

The effectiveness of using animated educational TV programmes to educate, inform and socialize children between the ages of 8 and 12: a case study of 'Know zone' aired on citizen TV in Kenya

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Abstract:

This study is on the effectiveness of using animated educational TV programmes to educate, inform and socialize children between the ages of 8 and 12 focusing on the children's educational program Know Zone aired on Citizen TV in Kenya. The main objectives of the study were to determine the degree of effectiveness of educational programs that use animation to relay information found in the curriculum and various societal issues to children within the specified ages. The study also sought to determine how responsive children were to television and as a medium of education, entertainment, information and socialization; and to explore the future of television in regards to serving the same functions of education, entertainment, information and socialization. The study did a survey with 400 respondents between the ages of 8 and 12 from upper, middle and lower class samples. The 8, 9, and 10 year olds were given the questions orally while the 11 and 12 year olds were supervised as they filled the questionnaires. 71 percent of the total population watched TV everyday for more than an hour gauging by the programs they listed as being their favorites. Television is therefore a good timely medium to use to educate, entertain, inform and socialize this particular age group. Out of the 400 respondents, 53 percent listed programs with animation effects as being their favorite programs. This showed that animation is in indeed an effective method of ensuring information is passed across to children between the ages of 8 and 12. The children do pay attention to programs that have the effects of animation.