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DO YOUTUBE BASED CHILDREN CHANNELS IMPACT PARENTING? AN EXPLORATORY STUDY

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ABSTRACT:

YouTube has emerged as one of the biggest source of infotainment in the world. Users generated content has changed the concept of television production. Even big entertainment channels are available on YouTube. Media industry has witnessed a paradigm shift in people's choice. Easy availability of the users generated content has changed the viewers media habits as well as parenting habits. In this research study, researchers have tried to explore the role of youtube based children channels in parenting, developing

learning habits etc. In this study, researchers have formulated several research questions and objectives on the basis of extensive literature review of children media and their impact on parenting. Survey method is used in this research. A well structured questionnaire is prepared and circulated among the parents whose kids are up to 6 Years of Age. In major finding, most of the Parents consider that YouTube Kids Channels strongly influence the learning and development of their children.

KEYWORDS: YouTube, Parenting, Infotainment, Impact, Children.

INTRODUCTION:

Children media have been an important, prominent and pertinent in terms of affecting the growth and development of children. In the past, Media always had a direct impact on the psychological, social and cultural development of children. It is indeed important for the parents to be cautious while selecting children media for their kids. Knowingly or unknowingly, it penetrates the negative feelings of guilt, crime, hate, superiority and racism in their kids. As the visual,

graphics and multimedia presentations have a profound psychological effect on elders; one should not dare to think that children would not come under its intense exposure. Traditionally, Television was considered as a medium of infotainment for children. However, an ample number of studies are available on televisions and its impact on the society in general and on children and adolescents in particular. Hence, arguably, television has the potential to generate both positive and negative effects. Maybe, all television programs are not bad, but data that highlights the exposure to violence,

inappropriate sexuality and offensive language provided in television content has raised serious concerns among parents regarding the development of children while watching television. After the explosion of 4G Mobile Internet Service in India, the consumption of YouTube Child Media got enhanced by Indian Parents to engage their children in Child Rhymes and Animated Cartoon Programme in order to provide edutainment to their child with good quality content. Nowadays, the popularity of various YouTube Child Rhymes channels can be judged by their huge subscribers. As far as the subscribers are concerned,

Cocomelon Nursery Rhymes YouTube channel has 47.7 million subscribers, Chu Chu TV nursery rhymes and Kids song has 23 million subscribers. Learning and reciting rhymes by children not only boosts their self-confidence. Nursery rhymes are as important to kindergarten children as like as other science and maths based learning activities. This study shows that children who know four nursery rhymes at four years are among the best readers and spellers in class at the time they will get eight years old. Knowledge of nursery rhythms enhances children phonological awareness (Harper, J.L 2011). Rhythms have long term positive associations to child development Rhyming skills enhances phonological sensitivity and reading abilities of children. (J. Child Lang, 1989). Sound based language plays an important role in language development as per study on Rhymes and alliteration in poems elicited from young children (Dowker, A. 1989).

With the advent YouTube and availability of latest ICTs like 4G and 5G networks across the globe, everyone gets equal opportunity to share their content on their personalised YouTube Channels. Learning pattern of toddlers shifted from musical toys to small mobile screens which fit in their hands. YouTube has now become a source of infotainment for parents & their kids.

YOUTUBE CHANNELS AND PSYCHOLOGICAL CONCERNS

The increase in consumption of these YouTube Kids Channels has also raised concerns among child psychologist regarding the quality of content child watch on such channels. Parents prefer YouTube Kids Channels because television & other mass media highlight violent and adult content. In order to provide a safer viewing experience to children, YouTube developed a special platform for Kids with YouTube Kids App in 2015 where parents can control the search options of their child. The major significance of studying YouTube based children media channels is to understand the pros and cons which directly or indirectly affecting their mental and physical growth of baby infants and children. Scholar Dinleyici M et al., in their study, concluded that children below two years are addicted towards the animated content, and parents give screen time to entertain them. Thus, parents need appropriate guidance for using such media for gratifications of the entertaining or social learning needs of their kids. There is a profound effect of children media, animated and musical content on the psychology and learning habits of the children. The most important objective of this study is to understand the effects of such newly emerged YouTube based channels on kids who are heavily exposed to its content. In this research paper researcher also tried to explore the mental as well as physical impact on their behaviour.

Innovations in Electronics & ICT have changed the learning patterns of children. In 20th century Radio and Television has influenced the lives of young children and in the 21st-century Internet, based YouTube Channels are influencing learning and development of infants. As per socialblade.com analysis, A YouTube channel named Cocomelon Nursery Rhymes has 47 million subscribers with 427 videos. Another channel named Chu Chu TV has got 23 million subscribers from 317 video posts. These figures showcase the inclination of children towards new media technologies. As per internet world stats, as on 30th June 2018 world internet usage and population statistics, out of 7.6 billion world population, 4.2 billion persons were using the internet across the globe which comprises of almost 55.1% of world's population. As per TRAI "Yearly Performance Indicators of Indian Telecom Sector -2017" Report dated 4th May 2018 overall teledensity in India is around 91.9 % with total 1190 million subscribers. The country has 168 % teledensity in urban area v/s 56.66 % in rural areas. Himachal Pradesh has the highest teledensity, with 117 % in rural and 367 % in urban areas. As per TRAI Report till Dec 2017, there were 446 million internet subscribers in India, which is almost 34 % of its total population. As per June 2018 report of Internet and Mobile Association of India, these numbers will reach above 500 million by the end of 2018. As per reports of the business insider in May 2018, YouTube pulls almost 1.8 billion users every month and out of these 245 million active users are from India. As per Benjamin Burroughs (2017), YouTube Kids channels play an important role to gather young kids with millions of subscribers in the controlled platform of learning and fun made for kids by algorithmic infants & by providing them safe online experience with more than 80000 educational apps on iTunes, making it a multimillion-dollar industry (Yelland, 2015). Derradji Hayet at Biskra University on the Importance of

YouTube Videos in Enhancing English as Foreign Language (EFL) Learner's Vocabulary concluded that students are very interested in developing their vocabulary by using authentic YouTube videos as it motivates them and increases their participation in the classroom. YouTube Kids offers Programming specifically tailored to what children want to see. Kids Videos are the most watched content on Youtube History. Masha and The Bear Episode 17, Video Clip of getting Movies Channel, has 3.5 Billion Views. As per Socialblade.com search results for top YouTube channels for Kids Rhymes Top 5 Channels have more than 10 Million subscribers.

Sr. No	Name of YouTube Kids Channels	Subscribers	No of Videos	Famous Video	Views
1	Chu Chu TV	23.302 M	304	Baba Black Sheep	480 M
2	CVS 3D Rhymes	19.63 M	317	Old Mc Donalds had a farm	336 M
3	Cocomelan Nursery Rhymes	46.237 M	422	Wheels on the Bus	65 M
4	Loo Loo Kids Nursery Rhymes	15.61 M	379	Johny Johny	203 M
5	Little Baby Bum Nursery Rhymes	18.49 M	890	Five Little Ducks	791 M

Source of Information Socialblade.com and Youtube.com

All these channels use attractive animation techniques complied with musical rhymes which influence infants. Some of the Rhymes like Little Baby Bum Nursery Rhymes Five Little Ducks video got 791 Million Views; Chu Chu TV's Baba Black Sheep got 480 Million Views and so on.

THEMATIC LITERATURE REVIEW OF YOUTUBE CHILDREN CHANNELS & PARENTING

In the year 1983, Gardner, H. proposed 'Multiple Intelligences Theory', which distinguishes intelligence in eight different types: linguistic, logical-mathematical, visual-spatial, bodily-kinesthetic, interpersonal, intrapersonal, naturalist and musical. In 2012, Kinney further emphasised & assert that Gardner's theory serves pertinence to productive music-based teaching strategies. Many research studies were focusing on the role of music-centered strategies in subject matter understanding. Smith L, (2002) mentioned that millions of English-speaking children had learned the names of the alphabet letters more easily because someone set them to the tune of 'Twinkle Twinkle Little Star. Debracany (2015) has given the three R's Relevancy, Rhyme and Rhythm the creative process for developing curriculum based songs for classrooms. General Learning Model by Buckley and Anderson, 2006 The General Learning Model (GLM) proposes main dimensions involved in the study of the influence of different media on behaviour, as well as different routes by which this influence seems to occur (Buckley & Anderson, 2006). The GLM is based on Anderson and Bushman's General Aggression Model (2002) and was developed to account for other behavioural phenomena. One of the main tenets of the GLM is that the media products have both immediate (or short-term) effects and long-term effects due to repeated exposure to the same or similar stimuli. Arguably, certain structural and procedural characteristics of digital games create a learning context that can lead to enduring changes in effect, cognition, arousal and behaviour (Swing, Gentile, & Anderson, 2009). These features are: (a) the ability to control and adjust the difficulty level of a game; (b) repeated demand for certain skills (a characteristic of training contexts); (c) an active learning process (players must intentionally engage in gaming experience to achieve the goals of a particular game); (d) immediate feedback on the player's actions, including rewards for good performance; (e) use of skills which may generalize to other contexts (similar skills are required in different games e.g. first-person shooter games usually require similar skills). It is suggested that these features explain why digital games have more impact on behaviour than exposure to other media in which interactivity and constant feedback are not usual. The

GLM is grounded in several theories of cognition and human learning: Bandura's theories of social learning, Berkowitz's neo-associationist theory of memory, Zillmann's excitation transfer theory, Husmann's script theory and Crick and Dodge's social information processing theory (Barlett & Anderson, 2013; Buckley & Anderson, 2006). It has been argued that the GLM is, to a certain extent, corroborated by a large number of studies that support those theories (Prot & Anderson, 2013). As per the study by Singh A, Tripathi P 2016, most of the parents agreed that children are more interested in cartoons and children prefer cartoon in comparison to any other game. Marina Buzzi (2011) in his research paper, "What are your children watching on 'YouTube'" mentioned that the parents must be aware of the nature of content their kids accessing on YouTube. Tim Mulligam (2016) mentioned that 10 % of YouTube views come from the content labelled as kids entertainment. Rideout, V., & Hamel, E. (2006) In a study on 'Media Family - Electronic Media Impact in the lives of infants, toddlers, preschoolers and parents' all parents pointed Learning as the one big positive of the TV for their children. The results show almost 83 % of children from 6 months to 6 years of age use screen media averaging about 2 hours. Benjamin Burriughs (2017) talked about YouTube Kids, the App Economy and Mobile Parenting talk about the rise of mobile parenting with the confluence of digital technologies, parenting practices and identification of young children as the target demographic.

In a study, Children's use of online technologies in Europe, Ólafsson, K., Livingstone, S., & Haddon, L. (2013) concluded that infants began to utilise mobile technology with the mobile phone penetration and the advent of the touch screen interface. According to M. M., & Neumann, D. L. (2014), children under the age of four use smartphones to watch online video clips. Findahl & Davidsson in 2015 found 67 % of the 2-year-old child using the internet while doing an Annual study on an annual study of the Swedish people's Internet habits. In a study on Internet usage displacing with the TV, Dixon in 2014 concluded Television watching duration in children of 2 to 11 years age has declined and internet video watching duration had increased sharply. The results show a gradual shift in media consumption pattern of children. However, there are some intellectual thinkers who talked about adverse roles of these YouTube in affecting children mental health. In 2018, CNBC featured a report with Title; YouTube darker side could affect child mental health. In this report, psychologists clearly warned about the inducing of long-term video affect kids.

RESEARCH QUESTIONS:

RQ 1 Uses and Gratifications of YouTube channels, its impact in building engagement level among children and in improving language, learning abilities of their kids.

RQ 2 Impact of cartoon animation and music integration in YouTube kids channels on children.

RQ 3. Understanding children's learning behaviour in improving their mathematical and sciences subjects via YouTube channels animation & music-integrated videos.

RQ 4. Use of Pro-social animation & music-integrated videos in the moral development of children like helping, sharing, preserving nature, cleanliness and good manners.

RQ5. Content of YouTube Kids Channels makes kids excited, violent and aggressive.

RESEARCH OBJECTIVES OF THE STUDY:-

A researcher pre-defines some of the objectives of the study to meet with a constructive output. Hence it is the most important aspect in term of real output or contribution. A study remains incomplete if it does not meet the specific objectives.

- To study & understand the Uses and Gratifications of YouTube Children Media among parents, impact in building engagement levels among children & improving children language, learning abilities and diction.
- To understand the learning behaviour & attitude of children towards YouTube channels.
- To understand the impact of Animation & Music-integrated videos of Maths & Science subjects in improving children attitude towards learning.
- To check the parent's trust level & confidence on YouTube Kids Channels in influencing learning and development of infants.

- To understand the impact of Pro-social Animation & Music-integrated Videos in building the moral development of the child. (Helping, Sharing, preserving nature, cleanliness, good manners)
- To check the impact of YouTube Content constant Consumption on mental stress Level/activeness among children.

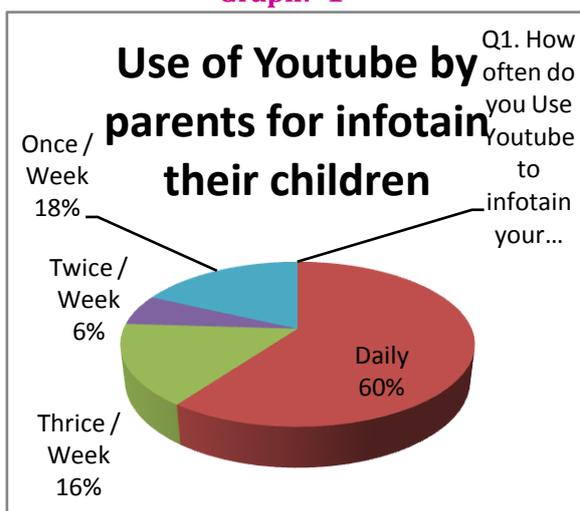
RESEARCH METHOD AND TECHNIQUES: -

Research methodology is a way to solve the research problem. The research includes various methods and techniques to conduct research. The extensive literature review has highlighted the need to use the survey method for better investigation of this research problem. In this study, the researcher relied only upon the survey method. This study comprises only quantitative data to yield appropriate results. Research Universe – Parents whose kids are upto 6 Years of Age. Data Collection: Primary Data is collected from 100 respondents through a questionnaire. All collected data is analysed in SPSS accordingly.

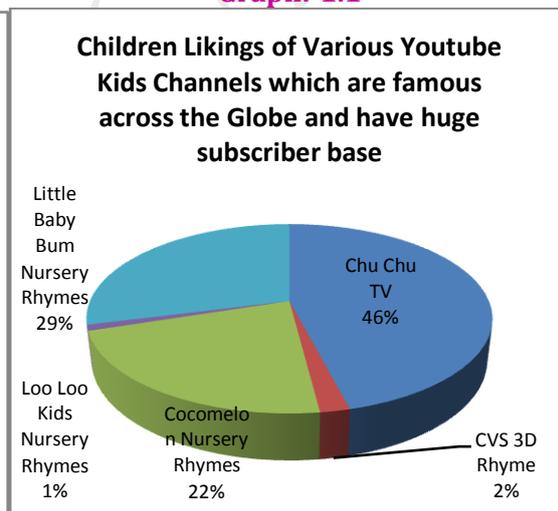
RESULTS AND DISCUSSIONS

RQ.1 USES AND GRATIFICATIONS OF YOUTUBE CHANNELS AMONG PARENTS, ITS IMPACT IN BUILDING ENGAGEMENT LEVEL AMONG CHILDREN AND IMPROVING CHILDREN LANGUAGES< LEARNING ABILITIES AND DICTION.

Graph:- 1



Graph:-1.1

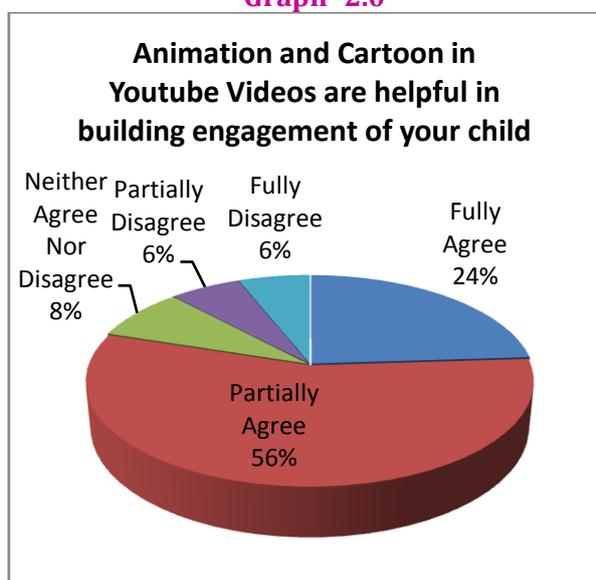


As per the data received from the respondents, most of the parents’ frequently use YouTube kids channels as a tool of infotainment for their Kids. As per survey results, most of the parents use YouTube to infotain their child. Data also revealed that 60 % of parents use YouTube channels daily, 22 % use it at least 2-3 times a week, and 18 % use it once a week. It is significant to mention here; parents consider YouTube kids channels as a medium of infotainment for their infants. They feel that New Children Media can provide valuable educational content to their kids in an interesting, entertaining way. Time Spent on YouTube Kids Channels - As per as time spent on watching YouTube Kids Videos is concerned survey results describe, 31 % parents allow their child to watch YouTube Kids Channels up to 15 Minutes in a single login, 31 % allow 15 to 30 Minutes, 19 % allow 30 Minutes – 1 Hour and remaining 19 % use it for 1-2 Hours. The significant fact here is that the average time spends by them on watching YouTube Kids Videos is 15 - 30 minutes in a single login. The Survey results prove that parents consider YouTube as a real source of infotainment for babies. The survey data indicates about children likings for various YouTube Kids Channels Around 46 % of children love to watch Chu Chu TV, 28 % love Little Baby Bum Nursery Rhymes, 22 % Cocomelon Nursery Rhymes, 2 % love CVS 3D Rhymes and 1 % Love Loo Loo Kids Nursery Rhymes. The survey results on famous child rhymes among kids show that 32 % kids like to sing Johny Johny, followed with 27 % like to sing Wheels on the

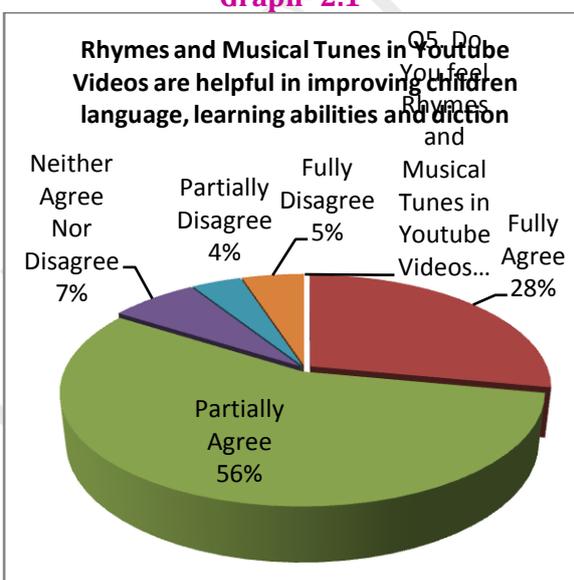
Bus, 15 % prefer to sing Old Mc Donald’s in the farm and 14 % likes five little ducks and. 12 % prefer to sing Ba Ba Black Sheep. The data also shows that 65 % of children come to know about these Youtube Rhymes Channels from their Parents, 20 % from their friends and rest 15 % from YouTube Ads. Henceforth, the majority of parents use YouTube as a medium to infotain their child daily as they feel new children media can provide valuable educational content in an entertaining way. Further, Majority of the children come to know about YouTube Rhymes Channels from their parents and the average time spent by them on YouTube is around 15-30 minutes in a single login. Chu Chu TV, Cocomelon Nursery Rhymes and Little Baby Bum Nursery Rhymes are the favourites among YouTube Rhymes Kids Channels. .Children love to sing poems like Johny Johny, Old Mc Donald’s, Wheels on the Bus and Ba Ba Black Sheep. We can conclude that children like the content of famous YouTube Kids Rhymes Channels.

RQ 2:- IMPACT OF CARTOON ANIMATION AND MUSIC INTEGRATION IN YOUTUBE KIDS CHANNELS ON CHILDREN

Graph- 2.0

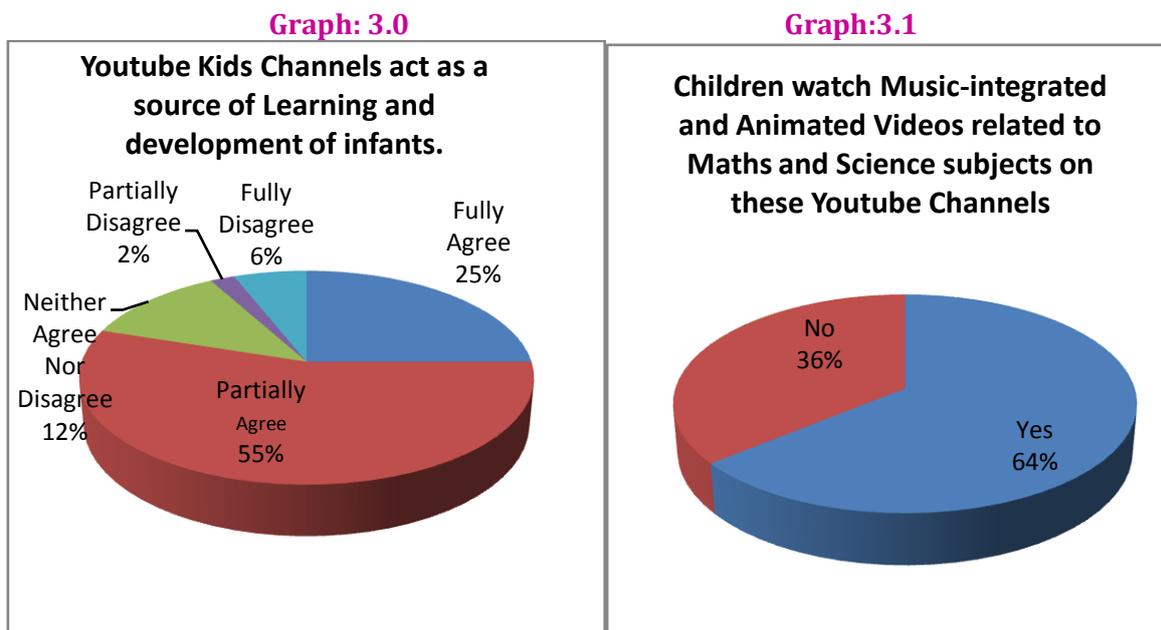


Graph- 2.1



As per survey data results, 95 % Children loves to watch Animated Cartoon and Musical Rhymes Videos while 5 % of Kids loves to watch on Movie Songs on YouTube. In altogether, children love music and animations fascinate them. The survey provided significant results on the impact of Animation and Cartoons in YouTube Kids Channels on kids. The data also reveals that 80% of parents fully / partially agree with the view that Animations and Cartoons in YouTube Videos are helpful in building child engagement. Just 12 % parents fully / partially disagree with this viewpoint, while 8% of parents remained neutral to this viewpoint. As far as the Impact of Child Rhymes and Music Integrations on Child Language, Diction and Learning Abilities, the survey data shows insights into the impact of Rhymes and Musical Tunes. Around 84 % of parents fully /partially agree with the view that Child Rhymes and Music Tunes in YouTube Videos are helpful in improving children language, learning abilities and diction. Just 9 % parents disagree to this viewpoint to some extent, and the remaining 7 % parents stayed neutral. Apart from this, around 78 % parents observed that their children learn new Vocabulary and clearer accent by watching YouTube Kids Channels. Henceforth, researchers can conclude that Majority of parents fully / partially agree with the view that Animations and Cartoons in YouTube Videos are helpful in build child engagement and Music integrations and Rhymes are helpful in improving child language, diction and learning abilities. The higher engagement also helped children to learn new Vocab used in such videos.

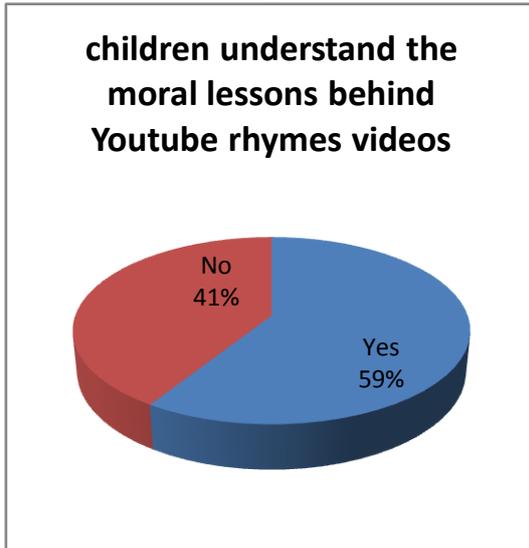
RQ 3:- UNDERSTANDING CHILDREN'S LEARNING BEHAVIOUR & ATTITUDE, IN IMPROVING MATHS & SCIENCE SUBJECTS VIA YOUTUBE CHANNELS ANIMATION & MUSIC-INTEGRATED VIDEOS.



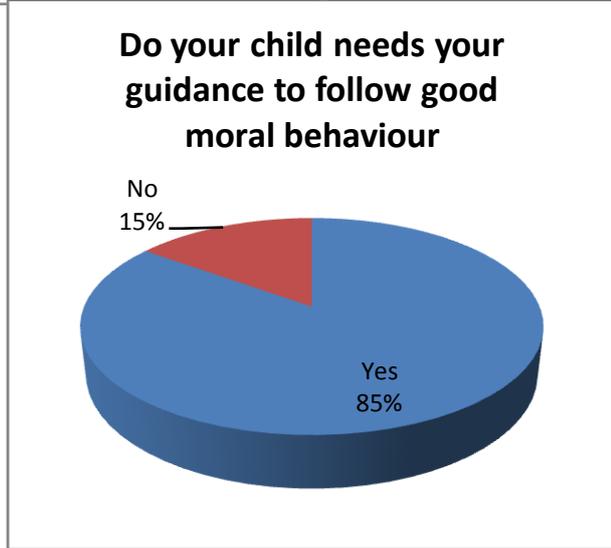
The survey data gives us an insight that children love to watch music-integrated and animated videos related to maths and science subjects on these YouTube channels like musical videos related to Tables, Body Parts etc. In this regards, 64 % of parents believe that their children love to watch Animation and Music integrated Videos of Maths and Science Subjects. Thus, the Animation and Music Integration in YouTube Videos build a positive learning attitude in Kids even for Maths and Science Subjects. The data also reveals 80 % parents believe that children learn faster by watching poems and rhymes on YouTube kid’s channels. This indicates that rhymes have a strong effect on children learning abilities compiled with musical tunes and animation. The survey data also informs about parent’s reaction to YouTube channels acts as a source of learning and development of infants. The data also tells that around 80 % parents fully / partially agree with the view that YouTube Kids Channels acts as a source of learning and development of infants. Almost 12 % parents were neutral on this point and only 9 % parents do not agree to this viewpoint to some extent. This research also puts insights on the fact that 58 % parent feels that their child relate characters of YouTube Kids Channels to the external environment. Henceforth, researchers conclude that parents consider YouTube Kids Channels strongly acts as a source for learning and development of infants. Majority of children love to watch musical animated videos of maths and science subjects. YouTube Kids Channels helps children to learn faster.

RQ 4:- PRO-SOCIAL ANIMATION & MUSIC-INTEGRATED VIDEOS IN BUILDING MORAL DEVELOPMENT OF CHILD LIKE HELPING, SHARING, PRESERVING NATURE, CLEANLINESS, AND GOOD MANNERS.

Graph:4



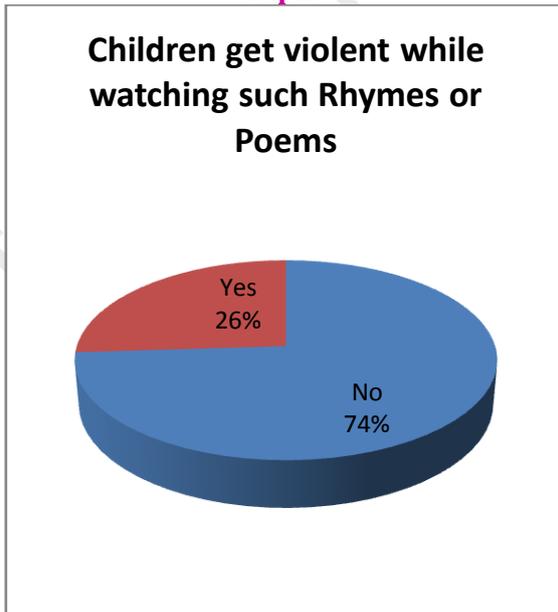
Graph:4.1



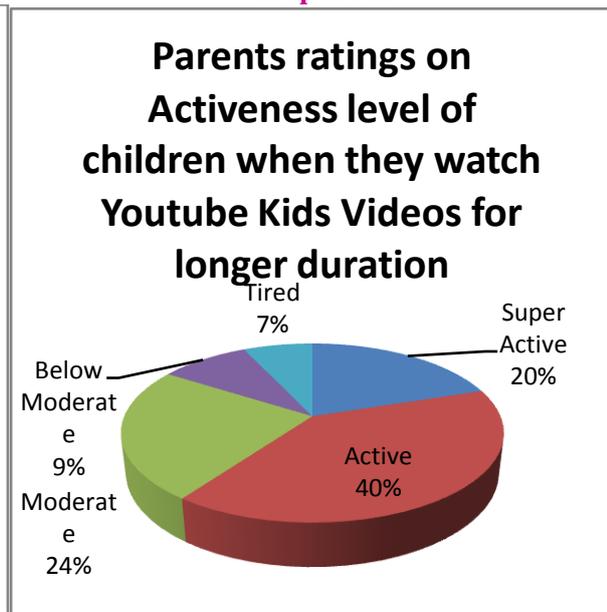
The survey provides parents’ perception of child understanding towards moral lessons behind YouTube Kids Rhymes. As per the above-mentioned pie chart, 59 % parents feel that children understand moral lessons behind YouTube Kids Videos. However, on the contrary, 41 % parents denied as well. Generally, the observation of parents for their children is very precise and in the majority of cases, YouTube Kids Channels leaves an impact on moral learning as well. This study also explores that 85 % of parents agree that children need their assistance to follow good moral behaviour like Cleanliness, Helpfulness etc. Majority of children understand moral lessons behind YouTube Kids Videos. However, they need the parent’s assistance to follow good moral behaviour. As per the above data, 68 % parents mentioned that their child does act while watching YouTube Kids Videos, while 32 % parents denied. However, in the majority of cases, children perform actions and feel indulged while watching YouTube Kids Videos. Henceforth researchers conclude that Pro-social Videos have a limited effect in building the moral development of children.

RQ 5:- YOUTUBE KIDS CHANNELS CONTNET MAKE KIDS EXCITED,VIOLENT & AGGRESSIVE

Graph:5.0



Graph: 5.1



The survey data also reveals that children get violent while watching such rhymes or poems. As per the data, 74 % of parents experienced that their child does not get violent while watching YouTube Kids Videos, while 26 % of children sometimes showcase violent behaviour while watching YouTube Kids Channels. The data also reveals that around 60 % parents rate their child activeness under the super active/active category, 24 % parents rate their child activeness in moderate categories, and 16 % parents feel their child feel not so active and tired when they watch YouTube Kids Videos for a longer duration. In another major revelation, it is observed that 75% Parents worried that their kids might access inappropriate content on YouTube. To keep the child safe from unwanted content, Parents use strategies like – Signing into YouTube Kids App, Subscribing to YouTube Kids Channels, Keep a check on child's browsing content when they watch YouTube Videos when they watch YouTube Kids Videos alone. Further 67 % parents watch YouTube Rhymes Videos with their kid together to ensure safe viewing experience to their kids. The survey data also reveals that 58 % of children relate YouTube Kids Videos with the actual environment. 49 % of Kids demand Products showcased in such YouTube Kids Videos and 26 % of Kids get violent while watching YouTube Rhymes and Poems Videos. Hence, we can conclude that 3/4th children happily watch YouTube Kids Channels for a longer period of time. Still, 3/4th of the parents feel worried that YouTube may serve inappropriate content to their child and they use several strategies of signing in from special account, subscribing to children channels to provide safe viewing experience to their infants. As the majority of children relate YouTube Characters to the present environment, close to half of the children demand products showcased on YouTube Kids Videos and sometimes makes child violent as observed in 26% cases.

CONCLUSION

After the in-depth survey data analysis, researchers conclude that the parents use YouTube Kids Channels as a medium to infotainment for their child. As per the data, most of the children are prefer to watch Animated Cartoons and Musical Rhymes on YouTube Kids Channels. It is also noticed that the majority of children come to know about YouTube Kids Rhymes Channels from their parents. In most of the cases, children have learnt to navigate through YouTube independently by the age of 3 years without any assistance. YouTube Kids Rhymes Channels, which is the new children media these days, touches the life of infants in a unique way. Majority of parents fully / partially agree with the view that Animations and Cartoons in YouTube Videos are helpful in building children engagement to watch YouTube Kids Video which parents feel have infotainment value and can give learning to them. Further, they also support the point that Music Integrations and Rhymes in videos of such YouTube Rhymes Channels help in improving Child Language, Diction and Learning Abilities. This study also indicates that majority of parents believe that Animation and Music integration encourage their child to watch in YouTube Videos of Maths and science subjects Henceforth, YouTube Kids Channels improves engagement levels of infants and children language and learning abilities as well. This study also puts lights on new parenting habits as majority of parents believe that children learn faster by watching poems and rhymes on YouTube Kids Channels. Most of the parents endorsed that YouTube Kids Channels acts as a source of learning and development of infants. In another major finding, parents feel that their child relate characters of YouTube Kids Channels to the external environment. Most of the Parents consider YouTube Kids Channels strongly influence the learning and development of their infants.

While studying the impact of Pro-social Animation & Music-integrated Videos in building moral development of the child, this study provides you with important insights as well. Majority of the parents feel that children also understand moral lessons behind YouTube Kids Videos. However, a large number of parents also mentioned that children need their assistance to follow good moral behaviour like Cleanliness, Helpfulness etc. Henceforth parents also believe that Pro-social Videos have a moderate effect in building the moral development of children. While studying the behavioural effect of YouTube Kids Channels, this study reveals that the majority of parents mentioned that their child performs actions while viewing YouTube Kids Videos. Further, Kids also give time to physical activities. The Activeness level of maximum children after watching YouTube Kids Videos for longer duration

rates in between Moderate to Super Active. On the contrary, the majority of children get violent while watching YouTube Kids Videos. Almost half of the children start demanding products they watch in YouTube Video Content. Majority of parents do feel worried that their child may come across with inappropriate content on YouTube and they use several strategies like subscribing to dedicated Kids Channels on YouTube and watching videos together as well in most cases. Still, YouTube Videos leaves an impact to some extent on inciting violent behaviour in every 4th child and igniting their excitement level to demand for products showcased in Video Content.

SUGGESTIONS & RECOMMENDATIONS

- Generally, all the parents have concerns regarding safe viewing experience of their Child while watching YouTube Kids Channels as they may feature obscene or violent content. Therefore, to keep their child safe from unwanted content, Parents use strategies like – Signing into YouTube Kids App, Subscribing to YouTube Kids Channels. Keep a check on the child's browsing content when they watch YouTube Videos when they watch YouTube Kids Videos alone. Another alternative can be parents to watch YouTube Rhymes Videos together with their kids.
- Kids should be encouraged to perform physical actions while watching YouTube Rhymes as this make their viewing experience more enjoyable and interesting.
- Parents should share moral lessons YouTube Videos teach and should give reference to good moral characters while inculcating the moral development of their child.
- Parents should discuss with their Kids what they watch and how they relate them to the real world. So parents should be careful, vigilant and implement follows –Regulate the Child' Screen Time, Set Parental Control to YouTube Videos, Create Playlist, and Spend time watching videos with them and Keep communicating with them.

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