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**THE EFFECTS OF PUBLIC VIDEO SHOWS ON TEACHING AND
LEARNING OF CHILDREN IN KENYA PRIMARY SCHOOLS, A CASE
OF WAJIR TOWNSHIP**

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ABSTRACT

The emergence of information and communication technologies (ICT), as a primary agent of socialization, has raised concerns for child practitioners and researchers alike. This influential medium carries messages and images that have both positive and negative effects as they are used in relative isolation from adult influences. A particular source of concern in recent findings include the effects that television 'screen' contents are adversely impacting on children's teaching and learning, behavior, socialization and social development. Working from education stakeholders' perspective, this study aimed to explore the effects of television screens on the teaching and learning of primary school children and in particular at public video shows: the materials and content that children are exposed to, what drives primary school children to attend public video shows, how public video shows affect primary schools classes attendance and enrolments and the subsequent impact it has on the children's discipline their levels of performances in examinations. This study utilized a descriptive survey framework of social research. The target populations in the study were primary schools children and the sources of information were drawn from education stakeholders that included; education officer, Head teachers, teachers and school management committees. Questionnaires and focus group discussions were used to collect data and data was analyzed using descriptive statistics.

From the findings of the study, it was concluded that public video shows had greatly bad influences on children thus, had far-reaching negative effects on teaching and learning in primary schools. It was established that attending video shows severely affected class attendance, school enrolments, discipline, and learner's concentration hence led to poor examination performance. Parental supervisions and regular monitoring of public video shows were the main recommendations suggested to address the issue.