EFFECTS OF TV ADVERTISMENTS ON ADOLESCENTS

RESEARCH PROJECT PSY-499

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SESSION 2010-2014

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Acknowledgement

I would like to express my gratitude to my supervisor Dr. Iftikhar Ahmad, Professor, School of Social Sciences and Humanities, UMT, Lahore, for his assistance, support and inspiration throughout the process of my BS (Hons) thesis, in the completion of this work. This enabled me to develop an understanding of the research process.

I'm thankful to the participants who agreed to become a part of this study. I am extremely grateful for their time and consideration to participate, for without their efforts this research would have been incomplete.

I offer my regards and blessings to all of those who supported me in any respect during the completion of the project.

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ABSTRACT

Today advertisements are the most powerful medium of communication and it haspositive and negative effects on children. The target of advertisements is to attract adolescents to create a need to purchase/buy specific product. The survey method was used and data was collected through Television Advertisement Questionnaire (TAQ). The questionnaire was constructed on five effects that are unhappiness, disappointment, parent-child conflict, sense of personal worth and brand conscious. A total of 203 students were surveyed in the private and government schools. Results indicated that private school students watched more TV than government school students which showedthat private school students were more likely to be affectedby TV advertisements than government school students. Government school students scored significantly high on unhappiness and disappointment on subscales of TAQ than private school students. TV watching is more associated with disappointment than other subscales of TAQ.In this study, adolescents from government school showed high scores on unhappiness and disappointment that indicated their feelings towards TV advertisements and products which they could not probably purchase easily.