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The influence of television viewing on the study habits of secondary school students in Dar es Salaam region, Tanzania.

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Television viewing is now a very common leisure activity in each household and in entertainment places in Tanzania. People of different races have found themselves highly involved in television viewing. Tanzanians had no culture of viewing television because television sets and stations were not easily accessible until the early 1990s. There is no doubt that television viewing is now a people's culture in Tanzania as compared to the last 15 years. The number of television sets and stations is increasing daily. For this reason, this study was done so as to investigate how television has changed people's life. In particular, the study wanted to address the influence of television viewing on the study habits of secondary school students in Dar es Salaam region, Tanzania. This was due to the fact that secondary school students are said to be a delicate and most pretentious group in terms of adaptation and behavior change.

The study was guided by three specific objectives which were; to find out how television viewing does influence students studying habits, to investigate how family members influence the students' television viewing habits and what are positive or negative effects on television viewing to secondary school students.

Information was collected by using questionnaires, interview schedules, Focus Group Discussion and observation. The study involved a sample of 290 respondents that is 270 students, 15 parents and 5 television programmer producers. The study employed both quantitative and qualitative approaches of data analysis. A descriptive design was used to analyze information on the basis of the objectives and themes of the study.

It was found that television viewing had a positive influence on students studying habits, 95.4% of all respondents were of the opinion that television is good for students as it can be used as a teaching and learning tool. The study results concurred with the theory developed by Thorndike that, responses are due to stimulus, students studying habits has been stimulated to a great extent

by television viewing habits. The study results also concur with the determinism theory that, television is concerned with social change and development. The study further noted that parents exert either a positive or a negative influence on what students watch. Whether television viewing is good or bad depends upon programmers contents, time of viewing and the amount of time spent on viewing.