

**PERCEPTION OF PARENTS ON THE INFLUENCE OF TELEVISION IN THEIR CHILDREN'S
BEHAVIOR**

A Research Paper

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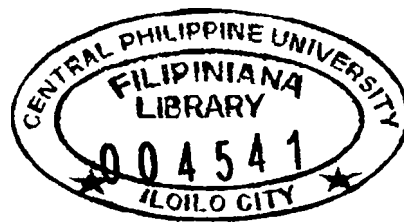
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ABSTRACT

This study was conducted to determine the perception of parents on the subconscious influence of television in their children's behavior. Specifically, this study analyzed how persuasive television media can be to a child's behavioral health and how strong it can influence a child's growth and way of thinking about the world. Using a validated researcher-made questionnaire, a survey method was employed to gather the pertinent data. A group of 40 randomly selected parents of elementary level students of Central Philippine University served as the respondents of the study during the second semester of the academic year 2018-2019. The data collected through the questionnaire were analyzed and interpreted using frequency distribution and percentage. The results of the study showed that there is a low-rate of violence and explicit scenes in the shows that their children usually watch, but there is a significant change on the children's behavior such as mimicking their favorite TV characters and celebrities. This study recommends further investigation to validate the results of this study.