

Citation: Shaneela., Saeed. M., & Rahmat, S. I. U. (2023). Unveiling the Awareness Gap: Investigating Parental Knowledge and Information about Child Sexual Abuse on Electronic Media. *Global Digital & Print Media Review*, VI(II), 166-187. [https://doi.org/10.31703/gdpmr.2023\(VI-I\).14](https://doi.org/10.31703/gdpmr.2023(VI-I).14)

- Vol. VI, No. I (Winter 2023)
- Pages: 166 - 187
- p- ISSN: 2788-4988
- e-ISSN: 2788-4945

▪ URL: [http://dx.doi.org/10.31703/gdpmr.2023\(VI-I\).14](http://dx.doi.org/10.31703/gdpmr.2023(VI-I).14)

▪ DOI: 10.31703/gdpmr.2023(VI-I).14



GDPMR
Global Digital & Print Media Review
www.gdpmr.com



Cite Us



Shaneela *

Mubashir Saeed †

Syed Inam ur Rahman‡

Unveiling the Awareness Gap: Investigating Parental Knowledge and Information about Child Sexual Abuse on Electronic Media

Abstract: *Child sexual abuse is a pervasive and distressing social problem with severe consequences for its victims. In recent years, electronic media has become increasingly dominant, exposing children to potential risks and challenges in the digital realm. This study provides valuable insights into the awareness gap among parents regarding child sexual abuse on electronic media. The research adopts a quantitative approach, utilizing a survey methodology to investigate parental knowledge and information about child sexual abuse in the digital era. A diverse sample of parents with children aged 5-18 years was recruited, and data were collected through an online questionnaire. The survey assessed several aspects, including parental awareness of online dangers, knowledge of preventive measures, familiarity with online platforms and applications, and attitudes toward discussing sexual abuse with their children. Preliminary findings suggest that parents have limited awareness and knowledge about child sexual abuse on electronic media, and often feel uncomfortable discussing the topic with their children.*

Key Words: Child Sexual Abuse, Media Effects, Media Coverage, Knowledge, Attitude and Practices KAP, Children, Parents

Corresponding Author: Mubashir Saeed (MS Scholar, Department of Media & Communication, International Islamic University, Islamabad, Pakistan. Email: hina.sadia@skt.umt.edu.pk)

Introduction

With the rise of technology and the ease of access to electronic media, the concern for child abuse on electronic media has become a hotly debated topic in the last decade. Electronic media has played a significant role in shaping the global culture and providing an

opportunity for people of all ages to learn, connect, and share information (Waisbord, 2013). But with all its benefits come ethical issues that raise fundamental questions about its impact on children. The research paper highlights the growing concern about child abuse in electronic media and its ethical

* M.Phil Scholar, Department of Media & Communication, International Islamic University, Islamabad, Pakistan.

† M.Phil Scholar, Department of Media & Communication, International Islamic University, Islamabad, Pakistan.

‡ Professor/Incharge, Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan.

dimensions, such as privacy, mental health, identity theft, cyberbullying, exploitation, and exposure to inappropriate content (Esser, 2013).

The paper explores the challenges and implications of child abuse on electronic media for children, parents, policymakers, and society, backed by available research. The aim is to provide recommendations for addressing this critical issue by highlighting key findings (Waisbord, 2013). This section of the research paper examines the media's role in society and children's rights as outlined by the United Nations Convention on the Rights of Children (UNCRC). The media's impact on individuals and society is significant, and UNCRC serves as a guiding document for the development sector organizations working on children's rights. The definition of a child, as per UNCRC, is any individual under 18. UNCRC emphasizes the need to protect children from sexual abuse through Article 34, while Article 17 highlights their right to access information that promotes their well-being. The demographics of Pakistan illustrate that over 60% of the population comprises youth under 25 years of age, and approximately 25% are between the ages of 10 and 19 (Esser, 2013).

This section of the research paper examines the responsibility of parents and the government's responsibility for children's psychological and physiological well-being, as outlined by UNCRC. Parents are responsible for educating their children on personal safety, good and bad touch, and comprehensive sexuality education (CSE). However, the portrayal of child sexual abuse on electronic media can negatively impact parents' Knowledge of this issue. The research aims to explore how exposure to instances of child sexual abuse on electronic media can alter the attitudes and practices of parents towards their children's safety, ethical considerations, and educating their children about sexual abuse.

Statement of the Problem

The research in hand has explored the knowledge of parents regarding the likelihood

of their children falling victim to sexual abuse with a particular focus on the rights of the child as per UNCRC, particularly in the light of HUM TV's drama *Udaari* and coverage of sexual abuse scandal of boys of Kasur, awareness of parents on the role of media as per UNCRC and parents' Attitude towards the ethical considerations while seeing the portrayal child sexual abuse on electronic media. The study was aimed at gauging the effect of seeing sexual abuse on electronic media in terms of parents' Practices towards the upbringing of their children and exploring the extent to which viewing portrayal of child abuse on electronic media inculcates fears in parents in terms of increased vulnerability of their children towards the child sexual abuse.

Significance of the Study

The research results show that the portrayal of child sexual abuse on electronic media affects the attitudes and practices of parents towards their children's safety and ethical considerations, with significant differences observed between male and female parents and viewers/nonviewers. The importance of comprehensive sexuality education and the role of media and parents in protecting children from sexual abuse is highlighted, urging NGOs, INGOs, and media houses to use electronic media as a means of educating the public and adhering to ethical codes of conduct when reporting on child sexual abuse on electronic media.

Objectives of the Study

The paper aims to achieve four objectives:

1. To explore the knowledge level of parents towards UNCRC in general, the right of protection of a child, and the role of media regarding the well-being of children in particular.
2. To find out the Attitude of parents towards the alignment of coverage of child sexual abuse on electronic media in terms of ethical considerations.
3. To gauge the extent to which parents alter their practices towards the upbringing of their children after

coming across the news of child abuse on electronic media

4. They narrate the extent to which parents consider their children more vulnerable to sexual abuse after watching news reports on electronic media.

Research Questions

The research will take into consideration the following questions:

1. What are the trends of exposure of parents to electronic media in general and news stories/news bulletins/enactments/featured morning shows in particular?
2. Are there any differences in the Knowledge, Attitude, and Practices of parents (both male and female parents) towards the vulnerability of their children (both girls and boys) in terms of the likelihood of falling victim to sexual abuse?
3. Has the concern of parents towards their children increased due to their repeated exposure to the portrayal of incidents of child sexual abuse on electronic media?
4. What is the extent to which parents teach their children about protecting them from sexual abuse and 'good and bad touch'?

5. What is parents' comfort level while watching news stories of child sexual abuse on electronic media?

Hypothesis

Hypothesis 1: Exposure to news and entertainment media provides awareness/knowledge to parents of Child Abuse.

Hypothesis 2: Exposure to the issue of child sexual abuse on electronic media inculcate fear among parents towards the vulnerability of their children regarding sexual abuse.

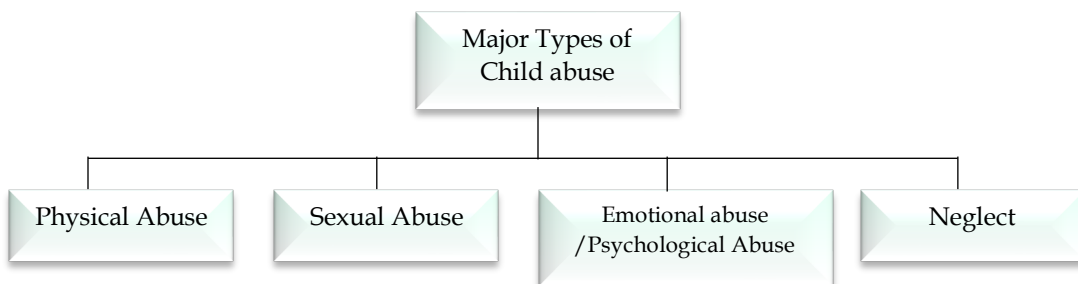
Hypothesis 3: Parents teach children about child abuse by imparting their sexual education.

Hypothesis 4: At the time of the portrayal of sexual abuse on electronic media, ethical considerations in children's best interest are adhered to.

Literature Review

The World Health Organization defines child abuse as any mistreatment of children that can cause physical or psychological harm to their development. Although different professionals may have varying definitions of child abuse, there are efforts to clarify these definitions to enhance our understanding of this issue (Wyatt & Peters, 1986; Wilson, 1991).

Figure 1

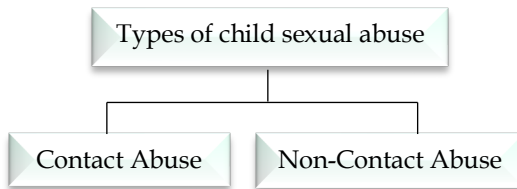


The research paper highlights that Child Sexual Abuse (CSA) is any sexual activity that involves a child under the age of 18 who is unable to comprehend or provide informed

consent. This includes situations where the child is not developmentally ready and cannot provide support or situations that go against cultural values or norms. Examples of CSA

could include engaging or forcing a child to participate in illegal sexual activities or exploiting a child for commercial sexual purposes (CFCA Resource Sheet) (Krishnan et al., 2017; Bellis & Zisk, 2014).

Figure 2



As a researcher, it is essential to understand the two main types of Child Sexual Abuse. The first is Non-Contact abuse, which includes exposing a child to pornography or exhibiting one's genital organs to a child. The second is Contact abuse, which can involve a range of behaviours such as fondling a child's genitals, forced sexual acts, masturbation, and sexual intercourse (Rabinovitch et al., 2015; Sigel, McGillicuddy & Goodnow, 2014).

Awareness of these types of abuse is vital to prevent and address child sexual abuse. It is essential to understand parents' critical role in providing Comprehensive Sexuality Education (CSE) to their children, protecting them from sexual abuse, and building their self-esteem (Bornstein & Bradley, 2014; CSE effort McGuire, 1996 & Cohen, P, 1994).

It is also significant to recognize the media's influence on young people and their behaviours related to sexuality and the potential for media literacy education to support CSE efforts (McGuire, 1996 Cohen, P. 1994) & (Hoshi, 1987; Tjaden, 1988; Kumar, 1993). A comprehensive approach to parental involvement and media literacy education can help ensure that young people can access the accurate and relevant information and skills they need to make healthy and informed decisions about their sexual health (Sutton et al. 2002).

As a professional researcher, ethically reporting on child sexual abuse in electronic media is essential to consider (Cope-Farrar &

Kunkel, 2002). The Pakistan Coalition for Ethical Journalism (PCEJ) addresses these concerns following the Kasur Incident (Brown, Halpern, & L'Engle, 2005). In 2015, where children were sexually abused over an extended period. While the media is essential in finding and punishing responsible individuals, sensationalized coverage risks further harm to victims if their cases are not adequately reported (Gentikow, 2015; Vandebosch et al., 2013; Hadon & Stald, 2009). PCEJ advocates for best practices in ethical journalism, including protecting victim privacy, reporting sensitively, distinguishing facts from opinion, providing context, regular follow-up, and supporting preventative education and reform (Burger, & Koetsenruijter, 2008, & Pérez et al., 2013). Researchers must recognize the media's role in reporting child sexual abuse, like the Kasur scandal, to increase public awareness and prevent future misuse (Easton, Renner & Leary, 2013; De Vreese, 2005).

Figure 3



This statement highlights the Pakistani television series "Udaari," which aired in 2016 and focused on social issues such as child sexual abuse, parental retaliation against music careers, police interrogations, and blind support of politicians. The series was co-produced by Momina Duraid and Kashaf Foundation, written by Farhat Ishtiaq, and directed by Muhammad Ehteshamuddin. The show broke stereotypes and taboos around these issues to raise awareness and find solutions.

Table 1*Quick Overview of Caste of Drama Serial Udaari of HUM TV*

Original Names	Names in Drama Series Udaari	Characters in Drama Series Udaari
Ms Hina Altaf Khan	Zeb-un-Nisa Parveiz / Zebo (Komal)	Child sexual abuse survivor and daughter of Sajjo/Tahira
Ms Samiya Mumtaz	Sajida Bibi (Sajjo/Tahira)	Entrepreneur and mother of a survivor of child sexual abuse Zebo
Mr Ahsan Khan	Imtiaz Ali Sheikh	The perpetrator of child sexual abuse, step-father of Zebo, and second husband of Tahira
Ms Urwa Hocane	Rasheeda Bibi (Sheedan)	A folk singer and mother of Meera
	Meera Majid	Singer, daughter of Sheedan, and friend of Zebo

The TV series "Udaari" tackled the issue of child sexual abuse in Pakistan, raising awareness and encouraging victims not to be ashamed. However, some viewers complained about the portrayal of the case. Heavy and light TV viewing can affect viewers' beliefs and perceptions, with exposure to violence linked to fear and dysphoria. The media's focus on sensational crimes can cultivate an overstated fear of crime, and domestic and child abuse often goes unreported. Media reports often portray rape as being committed by strangers, when in reality, many are committed by familiar people. Women are at a higher risk of domestic and sexual abuse.

Theoretical Framework

Cultivation theory describes the future effects of Television. The theory's primary aim is if more people are watching Television., they will have more belief in the reality being shown on Television. As more people watch Television for more extended periods, thus, conceptual messages are being circulated to the people by using Television. George Gerbner used this term to explain that heavy TV viewing leads to a belief that the world is dangerous, called the Mean World Syndrome. This syndrome is the primary result of cultivation theory. Heavy viewers are vulnerable to media messages, believing them accurate representations of reality. Researchers focus on the impact of TV on viewers' attitudes rather than behaviour.

Cultivation theory suggests that media reflects societal attitudes and can shape viewers' perspectives on violence. This work argues that TV does not create anything new and that viewers are often unaware of how much media they consume. Media has a small but significant impact on society, especially on heavy viewers.

Cultivation theory suggests that media shapes attitudes based on perspectives already present in society, as the media re-presents them to viewers. The approach emphasizes that TV and media do not create anything new but package existing perspectives. Viewers may not realize how much media they consume, often assuming they are light viewers when they are heavy viewers. The theory concludes that while media has a minor effect on society's perspectives and feelings about itself, heavy media consumers are the most affected.

KAP Model

KAP refers to Knowledge, Attitude, and practices. This method includes standardized questionnaires, which result in quantitative data. These surveys show misunderstandings that signify difficulties regarding activities that should be implemented. Potential hurdles to changing behaviour are also included. This survey discloses what is said, but there are huge gaps between what is said and what is being done.

Research Methodology

Research Design For the research in hand, the researcher has used both qualitative and quantitative data collection tools aimed at triangulation and Generalizability of the results. PAPI and CAPI methods were employed for data collection, where quantitative data was collected through CAPI and qualitative data was collected through PAPI.

Oversampling and Attrition

As per the formula, a sample of 384 respondents was deduced to be gathered for the study through a quasi-experimental model of treatment and control group; however, oversampling of 10% was done by keeping in view possible attrition and loss of information in case of further follow-ups in future. Therefore, a total sample of 422 respondents for the quantitative survey was taken. Further, the details of qualitative and quantitative data

samples are detailed under the head of 'sample of the study.'

Sampling Design

$$n = \frac{(z)^2 pq}{d^2}$$

Here,

- n= Required sample size
- z= at 95 per cent confidence interval, the value of z is 1.96
- p= proportion of the target population estimated to have particular characteristics (desk review will inform the proportions in the population)
- q=1-p
- d= Degree of accuracy

A standard formula of 95% confidence interval and 5% margin of error for deducing the sample size was used.

Sample of the Study

The segregation of quantitative data collected from parents is given in the table below:

Table 2

Segregation of Quantitative Data Collected from Parents

	Muzaffargarh		Islamabad	
	Viewers of Hum TV and any Private News Channel			
	Educated	Illiterate	Employed	Unemployed
Male Parents	13	14	13	13
Female Parents	13	14	13	13
Married Women without Children	13	14	13	13
Married Men without Children	13	14	13	13
	Muzaffargarh		Islamabad	
	Nonviewers of Hum TV and any Private News Channel			
	Educated	Illiterate	Employed	Unemployed
Male Parents	13	14	13	13
Female Parents	13	14	13	13
Married Women without Children	13	13	13	13
Married Men without Children	13	13	13	13

The segregation of qualitative instruments of data collection is given below:

Table 1

Segregation of Qualitative Sample

Instruments Exercised	Islamabad	Muzaffargarh
FGDs		
Male Parents	2	2
Female Parents	2	2
Married Women without Children	2	2

Instruments Exercised	Islamabad	Muzaffargarh
Married Men without Children	2	2
In-depth Interviews		
Teachers (Gender Segregated)	2	2
Imam of Mosque	1	1
CSO/NGO Representatives	2	2
Journalists	1	1

Study Instrument

Quantitative Method

For a quantitative survey with parents, a closed-ended questionnaire (attached in Annex-) was used using a closed-ended questionnaire on Likert-Scale.

Focused Group Discussions

An open-ended semi-structured questionnaire for male and female parents for focused group discussions was developed (attached at Annex-) to probe deeper into the reasons behind the community's existing Knowledge, Attitude, and practices towards portraying child sexual abuse on electronic media.

In-depth Interviews

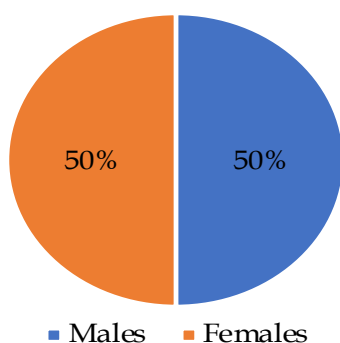
An open-ended semi-structured questionnaire was developed (attached in Annex-) for the key stakeholder, including Teachers, the Imam of the Mosque, CSO/NGO Representatives, and Journalists, to seek their points of view about the subject matter.

Data Analysis

Demographics

Figure 1

Data collected from male and female respondents



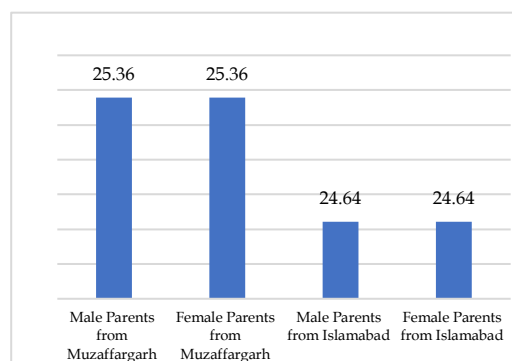
The data for this research was collected from male and female parents; therefore, 422 respondents were interviewed. In terms of demographic, the researcher has taken the data from 50% male and 50% female, as shown in the above figure.

Segregation

Additionally, regarding gender and cities, the data was taken from male and female parents of Islamabad and Muzaffargarh. 25.36 % of the male and 25.36 % of female parents of Muzaffargarh were the respondents of this research. However, from Islamabad, 24.64 % of male and an equal percentage of female parents were taken as respondents for the interview.

Figure 2

Segregation of Parents in Islamabad and Muzaffargarh



Sources of Information on Child Sexual Abuse

The graph in Fig 3 shows that most parents said that through Television, they got the idea of Child sexual abuse. As shown in the figure, 63% of the male and 57% of the female respondents got the information through TV.

The response rate from male and female parents shows that TV is the primary source of information that highlights the issue through various programs. Social gatherings serve as a leading information source among females, as 33 percent of female respondents learn about child abuse through social groups. Also, women's awareness of Child Sexual Abuse

among Parents is more involved in gossip and other social activities. Therefore, female parents get information through social gatherings. The in-depth interviews with community representatives like teachers and community workers also seconded the quantitative survey findings.

Figure 3

Different sources of information through which parents come to know about child sexual abuse

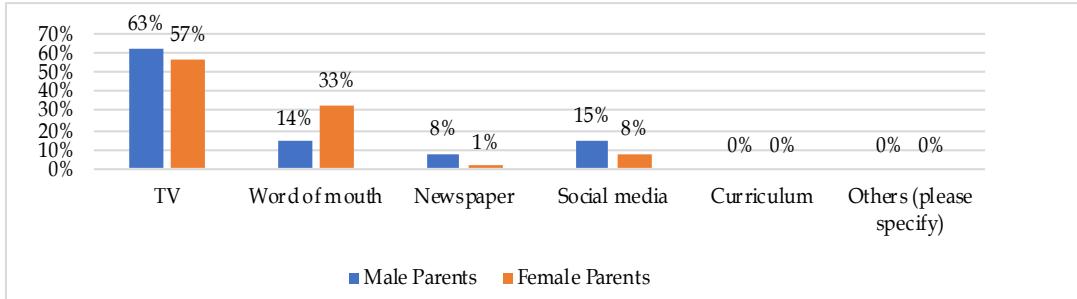


Figure 4

Different sources of information through which viewers and nonviewers come to know about child sexual abuse

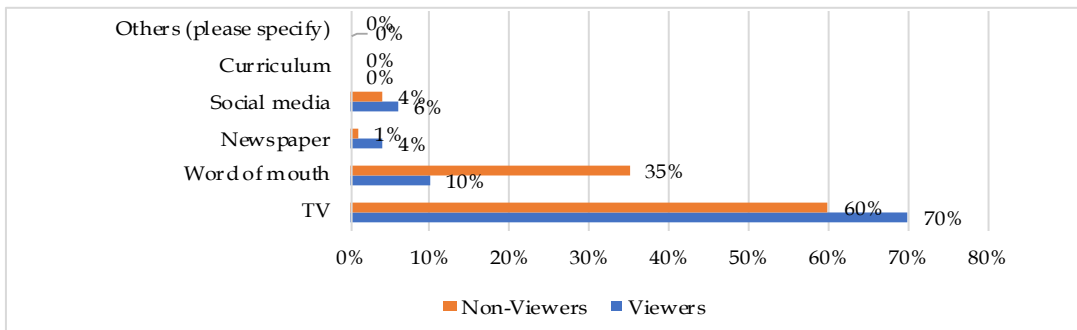
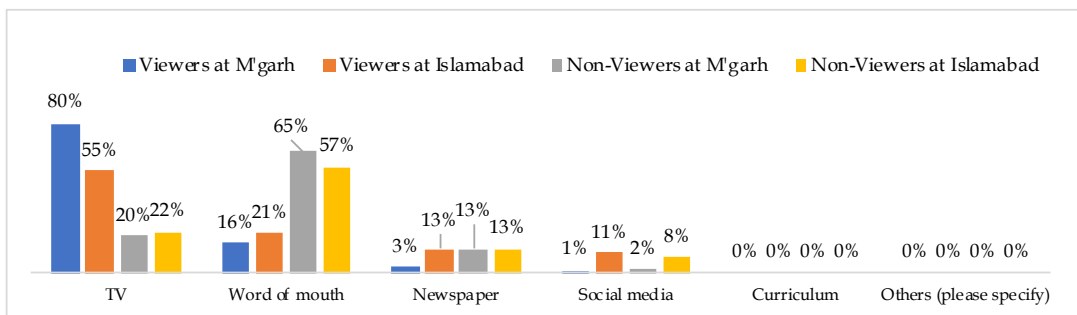


Figure 5

Segregation of viewers and non-viewers of Islamabad and Muzaffargarh based on the sources of information on child sexual abuse.



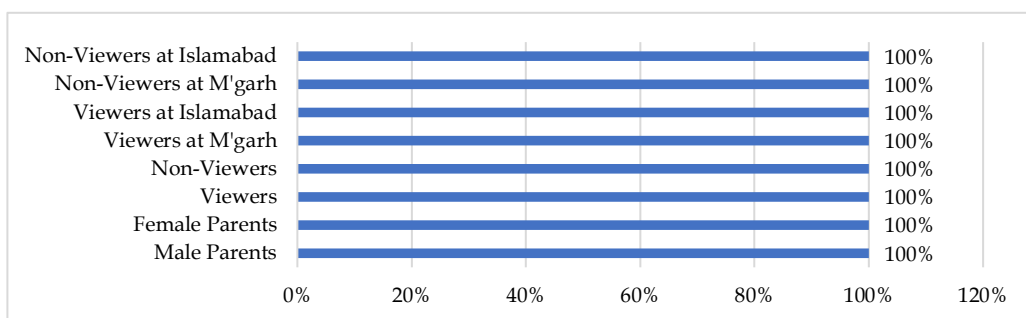
Information Gained through Electronic Media on Child Sexual Abuse

Responding to this question, 100 % of respondents replied that they had seen child sexual abuse cases on Television. Out of all respondents, the result was 100 %, which shows that 100 % were male and female parents, 100 % viewers, and 100 % nonviewers. Then again, 100 % of respondents from

Islamabad and Muzaffargarh said they had seen child sexual abuse cases on electronic media. This again shows that electronic media is the most influential source that highlights the issue and creates awareness among people. Moreover, during the FGDs with male and female parents, the parents again explicitly mentioned the portrayal of child abuse in electronic media.

Figure 6

Information gained by viewers, non-viewers, male and female parents through electronic media on child sexual abuse in Islamabad and Muzaffargarh



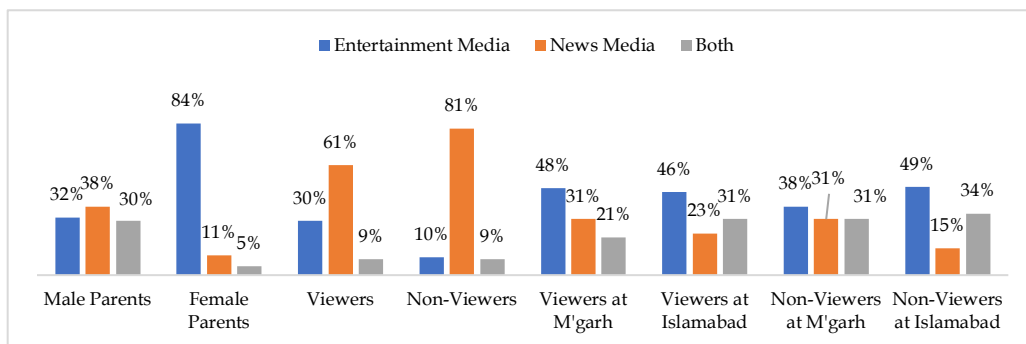
The response rate of viewers, nonviewers, male and female parents gathering information through entertainment and news media

In total, 84% of female respondents and 32% of male parents saw child sexual abuse cases on entertainment media. On the other hand, 38% of male participants saw such cases on media

news channels. This suggests that most respondents from Islamabad and Muzaffarabad, both male and female parents, have seen child sexual abuse cases on entertainment media. Additionally, during in-depth interviews, teachers mentioned the drama serial Udari and the discussions they overheard among their students about the show.

Figure 7

Learning of Abuse through Entertainment Media or News Media



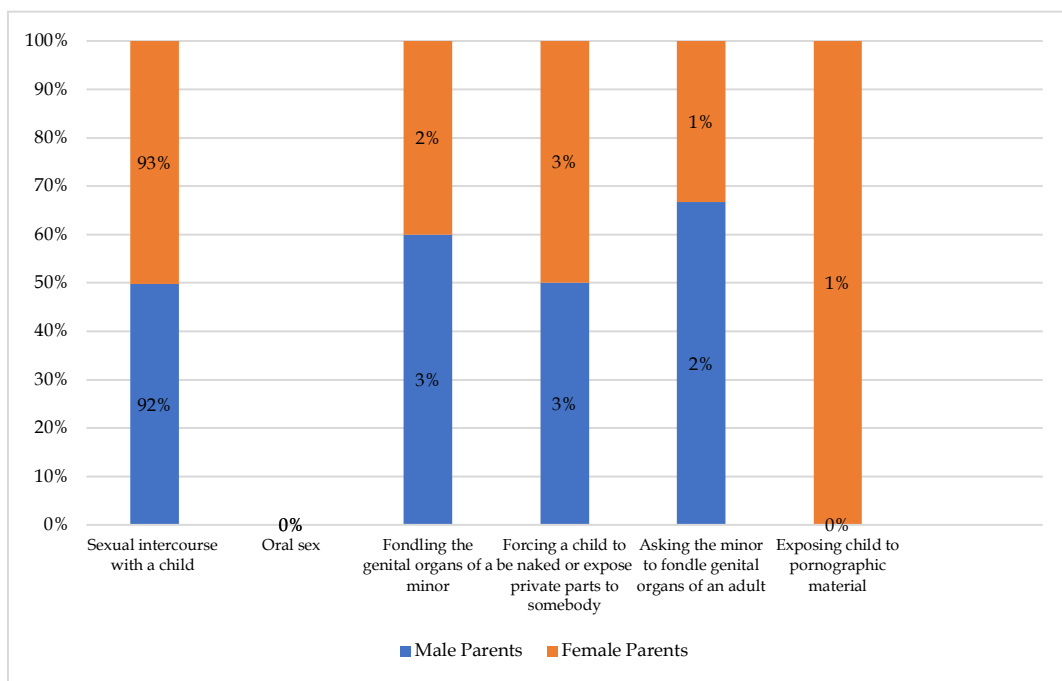
The response rate of male and female parents on their understanding of child sexual abuse Acts Considered as Child Sexual Abuse

When asked about their understanding of child sexual abuse, 93% of female and 92% of male parents believed it to be sexual intercourse with a child. Only 2% of females and 3% of males considered fondling a child's genital organs as sexual abuse. Additionally,

1% of female respondents viewed exposure to pornographic material as child sexual abuse. Only 2% of males and 1% of females believed asking a minor to fondle the genital organs of an adult to be child abuse, while 3% of males and 3% of females considered forcing a child to be naked or exposing private parts to somebody as child abuse. Overall, the statistical data indicates that parents have a good understanding of child sexual abuse, particularly in terms of intercourse.

Figure 8

Response rate of male and female parents on their understanding of child sexual abuse



Understanding of Child sexual abuse by viewers and nonviewers of TV

Most parents have similar responses when asked about their understanding of child sexual abuse, most parents had. 93% of female parents and 92% of male parents believed child sexual abuse to be sexual intercourse with a child. However, 2% of females and 3% of males considered fondling the genital organs of a minor to be sexual abuse. Only 1% of female

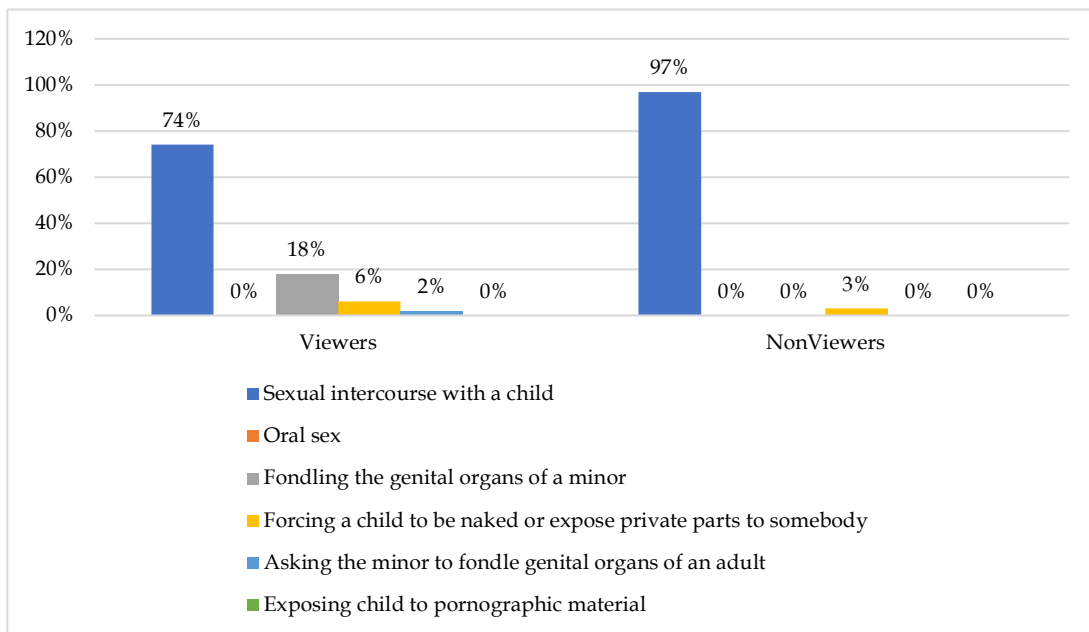
respondents believed exposure to pornographic material to be child sexual abuse. Asking a minor to fondle the genital organs of an adult was seen as child abuse by 2% of males and 1% of females, while 3% of males and 3% of females considered forcing a child to be naked or exposing private parts to somebody as child abuse. The statistical data shows that parents generally understand child sexual abuse, particularly regarding intercourse.

Figure 9

Understanding of child sexual abuse by the viewer and nonviewer of TV

Understanding of child sexual abuse

viewers of Muzaffargarh and Islamabad also

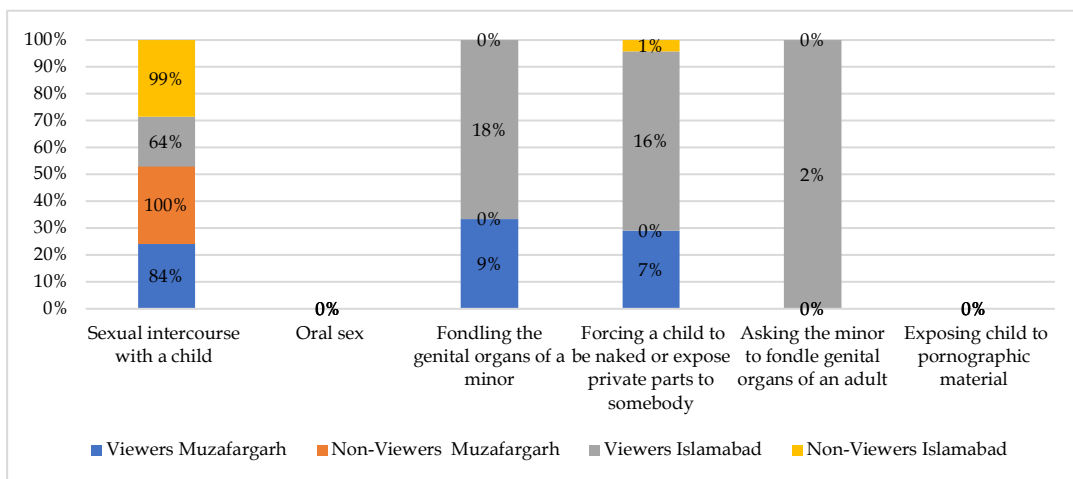


The figure shows that child abuse is considered sexual intercourse with a child by both viewers and nonviewers of Islamabad and Muzaffargarh. Only 9% and 18% of

associated child abuse with fondling the genital organs of the minor. Exposure of private parts to somebody was child abuse for only 7% of viewers of Muzaffargarh and 16% of viewers of Islamabad.

Figure 10

Understanding of child sexual abuse among viewers and nonviewers of Islamabad and Muzaffargarh



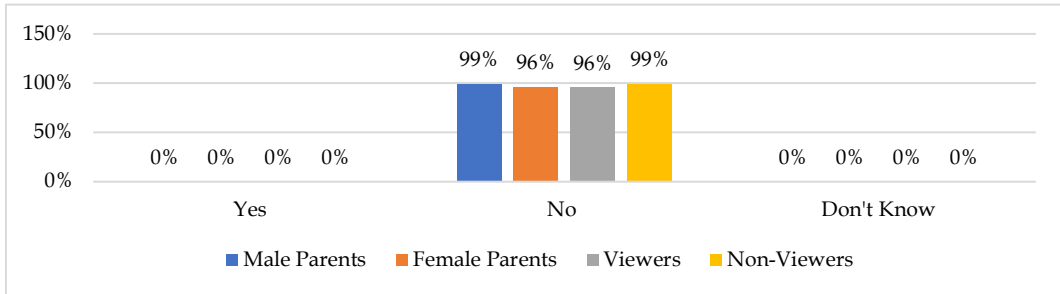
Possibility of Child Sexual Abuse in the Absence of Physical Contact

The response to this question assures that a child's sexual abuse cannot happen without intercourse or physical contact. The statistics

show similar responses, such as 99% of male parents, 96% of female parents, 96% of viewers, and 99% of nonviewers respondents strongly disagree on the possibility of child sexual abuse without physical contact.

Figure 11

Response rate of male and female parents viewers and nonviewers of electronic media on possibility of child sexual abuse in absence of physical contact and Muzaffargarh



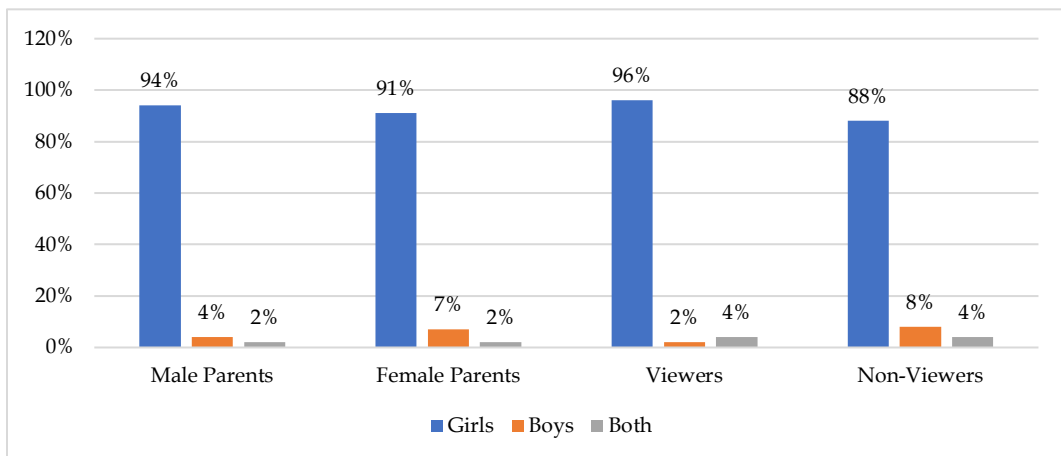
Gender-Orientation that is More Exposed to Child Sexual Abuse

Considerably, the majority of the respondents claimed that girls are more vulnerable to child sexual abuse cases. According to 94% of male parents, girls are vulnerable to child sexual abuse. The similar 91% ratio of the female parents' response indicated that girls are the

victims of child sexual abuse compared to boys. 96 % of the viewers agreed with the girls' vulnerability. Similarly, 88 % of the nonviewers also agreed with girls. 4 % of male parents, 7 % of female parents, 2 % of viewers, and 8 % of nonviewers said boys are vulnerable to child sexual abuse. Thus, the majority of the respondents voted for girls.

Figure 12

A response rate of viewers, non-viewers male and female parents on the gender that is more exposed to child sexual abuse



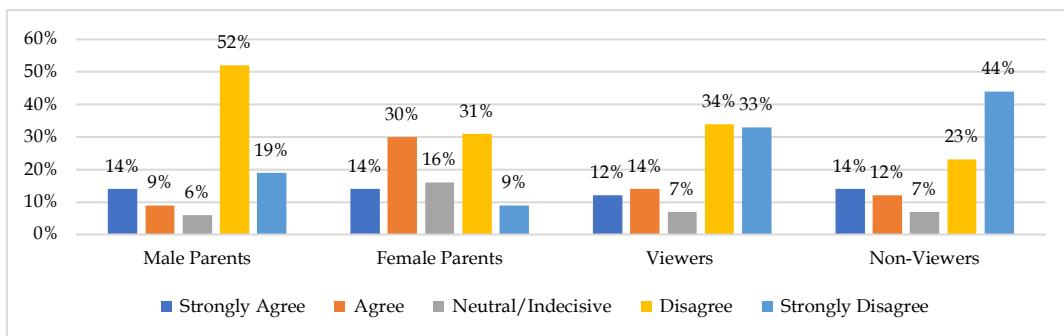
Vulnerability of Boys to Sexual Abuse

In this question, female parents gave equal responses 30% agreed, and 31% disagreed. However, 52% of the male parents, 31% of female respondents, 34% of viewers, and 23% of nonviewers disagreed. In comparison, 19% of males, 9% of females, 33% of viewers, and

44% of nonviewers strongly disagreed with the statement that boys can also become the victim of any child sexual abuse. 9% of males, 30% of females, 14% of viewers, and 12% of nonviewers agreed. 6% male, 16% female, 7% viewers, and 7% nonviewers remained neutral.

Figure 13

Response rate of viewers, nonviewers, male and female parents on vulnerability of boys to child sexual abuse



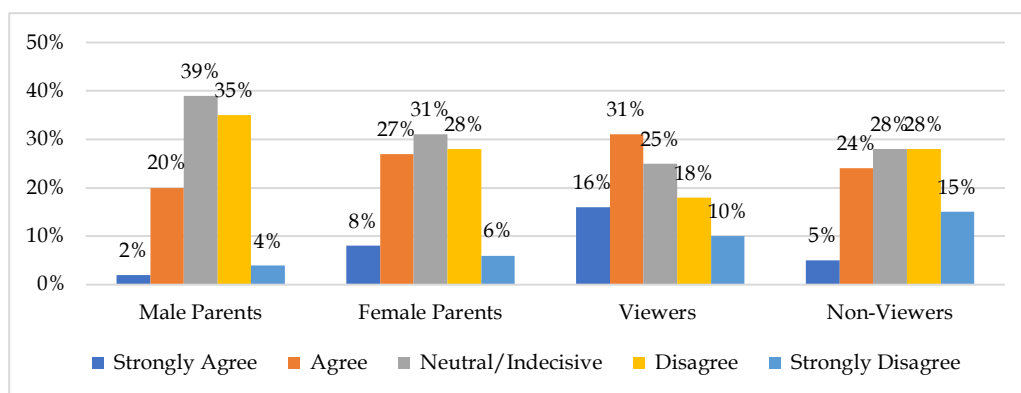
Child Sexual Abuse at School Premises

Incidents of child sexual abuse cases can happen anywhere. Therefore, the majority of the respondents were not sure about their reply. 2% of male parents, 8% of female parents, 16% of viewers, and 5% of nonviewers strongly agreed, while 20% of male parents, 27% of female parents, 31% of viewers, and

24% of nonviewers agreed that child abuse could occur at school. 39% of male and 31% of female parents remained neutral, 25% of viewers and 28% of nonviewers haven't responded. However, 35% of male and 28% of female parents, 18% of viewers, and 28% of nonviewers disagreed, and only 4% of males, 6% of females, 10% of viewers, and 15% of nonviewers strongly disagreed.

Figure 14

Response rate of viewers, nonviewers, male and female parents on child sexual abuse at school



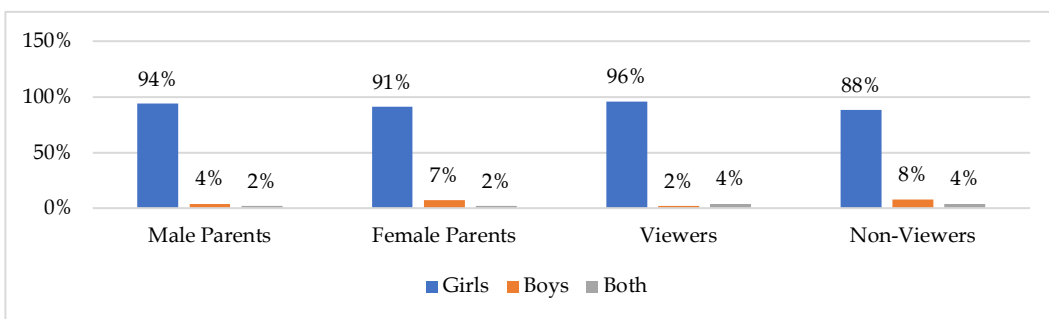
The gender that is More Likely to be Abused at School

Most respondents agreed that girls are more likely to get sexually abused at school. 93 % male, 91 % female, 95% viewers, and 89% nonviewers voted for girls that they have more likelihood of getting sexually abused at school. Just 5% of males, 6% of females, 3% of viewers, and 7% of nonviewers respondents said that both genders are victims of child sexual abuse in the school age. However, 2% of males, 3% of

females, 2% of viewers, and 4% of nonviewers considered a risk of sexual abuse equal for both genders. Teachers in the in-depth interviews, however, negated this and shared that instead of school, it is the path to school covered with at time dense crops in rural areas and barren streets in summers of urban areas which are making the children, particularly female children, more vulnerable to sexual abuse by giving a chance to potential perpetrators to attempt abuse.

Figure 15

Response rate of viewers, nonviewers, male and female parents on the gender that is more likely to be abused at school



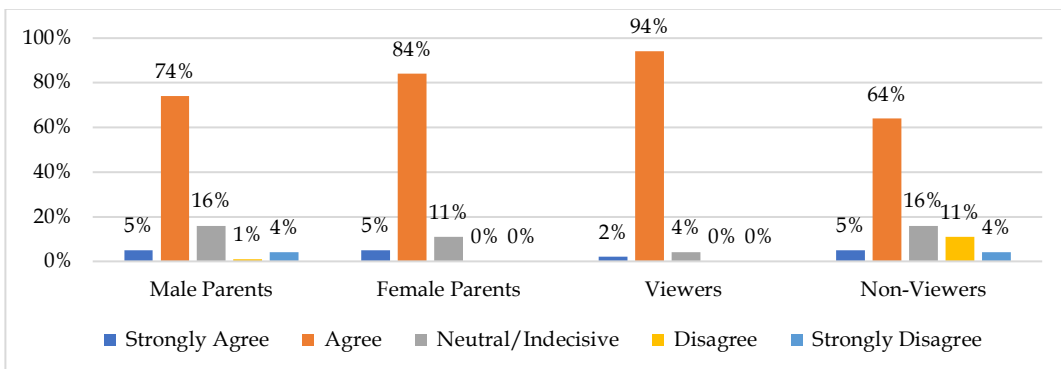
Child Sexual Abuse at School

74% of male parents, 84% of female parents, 94 viewers, and 64% of nonviewers agreed with the question about the likelihood of abuse at school. The strongly agreed ratio is low such as

5%, 5 %, 2 %, and 5 %. Similarly, 16 % were male, 11 % were female, 4 % were viewers, and 16 % were nonviewers who remained neutral. The data findings show that on the way to school, children generally become victims of child sexual abuse.

Figure 16

Response rate of viewers, nonviewers, male and female parents on the gender that is more likely to be abused at school



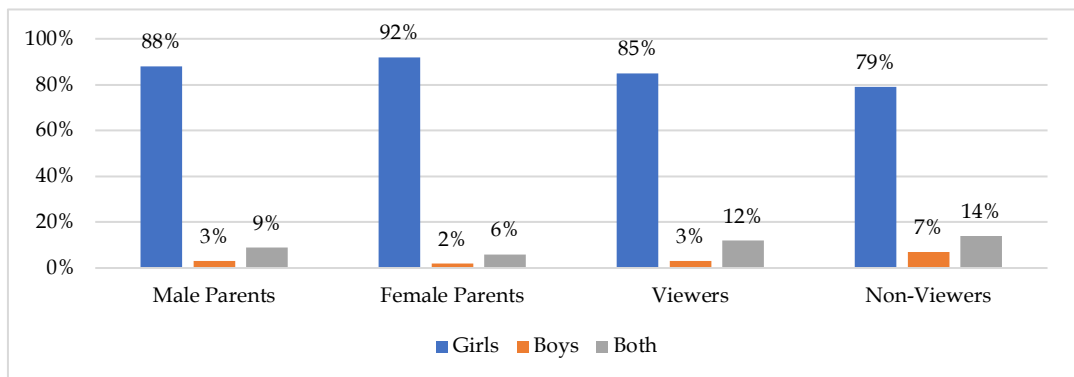
Likelihood of Genders to be Abused at School

As discussed earlier, girls are the direct victims of child sexual abuse. Few respondents responded for both genders; most respondents said that girls become easy prey for child

sexual abuse. 88 % male, 92% female parents, 85 % viewers, and 79 % nonviewers voted for girls. 3% male, 2% females, 3% viewers, and 7% nonviewers considered boys to be victims of sexual abuse. Only 9% of males, 6% of females, 12% of viewers, and 14% of nonviewers voted for both genders.

Figure 17

A response rate of viewers, nonviewers, male and female parents on the gender that is more likely to be abused at school



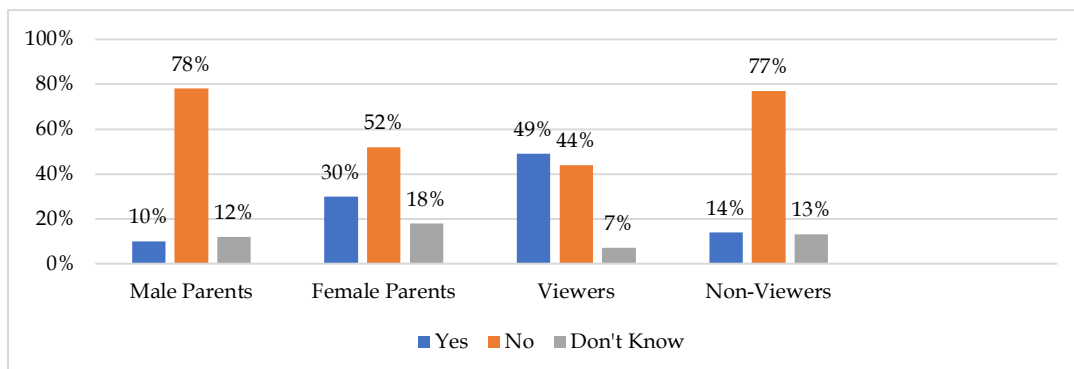
Family Members or Relatives Involvement in Abusing a Child Sexually

Parents, whether they are viewers or not, disagreed with this question. 10% male parents, 30% female, 49% viewers, and 14%

nonviewers agreed, while 78% male parents, 52% female, 44% viewers, and 77% nonviewers disagreed. However, 12% of male parents, 18% of females, 7% of viewers, and 13% of nonviewers did not know about the involvement of family members or relatives in child abuse.

Figure 18

Response rate of viewers, nonviewers, male and female parents on gender that is likely to be abused by the family member



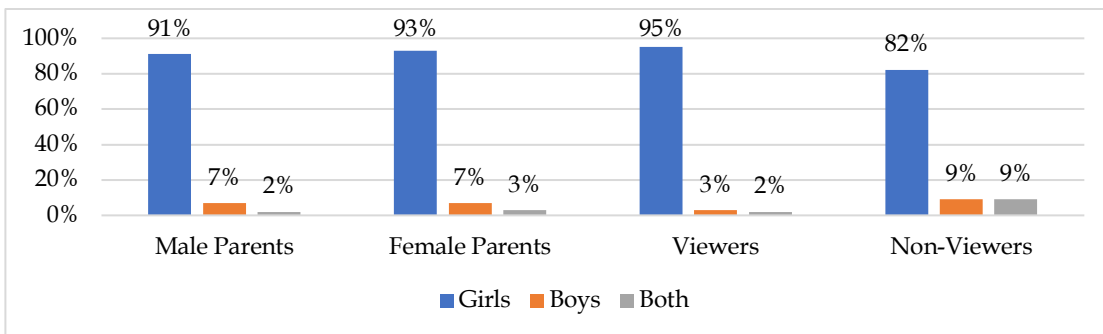
Likelihood of Gender to be Abused by a Family Member or Relative

Concerning this question, 91 % of male parents, 93 % of female parents, 95 % of viewers, and 82% of nonviewers regarded girls as victims. 7% of male parents, 7% of female parents, 3% of viewers, and 9% of nonviewers

considered boys as victims of abuse by relatives. The majority of the response shows that girls become the victims of child sexual abuse either at school, on the way to school, or by relatives as well. Just 2% of males, 3% of females, 2% of viewers, and 9% of nonviewers considered both boys and girls as victims.

Figure 19

A response rate of viewers, nonviewers, male and female parents on family member or relatives' involvement in abusing a child sexually



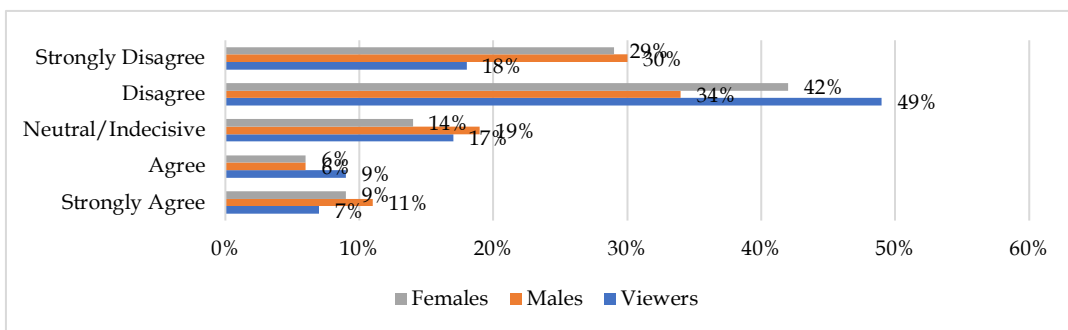
Knowledge about Step Parent's Involvement in Abusing Child Sexually before Watching the Drama "Udaari"

Concerning the above question, the responses of the respondents were quite diverse. The data statistics show that most people were unaware of child sexual abuse cases before watching the drama Udaari. 29% of females, 30% of males, and 18% of viewers strongly disagree that step-parents can abuse children

sexually before watching the drama Udaari. 42% of females, 34% of males, and 49% of the viewers saw such a severe issue for the first time. However, 11% of the males, 9% of the females, and 7% of viewers had already information about child sexual abuse before watching the drama. Moreover, only 6% of males, 6% of females, and 9% of viewers' respondents had an idea about it, while 14% of females, 19% of males, and 17% of viewers remained indecisive.

Figure 20

A response rate of viewers, male and female parents, on their awareness about sexual abuse by step-parents before watching the drama Udaari



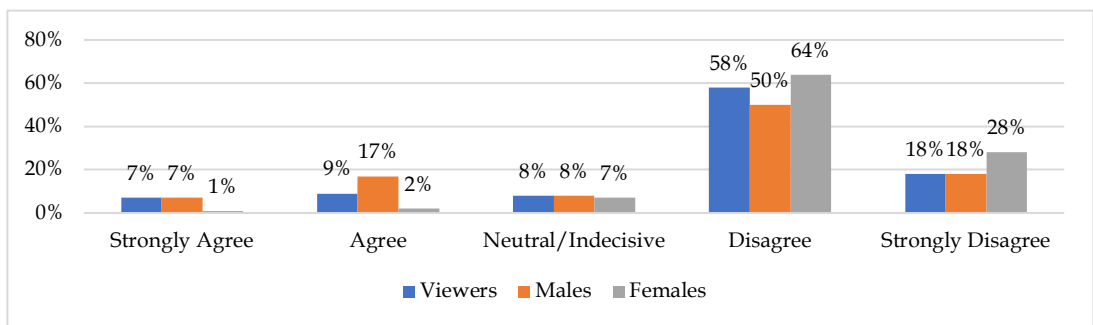
Knowledge about Child Porn Films before Seeing News of the Kasur Incident on TV

When inquired about child porn films, 64% of female respondents, 50% of males, and 58% of viewers were confused because they heard this topic for the first time through Kasoor Scandal's news, which shows that through news channels, they got the idea of child porn

movies. Similarly, only 7% of males, 1% of females, and 7% of viewers knew about such grave issues. The statistics also show that 17% of males, 2% of females, and 9% of viewers only had an opinion about this, while 18% of males, 28% of females, and 18% of viewers did not know about child porn films before watching it on new channels. Keeping in mind this case, the next question was asked of the respondents.

Figure 21

A response rate of viewers, male and female parents on Knowledge about child porn films before seeing news of Kasur incident over TV



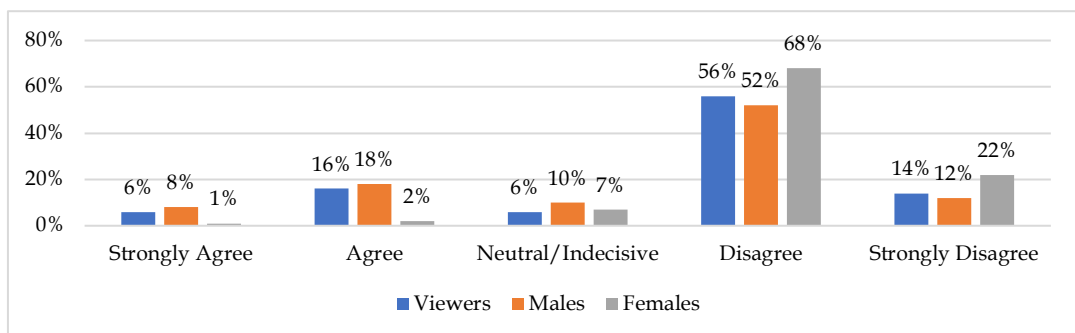
Knowledge about Boys being Sexually Abused before Watching Kasur Incident

The answer shows that 68% of females, 52% of males, and 56% of viewers didn't know about the sexual abuse of boys, 12% of males, 22% of female parents, and 14% strongly disagreed. After watching the news of the Kasoor

incident, they learned about this unethical and immoral issue prevailing in society. Of the respondents, 8% of male, 1% of female parents, and 6% of viewers strongly agreed, while 18% of male, 2% of female parents, and 16% of viewers agreed. However, 10% of males, 7% of females, and 6% of viewers didn't reply to this question.

Figure 22

Response rate of viewers, male and female parents on Knowledge about boys being sexually abused before watching Kasur incident



Knowledge: Only from Nonviewers

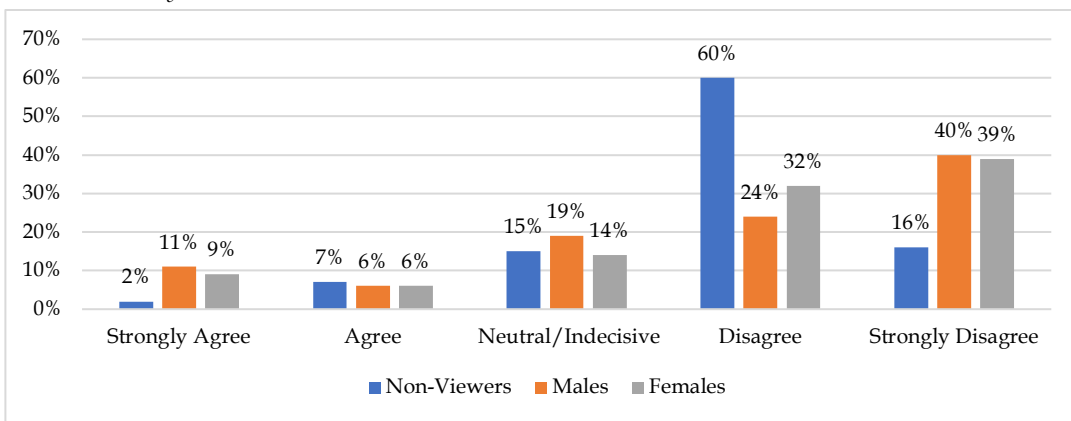
Knowledge about Step Parents Abusing their Step Children Sexually

Considerably, 16% of nonviewers, 40% of male, and 39% of female parents of the total respondents disagreed with the statement above. It means the Drama of Hum TV and other news channels gave news and stories that the general public did not know. Only 2%

of nonviewers, 11% of male, and 9% of female parents strongly agreed with the above statement and showed serious concern about this social issue. 7% of nonviewers, 6% of males, and 6% of females agreed with the statement, while 60% of nonviewers, 24% of males, and 32% of females disagreed. 15% of nonviewers, 19% of males, and 14% of females responded neutrally. To elicit the optimal response, the next question was posed.

Figure 23

Response rate of nonviewers, male and female parents on Knowledge about step parents abusing their step children sexually



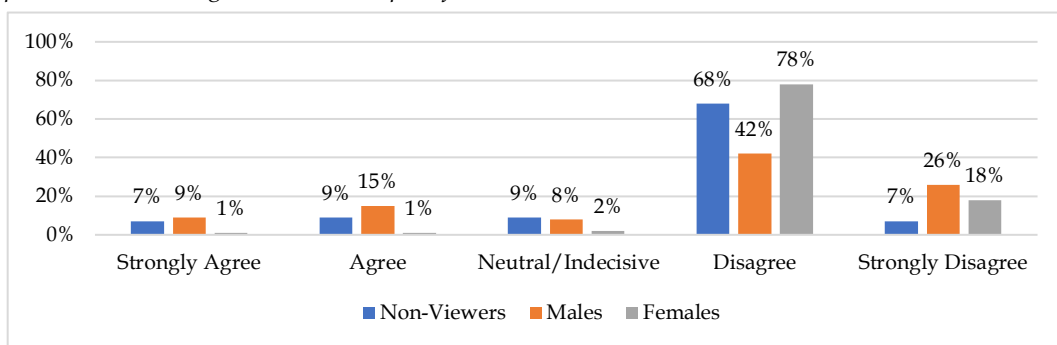
Knowledge about Children's Porn Films

Compared to 9% of males, only 1% of female respondents and 7% of nonviewers were aware of child porn films. 9% of nonviewers, 1% of women, and 15% of male respondents agreed. However, 78% of women, 42% of male respondents, and 68% of the nonviewers disagreed, and 18% of women, 26% of males, and 7% of the nonviewers strongly disagreed with the abovementioned statement. The neutral respondents were 2%, 8%, and 9% by males, females, and nonviewers, respectively, out of the total respondents.

respondents, and 68% of the nonviewers disagreed, and 18% of women, 26% of males, and 7% of the nonviewers strongly disagreed with the abovementioned statement. The neutral respondents were 2%, 8%, and 9% by males, females, and nonviewers, respectively, out of the total respondents.

Figure 24

A response rate of nonviewers, male and female parents on Knowledge about children porn films



Discussion and Conclusion

Exposure to news and entertainment media provides awareness/knowledge to parents of Child Abuse

This research investigated how exposure to media can impact parents' Knowledge, Attitude, and practices concerning child sexual abuse (CSA). The study also considered children's rights and parents' role in providing comprehensive sexuality education. Using the KAP model, the researchers formulated four hypotheses to examine the relationship between dependent and independent variables. The findings of the study validated or refuted each hypothesis.

Hypothesis 1: Discussion & Conclusion

Exposure to news and entertainment media provides awareness/knowledge to parents of Child Abuse

Exposure to news and entertainment media increases awareness of child abuse among parents. 63% of males gain information from TV, while 57% of females do the same. TV serves as the primary source of information for both genders. Electronic media is parents' primary source of information, with a 100% response rate. Women prefer entertainment media for awareness about child abuse, with 84% stating they came across the issue through this medium. News media also delivers the information, with response rates of 38% among male parents, 61% among viewers, and 81% among nonviewers of electronic media. 92% of male parents and 93% of female parents were knowledgeable about child sexual abuse through media. 49% of viewers, 34% of males, and 42% of females gained Knowledge through the drama Udaari. 58% of viewers, 50% of males, and 64% of females learned about the word "porn" through the news of the Kasur incident. 68% of females and 52% of males were unaware of the sexual abuse of boys before watching TV. Exposure to media increases parents' Knowledge about child sexual abuse. Hypothesis 1 is validated.

Hypothesis 2: Discussion & Conclusion

Exposure to the issue of child sexual abuse on electronic media inculcates fear among parents towards the vulnerability of their children regarding sexual abuse

21% of male parents, 34% of female parents, 38% of viewers, and 11% of nonviewers feel concerned about their child's security after learning about child sexual abuse on media. 26% to 34% of parents strongly agree that children are not safe from sexual abuse, as do 38% of viewers and 11% of nonviewers. 26% of males, 24% of females, 38% of viewers, and 11% of nonviewers strongly agree that their child could become a victim of sexual abuse. 1% to 10% of respondents disagreed, while 40% of males, 38% of females, 55% of viewers, and 49% of nonviewers did not respond. Exposure to child sexual abuse in media creates fear among parents for their children's safety. Hypothesis 2 is validated.

Hypothesis 3: Discussion & Conclusion

Parents are teaching their children about child abuse by imparting their sexual education

19% of male parents, 38% of female parents, 41% of viewers, and 12% of nonviewers agree that their children ask about sexual abuse when they see it in the media. Most parents disagree (38% of males, 49% of females) or strongly disagree (3% to 18%) with giving proper answers to their children's queries about sexual abuse. Only 15% of males, 18% of females, 16% of viewers, and 14% of nonviewers agree that parents should teach their children about good and bad touch. 30% to 40% of parents, 42% of viewers, and 32% of nonviewers have no idea about children learning about sexual matters independently. 19% of males, 21% of females, and 23% to 26% of viewers and nonviewers agree that teachers play a role in creating awareness among children. Hypothesis 3 is invalidated, as parents are not teaching children about child abuse and sex education.

Hypothesis 4: Discussion & Conclusion

At the time of the portrayal of sexual abuse on electronic media, ethical considerations in the best interest of children are adhered to

Electronic media highlights child abuse but needs ethical considerations. In Udaari drama, 78% of male parents, 56% of female parents, and 64% of viewers found child sexual abuse portrayal vulgar. 69% of female respondents, 71% of male parents, and 85% of nonviewers agreed. TV programs should include disclaimers. Pakistani culture avoids such scenes, with 78% of male parents, 57% of female respondents, and 66% of viewers switching channels. 18-20% of viewers and female parents mute the channel. News channels covering sexual abuse cases receive mixed responses, with 48% of women finding it informative and 40% considering it vulgar. 100% of respondents avoid scenes with obscene language. 34% of female parents, 24% of male parents, and 24% of viewers find such scenes promote vulgarity. 58-68% channel switch during these scenes. Nonviewers claim not to witness child sexual abuse scenes in other dramas. Ethical considerations in portraying sexual abuse lack adherence. Measures must be taken to improve reporting and protect victims' privacy. Media can raise awareness while respecting moral values and promoting well-informed discussions.

Nonviewers of HUM TV dramas claim not to have witnessed child sexual abuse in any other entertainment channel, with 60% of nonviewers, 62% of male parents, and 58% of women parents stating they didn't see such scenes in dramas. Respondents believe that many dramas and entertainment channels misrepresent society, with 35% to 51% agreeing that these stories do not reflect our community. This research shows that ethical considerations for children are not upheld when portraying sexual abuse on electronic media, leading to the invalidation of

hypothesis 4. Measures can be taken to improve reporting on such issues by following ethical guidelines and protecting the privacy of victims and their families. Media has a role in raising awareness and educating the public on child sexual abuse, ensuring the information presented is child-friendly and respectful of moral values. The media is responsible for covering this issue sensitively and promoting well-informed discussions. Collaborative efforts involving media, professionals, and governing structures can effectively address and reform handling child sexual abuse.

Recommendations

In light of the findings of the research in hand, the researcher proposes the following recommendations:

1. PEMRA, the regulatory authority of Pakistan, should collaborate with development sector representatives to create an ethical code of conduct for reporting child sexual abuse in the media. This code should focus on preserving privacy, avoiding sensationalism, presenting information clearly, and providing a social perspective.
2. A dedicated children's hour should be established on all channels to broadcast educational and entertaining programs for children.
3. Media should air special programs to educate children about personal safety and comprehensive sexuality education.
4. Civil society organizations should launch awareness campaigns to educate parents on the importance of comprehensive sex education.

Teachers should receive training on addressing sexual abuse and be equipped to educate students on the subject, as they spend a significant amount of time with school-going children.

References

- Australian Institute of family studies, child abuse, and neglect statistics, CFCA Resource Sheet (2015) Accessed from <https://www3.aifs.gov.au/cfca/publications/child-abuse-and-neglect-statistics> Accessed on April 13, 2017
- Bornstein, M. H., & Bradley, R. H. (2012). *Socioeconomic Status, Parenting, and Child Development*.
- Burger, J. F., & Koetsenruijter, W. (2008). Loverboys: the Media Construction of a New Crime. Content Analysis of Dutch News Coverage (1995-2005). *International Communication Association Annual Meeting, TBA, Montreal, Quebec, Canada.*, 1-27.
http://citation.allacademic.com/meta/p_mla_apa_research_citation/2/3/1/8/6/p231861_index.html
- Cohen, D. (1993). Law, Sexuality, and Society: The Enforcement of Morals in Classical Athens. *American Journal of Legal History*, 37(3), 375.
<https://doi.org/10.2307/845669>
- De Bellis, M. D., & Zisk, A. (2014). The Biological Effects of Childhood Trauma. *Child and Adolescent Psychiatric Clinics of North America*, 23(2), 185-222.
<https://doi.org/10.1016/j.chc.2014.01.002>
- De Vreese, C. H. (2005). News framing. *Information Design Journal*, 13(1), 51-62.
<https://doi.org/10.1075/idjdd.13.1.06vvr>
- Easton, S. D., Renner, L. M., & O'Leary, P. (2013). Suicide attempts among men with histories of child sexual abuse: Examining abuse severity, mental health, and masculine norms. *Child Abuse & Neglect*, 37(6), 380-387.
<https://doi.org/10.1016/j.chiabu.2012.11.007>
- Esser, F. (2013). Mediatization as a Challenge: Media Logic Versus Political Logic. In *Palgrave Macmillan UK eBooks* (pp. 155-176).
https://doi.org/10.1057/9781137299871_7
- King, N. M. P., & Churchill, L. R. (2000). Ethical Principles Guiding Research on Child and Adolescent Subjects. *Journal of Interpersonal Violence*.
<https://doi.org/10.1177/08862600001507004>
- Gentikow, B. (2015). The role of media in developing literacies and cultural techniques. *Nordic Journal of Digital Literacy*, 10(Jubileumsnummer), 35-52.
<https://doi.org/10.18261/issn1891-943x-2015-jubileumsnummer-04>
- Greenfield, P. M. (2014). *Mind and Media*. In *Psychology Press eBooks*.
<https://doi.org/10.4324/9781315735634>
- Haddon, L., & Stald, G. (2009). A Comparative Analysis of European Press Coverage of Children and the Internet. *Journal of Children and Media*, 3(4), 379-393.
<https://doi.org/10.1080/17482790903233432>
- Romer, D., & Jamieson, P. E. (2014). Violence in Popular U.S. Prime Time TV Dramas and the Cultivation of Fear: A Time Series Analysis. *Media and Communication*, 2(2), 31-41.
<https://doi.org/10.17645/mac.v2i2.8>
- Kottak, C. P. (2016). *Prime-Time Society*. In *Routledge eBooks*.
<https://doi.org/10.4324/9781315421933>
- Krishnan, S., Syahirah, N., Syahirah, N., & Amira, N. (2017). Study on child sexual abuse. *Human Resource Management Research*, 7(1), 38-42.
<https://doi.org/10.5923/j.hrmr.20170701.05>
- Kubey, R., & Csikszentmihalyi, M. (2014). Television as Escape: Subjective Experience Before an Evening of Heavy Viewing. In *Springer eBooks* (pp. 103-111).
https://doi.org/10.1007/978-94-017-9088-8_7
- Kubey, R., & Csikszentmihalyi, M. (2013). *Television and the Quality of Life*. In *Routledge eBooks*.
<https://doi.org/10.4324/9780203812266>
- Mahajan, P., & Sharma, N. M. (2005). Parents Attitude Towards Imparting Sex Education to Their Adolescent Girls. *The*

- Anthropologist*, 7(3), 197-199.
<https://doi.org/10.1080/09720073.2005.11890907>
- Mannarino, A. P., Cohen, J. G., & Berman, S. (1994). The children's attributions and perceptions scale: A new measure of sexual abuse-related factors. *Journal of Clinical Child and Adolescent Psychology*, 23(2), 204-211.
https://doi.org/10.1207/s15374424jccp2302_9
- Pérez-Fuentes, G., Olfson, M., Villegas, L. G. C., Morcillo, C., Wang, S., & Blanco, C. (2013). Prevalence and correlates of child sexual abuse: a national study. *Comprehensive Psychiatry*, 54(1), 16-27.
<https://doi.org/10.1016/j.comppsy.2012.05.010>
- Perse, E. M., & Lambe, J. (2016). Media Effects and Society. In *Routledge eBooks*.
<https://doi.org/10.4324/9780203854693>
- Rabinovitch, S. M., Kerr, D. J., Leve, L. D., & Chamberlain, P. (2014). Suicidal Behavior Outcomes of Childhood Sexual Abuse: Longitudinal Study of Adjudicated Girls. *Suicide and Life Threatening Behavior*, 45(4), 431-447.
<https://doi.org/10.1111/sltb.12141>
- Save the Children Norway (2008). *A toolkit of tools for participatory research and evaluation with children, young people, and adults*
https://resourcecentre.savethechildren.net/sites/default/files/documents/kit-of-tools_1.pdf
- Sigel, I. E., McGillicuddy-DeLisi, A. V., & Goodnow, J. J. (2014). Parental Belief Systems. In *Psychology Press eBooks*.
<https://doi.org/10.4324/9781315807539>
- Sigurdardottir, S., Halldorsdottir, S., & Bender, S. S. (2013). Consequences of childhood sexual abuse for health and well-being: Gender similarities and differences. *Scandinavian Journal of Public Health*, 42(3), 278-286.
<https://doi.org/10.1177/1403494813514645>
- Vandebosch, H., Simulioniene, R., Marczak, M., Vermeulen, A., & Bonetti, L. (2013). The role of the media. *Cyberbullying through the new media: Findings from an international network*, 108-118.
- Waisbord, S. R. (2013). *Watchdog journalism in South America: News, accountability, and Democracy*. Columbia University Press.
- Wilson, T. L. Y. (1991). Child Abuse: Definition.
- World Health Organization. (1999). *Report of the Consultation on Child Abuse Prevention, 29-31 March 1999, WHO, Geneva*.
<https://apps.who.int/iris/handle/10665/65900>
- Wyatt, G. E., & Peters, S. (1986). Issues in the definition of child sexual abuse in prevalence research. *Child Abuse & Neglect*, 10(2), 231-240.
[https://doi.org/10.1016/0145-2134\(86\)90084-0](https://doi.org/10.1016/0145-2134(86)90084-0)