

**IMPACT OF INTERNET, CARTOON CHANNEL AND VIDEO GAME ON
CREATIVITY, THINKING AND ACHIEVEMENT MOTIVATION**

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Abstract

The aim of the present study was to see the impact of Creativity, Thinking and Achievement Motivation of Upper Primary school students. The test was administered over students in Alwar district of Rajasthan. The sample was of 60 students of class sixth. The data was collected in research area and analysis of data has showed adequate reliability and validity.

Keywords: *Creativity, Thinking, Achievement Motivation.*

INTRODUCTION

In Today's modern era Technological revolution has created/developed mechanical environment because of which in today's generation technological awareness and creativity go hand in hand simultaneously. Due to Scientific development students learn by way of their ability, capability and time management. By this they can give appropriate direction to their thinking and can do better.

Today traditional classrooms have been replaced by digital ones. Today's generation can be called "digital generation". In last few years, use of internet has increased to a great extent. The reason for this is the use of internet in Video game, face book, social media and educational centre. Through internet we can get information about whole World.

At Present issue of effect of cartoon has gained universal popularity. By survey we have come to know that most preferred channel is cartoon channel because of popularity and effectiveness of cartoon they are used in so many advertisements and also in educational sector. Cartoons have proved to be a much better way of making study easier. By looking its positive effects, many educational boards in India have involved cartoons in their course books. National Council of Education Research and Training has also involved cartoons in their book. (NCERT 2007)

It is said that if children play, they learn. But Through video games basic concepts can be understood by them detail & in a much easier way. By this their creativity, cooperation, motivational, reasoning, decision making ability can be developed. Today subjects like

Science, Math's and Social Science way of Video games, these subjects can be made interesting.

By this no doubt learning matter can be easily created and provided to the students which will not only make the students creative but will also enhance their thinking ability. Students once start to involve with study material created with this pattern, it will surely improve the overall working ability as well as their thinking will end up becoming broader.

In Education sector, adoption of Innovation has increased its necessity. The new changes in education has made us updated regarding new innovation, effective in education together with implementing innovation in co-curriculum that in both theoretical as well as practical part. This will develop positive correlation for this type of module, teaching methods and Aid material is required which provide real & virtual experiences along with making learning.

As an illustration one study given by sahin, Cengiz (2014) study aims to determine the relationship between social media addiction and life satisfaction among university study. The results indicated that there is a negative relationship and moderate correlation between life satisfaction and social media addiction. (Sahin,Cengiz,2014p.120)

As an illustration one study given by Hassan ,Ali (2013)the study objective to trace the impact on the behaviour of the children after watching cartoon programs. This study flinging that the behaviour of the children in class is influenced by watching different cartoon programme. (Hassan ,Ali 2013p.6-11)

OBJECTIVES

1. To study about measurement / extent of effect of controlled and experimental group of internet, cartoon channels and video game Creativity.
2. To study about measurement / extent of effect of controlled and experimental group of internet, cartoon channels and video game Thinking.
3. To study about measurement / extent of effect of controlled and experimental group of internet, cartoon channels and video game Achievement motivation.

HYPOTHESES

1. There is no significant difference in the Creativity by making use of internet, cartoon channel and video game.
2. There is no significant difference on the Thinking by making use of internet, cartoon channel and video game.
3. There is no significant difference on the Achievement motivation by making use of internet, cartoon channel and video game.

RESEARCH METHOD

Experimental research method was used to conduct study.

Population

The test was conducted in Alwar district of Rajasthan.

Sample

In study researcher had chosen the 60 students of class 6 studying in B. L. Public School.

60 Students

Experimental Group Internet (E₁) = 15 cartoon channel (E₂) = 15 Video game (E₃) = 15	Control Group Students(C) = 15
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Tool

Creativity Test - Self Constructed Creativity test

Logical Thinking test – Dr. Sujeet Kumar and Shikha Tiwari

Achievement motivation Scale --Prof. Pratibha Deo and Dr. Asha Mohan

ANALYSIS AND INTERPRETATION

The data collected with the help of tools, scored and tabulated as per requirement and then analysed. The results are interpreted at 0.05 level of significance.

1. There is no significant difference in the Creativity by making use of internet, cartoon channel and video game.

Source of variance	d.f	sum square	Mean Square	F
Between groups	$\frac{1}{4} a - 1\frac{1}{2} = 3 - 1 = 2$	1544.13	772.06	F = 0.84
Within group	$\frac{1}{4} N - a\frac{1}{2} = 45 - 3 = 42$	38523.87	917.23	

In given Table 1 the degree of significance from level 0.05 of F- Table comes out to be 2.81 . After doing calculation we got F-value which is 0.84. This is lower than that the level of F-table 0.05.

In Table 1 F-value refers to total and it is found no significant for the experimental group with respect to creativity. Therefore hypothesis 1 is accepted.

2. There is no significant difference on the Thinking by making use of internet, cartoon channel and video game.

Source of variance	d.f	sum square	Mean Square	F
Between groups	$\frac{1}{4} a - 1\frac{1}{2} = 3 - 1 = 2$	86.52	43.26	F = 0.34
Within group	$\frac{1}{4} N - a\frac{1}{2} = 45 - 3 = 42$	5283.48	125.79	

In given Table 2 the degree of significance from level 0.05 of F- Table comes out to be 2.81 . After doing calculation we got F-value which is 0.34. This is lower than that the level of F-table 0.05.

In Table 2 F-value refers to total and it is found no significant for the experimental group with respect to Thinking. Therefore hypothesis 2 is accepted.

3. There is no significant difference on the Achievement motivation by making use of internet, cartoon channel and video game.

Source of variance	d.f	sum square	Mean Square	F
Between groups	$\frac{1}{4} a - 1\frac{1}{2} = 3 - 1 = 2$	35.25	17.63	F= 1.75
Within group	$\frac{1}{4} N - a\frac{1}{2} = 45 - 3 = 42$	688.39	16.39	

In given Table 3 the degree of significance from level 0.05 of F- Table comes out to be 2.81 . After doing calculation we got F-value which is 1.75. This is lower than that the level of F-table 0.05.

In Table 3 F-value refers to total and it is found no significant for the experimental group with respect to Achievement motivation. Therefore hypothesis 3 is accepted.

FINDINGS

1. There is no significant difference in the Creativity by making use of internet, cartoon channel and video game.
2. There is no significant difference on the Thinking by making use of internet, cartoon channel and video game.
3. There is no significant difference on the Achievement motivation by making use of internet, cartoon channel and video game.

CONCLUSION

The finding reveals that control and experimental group on creativity, thinking and Achievement motivation. Experiment group including in sample are getting's more exposure in term of creativity, thinking and achievement motivation. The rate of advancement is quite higher in experimental group compared to control group. Another reason might be considered that facilities in control group.

In today's scenario, importance of technology in educational sector can be observed clearly. At Present students are taught by easy and interesting learning materials & this is because of technology. This creates impact on our student's creativity, Thinking & Achievement motivation.

So, study reveals that there is an impact of internet, cartoon channel and video game over student's creativity, thinking and achievement motivation.

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