

A Case Study :

## Influence of television viewing on the developmental tasks of elderly

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### ABSTRACT

The present paper describes about the influence of television viewing on elderly citizens residing in Vadodara city of Gujarat. From 500 elderly citizens quantitative and qualitative data were collected and analyzed. Findings of the study revealed that there was moderate influence of television viewing on elderly. High influence of television viewing for the developmental task ADJUSTING TO DETERIORATING PHYSICAL STRENGTH AND HEALTH of television programmes is there. There was strong recommendation for a special channel for elderly, which can telecast information and issues related to elderly

**Key words :** Influence of TV, Developmental tasks

When the elderly watch the television, it becomes a part of their daily routine. They receive entertainment and information about the world just sitting in the four walls for their houses. The television helps the elderly to reduce loneliness in their life. Variety of programmes on the television caters to wider interests groups of the elderly. There are programmes on sports, music, films, business, health and fitness news, wild life, travel and fashion. The elderly can watch programmes of their interest during the leisure time it happens to them without spending much money and discomfort. While they are bedridden or alone at home, they want to pass their time or want some information related to their own health or about how they should lead their life in a changing world. They have access to the television for such purpose just sitting at home and without sacrificing their household responsibilities.

The role of the television is to spread information and awareness amongst masses related to present, past and future on issues of our country and its people. "Old age" or the "aged" is one such group whose population is rapidly increasing. They have their own needs, problems and issues and should be adequately attended to by the society. Media owes responsibility for this emerging group of audience with specific characteristics. Therefore, it is a need of an hour to telecast programmes, which are helpful for the elderly to lead a happy life. There is no research data available, which indicates the influence of television viewing on elderly, hence the study was undertaken with the following objectives: to study the influence of television viewing on elderly citizens in relation

to their following developmental tasks:

- Adjusting to decreasing physical strength and health
- Adjusting to retirement and reduced income
- Adjustment to death of spouse
- Adapting to social roles in a flexible way
- Establishing satisfactory physical living arrangement.

### Population of the study:

The population of the present study comprised of elderly citizens (60 and above) watching television from Baroda city of Gujarat State.

### Selection of the sample :

The sample of the present study comprised of 500 elderly citizens watching television and residing in various residential areas of Baroda city.

A purposive sampling method was used to draw the sample. Researcher identified 22 senior citizens' clubs functioning actively in Baroda city, which are visited regularly by their members. Out of these 22 senior citizens' clubs, three situated in different directions of Baroda city were contacted, namely - Karelibaug, Sardarnagar and Subhanpura Senior Citizens' Club. Elderly citizens used to meet in these clubs once in a week. Researchers asked these members, whether they watched television. Those watching television were selected as sample of the study. Almost 40 elderly citizens from each club were selected as sample of the study. Thus, the total was 120.

These 120 elderly citizens provided the names and