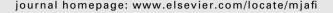


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Original Article

Interaction of media, sexual activity and academic achievement in adolescents

Lt Col R. Shashi Kumar a,*, Col R.C. Das b, Brig H.R.A. Prabhu, VSM^c , Col P.S. Bhat d, Lt Col Jyoti Prakash a, P. Seema e, D.R. Basannar f

ARTICLE INFO

Article history: Received 28 September 2010 Accepted 28 August 2012 Available online 3 November 2012

Keywords: Adolescent sexuality Television Internet Academics

ABSTRACT

Background: Adolescence is a period when the individual is vulnerable and exposure to sexually implicit/explicit programs on television and internet can influence their sexual behaviour and make them more permissive towards premarital sex, which is known to influence their academic performance. This can be modified by parental discussion on these matters with their children. There have been only few studies from India that have explored such issues therefore this study aimed to explore the impact of television, internet and parental discussion on sexual activity and academic performance.

Methods: This study was conducted in two co-education schools using a self reporting questionnaire administered to students of class IX—XII. This study evaluated the relation of academic performance, exposure to media such as television & internet to sexual activity & academic performance of the students and the role of parental discussion on these.

Results: The study sample size was 586. There is no significant association between the number of hours of watching television per day and academic performance as measured by marks in examinations. Significant positive association was found among boys between sexual contact and average score in academics & unsupervised use of internet. In both genders a significant positive association was found between those watching English serials, movies and increased chances of indulging in sexual activity while a negative relation with those watching Cartoons. There is no significant difference in occurrence of sexual contact in those who discussed sexual matters with parents and those who did not. Conclusion: This being first of it's kind of study from India and a cross sectional study, further prospective and detailed studies are warranted to delineate the interaction of media, parental discussion, academic performance and sexual activity.

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^a Associate Professor, Dept of Psychiatry, AFMC, Pune-40, India

^b Commandant, 167 MH, C/O 56 APO, India

^c Senior Consultant (Psychiatry), CH (AF), Bengaluru, India

^d Associate Professor & HOD, Dept of Psychiatry, AFMC, Pune 411040, India

^e Resident (Psychiatry), Institute of Mental Health, Agra, India

^f Scientist, 'E', Dept of Community Medicine, AFMC, Pune 411040, India

^{*} Corresponding author. +91 02026331038, +91 9657167900 (mobile).
E-mail address: sribuj@rediff.com (R. Shashi Kumar).
0377-1237/\$ — see front matter © 2012, Armed Forces Medical Services (AFMS). All rights reserved. http://dx.doi.org/10.1016/j.mjafi.2012.08.031

Introduction

Adolescence is a period when an individual is vulnerable to external events, influences and circumstances. These may mould his attitudes, knowledge regarding his sexuality, his sexual activity. Exposure to sexually implicit/explicit programs on television and internet can influence their sexual behaviour. Television is an important source of information for adolescents on sex and related issues but did not ascertain its influence on their sexual behaviour. Children's viewing of television has been an anathema for parents ever since it entered our homes. Of the many adverse effects attributed to television (TV) viewing by children, poor school performance has been found to be associated with the time spent in front of the television. Fi.6

Internet is a growing form of media to which children are exposed. Exposure to sexually implicit content on the internet is likely to initiate early sex.³ Early sexual activity among adolescent students has been known to influence their academic performance.¹ Those exposed to sexual content on television are more permissive towards premarital sex.⁷ Is it the content or the duration of exposure to television that affects academic and sexual activity? Studies have shown that when parents moderate/supervise and discuss such matters with their adolescent children it is likely that they get less influenced by media, ^{1,8,9} though not many Indian parents do so.¹⁰

There have been only few studies from India that have explored such issues especially effect of television and internet on adolescent students. With increasing penetration of cable TV, satellite television and internet into our homes, it is only prudent that we study impact of these on their sexual behaviour and academic performance. This study aimed to explore the impact of television, internet and parental discussion on these issues.

Material and methods

This study was conducted in two co-education schools. After having taken permission of school administration, due consent of parents of students of class IX—XII was taken to administer a questionnaire to their children.

The questionnaire was constructed by the authors, the construct validity was ascertained and the test retest validity found to be satisfactory. The questionnaire contained four sections, first one dealt with socio-demographic data, second one pubescence, third sexual experience and fourth attitudes, knowledge in regard to sexual health including HIV. The demographic data collected included questions regarding duration of television/unsupervised internet use, the type of channels usually seen on television. Questions like whether they discussed matters related to sex with their parents, whether preoccupation with matters related to sex in any affected their academic performance were also asked.

The students whose parents had given consent were given the self reporting questionnaire on separate days in the two schools, boys and girls separately. One of the female workers explained and made clarifications in regard to the questionnaire to girls and principal worker clarified for the boys. The identity of the students was kept confidential. Sexual contact was described as having kissed sensuously, touched/fondled private parts of opposite sex and having had engaged in sexual intercourse. The combined strength of students in class IX—XII was 1580 of which 822 students' parents gave consent for their child to be administered the questionnaire. Of them 642 students who filled up the forms and of these 586 were taken up as study sample as others were either wrongly filled or incomplete.

This study restricted itself to evaluating the relation of academic performance, exposure to media such as television and internet to sexual activity of the students and the role of parental discussion on this.

Questionnaires that were not complete or had not given demographic data were excluded from the analyses. Analyses were done using EpiInfo6 software.

Results

Table 1 shows that the incidence of sexual contact was 30.25% among boys and 17.03% among girls. There was no significant difference in the number of students from each class nor was any difference in proportion of boys and girls in different classes noted.

Table 2 shows gender wise relation of scoring marks in the last annual examination and having had any sexual contact. Across different score brackets among the girls there is no significant difference between those who have had sexual contact and those who have had not among girls, but among boys a significantly large number of those scoring 51–70% marks have had sexual contact while a significantly large number of those scoring more than 90% did not have sexual contact.

Table 3 shows the relationship between academic performance and preoccupation with sexual matters. No significant association was found.

Table 4 shows that there is no significant association between number of hours of watching television per day and academic performance as measured by marks in examinations in among girls while among boys 31.34% of those scoring more than 71% watch TV for more than 3 h only 14.22% of those scoring less than 70% do so.

Table 5 shows the relationship between sexual contact and the type of television channels watched by the adolescents. We see here a significant positive relation between those

Table 1 $-$ Age at first sexual contact.		
	Boys numbers (%)	Girls numbers (%)
Gender wise study sample	357 (60.92%)	229 (39.07%)
Sexual contact present	108 (30.25%) (CI 25.29%-34.87%)	39 (17.03%) (CI 12.29%—22.07%)
Average age at first sexual contact	13.72 yrs	14.09 yrs

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