

# Children, television, and education

Prepare by Foundation for Child Development

## Children spend 4-6 hours per day watching television programs with no educational content

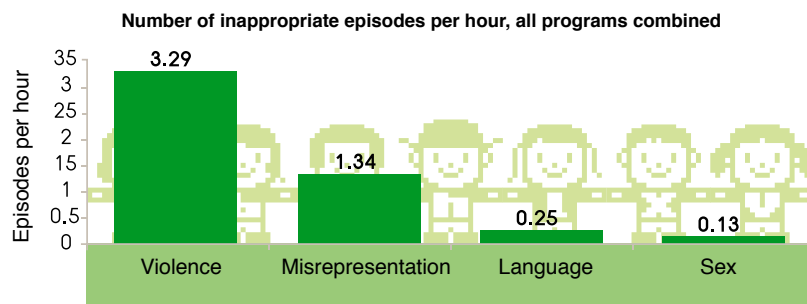


Thai children and young people spend many hours watching television. The programs that children and young people watch are full of violence and bad language, and do nothing to help children develop themselves. In addition, children spend little time on worthwhile activities, because they lack appropriate facilities.



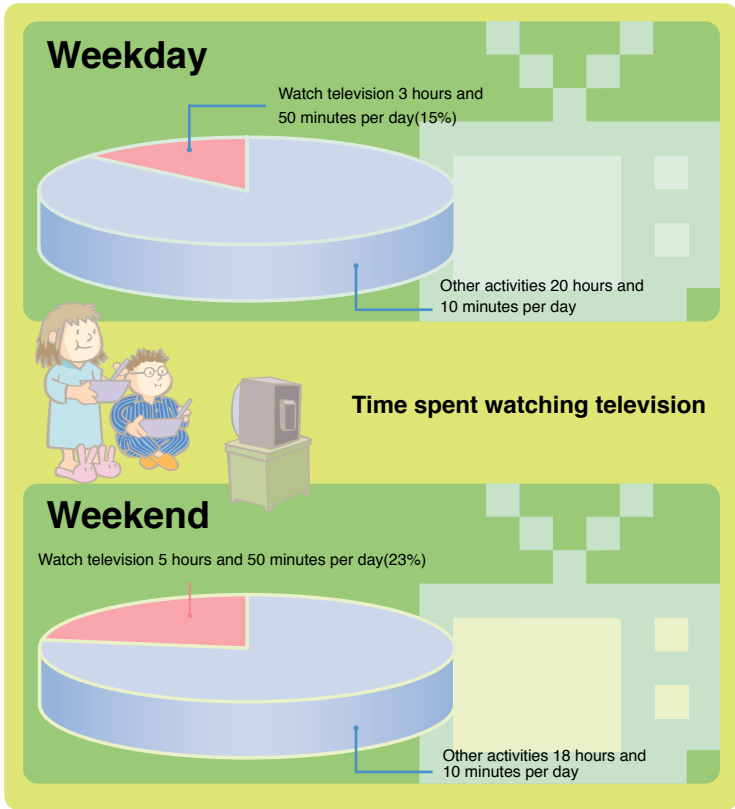
Television is a cheap source of entertainment for everyone in the family. Thai children watch an average of four hours a day on weekdays, and six hours a day on weekends. Television programs screened between 4 pm and 10 pm, when children and families are watching, are filled with bad language, sex, and violence. A survey in 2005 by Media Monitor found that the programs with the most violence were dramas and soap operas, 88% of which contained violence. Some programs had an average of 11 acts of violence per hour. Thai regulations state that television stations may not screen more than 12 minutes of advertising per hour. However, 70% of dramas exceed this limit. Some contain as much as 19 minutes of advertising per hour. A survey in 2004 found many examples of open and concealed advertising. The survey identified 487 advertisements in only 3.5 hours of children's programs, or one advertisement every 26 seconds. Most advertisements were for unhealthy snacks. Children also lack places where they can spend time constructively. Most provinces have ten times as many places for entertainment than children's playgrounds or sports fields. It is therefore not surprising that, during school holidays, most children spend their time watching television.

## Screening of Inappropriate Material During Times When Children Watch Television



Source: Media Monitor 2005





Source: Research on the Effects of Television on Children's Behavior, ABAC Poll, Assumption University, 2003

**Expenditure by Advertisers Compared to Expenditure by the Department of religious affair**

During the first four months of 2005, Thai television stations Channel 3, Channel 5, Channel 7, Channel 9, and ITV earned 11,051 million baht from television advertising. This exceeded the budget of most child development organizations. For instance, the Religious and Cultural Plan of the Department of Religion had a total budget in 2005 of 230 million baht.

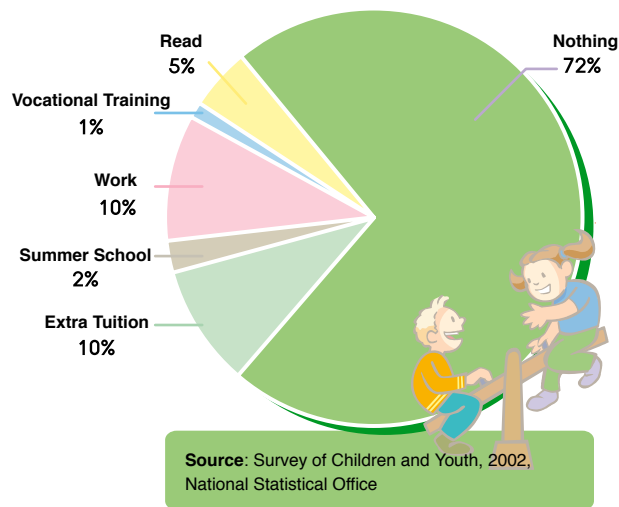
Source: Nielson Media Research, 2005

**Sources of Learning**

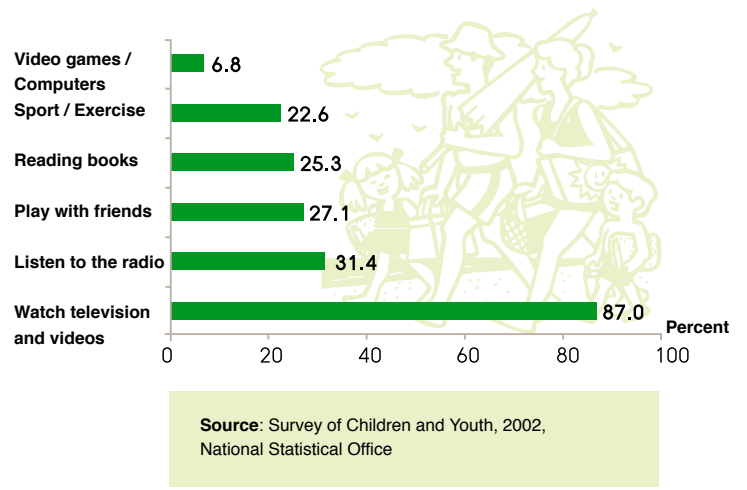
There are far fewer places for children to develop themselves than there are to entertain themselves. Each province has more than 200 places of entertainment, but each province has only 20 sports fields and public parks.

Source: Thai Research Fund, Child Watch Program, 2002

**Holiday Activities of Students Aged 3-24**



**Activities during Free Time, Children and Youth Aged 6-24**



**Children and Reading**

Number of children and youth aged 6-24	Number of children and youth aged 6-24 who read	Number of children and youth aged 6-24 who do not read
20,893,420 (100%)	17,806,592 * (85.22%)	3,086,828 (14.78)

Note: Of those who read, 2.3 million read on the internet  
 Source: Preliminary Report from the survey of Reading Behavior, 2005, National Statistical Office