

WHAT DO CHILDREN PLAY?

INDUSTRIAL DESIGN
SPECIAL PROJECT

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APPROVAL SHEET

The Product Design Special Project titled “What do Children play?” by Charulatha. D, 05613808 is approved as a partial fulfillment of the requirements for Post Graduate Degree in Industrial design.

Project Guide

Date



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You can discover more about a person in an hour of play than in a year of conversation.

- Plato

The creation of something new is not accomplished by the intellect but by the play instinct acting from inner necessity. The creative mind plays with the objects it loves.

- Carl Jung



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O1. Introduction

The Indian toy industry is facing a very great challenge from the flood of cheap and high-tech toys, in the Indian market from the Chinese manufacturers. Along with these there are multinationals like 'Funskool' and 'Barbie', etc., who can afford to market their products to woo the growing child consumers. There is a sudden awareness in the Indian toy industry to take the help of 'design strategies' to beat these competitions.

To arrive at these design strategies, the Indian children in all their variety have to be studied and insights gathered, with respect not only to, what kind of toys or games suit their needs and also as to what are the new emerging markets and what are their potentials?

But, dealing with children can be a real challenge, what with no comprehensive data available about the Indian children's choices and behaviors. Add to this the diversity of the markets right from the rural to the metropolitan city, and relative socio-economic cultures the children belong to, and what we get is a very complex situation, with no point of reference to start from. Thus the idea of a broad comprehensive study across the socio-economic spectrum was formulated as a response to the above said needs.

The study is a broad compilation of data regarding the way the children spend their time, the games they play, the channels they watch, and to document the patterns observed. The aim is to make this study and compilation a point of reference for people to further dig deep in this matter.

The study process involves observing closely the activity pattern of children in their free time at school and at home (excluding their academic work).

The project is oriented to find the play kits that are found in common with the children. The choice, interest and time spent on playing games, solving puzzles, reading books, watching channels across the age limit of 7 to 16 years is looked as main focus of the study. Then it is further narrowed down to figure the most common and uncommon trends of play activity in regard to age and gender change.



The complete research is divided into two parts, the first part involving an in detail survey and interviews of children across different socio-economic cultures covering from metropolitan to rural areas of South.

The second part involves analysis of data collected to derive the choices and insights with reasoning why they prefer a specific activity. The study culminates in a photo documentation of the toys they have, the insights from the study and comparison of preferences across age, gender and location in different activities.



02. Objectives

The objectives of the study are as below:

To understand the pattern of various activities (apart from the school activities) the children are involved in and to analyze these patterns according to the amount of time spent and possible factors of influence, based on the parameters of age and gender, across the selected localities.

To arrive at a list of favorite games played, both outdoor and indoor, toys, books read, channels watched, hobbies and interests and analyzing them on the parameters of age, gender and location.

To identify the trends of play according to children's interests in the above said activities, across the age, gender and location.

The process of buying toys and games and the role of toy as gifts among the children...

To photographically document the games played.

To record all related observations and emerging potentials for the 'design strategies'.



03. Procedure

The procedure involved talking to children from the above said categories in all the four locations (specified in section 3.3) and, Tracking down their daily routine, concentrating on games and extra curricular activities.

Tracking what the children do during holidays and Sundays.

Marking the favorite games, books, TV channels by the way of card sorting using post-its. (Refer Figure3.1)

The other factors were asked and verified through the following questions:

What toys you have at home?

What toys you bought for yourself or with your parents and why did you get it?

What toys you got as birthday gifts?

What do you wish to buy next? Why?

Toy that is bought at last

Who all you play with?

What do you think is the challenging way of spending time?

If one extra hour is added in the daily routine that is 25th hour they would you like to do?



Protocol

The study is an attempt to answer the following questions categorized below:

Activity pattern:

What is the amount of time spent on games, TV, hobbies, other special activities and understanding how this changes according to age, gender and location.

Entertainment:

Games- what are the favorite outdoor and indoor games and how does this differ across age, gender and location? What influences the children to play a particular game? What are the seasonal games, are they any different from the daily games?

Toys- what toys do the children use to play, how does this change across the three parameters? What are the sharing patterns and the buying patterns. What role does gifting play in toys, how important are gifts for the children? TV- what programs are watched and what is the pattern across the three parameters? What are the factors influencing the patterns of watching TV?

Computer games- what are the new trends and games? Why are these games so popular and what is their each?

Extra curricular activities:

What are the different activities the children involve after school, hobbies, special classes, learning music, painting, etc.? Can a trend of factors influencing be identified?



Curriculum:

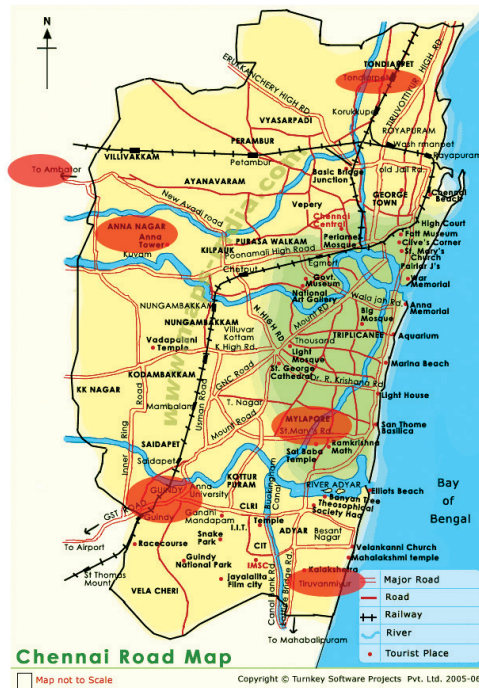
How does the school and the curriculum influence the amount of time spent on games and extra-curricular activities? What are the attitudes of children towards studies?

Family background:

What is the standard of living of the family, whether both parents are working and how these influence the activities of children?

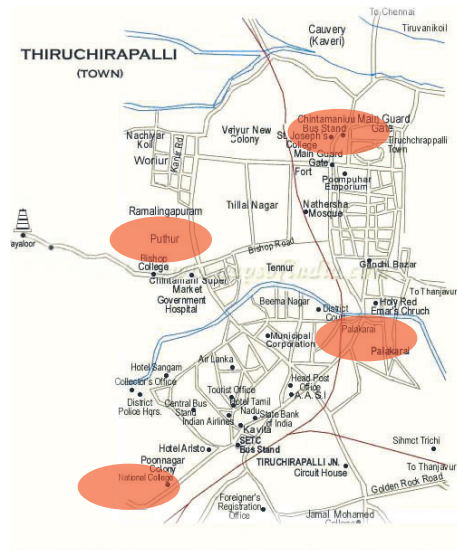


Areas chosen for study



Chennai map

Trichy map



3.1 Location

The locations sited for study are

1. Metro- Chennai,
2. Major town- Trichy,
3. Small town - Harihar (Karnataka state)
4. Rural- Bhanuvalli (Karnataka state)

Chennai is the capital of the state of Tamil Nadu and is India's fourth largest metropolitan city. It is located on the Coromandel Coast of the Bay of Bengal. With an estimated population of 6.91 million (2006), the 368-year-old city is the 34th largest metropolitan area in the world.

Chennai is a large commercial and industrial centre, and is known for its cultural heritage and temple architecture. It is also a hub for south Indian classical music and dance performances. It has become a major centre for outsourced jobs from the West. The 12-kilometre long Marina Beach forms the city's east coast and is believed as one of the longest beaches in the world . The city is known for its sport venues and hosts an ATP tennis event, the Chennai Open. Chennai is also one of the rare cities to accommodate a national park, the Guindy National Park, within its city limits.

Tiruchirapalli is home to many historic temples, monuments, churches and mosques. Uraiyur (also pronounced as Oraiur) which is the Old Tiruchy has a long tradition. With over 2500 years of known history, it was the capital of the early Cholas. The oldest man made dam Kallanai was built by Karaikala Cholan across the river Kaveri about 10 miles from Uraiyur. It was an important town in the days of the later Cholas, Nayaks as well as during the early days of the British East India Company.

One famous landmark in Tiruchirapalli is the Rock Fort a huge outcrop of rock. There is a Ganesha temple on top, which was also used as a military fort by the nayaks for some time. The Rock Fort is an 83 m high rock which is the only outcrop in the otherwise flat land of the city. On top of the rock is the Ucchi Pillayar Koil (temple of Ganesha at the top), a temple dedicated to Vinayaka, from where one can enjoy a panoramic view of Tiruchirapalli. For this reason, the city is also called the Rock City. On the southern face of the rock are several beautifully carved cave temples of the Pallava period. Around the rock temple is a busy commercial region, specializing in textiles, known as Chatram. The Main Guard Gate is flooded on festive occasions such as Diwali, Christmas and Pongal

Harihar is a small industrial and historic town situated on the banks of river Tungabhadra in central Karnataka. With a population of about one and a half lakhs, it has a major industry (Grasim industries owned by the Aditya Birla group) and many small scale industries.

The children interviewed were from different cross sections available and as detailed below:

Students studying Aditya Birla Public school (CBSE board) and staying in the Grasim Staff colony, on the outskirts of the town- 4 girls and 5 boys 6-10th standard.

Students of M.K.E.T CBSE English medium school based in the town.

Students of M.K.E.T Kannada medium High school, who are from nearby villages - 3 girls and 4 boys 8-10th standard.

Bhanuvalli is a village of a population of twenty thousand people and is in Harihar taluk, Davangere district of Karnataka. It is a predominantly an agricultural village with a small rivulet flowing nearby. People here own farms of arecnut, coconut and beatle leaves apart from paddy fields. Some of them have small businesses like grocery shops, canteen catering to the local needs, and a substantial population works as farm labors.

The schools visited are

The Government Model Primary school; 3-7th standard 9 girls and 9 boys

The Government High school (Kannada medium); 8-10th standard-3girls and 3 boys.



3.3 Age Groups

The children were divided in to the following groups according to their age;

2nd to 5th standard

6th to 8th standard

9th and 10th standard

11th and 12th standard

Equal number of girls and boys interviewed in each group.

Hours spend in a day

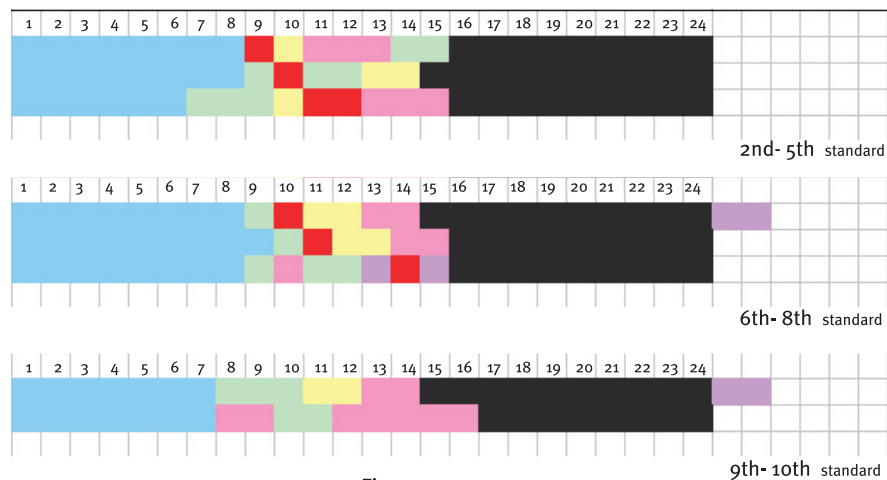


Fig 4.1.1a

Trichy Boys



04. Observation

4.1 Activity pattern

The user study involved children's who fall under the four major classifications according to the standard they belong to. The verbal protocol involves a deeper understanding of children's work activity which clearly projects the amount of time they spend during the day for all their routine functions.

The graph is plotted against the scale as in Fig 4.1.1a wherein the red color shows their play activity, blue indicates the time they spend in the school, green indicates the time they spend on study tuitions in the weekdays, yellow represents the hours they spend in watching TV, purple shows the special classes they attend like music, dance, abacus, swimming, coaching etc, pink show the time limit they relax which includes bathing, eating, drinking time etc., and black indicates the amount of time they spend on sleeping.

The fig 4.1.1a clearly shows that the amount of time spend by the boys of Trichy on play drastically reduces to zero when they come to higher classes. It also projects the amount of time they spend on sleeping -which again decreases when it moves to higher classes.

They nearly spend 30% of their time in their schools and 38% of time in sleep and hence left with only 32% in which only 8% is utilised to enjoy themselves in play and watching TV. In that case most of the children who are above 6th standard go for special classes of their interest in the weekends for longer hours.

This activity also shows that boys between 6th to 8th standard doesn't spend much time to study when compared with the other two one side they trying to learn more from outside which is low in first category(2nd-5th) at the same time they have no tensions of board exams like the next higher group of 9th and 10th standard.

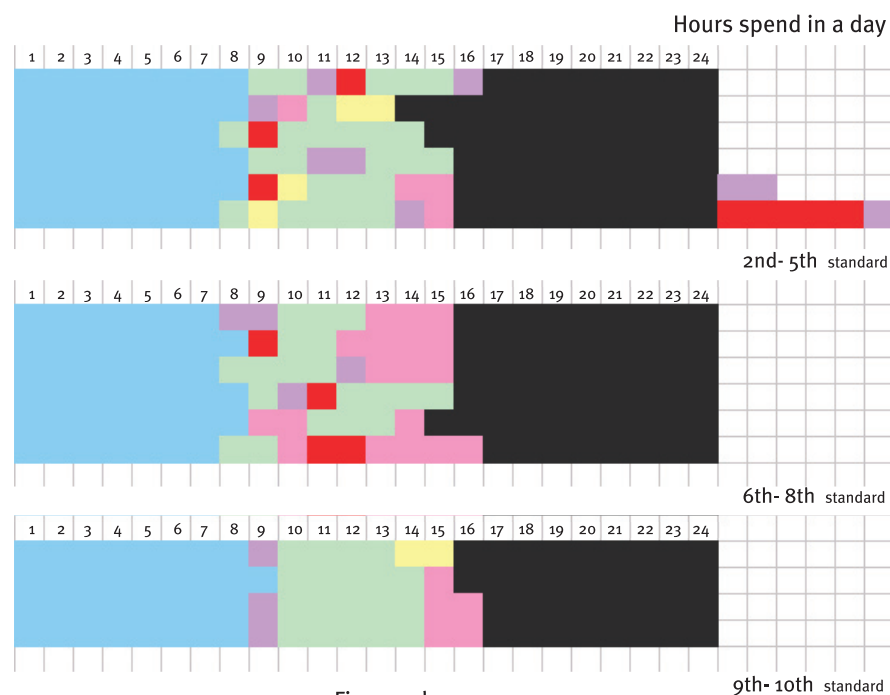


Fig 4.1.1b

Trichy Girls



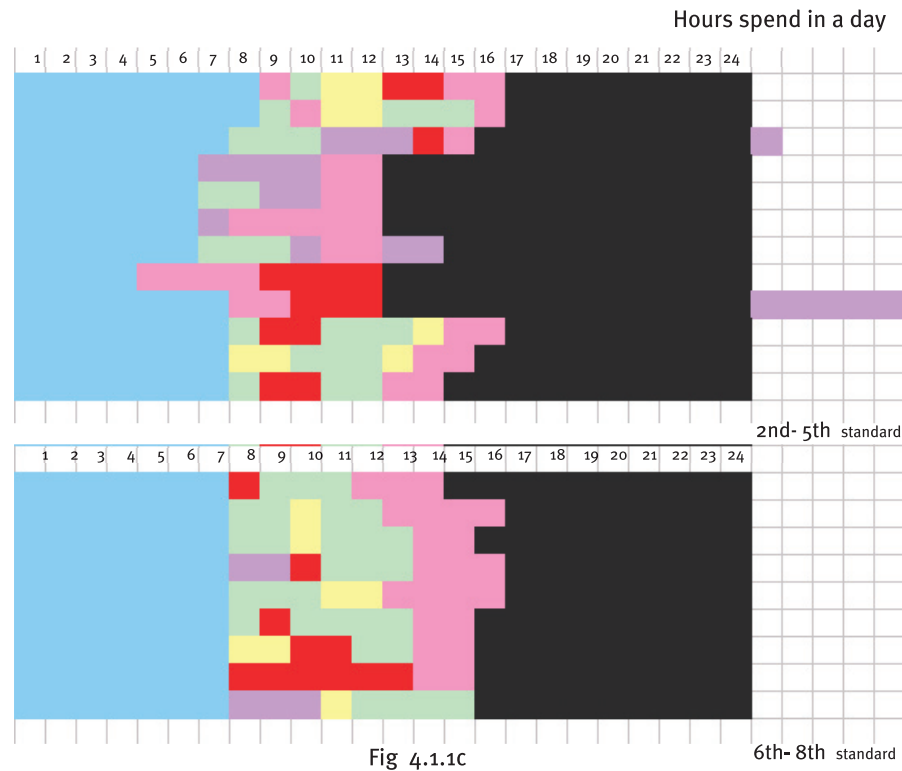
The girls have much varying work pattern interms of study wherein they spend nearly double the time when compared to the boys in Trichy. The girls of Trichy also spend less time to play and when compared to the boys its only half that of boys.

The sleeping time is also very also on the average scale when compared to the boys. They are found to be more interested in art work and other special classes covers 3% time of their daily activities wherein the boys hardly spend 1% time for the same.

The amount of time they spend for watching TV is also much less which is 2% and the boys spend around 5% of the day to watch TV.

The Trichy girls and boys are forced to stay long hours in the school when it comes to students of 10th and above as they many times have study hours in the school itself (usually one hour in the morning and evening). The same trend is noted here in the girls of Trichy from fig 4.2.1b of the activity chart wherein students of 6th to 8th spend less hours for study and more hours of play and attending other classes of their own interest when compared to other categories.

The time spend for watching Tv is also very less and they wade away the time many times doing nothing. They were found to be unoccupied by anyother stress and hence left with more time to do their routine activities.

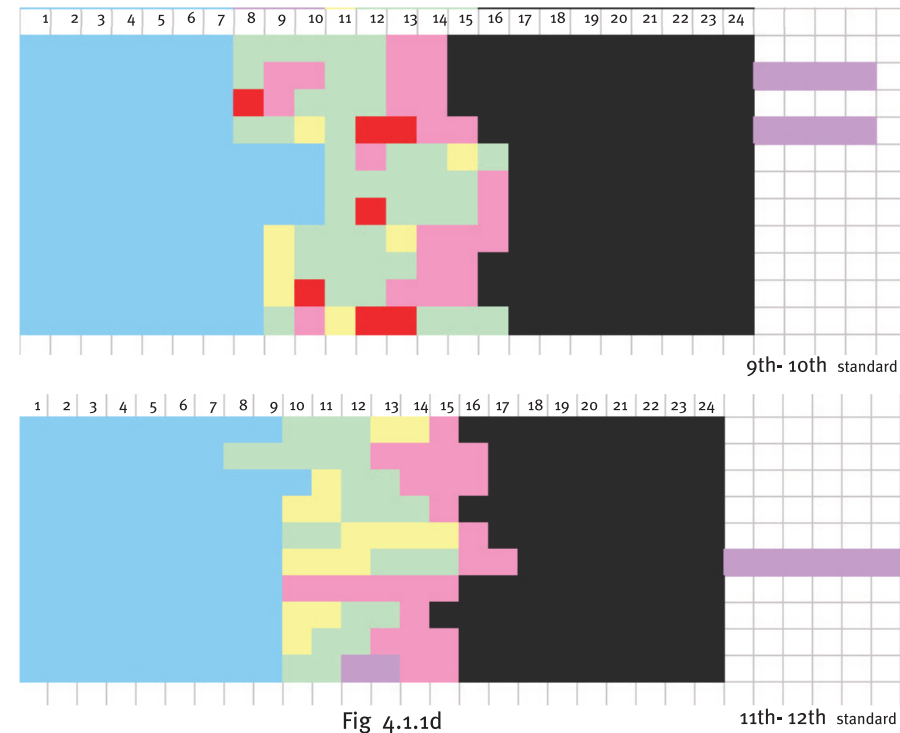


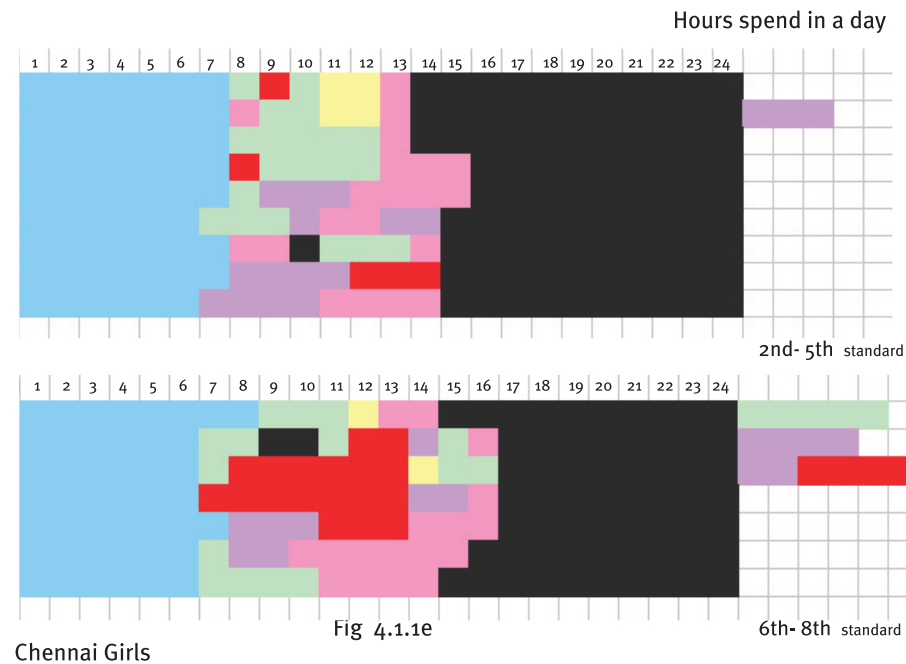
Chennai Boys



The activity pattern of chennai boys (fig 4.1.1c, fig 4.1.1d) shows that they spend nearly 31% of their time in the school in a day. They spend nearly 38% of time to sleep, 3% in playing, 4% in watching TV and 2% to go for other classes of their interest. The chennai boys when compared to Trichy boys spend more time for study and less time in watching TV.

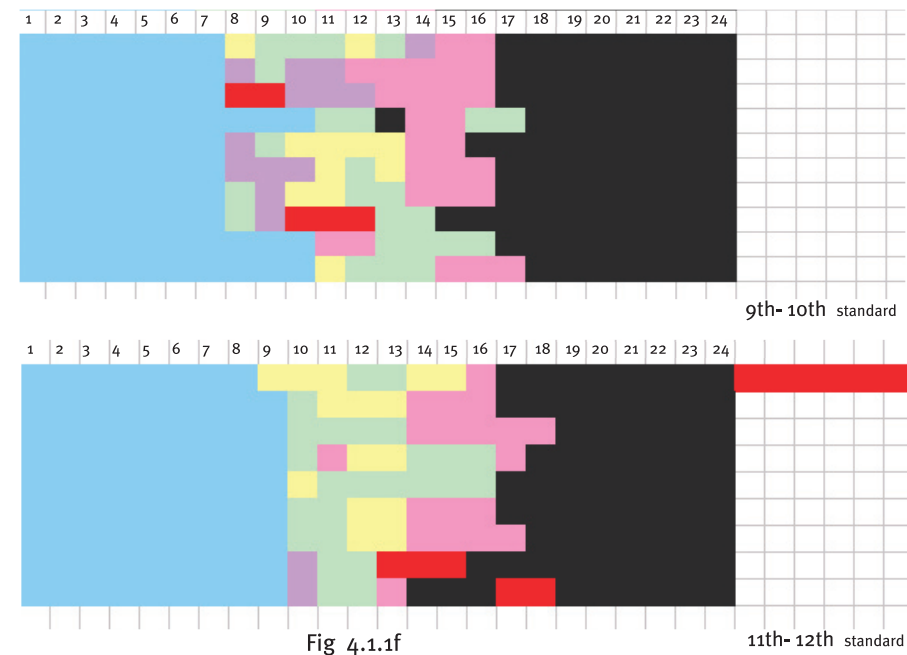
The pattern also shows that students of 9th and 10th spend more time to study when compared to 11th and 12th as one reason might be they appearing for the board exams and hence they are pressurized from the parent's side to prove their talents. Here, again the time spend for play is more when it comes to boys of 6th -8th standard whereas the boys of 9th and 10th are found to be uninterested in going for other extra classes.





The chennai girls found to play more when compared to the boys. They almost spend twice the time to attend extra classes outside when compared to the boys in the Chennai. Fig 4.1.1f shows that the girls of Chennai who belongs to 11th and 12th standard still play in the weekdays and weekends which are surprising and not found either in the boys of Chennai nor in the students of Trichy who fall under 11th and 12th.

The study activity percentage of the girls in Chennai is also low when compared to the boys in Chennai which is 10% in a day for girls and 12% for boys. There is also a clear shoot-up in the play percentage of 6th to 8th standard children which is 10% of 24hours and the rest of the category that is 2nd--5th, 9th-10th, 10th-12th falls within a range of 2-4% only in the overall average.





Trichy - Girls
Indoor games

Carrom
Chess
Skipping
Business
Pallaguli
Snake & ladder
Tic tak toe
Thayam



Outdoor games

Shuttle badminton
Khoko
Basket ball
Volley ball
Current
Police & thief
Hide & seek
Throw ball
Catch & catch
Lock & key
Cricket
Tennicoid
Ball badminton
Help



Pallanguli

A series of 12 'kulis' for each player and the kulis contain five 'soli'(shell) in each. The players are supposed to drop one in each and move along in anticlockwise direction. The player gains a 'pandi' after a empty kuli. The winner is the one who gets more solies and empties the other players kulies. The game is a calculation based that goes alternate start by the players and it involves complex predictable play if one is expertised.

4.2 Entertainment

4.2.1 Games

The act of play relaxes the mind and enhances the physical motion of the body which holds true for all age group. From the activity pattern it's apparent that the amount so play reduces when the students move to higher classes. They are bounded by other activities and work that they rarely get time to spend on their own.

The user study at Trichy and Chennai shows the kind of play happening in both the areas even though not much of games that they play are different between the two. The culture and environment are major factors for the difference in the kind of play. It was very apparent that the children from city is deprived to play more of outdoor games and forced to play indoor and video games due to many reasons like less space in the apartments, not much of friends within the society to play etc.,

Group play is found common in Trichy whereas it is not encouraged by the parents of Chennai. Hence, the time spent in play is less in the city and that too when it comes to children above 8th standard. Playing outside in open air other then school is highly impossible.

When it comes to gender it is found that the girls play a variety of games when compared to boys of the same age. The amount of time they spend over the play is found to be more in the boys and due to physiological changes girls tend to stop their outdoor play after a certain age.



Trichy - Boys
Indoor games

Chess
Carrom
Ludo
Cards
Animal puzzle



Outdoor games

Foot ball
Tennis
Hide and seek
Shuttle badminton
Cricket
Catch & catch
Iceboy
Babae
Khoko
Volley ball
Throw ball
Running race
Ball badminton
Lock & key



Chennai - Boys
Indoor games

Chess
Carrom
Business
Cards
Ludo
Snake & Ladder
Treasure Hunt

Outdoor games

Foot ball
Tennis
Hide and seek
Shuttle badminton
Cricket
Catch & catch
Khoko
Volley ball
Running race
Lock & key
Basket ball
Cycle
Ball badminton
Kabadi
Hockey
Seven steps
Kings- hit the legs

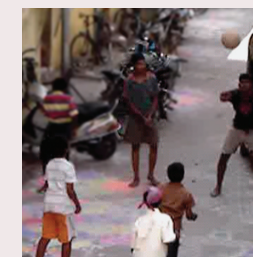
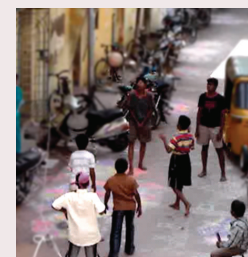
The following are certain observations that are made during the study:

- Cricket is found to be a common game below 6th standard, irrespective of age and gender difference.

- Brainvita, Chess, Carrom, Chinese chequers are found to be at all home may be because the cost is low and hence found as a common entertainment within the family.

- During the weekends alone the city kids find themselves free to play or entertain themselves and their parents are free to take them out.

- The games like block building is found to be exciting for kids who are from 2nd to 4th standard. Certain games are organized and taught for 2nd-5th standard in the school which they enjoy playing and they remember the game in the next class even. They remember, recall and share their experience with parents and relatives of the games that they played and enjoyed the most.





Chennai - Girls

Indoor games

Snake & ladder
Spell bound
Ludo
Master mind
Pictionary
Puzzle
Chess
Carrom
Cards
Table tennis
Chequers



Outdoor games

Run & catch
Cricket
Football
Hide & seek
Lock & key
Basket ball
Cycling
Swimming
Shuttle badminton
Running race
Throw ball
Tennicoid
Kabadi
khoko



Chennai - seasonal games

Raja rani
Snake & ladder
Cricket
Tennis
Goli
Top
kite
Football
Hide & seek
Kabadi
Shuttle

- The kids below 5th standard likes to play Basket ball, Volley, cricket within the available time, people, place and resources. Many a times the street becomes their play ground and any ball being their play source.

- Snake and ladder is found to be the favorite in play from 2nd to 8th and they play together without any difference.

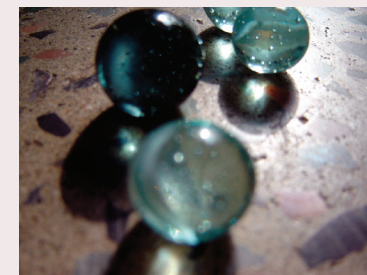
- The play of puzzles and mastermind is not common in town and found only in the city. The reason is that the parents don't teach them to play and rarely do they participate in the indoor games. They always have a set of friends in the society to play together and they even play friendly matches and games with the kids of other society.

Trichy - Seasonal games

Pallanguli
Thayam
Kallanga
Tennis
Top
Cricket
Kabadi
Gilli
Shuttle
Football
Police & thief

- Gilli, Top, kites are found in town quiet often and they play as seasonal games during the long term vacation. These games are not encouraged by the parents and the kids used to play without bringing to the knowledge of their parents.

- The children of 10th to 12th standard like to play more of indoor games and watching TV rather than playing computer games or outdoor games.





Challenging game

Chennai -boys

Basket ball
Carrom
Chess
Computer games
Cricket
Foot ball
Volley
Hockey
Mastermind
Scrambble
khoko



Chennai -girls

Basket ball
Chess
Carrom
Kings
Foot
Athelitics
Basket ball
Demorash
Tennis
Cricket
Khoko
Shuttle
TableTennis
Roadrash



Challenging game

Trichy Boys

Football
Basket ball
Cricket
Ball badminton
Chess
Hide n seek
Carrom

- Lock and key, Catch and catch, Running race, Hide and seek is played by the kids up to 9th standard and they keep changing their game of play every 10-20min. These games are more often played in schools when it comes to city children and when it comes to children in the town most of the schools restrict the play in the school and so they play after the schools.. It doesn't need any resource to play except the group of children which increases their social interaction as well.

- Shuttle badminton is common outdoor game for girls above 10th standard and cricket, football being the preferred game for boys since there is a drift which happens and the girls try to play separate and play within their peer group of girls more then with boys.

Trichy Girls

Athelitics
Carrom
Contra
Skipping
Shuttle
Snake n ladder
Throw ball
Cellphone
Chess

- Playing with the river sand in the beaches is found to be entertaining activity from parents to children during the weekends and they both enjoy to the maximum which last for more then 2hours of creativity and 1hr of enjoyment in competing with each other.

- Cards, Word games and Carrom are played within the family in the city as the kid has no option to play this game anywhere out. Most of their neighbors are never allowed to play together and they are watched more often which disturbs the togetherness within the children.

- Snake and ladder is played for long duration as the small kid always feel comfortable learning and it doesn't involve any expert decision to move since it depends on the dice which doesn't have any complexity in rolling.

- During the study the children is asked for the game which is challenging for them to play and as well strive hard to beat over somebody- maximum number of children say that Chess, Carrom, Khoko, athletics and which also includes computer games like Road rash, Super Mario etc.,

- The concept of sharing toys and games with the friends and neighbor is found common among the kids in the town whereas not much of sharing is in the city. The concept of group play is very strong in the town and village.





4.2.2 Toys

The toys that are gifted in the city are more often linked with the characters that come in the TV channels or new trends in the movies. The children in the town get toys which are more traditional and usual. There are a set of games and toys that pass through generations like Pallanguli, Thayam and toys made out of wood and metal. One reason is not much money is spend to buy any toy and second reason is the children always share with their friends that it can't last for more days when it comes to commercial toys.

Trichy

The toys that are common among boys are Animal toys, Cars, Bike, dinosaur, Building blocks, Book puzzle, Squirrel, Techno set with nuts and bolts, Power rangers, Train and Hot wheels. The children of this category do have craze of taking it along with them when they are bought new and throw of once broken or if they get the next toy.

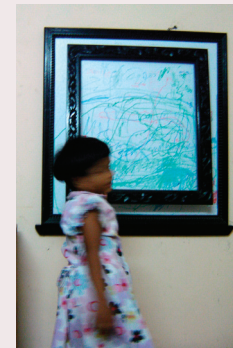
The toys that are familiar among girls are Teddy bear, Mickey mouse, Billiards-small board (latest in the market), Piano- smaller with set tunes, Barbie, Dog, Jewelry boxes, Tiger, Angels etc,. The girls are less inclined for buying cars and bikes due to the way the society forces them to play with more soft toys and they are expected to do help their mom in their work which is found common in the households.



Chennai

The toys that are common among Chennai boys are Animal toys, Cars, Board puzzle, Magnet fish, Pokemon, Hot wheels racer, Scrabble, Teddy bear, Horlicks board game, Telephone, Pseudo q mate (number puzzle-handheld video game), Picture puzzle, LEXCON drawing with alphabet (word scribble), Rubik's cube, Bikes and Aero plane.

The girls play Pogo kit, Barbie, Building blocks, Tellytubies, Kitchen set, Hall set, Stuffed dolls, Spell puzzle, Cinderella, Puppet, Aero plane, Bunny, Bikes, Cars, Duck, Mastermind, Parrot, Candy doll, Tweety, Puppy house, Pictionary, Donald duck, Crusade, Rabbit, Cat, Singing bird, Dog etc,. There is not much difference in the kind of toys between both the gender as they hold the same toy and this attitude is developed as their parents are working is one reason and the second reason is they were not taught to differentiate either.



	TRICHY - B O Y S	TRICHY - G I R L S
ANIMATED SERIES	Animax Jetix- cartoon cartoon network	Cartoon network Pogo Jetix Disney Nick Barbie
TAMIL CHANNELS	Sun TV Vijay Jaya Ktv- movie Pothigai-film	Sun music Vijay tv Suntv Gold(songs) Zee tv Jaya tv(jackpot,news,serial) Raj movie Ktv movie
SPORTS	Ten sports Ddsports ESPN Star sports	ESPN- cricket starsports
INFORMATION	Animal planet Axxn-world records	

4.2.3 Tv programmes

The kind of TV channels the children watch varies with age and as well gender. In the children of 2nd to 5th standard prefer to watch more of animated series and not much of any other channels. They infact, take the decision at home to choose the channel even if the parents doesn't want to watch. It's too hard to restrict them and hence the children's choice is the deciding point.

The kids of 6th- 8th standard watch more of animated series together other channels for movies, comedy shows, creative shows and the programmes that their friends suggest at school. They are little controllable that they are flexible to accommodate their parents needs and hence watch programmes of their choice also.

The kids of 8th and above watch more of sports and information channels and slowly together the animated series also. They are particular about the programmes the watch and clear distinction is felt in the gender difference in this stage. The girls like to watch more of music channels, less of sports channels and more of information channels whereas the boys like to watch more of sports channels, movies rather than serials and music. This trend holds true for both the locality like Trichy and Chennai and the difference lies in the school timings, the amount of time they left with. The act of watching TV is the only entertainment activity which creates the same impact on everyone right from children of lower standard to higher standard.



	CHENNAI - B O Y S	CHENNAI - G I R L S
ANIMATED SERIES	Jetix- SPD Toon- art attack Animax- cartoon Cartoon network Disney pogo	Cartoon network Pogo Jetix Disney Nick Barbie
TAMIL CHANNELS	Sun TV Vijay TV Jaya TV Ktv- movie Pothigai-film SS music Sun music Raj tv	Sun music Vijay tv Sun tv Gold(songs) Zee tv Jaya tv(jackpot,news,serial) Raj movie Ktv movie
SPORTS	Ten sports Ddsports ESPN Star sports	ESPN- cricket Star sports Ten sports
INFORMATION	National geography NDtv Discovery Quiz HBO AXN	Discovery Animal planet Axn-world records BBC- news NDtv AXN

The amount of time spend on watching TV is more when it comes to city children as their outdoor play is very less compared to the town. There is not much of information channel that is watched by the boys of Trichy whereas comparatively more channels are watched by the boys in the city.

The following are set of observations made during the study:

- The information channels are preferred after 8th standard wherein the children start watching channels like news, sports, discovery etc. This is both to keep them updated and to share with their friends and peer groups.
- The children of 2nd to 6th standard like to watch serials whereas the children above 8th doesn't watch much of serials nor they particular to watch everyday. The reason for this is the children wants to imitate their parents and the clues are much stronger in such serials that they enjoy watching.
- Infact the kids below 4th standard like to see the title head song of the serial and they don't miss watching the same. Their mind works in a very creative way that they want change in every moment and hence the title head is usually a stop motion video which includes changing frames of interest that they get attracted to.
- Jodi no 1 is a programme where in the couples who are renowned personalities in the channels perform and compete. This programme runs in various levels creating a curiosity to know who makes it till the finals. This programme is preferred by all and it's watched together as a family in the evenings. The other top favorite programmes are kanakannum kalangal (students life in the school), Turkeshi's castle, Tom and Jerry and Small wonder (Robotic girl developed by the scientist and she stays with them in the family imitating humans in a comic way).
- The sun music channel is preferred by girls above 8th standard that they watch for long hours without getting bored. Power rangers programme in Toon Disney, Mr.bean in Pogo, Popeye in cartoon network, Spiderman in Star movies, Dinothunder and SPD from Jetix are found to be the programmes that more than 80% of the children likes both in the town and in the city. They are based on fantasy and magical thoughts run through with unpredictable story board which the children finds exciting to watch.

List of Video games they play:



Cycle
 Car
 Bike race
 Vice city
 Demorash
 Golf
 Bird
 Mario
 Bouce
 Cricket
 Runescape
 Dave
 Gobman
 Pinball
 Contra
 Age of empires
 Cricket
 Football
 Mickey mouse
 NFS 4
 Mortal 4 combat
 Grand theft GTA
 Ice climber
 Pokemon
 Godflash
 Duck hunt
 The egg
 Vampires
 Road rash, Mario
 Tom & jerry
 Chess
 Bomber man

 Cellphone games
 Snake II
 Space impact
 Bounce

4.2.4 Computer games

No difference is felt in the choice of the game in the computers and in the video games between the age group. It basically shows two main reasons the first being the choice made since they know better to play and the second being how many friends they have to teach each of these games. The video-games are played at all levels equally competing as it only requires practice and thorough logic to get through the higher levels. Getting to the final stage is complex and needs expertise to do the task and hence the boys spend more hours to practice again and again to find the trick in each of these games. The girls don't play with the guys to maximum extent when it comes to video games as their competence mentality is low for these games and the second they not interested in the games that the boys like. The car race, Mario, Football, Cricket -are the most common games that all age versus gender like:

Chennai

The kids of 2nd to 5th standard prefer to play video games like Cycle, Car and Bike racing games which are less complex and it's easy through practice and it doesn't need any thought to solve. The girls whereas of 2nd to 5th are comfortable in working rather playing and they try creating drawings, painting etc, They equally play games like Vice city, Demorash, Golf, Bird, Mario, Bouce, Cricket, Runescape, Dave, Gobman which are more sober and safe play for enjoyment even though they include scores the girls are not that particular in scoring.

The other games include vice city, Dave, super Mario, Pinball etc, The children of 10th and above are well worsed in playing Contra, Age of empires, Cricket, Football which requires thinking together expertise and all these games have a strong conceptual model that when understood they become addicted unconsciously.

Playing cell phone games like Snake II, Space impact, Bounce out are popular irrespective of age and gender.

Trichy

The kids of 2nd-5th play Mickey Mouse games, Car race, Mario, NFS 4, Mortal 4 combat. The games like Grand theft GTA, Cricket are also popular among the higher age group. The girls prefer to play Ice climber, Pokemon, Godflash, Duck hunt, The egg, Vampires, Road rash, Mario, Tom & jerry, Chess, Cricket, Bomber man etc,. and as such they don't have any limits in the choice and mostly they get to opt their games according to the friends they have.



4.2.5 Gifts

Chennai

The children of 2nd- 5th standard receive gifts for their birthdays and it includes games and toys like Animal toys, Car, Jumbo, Art stuff- clay kit, Building blocks and when it comes to kids of 6th-8th they are gifted with Cycle, Play station, Board games, puzzles, Story books, Watch, Calculator, War toys, Harry potter series- books, games, CD's. They also get gifts that include Encyclopedia, Dictionary, Information and Gk CD's and materials related to their interest of study.

The gifts for girls also include the above together Coloring tools, Dress, Sketch pens, Barbie, Dolls, Donald duck, Tweety- soft toys and for higher age they get ornamental things like Earrings, Dress, Watch and also things like Soft toys, Games, Story books, Pen, Keychain, Mobile phone, CD's- movies, music etc.,

Trichy

The gifts include playing instruments like piano from their parents and relatives, small keychain from their friend and neighbors, Remote car, game kit, Cycle, Cassette, CD of movies etc., from their grand parents. The girls would prefer to receive more of dolls like Barbie, games and puzzles, stationary things for art work, ornamental things like dresses, ring and story books, dolls, key chain from their friends. These kids usually receive money from their parents and relatives on their birthdays which they use it to buy things of their own choice. The sharing of greeting cards is found very often on all special occasions which fall under various range right from words, music to unfoldable fragrance cards.

The trend of gifting toys and games are frequent during Birthday functions that happen at home in both the case and it happens in a grand manner for the first birthday of the kid. Nearly 70% of the toys and games are bought by the parents, relatives and grand parents and hardly 5-10% is given by the friends and neighbors. The amount spend for buying toys is comparatively less when it comes to the kids wherein after 3rd standard buying toys and games is not found much frequent in town when compared to the city. Buying a cycle is found common in both the cases and the kids receive this usually from the grand parents in the town or from their own parents.

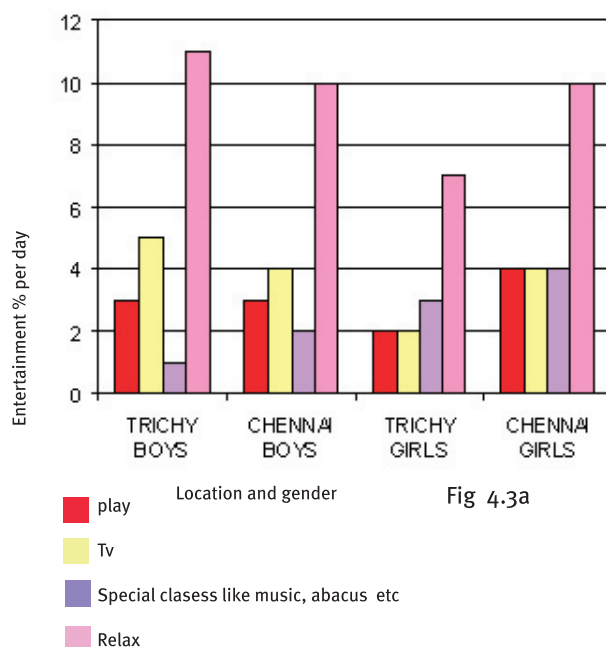


Fig 4.3a



4.3 Extra curricular activities

The general observations made are listed here:

- The reading habits changes after 6th standard as they stop looking at pictures alone and they try to locate their interest in particular areas of science, general knowledge etc.,
 - Harry potter is found to be the common book that every one wants to possess irrespective of age group and gender. The main reason one being the popularity of the book among the kids and the second reason is the unrealistic things and magical world that excites them and keeps them thrilled throughout the reading.
 - Harry potter, Ayn Rann, Sydney Shelton books are found to be common in the children's of the city whereas more onto Religious, History, Biography and books written by great leaders and renowned persons are found to be common among the children's in the town.
 - Among all the books that the kids read their common interest to know about solar system is found strong among kids from 3-6th standard. The book named Goose bumps is again found to be common among the kids of middle and higher secondary. The books like Thennali Raman stories, Aladdin are common in both city and town. (Fig 4.3b)
- Special classes for music, dance, karate
- The children attend extra classes and special classes more in the weekends as their parents are free only in the weekends that they could take them to such places as traversing alone is impossible in the city. The girls are often found interested in spending much time to learn something new which is apparent from the graph (Fig 4.3a). Nearly 4% of their daily routine includes such special classes.
 - Handwork, art work is found common among the girls as they get the habit from the school art classes and making of creative article gives pleasure at the end so that they share with friends and relatives. The initiation starts in the school and from the friends more often and very rarely from the family members.

	Trichy boys	Trichy girls
History	Thennali raman Akbar, birbal Vikramaditya Mahabharat	Harichandran Thenali raman Ramanyana Vikramadition Mahabharat
Magazines	Siruvamar Chutti vikadan Anandha vikadan Siruvamar Vara malar Kungumam Sunday special	Kungumam Siruvamar Chutti vikadan Kumutham
GK	India today Power brain Digest animal	Dinosaur
Leaders	Sardar valbai patel Abdul kalam Jawaharhalal nehru Mahatma	
Religious	Tholugai murai	Kurhamin kural Mulavin seeripu kadhaigal Nargeez
	Cyndrella Superman	Pooh Fairy tale Tinkle Jungle book Alladin

Other interest

Buying of stickers is also a trend among the kids and there is a huge difference in the gender as the guys like to get stickers of heroes in movies, sports players, wrestlers, whereas girls are more tender getting colorful flower compositions, image of doll, cartoons, house etc., They do collect stamps, have pets at home like cat, dog, fishes for which they spend playing and feeding them.



Power rangers magic watch in the market

Fig 4.3b

Students of vanavani matriculation school are working on colors in their drawing class.



Girls and boys below 5th standard playing Tennicoid

4.4 Curriculum

Trichy

The school hours are more in the town as many schools are run by missionaries who are result oriented in the state level and hence create they don't encourage an environment to play. The pattern of homework given is more in the town and the kids were loaded with homework even during the vacations and they were punished for the irregularity restricts them from play and relaxation even during the holidays.

The evaluation pattern has a major impact on the child and it's very critical in the town as the kid is evaluated in the society through their marks in the exam. The family always compares the kid with the elderly sister and brother of the family who secured top ranks in the exams to create a sense of competitiveness which stresses the children for getting into a renowned college. Much of the schools at Trichy are not co- education that gives confidence in one way to do things alone but on the other hand less interaction with boys to share knowledge and experience.

Chennai

The evaluation pattern is not very crucial in the city as the kids are graded in a much informal way. The schools usually have a relative grading system together for kids a continuous assessment programme which gives the picture of his/her performance in the school. In the town, ranking system is followed where in the society looks up the kid as intelligent only if he is ranked in the top 5 or 10 ranks.

In the city the kid's timings at school are less due to traffic rules in the locality that they leave children much earlier and the kids are left with more time to play. The games hour in the school is not utilized for the same after 8th standard as the hours are given for regular classes or it falls on the holiday, leave, exam that they don't try to make use of it.

4.5 Family

The observations made are:

- The traditional games like pallanguli and thayam are learnt from mom or grandma whereas the games like Cards, Carrom, and Business are learnt mostly through dad or friends.
- In the small town and village the kids are encouraged to go and play anywhere (by the parents), whereas in the city the children is not allowed to go out for playing without getting permission from the parents.
- The kids of lower class play on their own in lunch break and even in-between the classes if the teacher is late by 5min
- The city kids are forced to attend certain classes like abacus, singing, music, dance as one way to keep them engaged and to make him more skillful then other kids and in very rare cases it is kids interest.
- There are certain families, who live together in a groups and one of the family member is abroad who influence the kids of the group indirectly to get games from abroad to play and less often they share their kits of play within the family. This builds up a force to buy the new games even if the kid didn't like to play.
- The neighborhood in which the parents pertaining to the common work ground like harbor quarters where the children form groups and they are most comfortable and prefer to play together in the city itself. The first reason is the standard of living which matches and the second is much secured environment as they know each other well in a defined way. The choice of play again depends on unanimous decision within the group and less often influenced by other groups living nearby the society.
- The kitchen set play is found common among the girls of huge range between 3rd to 8th standard. The parent's infact encourage playing at home both in city and in town as the children play among themselves and they hardly trouble to buy something for the same.
- The parents in the city are more concerned in getting new books, toys for their kids to keep them aware of the latest things in the market.



05. Study Results

FAVORITE GAMES			
	Standard	BOYS	GIRLS
TRICHY	2nd- 5th	FOOTBALL	CHESS,CARROM, TRADE, LOCK & KEY, SNAKE & LADDER
	6th -8th	FOOTBALL , CRICKET	SHUTTLE BADMINTON
	9th-10th	CRICKET	BASKET BALL
CHENNAI	2nd- 5th	CRICKET	RUN & CATCH
	6th -8th	FOOTBALL	BASKET,SHUTTLE BADMINTON, CYCLE, THROW BALL
	9th-10th	CRICKET	CARROM
	11th-12th	CRICKET, FOOTBALL	CARROM, CHESS

The games that the children play are common when it comes to Trichy or Chennai boys that they like to play Cricket and Football. When it comes to girls the Trichy children of 2nd-5th standard likes to play indoor more and after 6th standard they show interest in outdoor games. The condition reverses incase of Chennai wherein the kids play outdoor till 8th standard and after 8th standard they start liking indoor games like carrom and chess.

FAVORITE TV CHANNELS

	Standard	BOYS	GIRLS
TRICHY	2nd- 5th	SUN, CARTOON NETWORK	CARTOON NETWORK, POGO
	6th -8th	TEN SPORTS, JETIX	SUN TV
	9th-10th	SUN TV, KTV, JETIX, CARTOON	SUN TV
CHENNAI	2nd- 5th	POGO	POGO
	6th -8th	SUN TV, KTV, POGO, VIJAY	POGO
	9th-10th	VIJAY TV	SUN TV
	11th-12th	VIJAY TV	SUN MUSIC

The favorite TV channels are common in the age group of 2nd to 5th standard without any age difference that they similarly like watching animated series more. Slowly the drift happens, when it comes after 6th standard that the boys start looking more of sports and other channels. When the children again crosses over 9th standard they watch specific programmes and channel of their personal interest which includes shows like : “kalakanun kalangal” in VIJAY TV which is based on students life in the schools. The programmes like “Arattai arangam” (debate) on social issues is again popular in SUN TV, SUN news is again in the preference. Among the girls the SUNMUSIC is popular as they could dedicate the songs live to who ever they want.



FAVORITE BOOKS

	Standard	BOYS	GIRLS
TRICHY	2nd- 5th	THENALI RAMAN, SIRUVAR MALAR RELIGIOUS STORIES	POOH, JUNGLE BOOK ALLADIN
	6th -8th	CHUTTI VIKADAN	JUNGLE BOOK, THENNALI, KUNGUMAM
	9th-10th	THENALI RAMAN, VIKRAMADITYA	TINKLE, SIRUVAR MALAR
CHENNAI	2nd- 5th	HARRY POTTER	MAGIC POT
	6th -8th	AKBAR & BIRBAL	GOKULAM, TINKLE
	9th-10th	HARRY POTTER	HARRY POTTER, TINKLE PANCHATANTRA, TENNALI, SIRUVAR MALAR
	11th-12th	HARRY POTTER, ENCYCLOPEDIA	TINKLE

The books that are popular among the children in the city are much different from that in the town. The new trends and latest book reach faster in the city whereas the children in the town get to know only through their friends and parents which is a slow process.

There is a great influence in reading from the parents when it comes to children in the town as they are made to know about great leaders, historical happenings for sure. The Tamil literature and their influence is more even in the curriculum when it comes to Trichy that children in the Town has a rich knowledge about language then the children's in the city.

6.1 COMPARITIVE ANALYSIS

FAVORITE GAMES			
	Standard	BOYS	GIRLS
CHENNAI	2nd- 5th	CRICKET	RUN & CATCH
	6th -8th	FOOTBALL	BASKET, SHUTTLE BADMINTON, CYCLE, THROW BALL
	9th-10th	CRICKET	CARROM
	11th-12th	CRICKET, FOOTBALL	CARROM, CHESS
TRICHY	2nd- 5th	FOOTBALL	CHESS, CARROM, TRADE, LOCK & KEY, SNAKE & LADDER
	6th -8th	FOOTBALL, CRICKET	SHUTTLE BADMINTON
	9th-10th	CRICKET	BASKET BALL
HARIHAR	2nd- 5th	CRICKET, FOOTBALL, CAROM.	HIDE & SEEK, TREE TREE..., JUT MUT, SNAKE & LADDER
	6th- 7th	FOOTBALL, VOLLEYBALL, CAROM.	CRICKET, THROW BALL
	8th- 10th	CRICKET, VOLLEYBALL.	BADMINTON, THROW BALL.
BHANUVALLI	2nd- 5th	JUT MUT, KABADDI, KHO KHO	HIDE & SEEK, JUT MUT, KHO KHO
	6th- 7th	CRICKET, KABADDI	JUT MUT, KUNTA PILLE, RING
	8th- 10th	CRICKET, VOLLEYBALL.	BADMINTON, KHO KHO

- The common game across the boys is found to be cricket and Badminton for girls (played on the streets).
- The 2nd – 5th children play more games when compared to the other age groups and they play more variety of games, especially the girls of all the locations.

FAVORITE TV CHANNELS

	Standard	BOYS	GIRLS
CHENNAI	2nd-5th	POGO	POGO
	6th-8th	SUN TV, KTV, POGO, VIJAY	POGO
	9th-10th	VIJAY TV	SUN TV
	11th-12th	VIJAY TV	SUN MUSIC
TRICHY	2nd-5th	SUN, CARTOON NETWORK	CARTOON NETWORK, POGO
	6th-8th	TEN SPORTS, JETIX	SUN TV
	9th-10th	SUN TV, KTV, JETIX, CARTOON	SUN TV
HARIHAR	2nd-5th	POGO, CARTOON NETWORK	POGO, NAT GEO.
	6th-7th	ESPN, NAT GEO	POGO, STAR PLUS
	8th-10th	NAT GEO, ESPN	STAR PLUS, POGO
BHANUVALLI	2nd-5th	UDAYA, E TV KAN.	UDAYA, E TV KAN.
	6th-7th	USHE, UDAYA	USHE, UDAYA
	8th-10th	USHE, UDAYA	UDAYA, USHE

- POGO channel seems to be the common channel watched, especially by girls.

- The children from small towns don't have option to watch much of channels as there are only limited numbers of channels that can be viewed in their region.

FAVORITE BOOKS

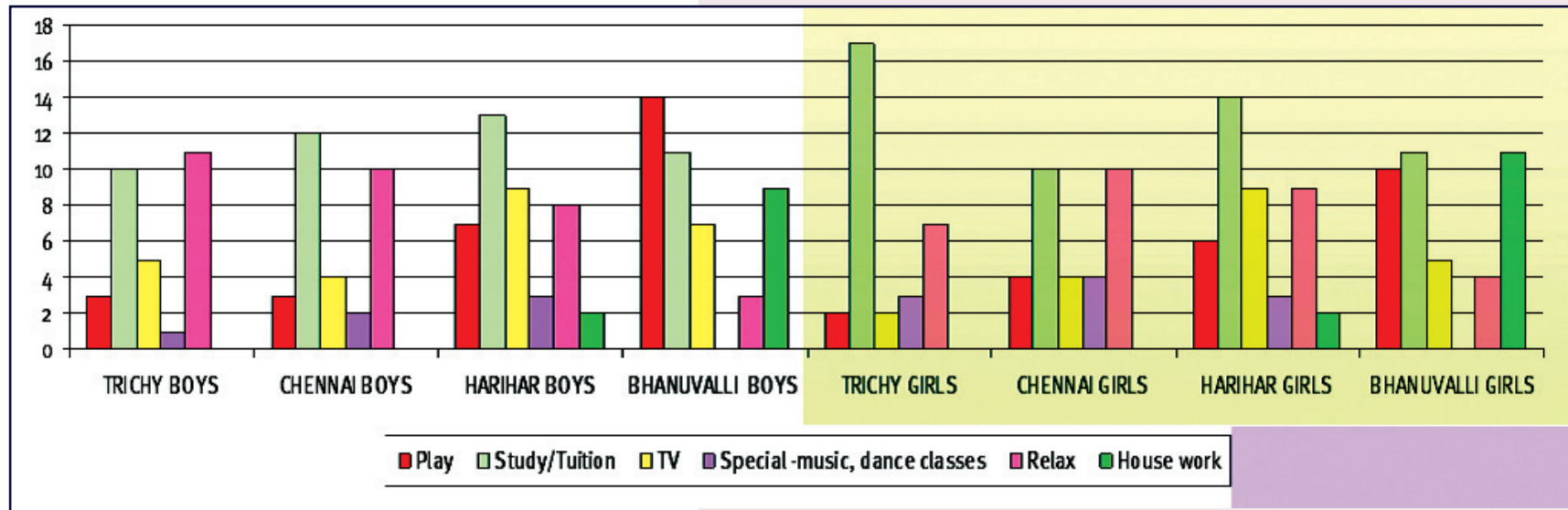
	Standard	BOYS	GIRLS
CHENNAI	2nd-5th	HARRY POTTER	MAGIC POT
	6th-8th	AKBAR & BIRBAL	GOKULAM, TINKLE
	9th-10th	HARRY POTTER	HARRY POTTER, TINKLE PANCHATANTRA, TENNALI, SIRUVAR MALAR
	11th-12th	HARRY POTTER, ENCYCLOPEDIA	TINKLE
TRICHY	2nd-5th	THENALI RAMAN, SIRUVAR MALAR RELIGIOUS STORIES	POOH, JUNGLE BOOK ALLADIN
	6th-8th	CHUTTI VIKADAN	JUNGLE BOOK, THENNALI, KUNGUMAM
	9th-10th	THENALI RAMAN, VIKRAMADITYA	TINKLE, SIRUVAR MALAR
HARIHAR	2nd-5th	CHANDAMAMA, CHAMPAK	TINKLE, MAGIC POT
	6th-7th	G.K. BOOKS, TINKLE, CHAMPAK	TINKLE, PANCHATANTRA
	8th-10th	HARRY POTTER, HARDY BOYS.	HARRY POTTER
BHANUVALLI	2nd-5th	PANCHATANTRA, HISTORICAL LEGENDS	PANCHATANTRA, HISTORICAL LEGENDS
	6th-7th	RAMAYANA, MAHABHARAT	RAMAYANA, MAHABHARAT
	8th-10th	G.K. BOOKS	G.K. BOOKS

- Books like Tinkle, Panchatantra and stories of historical and mythological legends are common among the children. The children from the village and town like to read G.K. books (quiz model) and city children like to read encyclopedia.

- The books like Harry Potter is popular even among the small towns of Harihar.

6.2 COMPARITIVE ANALYSIS

Activity Pattern

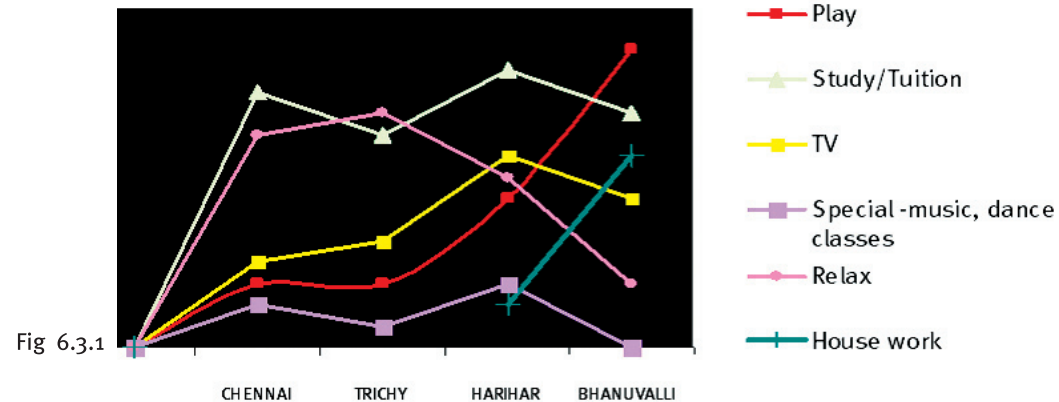


- The village children spend more time in playing and these decreases when it comes to the city.
- The involvement in house work is limited to only small towns like Harihar and Bhanuvalli.
- The act of watching TV is again more incase of small towns and not much in Chennai and Trichy

6.3 COMPARITIVE ANALYSIS

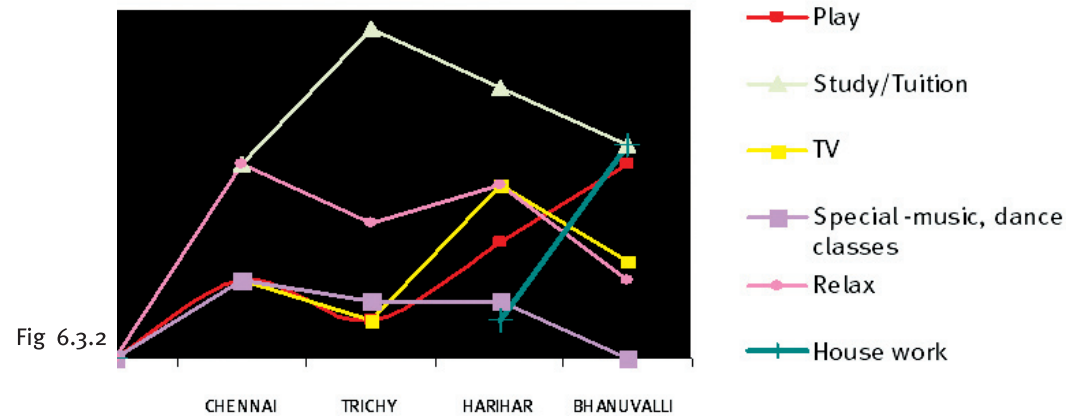
Activity Pattern

ENTERTAINMENT - BOYS



- TV is watched more by the Harihar boys and reduces as it moves to Chennai; the reason might be the children have more pressure to study.
- The graph Fig 6.3.1 shows that the relaxing time (sleeping during day, chatting) reduces from Chennai to Bhanuvalli.
- The amount of time spent for play increases from Chennai to Bhanuvalli.
- The amount of time spent on study/ tuition varies very little across all these locations.

ENTERTAINMENT - GIRLS



- The TV is watched more by the Harihar girls as that of boys and it is found to be less in Chennai.
- The play time is again more here in towns than in cities.
- The Fig 6.3.2 shows that the girls in Trichy spend more time in study and the variation is huge due to competition within the neighborhood.
- The time spends for special classes reduce as we move towards small towns.

Conclusion

The research clearly shows certain elements and the changing aspects of life. The children have very less time to spend on their own. They were forced both by the academic work and from parent's side to get involved in other activities like attending special classes, tuitions, abacus class etc. This trend leaves no time for the children to play any outdoor game and less time to play indoor games. The culture of the location greatly affects the work activity of the children as the association with the elders and outsiders is more common in small town and not in the cities. The cultural values are more closely wound when it comes to small towns. The act of gifting with toys and games are found to be more common in the cities and in towns this is comparatively less. The toys and games are found to be shared within the children of the neighborhood when it comes to town which again discourages one to buy new toys often. The children hardly share their play kits with their neighbors. The knowledge about latest books was found to be more natural for the city kids whereas the exposure is limited in the towns. The programmes in the Television is found to have the same influence in all the location and the gender difference in watching is again found common from city to town.

