
NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES

THE IMPACT OF TELEVISION VIEWING AND THE SOCIAL MEDIA ON THE
READING HABITS OF CHILDREN

BY

Sandra Nokuthula Gama

(N0081371S)

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS OF THE BACHELOR OF SCIENCE HONOURS DEGREE

IN

PUBLISHING

BULAWAYO, ZIMBABWE

YEAR, 2012

ABSTRACT

Social media has taken over the lives of many and children have not been spared. It was the aim of this research study to find out the impact that social media and television viewing has had on the lives of primary school children in Bulawayo. In the first chapter the researcher justified undertaking the research study. The statement of the problem sought to find out if social media and television programmes are displacing books as the new tool for information dissemination and entertainment. The main purpose of the study was to explore the effect of social networks and television viewing on reading habits of children. The literature review was outlining and analysing what other scholars had written related to the researcher's own study. The methodology chapter outlined the way that data was to be collected. The study was qualitative in nature and the researcher opted for random sampling as her sampling method. The researcher made use of questionnaires to gather data from the sample population. Results from the study carried out revealed that children are now reading less compared to their counterparts in previous generations. The research then concluded that it was important for children to have set reading hours and to also narrate to their parents what they would have read. A number of factors limited the study and these include time and resource constraints.