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INFLUENCE OF PARENTING ON MEDIA EXPOSURE OF THE CHILD AMONG PARENTS OF JUNIOR SECONDARY SCHOOL STUDENTS IN KOSOFE LOCAL GOVERNMENT AREA OF LAGOS STATE

By

Adedamola Balami

Abstract

This study examined parenting and media exposure of the child in Kosofe Local Government Area, Lagos State. The population of study was all the parents of junior secondary schools students in Kosofe Local Government Area, Lagos State. The research design for the study was a descriptive survey method. A simple random sampling technique was employed to select one hundred (100) parents as the sample of study. The population figure is estimated to be around 5000 JSS students and 3500 parents. A simple variation sample gives every member of the population an equal opportunity to be selected. This promotes representativeness as the diverse traits which need to be assessed are randomly distributed amongst the members of the population. Two standardized questionnaires were used in assessing the relationship between the variables of the study. One parenting styles and dimensions questionnaire (PSDQ) by Ashley Blakely Kemble (2014), and Digital screen exposure questionnaire (DSEQ)/scholar.google.com citations. The data collected via the questionnaire were analyzed with the use of frequency table, percentages and Pearson „r at 0.05 significance level. The findings show that there is a significant influence of parenting on media exposure of the child in Kosofe Local Government Area. Based on the finding, it was recommended that since there is a significant influence of parenting on media exposure of the child, there is a need for parents to both expose their children to the relevant media applications which are required for their development and wellbeing, as well as monitor their media use.

Keywords: Media exposure, Parenting, Child wellbeing, Socioeconomic status, Cultural belief

Introduction

The knowledge explosion in the field of technology has spread to a level where it is applied in every field of study and this increase is occurring at a very rapid pace. This advancement is very significant especially digital and mobile technology. The emergence of digital devices has affected the way of life of this present generation, to the extent that this generation is referred to as digital natives. Digital devices are electronic tools that could be used to receive, store, send and process information. They include smartphones, laptops, personal digital assistants, television, smart

devices that can perform computational tasks; these devices help provide quick access to reliable and meaningful data, making life more bearable and improve the rate of decision making (Adedeji, Akinmerese Aleburu, Alowosile & Kalesanwo, 2022). In this digital era, there is a wide adoption of these digital devices across all age groups. It is not a surprise to see a child of less than two (2) years handling and properly operating a digital device.

Digital devices have permeated our daily activities, the use of digital devices to carry out parenting roles is referred to as digital parenting (Wartella, Rideour, Lauricetta & Connel, 2021). It involves how parents inculcate technological devices (e.g. smartphones, iPad, laptops, television, viewing videogames) into their family lives and parenting practices (Accenture, 2020). Parents are held responsible for teaching children about values, social norms and accepted behavior. They are also expected to enable their children to study, help the family, keep healthy, crossroad, make good judgments about people, places and information. In carrying out these responsibilities, parents have always been able to draw on their own life experiences and the traditions and knowledge of their community (Bulger & Burton, 2020).
As children gain access to the internet, parents are becoming concerned especially as their children use mobile devices that are difficult for parents to supervise, and technologically complex service that parents may not understand. They are also influenced by popular worries about screen time, internet addiction, and stronger danger (Aricak & Siyahhan, 2022). So, whatever is normatively expected of parents, there are practical limits to what they can do. This has created a major concern from parents as they strife to carry out their responsibilities, and governments‟ worry about the digital divide, child protection and cybercrime as well as the digital skills of the future labor force (Davidson & Martellozzo, 2019). Cultural values and norms, as well as income and education levels, can all have a significant impact on how parents approach this task. For example, cultural attitudes towards social media can influence whether parents are permissive or restrictive in their monitoring practices, and whether they believe that social media has more benefits or risks for their children (Wiese & Akareem 2020). The impact of cultural and socioeconomic factors on the relationships between parental monitoring, parental social media use, and children's perceptions of social media is an important and rapidly evolving area of research (Tariq, Muñoz Sáez & Khan 2022). With the increasing prevalence and influence of social media in children's lives, it is critical to understand the ways in which cultural and socioeconomic factors shape these relationships and their impact on children's well - being (Engel Abreu 2021; Haffejee 2023).

There is explosion in cybercrimes and online digital frauds, sexual exploitation, identity theft cyberbullying and various forms of fraudulent behavior which have left

the society in a state of dilemma. The digital devices could be a distraction since children and youth spend endless hours surfing the internet, watching videos, television, playing games and chatting. There is tendency to be physically less active which can lead to health challenges. In addition, frequent use of digital devices leads to decreased family time and communication, increased social isolation, culture of violence, reduced inter-personal communication skills among others. Liu, Wu, Sun, Bai and Duan (2023) studied active parental mediation and adolescent problematic internet use: the mediating role of parents-child relationships and hiding online behavior. This study investigated the correlation between active parental mediation in adolescents, as well as the potential meditating roles of parent-child relationships and adolescents hiding online behavior. A total of 539 middle school students were recruited for this study and participated by completing a series of paper and pencil questions. The findings indicated a significant correlation between active parental mediation and adolescents' problematic internet use, highlighting the preventive and educational benefits of parental mediation in mitigating offspring problematic internets use.

Ali Majid and Asif Muhammad (2023) studied the impact of cultural and socioeconomic factors on parental monitoring, parental social media use and children's perception of social media, synthesizing and summarizing existing literature on the topic, they found that parental monitoring and social media use can both have positive and negative effects on children's well-being and their impact can vary depending on various factors such as age, personality and cultural background. Therefore, there is need for parents to educate their children about digital devices and the internet and support legitimate, safe use of its offerings.

Hence, this study is set to examine the influence of parenting on media exposure of the child in Kosofe Local Government Area, to determine if there is influence of socio-economic status of parents on media exposure of the child in Kosofe Local Government Area and examine the influence of cultural belief on parenting and media exposure of the child in Kosofe Local Government Area.

Research Questions

The following questions were constructed to guide this study

i. What is the influence of parenting on media exposure of the child in Kosofe Local Government Area?
ii. In what way does socio-economic status influence media exposure of the child in Kosofe Local Government Area?
iii. What is the influence of cultural belief on parenting and media exposure of the child in Kosofe Local Government Area?

Research Hypotheses

The following null hypotheses were formulated in this study:

i. There is no significant influence of parenting on media exposure of the child in Kosofe Local Government Area.
ii. There is no significant influence of socio-economic status on media exposure of the child in Kosofe Local Government Area.
iii. There is no significant influence of cultural belief on parenting and media exposure of the child in Kosofe Local Government Area.

Methodology

This study adopted a descriptive research design to explore the relationship between parenting and media exposure of children. This study was carried out in Kosofe Local Government Area in Lagos State, and it comprises all junior secondary school students in Kosofe Local Government Area.

A random sampling technique was employed to select one hundred (100) parents (male and female from five (5) public junior secondary schools in the study area. Two standardized questionnaires were used in assessing the relationship between the variables of the study. One parenting styles and dimensions questionnaire (PSDQ) by Ashley Blakely Kemble (2014), and Digital screen exposure questionnaire (DSEQ)/scholar.google.com citations. They are designed on a five-point attitude scale ranging from Never to Always. The validity of the instrument was established by submitting it to other researchers for vetting. Internal consistency reliability was assessed with Cronbach alpha, and consistent items within each subscale strengthen validity, as it indicates the reliability of the items measuring the same underlying construct.

A test re-test reliability method was used to establish the reliability of the research instrument. The instrument was administered to ten (10) respondents outside the study population, twice within an interval of two weeks, the scores on the two tests were correlated using the Pearson r. The correlation coefficient obtained was r = 0.81. This result shows that the instrument is reliable.

The data collected via the questionnaire were analyzed with the use of frequency tables, percentages and the Pearson r method at 0.05 significance level.

Results

Hypothesis one: There is no significant influence of parenting on media exposure of the child in Kosofe Local Government Area.

This hypothesis testing was carried out with the use of Pearson r method at 0.05 significant level	**N**	**X**	**Sd**	**Df**	**r-cal**	**r-crit**	**Decision**
Parenting	51	3.17	1.07	98	0.78	0.19	Reject Null hypothesis
Media exposure of the child	49	3.12	0.98				

Significant at 0.05

Table 1 shows that the recalculated value (0.78) is higher than the r-critical value (0.19) given at 0.05 significance level and 98 degrees of freedom. This result led to the rejection of the null hypothesis and acceptance of the alternate which states that there is significant influence of parenting on media exposure of the child in Kosofe Local Government Area.

Hypothesis 2: There is no significant influence of socio-economic status on media exposure of the child in Kosofe Local Government Area. This hypothesis testing was carried out with the use of Pearson r method at 0.05 significant level.

Table 2: Pearson 'r' Summary table on socio-economic status of parents and media exposure of the child

Variable	**N**	**X**	**Sd**	**Df**	**r-cal**	**r-crit**	**Decision**
Socio-economic status	55	2.97	0.99	98	0.81	0.19	Reject Null hypothesis
Media exposure of the child	45	3.23	0.98				

Significant at 0.05

Table 2 shows that the r-calculated value (0.81) is greater than the r-critical value (0.91) given at 0.05 significant level and 98 degrees of freedom. Therefore, the null hypothesis was rejected and the alternate which states that there is a significant influence of socio-economic status of parents on media exposure of the child was upheld.

Hypothesis 3: There is no significant influence of cultural belief on parenting and media exposure of the child in Kosofe Local Government Area.

Table 3: Pearson r-summary table on cultural belief on parenting and media exposure of

the child

Variable	**N**	**X**	**Sd**	**Df**	**r-cal**	**r-crit**	**Decision**
Cultural belief	60	2.99	1.17	98	0.73	0.19	Reject Null hypothesis
Media exposure of the child	40	2.18	1.05				

Significant at 0.05

Table 3 revealed that the r-calculated value (0.73) is higher than the critical r-value (0.19) given at 0.05 significance level and 98 degrees of freedom. This result led to the rejection of the null hypothesis and acceptance of the alternate which states that there is a significant influence of cultural belief on parenting and media exposure of the child.

Discussion

The findings of analysis of data on hypothesis one shows that there is a significant influence of parenting on media exposure of the child in Kosofe Local Government Area. According to Buijzen, Walma & Sondij, Patricia (2003), media, especially violent or inappropriate content, can influence children's behavior, attitudes, and values. Active mediation provides a shared experience for parents and children to connect over media content and helps buffer against these potential negative influences by contextualizing the content and discussing real-world implications. Effective Strategies for Active Mediation includes co-viewing which allows parents to directly address any content that might confuse or distress children while watching media together. Asking open-ended questions instead of simply giving instructions, helps parents know what children think or feel about specific scenes or messages in the media.

This finding is in line with Liu, Wu, Sun, Ba, and Duan (2023) who opined that active mediation is a valuable tool for parents to foster critical thinking, emotional regulation, and positive behavior in children by discussing and interpreting media content.

The finding of analysis of data on hypothesis two reveals that there is a significant influence of socio-economic status of parents on media exposure of the child. (Qishan Chen et al, 2018), found that the impact of socioeconomic status (SES) on parental monitoring and social media use can greatly influence the resources, knowledge, and attitudes available to individuals when it comes to the use of technology and the internet. Parents with higher SES levels tend to have greater access to technology and the internet and therefore may be more knowledgeable about the potential risks and benefits of social media use for children (Mollborn, 2022; Azubuike, Adegboye & Quadri 2021). On the other hand, parents with lower SES levels may have fewer resources available for monitoring their children's online activities and may have less knowledge about the potential risks and benefits of social media use for children. Additionally, parents with lower SES levels may also face other stressors, such as financial instability or limited access to technology, that can make monitoring and shaping their children's online experiences more challenging (Tan 2022). This finding corroborates the view of Tan (2022) who opined that **SES** could play a role in shaping the level of engagement and involvement that parents have in monitoring their children's online experiences and social media use.

The findings of analysis of data on hypothesis three show that there is a significant influence of cultural belief on parenting and media exposure of the child. According to (Alencar 2018; Hanaysha 2022), understanding the impact of cultural attitudes towards social media is essential for promoting positive online experiences and healthy digital habits for children. These cultural attitudes are shaped by a variety of factors, including norms, customs, traditions, and beliefs that are specific to a particular society or community. Cultures differ in the values they place on privacy and individualism, community and connectedness, and the use of technology. These differences can lead to different attitudes towards social media and can influence the way in which individuals, particularly parents, approach the monitoring of their children's online experiences. For example, cultures that place a high value on privacy and individualism may be more cautious in their social media use and monitoring practices. Parents in these cultures may be more restrictive in their monitoring of their children's social media activities and may believe that social media has more risks than benefits (Wang & Metzger 2021). On the other hand, cultures that place a high value on community and connectedness may be more engaged in their children's social media use and may be more open to using social media themselves. In these cultures, parents may be more permissive in their monitoring of their children's online experiences and may believe that social media has more benefits than risks (Bozzola et al. 2022; Okazaki & Taylor 2013).

This confirms the opinion of Alenca (2015) that understanding the impact of cultural attitudes towards social media is essential for promoting positive online experiences and healthy digital habits for children.

Conclusion

Based on the findings of this study, it could be concluded that there is a significant influence of parenting on media exposure of the child, there is a significant influence of socio-economic status of the parents on media exposure of the child and that there is a significant influence of cultural belief on parenting and media exposure of the child in Kosofe Local Government Area of Lagos State.

Recommendations

Based on the findings of this study, the following recommendations were made:

- Since there is a significant influence of parenting on media exposure of the child, there is a need for parents to expose their children to the relevant media applications which are required for their development and wellbeing, as well as monitor their media use.
- There is a significant influence of parents socio-economic status on media exposure of the child, hence; parents should try as much as possible to provide the relevant media resources required for media sensitizations and usage among the children.
- There is a significant influence of cultural belief on parenting and media exposure of the child. Hence, irrespective of cultural belief, parents should encourage their children to adopt responsible use of social media.

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