

CHAPTER FOUR

RESULTS

This chapter presents data collected from sampled parents. After cleaning data, the completed and returned questionnaires were 159 in total. After SPSS Version 12.0 processed all the data collection, the analysis was divided into 6 parts:

4.1 Parents' Demographics

4.2 Parents' Understanding of the Television Rating System

4.3 Parents' Frequency of the Application of the Television Rating System

4.4 Parents' Attitude toward the Television Rating System

4.5 Parents' Comments

4.1 PARENTS' DEMOGRAPHICS

The tables 1-8 present demographic information of the respondents.

Age of Children

Table 1. Statistics for the Ages of Children

	Numbers	Percent
0 – 6 years old	45	28.3
6-12 years old	59	37.1
12-18 years old	55	34.6
Total	159	100.0

Table 1 provides the statistics of the age of the children under control of the sampled parents. From the completed 159 questionnaire returned, the parents of children in the age range 6-12 year old children is the biggest group as there are 59 respondents, the second biggest group is the group of 55 parents of 12-18 year old children and the 45 parents of 0-6 year old children.

Gender

Table 2. Statistic for Gender

	Numbers	Percent
Male	71	44.7
Female	88	55.3
Total	159	100.0

Table 2 presents the analysis of the data for the gender of the respondents group of which there were more females 55.3% than males 44.7%

Relationship to Children

Table 3. Statistics of the Relationship between Parents and Children

	Numbers	Percent
Mother	55	34.6
Relatives	44	27.7
Father	35	22.0
Siblings	22	13.8
Non- Relative Guardian	3	1.9
Total	159	100.0

Table 3 shows the analysis of the data for the relationship of the respondents and children in their family. The table reveals that the majority of respondents were mothers at 34.6% while fathers, less than the relative respondents were 22.0%.

Level of Education

Table 4. Statistic for Educational Background

	Numbers	Percent
Below Matthayom 6	42	26.4
Equal to Matthayom 6	62	39.0
Bachelor	51	32.1
Higher than Bachelor	4	2.5
Total	159	100.0

Table 4 represents the analysis of the data showing that the respondents education are allocated to three educational levels; 39.0% of Matthayom 6, 32.1 % with a Bachelor degree and 26.4 % of below Matthayom 6 level. Only 2.5% of respondents were post graduates.

Television Viewing Hours per Day of Parents and Children

Table 5. Statistics for Comparison of Hours in Day Television Watching between Parents and Children

Hours	Less than 2 Hours	2-4 Hours	More than 4 Hours	Total
Parents	48 30.2%	66 41.4%	45 28.3%	159 100%
Children	34 21.4%	66 41.4%	59 37.1%	159 100%

Table 5 provides the statistics of the hourly rate of parents and children's watching of television per day. Most of the parents and children spent 2-4 hours a day in watching television at the exact equal percentages of 41.4% in both groups. However, the percentage of children who watching television more than 4 hours a day is higher than for parents at 37.1% and 28.3% respectively.

Television Co-Watching Behaviour

Table 6. Statistic for Television Co-Watching Behaviour

	Hours	Percent
Yes	145	91.2
No	14	8.8
Total	159	100.0

Table 6 provides statistics of the television watching behaviour in terms of co-watching between parents and children. 91.2% of parents spend their time in watching television together with their children.

Television in Bedroom

Table 7. Statistics for Television in a Child Bedroom

	Numbers	Percent
Yes	63	39.6
No	96	60.4
Total	159	100.0

Table 7 provides statistic of the television sets in children bedroom. The report shows 39.6% had television in the child's bedroom and the majority of 60% did not.

Influence of Television

Table 8. Statistics for Parents Belief of Television's Influence on Their Children

	Numbers	Percent
Yes	147	92.5
No	12	7.5
Total	159	100.0

Table 8 provides statistics of the parents who believe that television influences to their children. The findings shows that 92.5% of parents believed that television affect their children.

4.2 PARENTS' UNDERSTANDING OF TELEVISION SYSTEM

4.2.1 Understanding of the Rating Labels

Table 9. Overall Understanding on Each Label

Label	Answer		
	Yes	No	Total
1. Program with this label "Dor Dek" is suitable for young viewers ages 2-12 years old	153	6	159
	96.2%	3.8%	100%
2. Parents should not allow pre-school children to watch program with label "Gor Gai".	111	48	159
	69.8%	30.2%	100%
3. Only the "Thor Taharn" labeled program is appropriate for all members of the family without age limitation.	124	35	159
	78.0%	22.0%	100%
4. Programs "Chor Ching" contains inappropriate contents and parents should give guidance to children during viewing.	138	86.8	159
	86.8%	13.2%	100%
5. The "Nor Nhu 13" labeled program is the program in which parents should give guidance to children under 13 years during viewing.	151	8	159
	95.0%	5.0%	100%

The close-ended questions provided parents with the items designated for a correct answer as yes, no, yes, no and yes, running through items 1 to 5. Most parents can give correct answers for questions about the labels Dor Dek, Nor Nhu 13 and Thor Taharn at 96.2%, 95.0% and 78.0%, respectively. While parents have the least understanding about rating "Chor Ching" as only 13.2% answers were correct.

RQ 1: Does an understanding of television rating system among parents exist?

It was noticeable that parents had an understanding with regard to the rating Dor Dek, Nor Nhu 13 and Thor Taharn as a majority of them could give correct answers at 96.2%, 95.0% and 78.0 % respectively. While they did not do well in questions asking about Gor Gai and Chor Ching, the percentages of correct answers were low at 30.2% and 13.2%.

Parents' Education and Understanding

Table 10. Parents' Education and Understanding of the Television Ratings

Education Rating Understanding	Below Matthayom 6 (n=42)		Matthayom 6 (n=62)		Higher than Bachelor (n=51)		Higher than Bachelor (n=4)	
	Correct	Incorrect	Correct	Incorrect	Correct	Incorrect	Correct	Incorrect
Gor Gai	38	4	42	20	30	21	1	3
	90%	10%	67.7%	33.3%	58.8%	42.2%	25.0%	75.0%
Dor Dek	1	41	2	60	3	48	0	4
	2.4%	97.6%	3.2%	96.8%	5.9%	94.1%	-	100%
Thor Taharn	35	7	46	16	40	11	3	1
	83.3%	16.7%	74.2%	25.8%	78.4%	21.6%	75.0%	25.0%
Chor Ching	9	33	4	58	7	44	1	3
	21.4%	78.6%	6.4%	93.6%	13.7%	86.3%	25.0%	75.0%
Nor Nhu	39	3	60	2	48	3	4	0
	92.8%	7.2%	96.8%	3.2%	94.1%	5.9%	100%	-
Summary	122	88	154	156	128	127	9	11
Percentage	58%	42%	49.6%	50.32%	50.2%	49.8%	45.0%	55.0%

This table presents percentages of understanding by parents and the relationship with their educational backgrounds. The finding answers the question below.

- **RQ 2:** Do parents with a higher education have a better understanding of the ratings than the parents with a lower education?

The research finding presents the results of no relationship between parents' education and understanding of the rating. The lowest education level, below Matthayom 6 parents gained the highest percentage of correct answers. The least correct answers by percentages were perceived by parents who had the highest degree of education, higher than Bachelor degreed parents.

4.3 PARENTS' USAGE OF APPLICATION OF RATING SYSTEM

4.3.1 Frequency of Usage

Table 11. Overall Usage Frequencies

Types of Usage	Level of Frequency					Total	Mean	SD.
	Always (5)	Often (4)	Some times (3)	Rarely (2)	Not at all (1)			
1. How often do you review the ratings whether they match the contents of TV program	15	5	44	34	12	159	3.16	1.101
	9.4%	37.0%	27.7%	21.4%	7.5%	100%		
2. How often do you use ratings to help choose what program your children may watch.	10	43	59	31	16	159	3.00	1.061
	6.3%	27.0%	37.1%	19.5%	10.1%	100%		
3. How often do you introduce the program with rating that suits your children ages to them.	28	44	50	22	15	159	3.30	1.189
	17.6%	27.7%	31.4%	13.8%	9.4%	100%		
4. How often do you check the rating before allowing your children to watch the program	18	31	60	35	15	159	3.12	1.119
	11.3%	19.5%	37.7%	22.0%	9.4%	100%		
5. How often do you check the rating before prohibiting your children from watching the program.	15	45	49	34	16	159	3.16	1.132
	9.4%	28.3%	30.8%	21.4%	10.1%	100%		
6. How often do you talk to your children about the meaning of each rating.	24	51	49	26	9	159	3.35	1.096
	15.1%	32.1%	30.8%	16.4%	5.7%	100%		
7. How often do you explain to your children about the meaning of each rating.	30	34	49	28	18	159	3.19	1.253
	18.9%	21.4%	30.8%	17.6%	11.3%	100%		
8. How often do you teach your children to select the program that is suitable for their ages.	20	47	43	32	17	159	3.14	1.191
	12.6%	29.6%	27.0%	20.1%	10.7%	100%		
9. How often do you explain why each program labeled with a certain rating to children	21	57	39	32	10	159	3.30	1.122
	13.2%	35.8%	24.5%	20.1%	6.3%	100%		
10. How often do you stop children from watching the program that does not match their ages in the middle of the program	18	47	56	21	17	159	3.18	1.133
	11.3%	29.6%	53.2%	13.2%	10.7%	100%		

From table 11, it was found that the usage type that parents used most was to discuss the rating with their children (3.35). On the other hand, the less used method for controlling their children about television viewing behaviour was to consult the rating before choosing a program for their children (3.00). This table can answer the question below.

RQ 3: Is there an application of the television rating system used by parents to control their children's television watching?

In general, respondents applied the television rating system to control their children television watching behaviour. They review the rating, use the rating to assist them to choose a program, introduce a program with the an appropriate rating, check the rating before allowing or prohibit their child to watch, discuss it with their child, explain the meaning, teach their child to use the rating to select the programs, explain the reasons about a particular program to receive a particular rating and stop their child in the middle of the program if they found the program was not appropriately rated.

Table 12. Parents Usage of the Rating System and their Childrens' Ages

Age of Children Frequency of usage	0 – 6 year-old (n=45)		6-12-year-old (n=59)		12-18-year-old (n=55)	
	Count	%	Count	%	Count	%
Always	70	35.2	58	29.1	71	35.7
Often	120	26.5	168	37.1	125	36.4
Sometime	119	23.9	200	40.2	179	35.9
Rarely	91	31.0	126	42.9	77	26.2
Never	49	33.8	38	26.2	58	40.0
Total Column	449	30.0	590	35.1	550	34.9

The table shows percentages of parents television rating usage categorized by their children's ages group. The average percentage of parents usage of the television rating was slightly different by their children ages group. The highest use performed by parents of 6-12 year old children 35.1%, parents of 12-18 year old children 34.9%

and parents of 0-6 year old children 30.0%. This can clarify the research question below.

RQ 4: *Do parents of younger children use television rating system more than parents of older children?*

The average percentages of parents' usage of television rating was slightly different according to their children's age group as the parents of 6-12 years old children were the most frequent rating use group at 35.1%, parents of 12-18 years old children 34.9% and parents of 0-6 years old children 30.0%.

Table 13. Television in a Child's Bedroom and Parents' Rating Usage

TV in Child Bedroom Frequency of usage	Yes (n=63)		No (n=96)	
	Count	%	Count	%
Always	104	52.3	95	47.7
Often	208	45.9	245	54.1
Sometime	187	37.6	311	62.4
Rarely	88	29.9	206	70.1
Never	43	29.7	102	70.3
Total Column	630	39.1%	959	60.9%

From table 13, parents who allowed children to have a television in the bedroom used ratings to control their children. The average percentage of rating usage of parents who allowed a television set in their child bedroom was 39.1% while the parents who did not allow television in bedroom usage was 60.9%. The obvious difference in percentage is as high as 21.8%. However, the parents who had television in their child's bedroom claimed they used rating at an "always" level 52.3%.

RQ 5: *Do parents who allow television in children bedroom use the television rating system less than parents who do not allow?*

Parents who allowed children to have a television in the bedroom used ratings to control their children less than the parents who do not permit their children to watch television by themselves.

Table 14. Percentages of parents' usage and co-watching

Co-watching Frequency of usage	Yes		No	
	Count	%	Count	%
Always	188	13.0	11	7.9
Often	404	27.9	49	35.0
Sometime	448	30.9	50	35.7
Rarely	277	19.1	17	12.1
Never	132	9.1	13	9.3
Total Column	1449	100	140	100

The cross tabulation table presents the percentage of the parents' usage of television rating system by the co-watching practice. This can be described as the answer below to the research question

RQ 6: *Do parents who co-watch television with their children use the television rating system more than the parent who do not co-watch?*

The result shows that parents who co-watch used the rating system at the 'Always' level higher than the parents who did not co-watch. However, most of the parents used the "Sometime" level.

4.4 PARENTS' ATTITUDE TOWARD THE TELEVISION RATING SYSTEM

4.4.1 Attitudes toward the Television Rating System

Table 15. Attitudes toward the Television Rating System

Aspects of Attitudes	Degree of Attitude					Total	\bar{x}	SD.
	Very Much (5)	Much (4)	Maybe (3)	Little (2)	Not at all (1)			
1. How much do you think that the rating contribute to your decision making	29 18.2%	54 34.0%	49 30.8%	23 14.5%	4 2.5%	159 100%	3.50	1.030
2. How much do you think that the rating is accurate with the program for which rating given.	20 6.3%	53 27.0%	63 37.1%	17 19.5%	8 10.1%	159 100%	3.41	.968
3. How much do you think that the rating signs are easy to understand	15 9.4%	42 26.4%	74 46.5%	22 13.8%	6 3.85	159 100%	3.24	.937
4. How much do you think the description given below the sign help you to understand its meaning.	13 8.2%	37 23.3%	77 48.4%	27 17.0%	27 1.9%	159 100%	3.17	.913
5. How reliable do you think that the rating is.	13 8.2%	57 35.8%	69 43.4%	17 10.7%	3 1.9%	159 100%	3.38	.854

Table 15 reveals that the respondents had positive attitudes toward the rating system in all its aspects. The aspect that influences the attitude of respondents the most was that the rating contributed to parents' decision making (3.50). The aspect that gained least popularity was about that the descriptions below the signs make the respondents understand the label more easily (3.17).

4.5 COMMENTS

4.5.1 The Most Urgently Required Development Topic of the Rating System

Table 16. The Most Urgent Required Improvement Topic of Rating System

	Numbers	Percent
1. Publicize the information of television rating	81	50.9
2. Appearance of the label	33	20.8
3. Period to appear while the program is on air	29	18.2
4. Description of the labels	16	10.1
Total	159	100.0

Table 16 presents the ranking of the most required improvement to the rating system. The most urgent matter that half of the parents believe the rating should be improved was to publicize the information about the television rating system (50.9%).