

**Media influence on primary school pupil's social cognitive development in Moshi
municipality Kilimanjaro**

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This study explored the media influence on primary school pupils' social cognitive development in Moshi municipality, Tanzania. Specifically the study explored the media influence on primary school pupils' social cognitive development, media programs commonly accessed by children, and influence of parents on childrens' accessed by children, and influence of parents on children's access to media programs. Conceptual framework based on Bandura's (2016) social learning theory guided the study on how media influences children's social cognitive development. The sample of the study involved 164 participants that were obtained through simple random and purposive sampling techniques. The study employed mixed research methods approach which combined both quantitative and qualitative approaches within a single research with the use of questionnaires, interviews and FGD as data collection tools. The study used concurrent triangulation research design to explore media influence on primary school pupil's social cognitive development where quantitative and qualitative data were collected and analyzed simultaneously. The findings revealed that children's access to media programs influences their cognition either positively or negatively. The study revealed that access to media programs among children in primary schools helps in learning, friendship formation and exposure to new things. The study further shows that parents' failure in controlling and guiding children's access to media programs leads children to develop different behaviors like aggression, alcoholism and smoking addiction and Attention Deficit Disorder (ADD). The study concludes that media has influence on children's social cognitive development and recommended parental control and guidance on children's access to media programs so as to influence children's behavior appropriately. It further recommended that TV children programs such as Ubongo kids be developed and improved as away to positively influence children social cognitive development. Finally as there are variety of free media, programs the study recommended that parents and children should have a through discussion about media programs and media devices that are suitable and appropriate for their social cognitive development.