

## Research Article – Commerce

# A study on parent's perception towards children viewing cartoon channels

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### Abstract

Television has become a member of every Indian family. Most of the children are eagerly watching cartoon programs on television. This is a subject of research that how television educates the children about various aspect of life and what are the impacts of cartoon programs on children. This study is used to know about children's interest on type of cartoon and favourite channels and analyzing the parental perception towards children viewing cartoon. This research indicates the positive and negative attitude of rural children towards various aspects of cartoon programs.

*Key words:* Cartoon programmes, Impact of television.

### Introduction

Television is the most powerful and influential medium of communication around the globe. Due to its powerful effect, most cartoons channels rely on television to make children entertain by give more programs. In the same manner, overall television viewing influences the life style of adolescents in different manners. Media and especially the television can play a very important and vital role in the process of learning of young children from a very early age Television medium is considered and have always been identified as the most powerful and greatly active in shaping and molding the behavior of children towards the gender roles in the society. Children today are much interested in cartoons over the years and cartoons have become almost a necessity for most children, without which the parents find it very difficult to manage their kids. Practically, children today are getting much opportunity to watch cartoon at an early age of six months and by the time they reach the age of three they become great fans of many cartoon characters. A child today watches cartoons on the television and gets many

chances to see material that are not appropriate from them. The children who watch too much cartoons on television are more likely to have mental and emotional problems, eye problems and unexpectedly the risk of physical, social and behavioral problem increases. Cartoons are the most frequent and easily accessible source of entertainment which we provide to our children. Due to extension of channels and enormity in media, it has become very easier for the children to watch their own favorite carton channel and at the same time parents too feel relaxed that they can provide their children with their favorite channels.

### Statement of the Problem

Television has impact on almost children and adolescents in various areas like learning, violence, nutrition, sexuality, alcohol and smoking, advertising and education parental involvement. Basically children and adolescents are risk taking group. They rarely concern for the healthy and beneficial outcomes. In the same way, they learn slangs, offensive, derogatory and taboo words. They use these words in public places. They like to experiment with the new and attractive things. Most of the time parents and guardians do not understand children's unstable mind set and hence they are often found unable in care taking of their youngsters.

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## Scope of the Study

The research study entitled “a study on parents perception towards children watching cartoon channels” is undertaken to know the opinion of the parents towards children on watching cartoon channels and problem faced by their children.

## Objectives

- To know about children's interest on type of cartoon and favourite channels.
- To analyse the parental perception towards children viewing cartoon.

## Limitation of the Study

- The study is concern about the typical parental mediation style by parents and as reported by children.
- The sample size is limited to 150 respondents only.

## Research Methodology

Methodology is the way to systematically solving the research problem by applying various techniques along with the logic behind the problem. The present study analyses the parental perception towards children viewing cartoon. Both primary and secondary data have been collected for this study. The primary data were collected through issuing questionnaire among the parents and secondary data from journals, magazines and different websites.

### Sources Data

#### Primary Data

The data have been collected directly from 150 parents through structured questionnaire.

#### Secondary Data

Secondary data have been gathered from various journals, magazines and websites.

### Area Covered and Sampling Techniques

All the respondents have been chosen from the city of Coimbatore in Tamil Nadu based on convenience sampling method.

### Sampling size

The size of the sampling for this study is 150 respondents.

## Hypothesis

Suitable hypothesis were framed and tested in the relevant places.

## Tools and Techniques

- Simple percentage analysis
- Mean ranking
- Correlation
- ANOVA (one way)

## Period of the Study

The study has been conducted from December (2015) to March (2016).

## Review of Literature

Ross E. Andersen *et al.* (1998). It concerns for the increasing body weight and physical inactivity due to watching television. Objective of this study is to determine the association between watching television and the fatness level and physical activity among US children. By choosing nationally representative cross-sectional survey and medical examination, this study finds that 26 percent of US children watch 4 or more hours of television every day while 67 percent watch 2 or less in a day. 42 percent Non-Hispanic black children watch 4 or more hours of television per day. Boys and girls who watch 4 or more hours of television each day had greater body fat and had a greater body mass index than those who watched less than 2 hours per day. Hence, the overall finding of study indicates the access watching television with is responsible in increase the body fatness by making them convince in viewing the programmes non-stop. Due to sitting for a long time helps generate unwanted fatness called obesity.

Hager *et al.* (2006) in their study Television Viewing and Physical Activity in Children examined the relationship between television viewing (TV) and physical activity (PA) in children during the school year. Results show that the PA and TV relationship for all children, while controlling for gender and body mass index (BMI) was not statistically significant. Additionally, boys who watched no TV were significantly more active during two time periods immediately after school than boys who watched any TV. Similar trends were seen for girls; however, none were significant.

Jordan *et al.* (2006) in their study “Reducing Children's Television-Viewing Time: A Qualitative Study of Parents and Their Children” qualitatively explored how a recommendation to limit television viewing might be received and responded to by a diverse sample of parents and their school-age children. Results showed that most of the children reported spending approximately 3 hours per day watching television. Although virtually all of the parents reported having guidelines for children's television viewing, few had rules restricting the time children spend watching televisions

Steven J. Kirsh *et al.* article on “cartoon violence and aggression in youth” (2006). This manuscript reviews the literature concerning the effects of animated violence on aggressive behavior in youth. It begins with an overview of the research on children's and adolescents' perceptions of violence in cartoons. Next, the effects of cartoon violence on aggressive behavior across development are reviewed. In each section, the importance of the presence (or absence) of comedic elements in animated violence is addressed. Moreover, throughout the review, the potential influence of development is considered. Finally, a potential mechanism for reducing the negative influence of cartoon violence on youth is considered.

Mistry *et al.* (2007) in their study titled “Children's Television Exposure and Behavioral and Social Outcomes at 5.5 Years: Does Timing of Exposure Matter?” examined relations among children's early, concurrent, and sustained television exposure and behavioral and social skills outcomes at 5.5 years. Results show that for children with heavy television viewing only in early childhood, there was no consistent relation with behavioral or social skills outcomes. Concurrent television exposure was associated with fewer social skills and Sustained television viewing was associated with behavioral outcomes.

Zimmerman and Christakis *et al.* (2007) in their study “Associations between Content Types of Early Media Exposure and Subsequent Attentional Problems” tested the hypothesis that early television viewing of 3 content types is associated with subsequent attentional problems. The 3 different content types are educational, non-violent entertainment, and violent entertainment. It highlighted that viewing of educational television

before age 3 was not associated with attentional problems 5 years later.

Hutchinson *et al.* (2008) in the article entitled “Starting Young: A Kids' Reality Show Keeps on Designing” presents information related to the educational significance of the television program “Design Squad.” According to the supporters of the program, which was designed to raise the image of engineering among children, the program is working, and the series is going into its second season. It was informed that the show pits two teams of teenagers against each other in competitions to design and build sometimes whimsical, sometimes serious structures and machines. The show's key audience consists of children 9 to 12 years old.

Paramveer Singh's article on “attitude of rural children towards television cartoon programs” (2014). The objective of this study is to determine the attitude of the children towards cartoon programmes. Two villages Bero and Kesa from Ranchi district are selected. These villages are selected by lottery method. Selections of students are on the basis of snowball sampling. Interview with the students were conducted to collect the data. This study indicates that the attitude of the students towards cartoon programs is positive

Zahid Yousaf's article on “a study on effects of cartoon network on the behaviour of school going children” (a case study of Gujarat city) in the year (2015). The main objective of the study is to highlight the psychological behaviour of the children's of Pakistan after watching TV Commercials on Pakistani channels. This research paper covers the detailed area of the selected research which is covering the contents of Cartoons; in this research we select the children's The of Gujrat City as sample. In this study media effects cultivation theory applied and survey method used for data collection. Study concluded that cartoon series especially Ben Ten influence the children behaviour as well as their language. It is significant change in children that they prefer cartoon instead of physical games.

### Analysis and Interpretation

It is inferred that 33.3 per cent of the respondents are in the age group between 26-30 years, 54 per cent of the respondents are female, 40.7 per cent of the respondents are housewife,

## Parent's perception towards cartoon channels

38.7 per cent of the respondents are graduate, 55.3 per cent of the respondents have two children, 29.3 per cent of the respondents are in the age group between 4-6 years and 31.3 per cent of the of the children are watching cartoon network.

		Frequency	Percent
Age	20-25	17	11.3
	26-30	50	33.3
	31-35	47	31.3
	36 and above	36	24.0
Gender	Male	69	46.0
	Female	81	54.0
	Private	51	34.0
Occupation	Employee	15	10.0
	Public	61	40.7
	Housewife	23	15.3
	Professionals	3	2.0
Education	Uneducated	35	23.3
	School Level	58	38.7
	Graduate Level	42	28.0
	Post-Graduation	12	8.0
No. of children	Professionals	54	36.0
	One	83	55.3
	Two	8	5.3
	Three	5	3.3
Age of the children	above three	35	23.3
	Below four	44	29.3
	4-6 years	31	20.7
	7 -9 years	19	12.7
Favourite cartoon channels	10- 12 years	21	14.0
	above 12 years	44	29.3
	Pogo	15	10.0
	Nick	47	31.3
Total	Cartoon Network	10	6.7
	Disney	34	22.7
	Chutti	150	100

Source: computed

## Mean Ranking

The following table shows the children favourite cartoon programmes.

Children's favourite cartoon programmes	Mean Rank	Actual rank
Tom and jerry	3.20	II
Dora buji	4.30	IV
Chotta beem	3.71	III
Krish	6.73	VII
Doremon	6.48	VI
Ninja hatori	6.23	V
Siva	7.79	X
Little Krishna	7.12	VIII
Kum fu panda	7.23	IX
Jacky john	2.21	I

Source: computed

It is concluded that children's favourite cartoon programmes, jacky john has been ranked as number one favourite program.

## Kendall's Coefficient of Concordance

Kendall's W <sup>a</sup>	.423
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The 'w' calculated for the given item is .423. Hence there is more similarity among the children in assigning ranks for their favourite cartoon programmes.

## Correlation

*Relationship between age of children and children favourite channels*

		Age of children	Favourite channels
Age of children	Pearson Correlation	1.000	.081
	Sig. (2-tailed)	.000	.325
	N	150	150
Favourite channels	Pearson Correlation	.081	1.000
	Sig. (2-tailed)	.325	.000
	N	150	150

Source: computed

The calculated value of correlation is .081. Since the calculated value is positive correlation between age of children and children favourite channels. So that age of children strongly depend on children favourite channels. Hence it is a positive correlation.

## ANOVA

### Interpretation

ANOVA test is calculated between age of children and various parental perception's variables. It is noted that the significant value is greater than 0.05. Hence, null hypothesis is accepted. It is observed that there is no significant difference between age of children and comedy sense, fights, general knowledge, importance for studies and cartoons, stable mind, active, restrictive, co-viewing and lack of outdoor games. It is noted that the significant value is lesser than 0.05. Therefore null hypothesis is rejected. It is known that there is significant difference between age of children and moral values and studies get affected.

*Relationship between age of children and parents perception towards children viewing cartoon*

Variables		Sum of Squares	Df	Mean Square	F	Sig.
Comedy sense	Between Groups	1.385	4	.346	.628	.643
	Within Groups	79.948	145	.551		
	Total	81.333	149			
Fights	Between Groups	1.921	4	.480	.414	.799
	Within Groups	168.352	145	1.161		
	Total	170.273	149			
General knowledge	Between Groups	7.613	4	1.903	1.583	.182
	Within Groups	174.387	145	1.203		
	Total	182.000	149			
Moral values	Between Groups	19.598	4	4.899	4.180	.003
	Within Groups	169.976	145	1.172		
	Total	189.573	149			
Studies get affected	Between Groups	15.730	4	3.932	3.199	.015
	Within Groups	178.243	145	1.229		
	Total	193.973	149			
Importance for studies and cartoons	Between Groups	4.447	4	1.112	.873	.482
	Within Groups	184.646	145	1.273		
	Total	189.093	149			
Stable mind	Between Groups	9.857	4	2.464	1.798	.132
	Within Groups	198.703	145	1.370		
	Total	208.560	149			
Active	Between Groups	1.147	4	.287	.240	.915
	Within Groups	173.147	145	1.194		
	Total	174.293	149			
Restrictive	Between Groups	4.496	4	1.124	.938	.444
	Within Groups	173.697	145	1.198		
	Total	178.193	149			
C0-viewing	Between Groups	4.910	4	1.228	.813	.519
	Within Groups	218.963	145	1.510		
	Total	223.873	149			
Lack of outdoor games	Between Groups	1.721	4	.430	.345	.847
	Within Groups	180.919	145	1.248		
	Total	182.640	149			

Source: computed

*Findings*

The following are the important findings of “a study on parents perception towards children watching cartoon channels”

*Percentage Analysis*

- (33.3 per cent) of the respondents are of the age group of 26-30 years.
- (54 per cent) of the respondents are female.
- (40.7 per cent) of the respondents are housewife.
- (38.7 per cent) of the respondents are graduate.
- (55.3 per cent) of the respondents have 2 children.
- (29.3 per cent) of the children are in the age group between 4-6 years.
- (31.3 per cent) of the children are watching cartoon network.

*Mean Ranking*

- Mean rank is noted that most of the children watch ‘jacky john’.

*Correlation*

Using correlation, there is a positive correlation between age of children and children favorite channels. It is a strong correlation.

*ANOVA*

There is no significant relationship between age of children and parents perception towards children viewing cartoons.

*Suggestions*

- The program on physical activities and exercises must be broadcasted regularly so that it can inculcate and incite the children to take part in different physical activities practically rather than just to watch television in their leisure time.

- Different television contents and commercials have strong impact on the behavior, attitude and life style on adolescents so that those programs and commercials should be allowed to be broadcasted which induce students to take part in healthy activities and also having a positive impact on their life style.
- The channels should try restricting or avoiding unwanted shows that can have a negative impact on kids.
- It is the role of the school social worker to help parents to make them aware of effects of cartoon viewing, thereby they can guide their children in the right direction and to help their children to come out from the over dependency on cartoon.
- Cartoons are not only changing their behavior toward aggressive but also changing their language and language is most important part of any culture.

### Conclusion

Parents should be very selective and careful while choosing cartoon programs for their kids. They need to spend quality and quantity time with children, need to share and discuss appropriate things with their children on regular basis. Parents should always have a watch on all the activities of their children and need to correct them whenever required. The production of more informative and educational programs can help to create the awareness among the children. Finally, a potential mechanism for reducing the negative influence of cartoon violence on youth is considered.

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