



## Kid's shows' Effect in Changing Children Mental Response and Behavior

Dr. Bhuwan Gupta<sup>1</sup>, Dr. Meenakshi Bindal<sup>2</sup> and Sweety Dubey<sup>3</sup>

<sup>1</sup>Associate Professor, Department of Management, MITRC, Alwar, INDIA

<sup>2</sup>Professor, Department of Management, MITRC, Alwar, INDIA

<sup>3</sup>Assistant Professor, Department of Management, MITRC, Alwar, INDIA

<sup>1</sup>Corresponding Author: bhuwanalw@rediffmail.com

### ABSTRACT

Children resembles a white paper. Which you can draw on it, his identity and conduct. A children is tolerating any external impact and data influencing his character later on. Since any conduct or activity the tyke sees may influence his identity. TV is the thing that draws in the kids most and shapes their conduct. Normally a large portion of the demonstrates that youngsters' watch is kid's shows. Toons are one of the everyday propensity for our youngsters, however cartoon impacts the tyke emphatically and contrarily both. So to realize that how a toon influences youngsters, analysts pick this point for research.

Elements that figure childrens' state of mind are found for the most part in the earth where they grow up. These incorporate every day occasions, essential encounters and pinnacle emotions. Toons are one of the every day propensities for our youngsters; thinks about have demonstrated that a normal kid with an office of a TV and a satellite association at his home watches over 18,000 hours of TV from kindergarten to secondary school graduation. How does this experience influence our kids minds? Does it have positive or negative impacts? What kinds of substance are conveyed to our children in a cartoonish appear? Are for the most part indicates trustable, or will guardians give careful consideration to the TV appears? How does our children's mind assimilate and investigation data in any case? These inquiries and others will be replied through this overview test look into [1] [2].

**Keywords--** Children, Behaviors, Cartoon

### I. INTRODUCTION

Cartoons have been a part of cinema history from the time the first motion pictures were made in the late 1800s. A cartoon is a movie made by using animation instead of live actors, especially a humorous

film intended for children (Thompson, 2010). Toons can likewise be portrayed as the creation of motion pictures by recording a grouping of marginally differing illustrations or models with the goal that they seem to move and change when the arrangement is appeared. These are the components that keep watchers, (generally youngsters) stuck to their seats

Cartoons were initially so short be- cause people would be watching these shorts in the movie theatres before their feature film. When cartoonists could put their shows on TV, they began to get longer, creating the half hour block shows that are on Nickelodeon, Cartoon Network, and the Disney Channel today. Also, the cartoons had to become more "family friendly" so that more people would watch their show (Kapelian, 2009).

A toon could be much risky than some other experience. It could contain content that would mistake the kid for what he encounters, all things considered, it could contain bearings that repudiates with guardians orders. Toon TV arrangement has incredible impact over the kids. A toon has the significant bit of the youngsters consideration and time more than any action the tyke performs. In modern life where the parents are busy with their work, much less time portion of their time is given to their children. So mostly this time is passed in front of a cartoon (Habib and Soliman, 2015)

### II. HOW DOES CHILD'S BRAIN DEVELOP & WORK?

In a research published on UNICEF's official website, says that there are 3 factors in Child brain development worldwide:

1) There are strong relations between the genes and the brain development; however, the surrounding

experience is what sculpts how the brain will function.

2) Thinking and imagination are of the most factors that affect the functionality of the brain till the age of 12.

3) Early mind setting is the secret, once done, children pattern of future actions could be predicted.

It was once believed that the brain's development was pre-determined through genes, and that its growth followed an already determined path > modern research proves that experiences at early ages has an effect on the development of the brain and affects the way which the internal circuits of the brain become connected to each other, which means that a baby's brain is still under development.

Sean Brotherson says: "A child's brain is like a house that has just been built. The walls are up, the doors are hung. Then you go to the store and buy electrical wiring, switches, a fuse box and other electrical supplies, you bring these supplies to the new house and set them on the floor. Will they work? Probably not. You first must string the wiring and hook up all of the connections. This is quite similar to the way our brains are formed."

The nerve brain cells that an individual is born as much as 10 times the number of stars in the Milky Way Galaxy, or 20 times the number of people on earth, despite that, we will not grow any more than these. But till the day of birth, these cells are still not connected together nor formed a link [1]

Neurons are the processor of the brain; a neuron is a branched cell body. These branches receive chemical signals across the brain, and the impulse travels across the axon. Each Axon has a bag containing neurotransmitters at its end. The electrical impulse releases the neuron transmitter which stimulates nearby branches.

Each cell can connect with about other 15,000 Cells. This network is scientifically named the brain's Circuitry or the brain's wiring. Experience aids in forming the shape of this network a noticeable developing in the synapses occurs during the first year after birth. The brain then develops architecture through the increase of these Synapses Sean Brotherson mentions in his research "For example, if a parent repeatedly calls a child a certain name, then connections will form that allow the child to recognize that name over time as referring to him and he will learn to respond. From birth" [1].

These connections that are formed by the brain create our habits, way of thinking, memories and mind. At the age of 3, a toddler's brain would have created about thousand trillion Synapses, which is nearly double what he would have when he grows to an adult.

The connections that are created in a child's brain are wither strengthened by repeating experience, or are weakened by not being used. Starting at the age of 11, kids start losing the connections that are not used. The ones that are enforced through repeated

experiences, does affect the child brain structure and sculpture his way of thinking. From the above facts we conclude that:

Finishing up these over three realities, and the way that till the age of 12 a kid would have viewed around 18,000 Hours of Cartoon; this implies the toon is one of the primary factors that figure the human cerebrum, bringing about a foreordained arrangement of mindset and conduct.

### III. HOW ARE CHILDREN AFFECTED WITH CARTOONS, WHY? ... TO WHAT EXTENT?

Which is better and more relevant that the child would learn from, academic books and teacher, or from an animated TV Series?

In the research in "Michigan University" performed by Sharmin, she said that children are attracted to the cartoon content much more than the academic traditional ways of learning, due to the well written scenarios, audio & visual effects and colors. These factors are enough to cause the child to absorb information dozens better than that absorbed from a teacher in a classroom [3].

Child's brain at early ages always seek new experiences, that is why what is delivered in cartoon gets toddlers glued to their chairs while watching Animated Series. A well written scenario, right audio & Visual effects and a descent looking character, are all the main factors for the child to get stuck for the cartoons here, and enough for his brain to begin automatically following his path and trying to be a copycat even for the finest details, including way of speaking, thinking, body language... and even the way of dressing up [4].

These are the factors that Traditional schools lack in delivering the academic content, even when a teacher tries to explain a part that children failed to understand, he uses facial expression, acting & vocal effects for the children to imagine the content. In Animated Series these are the backbones of the show, that is why children chase their best TV series among channels and can sit still for long hours watching TV... easily absorbing the included content [4].

Not even among the child, you can imagine watching a documentary with an academic content on National Geographic Channel, you can easily recall the scenes and the situations that you have watched, much better than a situation that was told with no Visual or Vocal effects.

Consequently, Children who watch educational programming are more likely have higher grades, read more books, place greater value on achievement, and show more creativity than children who watch more violent or purely "entertainment" television (Diehl and Toelle, 2011, p. 3) [5].

So, while children are watching cartoons, there

is a form of learning process that is going on. Whatever children learn while watching cartoons, they tend to act out thereby influencing their mode of socializing with other children and with the world in general. Baran and Davis (2009, p. 217).

#### **IV. EXPERIMENTS PERFORMED TO MEASURE CARTOON EFFECT ON TODDLERS BRAIN**

Location:  
India, Alwar .

#### **V. OBJECTIVE OF THE STUDY**

1. The objective of the paper is to determine the effect of cartoon in changing the mentality & behavior of school going children, [3].
2. To study the positive effects of cartoon on children.  
– To study the negative effects of cartoons on children.

#### **VI. METHODOLOGY**

The present study was a survey based descriptive study carried out among the parents of children in the age group of 6-12 years. from different

Q1. The children were asked about their favorite cartoon TV Show?

- A. Ben Ten    B. Doremon    C. Shin Chan    D. Chota Bheem    e. Krishna    f. Motu Patlu

Result shows that nearly 54% of the children favour Shin Chan among the other options

Q2. What are your daily hourly rate watching cartoons?

- A. 1 - 2 hours    B. 2 - 3 hours    C. 3 - 4 hours    D. More than 4 hours

Result shows that more than 40 % of samples pass more than 4 hours watching TV Series. Though it is considered that cartoon is a favoured way of entertainment for the kids.

Q3. Do you think cartoon characters have psychological effects on children?

- A. Yes    B. No    C. Some time

Result shows that nearly 76 % children have been affected psychologically after watching cartoons.

Q4. Do Children behave differently after watching cartoons?

- A. Yes    B. No    C. Some time

Result shows that 65% children behave differently after watching cartoons, as much as children give attention to the cartoon and the characters, their behaviour vary.

Q5. Do children change their spoken language or accent after watching the cartoon?

families around the city in order to participate in the survey and help in filling a questionnaire.

#### **VII. SAMPLE SIZE**

For this study 100 parents were randomly selected from the area of Alwar city of Rajasthan.

#### **VIII. TOOL AND TECHNIQUE**

The study tools was pre-designed and pre-tested questionnaire in Hindi as well as in English questionnaire include questions regarding the thought of parents about positive and negative effects of cartoons on children.

#### **IX. DATA ANALYSIS**

The responses were compiled in excel spreadsheet and percentage method was applied to test for parents thoughts regarding effects of cartoons.

#### **X. RESULTS FINDINGS AND DISCUSSION**

A. Yes B. No C. Some time

Result shows that more than 67% of the children are changed their language and accent after watching cartoons. That is because children get affected with the cartoon character and start copycatting them in every possible way including the way of speaking.

Q6. Do you think is there any positive effect of cartoon

Table 1

s.no	Particulars	Response %
1	Develop learning skills	65 %
2	Exposure to regional languages	42%
3	Stress buster	28%
4	Help in mental development	57 %
5	Enhances creative skills in children	44 %

Q7. Do you think is there any negative effect of cartoon

Table 2

s.no	Particular	Response
1	Aggressive behavior	60%
2	More interested in cartoons	80 %
3	Prefer cartoons in comparison to any other sports	70 %
4	Bad language	38%
5	Laziness and sedentary lifestyle	57%

Table 1 presents data regarding parents' thought related to positive effect of cartoon. It is evident that the 72 per cent of parents do not agree with the fact that the cartoon does help in stress buster of children, but 65 per cent of parents had positive thinking that cartoon helps in develop learning skill of children. 58 per cent of parents think that cartoon does not increase religious understanding in children. 57 per cent and 44 per cent of parents agreeable that cartoon helps in mental development and enhance creative skill in children, respectively.

Table 2 Shows data regarding parent's thought related to negative effect of cartoon. It shows that most of parents (80 %) be agreed that children are more interested in cartoon and they also (70%) agree with the fact that children prefer cartoon in comparison to any other game, but 60 per cent and 57 per cent of parents told that children will be aggressive and feel laziness and sedentary lifestyle after seen cartoons

## XI. CONCLUSION

The conductors of the experiment concluded that Cartoon TV Series has great Influence over the children. A cartoon has the major portion of the children attention and time more than any activity the child performs. In modern life, where the parents are busy with their work, much less time portion of their time is given to their children, so mostly this time is passed in front of a cartoon TV series. The survey also proves the

great effect of cartoon on children behavior. As well as cartoons do change the children behavior, it also changes their spoken language, as they intend to imitate the cartoons character. After this study we found that children are highly influenced by the cartoons. Because, they prefer and pay attention to cartoons instead of other games and activities. They not only behave like a cartoon character but also they became aggressive after watching cartoon. At last we concluded that parents are not satisfied by positive effects of cartoons on their children.

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