

A STUDY TO ASSESS THE KNOWLEDGE REGARDING INFLUENCE OF MEDIA VIOLENCE ON CHILDREN'S BEHAVIOR AMONG WORKING MOTHERS AT E-MOX MANUFACTURING PVT LTD, MANAPET POST, KATTUKUPPAM, PUDUCHERRY.

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ABSTRACT:

Background: In today's digital era, children are frequently exposed to various media platforms such as television, internet and mobile devices, where violent content is increasingly common. Such exposure can influence children's emotional responses, social interactions and level of aggression.

Aim: This study aims to assess the working mother's knowledge regarding influence of media violence in children behavior.

Methods and Materials: A descriptive study was adopted and 50 working mothers selected by purposive technique. The study was conducted at E-mox Manufacturing Pvt Ltd., Manapet Post, Kattukuppam, Puducherry. Data were collected through demographic variables and self-administered structured knowledge questionnaire.

Results: The study findings revealed that the majority of working mothers, 37 (74.0%), possessed moderately adequate knowledge regarding the effects of media violence on children's behavior. A smaller proportion, 7 (14.0%), had inadequate knowledge and only 6 (12.0%) demonstrated adequate knowledge.

Conclusion: The study concluded that most working mothers had moderate knowledge on media violence on children behavior. This highlighted the need for educated intervention to enhance awareness and promote healthy media practice for children.

KEYWORDS: Working mothers, Children's behavior, Media Violence, E-mox Manufacturing Pvt Ltd., Manapet.

1. INTRODUCTION

Children today are widely exposed to television, smartphones, social media, and video games. Although media supports learning and entertainment, repeated exposure to violent content may negatively influence children's social, emotional, and behavioral development by encouraging aggressive attitudes and behaviors.

Globally, researchers and child-protection agencies have increasingly focused on the effects of screen exposure and violent media on children's behaviors. A recent umbrella review of digital parenting interventions noted that children's online lives now include multiple risks and that parents' knowledge, supervision, and mediation are critical protective factors in shaping safe digital behaviors and reducing harmful exposure **Tan, C.Y., et al. (2024).** **Keikha et al. (2020)** found that higher screen time among children and adolescents was associated with an increased likelihood of aggressive behaviors.

Asha Kumari Prasad (2023) reviewed recent evidence and stated that violent media content can increase aggressive behavior in children by influencing their emotions, thoughts, and social interactions. The author highlighted that parental supervision and age-appropriate media selection are essential to minimize these harmful effects. **Ahmed, Dr & Manzoor, Dr. (2025)** assessed parents' perspectives on media violence and found that children who frequently watched violent television programs

or played violent video games exhibited more aggressive behavior toward family members and peers. The study also reported that parental guidance and supervision are important protective factors against the negative effects of media violence.

Moreover, peer influence, accessibility of digital devices, and lack of parental supervision further increase children's exposure to violent media. Working mothers often face challenges in monitoring their children's media usage, which may contribute to behavioral problems. Without proper guidance and awareness, children may imitate violent behavior seen in media, leading to negative social and emotional outcomes. The increasing prevalence of media violence and its potential impact on children's behavior highlights the need for educating parents, particularly working mothers, about its harmful effects. Enhancing their knowledge can help them guide their children towards healthy media habits and prevent behavioral issues.

Therefore, the present study titled "A Study To Assess The Knowledge Regarding Influence Of Media Violence On Children's Behavior Among Working Mothers At E-Mox Manufacturing Pvt Ltd, Manapet Post, Kattukuppam, Puducherry" aims to assess the level of knowledge regarding the influence of media violence on children's behavior among working mothers, evaluate their awareness about the harmful effects of violent media content, and compare the knowledge levels based on selected demographic variables.

2. STATEMENT OF THE PROBLEM

A study to assess the knowledge regarding influence of media violence on children's behavior among working mothers at E-mox manufacturing Pvt Ltd, Manapet Post, Kattukuppam, Puducherry.

3. OBJECTIVES

1. To assess the level of knowledge regarding influence of media violence on children's behaviour among working mothers.
2. To find an association between knowledge level on media violence with selected socio-demographic variables (age, education, occupation types, age of children).

4. METHODS AND MATERIALS

4.1 Study Design and Setting: The study employed a descriptive, non-experimental research design. The setting was conducted at E-mox Manufacturing Pvt, Ltd., Manapet Post, Kattukuppam, Puducherry.

4.2 Participants: A sample of 50 working mothers was selected using a purposive sampling technique. Inclusion criteria included working mothers who were willing to participate.

4.3 Instrument:

Section A: This section collected information regarding the socio-demographic characteristics of the participants, including age of the mother, education, occupation, family type, age of children, type of devices at home, and average screen time of child.

Section B: This section consisted of a **self-administered structured knowledge questionnaire** developed by the investigator. The questionnaire included **20 multiple-choice questions** designed to assess the participants' knowledge regarding the influence of media violence on children's behavior.

4.4 Procedure:

Data were collected from 50 working mothers using a purposive sampling technique after obtaining written informed consent. A self-administered structured knowledge questionnaire was used to assess their knowledge regarding the influence of media violence on children's behavior.

5. RESULTS

5.1 Demographic Characteristics (N= 50)

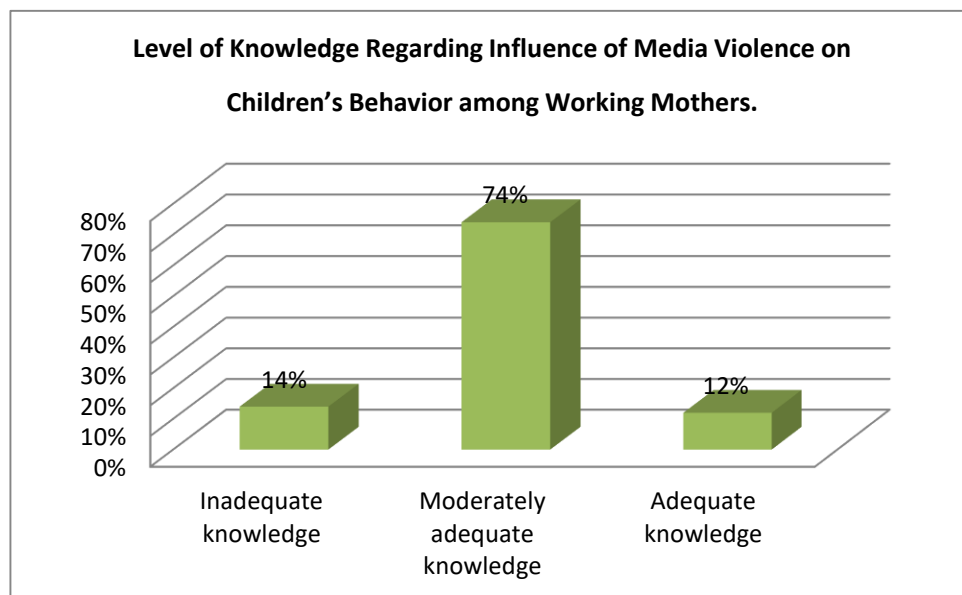
Majority were aged 31–35 years and above 35 years (38% each), had secondary education (50%), were private employees (88%), belonged to nuclear families (54%), and had a monthly family income below ₹20,000 (94%). Most had two children (64%),

with children aged 11–15 years (40%), resided in rural areas (78%), used smartphones at home (70%), and spent 1–2 hours daily with their children (58%).

Table 1: Frequency and Percentage-wise Distribution of Level of Knowledge Regarding Influence of Media Violence on Children's Behavior among Working Mothers.

Knowledge Level	Frequency (f)	Percentage (%)
Inadequate knowledge	7	14.0
Moderately adequate knowledge	37	74.0
Adequate knowledge	6	12.0

Figure 1: Distribution of level of knowledge regarding influence of media violence on children's behavior among working mothers.



DISCUSSION

The findings of the present study were similar with **Nahla Al Ali et al. (2018)**, who assessed the knowledge and beliefs of 262 Jordanian parents and found that 92% of parents were concerned about their children's exposure to violent media, while parents demonstrated a moderate level of knowledge regarding the effects of media violence. The findings of both studies indicate that although most parents possess moderate knowledge, further education is needed to improve awareness and protect children from the harmful effects of media violence.

LIMITATION OF THE STUDY

The sample size was restricted to 50 participants, which may limit the generalizability of the findings. The study focused only on assessing knowledge regarding the influence of media violence on children's behavior and did not include assessment of actual practices or behavioral outcomes in children.

IMPLICATIONS FOR NURSING RESEARCH

- Similar studies can be conducted on a larger sample to generalize the findings.
- Educational programs should be organized for mothers to enhance awareness regarding media influence on children.

- Health professionals should provide regular counselling sessions for parents on managing children's screen time.
- Schools can collaborate with healthcare providers to promote positive media use among students.
- Further research can be carried out to evaluate the effectiveness of awareness interventions on parental knowledge and practices.

CONCLUSION

The study assessed the knowledge of working mothers regarding the influence of media violence on children's behaviour at E-mox Manufacturing Pvt. Ltd., Manapet Post, Kattukuppam, Puducherry. Findings revealed that most mothers (74%) possessed moderately adequate knowledge, while 14% had inadequate knowledge and 12% had adequate knowledge. The mean knowledge score of 8.98 (SD = 3.223) indicates an overall moderate level of understanding. These findings underscore the need for targeted educational interventions to enhance mothers' awareness and promote healthy media practices among children.

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