

YouTube Cartoon Business for Kids Entertainment and Learning

Nermeen Singer

Associate Professor of Media, Faculty of graduate Childhood Studies, Ain Shams University, Cairo, Egypt.

Email: Nermin.singer@chi.asu.edu.eg

ORCID: <https://orcid.org/0000-0002-4913-4523>

Abstract

This paper is trying to build a multidimensional approach targeted towards getting a better and in-depth understanding of the YouTube business regarding cartoon videos, which are generated to capture the attention of kids of various ages, especially between 0-11. The paper begins with a detailed introduction, helping the reader understand why it was written in the first place and how it can prove to be beneficial, followed by a massive portion dedicated to the literature review that uses pre-existing literature to authentically provide some facts and figures regarding the topic and form a relation of these facts with the current research, followed by a portion dedicated to discussion and analysis, which dwells on the statistics and involves the usage of graphs and tables to explain better the facts gathered in the literature review. Finally, it presents some general recommendations for YouTube business and sums up the paper's main points.

Keywords: YouTube Cartoon Business; YouTube Kids Entertainment, YouTube Kids Learning; YouTube; YouTube for Kids; Kids Content on YouTube.

Introduction

The paper is being written with the aim of building a thorough understanding of the platform YouTube and its beneficial impacts, with specific attention to the role it plays for the entertainment of the kids. YouTube is, without a doubt, one of the largest and most well-known platforms right now all across the globe. People of all age groups use the platform for various purposes. One of the major subgroups that actively contribute to views on the platform YouTube is children aged between one to eight years old (Jarboe, 2011; McRoberts et al., 2016). With the gradual increase in the usage as well as the modifications in technology that time and science have gifted the world with, the usage of platforms like this one has been massively increased by kids (Lien, et al., 2019; Lange, 2014). Although children belonging to the era a little too long ago could never have possibly had the facilities to entertain themselves through such means, children today have the world of entertainment at their feet, with the platforms like YouTube present on each and every device of the household, presenting them with the easy

opportunity of entertaining themselves by the cartoon videos presented there (Paolillo et al., 2020; Imaniah et al., 2020). YouTube is commonly known as a major source for business ideas to be presented over there and for people to earn money through it. One of the largest businesses YouTube owners and users are doing is through the cartoon videos made for entertaining kids (Dehghani et al., 2016; Buzzi, 2011). In fact, the idea of kids watching entertaining cartoon videos on the platform YouTube became such a big deal that the owners of YouTube decided to go ahead and generate a whole application for this purpose solely (Alghowinem, 2018; Moon et al., 2019). The app is known as YouTube Kids and is one of the most downloaded applications all across the globe (Serrato, 2015; Yadav et al., 2018). The basic idea of this paper is to capture all of the things mentioned here briefly, in thorough detail, with the help of pre-existing literature and secondary data. A separate portion has been dedicated to analysis and discussion, which emphasizes the facts and figures regarding the agenda, helping the research by making it more authentic ultimately.

Literature Review

This portion aims to focus some attention on pre-existing literature and all that it has to say about the agenda that has been thoughtfully decided for this paper. The motive is not to present forward a brief or general understanding of the topic but instead to go in-depth and actually demonstrate the entire concept of YouTube being used as a tool for business ideas, particularly and specifically with regard to cartoon movies and videos generated to be seen by kids. The pre-existing literature is not bounded by any limits and could include various sorts of writings, including journals, books, etc.

YouTube Cartoons as a Source of Entertainment

Burroughs (2017) set out to investigate the fast-growing connection and relationship which was present between media outlets like YouTube and the living patterns of kids of various age groups. Most of the emphasis of this research was on the special version of the platform YouTube, its app known as YouTube Kids. The app is well-known all across the globe and has been downloaded more than ten million times. This suggests that a lot of people are using the application to actually present their kids with the opportunity to watch cartoon videos where they could get a lot to learn from and entertain themselves. The primary cause behind this could be anything out of the hundreds of possibilities. A lot of parents prefer to get their house chores done while diverting the attention of their kids to such cartoon videos (Elias & Sulkin, 2017; Craig & Cunningham, 2017; Buzzi, 2011). All the primary causes, however, boil down to one single factor which provides the general reason behind the incredible success rate of this application and platform, which would be that the videos happen to be highly entertaining for the kids, so much that a lot of kids cannot go through their day without actively watching some videos on the application form at least some part of it. As per the explanation of the source being discussed, the platform has worked very smartly and has made the most usage of developing technologies, and has chosen a very interesting set of the target audience, which would be the people falling within the age group

of zero to five years old. All of this being supported with technology providing the parents with the opportunity to actually make most of the modern era and actually be able to keep a look at what kids are doing on their mobiles and tablets, through various means, proves to be incredibly beneficial for both, the parents, and the kids who happen to entertain themselves through this process. The YouTube Kids app happens to be such a success also because it filters the cartoon videos for kids from everything else, hence making it easier to use, since it has only one purpose to serve generally, and not like the actual platform of YouTube and other video showing platforms that happen to cover a wide spectrum of topics.

Izci, Jones, Özdemir, Alktebi, & Bakir (2019) explain that the children's love for videos has been growing ever since the first episode of Sesame Street happened to air, which was long ago, back in the early 1960s. Ever since then, the children have taken a liking to videos, and this trend has grown gradually over the course of time. Today, the kids dwell on the videos and episodes of their cartoons present on the platform of YouTube and their particular application for kids, YouTube Kids. Another thing which time has done would be to make use of the advances and changes in technology. This has been done in various ways, one of which would be by providing a whole lot of variety of cartoons and such associated videos for kids to watch to entertain themselves. Another way in which the technology's use has been made would be that today the videos are far more accessible. The social media platform of YouTube is not limited to any particular region or device but instead is available almost everywhere. The presence of internet facilities like 3G and 4G further strengthens this concept, as kids no longer have to be at home and in front of their televisions, or even under the reach of their house internet, to be able to enjoy the cartoon videos present on YouTube. At this point, it is significant to mention that whereas educational and entertaining television has been well understood and has come a long way, the world of entertainment for kids and even other age groups through YouTube is only at its beginning and has a long way to go. This also supports the

fact that it is not entirely understood yet, as mentioned at other points in this paper. The disintegration will take a longer period of time, but it is likely to help everyone to bring even more use out of it.

YouTube as A Teaching Tool for Kids

Moghavvemi, Sulaiman, Jaafar, and Kasem (2018), demonstrated the fact that social media platforms such as YouTube have proven to be incredibly integral and crucial with regard to serving as a teaching method. This saying can be backed up through well-established authentic facts that state that visual objects serve to be one of the most effective methods and approaches to actually teach someone something. It is important to point out, for starters, that the capability and the range of platforms such as YouTube, which happen to use visual scenes and objects to demonstrate and teach something, is incredibly vast, which is to imply that the extent to which they can teach an audience something is limitless and covers a whole spectrum of activities. Another highly important aspect that is necessary to mention is that the audience being mentioned here is, again, not limited. This means that YouTube has been serving as a platform to pass down knowledge and learning abilities to people of all age groups, although, of course, some more than others. Indeed, the impact that YouTube has on kids through the means of serving as a teaching medium is beyond what a human mind would generally be able to comprehend.

According to the same source, about 30 or so students were interviewed regarding what, in their opinion, would be the most influential and helpful mode of learning for them through the internet, and the majority answered with the name of YouTube, as expected. Hence, YouTube can actively be declared as an incredibly powerful as well as an effective tool that can serve to enhance the ability of any audience, majorly kids and students, to learn anything and everything and actually absorb, acknowledge, and retain the information.

Szeto, Cheng, & Hong (2016) actually constructed research that was aimed toward disintegrating and comprehending this whole system of learning something and receiving

education through the means of platforms like YouTube. The main motive was to be able to understand the whole dynamics of it, which would further hopefully open up multiple other gates, leading to getting an even better understanding of how the human brain works and how effective the factor of visual objects is in the whole process of understanding and teaching. It is a well-established fact that understanding any sort of concept in the world would serve as the stairway to proceed towards making some enhancements in it, which would further make it more optimal and beneficial for the human race. As per the detailed explanation provided by the authors in their entry, as of this point, there is not a lot of information present regarding the comprehension of the whole process at a microscopic level, and hence most of the details that exist at the current moment prove to be quite superficial and not so helpful with regard to providing a detailed understanding. However, it can be stated with surety and certainty that YouTube is considered to be one of the primary methods through which the entire overview of a subject, the basic idea of which has been presented already through the normal life face-to-face interaction, is learned with more accuracy, more details, and more prominently.

To explain these effects and phenomena in comparatively more detail, Wilson (2015) performed thorough research, which was massively built on the concepts of gathering data and analyzing it until a conclusion was reached, which helped in seeing the image which everyone is trying to see at least a little more clearer. The general aim of his research could be summarized as examining the overall role of YouTube in classrooms and how educators are actually making the most of this platform which is available without any restrictions. This holds essentially true for kids who are in grades as small as kindergarten and are enthusiastic about learning through the means of cartoon videos. This research is backed up by the fact that a kid's mind is dissimilar to that of an adult in multiple ways and hence requires various different approaches to be taught ideas and other learning materials. Since a kid's mind is not well-developed, it can have a hard time getting a hold

of the topic which they are being taught, and in such a situation, a visual approach towards making them learn would prove to be very beneficial. This is also essentially true due to the well-known low attention span of the kids, as the cartoons in the videos are something the kids find fascinating and are hence interested in observing and learning from.

Role of Visual Objects in Entertainment and Learning of Kids

Each child has their own way of learning and interacting with the world around them, and it is seen how different children learn in different ways. As its name indicates, visual learning is the way of engaging their sense of sight. According to an article submitted on ShifteLearning (2014), multiple experiments have shown how children learn quickly when they are engaged by bright colors, clear diagrams, and beautiful scenarios. It's a matter of the fact that 50% of a child's brain is involved in visual processing. Statistics have also proven that color visuals increase willingness to read by 80%, and comprehension is increased by 95% when using pictures alongside text.

Visual learning increases children's learning capabilities, but it also prepares a child to build up enough confidence to tackle obstacles that they may encounter in the future. Another study has proven that visual learning, along with nourishing their capabilities to learn, also reduces anxiety, resistance to change, and social isolation, and helps children with challenging behaviors, develops motivation and understanding.

Learning about kids' learning capabilities through visual objects during this modern era of emerging technology is very important. It is crucial to know the proper methods and ways by which one can accommodate their child's behavior in accordance with their learning potential. Learning through visual objects develops higher-order thinking skills and enhances tactile hand-eye-mind connections that improve the ability to recall facts and retain learning. It's important to note that visual literacy is not new. As infants, we take in a tremendous amount of information visually and quickly begin learning through the visual mode.

For young children, visuals are an important part of how they interact with the rest of the world. Over time the skills and learning capabilities through it may diminish. But as noted earlier, the new era and rise of technology suggest that we switch our methods from traditional ways of learning to learn by sight or visual learning.

The goal of the curriculum in schools should be to help students in the class to better understand the topic. And learning by means of visual objects and videos has proved to be an effective method. It is also a learned fact that children respond to visual information faster as compared to text-only materials. Visuals help children grasp concepts easily by stimulating imagination and affecting their cognitive capabilities.

Another interesting fact about visual learning is that it's powerful in the impact on a child's emotional growth. Studies showed how children who were visual learners grew up to be more emotionally stable and mature as compared to those who chose other methods of learning. A part of this theory can be justified by the fact that our emotions and visual responses, and information are processed in the same part of the human brain. This is why powerful images and visual metaphors create strong impressions and lasting memories in learners. In this era of flooding information and easy access to it, it is also vital to sort out information that should reach the children for the sake of their learning because if irrelevant, it can cause distractions from the actual topic, and in worst-case scenarios, put off your learners. But, if used effectively, it can add value to your motive for effective learning.

Hurdles Faced in YouTube Kids Cartoon Business

Whereas there is no doubt left in the fact that the cartoon for kids' business on the platform YouTube is one of the most successful business ideas to have ever existed in the history of mankind, it cannot be denied that the whole process serves as a victim to a lot of obstacles and hurdles. This is true for almost anything and everything in the world, including absolutely every business plan or idea in the world. What it boils down to is how the organizers and owners of the business and the ideology work to

overcome these hurdles and continue to do their job well enough. The solutions and recommendations for these hurdles will be presented in the following sections of the paper; for now, the aim is to mention the obstacles themselves. According to Wilson (2020), even though YouTube has been doing tremendously well ever since the beginning, it is still certainly noticed that as time passes, there is a constant and significant increase in the audience of the platform. This is to imply that the number of people and kids using YouTube for various purposes is increasing at a fast pace. As much as this proves to be extremely beneficial for the owners and the content creators, it also brings with it certain problems that serve to destabilize the whole system that has been set up, initially very thoughtfully, but not for such a large amount of audience. Generally, the larger the audience becomes, the more difficult it gets to keep a check on the entire system all at once, and so the probability of something wrong happens increases inevitably. Hence, although YouTube as a platform has grown splendidly over the last decade or so, it has been struggling in a lot of ways, one of which would be to keep the inappropriate content away from children, which has become the largely discussed and most serious concerns for both, the users, and the owners.

Tahir (2019) explained this matter in comparatively more detail. They demonstrated the fact that some facts that cannot be denied would include that YouTube has definitely done a remarkable job at contributing to child-centric platforms. They have especially done so by generating an app solely for kids, known as YouTube Kids. However, as these children are consuming gigabytes of content on 24-hour bases or so, this massive increase in the audience using the platform happens to lead to some mistakes taking place. One such mistake would be the slipping on inappropriate and unsuitable content for kids to slip through and enter the platform, which would be extremely misleading and wrong on more than just a few levels. The authors wanted to get more into the details of this happening and wanted to disintegrate the whole system to actually get a thorough understanding, so they performed an experiment

with the purpose of investigating how alarming the situation actually was. They proceeded by collecting a special kind of dataset which mostly consisted of data about the inappropriate content which was hosted on YouTube Kids and associated platforms. The conclusion drawn happened to be highly alarming. There was a prominent amount of such content available on the platform, and even that mostly with views ranging somewhere near to a few million (Singer, 2019).

Another noticeable hurdle faced in this business of cartoon videos for kids on YouTube is pointed out by Ahern, Sauer, & Thacker (2015), who happen to talk about the concern of parents and adults regarding what sort of influence YouTube is having on their kids. Of course, since the kids are spending much time of their days watching content on the platform, it is valid to have a concern raised regarding what influence it would have, since either way, it is playing a minor or major role in shaping up their behaviors and personalities, no matter at what level. As per their research paper, parents should indeed be concerned regarding all of this because there is a lot of material and content on the platform that is not helpful for the kids. Other than the general inappropriate content, there is a lot of other unsuitable material available for kids to observe. For instance, cutting, choking, as well as incidences like setting one own self on fire are only some of the few acts that a kid might happen to accidentally or somehow come across while watching content on the platform for entertainment or learning purposes. This calls for a need to have a strict check maintained on the platform, especially regarding this particular sort of content. Of course, the weird and unsuitable content is not limited to this but actually expands way beyond the imagination of a normal human mind. Occasionally, coming across some of such material might leave a kid scarred enough for them to feel the need to take therapy growing up, simply for something that would not have happened if a proper and strict check had been carefully maintained on the platform as it should be.

Analysis and Discussion

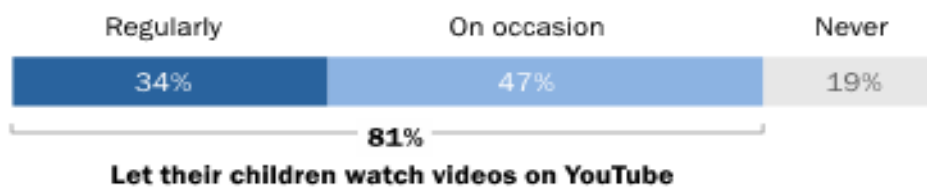
This portion is dedicated to doing a thorough and detailed analysis regarding the agenda of the cartoon business on the platform YouTube for kids. This will be done with the help of statistics, facts, and figures, leading to a fruitful discussion which would prove to be beneficial for the reader in the sense of handing over to them a sense of understanding and awareness about the topic being discussed, particularly. Once again, the motive is not just to touch the topic superficially but to actually go well in-depth, at least until every aspect of the whole system is evidently clear enough.

Success Rate of YouTube Cartoons for Kids' Business

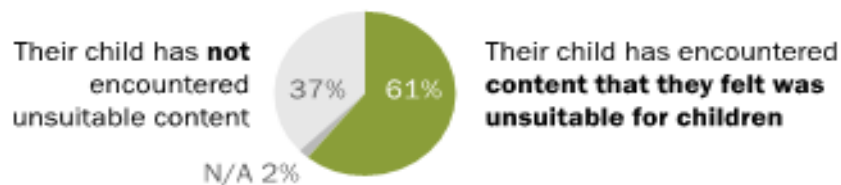
According to Smith, Toor, & Kessel (2018), a survey was performed with the aim to understand and demonstrating the overall and general role which the platform YouTube plays in the lives of both the parents as well as the children. According to the data obtained as a result of this survey, the conclusion was drawn

which stated that a percentage of about 81% of all parents globally, which happen to have kids of age around ten years old or younger, happen to allow their child to conveniently watch content and videos uploaded on YouTube. Out of this 81%, about 34% of these parents happened to allow their children to watch the content regularly, without a lot of restrictions. Along with all of this, the research happened to make the results even more, clearer, as it penned down the information that out of this 81%, about 61% of these parents confirmed that their children somehow came across content that was not suitable for them, and was rather inappropriate in one of the many ways possible. One of the most significant features of this survey that must be mentioned would be that during this research, the parents were not questioned if they were specifically using the general YouTube platforms or was it the usage of YouTube Kids application which they were talking about. This survey's results can be summed up by the pie chart presented below.

% of U.S. parents with children age 11 or younger who say they let their child/children watch videos on YouTube ...



Of the 81% who let their kids watch YouTube, % who say ...



Source: Survey of U.S. adults conducted May 29-June 11, 2018.

"Many Turn to YouTube for Children's Content, News, How-To Lessons"

Figure 1. Title of the figure here in sentence case. Source: (Smith et al., 2018)

According to Clement (2020), the most popular content creating channels on YouTube, which were directed towards generating content

focused on capturing the attention of kids solely, happen to be as follows:

(in millions)

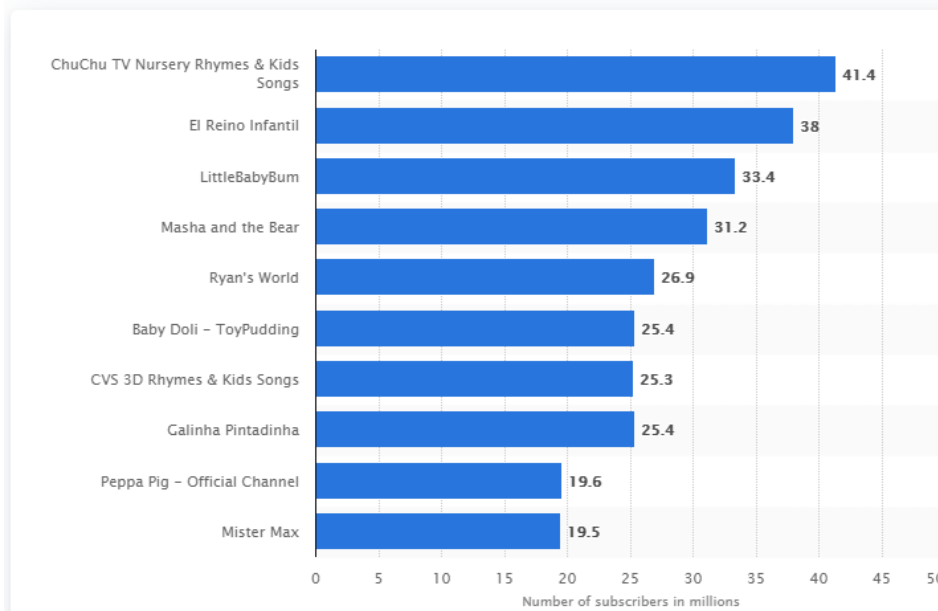


Figure 2. Kids Content Channels Subscriptions. Source: (Clement, 2020)

An understanding of the success rate of this business on YouTube could be understood by looking at the following graphs provided by Trackalytics (2020), which demonstrate a

quantitative analysis of the total people subscribing to the YouTube cartoon video generating channels and the views on such videos, respectively.

Youtube Subscribers

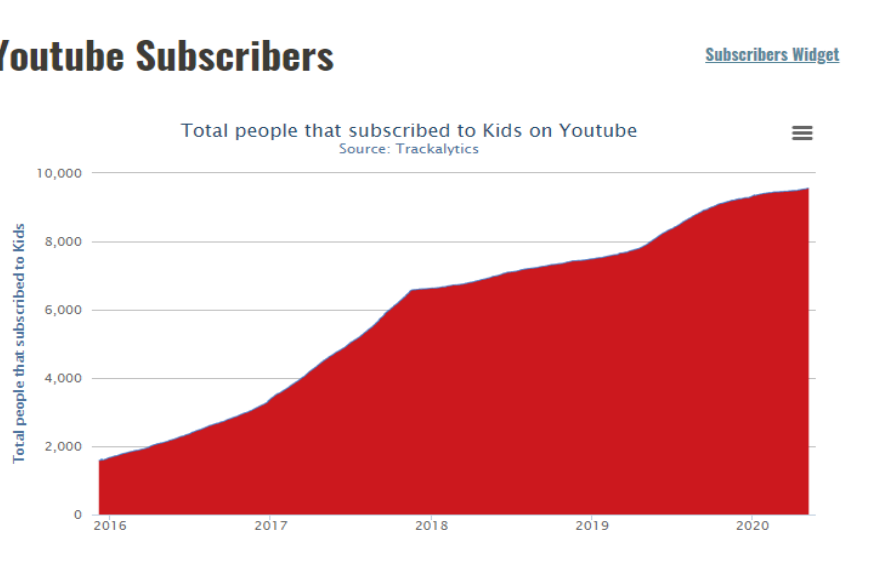


Figure 3. Total Subscribers of Kids Content on Youtube. Source: (Trackalytics, 2020)

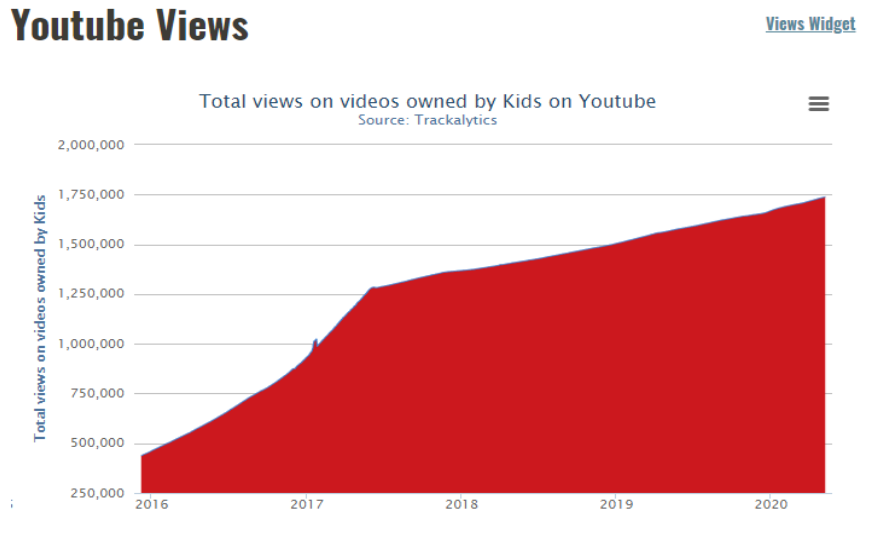


Figure 4. Total Views of Kids Content on Youtube. Source: (Trackalytics, 2020)

Evaluating YouTube Videos for Kids

Araújo et al. (2017) set out to present an idea concerning how the videos and content that is being produced and uploaded on YouTube are being perceived and evaluated. Their evaluation of the videos and content was done on the bases of what sort of feelings they were generating in the observer and the watcher. The two major

types of feelings were labeled as positive feelings and negative feelings. The comments and remarks were generally aggregated on various bases, which included gender, precise age group, as well as the category, and the genre of the content being talked about. The results have been summed up in the chart presented below.

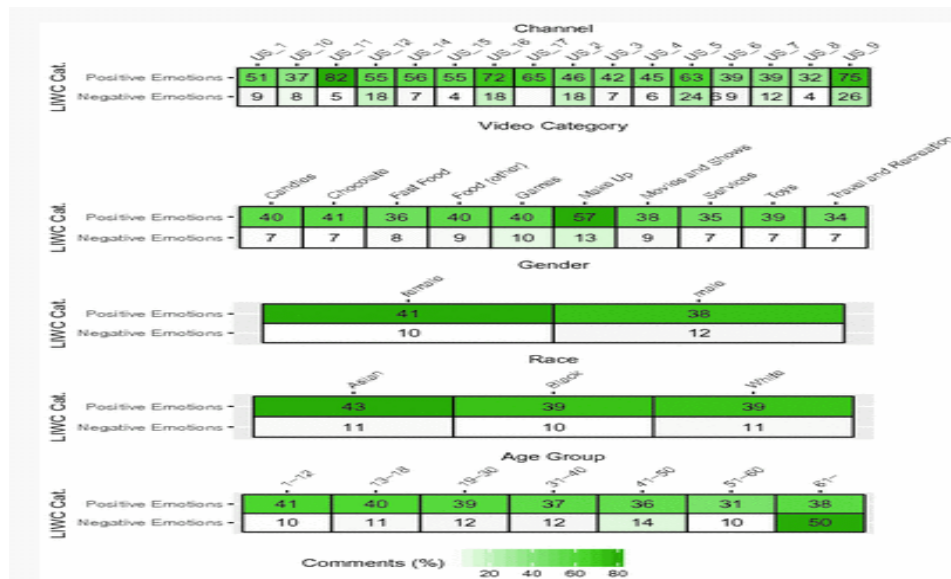


Figure 5. Data for Negative and Positive Comments on Videos. Source: (Araújo et al., 2017)

Another system of evaluation of these videos and content was presented by Neumann & Herodotou (2020). This evaluation was done on the bases of four major and prominent categories, which happened to be as follows:

Age appropriateness, Quality of the Content, Learning Objectives, and Design Features. This mode of evaluation could help and prove to be beneficial as it happens to have a great potential to serve as a tool that can be used by educators

and parents to judge and assess the quality of the videos.

Watching YouTube Content and its Relation with Obesity Among Kids:

Singer & Eid (2017) came forward and presented the world with a study that associated and correlated two things that might happen to be independent of each other but happen to actually depend on each other in more than one way. The dynamics of the relationship between watching content on platforms like YouTube by kids, and the presence of Obesity among the same kids, were explained very thoughtfully by the authors. Obesity, commonly known as the mother of all diseases, is a concerning issue that has recently been becoming an even greater problem and occurrence among adolescents as well as newly-born children all across the globe. There are a lot of factors that actually contribute to the happening of this phenomenon, some having an impact too significant to not be talked about in detail. And to understand the impact of the YouTube cartoon videos for kids on it, an experiment was conducted which consisted of about three hundred and thirty-two mothers of children who happen to be labeled as obese in medical terms. The children were taken to be specifically within the age group of 6-12 years. The methodology of this research relied on designing a questionnaire that would serve to collect general information for the mothers of these kids, which are being talked about. The results of this study performed happened to be a little too surprising. Allegedly, watching television and cartoon videos on YouTube is about 72% proportional to being obese, whereas 28% of children who were obese happened to fall into the category of kids who did not watch such content on either television or YouTube. Another crucial aspect that was highlighted through the means of this research was that the obese children often had their mothers sitting with them in front of the television for a large time period. This all could be concluded as the fact that the more hours of watching content on television or YouTube, the more the odds of the children becoming obese.

The Relationship between Watching Animated Cartoons and Information Processing Speed in Children:

Singer et al. (2019) conducted research to understand the relationship between the processing and learning speed of children and watching cartoon videos on various platforms, including the main hub of it, that is, YouTube. The study had a multidimensional approach and aimed to conclude by identifying the various types and the nature of the relationship between the mentioned two. The kids that were taken for this research were made sure to be kept in a specific age group of 5-6 years. The sample population actually consisted of about two hundred and twenty-five children from both genders, who were used to watching such cartoon videos and clips, at a generally average time being set at somewhere near six-point eight hours. The approach that was adopted for this research, with the aim of providing a thorough result, was a descriptive approach, which was expected to make use of the reasoning factors and provide a conclusion that was not merely a statement, but actually explained the occurrence of the facts as well.

The findings of this study gave birth to a lot of further approaches which could be used to obtain even more details and results about this matter specifically. The most important conclusion that was drawn by this research was that the children who happened to spend a large amount of time watching videos could not be equated to those who rarely watched such videos and clips (Singer, 2022).

RECOMMENDATIONS

The first few recommendations that could be made to the YouTube business of cartoon videos for kid's owners and runners would be regarding the hurdles and obstacles that have already been mentioned in the paper before. According to Papadamou et al. (2019), the probability of a kid coming across inappropriate content on YouTube is higher than one would normally expect. This is backed up by the fact that the inappropriate content is hidden under the piles of actual content for kids already have millions of views per video, which means a large audience

of the kids is somehow being misguided and misdirected towards it.

An analysis performed by Papadamou et al. (2020) elaborated that even while there have been some measures to keep a check on the content on YouTube for kids, the platform is still majorly plagued by a lot of disturbing content, and currently, a lot of steps are being considered to design modes and mechanisms that could serve as an anti-inappropriate content on YouTube. The whole process has not yet been disintegrated to a microscopic level and hence cannot be described in much detail over here. However, a few recommendations can indeed be made to make sure that when the process is done, it does not lack any of the much-needed points and finds solutions to all the highlighted concerns altogether.

Regarding this whole concept, some of the suggestions and recommendations have been provided by Alghowinem (2018). The first of which is to induce and generate a stronger system of filtering content. This could be done both ways, the first step being to make the YouTube platform owners actually install a special system of filtering the content, and then it should be followed by installing a filter system for the kids who search for videos on YouTube themselves. These two approach can serve as a strong filtering barrier, keeping the kids away from inappropriate and wrong sort of content and clips. The method that has been proposed overall could be labeled as the thin-slicing theory. This theory is well-explained and rests its roots on the ground of a hard-working team that is dedicated to slicing one-second portions of the clips being uploaded on YouTube and performing an analysis of them.

Keach (2018) recommends various options for the parents and the adults to actually monitor what their kids are doing on YouTube. Of course, this supports the fact that the protection of the kids does not only fall under the owners of the content-generating business managers on YouTube but also on the parents and guardians of the kids who happen to watch such content being uploaded on a daily basis. One of the recommendations that have been made for the parents is to enable the YouTube restriction

method, which would disable the kid from opening and viewing the videos, which would not render suitable for their age group or for any age group for that matter. At the same time, a recommendation is made to the YouTube content generators to actively participate in filtering the content and make the environment kid-friendly.

Conclusion

The paper has done a good job at providing thorough detail of the YouTube business regarding the cartoon videos being made and uploaded for kids to watch and entertain themselves. The purpose of the cartoon videos is not limited to merely entertainment but also happens to over a wide range of benefits, including the concept of passing down education to the children and helping them learn new things. It is a well-established fact that kids, as well as every other age group, happen to learn better with the help of visual objects. This is essentially true for kids who are especially excited and amazed by the colors present in the video clips or images. A major portion of YouTube is dedicated to kids and videos for them, so much so that YouTube went forward and generated an application, especially for children. YouTube is making a lot of profit through these means, but this also calls for a responsibility that falls on the shoulders of its content generators to keep a check on what sort of influence they are having on the children who have become a major portion of their audience, overall.

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