



A study of parents perceptions about television viewing habits of their children

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ABSTRACT

The present study was conducted to understand the perceptions of parents about the television viewing habits of their children. The study consisted of a sample of 30 parents with children aged between 3-10 years. An interview schedule having open- ended questions was developed with the help of available literature and subject matter specialist. The data thus collected were tabulated, and converted into percentage. However, as the study was qualitative in nature, apart from quantifying some of the data, it was described qualitatively in detail so as to understand and analyze the results in a better way.