

**IMPACT OF ELECTRONIC MEDIA ON
CHILDREN'S SOCIALIZATION
(A STUDY OF KWARA STATE TELEVISION)**

PRESENTED

BY

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CERTIFICATION

This is to certify that this project has been read and approved as meeting the requirements for the award of National Diploma in Mass Communication, Institute of Information and Communication Technology (IICT), Kwara State Polytechnic, Ilorin.

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DEDICATION

We dedicate this project to Almighty God who has granted us wisdom, strength and guidance throughout its development. It is divine presence has been our constant me challenges and the perseverance to achieve our goals.

We are deeply grateful for his unwavering support and the blessings he has bestowed upon us during this journey. This project stands as a testament to his grace and our faith in his providence.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Electronic media has become an integral part of children's lives and a major point of interest for parents. Questions about the influence of electronic media on children's well being have led many parents to ask how and why they should be allowing their children to use this technology (Meyrowitz 2014).

Regardless of the actual time children spend in watching television and using other media, there is no doubt that the electronic media have played and will continue to play an important role in structuring children's lives in some shapes and form in a period of rapid social change (Miles, 2011). The amount of electronic media products consumed by children have drastically expanded in recent years, allowing them to compose their own 'media menu' with their own preferences and likings.

The electronic media are one of the most powerful agents of socialisation on the planet today and widely believed to play a part in the early socialisation of children and long term socialization of adults (McQuail, 2015). It is because socialization is such a long-term process and partly because any effect from the media interacts with other social background influences and variable modes of socialization within families.

There is no doubt that television as a form of electronic media and medium of communication plays a vital role in the socialisation process of a child. Some proponents of this view argue that television is an early window. This implies that, it allows children to see the world well before they are capable of competently interacting with it (Baran & Davis, 2003). Meyrowitz (1985) explains that television escorts children across the globe even before they have permission to cross the street. Therefore, there is nothing like children's television. Meyrowitz (1985, p. 242) argues:

This study concludes that electronic media has both positive and negative impacts on children's socialization in Ara community. While it provides opportunities for social interaction and access to information, it also leads to social isolation, decreased attention span, and decreased face-to-face communication skills. The study recommends that parents, educators, and policymakers take steps to ensure responsible use of electronic media by children.

1.2 Statement of Research Problem

According to McQuail (2010), the thesis of electronic media socialisation has, in fact, two sides to it: on the one hand, the media can reinforce and support other agencies of socialisation; on the other, they are also viewed as a potential threat to the values set by parents, educators and other agents of social control., in a similar study by Anderson (2012), summarizes that research on violent television and films, videogames and music reveals unequivocal evidence that media violence increases the likelihood of aggressive and violent behaviour in both immediate and long-term contexts.

1.3 Objectives of the study

The broad objective of the study was to examine the relationship Electronic media and children's socialization

The specific objectives include to:

1. To determine the role of mass media in creating awareness against children's socialization
2. To identify electronic mass media campaign as a tool for reduction the negative behavior of children
3. To find out if the media serve as a good agent of socialization.
4. To find out why different children who are exposed to the electronic media do not receive the same measure of effect.

1.4 Research Question

The following research questions were formulated to guide the study:

1. Do mass media play any role in creating awareness against children's socialization?
2. What electronic mass media campaign as a tool for reduction the negative behavior of children
3. How helpful was the electronic media in the socialization process of a child?
4. To what extent has this help been?

1.5 Significance of the Study

The problem which the electronic media poses affects virtually every child directly or indirectly, so the significance of this work cannot be ignored in that it will help the electronic media practitioners know the extent of the effects of their programme content on the social development of a child. This work is to advance the frontier of knowledge in the field of mass communication as well as serve as a repository of knowledge and also contribute to available literature in the field of mass communication. Issues pertaining to media effects on children have become a serious matter which demands attention by all and so this work serves as a reference material, to interpret and recommend appropriate actions.

1.6 Scope and Limitation of the Study

The scope of this study is restricted to media effect on children. It is a broad and controversial topic, but specifically, this work was only limited to the electronic media house like Kwara State television and Ilorin metropolis shall serve as the base area.

1.7 Limitations of the Study

1. **Financial constraint:** Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of data collection (internet, questionnaire and interview).
2. **Time constraint:** The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work.

1.7 Definition of Terms

1.7.1 Socialization: This means how children relate with people in the society, the kind of attitudes and mannerisms they exhibit, in other words their behavioural pattern.

1.7.2 Electronic Media: Media which is not the print and which utilizes electronic or electromechanical energy.

1.7.3 Children: Children are individuals who are not more than 18 years of age. This was also in line with the United Nations (UN) definition adopted on 20th Nov 1989 in the convention on the rights of the child.

1.7.4 Influence: This includes both the beneficial and harmful derivation from a thin

1.7.5 Television: A visual display unit for showing programmes broadcast by various media stations.

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CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section gives a synthesis of literature on the influence of television watching on pre-schoolchildren's choice and use play material under the following sub-headings: television watching and choice and use of play materials, frequency and time spent watching television on children's choice and use of play materials.

2.1 Conceptual Framework

2.1.1 Concept of Electronic Media

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.

- I. **Television:** Television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts of money for an ad of a few seconds, especially for programmes with high viewership. An apt example would be Super Bowl Season. It offers various programs to appeal to the masses of different age groups. It is a popular means of communication which provides both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.
- II. **Radio:** Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication. Radio

lost its popularity with the boom of television. But till day, radio remains one of the favorite means of electronic communication. Moreover, it is an interactive means of communication with all the dial-in programs which give the listeners an opportunity to feature on radio.

C. New Age Media: With the advent of the Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier!

- I. **Mobile Phones:** Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone. About a decade ago, who would have thought of having the Internet on mobiles? Today, we can stay in touch with the whole world via the Internet on our mobile phones.
- II. **Computers:** With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology.
- III. **The Internet:** This is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in mass media. In

earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. For example, the royal wedding of Kate Middleton and Prince William was watched live on the Internet by millions of people around the world. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication. We cannot think of leading our lives without it. Let us see how the Internet impacts mass communication through the following mediums.

- IV. **E-mails:** e-mails or electronic mails have drastically reduced the time it took for drafting and sending
- V. letters, or mails. Electronic mails have also facilitated lesser usage of paper.
- VI. **Websites:** the Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant usefulness of these websites is in providing information, search engines, downloads through libraries, and interaction through the social networking sites. Due to these websites carrying out e-commerce transactions has also become easy.
- VII. **Podcasts:** Podcasts are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.
- VIII. **E-Forums:** E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.
- IX. **E-Books:** There are a number of websites which have hosted eBooks and online libraries. The main benefit of having eBooks is that you don't have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.
- X. **Blogging:** A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting

and free platform to talk about any topic. Interaction happens in the form of comments or feedback.

- XI. **Internet TV:** It is also known as online TV. It usually has an archive of programmes. You have to choose the programme, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.
- XII. **Facebook:** It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

2.1.2 Functions of the Electronic Media

Lass well 2008 stated that the media perform three major social functions, Wright added the function of entertainment to functions of the mass media.

1. **Surveillance of the Environment:** The media teach us most of what we know about the world through the process of surveillance. The media expose us also to other societies. The media reveal to us about the stock market, impending danger, business opportunities and risks, travelers guide, weather conditions great discoveries

Surveillance is not just for the masses, but also for the entire nation. For instance, the Government and industry leaders watch CNN and BBC – world or read the *Guardian* or *Time* magazine to know what other world leaders are saying and thinking.

2. **Correlation of Different Elements of the Society:** This is an important function of the mass media. It involves selection, evaluation and interpretation of events. It helps impose structure on the news and it is accomplished by persuasive communication through editorialising, commentary, advertising and propaganda. It categorises news and directs on the importance of each news item, by deciding whether the news item should appears on the front page, first headline on the broadcast or whether it should be accompanied by a teaser on the magazine cover promoting the story.

Socialisation and Transmission of Culture: According to Ralph Hansen (2005), socialisation is the process of integrating people into the society through the transmission of values, social norms and knowledge to new members of the group takes place. We actually learn the values of our society through the media, friends, clubs, school, church, etc.

Accordingly, the mass media provides socialisation through the following ways.

- a) Through role models in entertainment in programming
- b) Through goals and desires as presented in media citizenship values, portrayed in the news.
- c) Through advertisements for products that may be useful to us in different stages of our lives.

3. Entertainment: This is communication package, which is intended to amuse, even if it serves other functions. For instance, television drama on HIV/AIDS can be considered entertaining even though it educates people living with HIV/AIDS on how to cope with the challenges of the ailment. According to Neil Postman (2015), “the primary effect of television is that it changes how people see the world; that is, with television, people start seeing everything as entertainment.”

2.1.3 Children’s Use of Electronic Media

Our world has witnessed the greatest technological advance in the past few years which had an impact on the world of entertainment and how people spend their leisure time. Electronic media devices have dominated the world of entertainment as many, including children, prefer spending their time in front of an electronic media device. Kubey and Baker (2011) argued that the use of electronic media has been the most favorable activity for young people during leisure time for more than four decades. Regardless of the digital divide, which is the varying access to certain types of media especially computers due to socioeconomic status, gender, race and ethnicity, the majority of Nigeria. Children have access to media most of the time.

2.1.4 Electronic media as an agent of Socialization

Socialization is a term used by sociologists, social psychologists, anthropologists, political scientists, and educationalists to refer to the lifelong process of inheriting and disseminating norms, customs, and ideologies, providing an individual with the skills and habits necessary for participating within his or her own society. Socialization is thus “the means by which social and cultural continuity are attained.” There are many different forms of socialization, but two types are particularly important for children. These two types are known as primary and secondary socialization (Kubey and Baker 2011).

Primary socialization in sociology is the acceptance and learning of a set of norms and values established through the process of socialization. Primary socialization for a child is very important because it sets the groundwork for all future socialization. Primary socialization occurs when a child learns the attitudes, values, and actions appropriate to individuals as members of a particular culture. It is mainly influenced by the immediate family and friends. For example if a child saw his or her mother expressing a discriminatory opinion about a minority group, then that child may think this behavior is acceptable and could continue to have this opinion about minority groups (Neil Postman 2015),.

Secondary socialization refers to the process of learning what is the appropriate behavior as a member of a smaller group within the larger society. Basically, it is the behavioral patterns reinforced by socializing agents of society. Secondary socialization takes place outside the home. It is where children and adults learn how to act in a way that is appropriate for the situations they are in. Schools require very different behavior from the home, and children must act according to new rules. New teachers have to act in a way that is different from pupils and learn the new rules from people around them. Secondary socialization is usually associated with teenagers and adults, and involves smaller changes than those occurring in primary socialization.

Electronic media has become a major social influencer. From the first years of childhood, the current generations of children are exposed to worrying volumes of audio-

visual messages. The statistics point to an average of two hours, twenty minutes daily dedicated to mass media by the current young people and children (Anckle, 2011). Exposure to mass media is bound to impact on the children in either way (Anderson, 2014). Media is one of the main agents of socialisation that affect the youth most. Mass media covers the radio, television, and print. There is also electronic media such as computers, smart phones and iPads.

Studies in developed countries have noted that mass media has great influence on children's behaviour (Baferani, 2015; Crisogen, 2015; Castro, 2017). Esteve (2018) argued that mass media has become an important agent of socialisation of children, youth and adults. Mass media has a significant effect on children's development of communication and social skills among diverse populations worldwide. Rivière (2013) argued that advanced communication skills can be used for the explicit purpose of provoking learning which would facilitate socialisation and advancement of learners' attitudes

Electronic media as a socialisation agent fulfils a very important socializing function. In the first place, the electronic media provides information to people. This information is applied by people to construct the image to base their reality on. This reality created assist individuals to model and exhibit behaviour needed and thus form part of the information with which people construct the image of reality according to which people

deploy their behaviours. Secondly, the electronic media provide values, norms, models and symbols which people use in personal and social cohesion. Finally, it is through the media that personal identity is developed and built. Through interaction with the media an individual may develop their own definition applied in personal identity as an individual and a social person (Vera, 2010). Identity is a psychic need and social, since it contributes both to the maturity of the personality and to the social cohesion.

2.1.5 Television Impact on Children's Socialization

Television is a tool where a child fits in the best way during a certain time, and the television little by little takes time from other activities, that could be quite necessary for a child. Television unequivocally has positive and negative influences on young children. Television is a media that has more impact on people's lives (Vera, 2010).

In many developed societies, the time that children spend in front of screens is greater than the time they spend in school. The impact of television on children depends on many factors, such as the number of hours spent in front of the small screen, their age, their personality, the fact of watching TV alone or with adult and finally the discussion they do or not with their parents about the content of what they have seen. In today's families, parents want to meet every desire of their children, and so they leave them for a long time in front of television. Children are being, that if they want to watch something they want to possess it. But, as Sami Frashëri, an Albanian Renaissance, and writer: "Children should be given what it needs, not what it wants".

The positive side of watching television is that television can be entertaining, educational and can open new windows of information for children, enabling them to travel even where it may not be present, to teach reading and writing, other languages, different cultures and peoples, to attend various educational programs. The most important thing is to select programs that respond to the child's age

According to Vera, (2010), television programs should be in conformity with the child's age. Emissions that are seen by children on television should be suggested by parents, and must be controlled by them. Otherwise, any negligence or deviation from this process can be very harmful for the children. In this way

children can learn useful things, as well as useless, which affect their formation. A child who is taught to stay in front of the television screen turns into an inactive child, he

doesn't move and he doesn't go out to have a social life. The greatest responsibility for anything that happens to the child falls on the parents, for the sole reason that the child requires a special focus and support all the time not to create dependency on television. Television viewed by children, without selection of programs and channels from parents, creates the opportunity for children to see violent scenes, which increases the chance for aggressive behavior in children, because the child thinks that a thing that can be watched on television can happen in reality and could be very true. This obviously affects the children. When they see violence on television constantly, begin to think that it is normal and acceptable by society, while society tries to stop this phenomenon. Children internalize what they see, not knowing to distinguish between what should adopt and what not.

2.2 Theoretical Framework

Ohaja (2003:63) posits that in every discipline, a body of theories provides the explanation for observable phenomena in that field. The better the theory, the more adequately it can explain the phenomena under consideration and the more facts it can incorporate in a meaningful structure of ever-generalizability, Osuala (2003:16). He went further to say that a theory must be stated precisely and clearly if it was to serve as an adequate guide to research.

In this study, the researcher adopted the social learning theory and the individual differences theory.

2.2.1 The Social Learning Theory

According to Social Learning Theory (Bandura, 1977), children learn social behaviour by observation and imitation of role models. Bandura explains that frequency and duration of television commercials play an important role in socialization of individuals. Papalia, Gross, and Fieldman (2003), argues that Social Learning Theory offers an explanation for the way in which television helps in the transmission of cultural

values. This theory is normally used to a great extent in health promotion campaigns, education and communication research.

Bandura emphasizes the significant role symbolic modeling play in influencing the behaviour of children. These symbolic models are normally delivered from television networks, video games and internet. The children have a symbolic representation of the models watched on TV and act as reference role models in their behaviours

The social learning theory also known as modeling theory was based on the assumption that people learn how to behave by observing others including those portrayed in the mass media. Folarin (2002:89) asserts that children tend to learn aggression from the mass media and to model their behaviour on that of the dramatis personae. Social modeling was considered an important part of the process of socialization.

LaRose (2004:374) explains that the rewards which television characters receives for their antisocial behaviour –including not just the loot from their robberies but also their very appearance on a glamorous medium such as television encourages imitation. This theory developed from many studies including the Payne fund studies and the surgeon general's reports. It was introduced to the general public through the experiments of Albert Bandura in 1963.

2.2.2 The Individual Difference Theory

The individual difference theory as the name suggests looks at how media users with different characteristics are affected in different ways by the mass media. (According to Rodman (2006:458) some types of media users are more susceptible to some types of media messages than others are. Citing example that a viewer with a high level of education tends to be more susceptible to a message that includes logical appeals than would a viewer with a lowlevel of education.

2.3 Empirical Review

A study by Okafor (2010) reviewed that television present material in such an exciting and vivid way that schoolbooks can hardly compete with it for children's interest and attention. As a result, they often find schoolbooks and schoolbooks boring, furthermore his study also stressed that the characters in television are usually presented as stereotypes and children come to think of all people in a given group as having the same qualities as the people on the screen. This influences children's attitudes toward them. Fourthly, since children are imitators, they feel that what has the stamp of approval of a television program must be an accepted way for them to behave. Because law-abiding heroes or heroines are less glamorous than those who win attention by violence and other unsocial acts, children tend to use the latter to identify with and imitate.

In similar study by Budgatt (2012), many children believe that anything said on television is true and that the television announcers know more about everything than parents, teachers and doctors. This is likely to lead to a general gullibility. Hurlock believes that all types of amusements of childhood like television watching is commonly hazardous to personal and social adjustments because, first, more time is spent on it than other forms of play and, it is less often supervised by parents and other adults than other forms of play.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Method

The most suitable method for this study is the survey method. The reason for its adoption is due to its efficiency in analyzing and evaluating opinion while yielding commensurate results. As Nwodu (2006) rightly justified that the survey method of research focuses on a representative sample derived from the entire population of the study, and this purely the intents of this study.

3.2 Population of the Study

Aliede (2003), as I earlier stated opined that population is the total number of people or anything at all that research is to be conducted on. It also refers to all case of individual that fit a certain specification.

In this vein, are populations of study as determined by the extent at sample size in relation to the population size. This help to group the aggregation of all elements in the population at least, to have a fair representation.

The population for this study is 200 which include students, lecturers, personnel in the Kwara state Ministry of education, parents, bloggers, Radio presenter and top management staff of various radio station, Tv station and resident in Kwara state.

3.3 Sampling Size and Techniques

It is well known that the population of Nigeria and its geographical spread is too complex; the researcher therefore limited the sampling to Ilorin residents in particular and in Kwara state. Among the residents are: Agro based small scale industries, traders, civil

servants, teachers, farmers, students, politicians and lecturers would be selected using random sampling technique. These personalities were served with questionnaires to review their views and opinions on the “ write your topic”.

3.4 Research Instrumentation

For this research, the survey method which uses the questionnaire would be adopted and other educational materials such as interview, journals, textbooks, the internet, magazines and other unpublished works will also be consulted too.

3.5 Validity and Reliability of Research Instrument

Validity refers to the degree to which a test is measured what is suppose to measure and nothing else in this work, the content validity is used. It is estimated by campaigning the sample at items with the content which, they present the validation at this work was done by carrying a study.

The validation of this research instrument would be carried by the project supervisor, so as to check for errors and make correction in necessary areas.

3.6 Administration of Research Instrument

The instrument used in the study is simply questionnaire and would be distributed and collected through personal visits and consultations with the help of the school mates, other friends and co-researchers consulted various respondents at different voyage. The total of no two hundred questionnaire papers would be distributed and supervised within a reasonable period of research.

3.7 Method of Data Analysis

Both quantitative and qualitative methods will be used. Hence, simple tables, frequencies, numbers and percentage would be used in the analysis of data and interpretation of the information collected in the study.

Descriptive statistics would also be adopted, which involve the use of sample percentage method.

Data collected were arranged and presented in tables and analyzed in simple percentage format for easy comprehension and reference.

The formula is: $\frac{\text{Number of responses}}{\text{Number of respondent}} \times 100$

Number of respondent 1

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CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF RESULT

4.0 Introduction

This chapter focuses on data presentation observed from the distributed questionnaire. The institutional characteristics and background of respondents to the questionnaire would be considered.

However, explanation of the elements under consideration are grouped on the basis of sex, age, educational qualification, marital status, academic year, application usage and on.

The analysis is based on the response of the respondents, which incline us to liaise together with reliable information on the impact of electronic media on children's socialization (a case study of Kwara state). In this research project, the instruments for study were administered to random selected respondent in Ilorin metropolis ranging from students, lecturers, media practitioners, civil servant etc. The questionnaires administered were adequately responded to. Therefore, the questionnaires distributed were 200 copies (Two hundred) and were adequately filled and return

Table 1: Sex of Respondent

Gender	Number of respondents	Percentage
Male	110	55%
Female	90	45%
Total	200	100

Source: Researchers' Field Survey 2025 .

Table 1 show that 110 respondents representing 55% are male gender while 70 respondents representing 45% are female gender. Which implies that male gender has the highest respondents.

Table 2: Age distribution of the respondent

Age Range	Number of respondents	Percentage
Years 18 -27	100	50%
Years 28 – 37	60	30%
Years 38 - 47	20	10%
48 and above	20	10%
Total	200	100

Source: Researchers' Field Survey 2025.

Table 2 shows that 100 respondents representing 50% are between the age range of 18-27, 60 respondents representing 30% of were between the age range of 28 - 37 and 20 respondents representing 10% of between age range of 38 – 47 and 48 and above respectively. This implies that the highest respondents are of the age range of year 18 -27.

Table 3: Religion of respondent

Religion	Number of respondents	Percentage
Christianity	80	40%
Islam	120	60%
Total	200	100

Source: Researchers' Field Survey 2025.

Table 3 shows that 120 respondents representing 60% are practicing Islamic religion and while 80 respondent representing 40% practicing Christianity. This implies that the respondents practicing islam are more.

Table 4: Occupation distribution of respondent

Description	Number of Respondents	Percentage
Students	100	50%
Child counselor	20	10%
Teachers	60	30%
Lecturers	20	10%
Total	200	100

Source: Researchers' Field Survey 2025.

Table 4 shows that 100 respondents representing 50% are students, 20 respondents representing 10% were child counselor within various private and government organization, a total of 60 respondents were Teachers in various tertiary institution within ilorin metropolios and others respondents were 20 representing 20% were lecturers. This implies that a student has the highest respondents.

Table 5: Do you watch or listen to any of these electronic media

Variables	Number of respondents	Percentage
Radio	68	30%
Internet	57	30%
Television	75	40%
Total	200	100%

Source: Researchers' Field Survey 2025 .

Table 5 shows that 68 which is 30% of the respondent were goods listeners and users of various radio stations, while 57 which is 30% of the respondents were good user of Internet, and while majority of the respondents 75 which is 40% were engage the use of the television effectively.

Table 6: which form of electronic media in Kwara State helps effectively towards the social development of a child?

Responses	Frequency	Percentage (%)
Radio	68	30%
Internet	57	30%
Television	75	40%
Total	200	100

Source: Researchers' Field Survey 2025.

Table 6 shows that 68 respondents representing 30% radio stations in Kwara State been the electronic media that helps effectively towards the social development of a child of sexual, while 57 which is 30% of the respondents claims that internet has been the most effective electronic media towards children development, however majority of the respondents 75 representing 40% claims the current use of the television is topmost effectively electronic media that aids social development of any child regardless geographical location.

Table 7: Do children tend to behave like various celebrities seen on different electronic media?

Responses	Frequency	Percentage (%)
Yes	180	90%
No	20	10%
Total	200	100

Source: Researchers' Field Survey 2025.

Table 7 shows that 180 respondents representing 90% claimed that children in regardless of their age tend to behave like various celebrities seen on different electronic media such Tv, Interent, in which a common example of such celebrities is Naria Marley aka “Marians” while the rest 10% of the respondents claimed that children don’t tend to behave like various celebrities seen on different electronic media.

Table 8: Are you of the opinion that most children watching violent programme on tv, behave rudely to their parents?

Responses	Frequency	Percentage (%)
Yes	120	60%
No	80	40%
Total	200	100

Source: Researchers' Field Survey 2025.

Table 8 shows that 120 respondents representing 60% opinion that most children watching violent programme on tv, behave rudely to their parents and while the rest 40% of the respondents were of the opinioned that not every child that engage his or her in violent programme, acts like that in reality.

Table 9: Lack of control on Tv programme and other social media platforms has negatively influence children socialization?

Responses	Frequency	Percentage (%)
Yes	200	100%
No	-	-
Total	200	100

Source: Researchers' Field Survey 2025.

Table 9 shows that all respondents representing 100% indicates that the lack of control on Tv Lack of control on Tv programme and other social media platforms has negatively influence children socialization, as several existing research as shown that The electronic media also provides a window for the children into knowing the western/foreign culture thereby giving them knowledge of the global world. Even though media effects varies in children, it goes a long way in strengthening/degenerating their relationships with people around.

Table 10: Are you of the opinion that with use of electronic media there is increase in the rate of social development in children at early stage?

Responses	Frequency	Percentage (%)
Yes	150	75%
No	50	25%
Total	200	100%

Source: Researchers' Field Survey 2025.

Table 10 shows that 150 respondents representing 75% agreed that the use of electronic media there is increase in the rate of social development in children at early stage, 50 respondent representing 25% disagree and claim that the use of various electronic media doesn't increase in the rate of social development in children at early stage. This implies

that the mass media various forms of electronic media will increase in the rate of social development in children at early stage

Table 11: Electronic media is a principal agents for social development of children?

Responses	Frequency	Percentage (%)
Strongly Agree	120	60%
Agree	60	30%
Neutral	20	10%
Strongly Disagree	-	-
Total	200	100

Source: Research Survey 2025.

The table above show that 120 (60%) of the respondents strongly agree that attitude of people is influenced by the quality of information available to them while 60 (30%) agree that attitude of people is influenced by the quality of information available to them, 20 (10) is neutral about it and no respondents strongly disagree that attitude of people is influenced by the quality of information available to them.

Table 12: A good and effective social development program and content for children should be portrayed by various forms of electronic media?

Responses	Frequency	Percentage (%)
Strongly Agree	100	50%
Agree	100	50%
Neutral	-	-
Strongly Disagree	-	-
Disagree	-	-
Total	200	100

Source: Research Survey 2025.

The table above show that 100 (50%) of the a good and effective social development program and content for children should be portray by various forms of electronic media while 50 (100%) agree that a good and effective social development program and content for children should be portray by various forms of electronic media.

Table 13: Electronic media should provide services as an effective tool for mobilizing support from international bodies on the issues of children socialization?

Responses	Frequency	Percentage (%)
Strongly Agree	140	60%
Agree	60	40%
Neutral	-	-
Strongly Disagree	-	-
Total	200	100

Source: Research Survey 2025

The table above show that all respondents agreed that electronic media can used to provide services and as a effective tool for mobilizing support from international bodies on the issues of children socialization.

Table 14: The electronic media can be used positively to build good and decent characters in children?

Responses	Frequency	Percentage (%)
Strongly Agree	120	60%
Agree	80	40%
Neutral	-	-
Strongly Disagree	-	-
Total	200	100%

Source: Research Survey 2025,

The table above show that 120 (60%) of the respondents strongly agree that the electronic media can be used positively to build good and decent characters in children and while 80 (40%) agree that electronic media can be used positively to build good and decent characters in children

4.2 ANALYSIS OF RESEARCH QUESTION

This are the analysis of research question used in the research that produce the expected outcome of the work done.

RESEARCH QUESTION ONE

What is the role of mass media in creating awareness against children's socialization?

The answer to this question were provided by table 11, 12 and 14 of the questionnaire, in reference to the response of the respondents, table 11 show that 120 (60%) of the respondents strongly agree that attitude of people is influenced by the quality of information available to them while 60 (30%) agree that attitude of people is influenced by the quality of information available to them, 20 (10) is neutral about it and no respondents strongly disagree that attitude of people is influenced by the quality of information available to them.

RESEARCH QUESTION TWO

What electronic mass media campaign as a tool for reduction the negative behavior of children?

The answer to this question were provided by table 11, 12 and 14 of the questionnaire, in reference to the response of the respondent in table 14 show that 120 (60%) of the respondents strongly agree that the electronic media can be used positively

to build good and decent characters in children and while 80 (40%) agree that electronic media can be used positively to build good and decent characters in children

RESEARCH QUESTION THREE

How helpful was the electronic media in the socialization process of a child?

The answer to this question were provided by table 8, 10 and 13 of the questionnaire, in reference to the response of the respondent in table 10, Table 10 shows that 150 respondents representing 75% agreed that the use of electronic media there is increase in the rate of social development in children at early stage, 50 respondent representing 25% disagree and claim that the use of various electronic media doesn't increase in the rate of social development in children at early stage. This implies that the mass media various forms of electronic media will increase in the rate of social development in children at early stage.

RESEARCH QUESTION FOUR

To what extent has this help been?

The answer to this question were provided by table 8, 10 and 13 of the questionnaire, in reference to the response of the respondent in table 14 show that 120 (60%) of the respondents strongly agree that the electronic media can be used positively to build good and decent characters in children and while 80 (40%) agree that electronic media can be used positively to build good and decent characters in children

4.3 Discussion of Findings

This research work have been able to attain a level of authenticity and reliability as it conforms to what is obtainable in two different theories of communication which were used, information process theory and agenda theory

In social responsibility theory which is an approach to understand why and how people are influenced through various forms of broadcast media, about 99% of respondents in item 16 of the questionnaire strongly agree that they are aware of the role and importance of broadcast media can change the persistence influence social development of a child. Therefore, they acknowledge broadcast media serve as good tools for public enlightenment for people of different age. These answers unravel the question of why government and Non organizations should invest more in terms social development for children in Nigeria

Moreover, the observation so far shows that television was the highest used electronic media and its programme content was liked by the children. Consequently it changed the way they did things at home and in school, the way they relate with others and also their relationship with parents. In line with the Bandura study, majority of the population under study watched violent programmes, practiced them and also regarded the characters they are exposed to as role models. On the other hand, a good number of the children questioned do not behave like the characters they watch/listen to and also do not follow their fashion trend thereby confirming the contrail study. Relating to the findings of Agenda setting Lippman (1922) states that the media help to “put pictures in our heads”. This explains the power of the mass media to set the agenda and raise issues of public importance. McCombs and Shaw (1972) adds that, “audience not only learn about public issues through the media, they also learn how importance to attach to an issue or topic from the emphasis the mass media place upon it”. Trenemen and McQuail (1961), this justifies the reason why more than 90% of the respondent in items 11, 16 of the questionnaire claim that people learn and change their attitude and perception about a thing through the help of various forms of mass media.

Some of the children viewed the influence of the electronic media as being educative which helps to broaden their horizon and enables them to know their rights. They also included that it can create and destroy a child when being exposed to

antisocial contents but at the same time can help model the character of a child.

They also went further to say that the electronic media enlightened them on how to interact with people and equally served as a means where they cultivate violent attitudes towards people.

Summarily, from the findings so far it can be deduced that the electronic media have both positive and negative effects on children's socialization in Kwara State. In other words it could be detrimental or valuable to them. Though much of the electronic media content effect depends on the child being exposed as not all children are influenced by the electronic media in the same way.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Summary of Findings

The first chapter gives the Background of the study, Statement of the problems, Objectives Significance of the study, Definition of terms. In chapter Two, impact o of electronic Media on Children's Socialization were discussed. Theoretical frame work and the Review of Empirical studies were also discussed. The chapter three identified Research methodology, research variables, population of the study, sample size, units of analysis, instrumentation, validity of the instrumentation, method of administration of the instrument, method of data analysis were discussed.

Chapter four, the data gathered is analyzed using simple percentage and statistical analysis and Lastly, Chapter five, this chapter focus on Summary, Recommendation and Conclusion.

5.2 Conclusion

The fundamental aim of this research has been to investigate the influence of the electronic media on children's socialization using ilorin Metropolis as a study. From the analysis of data collected and its interpretation, it can be deduced that the Electronic media serves as a powerful device in the lives of the children, even though its importance cannot be overemphasized. It was found that children in the metropolis enjoy viewing violent programmes and puts it into practice as well, they even regard the characters they are exposed to as their role models and also affects the way they rapour with people though for majority, it does not affect the relationship they have with their parents. However, there are certain things which they do not imitate from the screen like mode of dressing and some behavioural patterns of the characters involved. Some of these

findings conform with the studies cited in chapter two. Children learn easily from the electronic media than the print media as the later does not attract their attention.

5.3 Recommendations

Based on the findings of this study, the following recommendations were made:

1. In order to curb the negative influence of the electronic media on children's socialization in Ilorin metropolis, media literacy programmes should be designed to enlighten the children about the implications of the negative media content.
2. Parents should evaluate a means of regulating what their children/wards view on air or listen to.
3. The media practitioners have the challenge of providing the children with healthier and educative programmes that will even enable them interact with fellow children in Ilorin.
4. Health and church workers in Enugu should also help and sensitize the general public especially the adults about the implications of exposing children to antisocial media content.
5. Government's help is also of necessity as they could sponsor some of the media literacy programmes.
6. Survey was used as the research design for this study, future research on similar work can also use content analysis.

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APPENDIX

QUESTIONNAIRE

Dear Respondent,

We are student of the Department of Mass Communication Kwara State Polytechnic, conducting a research on the topic “**IMPACT OF ELECTRONIC MEDIA ON CHILDREN’S SOCIALIZATION (A CASE STUDY OF KWARA STATE TELEVISION)**”

We hereby request that you help us answer the following question as honestly as possible and we assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential.

INSTRUCTION: Please Tick [☒] the answer you consider appropriate. The questionnaire will be in three parts Section A, B and Section C.

SECTION A (DEMOGRAPHIC DETAILS OF RESPONDENT)

1. Sex: (a) Male (☐) (b) Female (☐)
2. Age: (a) 16 -25 years (☐) (b) 25- 40years (☐) (c) 40 and above (☐)
3. Religion: (a) Christianity (☐) (b) Islam (☐)
4. Occupation? (a) Students (☐) (b) Farmers (☐) (c) Lecturer(☐) (d) Child Counselor (☐) (e) Teacher
5. Do you watch or listen any of these electronic media? (a) Radio (☐) (b) Television (☐) (c) Internet (☐)

SECTION B

6. Which form of electronic media in Kwara state helps effective towards the social development of a child? (a) Radio () (b) Television () (c) Internet ()

7 Do children tend to behave like various celebrity seen on different electronic media? (a) Yes () (b) No ().

8. Are you of the opinion that most children watching violent programme on tv, behave rudely to their parents? (a) Yes () (b) No ()

9. Lack of control on TV programme and other social media platforms has negatively influence children socialization? (a) Yes () (b) No ().

10. Are you of the opinion that with use of electronic media that increase the rate social development in children at early stage. (a) yes () (b) no

SECTION C

Key words: SA Strongly Agree, A Agree, N Neutral, D Disagree and SD Strongly disagree

VARIABLES	RESPONSES OPTION				
	SA	A	N	D	SD
11. Electronic Media is a principal agents for social development of children					
12. A good and effective social development program and content for children should be portray by various forms electronic media in kwara state					
13 . Electronic media should provide services as					

an effective tool for mobilizing support from international bodies on the issue of children socialization					
14. The electronic media can be used positively to build good and decent characters in children.					