URN etd-0407109-183710-720
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Statistics This thesis had been viewed 47 times. Download 0 times.
Department
Year 2003
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The study of Taiwan-produced children"s television programming and scheduling on children"s behavior
Date of Defense 0000-00-00
Page Count 114

Keyword
children"s television channel
YOYO TV
program scheduling
children"s behavior

Abstract Television has become the most important home electronic media in every living room as watching TV is the most

common entertainment for modern people. However, the influence of TV programming on children"s behavior cannot be

ignored. Among the children"s TV channels, YOYO TV has the highest ratings. The current study examined YOYO TV"s

programming on children"s behavior and program scheduling.

Cultivation theory and cognition theory of development were applied to discuss the influence of the TV programming on the

development for children"s cognitions. We obtained the objective results in this study by not only surveying the past literatures

and applying the corresponding theories but also from in-depth interviews of scholars and kindergartens"educators. Survey

questionnaires were also collected from educators and children/parents. Programming scheduling strategies were also analyzed.

It was found that YOYO TV used“Head to head programming”,“Stripping programming”, and“ Lead-ins programming”

strategies. Results from the questionnaires of kindergartens"teachers indicated that most children"s behaviors were related to the

influences of children"s TV contents. Age and gender did not bring much difference in the influences of TV on children. Thus it

was important in the production and selection of children"s TV programming.

Moreover the baby watches television the time to recover the elder as well as the baby the program which like regarding

itself, is easier to initiate baby"s imitation behavior. Therefore, how to produce and purchase the children programs need to be

put more and more concern in order to avoid the negative influence on the children. As for the kindergartens"teachers and

educators regarding the YOYO TV view, must consider except the partial program baby"s body and mind and the cognition

development situation, mostly gives the positive appraisal, and emphasized the multitudinous children"s program will make the

discrimination, will let the disparity in age level the children will be able to watch television to suits its body and mind

development the program.

This exploratory study has practical significance and provided suggestions to future children"s educators and TV producers.

In order to provide children a good television media environment for learning and recreations, we should focus on raising the

programming qualities of the local children"s TV channels.

Advisory Committee Josephine T. C. Nio - advisor

Files No Any Full Text File.

Date of Submission 2005-01-27