



The Relationship between Children's Film Appreciation and Children's Media Usage Habits of Film Viewing

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Abstract:

The purpose of this study is to investigate into the relationship between children's film appreciation and media usage habits of film viewing with respect to the films i) E.T.: the Extra Terrestrial and ii) Saving Private Ryan. The research study was quantitative in nature. For the collection of the data the researcher used the questionnaire as the data collection instrument. The sample of the study comprised of 93 school children from standard XI who were of age ranging from 15-17 years of age. They belonged to a government school of Telangana, which is one of the southern states of India. Correlation analysis was used for data analysis. The results in the research study showed a positive relationship between school children's film appreciation and media usage habits of film viewing with respect to the films E.T.: the Extra Terrestrial and Saving Private Ryan.

Keywords: *film, film appreciation, media usage habits, correlation analysis*

1.0 Introduction

Children today have grown up in a society where the society has been driven by various forms of media. Today, the use of modern technology has become very common among children and they intend to spend a lot of their free time using media to listen to music, download films, or watch films online or on YouTube. Today, there is no more hassle and it has become very convenient to watch films, no more standing in long queues to buy tickets for films. The launch of the smart phones has made it easy and convenient where information is available at the tip of our fingers, just a click away. An important part of the journey in life is communication and without communication basic chores of life are incomplete and often for an individual without communication it is difficult to survive in the modern society. As children grow up, they learn to socialize from parents and other social groups other than

those in the school; for instance, through mass media which give them a window and an opportunity for them to access remote groups, cultures etc.

Sunderaj (2006) conducted a national-level survey with his team and focused to study the school-going children's TV viewing habits of 600 high school students from the urban cities of Delhi, Kolkata, Chennai and Mumbai. The study through discriminant analysis explored light and heavy viewers among boys and girls, and studied how this inspired their conduct, perceptions, and views concerning television and their relationship with the members of their family. In a similar study, Bajpai & Unnikrishnan (1995) studied the influence of TV advertising on children and family relationships in Delhi. Methods like questionnaire-based surveys, group discussions, and personal interviews were taken into consideration to survey 730 children ranging from 5-15 years of age and also their teachers and parents as well. Schmidt et al. (2008) in the research found that educational television is associated positively with academic achievement. Salmon et al. (2005) in their study found that family factors such as the rate of occurrences families watched television together, as well as parents' television viewing were positively linked with children's television viewing. Van Der Horst et al. (2007) in their study probed individual, social and physical environmental elements at once with adolescent's television viewing. Kaur (1998) reported that television is a powerful channel of communication, education and recreation. Television is a major technological development for the stimulation of the masses. Watching television has persuaded the social life of urban and rural adults. Taj & Masthan (1998) in their study asserted that television is the most useful tool which has dominated the creativity of any individual of any outlook. It is a reality that in spite of many basic and contemporary procedures of mass communication accountable for various current point of view television has earned an advantage over all of them and has grown beyond in the innovation of information. On an average all Indian spends 127 minutes using media. The working people who fall in the age group of 51-60 years spend minimum amount of time on media i.e., 114 minutes, people belonging to the age group of 20-30-year-olds and people who are not working spend 167 minutes. The usage of media peaks at around middle age. (The Marketing White Book, 2013-2014, p. 104)

2.0 Objective of the Study

The objective of the study is to investigate the relation between children's film appreciation and media usage habits of film viewing with respect to i) E.T.: the Extra Terrestrial and ii) Saving Private Ryan.

3.0 Methodology

3.1 Research Design

The design of this research study is correlation research design. A quantitative approach was taken into consideration. According to Fraenkel et al. (2011) correlational studies explore the possibility of relationship between only two variables, although examination of more than two variables are common.

3.2 Description of the Tools

The media usage habits of film viewing comprise of 22 items and are largely considered into five factors which are i) print media, ii) broadcast radio, iii) live TV, iv) other media and v) cinema theatre. It is considered on a five-point Likert type scale and this scale has statements with five choices against each statement which are 1 indicates “never”, 2 indicates “rarely”, 3 indicates “sometimes”, 4 indicates “often” and 5 indicates “very often”. The scoring ranges from 1 to 5. The minimum score of the questionnaire is 22 and the maximum score of the questionnaire is 110. The scores of the children were categorized into three ranges- high, medium and low for the interpretation purposes. Non-parametric statistical methods were adopted for the analysis and interpretation of the study on the basis of the rankings of the children.

Children’s film appreciation encompasses of 13 items. The film appreciation tool is segregated into three aspects which are literary, dramatic and cinematic. The tool was embraced from Teasley & Wilder, (1997). The film appreciation tool is on a 5-point scale. The number 5 specifies, “very high appreciation”, the number 4 specifies, “high appreciation”, the number 3 specifies, “moderate appreciation”, the number 2 specifies, “less appreciation”, and the number 1 specifies, “no appreciation”. The minimum score is 13 and the maximum score is 65. The scores of the children were characterized into three ranges- high, medium, low for the interpretation purposes. On the basis of the ranking of the children, non-parametric statistical methods were adopted for analysis and interpretation of the data.

3.3 Outline of the Films

3.3.1 E.T.: the Extra Terrestrial (Spielberg, 1982)

A team of aliens visit the earth to collect plants and one of them is left behind. The alien is found by a 10-year-old boy called Elliott. Soon both begin to communicate and start a friendship. The alien learns about the life on earth and Elliott learns about some new values for the true meaning of friendship. The alien wants to go home, but if Elliott helps him, he will lose a dear friend.

3.3.2 Saving Private Ryan (Spielberg, 1998)

General Marshall, the Chief of Staff, during the World War II is informed that three of a woman’s sons have been killed and that she is going to receive the notifications of their demise at the same time. And when the General learns that a fourth son is still unaccounted for, he decides to send a unit to find him and bring him back, despite being told that it is highly dangerous. The unit which consists of 8 men are sent to find him.

3.4 Procedure of the Research Study

The research study was conducted in a government school in the Shamshabad district of Telangana state in India. The research study included 93 school children as the sample. The children were aged between 15-17 years and were in class XI. Purposive sampling technique was adopted for identifying the sample. The research study design was descriptive survey research design.

To find out whether there is any correlation between children's film appreciation and media usage habits of film viewing with respect to the films E.T.: the Extra Terrestrial and Saving Private Ryan the following alternative hypotheses has been formulated.

- i) There is a significant correlation between children's *film appreciation* and *media usage habits of film viewing* with respect to the film E.T.: the Extra Terrestrial.
- ii) There is a significant correlation between children's *film appreciation* and *media usage habits of film viewing* with respect to the film Saving Private Ryan.

For the purpose of testing the above alternative hypothesis is translated into null form and they were tested with Spearman's rank order correlation.

Table 1: Results of correlation between children's film appreciation and media usage habits of film viewing with respect to the film E.T.: the Extra Terrestrial.

Correlations				
			FAET	MUHFV
Spearman's rho	FAET	Correlation Coefficient	1.000	.771
		Sig. (2-tailed)		.000
		N	93	93
	MUHFV	Correlation Coefficient	.771	1.000
		Sig. (2-tailed)	.000	
		N	93	93

FAET- Film Appreciation of E.T.: the Extra Terrestrial

MUHFV- Media Usage Habits of Film Viewing

A Spearman's rank-order correlation was run to determine the relation between children's film appreciation of E.T.: the Extra Terrestrial and media usage habits of film viewing. Spearman's rank correlation is 0.771 and the p-value is 0.000. Since the p-value is less than 0.05 the null hypothesis is rejected and the alternative hypothesis is accepted. Hence, it can be concluded that there is a significant correlation between children's film appreciation of E.T.: the Extra Terrestrial and media usage habits of film viewing. This correlation analysis meant that the school children in this sample, who expressed greater appreciation for the film, E.T.: the Extra Terrestrial also exhibited a high media usage habit of film viewing.

Table 2: Results of correlation between children's film appreciation and media usage habits of film viewing with respect to the film Saving Private Ryan.

Correlations				
			FASPR	MUHFV
Spearman's rho	FASPR	Correlation Coefficient	1.000	.779
		Sig. (2-tailed)		.000
		N	93	93
	MUHFV	Correlation Coefficient	.779	1.000
		Sig. (2-tailed)	.000	
		N	93	93

FASPR- Film Appreciation of Saving Private Ryan

MUHFV- Media Usage Habits of Film Viewing

A Spearman's rank-order correlation was run to determine the relation between children's film appreciation of Saving Private Ryan and media usage habits of film viewing. Spearman's rank correlation is 0.779 and the p-value is 0.000. Since the p-value is less than 0.05 the null hypothesis is rejected and the alternative hypothesis is accepted. Hence, it can be concluded that there is a significant correlation between children's film appreciation of Saving Private Ryan and media usage habits of film viewing. This correlation analysis meant that the school children in this sample, who expressed greater appreciation for the film, Saving Private Ryan also exhibited a high media usage habits of film viewing.

4.0 Conclusion

The basic objective of the study was to investigate the relation between children's film appreciation and media usage habits of film viewing with respect to i) E.T.: the Extra Terrestrial and ii) Saving Private Ryan. Results of correlation between children's film appreciation and media usage habits of film viewing with respect to the film E.T.: the Extra Terrestrial showed that the school children in this sample, who expressed greater appreciation for the film, E.T.: the Extra Terrestrial also exhibited a high media usage habits of film viewing. Results of correlation between children's film appreciation and media usage habits of film viewing with respect to the film Saving Private Ryan showed that the school children in this sample, who expressed greater appreciation for the film, Saving Private Ryan also exhibited a high media usage habit of film viewing. In regard with this result, it can be concluded that those who have higher usage of media usage habits of film viewing, have greater appreciation for the films. Since, most of the children have higher access to mobile phones, access to internet and other facilities, they are more aware about films and discussions among their group of friends regarding films are frequent. Frequent access to movie

theaters and watching films online are also one of the reasons where the children are updated with the latest movies and discussions.

The overall pattern of research findings indicates a positive association between children's film appreciation and media usage habits of film viewing with respect to the films, E.T.: the Extra Terrestrial and Saving Private Ryan.

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