

**AN INVESTIGATION INTO THE NEGATIVE EFFECTS OF TELEVISION ON
LEARNING AND SCHOOL PERFORMANCE IN PRIMARY SCHOOLS IN
MAHIGA LOCATION ,NYERI COUNTY.**

**BY
MUCHEMI SAMUEL NDERITU
REG. NO: E37S110/00854**

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Abstract

Despite the many efforts put in place by the government to ensure efficient learning and school performance, the public primary schools in this location continues to perform dismally. There are many factors that may have led to this poor performance and these factors have not been adequately investigated and or well understood. To this end, the purpose of this study is to try and determine the negative effects of television on learning and school performance on children. The study will adopt a descriptive design while collecting the data. The target population that will be involved will be 250 individuals. The researcher will sample schools using purposive sampling techniques using the criteria of public day schools (mixed boys and girls). From the sampled schools an equal number of pupils (100) per school, 10 teachers per school, 30 parents and 10 caregivers will be selected using simple random sampling techniques.

Questionnaires and interview guides will be administered to the various groupings so as to collect data. Finally, both qualitative and quantitative methods will be used to analyse the information obtained from the field and the findings communicated accordingly to the interested parties.