

**PARENTS' AND TEACHERS' VIEWS ON THE USAGE  
OF ELECTRONIC MEDIA AND ITS LIKELY IMPACT  
ON LIVES OF PRE-SCHOOL CHILDREN**

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Sri Lanka

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Thesis/Dissertation submitted in partial fulfillment of the requirements for the degree  
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## **DECLARATION**

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## **ABSTRACT**

In the past children's media usage was essentially limited to traditional media such as TV and radio. Today however, parents needed to be more attentive on new electronic media forms coming from Internet, video games, computers, iPads, tablets, and mobiles. The main purpose of the research was to study how electronic media played the role in lives of pre-school aged children at home and pre-school in a Sri Lankan context. Western and Asian countries have studied on similar topics to investigate the role of electronic media in the lives of infants, toddlers, and preschoolers. The years between 3 to 5 starts the early socialization of a child when they begin to deal with the outside world apart from home. In terms of growth this age group significantly changes in cognition, language, personality, and social development.

Author followed a mixed method approach to investigate the likely impact of electronic media in the lives of pre-school children in Colombo, Sri Lanka. Individual structured interviews were conducted with pre-school teachers and parents/guardians of children aged 3-5 years old in a questionnaire format and an open discussion with the educator. Microsoft Excel and SPSS software was used to statistically analyse collected descriptive data from pre-school teachers and parents/guardians to examine their viewpoints of electronic media and how these electronic media devices play a role in the lives of pre-schoolers. Thematic analysis and coding technique was used to discover patterns or themes across collected data from teachers, parents, and educators. Word cloud communication tool was used to present author's qualitative data.

A comprehensive data analysis took place to examine or explore collected data through one to one structured interviews based on TV, computer, video games, music, video/DVD, and reading, and open discussion methods of pre-school teachers, parents/guardians, and educators. In author's view, most significant findings of the study included that preschoolers mostly engage in watching TV, preschoolers are active computer users, parents believe in the educational value of electronic media, many parents have seen their children imitate positive behaviour from TV, listening to music is popular among young children.

In general teachers and educators think that electronic media usage at young age mostly hurts children's learning abilities. Some parents also have the same view point as teachers and educators. A few recommendations on how parents can limit children's excessive exposure to electronic media and prevent them from harmful impact are TVs should not be on as background sound, electronic media like TVs, computers should be kept in a place where it could be seen and monitored, keep TV, computer, radio off while having meals with the family to develop human interaction, watch TV with and discuss content with children, arrange time to switch off from electronic mode to natural environment mode, set rules on what children can watch and play and limit time on such engagement, do different activities with children to develop their motor skills, share ideas about media with other parents to learn from their experiences.

### **Keywords**

Early Childhood, Electronic Media, Pre-school

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## **LIST OF ABBREVIATIONS**

<b>Abbreviation</b>	<b>Description</b>
3G/4G	Third Generation/Forth Generation
3Rs	Reading, Writing, Arithmetic
ADSL	Asymmetric digital subscriber line
BELS	Blended E-Learning System
CD/DVD	Compact Disc/ digital optical disc
DK	Don't know
ECCD	Early Childhood Care and Development
ECD	Early Childhood Development
ECDS	Early Childhood Development Standards
MS	Microsoft
NGO	Non-Government Organization
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
SPSS	Statistical Package for the Social Sciences
TAM	Technology Acceptance Model
TV	Television
UNICEF	United Nations International Children's Emergency Fund
US	United States
VCR	Video Cassette Recording