

UNIVERSITI TEKNOLOGI MARA (UITM) REMBAU CAMPUS

FACULTY OF COMMUNICATION AND MEDIA STUDIES DIPLOMA IN COMMUNICATION AND MEDIA

COM363:

PROFESSIONAL PROJECT

REPORT TITLE:

"THE FACTORS OF CHILDREN OBSESSION TOWARDS GADGETS"

PREPARED BY:

AMRINA BINTI SHAMSUDIN	(2014698298)
NAILI BINTI AHMAD ZAMANI	(2015870316)
NUR FARAH FARHANA BINTI RAMLAN	(2015807716)
NUR FARAH IZZATY BINTI MOHD AZHAR	(2015833464)

GROUP: NMC1105F

PREPARED FOR:

MADAM NOOR ASHMALIA BINTI MOHAMAD ASHRAFF

DATE OF SUBMISSION: 18TH DECEMBER 2017

TABLE OF CONTENTS

CHAPTER	CONTENT	PAGE
0	ABSTRACT	4
1	INTRODUCTION	
ľ	1.1 Background Of Study	6
	1.2 Problem Statement	7
	1.3 Research Questions	8
	1.4 Research Objectives	8
	1.5 Significance Of Study	
	1.5.1 Policy	8
	1.5.2 Practice	10
× 2	LITERATURE REVIEW	
v	2.1 Definition Of Concept	11
	2.2 Related Theories:	13
	2.3 Research Framework	14
3	METHODOLOGY	
	3.1 Research Design	15
	3.1.1 Qualitative Research	15

	3.2 Data Collection Strategies	
	3.2.1 In-Depth Interview	16
	3.3 Data Analysis Strategy	
	3.3.1 Thematic Analysis	17
4	FINDINGS AND DISCUSSIONS	18
	4.1) RO1: To identify the cause of obsession towards gadgets among children.	19
	4.2) RO2: To find the level of obsession towards gadgets among children and its signs.	22
	4.3) RO3: To seek solutions to curb obsession towards gadgets among children.	26
5	CONCLUSION	
u	5.1 Conclusion	29
	5.2 Future Recommendations	30
	REFERENCES	32
	APPENDIX	34

بسم الله الرحمن الرحيم

ABSTRACT

The appearance of technology has brought many positive as well as negative impacts. The

research will be focusing more on the latter. The negative impact mentioned refers to the obsession

of gadgets especially among young children. The obsession of gadgets among children is

becoming more and more severe as generations pass and it is in the society's best interest to curb

such dire effects from further spreading. Obsession can lead to many problems and among them

can range from a child's apparent lack of social skills to the neglect of the child's own wellbeing.

Through specific information gathering methods, the researchers have gathered data on the

severity of the obsession, the experience of those involved as well as suggested possible solutions

for the purpose of reducing the effects of gadget obsession amongst young children. It is hoped

that through this research, this issue can and will be taken more seriously.

Keywords: Factors, Children, Obsession, Gadgets

4 THE FACTORS OF CHILDREN OBSESSION

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

Technology has brought forth many new advancements in the lifestyle of humankind. Advances in telecommunications such as telephone, radio and television have given changes to the individual or society (Mokhtar Muhammad, 2008). Its evolution helped broaden knowledge and changed the perceptions of many.

One of the evidences of humankind's progression in life is the usage of gadgets that can be seen everywhere. In this day and age, it is not unusual to see someone with a smartphone in hand or typing away at their laptops. This gadget phenomenon has also made itself present among the younger generation. Although technology can bring about plenty of benefits, excessive usage can be harmful towards the children of today.

Nowadays, we will see small children holding on to their parents' gadgets. Isolating themselves by dwelling about in the digital realm and hardly breaking eye contact with the LCD screen. Parents tend to use this gadgets to placate their children so as not to handle too much of their antics. It may be effective but parents seem to lack the foresight to see and acknowledge the negative effects of early and extensive exposure of gadgets towards a child.

Prevention methods must be taken in order to prevent the side effects of gadget usage from spreading and forever taking root into the minds of children. The aforementioned side effects can range from obesity due to lack of exercise to smartphone addiction. Despite being small in size (the gadget), the device has an endless power on lifestyles of human communication and socializing (Device Research, 2014) therefore, such problems should not be taken lightly as it can affect the lifestyle of not only the child but their parents and peers.

This research is conducted with the hopes to shed some light onto the matter. The research can also be used as a reminder to us all that although technology is well and good, it can still have its side effects and that those side effects can be felt by everyone especially small children. Aside from that, the research also hopes to provide possible solutions and curb the worse of the impact (addiction) that gadgets can have over children.