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FACULTY OF MASS COMMUNICATION

MASTER THESIS

**THE EFFECT OF USING TECHNOLOGY IN PERFORMANCE AND
ATTENTION OF STUDENTS AGED 13-14 YEARS**

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ABSTRACT

The purpose of this research is to determine whether the use of technology affects the concentration and attention of students in learning, how it reflects on their performance in school and their achievements. Facing with many different studies showing the impact of excessive computer games or watching television has resulted in detrimental effect during the performance in school, while growing success in learning at school, whereas in other studies research have reached in conclusion that the use of different video games to children has resulted in the establishment of the rapid rate of reaction and eye-hand coordination, motor developing and removing the many problems in this area.

The idea to research on how it affects the impact of these items to children in Kosovo, and the method of exercising this influence, is the purpose of this research.

The sample used in this study consists of 275 respondents, the selection of which is done at random to students of six schools in the Municipality of Prishtina. The research contains the quantitative method - where data are collected through the application of questionnaires with adolescents aged 13-14 years. The results of this research show that students who use more technology lack of attention in teaching activity and lack of concentration to learning lessons, while their success in school partly lacks.

Key words: teenager, technology, television, internet, computer games, telephone.

CONCLUSIONS

The use of technology in a positive way is welcomed, especially when it does not exceed its limits. The capacity of the virtual world, so as we have seen in the whole thesis is widespread but first we as parents and then as a teacher, heads of organizations, other workers dealing with the rights and welfare of children should consider that ethical issues and responsibilities should be taught to children on an ongoing basis, because these changes that the world of today's technology is bringing are changes that are studied by sociology, without leaving out the field of mass communication with a bigger role significant in this a phenomenon that is happening.

Children of the age group 13-14 years in the capital are users and users of various technologies. A minimal amount of them said that from 2.9% of them do not use the Internet any minute, while the rest do. Most of them use the social network Facebook to communicate with friends. Perhaps they prefer more time to communicate with friends after ten o'clock in the evening somewhere around 28.0% of them use it every night. About 70% of them fall asleep watching television or a movie. This shows that children of this age group about a quarter of their free time go through different types of technologies, resulting with the time they spend.

They also watch online variety of shows on television, humor or films, more than half of them and they often do so. In this regard, we can conclude that they are Internet users greatly. Nearly half of them have a computer in the bedroom and more than 90% of them have one in their home. Also, a staggering amount is that about 84% of them have a personal phone at this age, a new technology that has facilitated numerous approaches, and especially online. They also receive calls and messages even after ten o'clock in the evening, adding the possibility for disruption of their sleep.

More than half of them use digital computer games one hour or more per day, but this is balanced with the time before 22.00 pm.

Children aged 13-14 years can freely now be called the 'digital' children. From birth up to this age, so far throughout life, they have grown practically in the digital era, Don Tapscott (2009) says: "Sit down and learn with your digital children."

It is the duty of every parent to balance the time spent online, utilize it in the best way as possible, to save the reputation as a parent to the digital world.

In this regard all information on the Internet it's not safe, without any caesura introduced to the child who creates the false knowledge that later reflect on his behavior and success to the real world. Despite the fact that in our study second hypothesis was confirmed in part, here I want to emphasize that the predisposing factors which may be diverse, when we have to measure such an occurrence should be taken into account as the role of parental still, family circle, teaching and staff working in educational institutions, also do not want to skip the opportunities that the teenager not to answer honestly because of the time of their development. A fact that makes you believe more in this is the decline of 6.2% per cent of their success from last year.

While on the other side until we have a confirmation of the first hypothesis fully, that the impact of technology can lead to distraction and disturbance of attention to students, by calculating the technological equipment that they have as a home computer or in their bedroom, furthermore a personal phone, shows that economic opportunities seem to be favorable to them. Then the family criteria and rules remain, to adapt and to take measures to change the results of children in schools, then in other activities like courses that help adolescents to display their talents in various fields, reflecting later on the family culture, social and ultimately their success. Certainly, the responsibility lies with the parent's role and authority, to set limits on Internet or technological equipment use in general, because responsibility and the abuse with them does not belong to technology businesses that deal with these issues. So, here the responsibility belongs to parents and their role in the family, to select and appoint the balance of time of the equipment's usage from their child or children.

This selection and strategy must be initiated by parents to mediate needs, feelings and desires or preferences of children. A much better management of time brings the best results.

Technology can not replace face-to-face communication between the individual and group communication despite the increased development of social networks. The fact is that they have helped to expand the virtual social circle, but not the real one, also they have helped introvert types to overcome their emotional state.

Changing the policy of educational institutions in particular by social workers and especially a commitment from these recent lobbying in finding negative effects caused by the virtual world. These lobbying and awareness strategies for parents as well as for educational institutions, but also the entire society community help reduce these effects. Social workers can also encourage parents to establish the relations between parents and children, and to teach parents that filtering programs are available that are harmful content on the Internet, to use these filters to limit what their children can see also by limiting their time that they have available.

Creating a meaningful connection and good communication with teenagers from parents as well as by social workers helps raise their awareness on various online contents, encourages the exploration of their personal identity in interaction with their peers.

Social relations help and reduce their personal problems and prepare it to life and make it more independent in dealing with the problems of life, and therefore is up to them to take the first steps in creating these positive experiences.