



# Educational TV Programmes and Cognitive Development in Rural Ethiopian Schoolchildren: A Survey Analysis

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## Abstract

Educational TV programmes have been proposed as a means to enhance cognitive development among rural schoolchildren in Ethiopia. A survey research approach was employed with a sample population drawn from rural schools across Ethiopia. Data were collected through structured questionnaires administered by trained fieldworkers. The analysis revealed significant increases in test scores for students exposed to educational TV programmes compared to those not, indicating positive developmental impacts. This research underscores the potential of educational TV as a tool for cognitive development among rural Ethiopian schoolchildren. Further studies should explore long-term effects and scalability issues related to the implementation of such programmes. Educational TV Programmes, Cognitive Development, Rural Schoolchildren, Ethiopia

**Keywords:** Ethiopia, Rural Development, Cognitive Psychology, Television Studies, Educational Policy Analysis, Cross-Cultural Research, Survey Methodology

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