

The Impact of YouTube Content on Toddler Behaviour: A Study on Parental Awareness and Demographic Influences

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ABSTRACT:

In this modern world, technology has become a significant feature that is part of every human's life. Besides, third-millennium kids are born with technology and an enormous chance for easy access. It causes the behaviour of every kid who facilitates to access technology like watching TV, Internet, and mobile phones at an early stage. In consideration, this study examines the correlation between YouTube content and the impact on toddlers. Structured questionnaires are developed based on existing literature to assess parental awareness, the impact of demographic factors such as economic status, residence, and family structure on toddlers' viewing hours, and the effects of viewing content on toddlers, including alterations in aggressive behaviour, imitation, and sleep deprivation. More than 300 samples are obtained using snowball sampling procedures, and the acquired data is subjected to statistical analysis to determine the specified correlation. This survey indicates that despite parents being informed about the repercussions of improper content on YouTube, they have yet to act, resulting in the majority of toddlers using YouTube instead of YouTube Kids. The results also indicate that demographic factors significantly affect toddlers' usage time, with more YouTube exposure correlating with heightened aggression, sleep deprivation, and imitation in toddlers.

1. Introduction

The role of new media has grown increasingly significant in the shifting terrain of modern communication, influencing how individuals, groups, and societies connect, obtain information, and engage with their surroundings. The New Media is regarded as one of the most significant advancements in media over the previous decade, offering greater convenience and personalization for users compared to its outmoded predecessors. Examples of New networking encompass social networking platforms, video conferencing platforms, over-the-top services, websites, and online educational platforms. Social media is undoubtedly one of the most significant contemporary media types, increasingly integrating into daily life for everyone. Prominent social media networks now include Facebook, Twitter, Instagram, Snapchat, and YouTube. Social media enables individuals to share their own material through text, images, and videos. Video is one of the most accessible technologies on social media, enabling individuals of all age groups to utilize it with minimal prior knowledge. Toddlers and children are not exempt either. Consequently, they utilize video streaming platforms like Instagram Reels, Facebook Watch, and YouTube shorts of their user-friendliness. With the integration of new media into daily life, parents have utilized social media material to amuse their children and toddlers on smartphones and computers. Social networking is mostly designed for individuals above the age of 13. The desire of numerous individuals under the age of 13 to engage with social media has prompted various firms to create distinct platforms for children, like Messenger Kids, YouTube Kids, popJam, chatFoss, and others. YouTube Kids, a specialized version of the popular video-sharing platform, has emerged as a significant player in the digital landscape, offering a curated and child-friendly environment for young viewers to explore a wide range of content. As the internet and digital technology have become increasingly

integrated into the lives of children, the role of YouTube Kids in shaping their language, social development, and learning has become a topic of growing interest and concern. One of the key benefits of YouTube Kids is its potential to serve as an educational tool. Research has shown that the platform can be effectively leveraged to deliver instructional content, such as videos that teach children to recognize numbers, letters, colours, and shapes, as well as videos that promote health and well-being through engaging animated content (Sari, 2020).

Toddlers, as defined by the Merriam-Webster Dictionary, are children aged 1 to 3 years i.e., 12 to 36 months from their date of birth ("Toddler," 2024). Due to their pre-preschool age, they are unable of utilizing children's social media, which necessitates a minimum level of fundamental education for effective usage and interaction. YouTube Kids is an online video streaming platform that does not need any fundamental prerequisites for usage. Furthermore, it offers a more secure internet environment for children and toddlers. Within the scope of this article, aggressiveness is defined as any behaviour aimed at inflicting harm on others without their agreement. According to Baumeister & Bushman, infants exhibit higher levels of physical aggressiveness than any other age demographic. In early infancy, physical aggressiveness may present as punching, biting, or shoving. These actions frequently stem from restricted language abilities and the incapacity to articulate wants or frustrations through other means (Tremblay et al., 2004). Toddlers turn to violence 25% of the time when confronted with a problem. A multitude of variables can contribute to violence in toddlers, encompassing, environmental, economic, and psychological influences biological ("Anger, Irritability and Aggression in Kids," 2022). Furthermore, certain external factors will assist a child or toddler in learning to articulate their anger. Behaviouralists asserted that all learning arises from direct interaction with the environment. A child or toddler might learn to display aggressiveness by observing parental conduct. Another significant factor via which babies learn to articulate their hostility is the media. This study examines the impact of YouTube material on toddlers' expressions of anger.

Background of the Study:

Toddlers are the age group in which it is very difficult to do research where the possibilities of getting data from samples are meagre. Sigmund Freud believes that children whose ages range from 1 and 3 will come under the Anal Stage which is a period of independence (Simply Psychology, 2024). At this point in our development, there is also the development of the ego, which is our perception of the world in relation to ourselves. There is a stage in the child's development, according to Erikson, which occurs between the ages of 18 months and around the age of 2 or 3 years, called Autonomy vs. Shame and Doubt (MSED, 2024). During this stage of development, children begin to build the foundations of trust in the world around them. And in this stage, they begin to develop a sense of independence and control. So as far as the above two theories, Toddler is the age where the development stage enters independence. This means, that it is the age for toddlers to start acting liberal. According to the Harvard medical school's paediatric journal, 44% of children under the age of 1 use mobile devices every day (McCarthy, 2015). By the age of 2, that jumps to 77%. In the modern era, Toddlers are more accessible to tech gadgets like smart phones, Internet, Smart TVs, laptop, etc., It is believed that the Bandura's social learning theory describes the process of learning using social media, utilizing observation as an essential aspect of learning, in order to model the behaviour of learners accordingly (Simply Psychology, 2024).

Objective of the Study

- To check the awareness among the parents regarding the inappropriate content on YouTube.
- To understand the correlation between the economic status, place of living, and Family structure influence the watching behaviour of the toddlers.
- To analyse the relationship between YouTube watching hours and the behaviour of toddlers.

2. Review of Literature

ImaniahIkhfi (2020) states that Children's communication skills can be improved by the selected YouTube channel, especially by enriching English vocabulary. He also quoted that A child's pre-school years are crucial for acquiring the language and communication skills necessary to express their needs, opinions, and feelings in social situations.

Crystal R. Smit (2020) in his research examined how vlogs affect children's unhealthy eating habits. It results that, children's self-reported frequency of viewing vlogs influenced their consumption of unhealthy beverages two years later.

Potter & Warren,(1998) state that In cartoons, violence is more prevalent than in live-action dramas or comedies. Live-action dramas airing during prime time regularly involve major acts of violence, and the pain and suffering of the victim are often highlighted.

Brendan Gail Rule (1986) An increased viewing of violence may be associated with a more favourable attitude toward aggression among those who view it heavily. He also states how media exposure affects arousal, as well as emotional desensitization to the consequences of aggressing the victim due to exposure to the media.

Gwenn SchurginO'Keeffe (2021), states that Adolescents are increasingly becoming exposed to the risks associated with social media by using it on a daily basis. There are several reasons for this, including peer-to-peer sharing, inappropriate content, a lack of understanding of how online privacy issues can be addressed, and the influence of third-party advertising firms.

Sinta Kurnia Dewi (2019), shows that prolonged exposure to YouTube kids' social media affects prosocial behaviour in the form of helping, sharing, cooperating, and acting honestly.

Richards, Deborah (2015), estimated that 2.2 million Australian children and young people (79%) aged 5–14 years accessed the Internet in the preceding 12 months, up from 79.4% in April 2009 to 89.4% in April 2012.

3. Methodology

The purpose of this study is to investigate the behavioural changes that occur in toddlers because of the influence of information seen on YouTube. For the purpose of the analysis, a quantitative methodology is utilized, and the theoretical framework of social learning developed by Albert Bandura is utilized. The preparation of 25 structured questions is done in order to collect data. The purposeful sampling approach is used to gather samples from the parents of the toddlers. These samples are acquired from the parents individually. The Snowball sampling method is also utilized in order to collect samples and responders that are comparable to one another. A total of 314 samples were collected manually; however, due to invalidity, 14 samples were discarded, resulting in 300 samples considered for analysis. Following this, the relationship between the data is analysed using the SPSS program, which includes techniques such as cross-tabulation and T-tests on the data.

4. Discussion and analysis

A reliability test or pilot test for the Quantitative research was done after the 15-questionnaire data was collected.

	N	%	Cronbach's Alpha	No. of Items
Valid	25	100.0	.760	15
Excluded	0	0.0		
Total	25	100.0		

Table1.1 Cronbach Alpha

The Cronbach Alpha test indicates that a result between 0.7 and 0.9 signifies credible data. The

Cronbach's alpha value for the questionnaire was .760, as seen in Figure 1.1, demonstrating the reliability of the research investigation.

Awareness of Parents

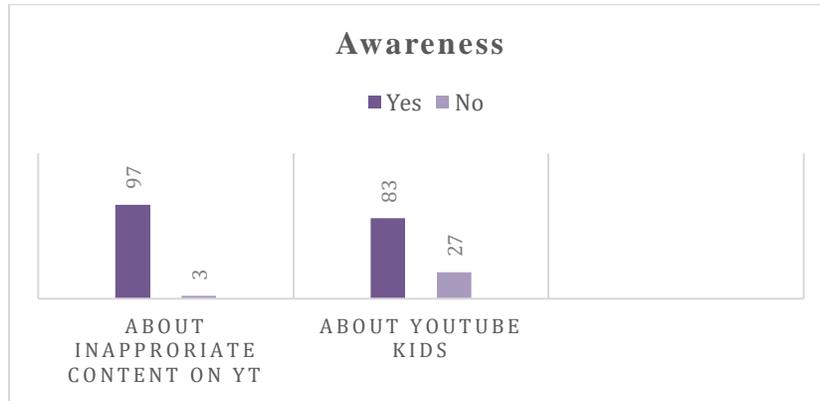


Fig. 1.1 Awareness about YouTube

Figure 1.1 indicates that 97% of the samples report that YouTube contains inappropriate content unsuitable for children and toddlers, whereas 83% of parents are aware of a separate site and application named YouTube Kids, designed only for children.

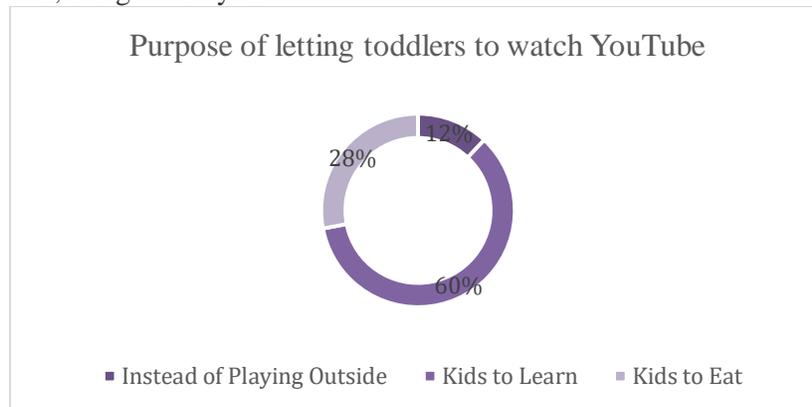


Fig. 1.2 purpose to let toddlers to use YouTube

Figure 1.2 illustrates that 60% of parents permit their infants to utilize YouTube for learning and skill enhancement. 28% of parents utilize YouTube as a means to entertain their children, while 12% employ it to restrict their children outside activities.

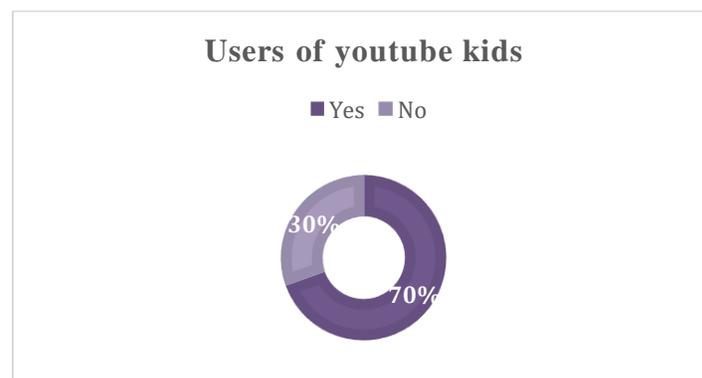


Fig. 1.3 users of YouTube Kids

Despite 83% of parents recognizing inappropriate information on YouTube, 63% of them have never utilized the platform. This indicates that the majority of parents recognize the risks yet are unwilling to implement changes in their toddler's viewing habits. Conversely, 26.7% have utilized it infrequently.

Influence based on Economy

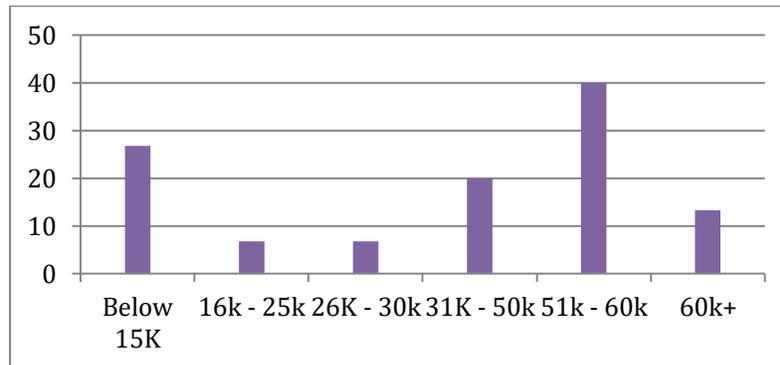


Fig. 1.4 Samples based on Economic status

26.7% of the samples are earning below 15K per month. 6.7% of the sample is earning 16k to 25k per month. 6.7% of the sample is earning 26k to 30K Per month. 20% of sample is earning around 31K to 50K. 40% of the sample is earning around 51k to 60k per month. 13.3% of the sample is earning more than 60K+ per month.

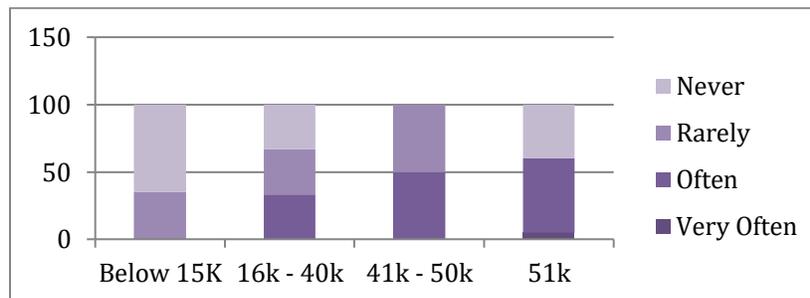


Fig. 1.5 Cross tabulation between watching hours and economy

Cross-tabulation representing 'How often does your toddlers use YouTube' with Income, and Education of the respondents. It is evident from Fig. 1.5 that the toddlers of higher economic status are consuming YouTube more.

Influence based on Place of Living

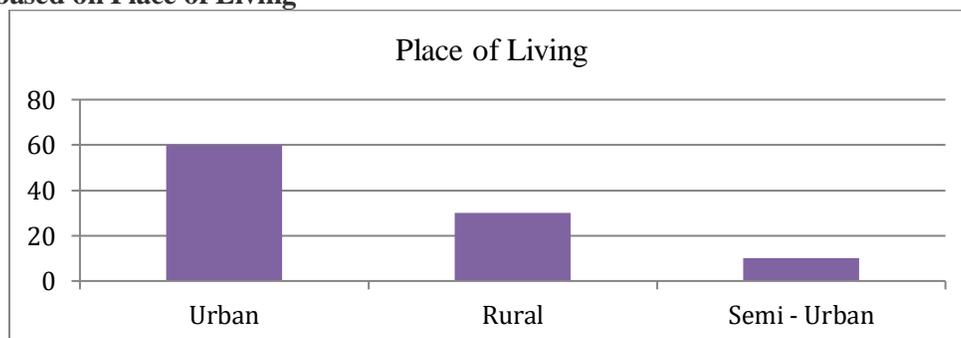


Fig. 1.6 samples based on place of Living

Fig 1.6 shows that the 60% (180) of the respondents are from urban area,30% (90) of respondents are from Rural and only 10%(30) from Sub- Urban area.

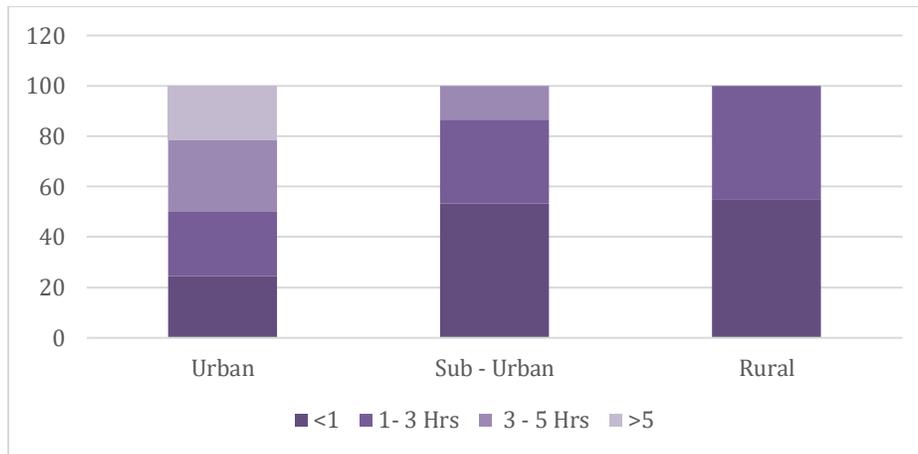


Fig. 1.7 Cross tabulation between watching hours and place of living

Figure 1.7 clearly indicates that 21.5% of toddlers residing in urban areas utilize YouTube for over 5 hours. 28.5% utilize it for 3-5 hours, 25.5% for 1-3 hours, and 24.5% for less than 1 hour. 13.3% of toddlers utilize YouTube for 3 to 5 hours. 33.3% utilize it for 1 to 3 hours, whereas 53.3% engage for less than one hour in the suburban region. In rural areas, 45% of individuals utilize it for 1 to 3 hours, while 55% use it for less than one hour. The table and graph indicate that toddlers residing in metropolitan regions exhibit much higher usage compared to those living in other locations.

Influence based on based on Family Structure

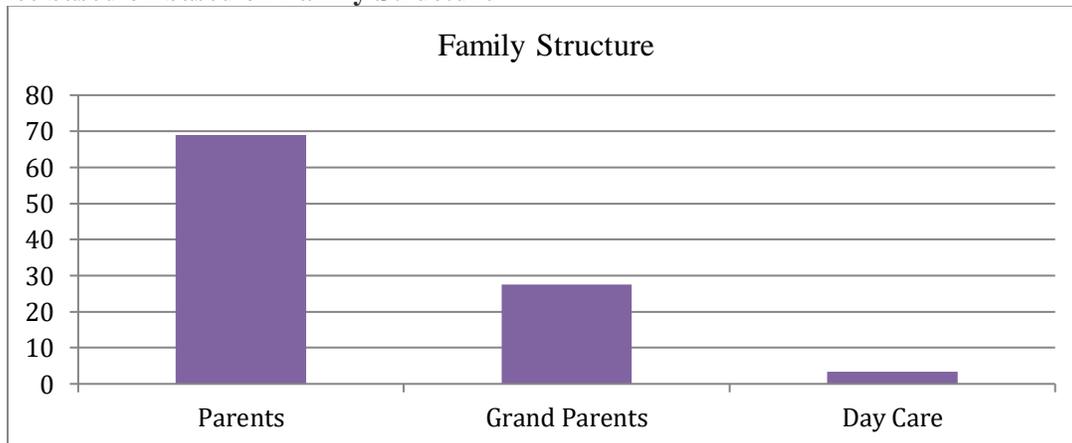


Fig. 1.8samples based on family Structure

Figure 1.8 demonstrates that 69% (207) of the respondents are personally caring for their children, indicating their affiliation with a Nuclear Family structure. 28% (84) of toddlers are cared for by their grandparents, indicating they are part of a combined family, whereas 3% (9) are enrolled in daycare.

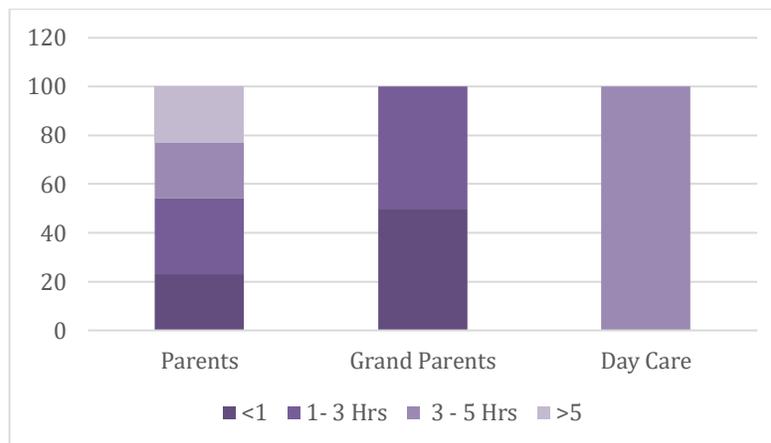


Fig. 1.9 Cross tabulation between watching hours and Family structure

Figure 1.9 illustrates that in nuclear families, 23% of toddlers utilize YouTube for over five hours. 23% utilize around 3 to 5 hours, 31% engage for about 1 to 5 hours, and 23% spend less than one hour. In Joint Families, 50% of toddlers utilize YouTube for less than one hour, while the other 50% engage with it for between 1 to 3 hours. The results indicate that toddlers in mixed families spend less time on YouTube compared to those in nuclear family structures.

Relationship between Watching hours and the influence

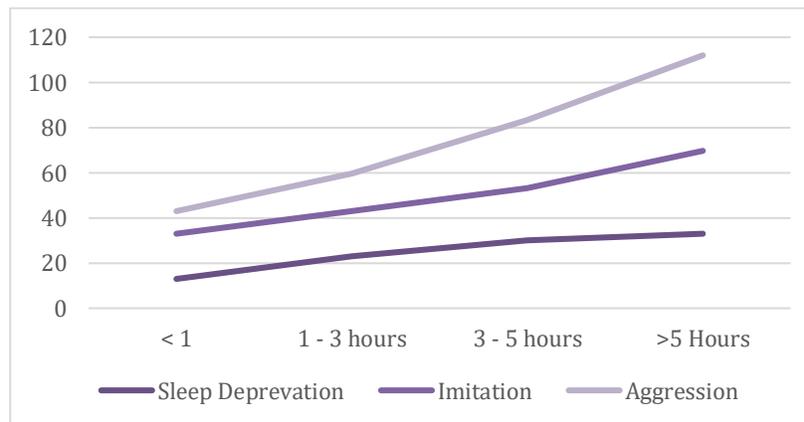


Fig. 1.10 relationship between watching hours and influence

From the fig. 1.10 above table all imitation, Aggression and sleep deprivation increases as the watching hour increases.

5. Conclusion

The research indicates that while most parents recognize inappropriate content on YouTube, they do not implement this awareness in their toddlers' viewing practices. As the economic position improves, children's screen time increases, and the effects intensify. The likelihood of accessibility is elevated due to economic position. Results indicate that toddlers residing in urban areas allocate much more time to YouTube compared to those in other regions. The duration of toddler screen time is greater in nuclear families than in joint families. The impact, imitation, and behavioural changes escalate with an increase in viewing time. Fifty percent of parents permit their children to get knowledge from YouTube, followed by 26% who allow them to engage in eating, and 10% who restrict outdoor play. The study indicates that

toddlers are permitted to view or utilize YouTube for a maximum of one hour every day. As the viewing hours grow, its impact likewise escalates.

According to Sigmund Freud's Psychosexual theory and Erik Erikson's Psychodevelopmental theory, the toddler age group represents a phase of independence, during which individuals gain more autonomy to pursue their desires autonomously. According to Albert Bandura's Social Learning Theory, individuals acquire social behaviour through the observation and imitation of others, indicating that children and toddlers learn extensively from their societal environment. Numerous potential causes exist, including parental behaviour, relatives' influence, and media content. What factors motivate children to acquire knowledge? This study demonstrates that toddlers are impacted by YouTube content.

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