male kids and it expresses that there's no distinction between profoundly taught and lesser taught guardians in applying media limitations on their male youngster. Results show that both exceptionally instructed and lesser taught guardians are of the view that one ought not to be explicitly cautious with regards to what their young men watch on TV and that the orientation of the youngster influences the utilization of prohibitive intervention strategies in controlling and confining the day by day media supply of their kids. Guardians are less worried about applying media limitations and control on their young boys.

Keeping in view the setting of a normal society in Pakistan it was guessed that moms are more worried about their girls' openness to TV content in contrast with their dads. The outcomes give a reassuring perspective as the past theory upheld the proof that informed guardians are more watchful in applying prohibitive standards yet here it shows that the two guardians are similarly



cautious on controlling and limiting their youngsters' every day media portion. Instruction has had an effect and the orientation of the guardians doesn't make any difference with regards to the government assistance of their youngsters.

Contrasted with the past examinations moms are more dynamic in limiting the media utilization of their youngsters when contrasted with their dads (Bybee et al., 1982; Valkenburg et al., 1999). Results acquired from Pakistan shows that really, fathers are more dynamic in prohibitive intercession techniques than moms in controlling their youngsters. This theory was created keeping in view the setting of the fatherly model of society in Pakistan and the outcomes show that in Pakistan fathers have greater power, as such they apply more prohibitive survey strategies on their youngsters when contrasted with their moms. The outcomes recommend that fathers are careful with regards to the prosperity of their youngsters and need to restrict their media access.

The job of training and education can't be denied while discussing parent in Pakistan. Instructed guardians are more dynamic in applying prohibitive media intervention methods to control their kids when contrasted with lesser taught guardians. This theory was created to really take a look at the instructive degree of guardians as a significant component in settling on choices about youngsters' media limitations. These outcomes show that informed guardians are more worried about how lengthy, when and what their youngsters are watching.

To check the contrast between the lesser taught and profoundly instructed guardians' demeanor and information on rating frameworks, a supposition that was made which expresses that exceptionally instructed guardians take prohibitive media choices for their kids in light of rating frameworks to control their youngsters more so than lesser taught guardians. The outcomes show that the schooling level of guardians influences the utilization of prohibitive intercession strategies in light of a rating framework information on the program in controlling and confining the every day media supply of their kids. Exceptionally instructed guardians are more worried about settling on choices in light of media rating frameworks to control their youngsters when contrasted with lesser taught guardians.

The age of the youngsters matters a ton when guardians are settling on choices connected with media control. They have various guidelines for each age gathering and more often than not they care about the more youthful kids' media schedules. The circumstance in Pakistan is not the same as different nations. Various investigations have shown that guardians become less stressed over the horrendous impacts of media as their kids become older (Van Evra, 2004) yet in Pakistan, guardians are similarly stressed over the destructive impacts of media on youngsters beneath or more the 15-year age bunch. Exceptionally instructed guardians have various guidelines while involving prohibitive media intervention strategies for each age gathering of their youngsters when contrasted with the lesser taught guardians. The job of schooling can't be denied as it assists us with understanding which youngsters are protected from the unsafe impacts of media. This



speculation was tried to check the contrast between guardians in light of their schooling in keeping a media mind their youngsters as per their age level. The analyst accepted that exceptionally instructed guardians would be more cautious with regards to the age level of their kids while allowing them to watch various projects. The investigation results show that the training level of guardians influences the utilization of prohibitive intercession strategies in light of settling on choices considering the age of the youngsters and the determination old enough proper projects for controlling and confining the everyday media supply of their kids. Profoundly instructed guardians are more worried about settling on choices in light of the age of their kids when contrasted with lesser taught guardians.

In general, the discoveries of this study reason that there is a great deal of distinction saw in the mentalities of the guardians because of their orientation and instructive level towards prohibitive media interceding strategies. Research discoveries in view of the orientation of the kids are not the same as from the review led in the Indian setting. It shows that 87% of guardians made standards that are similarly pertinent on young men and young ladies however 13% of guardians were more worried about their children (Cardoza, 2010). Choices made to control and confine media, in light of the orientation of the youngster, don't show any contrast between the mentalities of the guardians, the two dads and moms regardless of their instructive level figure that young ladies ought to be checked all the more intently when contrasted with young men. Exceptionally taught guardians are more prohibitive and careful with regards to what their kids watch when contrasted with the lesser instructed guardians.



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