

ABSTRACT

Violence among young children has become common especially in Bondo Sub-County; numerous cases of negative behavioural tendencies have been reported. It has been noticed that many children are very aggressive both physically and verbally. Most of them seem to be desensitized to the hurt they may cause others. Although much of the problem may be from what they see or experience at home or in the streets, you may wonder how much violence depicted on television contributes towards their behaviour. Despite the need for a balanced use of time especially in studying and physical play, children take more time on television viewing. Therefore, the present study determined educational stakeholders' perspectives on television viewing in determining behavioural tendencies among preschoolers in Bondo Sub-County. The study developed a qualitative approach with a single case research design. The objectives of the study were; to establish television viewing tendencies of preschoolers, to determine pre-school teachers' perspectives on television viewing in determining behavioural tendencies among preschoolers, to determine parents' perspectives on television viewing in determining behavioural tendencies of preschoolers and to determine the head teacher's perspectives on television viewing in determining behavioural tendencies among preschoolers and it was guided by Albert Bandura's Social Learning Theory. The target population of the study comprised of one head teacher, three ECDE teachers, fifty preschoolers and forty four parents. Saturated sampling technique was used to sample one head teacher and three pre-school teachers. Fifteen preschoolers were sampled using Purposive sampling technique after putting them into three groups of those from rural, periphery and nuclear areas, which comprised of twenty, twenty and ten preschoolers from each group respectively. Thirty percent of each group was chosen to form the sample of fifteen preschoolers. The parents of the already sampled preschoolers were purposively sampled too. The researcher used interview schedules, observation schedules and focus group discussion guides as the study instruments. Validity of the instruments was ensured by seeking expert judgments of the supervisors and trustworthiness of qualitative data was also ensured. Thematic analysis was employed to analyze the data. The study findings were; children preferred certain television programs to others; physical aggression was noted to be rampant among preschoolers; there was improved language and academic performance in most children; increased restlessness was also realized among children. The study recommended that; parents to provide alternative and meaningful activities to children by stocking children's rooms with non-screen entertainment materials like books, toys, children's magazines, puzzles and board games.