

## Breaking the Silence: Pakistani Media's Role in Shaping Parental Attitudes and Practices on Child Sexual Abuse



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**Abstract:** *In an era of increasing accessibility to electronic media platforms in Pakistan, concerns about child exposure to harmful content, including child sexual abuse (CSA), have escalated. This study investigates parental attitudes and practices in addressing CSA portrayal in Pakistani electronic media, aiming to develop effective strategies for protecting children. Understanding parental attitudes and practices is crucial to devise effective strategies for safeguarding children against such content. A study was carried out to look into the variations in perspectives and methods of how child sexual assault is portrayed on HUM TV and private news channels among parents who are viewers and non-viewers. A mixed methods approach was employed, using semi-structured interviews with parents and stakeholders, focused group discussions with gender divisions, and closed-ended surveys. Data was gathered using a 10% sample to account for attrition, along with a 95% confidence interval and a 5% margin of error and non-responsiveness. The study explores the level of parental monitoring of children's media consumption and strategies employed to address CSA-related content. It also examines the perceived role of television, social media, and streaming services in exposing children to CSA. By contributing to existing knowledge on parental attitudes and practices regarding CSA portrayal, the findings shed light on the challenges faced by parents and inform the development of targeted interventions, educational campaigns, and policies to safeguard children. It is anticipated that these research findings will serve as a catalyst for further initiatives aimed at protecting children from potential harm.*

**Keywords:** Child sexual abuse, Parental attitudes, Parental practices, Societal influences, portrayal electronic media, Media effects

### Introduction

Worldwide, families, communities, and individuals are impacted by the grave issue of child sexual abuse (Anwar, Saeed, Hayder, & Kanwa, 2023). It describes a circumstance in which an adult or elder person coerces a minor to engage in sexual activities. This can have long-lasting effects on the victims, causing physical, emotional, and psychological harm

(Hussain & Malik, 2023). This research paper aims to study the factors in society that influence how parents in Pakistan think and act regarding child sexual assault as portrayed in the media (Saeed, Khan, Anwar, Hayder, & Gulabzai, 2024). By understanding these influences, we can develop effective strategies to protect children and prevent the negative impact of such portrayals (Iqbal & Qureshi, 2023). Previous

research has shown that television habits, social norms, cultural values, and religious beliefs all shape how people view sensitive issues like child sexual abuse (Khan & Ahmed, 2023). Therefore, it's important to examine how these societal influences specifically affect parents' attitudes and behaviors towards how child sexual assault is portrayed in the media in Pakistan (Malik & Khan, 2023). The research paper applies the United Nations Convention on the Rights of the Child to examine the function of the media in society and how it affects children's rights (Ahmed & Khan, 2022). It examines the issues and ramifications of child abuse in electronic media with the backing of current research. The goal is to offer suggestions for dealing with this important matter in light of important discoveries (Baig & Malik, 2022). A major influence of the media on people and society is the UNCRC, which also acts as a manual for development sector groups that focus on children's rights (Choudhary & Raza, 2022). 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, whereas Article 17 emphasizes their freedom to obtain information that advances their welfare (Haider & Ahmad, 2022). In Pakistan, a significant portion of the population is made up of young people, with about 60% being under 25 years old and around 25% between the ages of 10 and 19 (Mahmood & Ali, 2022). Society has a strong influence on how individuals think and behave. Television, being a powerful form of media, can directly impact public awareness, attitudes, and actions (Rashid & Hussain, 2023). Prior studies have demonstrated that media exposure can influence people's beliefs and perceptions about sensitive issues like child sexual abuse (Mirza & Ahmed, 2022). Research has shown that television viewing habits can contribute to increased acceptance of violence and altered perceptions of societal norms. Similarly, these habits can also influence attitudes and responses towards child sexual abuse (Naqvi & Riaz, 2022). Additionally, societal and cultural factors shape the norms and values within a community, further influencing parental attitudes and behaviors. In Pakistan, the diverse cultural,

religious, and social practices impact how child sexual abuse is perceived and addressed. Religion, in particular, plays a significant role in shaping moral values and ethical conduct in Pakistan (Qureshi & Ali, 2022). Therefore, understanding the religious dynamics and their impact on parental attitudes towards child sexual abuse portrayals can provide valuable insights for tailoring interventions and preventive measures to align with societal norms (Raza & Siddiqui, 2022).

### **Statement of the Problem**

This research aimed to investigate the attitudes and practices of parents regarding the possibility of their children being sexually abused. It focused on the rights of children according to UNCRC and specifically examined the impact of media, such as the drama *Udaari* and the coverage of the sexual abuse scandal in Kasur, on parents' awareness and attitudes (Khan, Saeed, Anwar, & Kanwal, 2023). The study sought to understand how viewing portrayals the effects of child sexual abuse on electronic media influences parents practices in raising their children and whether it instills fears of increased vulnerability to sexual abuse in children.

### **Significance of the Study**

The research results show that the portrayal of child sexual assault on electronic media has an impact on parents' beliefs and behaviors regarding the safety and morality of their children, with significant differences observed between male and female parents and viewers/non viewers. It important to Urge NGOs, INGOs, and media to prioritize comprehensive sexuality education and the role of parents and the media in protecting children from sexual assault by using electronic media as a means of educating the public and adhering to ethical codes of conduct when reporting on sexual abuse of children on the sexual abuse of children.

### **Objectives of the Study**

1. To investigate how parents generally implement the UNCRC, a child's right to protection, and the media's role in promoting children's welfare in particular.

2. To ascertain parents' attitudes regarding the ethical factors that guide the reportage of child sexual abuse in electronic media.
3. To determine how parenting habits are changed by parents in response to reading about child abuse in electronic media
4. To describe how parents who have watched news stories on electronic media feel that their children are more susceptible to sexual abuse.

### **Research Questions**

1. What are the patterns of parental exposure to electronic media in general, and news articles, newscasts, dramatizations, and prominent morning shows in particular?
2. Do male and female parents differ in their knowledge, attitudes, and behaviors regarding their children's vulnerability to sexual abuse? Do they differ in this regard between girls and boys?
3. Has the frequent exposure of parents to the representation of child sexual abuse episodes in electronic media raised concerns about their children?
4. How much do parents teach their children about staying safe from sexual abuse, including the concepts of 'good and bad touch,' and how comfortable are parents when watching news stories about the sexual abuse of children on electronic media?

### **Hypotheses**

1. Parents who are exposed to news and entertainment media are more aware of and knowledgeable about child abuse.
2. Child sexual abuse depicted on electronic media instills fear in parents about their children's vulnerability.
3. Parents educate their children about sexual abuse through their own education.
4. Ethical principles that prioritize the welfare of children are upheld when depictions of sexual abuse occur on in electronic media.

### **Literature Review**

Child abuse is any mistreatment of a child that can hinder their physical or psychological development, according to the World Health Organization (Siddiqui and Rizvi, 2023). According to Tariq and Malik (2022) child sexual abuse (CSA) is defined as any sexual interaction with a child under the age of 18 who is unable to understand or give informed consent. This can include situations where the child is not ready for their developmental stage or situations that are contrary to cultural norms or beliefs (Saeed & Hassan, 2023). Using a minor for commercial sex or pressuring them to participate in illicit sexual activity are two examples of CSAs (Yousaf & Ali, 2023). Child Sexual Abuse can be divided into two main categories: Non-Contact abuse and Contact abuse. Non-Contact abuse involves exposing children to pornography or displaying one's genitals to them and Contact abuse includes behaviors such as fondling, forced sexual acts, masturbation, and intercourse (Shah & Khan, 2022). Recognizing these types of abuse is essential for preventing and addressing child sexual abuse (Ahmed & Khan, 2022). Parents have a crucial role in providing Comprehensive Sexuality Education (CSE) to their children, protecting them from abuse, and building their self-esteem (Zaidi & Hassan, 2022). The influence of media on young people's attitudes and behaviors regarding sexuality should also be acknowledged (Khan & Ahmed, 2023). Media literacy education can aid in CSE efforts by helping individuals critically assess and navigate media messages (Hussain & Ali, 2022). As a responsible researcher, it is essential to ethically report on child sexual abuse in electronic media, considering the impact it has on individuals and society (Naqvi & Qureshi, 2022). Since the Kasur Incident, the Pakistan Coalition for Ethical Journalism (PCEJ) has addressed these issues (Rashid and Hussain, 2023). where children suffered long-term sexual abuse in 2015 (Abbas & Malik, 2022). Even though sensationalized coverage puts victims at risk of additional harm if their cases are not sufficiently reported, the media plays a crucial role in identifying and prosecuting those who commit

crimes (Saeed & Malik, 2022). As per Shah and Rizvi (2023), PCEJ promotes ethical journalism best practices that include safeguarding victim privacy, handling, sensitive, stories, differentiating between facts and opinion, offering context, conducting follow-ups on a regular basis, and lending support to preventative education and reform (Abbas & Malik, 2022). Researchers have to acknowledge that the media plays a crucial role in bringing attention to child sexual abuse cases, such as the Kasur scandal, in order to raise public awareness and stop such abuse in the future (Yousaf & Ali, 2022). By assisting young people in critically analyzing and navigating media messages, media literacy education can complement CSE initiatives (Malik & Raza, 2023).

Given the effects child sexual abuse has on both people and society, it is imperative that responsible researchers report on this topic in an ethical manner in electronic media (Naqvi & Qureshi, 2022). This statement draws attention to the 2016 television series "Udaari" from Pakistan, which tackled social issues including police interrogations, victimization of children for sexual abuse, and the blind support of politicians. Farhat Ishtiaq wrote the script, Muhammad Ehtesham - uddin directed, and Momina Duraid and the Kashaf Foundation co-produced the series. In an effort to create awareness and find solutions, the program defied taboos and stereotypes surrounding these concerns.

Original Name	Names in Drama series Udaari	Characters in Drama Series Udaari
<b>Ms. Hina Altaf Khan</b>	Zeb-un-Nisa Parveiz / Zebo (Komal)	Survivor of child sexual assault and Sajjo/Tahira's daughter
<b>Ms. Samiya Mumtaz</b>	Sajida Bibi (Sajjo/Tahira)	entrepreneur and mother of a child sexual abuse survivor.
<b>Mr. Ahsan Khan</b>	Imtiaz Ali Sheikh	The one who sexually abused children, Zebo's stepfather, and Tahira's second spouse
<b>Ms. Urwa Hocane</b>	Rasheeda Bibi (Sheedan)	is a companion of Zebo, a folk singer, and the mother of Meera Majid, a singer.
	Meera Majid	Singer, and friend of Zebo, daughter of Sheedan,

Table 1: A Brief Synopsis of the Cast of HUM TV's Drama Series

Udaari” TV show in Pakistan addressed child sexual abuse and encouraged victims to feel no shame, but some viewers disliked how the issue was displayed. Watching too much TV, whether serious or light-hearted, can affect how people think. Violence on TV can make us feel scared and unhappy. The media focuses on sensational crimes, creating excessive fear of crime while cases of Domestic violence and child abuse frequently go unreported. Media often portrays rape as being done by strangers, when actually it is often committed by someone the victim knows. Women are at higher risk of domestic and sexual abuse.

### KAP Model

Standardized questionnaires are part of this approach, and the answers yield quantifiable information. These surveys reveal misconceptions that indicate problems with recommended courses of action. There are additional possible obstacles to behavior change mentioned. This survey reveals what is said, but there are huge gaps between what is said and what is being done.

## Methods of Research

### Research Design

In order to achieve triangulation and generalizability of the results, the researcher employed both qualitative and quantitative data gathering methods for the current study. The data gathering techniques used were PAPI and CAPI, with PAPI being used for qualitative data collection and CAPI being used for quantitative data collection.

### Both Attrition and Oversampling

### Sampling Design

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

Here,

- n= Required sample size
- z= at 95 percent 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

According to the formula, 384 respondents were sampled for the study using a quasi-experimental paradigm with a treatment and control group; however, 10% oversampling was carried out to account for potential attrition and information loss in the event of future follow-ups. As a result, 422 respondents in total were sampled for the quantitative survey. Furthermore, under the heading "sample of the study," specifics on qualitative and quantitative data samples are provided.

The sample size was calculated using a conventional procedure that included a 5% margin of error and a 95% confidence range.

The table below shows how the quantitative information that was gathered from parents was divided up:

### Sample of the Study

	Muzaffargarh		Islamabad	
<b>Male Parents</b>	Viewers of Hum TV and any Private News Channel			
	Educated	Illiterate	Employed	Unemployed
	Thirteen	Thirteen	Thirteen	Thirteen
<b>Female Parents</b>	Thirteen	Fourteen	Thirteen	Thirteen
<b>Married Women without Children</b>	Thirteen	Fourteen	Thirteen	Thirteen
<b>Married Men without Children</b>	Thirteen	Fourteen	Thirteen	Thirteen
	Muzaffargarh		Islamabad	
	Nonviewers of Hum TV and any Private News Channel			
	Educated	Illiterate	Employed	Unemployed
<b>Male Parents</b>	Thirteen	Fourteen	Thirteen	Thirteen
<b>Female Parents</b>	Thirteen	Fourteen	Thirteen	Thirteen
<b>Married Women without Children</b>	Thirteen	Thirteen	Thirteen	Thirteen
<b>Married Men without Children</b>	Thirteen	Thirteen	Thirteen	Thirteen

Table 2: Parent-provided quantitative data segmentation

The following lists the several categories for qualitative data gathering instruments:

Instruments Exercised	Islamabad	Muzaffargarh
<b>FGDs</b>		
<b>Male Parents</b>	Two	Two
<b>Female Parents</b>	Two	Two
<b>Married Women without Children</b>	Two	Two
<b>Married Men without Children</b>	Two	Two
<b>In-depth Interviews</b>		
<b>Teachers (Gender Segregated)</b>	Two	Two
<b>Imam of Mosque</b>	One	One
<b>CSO/NGO Representatives</b>	Two	Two
<b>Journalists</b>	One	One

Table 1: Segregation of Qualitative Sample

### The Quantitative Approach

A closed-ended Likert-scale questionnaire was utilized for a quantitative survey including parents, and it is included in Annex.

### Concentrated Group Conversations

A semi-structured, open-ended questionnaire was created (attached at Annex-) for targeted group discussions with parents, both male and female, to delve further into the causes behind the community's current knowledge, attitudes, and behaviors around the portrayal of child sexual abuse in electronic media.

### Comprehensive Interviews

To gather the opinions of the major stakeholders—teachers, the mosque's imam, representatives from CSOs and NGOs, and journalists—an open-ended, semi-structured questionnaire was created (see Annex 1).

### Theoretical Framework: Cultivation Theory

Understanding the cultural impacts on parents' views and actions about the representation of child sexual abuse in Pakistani electronic media is made easier with the help of cultivation theory. Cultivation theory is used as a theoretical framework to comprehend how media affects people's perceptions and actions. George Gerbner's cultivation theory is centered on "Syndromes," or the long-term impacts of media exposure on people's attitudes, beliefs, and actions (Gerbner, 1998). According to cultivation theory, people's ideas of social reality

are shaped by extended exposure to media material with television being the primary medium through which people develop their understanding of the world and Media acts as a "cultivator" that cultivates a shared worldview among its viewers (Morgan & Shanahan, 2010). Mainstreaming, as proposed by cultivation theory, occurs when heavy exposure to television leads to a blurring of differences in attitudes and beliefs across various demographic groups (Morgan & Shanahan, 2010). The dominant media messages become the common perception of reality for most viewers. Consequently, the media's dominant narrative may impact how parents behave and think about how child sexual abuse is portrayed (Gerbner, 1998).

Cultivation theory also suggests that individuals who have real-life experiences similar to those depicted on television are more likely to resonate with the portrayed reality. Therefore, parents who have personal experiences or close connections to incidents of child sexual abuse may be more influenced by media portrayals, which can impact their attitudes and behaviors (Morgan & Shanahan, 2010). Furthermore, The term "cultivation differential" describes how heavy and light television watchers perceive things differently. High viewership are more likely to adopt the media's constructed reality due to their increased exposure. Hence, parents who consume a significant amount of media content may exhibit different attitudes and

behaviors concerning child sexual abuse portrayal compared to those with limited exposure (Gerbner, 1998).

According to the cultivation hypothesis, parental perceptions of how child sexual abuse is portrayed may change as a result of media exposure. Parents who watch a lot of media with images of child sexual abuse may believe that the practice is more common or accepted. This may have an effect on their attitudes by making them more or less sensitive to the seriousness of

the problem (Morgan & Shanahan, 2010).

Media exposure can also impact parental behavior related to child sexual abuse. Parents who have been heavily exposed to media portrayals of child sexual abuse might demonstrate higher levels of precautionary behaviors, such as educating their children about safety measures. However, in some cases, media exposure may also result in a false sense of security or lack of action due to desensitization or perceived societal norms (Gerbner, 1998).

## Data analysis

### Attitude: Only from Viewer

**Figure 1: Categorizing the Representation of Child Sexual Abuse in the Drama Series Udaari on HUM TV**

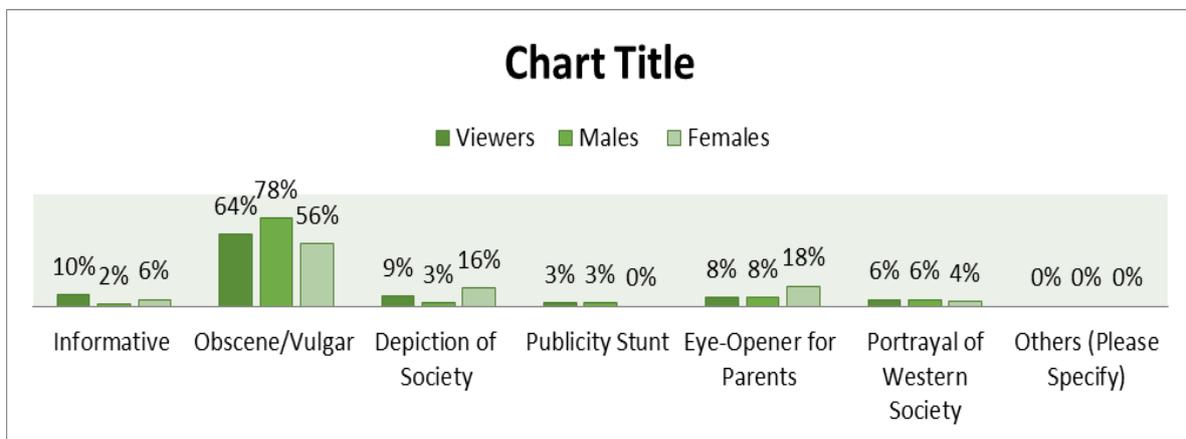


Figure 1: The percentage of viewers—both male and female parents—who labeled the drama series Udaari on Hum TV as depicting children being sexually

The drama Udaari was categorized by respondents as either vulgar, educational, a publicity stunt, a reflection of society, or an eye-opener for parents or a Combination of these. Only 10% of viewers—2% of men and 6% of women—found the drama to be instructive. Nine percent of viewers—3% of men and 16% of women believed the drama reflected society. According to the majority of respondents, the drama was considered to take a vulgar stance. The Child sexual abuse in the Udaari drama was deemed vulgar by 78% of male parents. this research, child sexual abuse in the Udaari drama

was viewed as vulgar by 64% of viewers and 56% of female parents who participated. Eight percent of viewers, 8% of male viewers, and 18% of female viewers saw it as an eye-opener for parents, while 3% of viewers and 3% of male viewers saw it as a publicity stunt. The representation of Western society is also regarded by some individuals, including 6% of viewers, 6% of men, and 4% of women. According to parents, it was not necessary to use drama in the media to discuss the issue of child sexual abuse.

**Figure 2: Scenes in Udaari Excluded from the Broadcast**

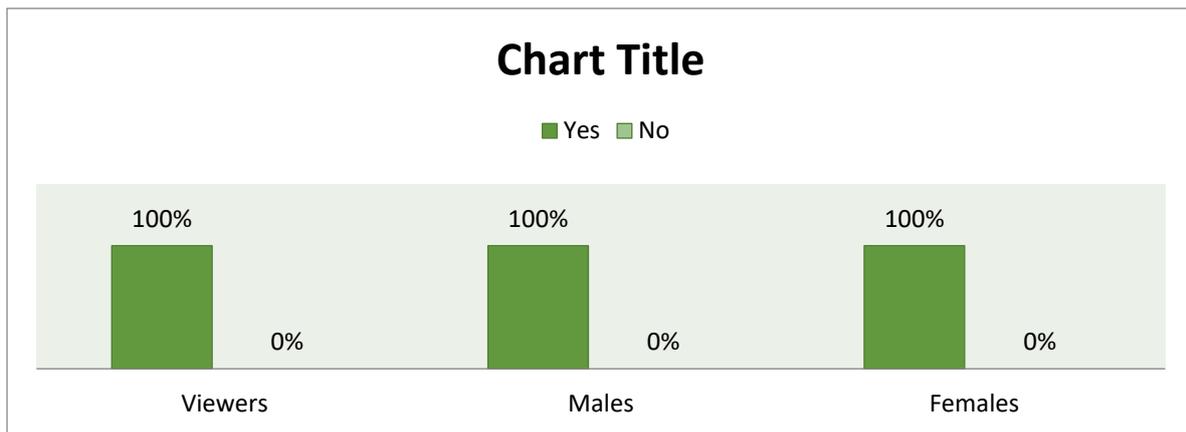


Figure 2: The percentage of male and female parents that saw Udaari and responded to the sequences that were not shown during the show

The statement was agreed upon by all respondents, 100 percent of them. which found that 100% of viewers of the Udaari drama, 100% of male parents, and 100% of female parents thought that many scenes should not have been televised. The play contained a

number of scenes that went against moral standards and unethical behavior. In-depth interviews revealed that, despite these scenes being difficult to process, representatives from the media and development sectors believed they represented the grim realities of

**Figure 3: Motives behind avoiding situations**

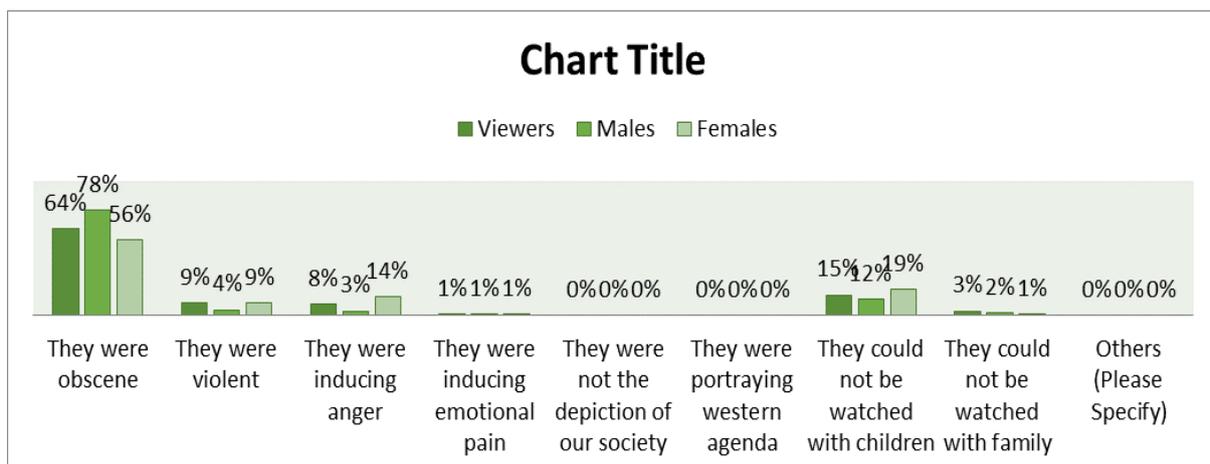


Figure 3: Parents, both male and female, responded to the broadcast by indicating that they would steer clear of certain scenes.

This inquiry was made about how this drama would affect society as a whole. Parents, both male and female, believed that the scenes in Udaari's were based on graphic content. Such scenes that promote vulgarity cannot be watched or aired on television, according to 78 percent of male respondents, 64 percent of viewers, and 56 percent of female respondents.

Parents expressed that such scenes were inappropriate for their children to watch due to their vulgarity and other immoral issues, with 19% of them being female and 12% of them being male. Responses from 4% of men, 9% of viewers, and 9% of women revealed that these kinds of scenes were making people angry.

**Figure 4: A disclaimer for kids before the drama "Udaari" is televised**

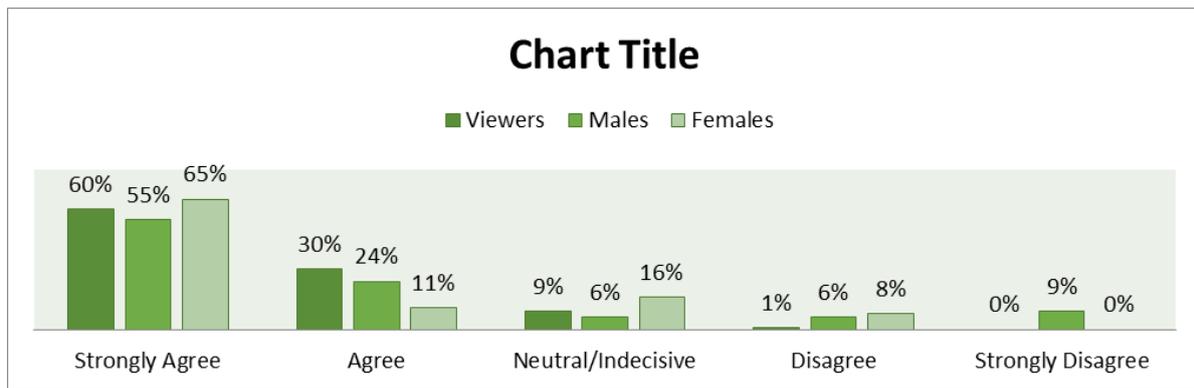


Figure 4: Viewers' response rate to the warning that children shouldn't watch it before the drama serial Udaari airs, both male and female parents

Drama should be broadcast with a disclaimer in order to help shape the minds of the young audience. As the aforementioned graphic illustrates, 60% of viewers of the Udarri drama and 65% of parents, 55% of whom are male and 65% female, strongly agreed with the statement. Only 30% of the viewers—24% men and 11% women—agreed with the statement. Six percent of viewers were male,

sixteen percent were female, and nine percent of viewers gave neutral answers. Just 9% of men strongly agreed with the statement and thought it was a good idea to let kids watch these kinds of dramas. The data analysis reveals that a disclaimer is crucial to preventing kids from being exposed to such drama.

**Figure 5: Labeling the News Channels' Representation of the Kasur Incident Coverage**

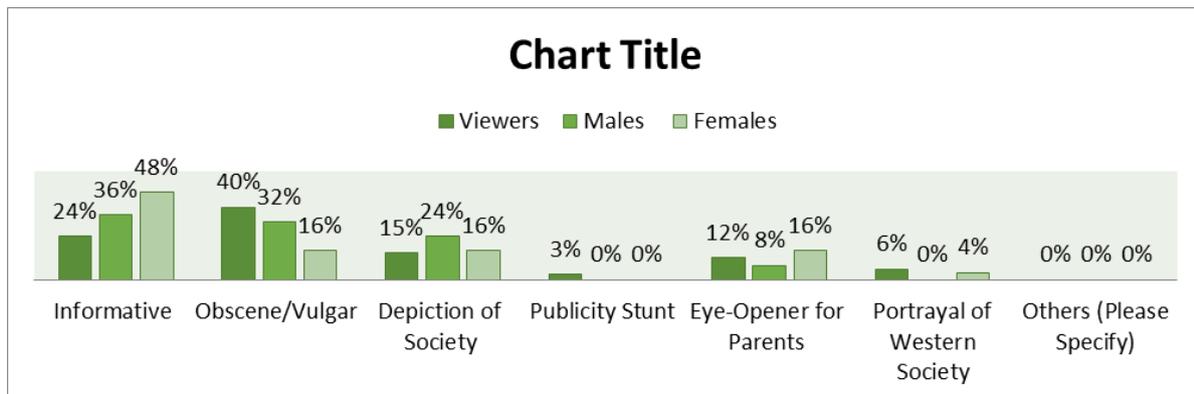


Figure 5 shows the percentage of male and female parents that watched and labeled how the Kasur event was covered by news stations.

The incident could be classified as vulgar, educational, a publicity stunt, a wake-up call for parents, or a representation of Western society, according to the respondents. The parents found it very difficult to respond to this question. As previously mentioned, prior to the Kasoor incident, approximately 48% of the women who responded to the survey considered the news about the incident to be informative. They therefore regarded it as instructive. Other

than them, 36% of men and 24% of viewers thought it was informative. Thirty percent of viewers—sixteen percent of women and thirty percent of men—thought the news about the Kasoor incident was just vulgar. Fifteen percent of viewers—24 percent of men and sixteen percent of women—thought it accurately portrayed society. For 3% of the viewers, it was a publicity stunt. It was interesting to note that 16% of viewers—8 male viewers and 16% female viewers—saw this news as an eye-opener because they had no idea that such issues existed.

**Figure 6: Scenes Not Heard or Heard During the Newscast**

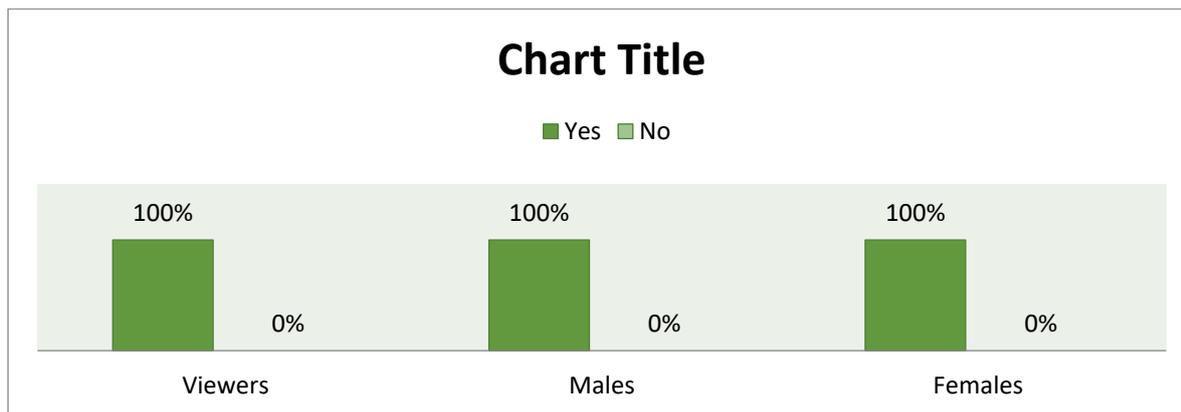


Figure 6: shows the percentage of viewers—both male and female parents—who did not watch or listen to certain parts of the newscast.

A large number of stories about the Kasoor incident were broadcasted, as evidenced by the ratio of 100% male, 100% female, and 100% viewers. Among the 422 respondents,

viewers of the Kasoor incident, male and female parents, and parents overall expressed complete agreement that such news should not be broadcast on television.

**Figure 7: Justification for Not Using Certain Terms and Scenes from the Kasur Incident in the News Broadcast**

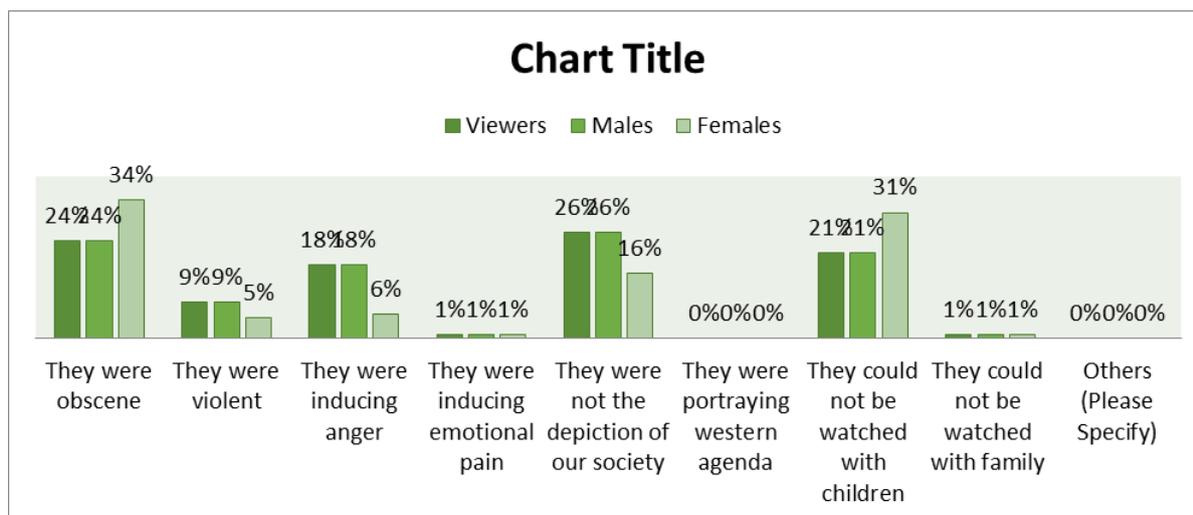


Figure 7: The percentage of male and female parents who watched the news and responded to questions on why certain terminology and visuals from the Kasur tragedy were left out.

When asked to describe these scenes, the respondent listed them as vulgar, violent, arousing anger, evoking strong motions, not representing society, promoting a western agenda, unsuitable for family viewing, and inappropriate for children among the respondents, 34% were female parents, 24% were male parents, and 24% were viewers. The news scenes incited fear and anger in society, according to statistical data gathered from 18% of viewers, 18% of male viewers, and 6% of

female viewers. While 9% of viewers, 9% of men, and 5% of women believed that these scenes were violent, 26% of viewers, 26% of men, and 16% of women felt that they did not accurately represent our society. A little over 21% of viewers—21% of men and 31% of women—said that these scenes were inappropriate for families to watch.

**Figure 8: Children's Disclaimer Prior to Broadcasting the Kasur Incident News**

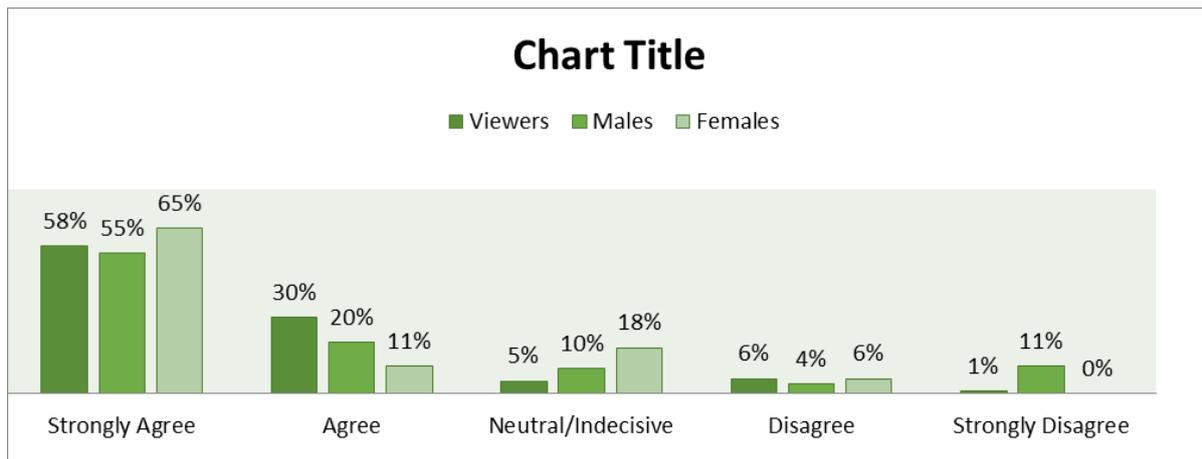


Figure 8: The percentage of male and female viewers that responded to the warning for kids before the news of the Kasur event was shown

According to poll data, 58% of viewers, 55% of male parents, and 65% of female parents strongly agreed with the aforementioned statement. only 10% of men, 18% of women, and 5% of viewers had no opinion, while 4% of men, 6% of women, and 6% of viewers disagreed with the statement. 1% of viewers and

11% of men, however, strongly disagreed with the assertion. The language used in the media's reporting of the occurrence, which followed breaking news trends without question, might have been improved, according to respondents in IDIs, especially teachers and community workers.

**Attitude: Exclusively from Observers**

**Figure 9: Entertainment Channels Portrayal of Child Sexual Abuse**

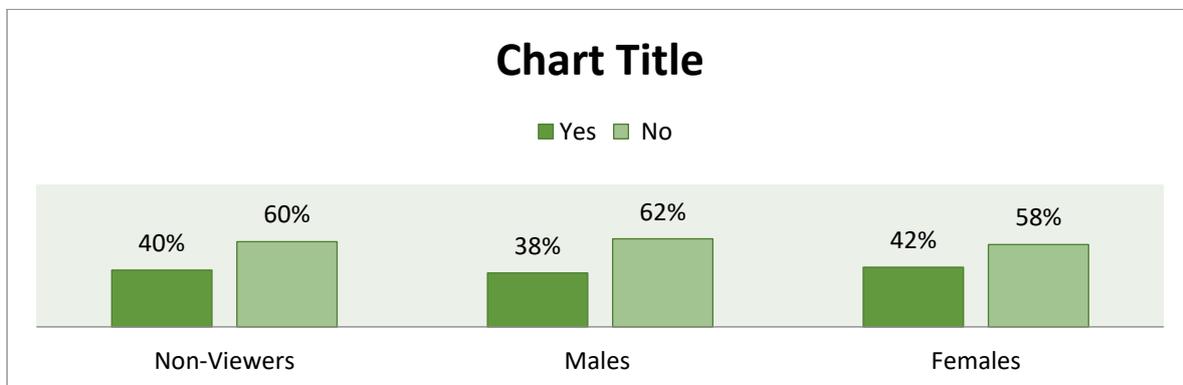


Figure 9: Reaction rate of non-watchers, male and female parents to depictions of child sexual abuse on entertainment channels

Since they didn't notice any other entertainment channel featuring child sexual abuse, the majority of parents disagreed with the notion. Sixty percent of viewers, sixty-two percent of fathers, and fifty-eight percent of mothers stated

that they had not seen any sequences in dramas involving child sexual assault. However according to 40% of non-viewers, 38% of men, and 42% of women, there were sequences in the dramas depicting child sexual assault.

**Figure 10: Scenes Avoided while Watching Drama “Udaari”**

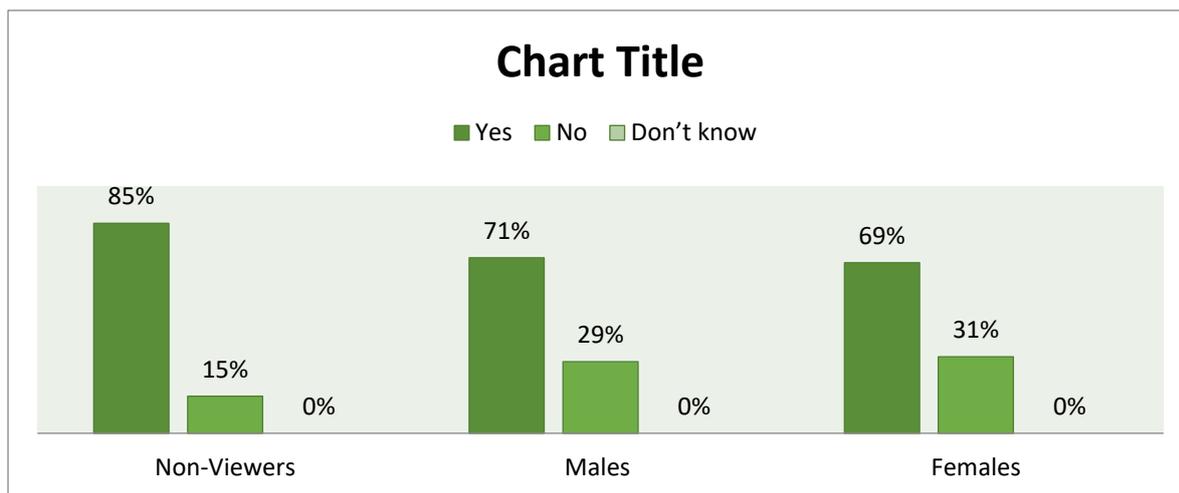


Figure 10: Parents, both male and female, responding rate to the description of the scene in the drama that they are unable to watch

In addition to instances of child abuse, many of parents believed that there were other inappropriate scenes in plays. 71% of male parents, 85% of non-viewers, and 69% of female

respondents agreed with the assertion that there are additional vulgar situations in dramas. However, 31% of women, 29% of men, and 15% of non-viewers disagreed with the assertion.

**Figure 11: Cautionary Note for Kids Before Airing These Dramas**

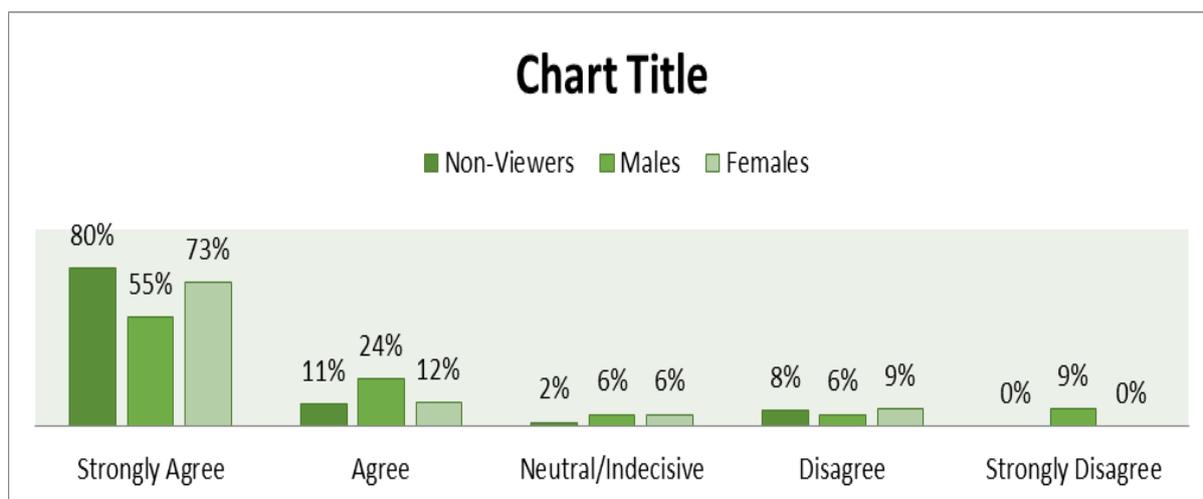


Figure 11: Parents, both male and female, responded to the disclaimer for children before these kinds of programs were televised.

Eighty percent of those who did not watch the video agreed with the statement; similarly, seventy-three percent of female respondents and fifty-five percent of male respondent strongly agreed. While 6 percent of male parents, 2 percent of non-viewers, and 6 percent of female parents

remained neutral on this question, none of the respondents with it. The statement was agreed upon by 11% of non-viewers, 24% of men, and 13% of women, whereas 8% of non-viewers, 6% of men, and 9% of women disagreed.

**Practices**

**Figure 12: Awareness of the Need to Protect Children Following Media Exposure to Child Sexual Abuse**

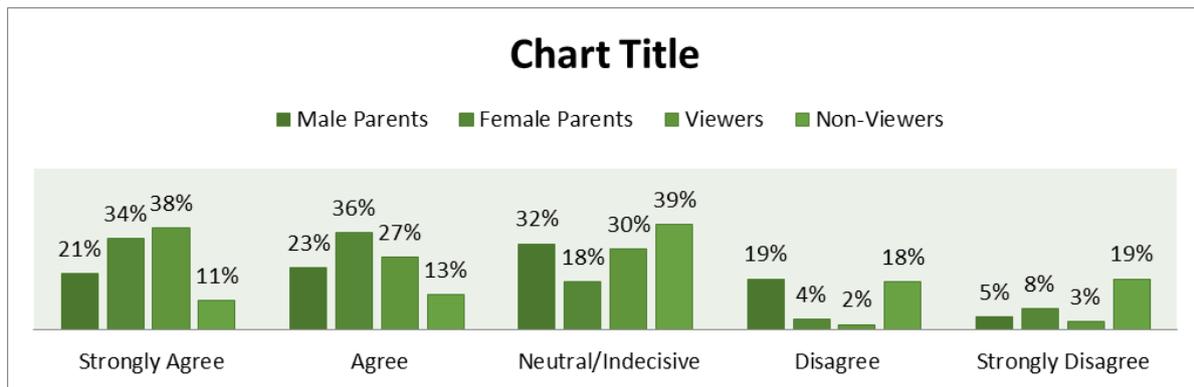


Figure 12: Response rate of parents—male and female, viewers and non-viewers—on the increased awareness of safeguarding their children following exposure to media depictions of child sexual abuse

When asked about their thoughts on news related to child sexual abuse, the majority of male parents (21%), females (34%), viewers (38%), and non-viewers (11%) strongly agreed that it made them more conscious about protecting their own child. The percentages for agreement among males, females, viewers, and non-viewers were 23%, 36%, 27%, and 13%

respectively. On the other hand, 32% of males, 18% of females, 30% of viewers, and 39% of non-viewers were neutral or indecisive in their response. Only 5% of males, 8% of females, 3% of viewers, and 19% of non-viewers strongly disagreed with the statement, while 19% of males, 4% of females, 2% of viewers, and 18% of non-viewers simply disagreed.

**Figure 13: Sensation of Insecurity in Children Abused Sexually**

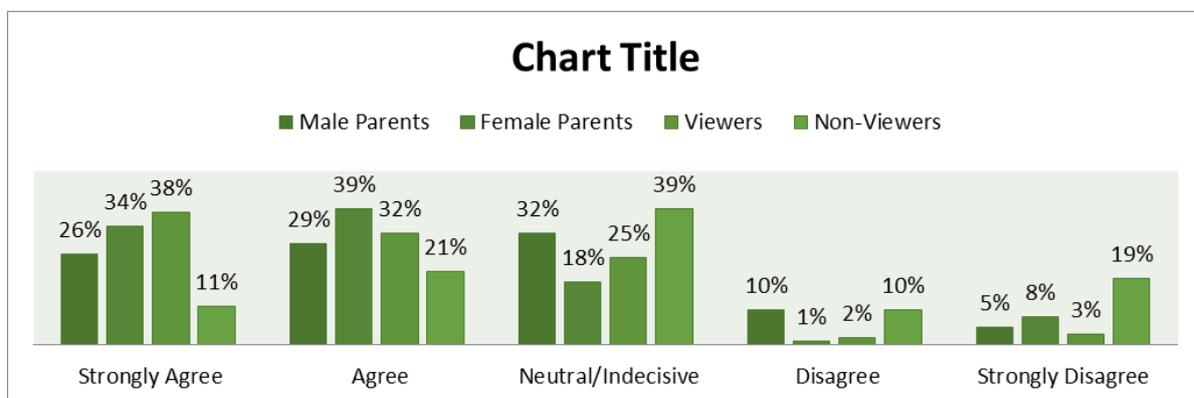


Figure 13: After seeing media depictions of child sexual abuse, the response rate of parents—male and female, viewers and non-viewers—about their belief that their kids are not safe from sexual abuse

Respondents became puzzled and tense when asked about the security of children after viewing such news. Parents, both male and female, strongly agreed with the statement in 26–34 percent of cases. In a similar vein, 11% of non-viewers and 38% of viewers strongly agreed. On the other hand, between 21 and 32 percent of viewers and non-viewers concurred, while parents only agreed in 29 to 39 percent of cases.

In a similar vein, a small percentage stayed neutral, with the ratio being 32% men, 18% women, 25% viewers, and 39% non-viewers. Additionally, 10% of men, 1% of women, 2% of viewers, and 10% of non-viewers disagreed with the statement; only 5% of men, 8% of women, 3% of viewers, and 19% of non-viewers strongly disagreed.

**Figure 14: Children's Questionnaire on Exposure to Media Content Regarding Sexual Abuse**

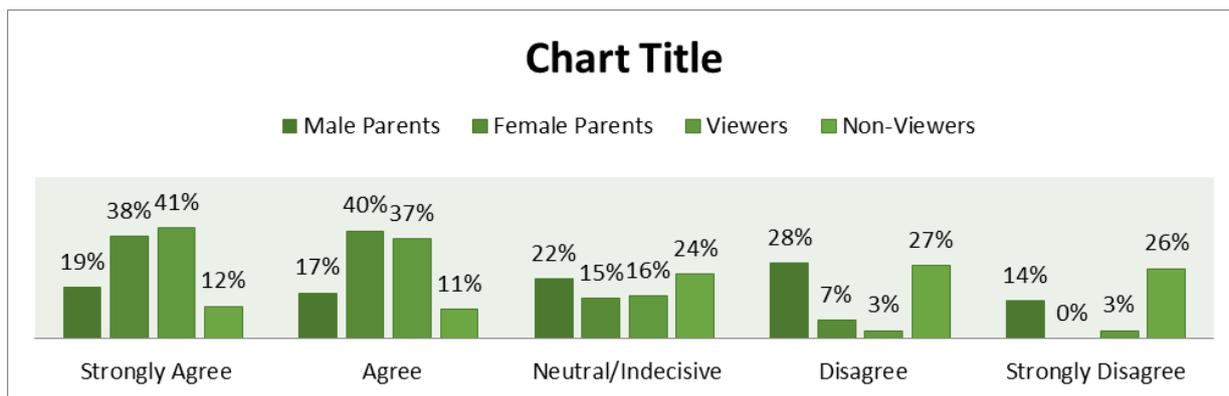


Figure 14: Parents' responses, both male and female, to their children's questions when they see something similar in the media

Children often ask their parents about what they watch on television or elsewhere. And they may become suspicious of incidents like sexual abuse. Therefore the parents were questioned on this matter. The statement was strongly agreed with by about 19% of female parents, 38% of male parents, 41% of viewers, and 12% of non-viewers. Furthermore, only 11% of non-viewers, 40% of male parents, 37% of viewers, and 17% of female parents agreed. According to the statistical data from the question the ratio of

agree to disagreement is higher. Among the total respondents 28% of males, 7% of females, 3% of viewers, and 26% of non-viewers strongly disagreed with the statement above, while 14% of males, 3% of viewers, and 26% of non-viewers agreed. Twenty-two percent of the respondents were male, fifteen percent were female, sixteen percent were viewers, and twenty-four percent were non-viewers.

**Figure 15: Truthful Responses to Children on Questions Regarding Child Sexual Abuse**

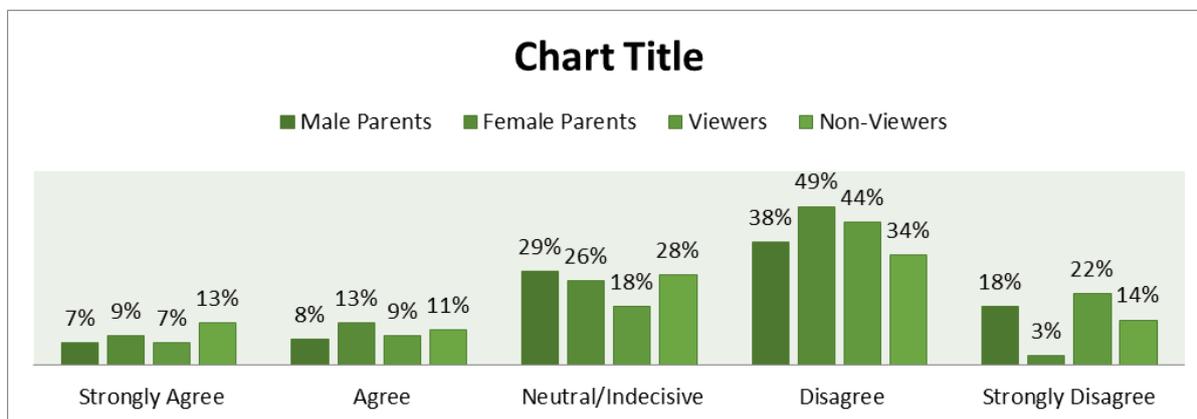


Figure 15: Response rate of male and female parents, viewers, and non-viewers to questions posed by children about child sexual abuse that are answered honestly.

As a common practice, parents often hesitate to telling the truth to their children. When the question was asked, majority of parents disagreed with the statement. 38% male, 49% of female, 44% viewers and 34% non-viewers disagreed, while, 18% males, 3% of females, 22% of viewers and 14% non-viewers strongly

disagreed. The ratio of male and females parents, viewers and non-viewers who agreed was 8%, 13%, 9% and 11%. Respectively. Additionally 8% of males, 13% of females, 9% of viewers and 11% non-viewers agreed with the statement while 29% males, 26% females, 18% viewers and 28% non-viewers remained

indecisive. The proportion of respondents who remained indecisive on this statement was quite

high indicating that respondent confused about that issue.

**Figure 16: The Chance That a Child Will Experience Sexual Abuse**

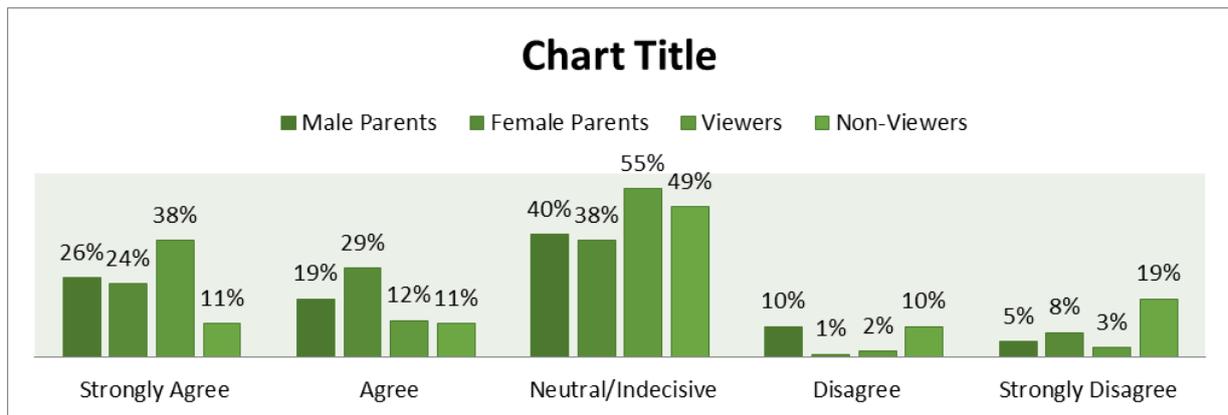


Figure 16: Parental response rates, viewers, non-viewers, and male and female parents regarding the likelihood that their kid will experience sexual abuse

The question, "can my children also fall victim to child sexual abuse," was asked in this survey. 26 % of men, 24% of women, 38% of viewers, and 11% of non-viewers strongly agreed with this. There were 19% of men, 29% of women, 12% of viewers, and 1% of non-viewers among the respondents who agreed. Males made up 40% of the sample,

females made up 38%, viewers made up 55%, and non-viewers made up 49%. A small percentage of 10% of men, 1% of women, 2% of viewers, and 10% of non-viewers—disagreed with the statement, according to the statistical data in the chart above. 5% of men, 8% of women, 3% of viewers, and 19% of non-viewers strongly disagreed with the statement.

**Figure 17: Educating Kids About Positive and Negative Parental Touch**

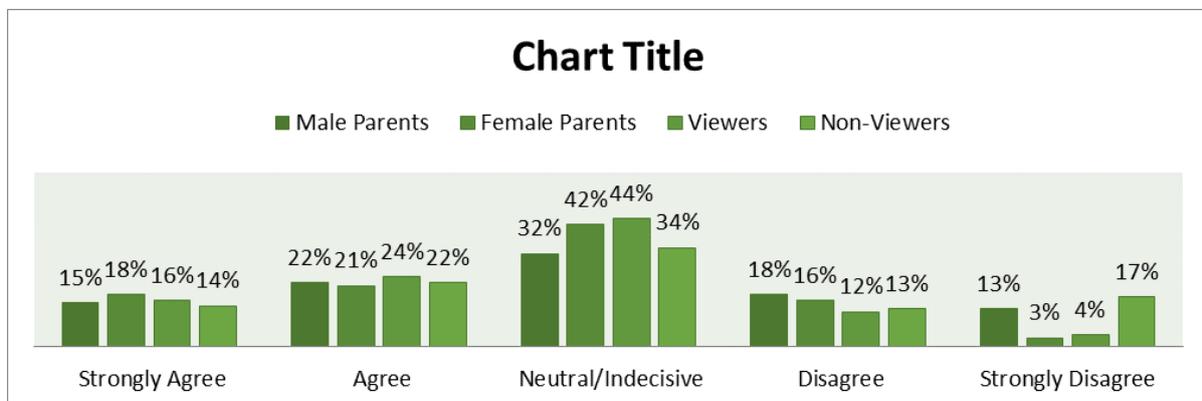


Figure 17: Response rate of male and female parents, viewers, and non-viewers assessing parents' understanding of good and negative contact with children

The majority of respondents did not respond when asked this question about parents. 32 percent of male parents, 42 percent of female parents, 44 percent of viewers, and 34 percent of non-viewers did not reply out of the total respondents. The statement was only agreed to by 22% of males, 21% of females, 24% of viewers, and 22% of non-viewers, whereas 15% of men, 18% of women, 24% of viewers, and

14% of non-viewers strongly agreed. On the other hand, this statement was disputed by 18% of male parents, 16% of female parents, 12% of viewers, and 13% of non-viewers. In a similar vein, 4% of viewers, 13% of male parents, 3% of female parents, and 17% of non-viewers all strongly disagreed. The social problems or increase in child sexual abuse are directly correlated with parents'

silence.

**Figure 18: Teaching one’s Child about Bad and Good Touch**

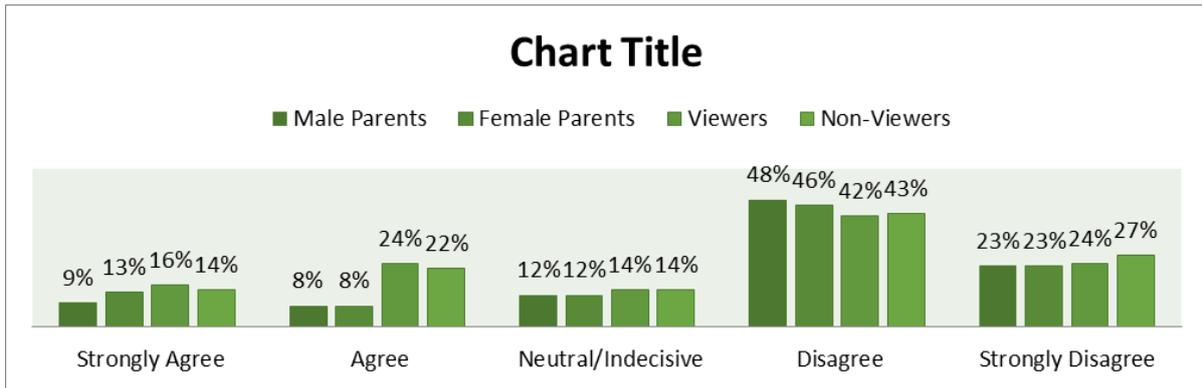


Figure 18: Parents, both male and female, who see and don't view the video in relation to teaching their kids about appropriate and inappropriate touching

Parents in Pakistani society do not educate their children about appropriate and inappropriate touching. Kids either pick up knowledge on their own or from friends and teachers. When parents were asked this question, the response was not unexpected. Strong agreement was expressed by 9% of men, 12% of women, 16% of viewers, and 14% of non-viewers. In a similar vein, 24% of viewers, 22% of non-viewers, 8% of men and 8% of women concurred. Twelve percent of respondents were male, twelve percent were

female, fourteen percent were viewers, and fourteen percent were non-viewers. The statement was disputed by 48% of viewers, 46% of parents 46% of female parents and 43% of non-viewers, indicating that parents haven't taught their kids the difference between good and bad touch. Strongly disagreeing with the statement were viewers, non-viewers, male parents, and female parents in the following percentages: 23%, 23%, 24%, and 27%, respectively.

**Figure 19: Children's Self-Learning About Good and Bad Touch Over Time**

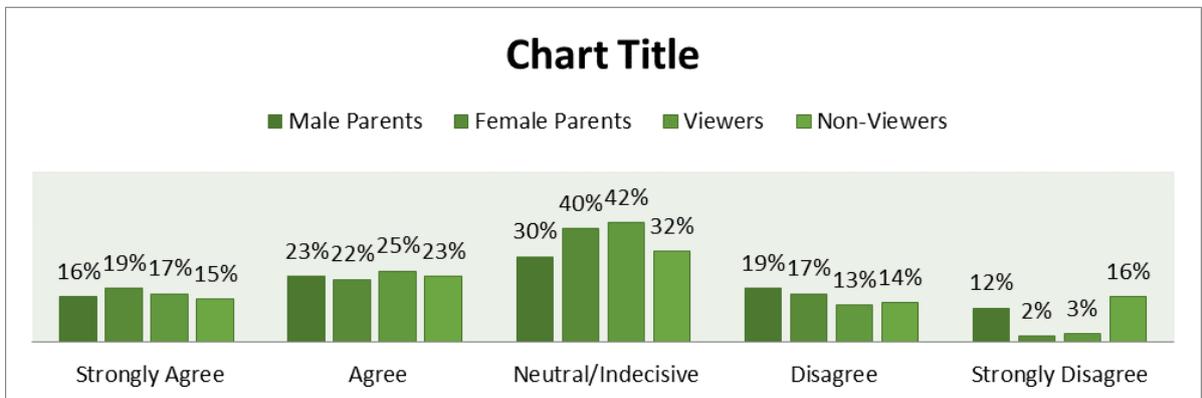


Figure 19: The rate of response from parents—male and female, watchers and non-viewers—about their children's self-learning of good and poor touch throughout time

According to the survey, 32% of male parents, 40% of female parents, 42% of viewers, and 32% of non-viewers were neutral, meaning they had no idea what it was. Nonetheless, 16% of respondents—male and female—strongly agreed with the aforementioned statement, as did 17% of viewers and 15% of non-viewers. In a similar vein, roughly 23% of men, 22% of

women, 25% of viewers, and 23% of non-viewers agreed with the question. Just 12% of men, 2% of women, 3% of viewers, and 16% of non-viewers strongly disagreed with the statement, while 19% of men, 17% of women, 13% of viewers, and 14% of non-viewers' parents disagreed.

**Figure 20: Teachers Educating Students About Positive and Negative Touch**

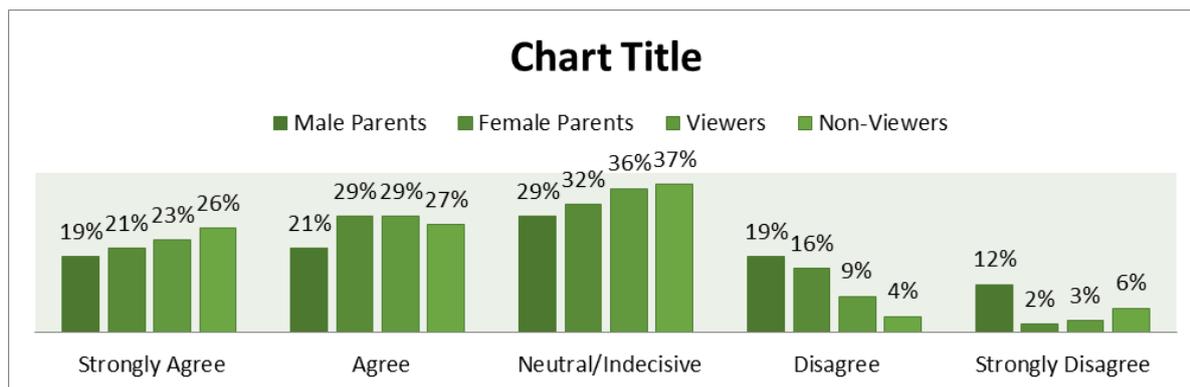


Figure 20: The percentage of parents—male and female, watchers and non-viewers—who said that schools should inform kids about both positive and negative touch

Teachers teach their students about good and bad touch, as the above chart illustrates. Parents strongly agreed with this question; 19% of male parents, 21% of female parents, 23% of viewers, and 26% of non-viewers all strongly agreed. About 21% of men, 29% of women, 29% of viewers, and 27% of non-viewers concurred. Similarly, 36% of viewers, 32% of non-viewers, 29% of men, and 32% of women expressed no opinion. About 19% of men, 16% of women, 9% of viewers, and 4% of non-viewers were among the respondents who disagreed, whereas 12% of men, 2% of women, 3% of viewers, and 6% of non-viewers strongly disagreed. When the teachers were questioned, they stated that they believed parents should be the ones teaching their children about child abuse, even though some teachers discussed it with the students and others didn't because they were too shy. Educators proposed, however, that CSE be included in the curriculum in the IDIs and that teachers receive specialized training on how to appropriately discuss this delicate subject with students. Media representatives believed that while the media plays an important role in educating the public, there should be some standards of behavior that the news media in particular should adhere to when it comes to how child sexual abuse is portrayed in the media.

### Result and Discussion

Research on parents' knowledge, attitudes, and practices regarding child sexual abuse and the impact of media exposure on these factors. The study examines the role of parents in providing comprehensive sexuality education to children, as outlined in UNCRC. The research is based on the KAP model and explores cause and effect relationships through four hypotheses. This section discusses the validation or refutation of each hypothesis.

#### **Hypothesis 1: Parents who are exposed to news and entertainment media are more aware of and knowledgeable about child sexual abuse.**

Statistical data shows that media exposure increases awareness of child sexual abuse. Sources of information include TV (63% males, 57% females), social media (15% males, 8% females), word of mouth (14% males, 33% females), and newspapers (8% males, 1% females). TV is the major source of information for both genders. 100% of parents had a response to coverage of child sexual abuse on electronic media. Women relied more on entertainment media (84%) for awareness. News media informed male parents (38%), viewers (61%), and non-viewers (81%) of electronic media. Exposure to media increased knowledge of child sexual abuse for 92% of male parents and 93% of female parents. Watching the drama Udaari enhanced awareness for 49% of viewers, 34% of males, and 42% of females. News of the

Kasur incident increased knowledge of pornography for 58% of viewers, 50% of males, and 64% of females. TV also informed parents that boys are at equal risk of sexual abuse (68% females, 52% males). Exposure to media increases parents' knowledge of child sexual abuse. Hypothesis 1 is validated.

**Hypothesis 2: Parents who are exposed to the subject of child sexual abuse through electronic media become fearful about their children's susceptibility to sexual abuse.**

21% of Male parents, 34% of female parents, 38% of viewers, and 11% of non-viewers feel more conscious about protecting their own child after hearing about child sexual abuse in the media. 26% of to 34% of parents and 38% of viewers and 11% of non-viewers strongly agree that children are not safe from sexual abuse. 26% of male, 24% of female, 38% of viewers, and 11% of non-viewers strongly agree that their child could become a victim of sexual abuse. Small percentages disagreed with the statement. Hypothesis 2 is validated.

**Hypothesis 3: By educating their kids about sexuality, parents are teaching them about child abuse.**

When children witness sexual assault in the media, 41% of viewers, 38% of female parents, 19% of male parents, and 12% of non-viewers concur that they inquire about it. The majority of parents contest that they truly respond to their kids' questions. Parents should teach their children about appropriate and inappropriate contact, according to just 15% of male parents, 18% of female parents, 16% of watchers, and 14% of non-viewers. The majority of responders are either uninformed or ambivalent about kids picking up on good and poor touch on their own. There is considerable agreement among viewers and non-viewers (23–26%), male parents (21%) and female parents (23–26%) that instructors have a part in raising awareness. Since parents are not educating their kids about child abuse through sex education, Hypothesis 3 is not supported.

**Hypothesis 4 Ethical concerns in the best interests of children are adhered to when depicting sexual abuse in electronic media.**

Electronic media highlights child abuse, but ethical considerations are necessary for portrayal. In the drama Udaari, 78% of male parents, 56% of female parents, and 64% of viewers see child sexual abuse as vulgar. 69% of females, 71% of male parents, and 85% of non-viewers agree, mentioning other vulgar scenes. Parents feel the topic isn't important for drama. 100% of respondents believe there were many unaired scenes. Family audiences avoid such programs. 78% of males and 56% of females see scenes promoting vulgarity, suggesting they shouldn't be broadcasted.

In Pakistani culture, such scenes are avoided by changing the channel. 78% of male parents, 57% female respondents, and 66% of viewers switch the channel. 18-20% of viewers and female parents mute the channel. TV programs should have a disclaimer for children. 66% of female parents, 55% of male parents, and 60% of viewers strongly agree. News channels cover incidents like Kasur. 48% of women found it informative, but 40% of considered it vulgar. 100% respondents avoid obscene content. 34% of female parents, 24% of male parents, and 24% of viewers see scenes promoting vulgarity. 58-68% of people change the channel. News should be broadcasted with a disclaimer. Supported by 65% female parents, 55% of male parents, and 58% viewers. Non-viewers of HUM TV dramas: 60% of didn't see child sexual abuse in other channels. 62% of male parents and 58% of female parents didn't see child sexual abuse in dramas. 35% to 51% agreed that dramas don't depict our society. Hypothesis 4 not validated - ethical considerations not adhered to for portrayal of sexual abuse on media. Kasur incident cannot be prevented, but ethical guidelines can improve reporting. Media should educate and raise awareness, using child-friendly content. Privacy of victims and survivors must be protected, and opinions and facts should be clearly distinguished. Child sexual abuse should be covered responsibly to promote informed discussion. Media should collaborate and seek professional help to protect victims' rights and support reform.

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