

Compliance of Households to Responsible TV Viewing from one City in the Philippines

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Abstract - *This study aims to determine the compliance level of households in one city in the Philippines towards the SPG ratings of MTRCB during primetime. Descriptive type of research was utilized in the study. Results revealed that the respondents are agreeably good in their understanding, action, and justification in their parenting with regards to supervising their children in watching TV programs with SPG ratings. Educational and working background plays a role in the perception of people, which in turn reflects into their understanding. As adults and parents, the very same factors influence parenting methods including TV program evaluation.*

Keywords: *Responsible Viewing, MTRCB, TV Programs*

INTRODUCTION

The very first television broadcast in the Philippines was in 1953 from the first TV station named DZAQ-TV Channel 3 and operated on a four hour-a-day schedule and telecasted only over a 50-mile radius owned by Antonio Quirino, the brother of the former Philippine president, Elpidio Quirino [1]. Philippine television has been continuously growing and evolving throughout the years. As technology and society innovate and evolve so does the media content, particularly in television.

Prime time or peak time is the time period when the television or radio audience is the largest. It is often described as the time in the evening when the largest numbers of people are watching television [2].

It cannot be denied how the media, specifically television broadcast, is capable of affecting its viewers. As a means of communication and transmit ideas, what may be seen within the TV can be said to influence people, change perspectives and beliefs, and even alter behaviour. With that said, the need for a means to control it arose. In the Philippines, it is known as the

Movie and Television Review and Classification Board or commonly known as the MTRCB.

Fast forward today, where television media has a broad range of content, the MTRCB has become a vigilant and active organization. MTRCB has been very diligent in implementing its policies and providing appropriate ratings within its scope, and in a very particular time-range, primetime.

There are various classifications of rating for different television programs. Initially these are General Patronage (G) and Parental Guidance (PG). However, on August 25, 2011, the MTRCB added another program rating which is named as Strong Parental Guidance (SPG), and was implemented on February 9, 2012 [3]. These ratings were implemented for the sake of guidance of parents and guardians of impressionable viewers, specifically children.

Children are highly susceptible to be influenced by what they can see and hear in their environment. Included is the television. This is the primary reason why the MTRCB provides such ratings for each and every program.

Some TV stories involve scenes which can frighten or traumatize children viewers and have the tendency to believe that what they have seen in the programs is real. The endeavors of the MTRCB with the execution of the evaluations so as to give direction to viewers and secure children's, it should never be completely successful unless guardians of children viewers are capable of doing their part.

That leads to one of the purposes of this research paper, that is to assess how and at what level do parents and guardians comply to the ratings provided by the MTRCB. This could help provide insights about the compliance of parents with the SPG classification of TV shows, which in turn could help the MTRCB determine proper actions towards reinforcing the classification or further improving it to be more

effective. All of this with hopes of emphasizing the protection of the welfare of the youth.

Additionally, the Movie and Television Review and Classification Board (MTRCB) is betting on students to help them spread the 'responsible and intelligent viewing' mindset, aided by the regulatory body's enhanced classification system for television and cinema.

"Kung nasa bahay ka, kahit hindi ka nakatutok sa TV, mapapaligon ka kapag narinig mo yung 'Ang programang ito ay rated SPG.' When you hear that, at alam mong nanonood yung batang kapatid mo, definitely, mag-iisip ka na 'Palitan natin yan. Hindi pwede sa iyo yan,'" MTRCB Board Member Francia Conrado stated in a forum [4].

As Mass Communication students, and as future professionals in the field of broadcasting and communications, the researchers pursue the completion of this study as the results of this study may be used as a source of information to better understand audiences not only by the researchers themselves, but by other organizations and future researchers as well leading to parents being more competent with television management for their children headed towards better upbringing of the future generation and members of the society.

OBJECTIVES OF THE STUDY

This study aims to determine the compliance level of Batangas City households towards the SPG ratings of MTRCB during primetime. Specifically, this study aimed to determine the profile of the respondents in terms of age, sex, occupation, number of children, and geographic Location; determine the compliance level of Batangas City households; test if there is a significant difference between the compliance levels of the respondents towards SPG ratings when grouped according to profile variables; and propose an action plan to improve/enhance the compliance levels of Batangas City households towards SPG Ratings.

METHODS

Research Design

This study used the descriptive approach of research. Descriptive Method is the exploration and description of phenomena in real life situation. It provides accurate account of characteristics of particular, individual, and meanings, describing what exist. It is a purposive process of data gathering, analyzing, classifying and tabulating data about

prevailing conditions, practices, beliefs, process trends, and cause-effect relationships and then adequate and accurate interpretation about such data with or without aid of statistical treatment [5].

Participants

The participants for this study were parents and/or guardians of children who were residents of Batangas City. Particularly, the respondents were residents of Batangas City both in rural and urban barangays. This study used a sample size amounting to two-hundred five (205) people, wherein one-hundred (100) were from rural barangays and one-hundred five (105) were from urban barangays.

Instrument

The instrument used in collecting data for the study is a self-structured survey questionnaire which is composed of two portions. The first portion deals with the demographic profile of the respondents in terms of their age, sex, occupation, and number of children. The second portion deals with their levels of compliance towards the implementation of the SPG ratings. The instrument was subjected for validation and was found reliable with a Cronbach Alpha value of 0.875.

Data Gathering Procedure

After the survey questionnaire is evaluated, adjusted, and approved by the research adviser, it was reproduced according to the number of participants. Afterwards, a cover letter was attached to the survey questionnaire and prepared for distribution. The questionnaires were distributed and collected. The results were tabulated and prepared for statistical analysis.

Data Analysis

In order to interpret the collected data, statistical tools were used. These tools include mean, composite mean, and Analysis of Variance (ANOVA) which were used based on the objectives of the study. In addition, all data were treated using statistical software, PASW version 18, to further analyse the results of the study using a 5% alpha level. The given scale was used to interpret the result of the data gathered: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD).

RESULTS AND DISCUSSION

Table 1 presents the distribution of the respondents in terms of their demographic profiles. It can be

observed that majority of the respondents were females with a frequency of 173 or 80.50%.

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	f	%
Sex		
Male	42	19.50
Female	173	80.50
Age		
21 – 25 years old	18	8.40
26 – 30 years old	22	10.20
31 – 35 years old	39	18.10
36 – 40 years old	54	25.10
41 – 45 years old	35	16.30
46 – 50 years old	26	12.10
51 – 55 years old	11	5.10
56 – 60 years old	5	2.30
61 years old and above	5	2.30
Occupation		
Professional	55	25.60
Skilled	25	11.60
Self-Employed	38	17.70
Unemployed	97	45.10
Number of Children		
1	54	25.10
2	67	31.20
3	53	24.70
4	21	9.80
5	7	3.30
6	3	1.40
7	6	2.80
8	3	1.40
10 and above	1	.50
Area		
Rural	107	49.80
Urban	108	50.20

This implies that there are mothers who are directly in charge of parenting as compared to fathers. It is an expected result as it agrees with the common Filipino family paradigm where the father primarily works being the provider while the mother is primarily in charge of housework and childcare. This result agrees with the study of Parker and Wang [6] where they concluded that mothers spend more hours invested into childcare and supervision.

Further, the table shows that majority of the respondents were aged between 36 - 40 years old with a frequency of 54 or 25.10%, followed by 31 – 35 years old with a frequency of 39 or 18.10%. It can be inferred from this result that majority of the respondents had

their first-born child at the ages between 16 and 25. The distribution agrees with the social aspects census results provided for by Batangas City [8] website.

Furthermore, in terms of occupation, majority of the respondents claimed to be unemployed with a frequency of 97 or 45.10 percent. This agrees with the results of the sex distribution where majority of the respondents were females wherein majority of the respondents were housewives whose primary function in the household is taking care of the household and children. This agrees with the same paradigm of the Filipino family as agreed upon by Parker and Wang [6]. However, the number of unemployed disagrees with the published statistical report of the Batangas City Planning and Development Office wherein it showed that the unemployment rate in Batangas City as of 2013 was only 13.1 percent.

As for the demographic category of number of children, majority of the respondents claimed to have 2 children with a frequency of 67 or 31.20 percent. The researchers believe that this result wherein the top ranked number of children is 2 at 31.20 percent, 1 at 25.10 percent, and 3 at 24.70 percent follows the fertility rate and childbearing rate trend line of the country. Records show that the fertility rate has been steadily declining, from 5.1 in the year 1983 down to 3.1 by the year 2011 [7]. Additionally, this agrees with the Batangas City [8] social aspects regarding the average household size.

Lastly, the area distribution was selected and planned for.

Table 2 below presents the distribution of the Assessment to MTRCB SPG Ratings in terms of Understanding. The over-all composite mean of 3.30 verbally interpreted as "Agree" indicates that the respondents have a good understanding of the content of TV programs with SPG ratings.

The respondents agreed they are able to identify the "Theme" content in the TV programs' ranked first with a weighted mean of 3.49. They also agreed that they are able to identify the "Horror" content in the TV programs' with a weighted mean of 3.48.

They are also able to identify the "Language" content in the TV programs' with a weighted mean of 3.48. This shows that the parents have a good grasp and understanding in analyzing and categorizing TV program content. This shows that themes, horror, and language is the most comprehensible content for the respondents.

Table 2. Assessment to MTRCB SPG Rating in terms of Understanding

Indicators	Rural			Urban			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R
1. I hear and understand when a TV program has an SPG rating.	2.77	A	7	1.83	D	7	2.30	A	7
2. I am able to identify the "Theme" content in the TV programs.	3.48	A	2	3.51	SA	2.5	3.49	A	1
3. I am able to identify the "Violence" content in the TV programs.	3.45	A	4.5	3.49	A	4	3.47	A	5
4. I am able to identify the "Drugs" content in the TV programs.	3.51	SA	1	3.43	A	5	3.47	A	4
5. I am able to identify the "Language" content in the TV programs.	3.42	A	6	3.54	SA	1	3.48	A	3
6. I am able to identify the "Sex" content in the TV programs.	3.47	A	3	3.40	A	6	3.43	A	6
7. I am able to identify the "Horror" content in the TV programs.	3.45	A	4.5	3.51	SA	2.5	3.48	A	2
Composite Mean	3.36	A		3.24	A		3.30	A	

This may be due to the typicality of such content wherein thematic, horrific, graphic, and vulgar language is easily discernible by adult audiences. This is explicitly discussed by the finding of Happer and Philo [9] wherein it was identified that it was typical for people to be able to spontaneously reproduce from memory key themes enabling the people to better comprehend media accounts.

On the other hand, the indicators 'I am able to identify the "Violence" content in the TV programs', 'I am able to identify the "Sex" content in the TV programs', and 'I hear and understand when a TV program has an SPG rating' ranked the least with weighted means of 3.47, 3.43, and 2.30 respectively. Graphic violence and graphic sexual content in primetime television programs is rare in the Philippine media. The researchers believe this explains why the indicators regarding violence and sex ranked among the least.

As for the least ranking citation "I hear and understand when a TV program has an SPG rating", the researchers deem that the most likely case for this result is that majority of parents have housework which preoccupy them as their children begin to watch television. This leads to them being unable to hear when a TV program was given an SPG rating. This result agrees with the discussion of Boyse [10] that parents use television as a distraction for their children allowing them to do chores.

Table 3 presents the distribution of the Assessment to MTRCB SPG Ratings in terms of Action. The overall weighted mean of 3.39 indicates that the respondents take good courses of actions supervising

their children while watching TV programs with SPG ratings.

Among the citations, the indicator 'I tell my kid/s that scenes with inappropriate Themes, Language, Violence, Sex, Horror, and Drugs in the programs must not be copied or re-enacted' acquired the highest weighted mean score of 3.50 verbally interpreted as "Agree", followed by 'I tell my kid/s that some of the things that can be viewed in the TV are not real' with a weighted mean of 3.44 verbally interpreted as "Agree". This shows that the parents partake in discussing TV content with their children, wherein the parents are providing proper guidance to their children prior, during, and after watching television programs with SPG ratings. This result wherein the parents exercise an agreeable sense of responsibility on TV guidance agrees with the discussion of Gross [11] where parents must discuss with their children TV program content, indicating what the children must and must now do, as children learn both from experience and social learning or role modeling.

This may be the case because the events which transpire in television programs are not often experienced by all in their daily lives.

However, the researchers deem this result to be somewhat contradictory to the initial claim and in relation to the discussion of Gross [11]. This is because fictitious events shown on screen have minimal chances of occurring in real life. Additionally, they also agreed that they watch programs with SPG ratings with their kid/s.", with its frequency and ranking contradicts the claim of the parents for one of the top ranking citation where they make sure that they explain what we have watched about and why the program has a SPG Rating."

Table 3. Assessment to MTRCB SPG Rating in terms of Action

Indicators	Rural			Urban			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R
1. I talk to my kids first about SPG Rating	3.50	SA	2	3.27	A	5	3.39	A	3.5
2. I watch programs with SPG ratings with my kid/s.	3.40	A	4.5	3.22	A	6	3.31	A	5
3. I tell my kid/s that some of the things that can be viewed in the TV are not real.	3.49	A	3	3.40	A	1	3.44	A	2
4. I make sure that i explain what we have watched about and why the program has a SPG Rating	3.40	A	4.5	3.38	A	2	3.39	A	3.5
5. I relate the Content of the program, with SPG Ratings to the relations of life we experienced	3.31	A	6	3.29	A	4	3.30	A	6
6. I tell my kid/s that scenes with inappropriate Themes, Language, Violence, Sex, Horror, and Drugs in the programs must not be copied or re-enacted.	3.67	SA	1	3.33	A	3	3.50	SA	1
Composite Mean	3.46	A		3.31	A		3.39	A	

It is noticeable that the results of high frequency for explaining what was watched is in contrast with the low frequency result for watching programs with SPG ratings with their children.

On the other hand, the indicators 'I watch programs with SPG ratings with my kid/s' and 'I relate the Content of the program, with SPG Ratings to the relations of life we experienced' acquired the lowest weighted mean scores of 3.31 and 3.30 respectively.

Table 4 below presents the distribution of the Assessment to MTRCB SPG Ratings in terms of Justification. The over-all composite mean of 3.37 verbally interpreted as "Agree" indicates that the respondents were able to justify their actions to their children regarding TV programs with SPG ratings.

Among the citations, the indicator 'I am able to explain to my kid/s why some scenes in the programs must not be copied or re-enacted' ranked first with a weighted mean of 3.48 verbally interpreted as "Agree". It was followed by 'I am able to explain to my kid/s the circumstances involved for the "Violence" content', 'I am able to explain to my kid/s the circumstances involved for the "Theme" content', and 'I am able to explain to my kid/s why some things in the program are not real' with weighted means of 3.43, 3.41, and 3.41 respectively. This shows that the parents practice a proper amount of reinforcement in their actions through justification by explaining such to their children.

Table 4. Assessment to MTRCB SPG Rating in terms of Justification

Indicators	Rural			Urban			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R
1. I am able to explain to my kid/s the circumstances involved for the "Theme" content.	3.45	A	4	3.36	A	4	3.41	A	3.5
2. I am able to explain to my kid/s the circumstances involved for the "Violence" content.	3.47	A	3	3.40	A	2	3.43	A	2
3. I am able to explain to my kid/s the circumstances involved for the "Drugs" content.	3.49	A	2	3.26	A	6	3.37	A	5
4. I am able to explain to my kid/s the circumstances involved for the "Language" content.	3.36	A	8	3.31	A	5	3.33	A	6
5. I am able to explain to my kid/s the circumstances involved for the "Sex" content.	3.41	A	6.5	3.16	A	8	3.28	A	8
6. I am able to explain to my kid/s the circumstances involved for the "Horror" content.	3.41	A	6.5	3.20	A	7	3.31	A	7
7. I am able to explain to my kid/s why some things in the program are not real.	3.42	A	5	3.40	A	2	3.41	A	3.5
8. I am able to explain to my kid/s why some scenes in the programs must not be copied or re-enacted.	3.56	SA	1	3.40	A	2	3.48	A	1
Composite Mean	3.45	A		3.30	A		3.37	A	

This can be explained by the ease for parents in reminding their children with statements such as “*Huwag mong gagayanin yung nakita mo sa TV dahil...*” and “*Huwag kayong mananakit ng ibang tao dahil masama iyon.*” This result agrees with the discussion of Knorr (2015) discussing options which parents must undertake in order to parent and manage media violence, particularly the act of explaining consequences wherein parents must explain the true consequences of violence, and point out how unrealistic it is for people to get away with violent behavior.

On the other hand, the indicators 'I am able to explain to my kid/s the circumstances involved for the "Language" content', 'I am able to explain to my kid/s the circumstances involved for the "Horror" content', and 'I am able to explain to my kid/s the circumstances involved for the "Sex" content' ranked the least with weighted means of 3.33, 3.31, and 3.28 respectively. The researchers believe that this is the case since primetime TV programs in the Philippines have vulgarity, horror, and sexual content in minimal amounts. This agrees with the report of Umbao [12] wherein it was described that the top rated primetime TV shows were either family oriented or categorized as drama.

Table 5. Difference of Responses on the Assessment to MTRCB SPG (Understanding) When Grouped According to Profile Variables

Profile Variables	F-value	p-value	Interpretation
Sex	1.617	0.100	Not Significant
Age	1.336	0.227	Not Significant
Occupation	3.533	0.016	Significant
Number of Children	1.031	0.414	Not Significant
Area	0.499	0.618	Not Significant

Legend: Significant at $p\text{-value} < 0.05$

As seen from the result of Table 5, there were significant difference observed on the occupation since the obtained p-value of 0.016 is less than 0.05 alpha level, thus the null hypothesis is rejected. This means that the assessment to MTRCB SPG rating with regards to understanding varies across the respondents' occupation. The researchers believe that educational and working background plays a role in the perception of people, which in turn reflects into their understanding. As adults and parents, the very same factors influence parenting methods including TV program evaluation. This agrees with the statement in the study of Bornstein et al. [13] wherein it was discussed that parenting knowledge, especially among

mother, were influenced by social factors, education, employment status, and other numerous factors.

Table 6. Difference of Responses on the Assessment to MTRCB SPG (Action) When Grouped According to Profile Variables

Profile Variables	F-value	p-value	Interpretation
Sex	3.588	0.000	Significant
Age	2.223	0.027	Significant
Occupation	4.827	0.003	Significant
Number of Children	0.994	0.442	Not Significant
Area	2.151	0.033	Significant

Legend: Significant at $p\text{-value} < 0.05$

Based from the result of Table 6, there were significant difference observed since the computed p-values of sex (0.000), age (0.027), occupation (0.003) and area (0.033) were less than 0.05 alpha level. This means that the null hypothesis is rejected. The result implies that the respondents' have different viewed on MTRCB SPG. The researchers believe that parenting actions are affected by gender roles, maturity with age and experience, profession and career, and the locale of residency.

These results resonate with the study of Axinn, Young-DeMarco, and Caponi-Ro [14] which discussed that gender difference is one of the main factors affecting social behaviors. It also leads to variations in mental maturity and career choices among adults.

It can be gleaned from the result of Table 7 that the respondents' have different assessment on MTRCB SPG (justification) when grouped according to sex, occupation and area. This was supported based from the obtained p-values of 0.000, 0.000 and 0.032 which were less than the alpha level of 0.05.

Table 7 Difference of Responses on the Assessment to MTRCB SPG (Justification) When Grouped According to Profile Variables

Profile Variables	F-value	p-value	Interpretation
Sex	4.618	0.000	Significant
Age	1.350	0.221	Not Significant
Occupation	6.928	0.000	Significant
Number of Children	1.007	0.432	Not Significant
Area	2.162	0.032	Significant

Legend: Significant at $p\text{-value} < 0.05$

This implies that the logic of reasoning of the respondents vary according to their sex occupation, and area of residency. The researchers believe that gender roles play a significant amount in relation to this result, as well as the educational and professional background of a person. Again, the study of Axinn, Young-DeMarco, and Caponi-Ro [14] resonates with this finding. The area on the other hand is an environmental factor. Virtual Medical Centre [15] discussed how the social environment affect child development and parenting in general, claiming that the social environment along with the factors of physical surroundings, community resources, and social relationships place an important role in child raising as it affects both the children and parenting style

Proposed Action Plan

The Proposed Action Plan aims to improve the compliance levels of Batangas City households towards Responsible TV Viewing. It specifically aims to increase the awareness of the parents regarding television programs with SPG ratings and its content through implementing an Awareness Campaign through the use of multi-media content through various multi-media channels and platforms such as the television itself, the internet, local radio, and print in coordination with barangay level government.

In order to empower the parents through improving the parental understanding, action, and justification it is suggested to Conduct various holistic Parenting Seminars in coordination with local government units, and provision of Parenting Workshops through the consolidated efforts of non-profit, institutional, and academic organizations and to provide media content more suitable for children, is suggested to create various multi-media programs which are more appropriate for children, particularly videos which induce learning and critical thinking.

CONCLUSIONS AND RECOMMENDATION

Majority of the respondents were female, aged 36 - 40 years old, unemployed, and has two (2) children. The respondents have rating of compliance at an agreeable level for understanding, action, and justification. There is a significant difference in the understanding of the respondents when grouped according to occupation; significant differences in the action of the respondents when grouped according to sex, age, occupation, and area; and significant differences in the justification when grouped according to sex, occupation, and area. A plan of action was

formulated to improve/enhance the compliance levels of Batangas City households towards SPG ratings.

It is recommended that the proposed action plan may be implemented and the courses of action must be instigated by the people involved, particularly the LPU CEAS Department, specifically the Mass Communications Student Organizations, which in summary takes form part of the LPU CEAS Community Extension Activities. Local government units and organizations who shall take action through implementing seminars and workshops will greatly benefit the empowerment of parents, particularly in the television management and guidance of their children. Parents may benefit by stricter implementation of disallowing their children from watching TV programs with SPG ratings and by improving their understanding of current media content by better educating themselves through research and reading relevant information regarding parenting particularly those of which revolve on television viewing management. Future researchers may benefit from using this research paper as a point of reference, source of information, or further continue this research in a more in-depth approach. Future researchers may conduct similar studies using a different geographic location, different methodologies, and possibly using different assessment variables.

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