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Ketua Departemen Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Diponegoro

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Judul : Parental Mediation of TV Viewing in Indonesia : What Findings Indicate Between Mother's And Children's Confession (C6)

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LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : PROSIDING

8

Judul Makalah : Parental Mediation Of TV Viewing In Indonesia : What Findings Indicate Between Mothers' And Children's Confession (B4)

Penulis Makalah : **Sri Widowati, Nurist Surayya and Tandiyo Pradekso**

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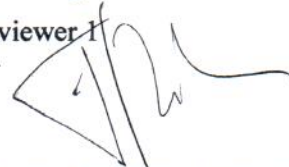
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	Internasional <input type="checkbox"/> 15	Nasional <input type="checkbox"/> 10	
a. Kelengkapan unsur isi buku (10%)	1,5	1	1.3
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Total = (100%)	15	10	13.8
Penulis ke 1 (60 %x15 = 9)	9		

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Unit kerja : FISIP UNDIP

**LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : PROSIDING**

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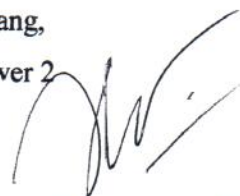
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Komponen Yang Dinilai5)	Nilai Maksimal Prosiding 6)		Nilai Akhir Yang Diperoleh 7)
	Internasional <input type="text" value="15"/>	Nasional <input type="text" value="10"/>	
a. Kelengkapan unsur isi buku (10%)	1,5	1	1.4
b. Ruang lingkup dan kedalaman pembahasan (30%)	4,5	3	4.0
c. Kecukupan dan kemutahiran data/informasi dan metodologi (30%)	4,5	3	4.3
d. Kelengkapan unsur dan kualitas penerbit (30%)	4,5	3	4.3
Total = (100%)	15	10	14
Penulis ke 1 (60 %x15 = 9)	9		

- Pembahasan perln diperdalam

Semarang, 2014

Reviewer 2



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**LEMBAR
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b. Ruang lingkup dan kedalaman pembahasan (30%)	4	4	4
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	4,2	4,3	4,25
d. Kelengkapan unsur dan kualitas penerbit (30%)	4,3	4,3	4,3
Total = (100%)	13,8	14	13,9

$13,9 \times 60\% = 8,3$

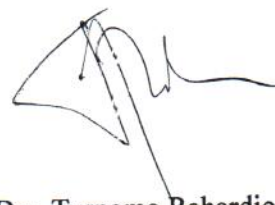
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Reviewer 2



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DEAN'S WELCOME

I am delighted to welcome you to ICEBSS 2015 and Yogyakarta, Indonesia.

For the first time, this conference is held under the name ICEBSS – the International Conference on Entrepreneurship, Business and Social Sciences. This year's conference brings together more than 150 presenters and participants around the world to discuss the latest advances issues on entrepreneurship, business and social sciences. ICEBSS is planned to be held continually every year in different places.

We are honored to have two keynote speakers in this conference: Professor Thomas J. Chemmanur from the Carroll School of Management at Boston College and Professor Jamie S. Davidson from Faculty of Arts and Social Sciences, National University of Singapore.

We are hoping that you take time not only for paper presentation, but also to actively engage with the presenters and participants and to take this opportunity to further develop your professional links.

The conference will not be possible to be organized without the dedicated efforts of many individuals who have contributed to the various processes that make up this event. For their dedication, I sincerely convey my appreciation. My sincere gratitude also goes to our institutions' partners that provide their supports as co-hosts and sponsors in this conference.

Last but not least, Yogyakarta with its traditional, exotic and unique atmosphere is very interesting to be explored. You can find many classical Javanese arts such as batik, silver crafts, handy crafts, to mention a few, in here. Also, the world famous *Borobudur* and *Prambanan* temples are very fascinating objects to visit.

So, enjoy your stay in Yogyakarta and happy conferencing.

Dean of the Faculty of Economics and Business

Diponegoro University

Dr. Suharnomo



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PARENTAL MEDIATION OF TV VIEWING IN INDONESIA: WHAT FINDINGS INDICATE BETWEEN MOTHERS' AND CHILDREN'S CONFESSION?

**S. W. Herieningsih
Nurist Surayya
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Communication Department, Diponegoro University

Abstract

Studies continuously show children intensity of watching TV tend to be high. It raise concerns, especially due to many negative impacts of TV viewing on children's cognition, affect and behavior. While one the most effective method to eliminate the negative effects of television on children is parental mediation. With mediation, parents can either retriect children to watch TV or interpret to children about things that are shown on television. Interestingly, the research conducted in Indonesia to describe the practice of parental mediation of children television viewing into two different subject, mother and children, indicating different findings. This paper describes how the practice of parental mediation by comparing mothers' and child's confession. The implications of these findings would be significant to research methods involving measurement of the two samples.

Keywords: Parental Mediation, Mother, Children, Indonesia

Parental Mediation of Children TV Viewing in Indonesia: What Findings Indicate Between Mothers' and Children's Confession?

S. W. Herieningsih, Nurist Surayya, Tandiyo Pradekso
Communication Department, Diponegoro University

Studies continuously showed children intensity of watching TV tend to be high. It raised concerns, especially due to many negative impacts of TV viewing on children's cognitions and behaviors. While one the most effective method to eliminate the negative effects of television on children is parental mediation. With mediation, parents can either restrict children to watch TV or interpret to children about things that are shown on television. Interestingly, the research conducted in Indonesia to describe the practice of parental mediation of children television viewing into two different subject, mother and children, indicating different findings. This paper describes how the practice of parental mediation by comparing mothers' and child's confession. The implications of these findings would be significant to research methods involving measurement of the two samples.

Keywords: Parental Mediation, Mother, Children, Indonesia

Although children today consume various media, television is still the most consumed media in Indonesia. Studies constantly showed that children intensity of watching TV tend to be high. A survey by YKAI (Indonesian Child Welfare Foundation) conducted in April 2002 indicated children watch television 30 s / d 35 hours per week. While a survey to 360 elementary school children in Solo, Klaten, Malang and Bondowoso (Tim Undip, 2009), and in 35 elementary school children in Kendal (Tim Undip, 2011) showed children spend on average four hours to watch television every day. Those similar to our previous finding, that children spend approximately 4 to 5 hours per day watching TV. Even on holiday, the intensity increased to 6-10 hours a day (Surayya, 2013). This is worrying. As Chakroff and Nathanson quoted from many researches, compared to light television viewers, children who are heavy viewers are more aggressive, more stereotyped in their attitudes toward women and minorities, less healthy, and less successful in school (in Calvert, 2005)

Nevertheless, television has become part of daily routines among Indonesian children and families. Most families, around 58%, had only one television set, but some others may have more than that up to six television sets (Herieningsih, 2014). Besides, 72% of urban parents in Indonesia prefer their children to stay home, watching television or playing with their game console. (Surayya, 2013). Although there were many channels available to Indonesian viewers recently, but many programs were generally targeted for the entire family, rather than targeted specifically to children (Surayya, 2014). Thus, television watching was, for the most part, a family event.

However, parents seem to worry less about actual screen time and more about the content of television programs, such as violence, sexual content, explicit language (Rideout, Vandewater, & Wartella, 2003; St Peters, Fitch, Huston, Wright & Eakins, 1991; Woodard & Gridina, 2000), mystical contents and advertising (Herieningsih, 2014). Notwithstanding, global concerns have arisen about television

programming spreading American popular culture among the local youth. The concern centers mostly on the availability of violent and sexualized programming, as well as trends in popular music, body styles, dress, ornamentation, and cultural values (Fass, 2007; Lemish, 2007 in Vittrup, 2009). With a relatively large amount of parents expressing some concerns over their children's television use, a crucial question is to what extent the parents are aware of their children's television usage.

Several studies have found that much of children's screen media use is unsupervised (see e.g. Kaiser Family Foundation, 2003a; Rideout, Roberts, & Foehr, 2005). Thus, unless parents have explicit conversations with their children regarding how much time they spent with television and other screen media and the content of such, parents have virtually no way of knowing about their children's actual media exposure. Most parents express at least some apprehension about their children's screen use, mostly with television. In a large study by Kaiser Family Foundation, 65% of parents reported being very concerned with children's exposure to inappropriate television content (Rideout in Vittrup, 2009; Herieningsih, 2014).

There are several ways in which parents can be involved with their children's media use. Three types of mediation have been identified: restrictive mediation, active (or instructive) mediation, and covieing (Valkenburg, 2004: 54). Active mediation by building interactivity among older adults with children during or on television viewing can elaborate content may be difficult to be understood by children. Adults who accompany children to watch tv can associate the content shown by the experiences of previous children so that the children can understand the new material with the knowledge they already had before (Fisch, 2004). This form of mediation is often measured by how often parents / adults encourage children to think critically about the impressions nuk, or in some research simply measured by the adult-child communication about television alone (Chakroff & Nathanson in Calvert and Wilson, 2008: 554).

Restrictive mediation involves setting rules about children's media exposure (Nathanson, 2001). In terms of television, this would refer to rules regarding how much, what type, and when children can watch. Parents who are concerned about television content tend to make more rules about TV viewing (Valkenburg et al., 1999). Mediation is measured by rules understanding, including the amount of allowed time watching tv and specific contents that be watched by children (Chakroff & Nathanson in Calvert and Wilson, 2008: 554).

The most recommended form of parental mediation is active mediation, refers to conversations that parents have with their children about the television content (Nathanson, 2001; Valkenburg et al., 1999). Such conversations include discussing, explaining content, answering questions, and providing critical comments. More specifically, it involves three tasks: categorization (defining whether and how the content reflects reality), validation (endorsing or condemning content and character portrayals), and supplementation (pointing out useful information and providing additional information) (Messaris, 1982; Weintraub Austin, Bolls, Fujioka, & Engelbertson, 1999).

Another mediation strategy often referred to as covieing (Nathanson, 2001), or covieing (Valkenburg et al., 1999). Some researchers have further labeled this "unfocused guidance" (Bybee et al., 1982) or "nonrestrictive guidance" (Atkin, Greenberg, & Baldwin, 1991). Unlike active mediation, covieing does not imply that parents and children discuss television content; merely that they are watching the same program in the same room together.

The Present Research

Theorists emphasize the significant of parental mediation to prevent children from experiencing negative effects of television viewing. Most studies on children television habit and parental mediation have relied on parental reports. However, those reports may not always be accurate. According to children's reports, parents do not seem to be as involved as they report to be. Parents tend to give better responses to indicate that they have and enforce media rules because they perceive this as a more socially acceptable response (Vittrup, 2009).

The present study investigated Indonesian children's television habit and the practice of parental mediation from the reports of parents and children. Two main hypotheses navigated this current study. First, it was hypothesized that children reports on their television viewing are more extensive than their mothers' reporting. Secondly, it was further expected that parents' TV viewing mediation would be higher than what children's reporting.

Methods

Participants

205 children and 205 mothers participated in this study. Children participants were elementary students 8 to 12-year-olds. Participants were recruited based on stratified random sampling. All participants came from two metropolitan cities in Indonesia, that are Semarang and Jakarta.

Process and Materials

Parent interview. On the questionnaire, parents were asked to indicate how many hours their children usually watch TV on weekdays and weekend, and how often they engaged in various television mediation strategies, such as restricting time, duration, contents, setting specific viewing hours, switching channels on objectionable programs, explaining the reality behind TV programs and characters and co-viewing children TV watching.

Child interview. Children were interviewed with a questionnaire asking them about their television viewing habit on the weekdays and weekend. They were also asked about their knowledge of television rules in their home and their perception about their parent's mediation toward their TV viewing habit.

Results

Children Television Viewing Habit

This current research hypothesized mother would actually lack knowledge about their children television viewing habit, evidenced in giving underrate response of children's television viewing intensity. While the result described in the following table 1:

Table 1. Mother-Children Reports on Hours Watching TV per day

		Mean	Std. Deviation	t	P
Pair 1	Mothers report hours children watching TV per day	4.27	2.195	-6.600 (df=200)	0.000
	Children report hours watching TV per day	5.83	2.435		

A paired samples t-test was conducted to compare the means of mother and children reports on children TV viewing habit. The data indicates a significant discrepancy between mothers report and children report of children's television use ($P=0.000$).

The discrepancy between the reports reached $t(205) = -6.600$. Similarly, the mean showed mothers report is 4.77, whereas children report's mean indicated higher number, 5.83.

Parental Mediation

The following table 2 shows the mean difference between mother and children confession of parental mediation of children TV viewing practice at home. Based on three types of parental mediation, restrictive mediation, active mediation and co-viewing mediation, the findings illustrated below.

Paired Samples Statistics

		Mean	Std. Deviation	t	P
Pair 1	Mothers report restriction on TV Watching Duration	1.9	0.918	9.177 (df=204)	0.000
	Children Report Parent Restriction on TV Watching Duration	0.97	1.146		
Pair 2	Mothers report restriction on TV Watching Time	1.94	0.895	4.574 (df=204)	0.000
	Children Report Parent Restriction on TV Watching Time	1.52	1.046		
Pair 3	Mothers report restriction on Specific Programs	2.03	0.906	6.436 (df=204)	0.000
	Children Report Parent Restriction on Specific TV Program	1.39	1.15		
Pair 4	Mothers report ActiveMed on TV Actions	1.55	0.977	3.083 (df=204)	0.002
	Children Report Parent Activemed TV not good	1.24	0.973		
Pair 5	Mothers report ActiveMed on TV Story	1.53	0.978	6.384 (df=204)	0.000
	Children Report Parent ActiveMed TV Story	0.9	0.965		
Pair 6	Mothers report Coview on general targeted TV Program	0.95	1.128	-2.601 (df=204)	0.010
	Children Report Parent Coview General Targeted TV Program	1.24	0.973		
Pair 7	Mothers report Coview on Children TV Program	1.61	1.001	0.986 (df=204)	0.325
	Children Report Parent Coview Children TV Program	1.52	0.948		

As expected, mothers were likely to report more intensive parental mediation practice. The differences were statistically significant $P < 0.05$, except for coviewing mediation on children targeted TV program, which P value 0.325 ($P > 0.05$). Whereas coviewing mediation on general targeted TV programs, the data illustrated children report higher intensity for their parent's coviewing than mothers' report. In term of restrictive mediation on television children watched, mother confess doing intensive restriction, especially on specific programs children allowed to watch ($M = 2.03$). Mother's reports of restriction were also high related to television watching duration, ($M = 1.9$). Dissimilar with mothers reports, children tend to concede their parent only give low control on their TV viewing habit. Even, children report low parent restriction on their TV viewing duration ($M = 0.97$). Identical with restrictive mediation, mother also assert they do high active mediation to their children over TV story ($M = 1.53$), whereas children reveal parents rarely discuss TV story to them ($M = 0.95$). However, both mothers and children report parent tend to do parental mediation on restricting TV watching time ($t = 4.547$) and active mediation that TV actions were not good ($M = t = 3.083$).

Discussion and Recommendation

This study was conducted to investigate discrepancies between mothers' report and children's reports, as an indicator of how the practice of parental mediation on children's television use. Mothers rate lower intensity on children's TV viewing compare to children reported. It is important to take notice of this discrepancy and why it exists. Part of the reason for the discrepancy may be due to social desirability. When presented with questions about their involvement with their children's television use, many parents are aware that they should be involved, and they may not want to admit to a lack of involvement, thus choosing to answer in more socially desirable way (Vittrup, 2009). There is, in fact, much research documenting the presence of social desirability bias on self-reports (see e.g. Edwards, 1953; Ganster, Hennessey, & Luthans, 1983). It is also possible that some parents reported watching television with their children if they were present in the same room, whereas the children only reported joint television viewing if their parents were sitting next to them and were engaged with the program.

The second hypothesis was related to mothers' confession of what they do on their children TV viewing habit. Although many mothers reported having intensive parental mediation on children's television use, interestingly, there were significant discrepancies between mothers' reports and children's reports. Mother much more likely to report they have high controls on children television viewing duration, than children's recognitions.

A significant contribution of this study was reporting the disparities of parents' and children's confession of how children watch television and how parent do parental mediation. Most studies on television exposure, especially those involving children, have relied on parental reports. However, this study shows that these reports may not always be accurate. According to children's reports, parents do not seem to be as involved as they report to be. This raises several questions. Are parents' efforts inadequate? Are parents uncertain in their parental mediation? Or is the discrepancy due to parents indicating that they have and enforce media rules because they perceive this as a more socially acceptable response? These are questions that researchers need to further investigate. Future research may benefit from the use of daily media diaries with more open-ended questions. When parents see a list of mediation strategies, they may be more likely to answer that they have used such strategies, because they perceive that it would be important to do so. On the other hand, with more open-ended questions about what rules or strategies they use and enforce, part of the social desirability element may be removed.

Acknowledgments

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