

EFFECTS OF CARTOON CHANNELS ON THE BEHAVIOR OF SCHOOL GOING CHILDREN - A SURVEY STUDY

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ABSTRACT

TV Cartoons and animated movies are the most entertaining activity for the kids for over more than 80 years. The main objective of the study is to highlight the psychological behavior of the children's after watching cartoon channels. In this research we select the children's of Kolhapur City as sample. For this study survey method is used for data collection. Study concluded that cartoon series especially Shinchon, Doraemon, Motu-Patlu influence the children's behavior as well as their language. It is significant change in children's Behavior that they prefer watching cartoon channels instead of physical games, Outdoor games.

Keywords: Cartoons, Culture, Negative effects, Behavior, Language, Violence.

INTRODUCTION

TV Cartoons and animated movies are the most entertaining activities for the kids for over more than 80 years. Felix the Cat the first ever cartoon icon, which started its journey in 1920s. In the next 10 years, Donald Duck, Mickey Mouse and Pluto were the cartoon characters which are being introduced by Disney Brother's cartoon studios (Box Office Mojo.com, 2004).

Cartoons are playing a vital role in the changing behavior of the growing children. School going children entertain themselves by watching cartoons in spite of playing physical games. Due to this growing children are getting lazier in their daily life. They involve themselves more and behave like the heroes of these cartoons. Kids adopt their way of talking, walking, dressing and eating. Cartoon Network is the most favorite channel in the

world. "Cartoon network started its transmission in 1992, and gained record breaking popularity. Shinchon, Doraemon, Motu-Patlu are the most favorite cartoons of the school going children. Violence showed in the cartoons is spoiling the minds of school going children; they always use guns, sword and rods during playing games. "Cartoon programs show very violence part than the serials and comedy tv shows".

Objectives:

Following are the main objectives of the study:

- To check the impact of Cartoons (Shinchon, Doraemon, Motu-Patlu) on the daily basis activities of the school going children.
- To check the Physical Health of the school going children.

- To check the wastage of time.
- To check the level of aggression in the school going children after watching these cartoons.

Hypothesis:

- Shinchan and Doraemon cartoon is watched more than the other cartoons.
- Heavy viewers of Shinchan and Doraemon are more aggressive than the low viewers.
- Shinchan and Doraemon cartoon serials shows more influence language and physical activities.

Research Question:

- Does school going children are having greater exposure of watch Sinchain & Doramaan?
- Does heavy viewers of these cartoons are more aggressive than low viewers?
- Do these cartoon serious changes children’s language?
- Does school going children prefer that Shinchan and Doraemon than physical activities?

Cartoon is one of the most favorite cartoon network channels for children. As most of the free time is spend in front of the cartoon network channels. Continuous watching for cartoon channels children gets some positive and negative habits. One of the important factors affecting on children mind is violence. Violence is an important part of the animation program. The study questionnaire was used for data analysis and non-parametric statistics. Cartoon depiction of this study explores the impact on children's behavior violence. They just imitate their favorite cartoon characters, but even as indicated by the different cartoon characters, to force their parents to buy them clothes or accessories. This study also illustrates the fact that a class in children’s behavior is influenced by observing different cartoon shows.

Methodology: We select the students of the age group of 7-12yrs from different Private and public schools of Kolhapur city for the survey and to fill the questionnaire.

Population: Researchers selected children (male & female) of Kolhapur city for the survey

Sample: The target population of this study is school Children of Kolhapur city instead of entire district.

Sample Size: With the help of convenient random sampling technique researchers took 100 children’s, both male and female as the sample size.

Data Collection: For the purpose of data collection researcher used questionnaire as a tool..

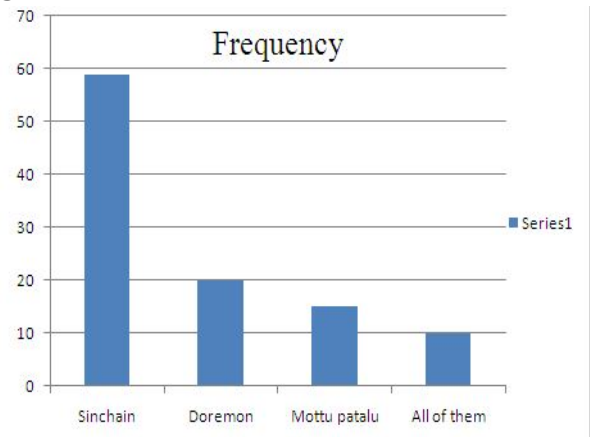
RESULTS:

Q1. Which is your favorite cartoon series?

- A. Shinchan B. Doraemon C. Motu-Patlu D. All of them

Figure 1 shows that 59% children prefer to watch Shinchan cartoons over rest of them. Majority of children favorite cartoons are Shinchan instead of any other serious.

Figure 1

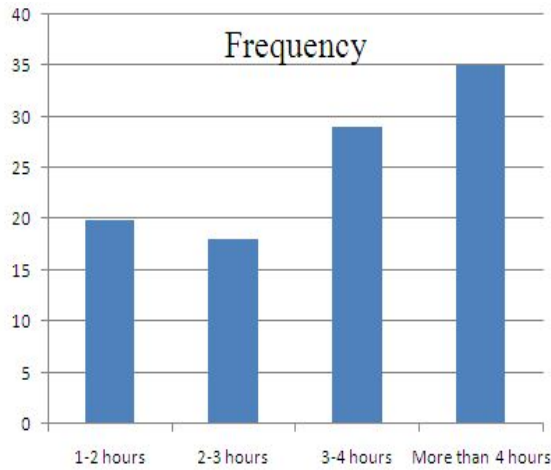


Q2. How much time do you spend on watching cartoons?

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

Figure 2 shows that 35% children watch TV more than 4 hours on daily bases while others watch less. This fig. prominently indicates that children watch cartoon more than 4 hours. They consider cartoon as only source of entertainment.

Figure 2

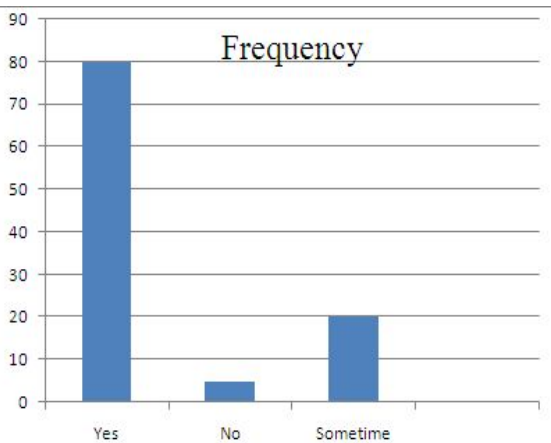


Q3. Do you think cartoon characters put some psychological effects on the children?

A. Yes B. No C. Some time

Figure 3 shows that 78% children have psychological effects after watching cartoons while others less. When children pay more attention cartoon characters than this thing also influence their cognitive process and further lead to different effects of cartoons.

Figure 3



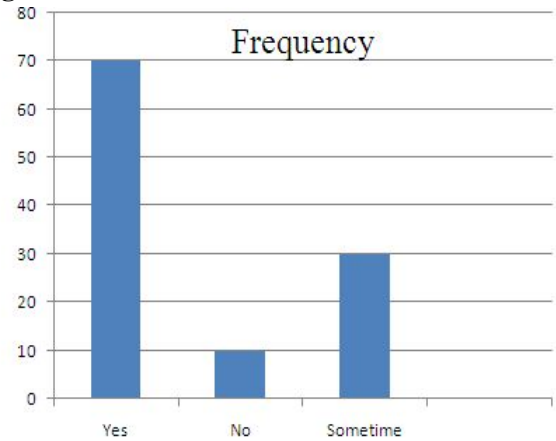
Q4. Do you think that children behavior gets changed after watching cartoon?

A. Yes B. No C. Some time

Figure 4 shows that 70% children behavior changed after watching cartoons instead rest of them. When children pay more attention cartoon

whole story or specific character and craze affect their behavior to change them.

Figure 4

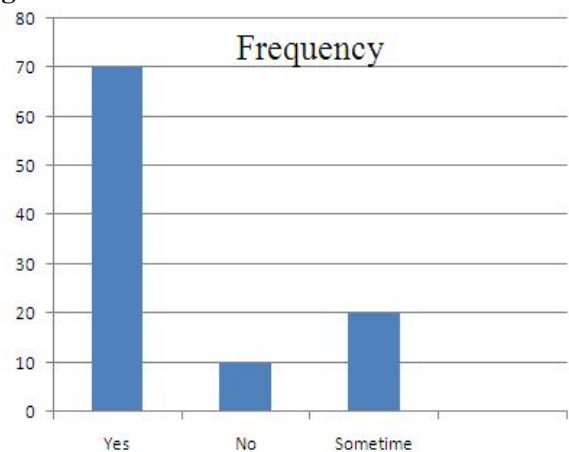


Q5. Do children intend to intimate their language?

A. Yes B. No C. Some time

Figure 5 shows that 70% children are changed their language after watching cartoons while others did not. When children watch cartoon they also learn their language after that they use language in daily life like in school, with friends and family.

Figure 5



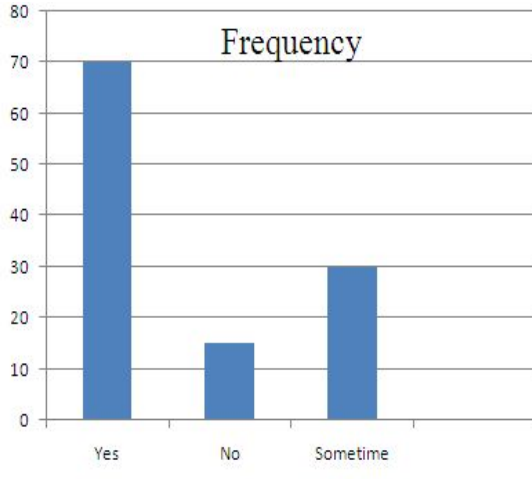
Q6. Have you observed any behavior change like children fighting with each other after watching cartoons?

A. Yes B. No C. Some time

Figure 6 shows that 70% children behavior gets changed after watching cartoons. Majority partici-

parent agreed that children behavior change after watching cartoon. They show the aggressive behavior and use same techniques which they observed in cartoon during the fighting with each others.

Figure 6

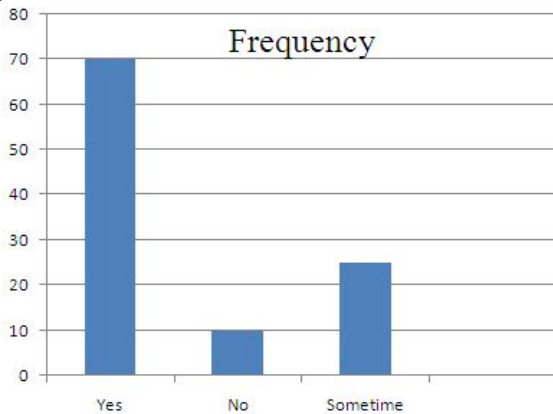


Q7. Do children prefer to watch cartoons over outdoor games or picnic?

A. Yes B. No C. Some time

Figure 7 shows that 70% children prefer cartoons over picnic and outdoor games instead rest of them. They more gain entertainment from cartoons different serials than the physical games and outdoor activities.

Figure 7



DISCUSSION

Study analyzes that cartoon affecting mentally as well as physically on the grooming children. Chil-

dren's watches cartoons channels more than 4 hrs daily. Children behavior changed after watching cartoons. Majority participant agreed that children behavior change after watching cartoon. They show the aggressive behavior and use same techniques which they observed in cartoon during the fighting with each others. Children prefer cartoons over picnic and outdoor games. They more gain entertainment from different cartoons serials than the physical games and outdoor activities.

CONCLUSION

The result of this study indicates that children are highly influenced by the cartoons serials. Because they pay more attention and time to cartoons instead of other activates. While in current time this also crucial factor that family member gives less time to children therefore children mostly watching cartoons serials. When grooming age children would more focus the cartoon serials it mean they are learning a lot of things from cartoons. In fact, the analysis shows that majority of children psychological affected through cartoons. Cartoons are not only changing their behavior toward aggressive but also changing their language and language is most important part of any culture. Later analysis children more use cartoon as source of entertainment than the other physical activates. This thing is more harmful for children's physical health. In last it is obvious through study analysis that cartoon affecting mentally as well as physically on the grooming children.

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