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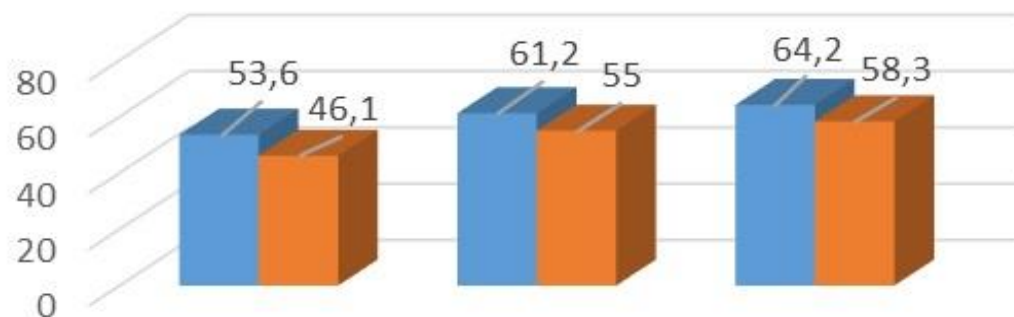
MEDIA IN PRESCHOOL AGE OF CHILD’S LIFE

SONJA PETROVSKA
JADRANKA BOCVAROVA

FACULTY OF EDUCATIONAL SCIENCES
UNIVERSITY “GOCE DELCEV”
STIP, REPUBLIC OF MACEDONIA

Presence of media in the preschool child's life

- ▶ Increased media participation and presence in every part of human's life (SSO data)



In the first quarter of 2010 In the first quarter of 2011 In the first quarter of 2012

- % of the households that were using PC
- % of the households with internet access at home

Percentage of households in Macedonia using computer and internet, 2010, 2011 and 2012 review



Advantages and disadvantages of the media usage

▶ Advantages

- ▶ enabling access to information at any time, a window to the world
- ▶ develop/enhance: coordination of movement, child's independence, attention and symbolical presentation
- ▶ long-distance connection
- ▶ improvement of the learning environment and enrichment of the learning

▶ Disadvantages

- ▶ Unsociability
- ▶ poor physical development
- ▶ negative behavior
- ▶ self-emotional environmental separateness
- ▶ predominance of the virtual over the real world

Research methodology

- ▶ „In the pre-school period, to a greater extent than in other periods of the child's personality development, the spontaneous learning is expressed, i.e. the child accepts spontaneous influences from the immediate environment to a greater extent“(Stanisavljević-Petrović)
- ▶ Survey was conducted in
 - ▶ February and March 2013
- ▶ Two public kindergartens in Stip, Republic of Macedonia were included
 - ▶ Astibo and
 - ▶ Vera Ciriviri Trena
- ▶ Population of our study
 - ▶ parents of the 5 and 6 years old children (major group)
- ▶ Sample of the survey
 - ▶ 149 parents



Analysis and results of the conclusions

- ▶ **General information for the parents and children**
 - ▶ Children originate from complete families
 - ▶ Parents employment status
 - ▶ Work engagement of the parents



- ▶ **Leisure time organization – media presence in child’s life**
 - ▶ Computer usage

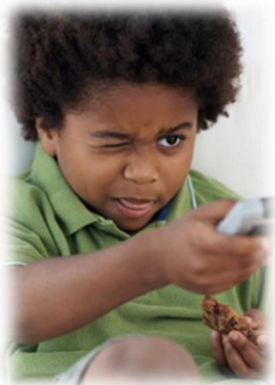
| | How often does your child uses the computer | |
|------------------------|---|------------|
| | F | % |
| Everyday | 86 | 60,14 |
| 2-3 times a week | 34 | 23,78 |
| Once a week | 10 | 6,99 |
| Does not use it at all | 13 | 9,09 |
| Total | 143 | 100 |



Leisure time organization – media presence in child's life

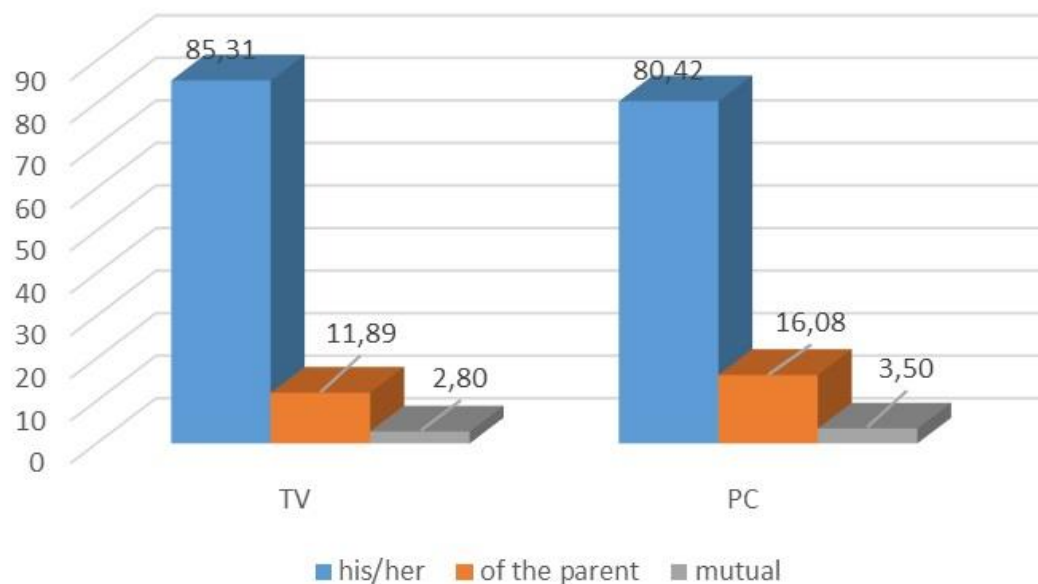
► Daily usage of TV and computer

| | How many minutes per day does your child watch TV | | How many minutes per day does your child spend in front of the PC | |
|----------------------------------|---|-------|---|-------|
| | F | % | F | % |
| up to 30 minutes | 5 | 3,50 | 31 | 21,68 |
| 30-60 minutes | 54 | 37,76 | 65 | 45,45 |
| 60-90 minutes | 49 | 34,27 | 25 | 17,48 |
| 90-120 minutes | 27 | 18,88 | 7 | 4,90 |
| 120-180 minutes | 6 | 4,20 | | |
| 180-240 minutes | | | | |
| More than 240 minutes | | | 2 | 1,40 |
| Doesn't watch TV/ doesn't use PC | 2 | 1,40 | 13 | 9,09 |
| Total | 143 | 100 | 143 | 100 |



Leisure time organization – media presence in child’s life

- ▶ Selection of content that child sees/works on TV/PC



Selection of content that child sees/works on TV/PC



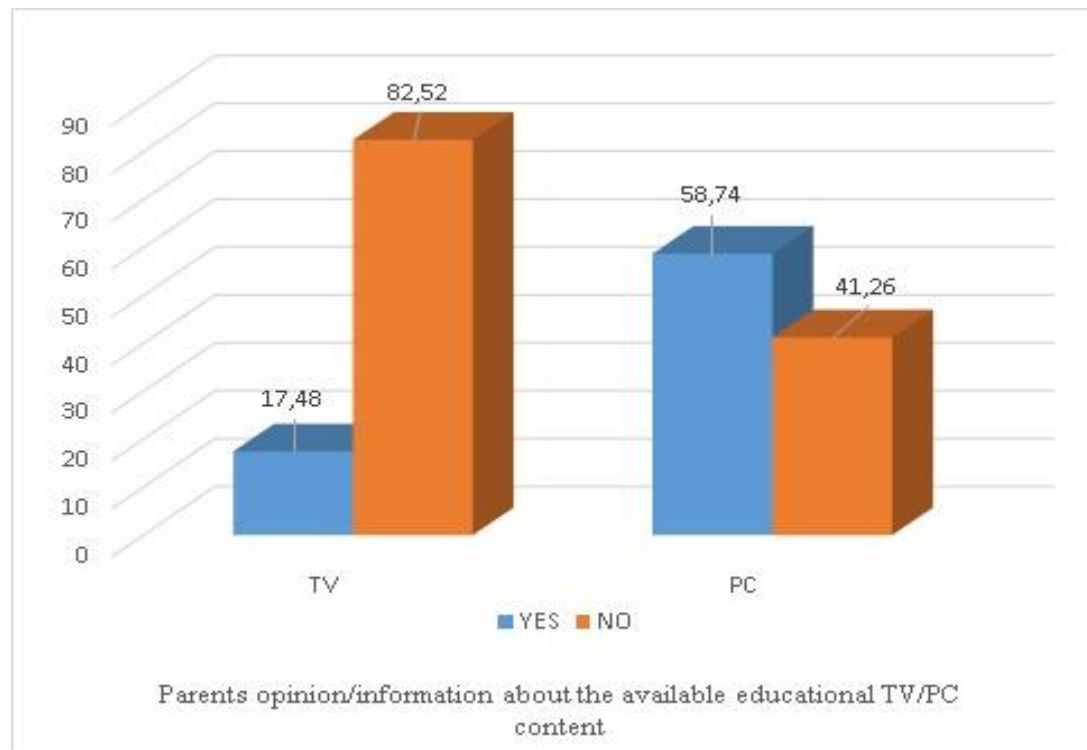
Leisure time organization – media presence in child's life

- ▶ Presence of the book in child's life
- ▶ parents often use books
- ▶ using books in the game with their children
- ▶ type of the books that parents use with their children



Parents opinion and information about the available educational content

- ▶ Parents opinion/information about the available educational TV/PC content



Child behavior and action as a result of the media influence

► Child behavior

| | Have you noticed that your child manifests an identical behavior as some of the movie or a play characters he has watched | |
|-------|---|-------|
| | F | % |
| YES | 68 | 47,55 |
| NO | 75 | 52,45 |
| Total | 143 | 100 |



Child behavior and action as a result of the media influence

- ▶ Allowing the child to make a content selection, regardless of their suitability, just to sit quietly and to not annoy you

| | Do you allow your child to make a content selection, regardless of their suitability, just to sit quietly and to not annoy you | |
|-----------|--|-------|
| | F | % |
| YES | | |
| NO | 102 | 71,33 |
| Sometimes | 41 | 28,67 |
| Total | 143 | 100 |

Child behavior and action as a result of the media influence

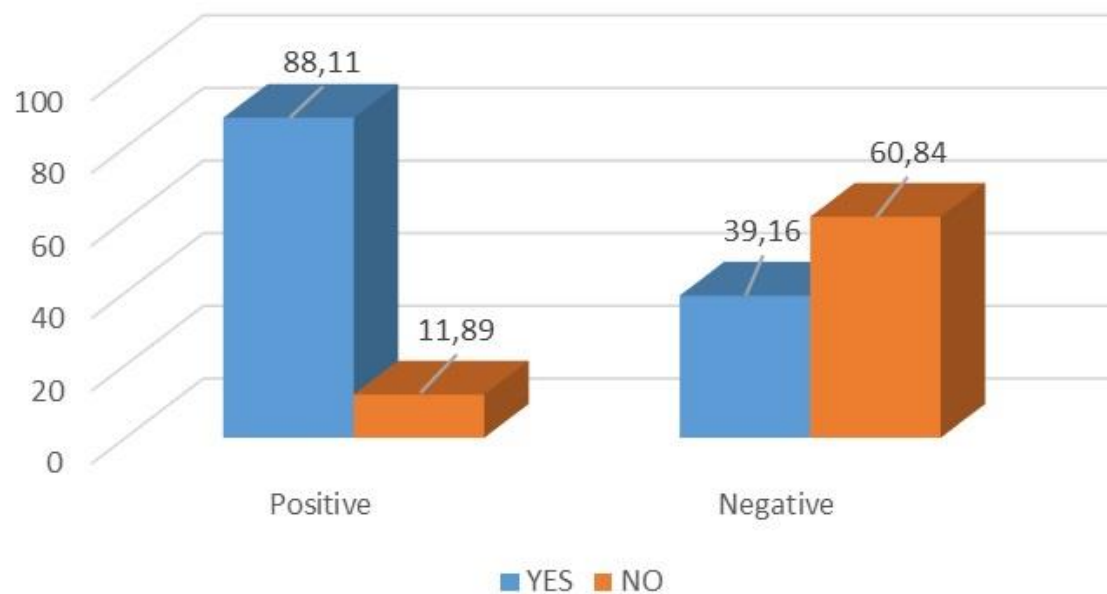
- Conversation with the child after watching a show, movie

| | After watching a show, movie, do you discuss it with your child | |
|-----------|---|-------|
| | F | % |
| YES | 74 | 51,75 |
| NO | 5 | 3,50 |
| Sometimes | 64 | 44,76 |
| Total | 143 | 100 |



Child behavior and action as a result of the media influence

- ▶ Positive and negative child actions influenced after watching a film, show



Positive and negative child actions influenced after watching a film, show



CONCLUSION

- ▶ State of mass (daily) media usage (computer, television) in preschool child life
- ▶ How much is the TV content that children watch and the activity on the PC they have, controlled?
- ▶ The parents highlight the lack of educational TV content
- ▶ The content that the children watch has inevitably influenced their behavior
- ▶ Importance of parent – child conversation



THANK YOU FOR YOUR ATTENTION!!!

