

**CHILDREN ADDICTION TOWARD CARTOON
PROGRAMS AND IMPACTS ON THEIR PHYSICAL
HEALTH IN ISLAMABAD, PAKISTAN**



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**“Thesis submitted to the department of sociology, Quaid-I-Azam University,
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Sociology”**

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FINAL APPROVAL OF THESIS

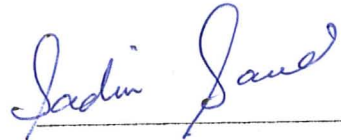
This is to certify that we have read the thesis submitted by Mr. Ameer Usman, it is our judgment that this thesis is of sufficient standard to warrant its acceptance by the Quaid-i-Azam University, Islamabad for the award of the Degree of "M.Sc in Sociology".

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Abstract

The research analyzed the Children Addiction toward Cartoon Programs and the impact on their Physical Health in Islamabad, which is the capital city of Pakistan. Today's children spend their leisure time in front of the television to watching Cartoon programs rather to do any physical activity like outing with friend and involvement in sports activities, which make them socially active and physically healthy. The majority of respondent 46% was agreed and 27.33% respondents were strongly agreed that watching cartoon programs more than three hours in a day limited children's physical activity, like playing games, participating in sports activities, playing football and other outdoor activities. The Cartoon addiction and impacts on the Physical Health was interpreted through the Theory of Cultivation. This theory indicated that television has a long term effects which are small, gradual and effects indirectly on the human being that the people attached and spend more time to watching television, they have, the more chances to accept what the realities were shown on television. According to the theory, there is a positive relationship between childhood television watching and physical, social and psychological effects among the young adulthoods. The data were collected from one hundred and fifty (150) respondents who were caretakers of children through structured closed ended questionnaires. The descriptive and inferential statistic was used to analyze the data. The findings of the research showed that the more children spend their time to watching cartoon programs the more chances of their physical problems and issues. From the result of cross tabulation showed that there is a strong relationship between Cartoon watching and the Physical health issues. The more children were watching cartoons, the more chances of their physical health issues. To overcome this issue the parents and teacher can play their role and aware children regarding the negative impacts of access watching cartoon movies on their daily life.

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Chapter No.1

INTRODUCTION

No one has ever seen any child who does not like cartoon programs or he can refuse to watch animated cartoon movies. Today's children spend their leisure time in front of the television to watching Cartoon programs. Children spend almost three to four hours watching cartoon programs like animated movies; even they do not let parents watch new channels and other programs. Past few years children spend their free time to playing games like football, cricket, other outdoor games and interacting with other peer which make them socially active and physically fit. Now majority of children confined inside four walls of a room to take the TV remote in their hand and watching cartoon channels and playing video games. According to the research those children who are watching cartoon programs three to four hours they have psychological as well as physical fitness problems (Ergun 2010). Children who are more attached with Cartoon programs, have the justifications like, they perceive the roles which were played in programs are real, that is the reason they have full concentrated on such programs. As the cartoon watching is most favorite hobby of today's children to spend their leisure time. They are watching the only cartoon rather to do any physical activities like playing football, cricket etc. One of the new researches (Yousuf 2010) relieved that since august 2002 cartoons have been watching in United State of America's (USA) more than 80 states and about more than 145 countries around the world. The majority of industries is used these cartoons, programs for their own personal benefits like advertisements for their new products and other commercial products.

Now a day, children's physical activities are limited by excessive watching on television. As watching cartoon programs is the most favorite hobby of children in their leisure time, so they like to watch the cartoons on television rather than to do any physical activity. Cartoon watching affects the attitude and behavior of kids i.e. their liking and disliking, way of talking, and behaving with other children. It also has a strong effect on their language and the way of their dressing and eating. The results of the research have shown that there are different variables having effects such as liking and disliking of cartoon characters, based on their gender, accessories and costumes

When children are exposed to a violent or sexual or fantasy, cartoons, this will affect their minds, their way of thinking and their behaviors. This happens especially with the absence of the parents' control of the child. Cartoon heroes have a great impact on children. Kids try always to play the role of those heroes in the actual world, so violence and aggression viewed on TV will appear in the child's behaviors. (Jose 2014:12).

This means that cartoon has effected a child's socialization in two ways, firstly cartoon with violent will be unhealthy for child psychology, secondly it limited their physical movement. The age of socialization required that proper walking and interacting with other peers. As a result, a tremendous amount of childhood involvement with the electronic media, which can limit their social interaction and may obstruct the development of the social brain and their creative functions. Previous research (Lee and Solmon 2012) has already shown that children are becoming more unfit, less active and more sedentary and, in many cases, heavier than before.

Sedentary pursuits, such as watching television or cartoon programs are believed to be an important environmental factor contributing to the fact that 25% of children in the United States are overweight or obese. Childhood obesity leads to the health problems of various chronic medical problems along with psychological issues, all of which can persist into adulthood and adversely affect quality of life. Fat children may suffer from orthopedic hitches, including abnormal bone growth, degenerative disease, and pain (Sudha 2010). They are also more likely to have low self-esteem, leading to hopelessness and suicidal ideation, and to engage in substance manipulation. One study (Gökçearsan 2010) proposed that obese children may have a similar quality of life as children with cancer. Health issues related to obesity are also linked to decreased life expectancy.

“The estimated 9 million overweight children, including 4.5 million obese children are at higher risk for type 2 diabetes mellitus, heart disease, cancer, asthma and other pulmonary diseases, high cholesterol, elevated blood pressure, stroke, and other chronic

illnesses. Compared with children at a normal weight, overweight children are 70% to 80% more likely to be overweight in adulthood” (Wilson, Nairan, Coverdale and Panapa 2000).

The CDC reports that high school student’s daily participation in physical education has declined 30% in the past decade. For example, in 2005, only 45% of ninth grade and 22% of 12th grade students attended daily physical education classes (Bell 2014).

The use of TV, especially children’s programs like cartoon, animated movies; exercise practices, etc have not only can influence children’s cognitive and academic skills, but can also shape children’s social interactions and development. An overview of the research examining the social effects of children’s watching Cartoons has negative impact of game playing on the friendships and aggressive behavior. Apart from this Children growing weaker as Cartoon programs replace outdoor activity.

The research conducted by (Soliman and Habib 2015) result of this study indicates that children are highly influenced the cartoons, serious, because, they pay more attention and time to cartoons instead of the other activities. The reason behind the watching of cartoon programs are those parents who are busy them should not give proper time to their children. That is the reason they spend their free time to watching cartoons and playing other video games. When grooming age children would more focus the cartoons and play video games they are also learning a lot of things from them. However, on the other hand the fact is that, the more children attached with TV the more chances to psychologically affect. Cartoons are not only changing their behavior toward aggressive, but also changing their language and language is most important part of any culture. Later analysis by Klein & Shiffman (2006) children more use cartoons as sources of entertainment than the other physical activities. This thing is more harmful for children with physical health. Similarly, (Ergun 2012:12-13) “the cartoon mesmerizes the child and replaces the childhood activities like playing with friends, being physically active, getting fresh air, reading, playing imaginatively, doing homework”.

Physical activity (including cleaning, laundry, and meal preparation and cleanup), shopping, and child care, decreasing time spent in these activities from about 40 to about 27 hours per week, whereas men increased time spent in these activities only modestly.

The main categories of aggression reviewed were physical, verbal and relational types. Content with physical aggression consisted of character(s) in the cartoon that used physical means to inflict harm on another. In general, the evidence on physical effects is negative. Television postpones average bedtimes a few minutes, but seems to decrease sleeping time very little because children who have stayed up later appear to go to sleep more quickly. It is true that there are reports in the research on children who are frightened by evening television and unable to go to sleep.

The other side of watching cartoon programs is the cognitive skills are the skills associated with thinking and knowing. The skills required for children to understand language, actions and performance of imagining characters to reason and problem solve, and to learn and remembers Richard 2008). “Although the term “cognitive skills” encompasses a broad array of competencies, research on the effects of animated movies develop of a specific set of visual intelligence skills, spatial skills, iconic (or image representation) skills, and visual attention skills”.

1.1. Research Question

The research question of this study is analyzing the Cartoon programs on the physical fitness of children in Islamabad. Is there any affect of cartoon addiction to the physical health of children in Islamabad? Watching cartoon has many effects on child social, physical, psychological as well as economic. The research explores the physical fitness of children who are watching cartoon programs regularly.

1.2. Objective of the study

The core objective of the current research is exploring the cartoon programs on the physical fitness of children in Islamabad. The key focused on this research was to

aware the parents as well as teachers regarding the negative implication of cartoon programs especially their physical fitness. The researcher main focused was the physical fitness of children, because physical fitness has a direct relationship with other social activities like studying, school attendance, social interaction, playing games. This research further helpful for those research students who are working on the effects of watching TV, especially cartoons programs and playing video games. The main objectives are as follows;

1. To evaluate the positive as well as the negative implications of cartoons for children
2. To analyze the cartoon programs and the physical fitness of child in Islamabad.
3. To examine the level of relationship between watching cartoons and the physical fitness of children in Islamabad.

1.3. Significance of Study

The current study is conducted on the watching cartoon programs and effects on the physical fitness of children in Islamabad which is the capital city of Pakistan. This research study has both theoretical and practical significance, although a number of studies were conducted on the negative implications of cartoon programs on the physical fitness of children in Pakistan. But the current research is the sociological analysis of cartoon program's negative effects on the children's physical fitness. This deals with the relationship of the cartoons to the physical fitness of children. Either the watching three to four hour cartoon programs have how many effects the physical condition of children in Islamabad. As the researcher mentioned that the current research has first significance is the provision of theoretical as well as practical knowledge and the road map for the upcoming research students who want to work on the very topic.

Secondly, the significance of the study awards the parents and care taker regarding the negative implications of cartoon programs especially the physical effects on children. On the other it provides theoretical information to the local government regarding TV

programs. This research further explores the positive aspect of cartoon programs on children, like the development of cognitive skills, analytical skills, and language skills.

Chapter No. 2

REVIEW OF LITERATURE

“Have you met children who do not like cartoons? Or have you ever seen any children who deny to watch Cartoon? These situations are mostly impossible under normal conditions. It’s obvious that today’s children are, mostly unconsciously, exposed to television, which is one of the most fashionable inventions of the 21th century”. Mostly children are watching cartoon programs about four to five hours on a daily basis. Children who have more attached to Cartoon programs they were performing such acts in their daily life. The cartoon programs were more attracting children for many reasons. There are some reasons for children’s watching cartoons so much and the effects of these cartoons on them positively as well as negatively (Ergun 2012). “According to the National Association for Sport and Physical Education (NASPE, 2004) has suggested that at primary or elementary level children should be accumulated more than two hours any physical activity in each day, otherwise children will not maintain their health properly”.

First of all, the main reason for children’s watching cartoon is that cartoons respond to the children’s need and inclination to activeness. Usually the children under the age of seven are so much interested in cartoons. They first watch cartoons and then they were acting like them in the daily life practices. They consider the roles which were played in programs are real, that is the reason they have full concentrate on such programs. Those children who are consistently watching cartoon programs they were unable to concentrate on their studies as well as any activity in a daily life. In particular, Cartoon programs have gained standing among the school age children because of their high speed flashes of light, rapid color change and movements arrest the child’s concentration (Ergun 2012:12-13).

“Anyone cannot disregard the notion that the children under the age of seven still think that whatever happens in cartoons are all real and they can do everything that the characters in cartoons do. For example, consider if the five or six years old children, it’s probable that they can jump from the roofs to fly, climb on the walls like Spiderman, talk to their toys or to feed them as if they are alive.” This actually

nonexistent reality in cartoons is what lead the children to all these dangerous deeds (Hassan and Muhammad Daniyal 2013:26). It's very tough to highlight that everything that children learn till they are nine or ten. It will be the base for their later lives. In this phase, parents have to be cautious about their children's cartoons. They must not think that 'cartoons are just TV programs that are prepared for children, so they can watch which cartoons they want.' On the contrary, parents should choose the most constructive cartoons that will not only entertain the children but also give appropriate lesson to them. Otherwise, it's most feasible that some fantastic cartoons can give permanent harm to the mental health as well as their physical health of the children (Hassan and Muhammad Daniyal 2013:32).

Television shows and animated films are over eighty (80) years have been interesting for the children. Most of the time children spend their time in front of television watching cartoon programs, which have negatively affected their mental as well as physical fitness. Due to access time spent on the TV majority of children's physical activities were limited by accessing watching cartoon programs (Bell 2014). As the cartoon watching is most favorite hobby of today's children to spend their leisure time. They are watching the only cartoon rather to do any physical activities like playing football, cricket etc. The cartoon watching is not only affecting their physical, however, affects their attitude and behavior like talking to other, liking, disliking etc. it has also affected their dressing as well as their language. The children who are watching Cartoon at the early ages of six months to three years they become enthusiastic viewers. White (1999) the children who are discretion to choose the cartoon programs which turn indirectly influence their personality development. Cartoon has also had a violent core, which have numerous effects on the behavior of children. These include the imitation of violence and crime seen on television (copycat violence).

Kids who watch too much cartoon movies and spend the time in front of TV are usually obese, according to the American Medical Association. Many children use

junk food while watching TV (Jose 2014:10). They are also inclined with advertisements to consume unhealthy food. Also, they are not running, jumping, or doing exercise that burn calories and increase metabolism. Plump kids, unless they change their habits, tend to be obese when they become adults. A recent study confirms this finding, suggesting that even just an hour of TV is associated with childhood obesity. Child obesity rate is higher in Australia where almost 25% school age are over weighted, the reason is the advertisement of unhealthy foods During cartoon programs or TV so children were more attracted and the result is suffering from overweight (Jose 2014).

One of the new researches relieved that since august 2002 cartoons have been watching in United State of America's (USA) more than 80 states and about more than 145 countries around the world. The majority of industries is used these cartoons, programs for their own personal benefits like advertisements for their new products, etc. Animated movies and cartoon programs are playing vital role in enhancing the profit of companies manufacturing toys as cartoon are a major source of advertisement. The cable network is available more than 85% homes in the USA so the majority of 80% were aged between 2 to 17 years old and 45% were adults under 25 (Wilson, Melinda and Salmon 2000). "Some of the classic Cartoons programs are more watched in all around the world like Tom and Jerry and Loony and Tunes, so children at the age of 2 to 17 are spending more than 6 to 8 hours to watching these cartoon in consistence time periods. Due to access of watching these programs it has been negatively affecting their physical fitness, like they are demanding a new dress what the cartoons were worn in the shows. Mostly children were trying the action whatever shoed in the animated movies and faced permanent physical disability. Some of the cases were in the ground like children were more related to Cartoon programs so they act like those actions which are performed in Cartoon programs they become permanent injuries like broken of bones etc." (Wilson, Melinda and Salmon 2000).

Hassan & Daniyal (2013) studied after watching cartoons examined the physical effects on children. The cartoon is one of the most favorite cartoon network channels

for children. As most of the free time to spend in front of the children so cartoon network, channel 24 hours. Which has some positive impacts, but also have some negative effects like the threats of obesity. TV addiction also affects a child's health and physical ability. When a child watches TV frequently, even in the first years of life, the more likely he is to be obese and less muscularly fit, according to a study by the University of Montreal. Even though your kid does not aspire to be a football star, his athletic abilities are important not only for physical health, but predicting how physically active he will be as an adult. Children who are watching cartoon movies at night time that effect sometime persisted for several nights thereafter, with some of the children sleep, disturb effects directly their physical situation and their body is looking like to sleeping at the day time. The result has been those children never physically active during class time.

As 2014 study published in the International Journal of Cardiology suggests that children aged 2 to 10 who watch cartoon programs or TV for more than two hours a day is 30% more likely to be at risk for blood pressure compared to those who spend less time in front of the TV (Lee 2000). Lack of physical activity increased the risk even more – by 50%. The lead researcher Dr Augusto Cesar de Moraes, from the University Sao Paulo, Brazil, warned that the condition can cause cardiovascular problems later in life. The findings are consistent with an earlier 2009 study. One of the research conducted by WCES (2010) said that watching cartoon can curb the physical activities. Apart from this access watching cartoons were negatively affected the visions sight of children. The eye vision will decrease due to consistent watching cartoon movies. Researchers from the University of Sydney report a link between total screen time and retinal artery width in children. Kids with lots of screen time were found to have narrow artery in their eyes, which may indicate heart risk. Similarly, the blood circulation becomes slow which can negatively affect the nervous system of a child. Ultimately, the thinking capacity will be decreased from time to time due to the disturbance of the nervous system.

“Every hourly increase in daily television watching from two and a half years old is also associated with bullying by classmates, and physical prowess at kindergarten, said Professor Linda Pagani of the University of Montreal and the CHU Sainte-Justine children’s hospitals” (Jose 2014:20-21).

The previous study conducted by UNESCO (2009) Says that watching cartoon program can affect the social development of children. The children can lose the interaction and participation activities in society among the other peer groups. Similarly, the children were moved toward alienation and aloofness in the society. They bounded only inside the four walls and limited with TV. The less social interaction the more chances to laziness in body. TV provides no educational benefits for a child under age. Worse, it steals time for activities that actually develop their brain, like interacting with other people and playing. A child learns a lot more efficiently from real interaction with people and things, rather than things she sees on a video screen or animated movies. Similarly, too much watching TV as a young adult, especially when combined with not much exercise, may be linked to lower brain functioning even before one reaches middle age, according to a 2015 study from the Northern California Institute for Research and Education.

According to Yousaf, Shahzad and Syed Ali Hassan (2010) animated movies or programs may be educational, but excessive watching could affect children’s brain development, according to studies. The first couple of year is very important for brain development of children. One of the research conducted in Japan found that watching animation movies too much can alter the brain structure. Another study by The John Hopkins University states that toddlers who watch television for more than two hours a day can have behavioral and physical problems. TV depicts your kid to negative inspirations, and promotes negative behavior. TV and cartoon shows and advertisements usually show violence, alcohol, drug addiction and sex in a positive way. The mind of your child is like clay. It forms early imitations on what it sees, and these early impressions govern how he sees the world and affect his growthing

behavior. For example, twenty years of research have shown that children who behave more showing to media violence are more aggressively as kids and when they are older. They are taught by TV that violence is the way to resolve conflict, as when a TV hero beats up a bad guy to subdue him. The study also found that youngsters tended to mimic the negative behavior they saw on TV such as rumor-spreading, gossiping and eye-rolling. The U.S. psychologist's quizzed 95 girls aged ten and 11 about their favorite TV shows, rating them for violent content and verbal and indirect aggression (Sudha 2012:16).

According to Yang (2012) it is evident in our schools all over the world today those children are influenced by the cartoons they are watching on television. The majorities of cartoons are filled with violence and bad language and therefore have a negative impact on a child's developing mind. A child's mind is like a sponge, it absorbs everything they see and hear. If they are constantly exposed to cartoons with violence and fighting it will affect them morally and may lead to teenage violence in the future. Some studies show that boys are influenced more by violent cartoons than girls are. Young children do not understand that a cartoon is not based on reality and will tend to act out the violent scene they have seen in the cartoon. Children tend to copy the actions they see in cartoon characters like fighting, hitting, saying bad words and being disrespectful to parents and teachers in the classrooms.

The time that children spend in watching TV gradually increases during their childhood period; it reaches its climax around the age of 10 or 12, and it starts to decrease at puberty. Especially for primary school children, the content of the programs they watch and the influence the programs leave with them increases more because attention, focus and cognitive functions form in the children of this age group (Sudha 2012). Therefore, in all cartoons presented and intended for girls, the characters who are the focus of attention are very beautiful, slim, well-dressed, equipped with super powers, struggling with evils, and are very popular among friends. This situation draws the attention of the girls who are about to step through puberty; it has been shown that girls enter puberty, especially biologically, earlier than

boys and watching these kind of cartoons satisfies their desires for being loved and admired. According to the findings of the study, while male children were more influenced by the behaviors and extraordinary actions of cartoon characters, female children were much more influenced by the characters' speeches, the topic of and the music in the cartoons. Either because of the chemical effect of hormones or the emotional effect the social environment causes, children at the primary school age become more aware of sexual discrimination and thereby concentration between genders starts. One child observes other people while they are demonstrating acts of violence or controlling their aggression, and he imitates them, he learns to shout at people, to criticize them, throw stones at them and to show violence. For them, the tendency for imitating important, strong, successful and favorite characters is so strong that this tendency to imitation is more important than the situation in which these characters find themselves fighting wars or killing enemies (Yousaf, Shahzad and Syed Ali Hassan 2010).

When children are exposed to a violent or sexual or fantasy, cartoons, this will affect their minds, their way of thinking and their behaviors. This happens especially with the absence of the parents' control of the child Cartoon heroes have a great impact on children. Kids try always to play the role of those heroes in the actual world, so violence and aggression viewed on TV will appear in the child's behaviors. (Jose 2014:10). The children are encouraged to try the same things that they saw their favorite write hero do in the cartoon" It is seen that females are being represented weaker compared to males in terms of many aspects in TV programs viewed by adults. In this study, cartoons among the TV programs for children had been handled. Under their innocent appearance, cartoons, including many wrong messages, had been observed as transferring gender stereotypes. Related to the cartoons that children watch, the majority of parents could name a film and they also think that scenes of violence, killing, fighting, guns and harmful behaviors should be presented in a way that won't physically harm the child and cartoons that are appropriate to watch are the

ones that have educational, instructional, entertaining features developing imagination and creativity.

According to the report on Sama TV, today's cartoon are most popular among children in Islamabad, currently there are plenty of TV channels which broadcast different cartoon programs for children, which can limit their physical activities and confined them inside the our walls of a room. Children were getting much more interested in the cartoon programs in recent year it has become a main pastime for them. Mostly children watching cartoons in the early years of six which affects the mental as well as their physical fitness.

Cleanness is considered as the part of faith in Islam, however, these days majority of children after school they spend time in front of the TV watching cartoons, so they even don't brush their teeth or clean their nails. The result becomes so alarming, most of the children become ill due to germs under the nails and teeth.

When children have born, he had the capacity for motivation, training and experience; the reason is impressionable of mind. Therefore the brain of a child is developing in the natural process. So it is imperative to select a healthy environment for the proper socialization of the children. This means that cartoon has effected a child's socialization in two ways, firstly cartoon with violent will be unhealthy for child psychology, secondly it limited their physical movement. The age of socialization required that proper walking and interacting with other peers. As a result, childhood involvement with the electronic media, which can limit their social interaction and May, obstructed the development of the brain's social and creative functions (King 2015:65-66).

The study found that in Pakistan youngsters tended to mimic the negative behavior when they saw cartoon programs regularly, which tend them such things like rumor, spreading, gossiping and eye rolling. The same study showed that children who consistently spend more than 3 hours a day watching cartoon movies are more likely to be overweight. Kids who see violent acts are more likely to show aggressive

behavior, sometime they are involved in fighting with peer groups, brocks the neighbor's windows, break the mirrors of cars. Cartoon characters often display risky behavior, such as smoking and drinking, and may also reinforce gender role ad racial stereotypes.

2.1. Major Assumptions

1. The children who are spending more time in front of cartoon programs have more chances of obesity.
2. Violent animated movies can attract children with physical fighting in schools.
3. The more children watching carton programs the more chances to limit the physical activities like hiking, playing games etc.
4. The more attached to cartoon movies the less interaction with the peer groups the surroundings.
5. More time spend in front of cartoon programs, more chances to become lazy.

Chapter No 3

THEORITICAL FRAMWORK

3.1. Cultivation Theory

Cultivation theory is given by Professor George Gerbner, Dean, School of Communication at University of Pennsylvania in the mid of 1960, however, the latter some other researchers were also worked out on the Cultivation theory. He began the Culture Indicators in the research project in the mid of 1960s to study whether and how watching television may be influencing the viewers, impact their view about the social realities. Cultivation theorists stress that television has a long term effects which are small, gradual and effects indirectly on the human being and their results were showed after a long run. The first and foremost proposition of cultivation theory is that the people attached and spend more time to watching television, they have, the more chances to accept what the realities were shown on television is real and believable in the actual world. What the media portrayed a reality, people get it as it is. On the other hand the images and ideologies transmitted through popular television media heavily influence the world perception and ideas (Mosharafa 2015).

Latter the study was conducted by the Jennings Bryant and Dorina Miron (2004), they analyzed the contents almost 2000 articles which were published in the international journal of mass communication, which showed that since 1956, cultivation theory was the third most frequented utilized theory.

According to the theory, there is a positive relationship between childhood television watching and physical, social and psychological effects among the young adulthoods. The study suggests that television viewing during childhood may have negative effects on the physical position of children. Children exposed to be acting physical violent act due to the high influence and attached to the cartoon programs or the animated violent movies. Another, the effects of the long term watching television programs will be affected on the self esteem of a child, where he feels bored and lazy, due to low self esteem. The cultivated theory also suggested that the attitude is based what type of attitude you have in the society or the surroundings.

On the other hand, some of the food items which are most populous among the children, media portray it in the attractive ways, so the result becomes more serious when children demand those food items which are unhealthy for the physical fitness of children. The result should be obesity and fat production in the body which creates many other physical problems for children.

3.2. Application Cultivation Theory

In the analyzing of the theory of Cultivation, which is mass communication theory which focused on the long term and gradual effects of watching more television on adults as well as children. The primary focus is, people perceived those perceptions, real which were portrayed by on the media or television. To analyze of the topic impacts of watching cartoon programs on the physical health of children “Children Addicted toward Cartoon Programs and Impacts on their Physical health” is that, the majority of children under age was more attached toward cartoons programs or television. These programs have negative effects on the children either social, psychological or the physical. In this topic the main effects are the physical impacts of Cartoon programs for children. Many articles in literature and as well as the theory of cultivation stressed that those children who are watching cartoon programs more than three to four hours they are suffered from the physical fitness like obesity, laziness, low self esteem, physical fighting with other peers etc. On the other hand, boys are more effected from these programs like they are involved in physical fighting’s and the important thing is those boys who are watching violent cartoon movies they have high chances to perform those actions which are portrayed in the shows. Sometimes they jump from the floors and running cars, and become permanent physical disabled.

3.3. Propositions

Cultivation theory explains that watching TV or cartoon programs more than three hours daily have long term effects on children physical fitness. Those children who are watching cartoon movies more than three to four hours daily, which restricts them in the rooms and their physical activities, are limited with TV. The result will be obesity

and laziness. On the other hand it affects their mental levels, so the brain will not work properly.

3.4. Hypothesis

To analyze the level of the effects of watching cartoon programs on then the physical health of children in Islamabad.

3.4.1. Null Hypothesis (H^0)

There is no relationship between watching cartoon programs and the physical health of children in Islamabad.

3.4.2. Alternative hypothesis (H^1)

There is a relationship between watching cartoon programs and the physical health of children in Islamabad.

Chapter No 4

CONCEPTUALIZATION AND OPERATIONALIZATION

4.1. Conceptualization

Conceptualizing is the process of designing the concepts with the help of existing literature. In this study, the researcher has two variables Cartoon Programs and Physical Health which are conceptualized here.

4.1.1. Children Addiction

According to Hassan and Danyial (2013) “the compulsive need for and use of a habit-forming substance (such as heroin, nicotine, or alcohol) characterized by tolerance and by well-defined physiological symptoms upon withdrawal; broadly: persistent compulsive use of a substance known by the user to be harmful”. “Differential patterns of addiction may be a function of such variables as accessibility, intrinsic repetitive effects, differential socialization, and specific outcome expectations” (Saturnine 2004:05-06)

Children addiction is a type of problem that is pertaining to different things like internet use, cartoon programs, playing games, taking drugs to be a function of engaging them in that activity (Hassan and Danyial 2013). Addiction is a primary, chronic, neurobiological disease, with genetic, psychosocial, and environmental factors. It is characterized by behaviors that include one or more of the following: impaired control over drug use, compulsive use, continued use despite harm, and craving (Jose 2014).

However, the definition of Ginman (2003) the word addiction refers to any kind of behavior that is out of control in some ways. Most people describe themselves as being addicted to them, for example Shopping, Cartoon movies, TV shows. The word is also used to explain the experience of withdrawal when a substance or the behavior is stopped. That is, people will deeply attach to any kind of activity like drinking coffee etc.

To analyzation of all, the definition which is given by different authors are stressed at the same point of view that child’s addiction is the behavior of child toward some kind

physical Health is the ability to carry out daily tasks and routine physical activities without under tiredness.

Further expand the definition of physical health by Klein & Shiffman (2006) also gives the same idea about physical health that it is the important part of life and indicator which show whether you are fit to do any activity easily or not. Also said that the ability through perform and enjoy daily activities with easy ways. It is achieved through exercise, correct nutrition, enough rest and stress free life (Ginman 2003). However, because of increasing free time, change in the way of life this definition is insufficient. Physical health considered a measure of the body's ability to perform the functions effectively and in a healthy way and ways to face any uncertainty in life.

“Physical activity can be operationally defined as “movement of the human body that results in the expenditure of energy at a level above the resting metabolic rate.” This definition encompasses a wide range of activities including purposive exercise, leisure-time physical activity, occupation-related activity” (Saturnine 2004:06)

4.2. Operationalization

Operationalization is the process by which researchers clearly elaborates and justify the concepts with the existing situation, used in the present study.

4.2.1 Children Addiction

The concept of children addition means the attracting of children toward cartoon programs. The majority of children almost spend three to four hours watching cartoon movies daily. In the context of research which is children addition to the cartoon programs in Islamabad and impacts on their physical health, so those children who are watching cartoon programs daily more than three to four hours, they have some sort of physical deficiency. Some researchers have shown that the majority of children spend their leisure time in front of TV to watching cartoon programs. They left social interaction with friends and limits their activities like playing games, and participation

in outdoor activities. They preferred cartoons rather than any other healthy activities. This is a sort of addiction of children toward cartoon programs.

Addiction is a kind of behavior of a child, which is coming out in the society. Most parents agreed and described that their children were addicted to Cartoon movies, TV shows. The word is also used to explain the experience of withdrawal when a substance or the behavior is stopped.

4.2.2. Cartoon Programs

The Cartoon programs are unreal shapes or the unreal painting forms of images through which actions are being performed. Mostly animated and violent shows are pictured in the forms of cartoons, so children are taking Cartoon actions as a real and performed those actions in their daily life. Cartoon programs in the context of research are that children spend most of their leisure time watching TV especially cartoon programs. These programs are specially designed for children, which attract them very much. Cartoon programs have both side effects, positive as well as negative. Children learn different languages and styles from cartoons, however, in negative aspects are there. Children spend three to four hours watching cartoon programs which limit their social gathering and also affects their physical fitness. In the context of current research which was conducted in Islamabad where those children who are frequently watching Cartoon movies they were suffering from different physical issues like obesity, eye weakness, lack of proper blood circulation, mental distress, physically weak. Basically Cartoon programs are designs like that they attracts children as well as adults so that is the reason, the majority of school going children watching Cartoon movies daily more than three to four hours.

4.2.3. Physical Health

Physical health in the context of children is that ability of children where he is active to work, play, and attend school. According to the research the cartoon programs have a negative impact on the physical fitness of children who are watching cartoon programs daily two to three hours. Those children who are watching cartoon programs

two to three hours daily, they have faced psychological as well as physical health problems and issues. Cartoon movies confined a child in the four walls, where he sits in a stagnate way and watching Tv. The results have negative impacts on his eye views, mental stress as well and promote the obesity, laziness etc.

Due to access of watching Cartoon programs the circulation of blood will be slow and the other physical activities were slow down, which have bad impacts on the physical condition of children. The physical fitness has also a positive relationship with the educational performance, mental fitness, diseases and social interaction. The child who is physically fit, then he/ she will able to perform other activities very well. Same as physical disability limits the child activities, he has never participated any games etc.

Chapter 5

RESEARCH METHODOLOGY

5.1. Target population

Children who were between 6 and 12 years old and were attending primary school in the district of ... of ... were the target population of the study.

5.2. Sampling technique

Simple random sampling method was used for this research because it was not possible to access every member of the population. Therefore, random number generator was used to select the sample.

5.3. Sample size

The researcher followed the formula of ... to determine the sample size. The sample size of ... was determined according to the ...

the Child Addiction toward Cartoon Program and Impacts on their Physical Health in Islamabad, Pakistan.

5.6. Tools for data collection

The questionnaire was a proper and systematic tool used to collect the data in organized arrangement. In the research study a structured questionnaire was developed. It was given to the respondents in order to acquire the relevant and appropriate data. The English language was selected for the construction of questionnaires. The questionnaires were distributed by the researcher among the respondents, face to face in their area.

5.7. Tools for data Analysis

The Statistical Package for Social Sciences (SPSS) was used for data analysis. The researcher used this scientific approach to ensure the relevance and precise data was collected and presented in tabulated form.

5.8. Techniques for Data Analysis

The researcher used descriptive and inferential statistics, in which percentage, frequency, Pearson Chi-Square and chi square tests to check the compatibility of data and then carried out the analysis process in the Statistical Package for Social Sciences (SPSS).

5.9. Pre-testing

The researcher took fifteen (15) respondents in order to pretest the questionnaire. The respondents were taken in such a way that they were the teachers or the caretakers of children.

5.10. Opportunities and Limitation of the Study

The researcher faced a lot of difficulties regarding the demographic information. All the respondents were the caretakers of children, so they were not direct respondents. Secondly, the research conduct interview with caretakers so many personal and inner

information regarding children were missing, so it was truly difficult for the researcher.

5.11. Ethical Concern

The maintenance of ethical standards is important for researchers, while conducting a research. The current study is conducted in Islamabad and the respondents were the caretakers of children either male or female, so that was the reason researcher hired female collaborator because it is not achievable to him collected the accurate and valid data from women. Some of the respondents were women, so the researcher and hired colleague female asked questions in a friendly manner so the respondent must not undergo any kind of puzzlement, ignominy and impatient, while giving answers of the questions. It is due responsibility of the researcher to maintain all the information's of the respondents confidential.

Chapter No 6

RESULTS

This chapter deals with the tables and interpretation of data on the topic of Children's Addiction toward Cartoon Programs and Impacts on their Physical Health in Islamabad, Pakistan. First of all researcher is given the demographic information regarding the respondent and the child. After demographic information researcher analyzed data in tabular forms and explain the tables one by one in a systematical way, which give comprehensive and systematical knowledge regarding the very topic.

Table No. 6.1. Age of Child

Category	Frequency	Percentage
01 to 04	20	13.33
05 to 08	30	20.00
09 to 12	45	30.00
13 to 15	35	23.33
Above 15	20	13.33
Total	150	100.0

The above table No. 6.1. Shows the age of children, who were watching cartoon movies on a daily basis. From the above table the majority of respondents were between the age of 09 to 12 years were 30%. Almost all the respondent was watching cartoon movies on a daily basis. The age between 13 to 15 children were 23 %, however, same number of respondents were aged between 01 to 04 and above 15 years.

Table No. 6.5. Shows that majority of respondents, 62 percent were male and 38 percent respondents were females. The reason behind more selection of female respondent were that the researcher is male and have easy to take an interview and fill questionnaires. Due to accuracy and comfort the researcher selected male respondent more.

Table No. 6.6. Educational Institute

Category	Frequency	Percent
Government	46	30.67
Private	91	60.67
Any Other	13	8.67
Total	150	100.0

From the above Table No.6.6. Shows the educational institution for children. The majority of the respondents, 60.67 percent were belonging to private schools and 30.67 percent children were going to private schools. However, 8.67 children were not going to any school. The reason behind more selection of children from private school. The researcher randomly selected children who are watching cartoon programs. The researcher was not visited to any Madrasa, because of some personal issue.

Table No. 6.7. Child's Disability

Category	Frequency	Percent
Yes	10	6.67
No	130	86.67
Somehow	05	3.33
Do Not know	05	3.33
Total	150	100.0

The above table No. 6.7 Shows that majority of the respondents, 86.67 percent said that their children were not disable, 6.67 were said a little disability were existed, 3.33 percent were said somehow children were disable and 3.33 percent did not know. The reason behind to ask this question was analyzed the current situation of disability of children before an interview. After analyzing the data it will sort out that some of the children were disable from the beginning.

Table No. 6.8. Family type of child

Category	Frequency	Percentage
Nuclear	100	66.67
Joint	40	26.67
Extended	10	6.67
Total	150	100.0

Table No. 6.8. Shows that majority of respondents 66.67 were living with the nuclear family, 26.67 percent were living in joint family system and 6.67 percent respondents were living in extended families. The reason was Islamabad is the capital city of Pakistan and expensive, so people are not afforded the large number of family members with them.

Table No. 6.9. Watching cartoons more than three hours in a day

Category	Frequency	Percentage
Strongly Agree	22	14.67
Agree	101	67.33
Don't know	09	6.00
Disagree	10	6.67
Strongly Disagree	08	5.33
Total	150	100.0

Table No. 6.9. Shows that majority of respondents, 67.33 percent were agreed, 14.67 were strongly agreed that their children were watching cartoon programs more than three hours on a day. However, only 6.67 percent respondents were disagreed and 5.33 percent were strongly disagreed that their children were not watching cartoon programs more than three hours. But, only 6.00 percent caretaker doesn't know about the time of watching cartoon programs.

Table No. 6.10. Favorite Cartoon Characters

Category	Frequency	Percentage
Tom and Jerry	43	28.67
Doraemon	11	7.33
Dora the explorer	09	6.00
Oggy and the cockroaches	13	8.67
Go, Diego, Go	17	11.33
The Haunted Hathaways	06	4.00
Coverage the cowardly Dog	10	6.67
Cat and Dog	19	12.67
Any other	22	14.67
Total	150	100.0

From the above table No. 6.10 shows that majority of children 28.67 were watching Tom and Jerry, 7.33 were watching Doraemon, 6.00 percent were watching Dora the Explorer, 8.67 were watching Oggy and the cockroaches, about 11.33 percent were watching Go Diego Go, 4 percent were watching The Hauntered and hatchways, about 6.67 percent were watching coverage the cowardly dog, and more children about 12 percent were watching cat and dog and finally 14.67 percent were watching other programs.

Table No. 6.11. Favorite Cartoon Channel

Category	Frequency	Percentage
Cartoon Network (CN)	51	34.00
Baby TV	15	10.00
CNN cartoon network	25	16.67
Nick	19	12.67
See TV	18	12.00
Any other	22	14.67
Total	150	100.0

From the above table No.6.11. Shows that the majority of children 34 percent were watching Cartoon Network, 10 percent were watching Baby TV, 16.67 CNN network, 12.67 were watching Nick, 12 percent were watching See TV and finally 14.67 children were watching other cartoon channels.

Table No. 6.12. Cartoon characters he / she mostly watched

Category	Frequency	Percentage
Action characters	55	36.67
Animated	40	26.67
Horrible	45	30.00
Any other	10	6.67
Total	150	100.0

From the above table No.6.12. Shows that the majority of the children, 36.67 were watching action characters, 30 percent children were watching horrible movies, 26 percent children were watching animated characters and the rest of the 6.67 children were watching other characters like classical characters etc.

Table No. 6.13. Cartoon programs and child mental development

Category	Frequency	Percentage
Strongly Agree	32	21.33
Agree	82	54.67
Don't know	14	9.33
Disagree	12	8.00
Strongly Disagree	10	6.67
Total	150	100.0

Table No. 6.13. Shows that majority of 54.67 percent respondents were agreed, 32 percent were strongly agreed that Cartoon programs developed the mental level of children. However, 8.00 percent were disagreed and 6.67 percent were

strongly disagreed with watching cartoon programs and improvement of mental level of children, and 9.33 percent were doesn't know about the question.

Table No. 6.14. Children must watch Cartoon programs daily

Category	Frequency	Percentage
Strongly Agree	28	18.67
Agree	88	58.67
Don't know	15	10.00
Disagree	13	8.67
Strongly Disagree	06	4.00
Total	150	100.0

The above table No. 6.14. Shows that majority of respondents, 58.67 percent agreed and 18.67 percent were strongly agreed that children must watch Cartoon programs on a daily basis. However, 8.67 percent disagreed and 4.00 percent were strongly disagreed that children should not watch cartoon programs on a daily basis. On the other hand 10 percent respondents were don't know either watch Cartoon programs on a daily basis or not.

Don't know	15	10.00
Disagree	13	8.67
Strongly Disagree	06	4.00
Total	150	100.0

5. Shows that majority of respondents, 36.67 percent agreed and were strongly agreed that an animated movie leads to negative children. However, 14 percent were disagreed and 7.33 percent disagreed and 20 percent were don't know about the relationship animated movies and negative habits among the children.

Table No. 6.17. (Fighting) cartoon movies are not good

Category	Frequency	Percentage
Strongly agree	71	47.33
Agree	59	39.33
Disagree	06	4.00
Strongly disagree	10	6.67
Don't know	04	2.67
Total	150	100.0

that majority of respondents, 47.33 percent percent were agreed that fighting cartoon however, 6.67 percent respondents were and that fighting cartoon movies are not e not known about this question.

Table No. 6.18. Fighting with friends because of watching Cartoon Programs

Category	Frequency	Percentage
Strongly Agree	10	6.67
Agree	37	24.67
Don't know	20	13.33
Disagree	63	42.00
Strongly Disagree	20	13.33
Total	150	100.0

From the above table No.6.18. Shows that the majority of respondent 43.00 percent were disagreed and 13.33 percent respondents were strongly disagreed that children were not fighting friend due to watching animated cartoon movies. However, 34.67 percent respondents were agreed and 6.67 percent respondents were strongly disagreed that children were fighting and use the same techniques which were portraits in cartoon movies. 13.33 percent respondents do not know about the cause or the reason.

Table No. 6.19. Complaint of your child from a school

Category	Frequency	Percentage
Strongly Agree	10	6.67
Agree	23	15.33
Don't know	03	2.00
Disagree	79	52.67
Strongly Disagree	35	23.33
Total	150	100.0

Table No.6.19. Shows that the majority of the respondents 52.67 were disagreed and 23.33 percent were strongly disagreed that they received any complaint from school. However, 15.33 percent were agreed and 6.67 percent were strongly agreed that they had received complaints from school administration regarding the behavior of their child. And 2 percent respondent did not know about this question.

Table No. 6.20. Performs same acts which are performed in movies

Category	Frequency	Percentage
Strongly Agree	29	19.33
Agree	51	34.00
Don't know	19	12.67
Disagree	38	25.33
Strongly Disagree	13	8.67
Total	150	100.0

The above table No.6.20 shows that the majority of respondents, 34 percent were agreed and 19.3 percent were strongly agreed that children performed the same acts at home or outside the homes which are performed in cartoon characters. However, 25 percent were disagreed and 8.67 were strongly disagreed that they were not doing any such activities at home or out of the house. 12.67 percent respondents do not know about this question.

Table No. 6.21. Cartoon programs limited children within the room

Category	Frequency	Percentage
Strongly Agree	47	31.33
Agree	74	49.33
Don't know	11	7.33
Disagree	11	7.33
Strongly Disagree	07	4.67
Total	150	100.0

Table No.6.21. Shows that the majority of 49.33 percent respondents were agreed and 31.33 percent were strongly agreed that a cartoon program limits children activities within a room. However, 7.33 percent respondents were disagreed and 4.67 percent respondents were strongly disagreed that cartoon programs did not limits children inside the four walls. But 7.33 percent respondents were don't know the question and never had any such experience.

Table No. 6.22. Active in social work in the community or town

Category	Frequency	Percentage
Strongly Agree	07	4.67
Agree	31	20.67
Don't know	18	12.00
Disagree	73	48.67
Strongly Disagree	21	14.00
Total	150	100.0

From the above table No. 6.22. Shows that the majority of respondents 48.67 were disagreed and 14 percent respondents were strongly disagreed that their children were not active in social work and community participation. However, only 20.67 percent respondents were agreed and 4.67 percent respondents were strongly agreed that their children were somehow participating social work in the community or town. But 12 percent caretakers were not known either their children participate or not.

Table No. 6.23. Cartoons programs are a waste of time

Category	Frequency	Percentage
Strongly Agree	22	14.67
Agree	51	34.00
Don't know	09	6.00
Disagree	56	37.33
Strongly Disagree	12	8.00
Total	150	100.0

From the above table 6.23. Shows that the majority of respondent 37.33 were disagreed and 8 percent were strongly disagreed that cartoon programs were a waste of time. However, 44 percent respondents were agreed and 14.67 were strongly agreed that cartoon programs were not a waste of time. But 6 percent respondents were not known.

Table No. 6.24. Obesity is a cause of more watching cartoons

Category	Frequency	Percentage
Strongly Agree	27	18.00
Agree	52	34.67
Don't know	11	7.33
Disagree	45	30.00
Strongly Disagree	15	10.00
Total	150	100.0

The above table No. 6.24. Shows that majority of respondents, 34.67 percent were agreed and 18 percent were strongly disagreed that obesity is a cause of more watching cartoon programs. However, 30 percent respondents were disagreed and 10 percent were strongly disagreed that obesity has not caused of more watching cartoon movies. Few 7.33 percent respondents did not know.

Table No. 6.25. Negative impacts on the nervous system

Category	Frequency	Percentage
Strongly Agree	18	12.00
Agree	49	32.67
Don't know	21	14.00
Disagree	46	30.67
Strongly Disagree	13	8.67
Total	150	100.0

From the above table No.6.25 shows that almost 32.67 percent respondents were agreed that cartoon programs have a negative impact on the nervous system. However, same figure 30.67 percent respondents were disagreed that cartoon programs have no any impact on the nervous system. 12 percent were strongly agreed and 8.67 were strongly disagreed, but 14 percent were did not know.

Table No. 6.26. Cartoon programs limited child physical activities

Category	Frequency	Percentage
Strongly Agree	41	27.33
Agree	69	46.00
Don't know	10	6.67
Disagree	21	14.00
Strongly Disagree	09	6.00
Total	150	100.0

From the above table No.6.26. Shows that the majority of respondents, 46 percent were agreed and 27.33 were strongly agreed that Cartoon programs limited the child physical activities. However, 14 percent respondents were disagreed and 6 percent were strongly disagreed that Cartoon programs never limits the child physical activities. About 6.67 percent respondents did not know.

Table No. 6.27. Your child takes to exercise on a daily basis

Category	Frequency	Percentage
Strongly Agree	15	10.00
Agree	32	21.33
Don't know	04	2.67
Disagree	64	42.67
Strongly Disagree	35	23.33
Total	150	100.0

From the table No. 6.27. Shows that the majority of respondent 42.67 percent were disagreed and 23.33 were strongly disagreed that their children were not taking exercise on a daily basis. However, 21.33 percent respondents were agreed and 10 percent were strongly agreed that their children were taking their exercise on a daily basis. Only 2.67 percent respondents did not know either their children were taking exercise daily or not.

Table No. 6.28. The child is not participating sports activities

Category	Frequency	Percentage
Strongly Agree	33	22.00
Agree	61	40.67
Don't know	02	1.33
Disagree	43	28.67
Strongly Disagree	11	7.33
Total	150	100.0

From the above table No.6.28. Shows that majority of respondent 40.67 were agreed and 22 percent strongly agreed that their children were less participating in sport activities due to access watching cartoon programs. However, 28.67 percent respondents were disagreed and 7.33 percent were strongly disagreed that their children somehow participating in different sport activities. And 1.33 percent respondents did not know.

Table No. 6.29. Playing games with their friends in town

Category	Frequency	Percentage
Strongly Agree	13	8.67
Agree	42	28.00
Don't know	07	4.67
Disagree	57	38.00
Strongly Disagree	31	20.67
Total	150	100.0

The above table No. 6.29. Shows that majority of respondents, 38 percent were disagreed and 20.67 were strongly disagreed that their children were not playing games with their friends in town etc. However, 28 percent respondents were agreed and 8.67 were strongly agreed that their children were playing with their friend in town and 4.67 percent respondents were doesn't know.

Table No. 6.30. Doing his homework on a daily basis

Category	Frequency	Percentage
Strongly Agree	34	22.67
Agree	72	48.00
Don't know	10	6.67
Disagree	28	18.67
Strongly Disagree	06	4.00
Total	150	100.0

The above table No.6.30. Shows that the majority of respondent 48 percent were agreed and 22.67 were strongly agreed that their children were doing their homework on a daily basis. However, 18.67 percent respondents were disagreed and 4 percent were strongly disagreed that their children were not doing their homework on the proper time and on a daily basis. About 6.67 percent respondents did not know.

Table No. 6.31. Increase weight and Cartoon Program

Category	Frequency	Percentage
Strongly Agree	21	14.00
Agree	55	36.67
Don't know	24	16.00
Disagree	39	26.00
Strongly Disagree	11	7.33
Total	150	100.0

From the above table No.6.31. Shows that 36 percent respondents were agreed and 14 percent respondents were strongly agreed that weight is increasing due to watching cartoon programs. However, 26 percent respondents were disagreed and 7.33 percent were strongly disagreed that there is no relationship between watching cartoon programs and weight. 16 percent respondents were doesn't know.

Table No. 6.32. Child has an eyesight problem

Category	Frequency	Percentage
Strongly Agree	08	5.33
Agree	19	12.67
Don't know	21	14.00
Disagree	72	48.00
Strongly Disagree	30	20.00
Total	150	100.0

From the above table No.6.32. Shows that the majority of the respondents, 48 percent were disagreed and 20 percent were strongly disagreed that their children don't have any eye sight problem. However, 12.67 percent were agreed and 5.33 percent were strongly agreed that their children have eye sight problem. 14 percent respondent did not know.

Table No. 6.33. Your child is sleeping in the day times

Category	Frequency	Percentage
Strongly Agree	13	8.67
Agree	38	25.33
Don't know	04	2.67
Disagree	67	44.67
Strongly Disagree	28	18.67
Total	150	100.0

From the above table No. 6.33. Shows that the majority of the respondents 44.67 were disagreed and 18.67 were strongly disagreed that their children were not sleeping in the day time. However, 25.33 percent respondents were agreed and 8.67 percent respondents were strongly agreed that their children were sleeping in the day time. Almost 2.67 percent respondent did not know.

Table No. 6.34. Child feels lazy to perform a physical task

Category	Frequency	Percentage
Strongly Agree	21	14.00
Agree	56	37.33
Don't know	17	11.33
Disagree	44	29.33
Strongly Disagree	12	8.00
Total	150	100.0

From the above table No. 6.34. Shows that 37.33 percent respondents were agreed and 14 percent were strongly disagreed that their child feels lazy to perform a physical task. However, 29.33 percent respondents were disagreed and 12 percent respondents were strongly disagreed that their child feels lazy to perform a physical task. About 11.33 percent respondents did not know.

Table No. 6.35. You have experience of bones pains of your child

Category	Frequency	Percentage
Strongly Agree	07	4.67
Agree	28	18.67
Don't know	11	7.33
Disagree	82	54.67
Strongly Disagree	22	14.67
Total	150	100.0

From the above table No. 6.35. Shows that the majority of the respondents 54.67 were disagreed and 14.67 were strongly disagreed that they have experience of bone pains of their children. However, 18.67 percent respondents were agreed and 4.67 percent respondents were strongly agreed that they have experience of the bone pains of their children. About 7.33 percent respondent did not know.

Cross Tabulations and Hypothesis Testing

Significant Level $\alpha = 0.05$

Table No. 6.36. Hypothesis testing

Cartoon Programs limited Children Physical Activities

							Total
		Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree	
Watching Cartoons more than three hours	Strongly Agree	10	13	3	0	0	26
	Agree	14	30	9	0	0	53
	Don't know	6	12	16	3	0	37
	Disagree	1	10	13	8	1	33
	Strongly Disagree	0	0	1	0	0	1
		31	65	42	11	1	150

The above table showed that those children who were watching cartoon programs more than three hours in a day, they were less participating any physical activities in society . Those children who spend their leisure time watching cartoon programs, they were not participating in a different kind of sports, games and any other community and social work in the society. Access watching cartoon programs limit children inside the four walls of the room and have less chances of interacting with their peers.

Table No. 6.37. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.096 ^a	16	.000
Likelihood Ratio	51.958	16	.000
Linear-by-Linear Association	37.249	1	.000
N of Valid Cases	150		
13 cells (49.0%) have expected count less than 5. The minimum expected count is .01.			

H₀: Children who were watching Cartoon Programs more than three hours have no relationship with the limited Physical Activities.

H₁: Children who were watching Cartoon Programs more than three hours have no relationship with the limited Physical Activities.

From the above table it showed that the value of the Pearson chi- Square is 49.096; Degree of freedom is 16 and Asymo. Sig is .000. Which is less than the Alpha value $p = 0.05$. Therefore, the existing value determined that it is significant and the null hypothesis is rejected and the alternative hypothesis is accepted, so there is a strong relationship between spending more time to watching cartoon programs which limited children physical activities.

Chapter No. 7

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

7.1. Discussion

The majority of respondents, 46 percent were agreed and 27.33 percent respondents were strongly agreed that watching cartoon programs more than three hours in a day limited their physical activities, like playing games, participating in sports etc with friends in town and any other area. However, only 14 percent respondent were disagreed and 6 percent were strongly disagreed with the above statement, so it is a fact that more spending time to watch cartoon programs limited children within a room. Similarly, those children who are more attached with Cartoon programs, have the justifications like, they perceive the roles which were played in programs are real, that is the reason they have full concentrated on such programs. As the cartoon watching is most favorite hobby of today's children to spend their leisure time. They are watching the only cartoon rather to do any physical activities like playing football, cricket etc. One of the new researches (Yousuf 2010) relieved that since august 2002 cartoons have been watching in United State of America's (USA) more than 80 states and about more than 145 countries around the world. The majority of industries is used these cartoons, programs for their own personal benefits like advertisements for their new products and other commercial products. From the present research study, it explored the majority of respondents, 37 percent were agreed and 14 percent were strongly agreed that those children who were watching cartoon programs on a daily basis they were feeling laziness in physical work like outing with friends, go for shopping related to house etc. The basic reason behind it was the habit developed by children to sit on a single place and watch cartoon movies, which feels them lazy. Most of the time children spend their time in front of television watching cartoon programs, which have negatively affected their mental as well as physical fitness. Due to access time spent on the TV majority of children's physical activities were limited by accessing watching cartoon programs (Bell 2014).

Similarly, from the above research study the majority of 36.67 percent respondents were agreed and 14 percent respondents were strongly agreed that the weight is increasing due to access watching television or cartoon programs by children. However,

26 percent respondents were disagreed and 7.33 percent respondents were strongly disagreed that there is no relationship between the increase of weight and watching television or cartoon programs. Same the literature review showed that sedentary pursuits, such as watching television or cartoon programs are believed to be an important environmental factor contributing to the fact that 25% of children in the United States are overweight. Childhood obesity increases the risk of several critical and prolonged medical problems as well as psychological issues, all of which can persist into adulthood and adversely affect quality of life. Obese children can suffer from orthopedic problems, including abnormal bone growth, degenerative disease, and pain. They are also more likely to have low self-esteem, leading to depression and suicidal ideation, and to engage in substance abuse. One study suggested that obese children may have a similar quality of life as children with cancer. Health issues related to obesity are also linked to decreased life expectancy.

Apart from the physical health cartoon program effects children mental ability and habits, so the present study, which was conducted in Islamabad explored that majority of respondents, 36.67 percent agreed and 22.00 percent were strongly agreed that animated movies leads to negative habit among children. However, 14 percent were disagreed and 7.33 percent were strongly disagreed and 20 percent were don't know about the relationship between animated movies and negative habits among the children. Similar points were discussed by researchers were that watching cartoon programs is the cognitive skills are the skills associated with thinking and knowing. The skills required for children to understand language, actions and performance of imagining characters to reason and problem solve, and to learn and remembers Richard (2008). "Although the term "cognitive skills" encompasses a broad array of competencies, research on the effects of animated movies develop of a specific set of visual intelligence skills, spatial skills, iconic (or image representation) skills, and visual attention skills".

Lastly, watching the Cartoon programs have many other physical effects like pain in bones, feels laziness to perform the physical tasks, limited the outdoor games and give-up exercise on daily, so from the current study its revealed that the majority of respondent 42.67 percent were disagreed and 23.33 were strongly disagreed that their children were not taking exercise on a daily basis. However, 21.33 percent respondents were agreed and 10 percent were strongly agreed that their children were taking their exercise on a daily basis. Only 2.67 percent respondents did not know either their children were taking exercise daily or not. So same one of the previous study showed that to main the healthiness of physical fitness it is imperative that “Physical activity can be operationally defined as “movement of the human body that results in the expenditure of energy at a level above the resting metabolic rate.” This definition encompasses a wide range of activities including purposive exercise, leisure-time physical activity, occupation-related activity” (Dinc and Alisinanoglu 2010).

From the current research study it showed that children who were watching cartoon programs on a daily basis and spend more time in front of television, they were missed physical activities like playing games, participating in outdoor activities, participation in community and social work etc. apart from all these effects watching Cartoons programs have also effects the mental and psychological, the nervous system also. To maintain healthily and physically fit, it is imperative that to take exercise on a daily basis. Those children who were taking cartoons, programs as a habit they were more suffered from the physical health issues.

7.2. Conclusion

Today's children spend their leisure time in front of the television to watching Cartoon programs. Children spend almost three to four hours watching cartoon programs like animated movies; even they do not let parents watch new channels and other programs. Past few years children spend their free time to playing games like football, cricket, other outdoor games and interacting with other peer which make them socially active and physically fit. Now majority of children confined inside four walls of a room to take the TV remote in their hand and watching cartoon channels and playing video games. According to the research those children who are watching cartoon programs three to four hours they have psychological as well as physical health issues and problems. From the research study the majority of respondents were agreed that watching Cartoon program more than three hours on a daily basis were harmful for their physical health only, however, it has negative effects on the mental and psychological development.

In the light of the current study majority of respondents were agreed that their children were watching cartoon programs more than three hours on the daily basis, and they were considered it is not a good for health. The theory of cultivation also stressed that theory; there is a positive relationship between childhood television watching and physical, social and psychological effects among the young adulthoods. The study suggests that television viewing during childhood may have negative effects on the physical position of children. To maintain healthily and physically fit, it is imperative that to take exercise on a daily basis. Those children who were taking cartoons, programs as a habit they were more suffered from the physical health issues.

Different TV channels were promoting or marketing of their products through cartoon programs, so the children were more attracted to them very easily. The theory of cultivation also focused that what ever TV channels were showing people perceive them as a real. So the same case with children. Those children who were addicted towards cartoon programs, especially animated and fighting movies, they were more motivated to do the same acts in the home and at schools. The access watching of cartoon

programs not only harm the physical health, it also affects the children's behavior and attitude toward the society.

In the conclusion of current research finding access watching cartoon programs are affecting children's not only physically, but also mentally and psychologically. If we want to control this issue, not only parents and teachers should play their role, but all the community members can play a positive role to overcome issue issue through awareness programs regarding the negative impacts of watching cartoons movies, etc.

7.3 Recommendation

It was recommended on the basis of the research work children addiction toward cartoon programs and impacts on their physical health in Islamabad, Pakistan. Children wherever, they lived their main and imperative hobbies will be watching cartoon programs. Although, today's every child have TV or internet access, so no one can stop them for using these technologies. On the basis of the current research majority of children were watching cartoon programs more than three hours in a day, which is very harmful for their physical health as well as their mental and psychological level. Apart from the negative effects, cartoon programs have a positive impact on children's education and language level. But the thing should be limited watching of these cartoon programs. On the basis of field experience there are following recommendations; Parents should make a timetable for children for watching cartoon programs. Secondly, parents should not allow their children watching fights and horrible movies. Thirdly, the government should ban on the violent character in Cartoon programs. Last, but not least parents and teachers should assess children on a daily basis.

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Annex-I

The Impact of Cartoon Addiction on Physical Health of Children in Islamabad, Pakistan.

Muhammad Usman

This research work is being carried out for the partial fulfillment of M.Sc Sociology, the Department of Sociology at Quaid-I-Azam University, Islamabad, on the topic of "Children Addiction toward Cartoon Programs and Impacts on their Physical Fitness in Islamabad, Pakistan". Your opinions are valuable for me. All personal information of the respondents will be kept in confidence.

Demographic Information

(1). Name of the Respondent: _____ (optional)

(2). Age of Child: 1) 01 to 04 2) 05 to 08 3) 09 to 12 4) 13 to 15 5) Above 15

(3). Age of Respondent: 1) 16 to 20 2) 21 to 25 3) 26 to 30 4) 31 to 35 5) 36 to 40 6) 41 to 45 7) Above 45

(4). Qualification of Child: 1) Not going to school 2) 01-05 3) 06-08

4) 08-10 5) 10 to 12 6) Above 12

(5). Religion: 1) Islam 2) Christian 3) Hindu 4) Other:

(6). Gender 1) Male 2) Female

(7). Educational Institute 1) Government 2) Private 3) Madrasa 4) Any other

(8). Child Disability 1) Yes 2) No 3) Somehow 4) Do Not know

(9). Family type of child 1) Nuclear 2) Joint 3) Extended

Part one: Cartoon Programs

(10). Do you agree that your child is watching cartoon programs more than three hours in a day?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(11). Which is his/her favorite Cartoon Characters?

- b. Tom and Jerry b. Doraemon c. Dora the explorer d. Oggy and the cockroaches
e. Go, Diego, Go f. The Haunted Hathaways g. Courage the cowardly Dog
h. Cat and Dog I. Any other

(12). Which is his / her favorite Cartoon Channel?

- a. Cartoon Network (CN) b. Baby TV c. CNN cartoon network d. Nick e. See TV
f. Any other

(13). Which type of Cartoon characters he / she mostly watched?

- b. Action characters b. Animated c. Horrible d. Any other

(14). Do you agree that Cartoon programs are important for child mental development?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(15). Do you think that children must watch Cartoon programs daily?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(16). Do you agree that cartoon programs have negative impacts on children's health?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(17). Do you agree that animated movies lead to negative habits among children?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(18). Do you agree that action (fighting) cartoon movies are not good for children?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(19). Do you agree that your child is fighting with friends because of watching Cartoon Programs?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(20). Do you receive any complaint of your child from a school administrator or teacher?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(21). Do you have experience that your child performs same acts which are performed in cartoon movies?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(22). Do you agree that Cartoon programs limited children within the room?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(23). Do you agree that your child is active in social work in the community or town?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(24). Do you consider that Cartoons programs are wastage of time?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(25). Do you agree that obesity is a cause of more watching cartoons?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(26). Do you agree that Cartoon movies have negative impacts on the nervous system of the child?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

Part two: Physical Health

(27). Do you agree that Cartoon programs limited child physical activities?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(28). Do you agree that your child takes exercise on a daily basis?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(29). Do you agree that your child is not participating sports activities?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(30). Do you agree that your child is playing games with their friends in town?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(31). Do you agree that your child is doing his homework on a daily basis?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(32). Do you agree that your child weight is increasing day by day due to access watching of Cartoon Program?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(33). Do you agree that your child weight is Decreasing day by day due to watching Cartoon Programs?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(34). Do you agree that your child has an eyesight problem?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree

(35). Do you agree that your child is sleeping in day times?

- a. Strongly Agree b. Agree c. Don't know d. Disagree e. Strongly Disagree