

# **Impact of Barney and Friends Programme on social skills among early childhood**

## **Abstract**

Television is a world full of images. Various programmes are designed specifically for children whether it is educational programme or not, and these programmes are keeping pace with the development around the world. Children at early childhood phase are normally interested in television programme that give them entertainment and joyful. Educational programmes like Barney and Friends, is an example of the favourite tv programme amongst the children of this age group. The purpose of the study was to examine the impact of Barney and Friends programme on social skill among children at early childhood. A total of 40 children aged between 24 months and 42 months were selected from several kindergartens around Indah Permai residential area, Kota Kinabalu, Sabah. This research employed experimental design within and between subjects with pre and posttest group design. In this study, the children were allowed to watch two series of Barney and friends programme. Data were measured using Social Skills Checklist. Results showed that the Barney and Friends programme had no significant impact on social skills of children at early childhood.