

Role Of Youtube Kids Channel In Socialization Of Children During Covid-19

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Abstract

During the Covid-19 pandemic, the education institutions remained closed for a long time and physical activities were also limited. People were maintaining social distance alongwith strictly following other Covid-19 SOP's. Meanwhile, children were also bound to their home boundaries, which ultimately increased their screen time. The purpose of this study was to find out the impact of YouTube Kids Channel on social learning and socialization of children during the period of Covid-19. For the purpose, researchers used purposive sampling technique and designed a questionnaire, which was distributed among 301 parents whose children were between 2 to 8 years of age. Researchers applied Social Learning Theory and Uses and Gratification Theory to seek the answers to the research question and meet the objectives. Data were analyzed using SPSS version 21, and appropriate statistical tests were applied. Findings of the study suggested that YouTube kids had both type of impacts on children, positive and negative. Results also indicate that more than half of the children used YouTube kids for 2 to 4 hours per day. The usage of YouTube kids was same in both genders, although different age groups of children learnt different attitudes and behaviors from watching videos on YouTube kids. Children learnt different type of vocabulary from YouTube kids' content. At the same time YouTube kids decreased the physical activities of children and had been damaging their health in different ways. Results of the study also showed that some children also learnt violence and aggressiveness from some of the videos on YouTube kids.

Keywords: YouTube Kids, Covid-19, Social Learning, Social Behaviors, Adolescents, Rhymes, Kid Youtubers

Introduction

As social creatures, human being is naturally made, trusting mostly on their relationship with their loved once to get things done. Our relationship with others depends on how we talk to each other, costume, foods, work or live. Today, the internet has become one of the most useful means of socializing and gathering people. People commonly use internet for social contacts (Ayshwarya, Ranjitha,

Dhanamala, & Shanthan, 2021). There are many social websites which have the minimum demanded age set to 13 years to create a profile or to use the social website. However, kids have a way of dodging such rules; furthermore, the sites also have no way of verifying whether the age entered is accurate and depend only on the consumer to input the correct date of birth. Due to the absence of limitations around subscriber's age on social websites, younger

children are subjected to social media sites. For example, in a study it was found that 38% children of 9 to 12 year of age have a profile on social networking sites with 28 per cent showing incorrect age on their personal social profiles (Dyosi & Florence, 2018). In 1960's and 1970's mostly people used to entertain themselves by watching television. In 1980's new technology was introduced by the hardware companies which was called Video Home System (VHS). VHS allowed people to record videos and to watch the pre-recorded videos. In 1990's camcorder was introduced which allows live video production and video making. In 2000's DVD's were introduced which became the standard. In 2005 World Wide Web were introduced and YouTube was launched by the developers. The concept of video watching renovated with YouTube (Neumann & Herodotou, 2020).

YouTube kids is a separate platform for kids. It has three age categories, pre-schoolers (2 to 4), young children (aged 5to7) and older (aged 8 to 12). YouTube kids has three settings with different levels of restrictions. The most restrictive mood of YouTube kids is called "Explore" this is for the kids who are up to 10 years old and ready to switch into regular YouTube website. This setting allows the kids to watch videos, music clips, gaming videos, educational videos and more (Marcos, 2021). As the visual graphics and multimedia presentations have a deep psychological effect on elders; one should not think that kids would not come under its strong exposure. By tradition, TV was considered as a medium of entertainment for children. However, a huge number of studies exist on TV and its effects on the society in general and on kids and adolescents in particular (Jindal & Kanozia, 2019). If it used properly, it's a great way to get in contact with friends and retain important information. And still, it's up to parents to decide how and when to allow their children join social media, we trust it's never too soon to start educating your child the expertise they'll need to have to be responsible consumers and

great stewards of this new technology (Kiddie Academy, 2020). Researchers compiled a list of widespread YouTube channels that been through late 2018, and it examined all the videos that those platforms produced throughout the first week of January 2019. While only a small quantity of English language videos was beset at children, they still get more views than other videos that were not for children. Any video that showcased a child who acted to be under the age of 13, however, get almost three times as many views as other types of videos (Alexnder, 2019).

In a recent survey 80% children upto 7 years of age use YouTube kids. Mostly young children use their parents' accounts, and some children are found registered with their own account on YouTube kids (Neumann & Herodotou, 2020). In a recent study it was found that more than 22% adolescents' login to their social media accounts more than ten times a day. Furthermore, more than half of children log on to their social account more than once a day. Since the children have limited capacity and ability to recognize the positive and negative aspects of a content, so they are at huge risk of learning negative behaviours. A study has also showed that there are some side effects of online experiments on offline behaviours such as gang-forming, bullying, and sexual experimentation, which leads to privacy issues and cyber bullying etc. (O'Keeffe & Clarke-Pearson, 2011). After the invention of smartphones now kids watch visual content on mobile phones and tablets especially YouTube kids' app is monetizing young children's attention. After the introduction of YouTube kids' app, many other kids' apps have been introduced. In 2016 almost half of algorithms on YouTube are from kids' content and in some countries this percentage was 50% (Muligan & Tim, 2016). Different media industries always try to target young kids through their content and now media and hardware industries are augmenting this by presenting kids content and smart devices. Smart tablets and mobiles are increasingly being used in homes. It is common

to observe that even infants can easily operate mobile phones (Burroughs, 2017). Children nowadays love the YouTube kids. They also love to play rhymes on Coco Melon, a channel with more than 53 million subscribers. This channel plays animated nursery rhymes. YouTube kids is helping children in learning and developing skills (Harison, 2019).

All new technologies including YouTube kids encourages social interaction among children. Through effective communication skills kids learn how to socially compete with people, they are also able to build positive and respectful relations and interactions with others (Ikhfi, dewi, & Zakky, 2020). Schooling has been seriously affected due to COVID-19 pandemic. Kids have been found becoming stressed and restless upon adjusting to growing needs of learning. There is a need of an online platform which helps in educating and entertaining children in this time of crises. This need attracts our attention towards the possible use of YouTube Kids; YouTube kids is age-appropriate, and it offers famous videos with varied contents. different studies have focused on the security of YouTube kids, but only few has studied how kids could navigate their learning through the app. To explore the use of YouTube kids in learning, 50 participants aged 11 to 12 from a rural school of Sarawak, Malaysia partook in a study. They generated a questionnaire through google form and distributed among 50 participants through their WhatsApp account. The questionnaire evaluated expressive responses of the participants on their observation of the use of YouTube and YouTube kids as informal learning equipment. A semi structured group of kids' interviews was also conducted as a qualitative approach to examine YouTube kids' potential in increasing and polishing informal learning and user experience opportunities. Researchers concluded that YouTube kids App give a confidence to the parents regarding kids' safety, unlike the main YouTube. The App also increases the opportunities of entertainment and

learning for kids. Henceforward, this app could be a best app for kids, especially during the time of pandemic where many institutions and schools remained closed in most of the countries for about two years. YouTube Kids helps children be entertained at the same time learning formally or informally (M. Temban, Hua, & Mohd Said, 2021).

Using social media is the common activity of the today's kids. Social media websites include Facebook, Twitter, WhatsApp, Instagram, YouTube, and YouTube kids etc. Such sites offer children a platform for communication and entertainment. It has become necessary for the parents to be aware of the nature of these social networking sites because all these sites do not create a healthy environment for children and adolescents (O'Keeffe & media, 2011). In today's world of technology, YouTube is mediating the learning in kids. The level of children's intelligence, learning, concentration, and language play main role in how the children are going to explore the content. Every kid behaves differently towards the audio and visuals presented by YouTube kids. They have different intelligence levels and different dimensions of thinking (Wanda Halim Mawaddah, 2002). After the launch of YouTube kids', it has become necessary to know about the positive and negative social behaviours which kids learn from its content. Before the launch of YouTube kids App, children used to watch their favourite kids' programs on main YouTube website or television. Parents are very concerned about the effects of the app's content on their kids' social behaviours. Nowadays mostly young children between 8 and 11 years old choose to watch their favourite content on YouTube Kids rather than watching children's programs on Television. Kids have been found influenced by personalities i.e. vloggers, kid youtubers etc. (Boerman & Reijmersdal, 2020). This study has been designed to explore the uses of YouTube kids among children, the gratification that kids seek from using YouTube kids and the ultimate

learning through YouTube kids i.e., language, attitude, social behaviour, and education. The study also aimed to explore the effects of YouTube kids on health and eating habits of children.

Literature Review

The use of desktop devices was found difficult and challenging for young children (0 to 5), however, the invention of smart phones and touch screen devices have made it easy to be used by the kids. In a recent study of 2016, the researchers critically examined and closely read two YouTube videos each of them had millions of views and millions of comments. They used content analysis technique to analyse the data. Researchers used the search term “iPad Baby” as sample. The study explored the relationship between public networks and culture where parents are not controlling bodies, but they are mediating the technology and the culture (Nansen & Jayemanne, 2016). Hundreds of channels on YouTube are producing well managed, educational, and inoffensive content on their channels. Unfortunately, there is also common nowadays to produce inappropriate and disturbing content. Considering the problems of early childhood development, and an increasing consumption of YouTube in toddlers this is quite worrying. YouTube kids’ algorithmic system allows the channels to derive the data according to their own understanding and they start presenting offensive content. There have been several studies which focused on toddler’s content on YouTube kids, how presenters made that content and how kids react towards that type of videos. Researchers collected data from different YouTube kids’ channels. Accessible percentage of restricted and disturbing videos were found in both educational and music videos. The “spiderman” and “superheroes” shows are having great disturbing content for kids in their videos. At the end they concluded that there is a lot of content which is age friendly and appropriate for kids but at the same time a shocking amount of inappropriate and

disturbing content is available (Papadamou, et al., 2019).

In recent years researchers also conducted a face-to-face survey in Israel among 289 parents who have kids of the ages 18-36 months. They revealed that how the online viewing has been found changing the behaviours and how deeply it interferes in daily life of parents with their children. Researchers uses two sampling methods ‘snowball and quota’. The survey took place at the homes of participants. Representation of girls and boys is same of three age groups (18-24,24-30,30-36 months). For sample requirement researchers asked to the mass communication students of four different classes for contact details of their relatives and friends who have kids of that ages in their home. Research Assistants called to the parents and told everything about the study and its goal. They visited to the homes of the participants for survey for at least 30 minutes. They concluded that high percentage of toddlers (45%) was using mobile phones and touch devices for almost 47 minutes a day. Researchers found that the parents of heavy viewers are very positive about the social media’s role and contribution in children’s development. They concluded that parents of younger children were less concerned about the harmful effects of online viewing of kids on YouTube (Elias & Sulkin, 2017). A study was conducted in Argentina about the media used by young children. They found that kids use and prefer mobiles and touch devices to use internet due to their portability and ease of use. Other devices such as desktop, laptop, and PCs are being used for the purpose of study. Study revealed that siblings, family members and parents help the kids in risk prevention and the fruitful use of gadgets in homes. It is necessary to promote the positive use of new media in schools. More than half of boys and girls uses social media all the time. Almost half of the participants set their profiles as public. Most of the parents claimed that they have given their kids advice on the criteria to accept, follow and

friend requests on social media (Ravalli & Paoloni, 2016).

Lot of research have been done by researchers to know the positive aspects of YouTube on kids' intelligence. One to five years of age is a very important time for the development and growth of intelligence. Researchers studied to know how children were learning English vocabulary. They used the observations and interview methods. They asked questions after showing some YouTube videos to toddlers so that they can observe how the videos help the toddlers in learning vocabulary. Kids learn a lot of English language words from videos, but they speak their native language more loudly as compared to English. At the same time every kid is unique in his/her own personality (Auliya & Afi Fadlilah, 2019). In previous studies, researchers also tried to know the impacts of YouTube in kids' communication skills. YouTube kids is directly playing a vital role in developing English language learning skills in young children. Application improves the communication skills among kids by making their interaction with different languages. Pre-schoolers learn to speak and to communicate with people to express their feeling, liking, disliking and needs. YouTube is considered as very effective tool to improve the children's communication skills. The sounds in videos help the pre-schoolers to learn the English language which helps them to express their needs and feelings. Kids not only learn effective communication skills, but they also learn to be a socially competent person, building positive interactions and respect relationships with others. mostly kids who use the YouTube kids' channel are 3-5 years of age. As much as 90% of parents claimed that their kids learn a lot of language and communication skills by watching YouTube kids (Imaniah, Fitria, & Dewi, 2020).

Cyber bullying is also a big risk that social media sites pose for children, and it is the most common nowadays. Through social media, online harassment and cyberbullying

can be understood as kid's harassment by adult or children harassed by other children. Social media is a potential and easy platform to spread artificial, fake, hostile, and embarrassing information about others, which could affect kids intensely and cause anxiety, depression, suicide, and isolation as a result (Ersoy, 2021). Different studies have focused on the security of YouTube kids, but only few have studied how kids could navigate their learning through the app. YouTube kids uses children's data for advertisement purpose and several risks are also associated with using kids' data by companies (Ferreira & Agante, 2020). To explore the use of YouTube kids in learning, 50 participants aged 11 to 12 from a rural school of Sarawak, Malaysia partook in a study. They generated a questionnaire through google form and distributed among 50 participants through their WhatsApp account. The questionnaire evaluated expressive responses of the participants on their observation of the use of YouTube and YouTube kids as informal learning equipment. A semi structured group of kids' interviews was also conducted as a qualitative approach to examine YouTube kids' potential in increasing and polishing informal learning and user experience opportunities. Researchers concluded that YouTube kids App gives a confidence to the parents regarding kids' safety, unlike the main YouTube. The App also increases the opportunities of entertainment and learning for kids. Henceforward, this app could be a best app for kids, especially during the time of pandemic where many institutions and schools remain closed in most of the countries. YouTube Kids helps children to entertain as well as learning formally or informally at the same time (M. Temban, Hua, & Mohd Said, 2021).

Theoretical Framework

After the review of relevant literature and formulating the research question and hypotheses, the help of following theories has been sought to substantiate the objectives of the research study:

Uses and Gratification Theory

Originally uses and gratification theory arose in 1940s and a revival presented by Jay Blumler and Elihu Katz in 1974. UGT explains that how people use media for fulfilment of their needs. This theory was presented in contradiction with hypodermic needle theory, which explains that the audience is passive, and media is deriving public accordingly. Uses and gratification theory explains that what people do with media rather than what media does with people. UGT is all about the media choices by the public independently. Blumler and Katz defined five categories of human needs. (1) affective needs, (2) cognitive needs, (3) social integrative needs, (4) personal integrative needs, and (5) tension free needs. The purpose to apply uses and gratification theory for the current study was to find out what are the uses of YouTube kids for children and which sort of gratification they were getting by using YouTube kids? Researchers wanted to know the liking, disliking and the frequency of different content watched by children (EGEDE & Chuks-Nwosu, 2013). Uses and gratifications research has revealed numerous motivations that people often have for using different media outlets. These motivations include, relaxation, force of habit, passing the time, companionship, escapism, and information. In addition, recent research explores people's use of different media to fulfil higher order needs like considering values and finding meaning. Studies from a uses and gratifications viewpoint have included all forms of media, from radio to social media (Vinney, 2019).

Categories of Human Needs and Gratifications

Human needs can be divided into five categories, which are explained as under:

1. Affective Needs

Affective needs belong to the emotional satisfaction and pleasure that people get by watching different content on television i.e., soaps operas, movies, dramas, etc. People relate

themselves to the character in the drama and become emotional. If the character cry, the viewers cry and if they become happy, the viewers become happy too.

2. Cognitive Needs

People also use different media to fulfil their intellectual needs. People get information through media by watching and listening news and documentaries. They want to be up to date that what is happening in the politics and government. Public watches and listens to news mostly to satisfy this need. Other examples of cognitive needs include teaching programs, quiz programs, arts programs for kids, etc. People also use internet and social media to gratify these needs.

3. Social Integrative Needs

Every person wants to socialize with people, and it is the need of every person. Interactions with different people and getting social with family and friends is called social integrative need. People use different social media platforms like Facebook, Twitter, My Space, etc. to interact and socialize. Social media also helps the people by providing them issues and ideas to discuss with their colleagues and friends. So, media increases the social interaction skills of people.

4. Personal Integrative Needs

Personal integrative needs include the needs of a person to be in fashion. These needs are related to self-esteem. People watch different dramas and shows to assure that they are having a respectable status. People watch the advertisements of different products and buy accordingly to change their lifestyle.

5. Tension Free Needs

People use media as a means of escapism. They want to escape from their stress and worries by watching shows on television. People have different tensions and stress in their life, so they feel relax by watching television and other social media.

Social Learning Theory

Social theories can be engaged with many disciplines like law, criminology, politics education, psychology, and sociology. Each discipline tries to explain human behaviour in its field of study. However, to confirm that you, as a social member, can explicate a behaviour it is necessary for you to find the suitable theory, irrespective of the original discipline. One theory that is very helpful in every situation is social learning theory. Social learning theory recommends that people learn social behaviours by imitating and observing others. Albert Bandura developed the social learning theory. Bandura presented the social learning theory as an alternative to the previous work of his fellow psychologist B.F. Skinner, who is famous for his influence on behaviourism (McLeod, 2016).

The social learning theory has four processes (attention, retention, reproduction and motivation) that helps in determining whether a new behaviour has been acquired.

1. **Attention:** Does behavior grab the attention of the observer? For example, sometimes we observe different behaviors but do not imitate at all, it means grabbing attention is necessary.
2. **Retention:** How well people recall the behavior? Sometimes behavior has been noticed but not always remembered. According to Bandura it is important to remember the behavior to do actions in future according to the remembered behavior.
3. **Reproduction:** The ability to reproduce the behavior that was performed by a model. Sometimes we watch and observe different behaviors, but we cannot reproduce them because of limited physical or mental ability.
4. **Motivation:** To perform the certain behavior of the model. When the observer imagines the reward and punishment in results of the behavior, he/she will be motivated or

demotivated accordingly to imitate the behavior.

Albert Bandura did great work for the process of learning through observation. He suggested that learning through observation starts from the age of 2 years. But studies showed that the new-born are also capable of observation and imitation. The main purpose to apply this theory for current research was to know that in which sense children are acquiring new behaviours from YouTube kids' content? Researchers wanted to explore the process of learning positive and negative behaviours through YouTube kids (Fitzgibbons, 2019).

Research Questions

RQ1: How much time in a day child spends using YouTube kids?

RQ2: What are the uses of YouTube kids' channel for children?

RQ3: Which type of gratification kids get from watching YouTube kids' content?

RQ4: Which sort of positive behaviours and attitudes kids learn from YouTube Kids?

RQ5: To what extent YouTube kids increases the incidental learning of children?

RQ6: Which type of negative behaviours children learn from watching YouTube kids?

RQ7: How YouTube videos effect the overall health of kids?

Research Hypothesis

H1: Greater the use of YouTube kids, greater will be the incidental learning.

H2: Greater the use of YouTube kids, greater will be the negative effects on the attitude and behaviours of children.

Methodology

In the current study researchers applied survey method techniques to obtain the required data from population of Rawalpindi. Researchers

collected data from those parents whose children use YouTube Kids for watching online video content and fell in the age group of 1 to 8 years. Researchers designed a questionnaire and distributed it to the targeted participants. Participants were the parents who have children of 2 to 8 years in their home, and they watch online content through YouTube kids' channel. Researchers also conducted a pilot study among 20 parents to know the response of public, and to observe that the questionnaire is according to the understanding of public and to ensure the validity and reliability of the questionnaire. Researchers used purposive sampling technique for data collection. Researchers distributed the questionnaire among 301 parents whose children watch YouTube kids. Sampling was totally unbiased, and contributors were allowed to leave at any time when they want. Data was collected on five-point Likert scale.

Results

Results from the data analysis show that children learnt different positive and negative

behaviours from YouTube kids' content. As evident from the tables bellow that the children were learning negative behaviours more quickly as compared to positive ones. Negative behaviours that children had been acquiring with great extent were aggressiveness, isolation, violent behaviours, and decreased physical activity. Another negative attitude which parents observed that the toys advertisements during videos were making their children more demanding. Children were also learning some positive things which are helpful in education and early schooling. Children had been learning new words of different languages. They were learning sentences and nursery rhymes. Some results also revealed that children had been facing disturbed sleep due to excessive usage of YouTube kids. The advertisements of junk-foods between the videos were increasing the habit of unhealthy eating among kids. Table 1 shows that how much time children spends daily on watching YouTube kids.

Table 1: Time Spent on YouTube kids per day

Time Spent Per Day	Frequency	Percentage
Up to 1 hour	26	8.6
above 1 hour up to 2 hours	52	17.3
Above 2 hours up to 3 hours	100	33.2
Above 3 hours up to 4 hours	84	27.9
Above 4 hours	39	13.0
Total	301	100

Research Question 1: How much time in a day child spends using YouTube kids?

Answer to RQ 1: Table 1 indicates that 33.2% children spent above 2 hours up to 3 hours using

YouTube kids and only 8.6% children fell in the category of up to 1 hour. Mostly children were using YouTube kids about 2 to 4 hours a day.

Table 2. YouTube kids' Usage in a day

Variables	Low	High	Mean	Std. Dev.
Children Listening Rhymes	120 (39.9)	181 (60.2)	3.46	1.118
Uses of YTK as Compared to other sources	111 (36.8)	190 (63.1)	3.62	1.056
Content made by kid Youtubers	124 (41.1)	177 (58.8)	3.60	1.033
Use of YTK at Bedtime	185 (61.5)	116 (38.5)	3.05	1.167

Research Question 2: What are the uses of YouTube kids' channel for children?

Answer to RQ 2: Table 2 indicates that children use YouTube kids for listening rhymes and watching content of kid youtubers. 181(60.2%) children gave high preference to listening rhymes on YouTube kids. 190(63.1%) children gave high preference to YouTube kids upon other sources of entertainment. 177(58.8%) children gave high preference to

watch the content made by kid youtubers. 116(38.5%) children gave preference to watch YouTube kids at night before bedtime.

Research Question 3: Which type of gratification kids get from watching YouTube kids' content?

Answer to RQ 3: Children use YouTube kids for the entertainment purpose, and they prefer using YouTube kids as compared to other sources of entertainment.

Table 3: Positive impact of YouTube kids on social wellbeing of children

Variables	Low	High	Mean	St. Dev.
Healthy eating habits	164 (54.5)	137(45.5)	3.26	1.014
Cleaning the play area	223 (74.1)	78 (26)	2.75	1.001
Sharing the food and toys	144 (47.8)	157(52.2)	3.42	.958
Learn to show sympathy towards others	163 (54.1)	138(45.8)	3.39	1.019
Friendship with others	179 (59.5)	122(40.7)	3.19	.982
Fashion sense development	129 (42.8)	172(57.2)	3.51	.958
Increased confidence level	145 (48.2)	156(51.9)	3.38	.967
Behave decently	148 (49.1)	153(50.9)	3.40	.872

Research Question 4: Which sort of positive behaviours and attitudes kids learn from YouTube Kids?

Answer to RQ 4: Table 3 shows that 157(52.2%) parents answered in high values for sharing behaviour that their kids learn from watching YouTube kids' videos. 138(45.8%) parents answered in high values for the emotional behaviour that their child show when he/she sees someone in pain. 122(40.7%) parents gave answer in high values for friendly behaviour. They think their children make

friends easily after watching YouTube kids. 156(51.9%) parents answered in high values for increased confidence level in children due to YouTube kids. 153(50.9%) parents answered in high values for decent behaviour that children learn from watching YouTube kids' content. Table 3 also shows that children can learn the positive attitudes and behaviours like sharing, friendship, fashion sense development, increased confidence level and decency from YouTube kids' videos.

Research Question 5: To what extent YouTube kids increases the incidental learning of children?

Answer to RQ 5: According to Table 4, there are 194(64.4%) parents who agree on high scales that their children imitate the actions that he/she observes on YouTube kids. 182(60.4%) parents agree on high level that their children

try to adopt the lifestyle of kid youtubers. 225(74.8%) parents observed that their children were learning vocabulary from YouTube kids' content. 231(76.7%) parents agree on high scale that their children learn and repeat sentences that he/she listens on YouTube kids, which is very high percentage as compared to other variables.

Table 4: Incidental learning through YouTube kids

Incidental learning through YTK	Low	High	Mean	Std. Dev.
Child imitates the actions	107 (35.5)	194 (64.4)	3.69	.917
Adoption of lifestyle of kid youtubers	119 (39.6)	182 (60.4)	3.57	.952
Vocabulary learning	76 (25.3)	225 (74.8)	3.87	.939
Sentences learning	57 (23.2)	231 (76.7)	3.94	.772
Learning religion	177 (58.8)	124 (41.2)	3.21	1.028

Table 5: Negative impact of YouTube kids on Social Wellbeing of Children

Negative impacts of YTK	Low	High	Mean	Std. Dev.
Violence	187 (62.2)	114 (37.9)	3.18	1.032
Aggressiveness	214 (71.1)	87 (28.9)	2.83	1.037
Demanding behavior	124 (41.2)	177 (58.9)	3.59	1.132
Stubbornness	144 (47.8)	157 (52.1)	3.43	.996
Junk food ads/unhealthy eating habits	129 (42.8)	172 (57.2)	3.54	.991
Decreased Physical activities	102 (33.9)	199 (66.2)	3.73	1.013
Loving isolation	166 (55.1)	135 (44.9)	3.28	1.013
Disturbed sleep	83 (47.8)	157 (52.1)	3.41	1.018
School performance	163 (54.1)	138 (45.9)	3.29	1.043
Damaging eyesight	126 (41.9)	175 (58.2)	3.62	.988

Research Question 6: Which type of negative behaviours children learn from watching YouTube kids?

Answer RQ 6: Table 5 shows that 114(37.9%) parents answer on high scale that their children learn violent behaviours from YouTube kids. Only 87(28.9%) parents out of 301 answered on high values that their children are learning aggressiveness from YouTube kids. 177(58.9%) parents out of 301 answered in high values that their children are becoming more demanding by watching toys advertisements on YouTube kids. 157(52.1%) parents responded in high values that YouTube kids' content making their children stubborn.

135(44.9%) parents think that too much exposure to YouTube kids made their children to love isolation and be alone all the time. 138(45.9%) parents out of 301 answered in high values that too much exposure to YouTube kids was badly affecting their children's school performance.

Research Question 7: How YouTube videos effect the overall health of kids?

Answer to RQ 7: Table 5 shows that 172(57.2%) parents responded in high values that the junk food advertisements on YouTube kids are developing unhealthy eating habits in their children. 199(66.2%) parents out of 301

answered that spending hours on YouTube kids has decreased the physical activity of their children. 157(52.1%) parents believed YouTube kids is disturbing the sleeping

patterns of their children. 175(58.2%) parents answered in high values that too much exposure to YouTube kids is damaging the eyesight of their children.

Table 6: Relationship between usage of YouTube kids and Incidental Learning

Incidental learning	Usage of YouTube kids			Relationship
	N	Mean	Std. Dev.	Pearson Correlation
Adoption of lifestyle	301	3.57	.952	$r=.357 =, p=.000$
Vocabulary learning	301	3.87	.939	$r =.312, p= .000$
Sentences learning	301	3.94	.772	$r =.303, p= .000$
Religion learning	301	3.21	1.028	$r = -.011, p= .852$

Table 6 indicates the relationship between incidental learning through YouTube kids and the usage of YouTube kids as compared to other sources of entertainment. The p-value for “lifestyle adoption, vocabulary learning, and sentence learning” is .000 which is less than .05, it indicates that significant relationship exists. Children learn lifestyle, vocabulary, and sentences more quickly from YouTube kids as compared to other sources of entertainment. The correlation of religion learning from

YouTube kids is -.011 which is negative. It shows the negative relationship, which means that children are going far from their religion due to YouTube kids.

Thus, **the Research Hypothesis 1 “Greater the use of YouTube kids, greater will be the incidental learning.”** was supported. However, children are not learning religion as quickly as they are learning other things.

Table 7: Relationship between usage of YouTube kids and positive impacts

Positive Impacts	Usage of YouTube kids			Relationship
	N	Mean	Std. Dev.	Pearson Correlation
Cleaning habits	301	2.75	1.001	$r = -.148, p = .011$
Healthy eating	301	3.26	1.014	$r = .183, p = .001$
Confidence level	301	3.38	.967	$r = .185, p = .001$
Decent behavior	301	3.40	.872	$r = .088, p = .126$
Sharing behavior	301	3.42	.947	$r = .038, p = .514$

Table 7 indicates the relationship between usage of YouTube kids as compared to other sources of entertainment and positive impacts of YouTube kids. The p-value of cleaning habits, healthy eating, and confidence level is less than .05, which indicates the significant relationship. Pearson correlation for cleaning habits is negative and significant which means

there is negative relationship between cleaning habits and usage of YouTube kids, children are becoming messier by watching YouTube kids instead of learning cleanliness. Pearson correlation of decent behaviour and sharing habits is greater than .05 which shows there is no significant relationship between these two

positive impacts of YouTube kids and the usage of YouTube kids.

Table 8: Relationship between usage of YouTube kids and negative behaviours learning

Negative impacts	Uses of YouTube kids			Relationship
	N	Mean	Std. Dev.	Pearson Correlation
Violence	301	3.18	1.032	$r=.126, p=.029$
Demanding behavior	301	3.59	1.132	$r =.160, p= .005$
Loving isolation	301	3.28	1.013	$r =.098, p= .001$
Disturbed sleep	301	3.41	1.018	$r =.099, p= .086$
Eyesight	301	3.62	.988	$r =.109, p=.058$

Pearson correlation in Table 8 indicates that children are becoming more violent, demanding, and isolation lover due to excessive usage of YouTube kids. There is also a relation of YouTube kids' usage with disturbed sleep and damaged eyesight, but correlation shows that there is no significant relationship between these variables with p-values greater than .05.

Thus, the Table 7 and Table 8 shows that Research Hypothesis 2 “Greater the use of YouTube kids, greater will be the negative effects on the attitude and behaviours of children.” has been supported partially. As children are learning some of the positive attitudes from YouTube kids as well. They are developing cleaning habits with p-value of .011, healthy eating with p-value of .001, and an increased confidence level with p-value of .001. Children are also learning some negative behaviours i.e., violence, demanding attitude, and loving isolation with p-value of .029, .005, and .001 respectively.

Findings

The main purpose of this study was to find out the impact of YouTube kids on social wellbeing of children and incidental learning through it. Through the technique of purposive sampling, 301 parents were selected for administration of survey questionnaire. The obtained data was analysed on SPSS version 21. All possible relevant tests were applied on data with the help

of SPSS. Findings of the study suggests that the YouTube kids play a vital role in developing positive attitudes and behaviours among children alongwith cultivation of many negative habits. Children also learns different educational things and get help in their studies through some of the videos of YouTube kids. Results indicated that children use YouTube kids to gratify their different needs. YouTube kids is also creating some health issues that in result of decreased physical activities and too much time spending on watching videos also leaving harmful effects on eye health of kids.

The study shows that almost all children between ages 2 to 8 years were watching YouTube kids' content through different mediums. Children were using YouTube kids to gratify different needs including entertainment, learning, development, etc. When asked about YouTube kids' preference, kids were using YouTube kids more frequently as compared to other sources of entertainment. Most of the children were heavy users as they were watching YouTube kids 2 to 4 hours per day. Children tried to imitate the actions that they observed on YouTube kids, and they attempted to adopt the lifestyle of kid youtubers. Only few children learnt healthy eating habits from some of the YouTube kids' content. Some kids also learnt to clean up their play area after watching YouTube kids. YouTube kids' videos increased the confidence level of almost 50 percent children, and they learnt to make new friends

quickly. Some of the parents also think that their children were behaving more decently in social gathering by watching videos on YouTube kids. Very few parents agree that their children were learning religion through YouTube kids' content.

Some of the parents also agreed in high values that their children were acquiring aggressiveness and violent behaviours from some of the YouTube kids' videos. Researchers found that the advertisements of toys and foods on YouTube kids were making their children demanding day by day. Mostly parents agreed that YouTube kids developed the unhealthy eating habits in children by showing junk food advertisements. Too much exposure to YouTube kids has decreased the physical activities of children. Too much exposure to YouTube kids were making children to love isolation and live alone all the time. The study also reveals that YouTube kids also disturbed the sleeping patterns of children. To some extent YouTube kids was badly affecting the children's performance in school. The study also reveals that spending too much time watching YouTube kids has damaged the eyesight of many children. Summarising, the study supports the uses and gratification theory Katz, Blumler, & Gurevitch, (1973) and social learning theory Bandura, A. (1969). The study shows that the children get exposure to the YouTube kids for gratifying various social and psychological needs. The study also supports other research of the literature (Vinney, 2019; Ersoy, 2021; Imaniah, Fitria, & Dewi, 2020).

Recommendations

The following are the recommendations of the study, which will surely provide a beacon of light for the future researchers in the subject area.

1. This study explored the impact of YouTube kids on socialization of children during Covid-19. In future, researchers can conduct their studies on other specific impacts for example: incidental learning through YouTube

kids, YouTube kids' impacts on children's health, etc.

2. The study also suggests that future researchers could conduct similar type of study in other areas of the country and even on international level.
3. This study was conducted among kids who are between 2 to 8 years of age. Future researchers can conduct the study by using different age groups as YouTube kids is designed for the children 2 to 13 years.
4. This study is all about YouTube kids, but in future researchers can conduct a study about the main YouTube application and its usage for teens.
5. This study is about the impacts of entire content of YouTube kids on children. Future researchers can conduct a study related to a specific content and its impacts on kids.

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