

The effect of cartoon on children

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■ **ABSTRACT : Background :** Child is like a white paper. Which you can draw on it, his personality and behaviour. A child is accepting any outer influence and information affecting his character in the future. Since any behaviour or action the child sees may affect his personality. Television is what attracts the children most and shapes their behaviour. Usually most of the shows that children's watch is cartoons. Cartoons are one of the daily habit for our children, but cartoon effects the child positively and negatively both. So to know that how a cartoon affects children, researchers choose this topic for research. **Aim :** The present study aimed to know positive and negative effects of cartoon on children. **Methodology:** A survey based descriptive research design was used to main aim of study. **Location:** This study was conducted at area of Surajkund and Madhopur in Gorakhpur city of U.P. **Sample size :** For these study 100 parents of children in the age group of 3-6 years was selected. **Result:** This study revealed that children are highly influenced by the cartoons and parents are not satisfied by positive effects of cartoons on their children.

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Child is like a white paper, which you can draw on it his personality and behaviour. A child is accepting any outer influence and information affecting his character in the future. Since any behaviour or action the child sees may affect his personality. Grownups must be carefull with what the children watch especially on television. Television is what attracts the children most and shapes their behaviour. Usually most of shows that children from the age 6th month till 3 years watch are cartoon and that is why. Parents should be totally aware of type of the cartoons, their children are watching. Typically children being watching cartoons on television at on early age of six months and by the age of two or three children become enthusiastic viewers,

and the cartoons had to become more family friendly so that more people would watch their show (Kapelian, 2009).

This has become a problem because too many children around the world are becoming addictive to television and shows that have been watching have become violent. These days it is extremely like difficult it find a TV channel that is 100 per cent children friendly. Most channels have children's programme mixed with commercials or movie previews that are inappropriate for children to view.

A cartoon could be much dangerous than any other experience. It could contain content that would confuse the child with what he experiences in real life, it could

contain directions that contradicts with parents orders. 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 (Habib and Soliman, 2015).

A flawed cartoon could lead a child to have a different undesirable point of view of his parents, his friends, teacher and even his lord. Hassen and Daniyal (2013) studied after watching cartoon examined the effects on children's behaviour. Cartoon, is one of the most favorite cartoon network channels for children's. As content with just having children but also give them some positive and negative hobits. One of the important factors affecting children watching cartoons also violence.

Negative content on purpose could lead a child to doubt his raising his skills, way to thinking, life style that he grown up according to his religion (Aluja-Fabregat and Torrubia-Beltri, 1998 and Gunter, 1985).

But it's not that cartoon have only negative impacts on children. Cartoons are the central focus of many children's lives that parents manipulatively use to help keep the children occupied while they are busy with their office or home schedules. Many parents also express satisfaction with the educational benefits of TV and can touch positive behaviours.

Socially, a positive cartoon could be used to teach a child. How to control his temper, obey his parents, speak in a polite way, help the poor, aid the old, lend hand to the young and to work in group without feeling jealous from his colleagues.

Concerning life experience a well built cartoonish scenario could teach a toddler how to be a leader, how to analyze problems in a scientific manner. Cartoon teach a child about dangers of the surrounding environment live the height, fire danger of electricity, crossing the streets also how to act in the while a wound (Jensen, 1998 and Bjorkqvist and Lagerspctz, 1985).

While children are watching cartoons there is a form of learning process that is going on. Whatever children while watching cartoons, they toned to act out thereby influencing their mode of socializing with other children and with the world (Baran and Davis, 2003).

Objectives :

- To study the positive effects of cartoon on children.
- To study the negative effects of cartoons on children.

■ RESEARCH METHODS

Study design :

The present study was a survey based descriptive study carried out among the parents of children in the age group of 3-6 years.

Sample size :

For this study 100 parents were randomly selected from the area of Surajkund and Madhopur in Gorakhpur city of U.P.

Tool and technique :

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

Data analysis :

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

■ RESEARCH FINDINGS AND DISCUSSION

Table 1 presents data regarding parents' thought related to positive effect of cartoon. It is evident that the 57 per cent of parents do not agree with the fact that the cartoon does help in language development of children, but 64 per cent of parents had positive thinking that cartoon helps in rapid mental development of children. 65 per cent of parents think that cartoon does not increase religious understanding in children. 51 per cent and 73 per cent of parents agreeable that cartoon helps in moral development and increase in learning capacity of children, respectively.

Table 2 Shows data regarding parent's thought related to negative effect of cartoon. It shows that most of parents (99%) be agreed that children are more interested in cartoon and they also (72%) agree with the fact that children prefer cartoon in comparison to any other game, but 65 per cent and 85 per cent of parents told that children behave like cartoon and be aggressive

Table 1 : Thoughts regarding positive effect of cartoon (n = 100)				
Sr. No.	Positive effect of cartoon	Responses	No. of parents	Percentage
1.	Cartoon helps in language development of children	Yes	43	43%
		No	57	57%
2.	Cartoon helps in rapid mental development of children	Yes	64	64%
		No	36	36%
3.	Cartoon helps in increasing religious understanding in children	Yes	35	35%
		No	65	65%
4.	Cartoon helps in moral development of children	Yes	51	51%
		No	49	49%
5.	Cartoon increases the learning capacity of children	Yes	73	73%
		No	27	27%

Table 2 : Thoughts regarding negative effect of cartoon (n = 100)				
Sr. No.	Negative effect of cartoon	Responses	No. of parents	Percentage
1.	Children are more interested in cartoons	Yes	99	99%
		No	1	1%
2.	Children prefer cartoons in comparison to any other game	Yes	72	72%
		No	28	28%
3.	Cartoon has any negative psychological effect	Yes	49	49%
		No	51	51%
4.	Children behave like a cartoon after watching T.V.	Yes	65	65%
		No	35	35%
5.	Children behave aggressive after watching cartoon	Yes	86	86%
		No	14	14%

after watching cartoon, respectively. But 51 per cent of parents do not agree with that cartoon has any negative psychological effect.

Conclusion :

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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