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What Ukrainian Parents Think About TV Influence on Children?

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In July 2012 the Ukrainian nationwide representative survey of the parents who have children of different age groups was made funded by the EU and the CE. 1601 respondents were surveyed by paper blank method and 395 by means of mobile multimedia technology. Two-parent and one-parent families (69.9% and 29.4%) were surveyed. Two-thirds of the parents in Ukraine consider TV to be unsafe for their children. Children watch TV for 2 hours and 28 minutes daily or 17 hours weekly. 11% of children watch TV for more than 4 hours every day. Most parents (66%) discuss with their children the programs they watched on TV together. Family rules for watching TV are established in less than 46% of the families surveyed. Most parents (81%) want to be warned about TV content that can harm the child. The more responsible are the parents in protecting children from media's aggressive influence, the more support they express as for the new labels system. Several risk groups that make parents be concerned about watching TV were identified as a result of the research. Youth age model subject to TV influence which is synchronized with children's social development was identified. Especially it refers to child's transition to the next level in the education system. Research results give scientific background for specific features of the national warning labels system of the negative TV content considering Ukrainian parents' needs of children of all ages. Brief description It is report about family media culture which measured by survey of the parents who have children of different age.

Session: Development in Family and Social Environment ([Click here](#) for session schedule)

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