

Does television viewing influence behaviors among the youth

[Science](#), [Social Science](#)



Cluster sampling is a collection of samples in groups that identify with a specific research area or location (Haralambos & Holborn, 2004).

Data analyzed revealed that young people emulate the language, dressing, and way of living viewed in several programs aired on the television.

Although more than ninety percent of the questionnaires distributed were valid for analysis, it was evident that researchers were unable to probe respondent responses. There was also little flexibility in response as respondents were limited to answer the questions asked or tick appropriately and thus leading to the minimal gathering of information and a low response rate (Bryman, 2012).

While the use of questionnaires was not expensive and easy to administer, the tool was prone to biases from respondents who were either unable to understand the question being asked due to literacy limitations, or guided by second and third parties as not all people indeed answer questionnaires administered to them, but may seek help (Kaplan & Saccuzzo, 2009).