



AN EMPIRICAL ANALYSIS OF THE INFLUENCE OF SELECT TAMIL YOUTUBE CHANNELS AMONG CHILDREN

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Abstract

The influence of youtube channels among children are multidimension in nature as they offer both education and entertainment. However, they pose potential risk of exposing the children to inappropriate content thereby leading to behavioral and attitude problems among the children. In addition, the prolonged viewing of the youtube channels is likely to be detrimental in the personality development of the children. However, the youtube channels provide a larger platform for the children to express their attitude, create their innovative content and larger interaction which envisions their horizons. However, there is a potential risk that could lead the children to the world of commercialism at an early age and due to the social pressure leading them to adopt the commercial culture to keep abreast with the contemporary trends. The children in the age group of 10 to 15 years were taken for the study. The samples were

drawn from the matriculation and CBSE schools in Coimbatore and Madurai were taken for the study.

Keywords: Socialization, Youtube channels, Learning, Culture, Education, Entertainment.

1. Introduction

The youtube channels across India are recording massive growth over the last decade leading to a significance cultural impact, particularly among the youth and children alike in various parameters such as dissemination of news/politics, relevant inputs on economic aspects, innovative ways of learning and communication and redefining the language skills.

The impact of youtube among children on pan-India can be felt on various dimensions. The first among them are the cultural and social impact, as the studies on this area indicate that the culture of children is getting shaped in the form of improved self-



expression, and forming online communities on an unprecedented level. Similarly, the content creator adopts new strategies such as legalization of language in their content laced with humor and effective subtitles accompanied by high-definition video to hold the attention of the children.

The youtube channels across the country have prominent channels for children include Chu Chu TV, Peekaboo Kidz and channels like Cocomelon focus on informal learning, participatory culture. However, the parents are concerned about the quality of the content and their impact on the development of their children particularly in the cultural milieu as the pattern of children interacting with youtube for the purpose of entertainment and education.

The scenario of the development and growth of youtube in Tamil Nadu is diverse from entertainment like Galatta Channel, alongside vloggers like Nakkalites, and Partithabangal. The Channels include food to covering everything that is essential for daily life from cinema to food.

Similarly, the popular youtube channels for children in Tamil Nadu include Infobells Tamil, Magic Box Tamil carries educational content in Tamil. Also, there are channels that exclusively cater to the children with educational content in Tamil is kidslearn TV. These channels provide Panchatantra tales, moral stories and basic vocabulary to keep kids entertained and learning their native language. Further, there are channels like Tamil TV Kids, CVS 3D Rhymes, and

Hooplakidz exclusively focus and cater to the children.

Review of Literature

Gill & Mahanti (2007), in their study titled, 'Youtube Traffic Characterization: A view from the Edge', found out that the YouTube is the most well-known video-hosting service in the social media and unlike their traditional counterparts, it allows the users to interact, engage and access the system of communication.

Boyd & Ellison (2007), in their study titled, 'Social network sites: Definition, history, and scholarship', indicated that the concept of online networking has been existing for a long time, but became dynamic phenomenon after the YouTube boom in 2003.

In the study titled, 'Social interaction and co-viewing with YouTube: Blending mass communication reception and social connection', Haridakis & Hanson (2009), discussed two types of user activities on YouTube platform, classifying them as content sharing and content seeing. They have also identified that constant streaming of YouTube videos are likely to result in addictive behavior among the users.

Objectives of the Study:

- The study is an attempt to understand the influence of select Tamil youtube channels among Children with the following objectives.
- To understand the nature of the Tamil youtube channels for children in Tamil Nadu.

- To understand the content in Tamil youtube channels and their impact among the children.
- To understand the impact of Tamil youtube channels with regard to various parameters.

Methodology of the Study:

The questionnaire was used to collect the data for the study. The data in this method is collected using structured set of questions, relying on various methods of delivery. For this study, the questionnaire was distributed in person and over email with close-ended questions enabling to quantify the responses.

Source of Data:

The data for the study has been collected from 150 samples which includes Boys 86 (57.3) and Girls 64 (47.3). The samples have been drawn from the Matriculation and CSBE schools from Coimbatore and Madurai. Among the total sample drawn, 82 samples are from Coimbatore and 78 samples are from Madurai.

Sampling Technique:

Sampling is selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. Hence, sampling is a process of obtaining information about the entire population by examining a part of it. In line with the dispersion factor, a sample size of 150 is taken up for the study, since the population chosen for the study is homogenous.

Simple Random Sampling (SRS), a part of Probability Sampling wherein every member of the population has an equal opportunity ensuring no bias and representative nature of the population. The method is opted as it relies on mathematical guidelines providing equal opportunity to every single individual in the group.

Data Analysis & Findings:

S. No	Respondents' Family Profile	Variables	No. of Respondents	%
1	Gender	Male	86	57.3
		Female	64	42.7
2	Age	10 years	25	16.6
		11 to 12 years	47	31.3
		12 to 13 years	78	52.0
3	Parents Educational Qualification	SSLC	89	59.3
		HSC	36	24.0
		UG/PG	14	9.3
		Others	11	7.3
4	Family Occupation	Government	99	66.0
		Private	32	21.3
		Home-Maker	19	12.7
		Government	99	66.0
5	Family Income per year	Up to Rs.25000/-	15	10.0
		Rs.25,001/- to Rs.50,001/-	28	18.7
		Rs.50,001/- to Rs.75,000/-	32	21.3
		Rs.75,001/- to Rs.1,00,000/-	28	18.7
		Rs.1,00,00/- & above.	47	31.3
6	Nature of Family	Nuclear Family	95	63.3
		Joint Family	55	36.7
7	No. of Family Members	2	18	12.0
		3 -5	77	51.3
		6 - 8	16	10.7
		< 9	39	26.0
8	Duration of watching	< 1 Hour	83	55.3
		2 - 3 Hours	43	28.7

	YouTube videos	< 3 Hours	24	16.0
9	Most liked YouTube channels	Tamil TV Kids	103	68.7
		CVS3D Rhymes	23	15.3
		Hoopla Kidz	19	12.7
		Others	5	3.3
		Total	150	100.0

Analysis of Tamil youtube channels influence among children

S.No	influence of Tamil YouTube channels	SA (1)	A (2)	NO (3)	DA (4)	SDA (5)
1	Entertainments	77	13	4	5	1
2	Education	20	19	22	24	15
3	Communication	23	31	16	18	12
4	Knowledge gain	24	33	9	24	10
5	Friends and relatives connect	11	37	26	14	12
6	Inappropriate content	9	12	17	33	24
7	Affect studies	12	24	11	29	24
8	Affect socialization	15	12	34	26	13
9	Improves listening	23	32	17	16	12
10	Improves punctuation	27	21	16	17	19
11	Learning complex concepts	31	33	14	12	9

➤ The table above indicates that among the respondents' boys constitute marginally more than the girls.

➤ The majority of respondents fall in the category of 12-13 years age group, which constitutes 52%.

➤ The table indicates that nearly 3/4th of the parents of the respondents have the qualification of SSLC.

➤ Most of the respondent's viz. 66% parents' occupation is Government sector.

➤ Nearly half the respondents' parents income per year is within the bracket of Rs.25,000/- to Rs.75,000/-. Notably, 31% of the respondents' parents are in the income group of Rs. 1 Lakh and above.

➤ The table above indicates that, nearly 3/4th of the respondents' watch youtube videos from 1-3 hours a day. However, 16% of the respondents' watch youtube videos for more than 3 hours a day.

➤ From the table above, it is evident that the respondents prefer to watch Tamil TV Kids 68.7%. The other prominent cannels like VCS 3D Rhymes, Hoopla Kids, and Others constitute the remaining 31.3%.

➤ From the table above, it is learnt that 90% of the respondents opine that the Tamil youtube channels carry entertainment value more than other parameters.

➤ The findings reveal that the respondents are equally divided in their opinion on the value of education in Tamil youtube channels.

- It is evident from the findings that more than 50% of the respondents have agreed that the Tamil youtube channels help develop communication skills.
- Majority of the respondent's viz. 57% are of the opinion that the Tamil youtube channels help gain knowledge.
- Most of the respondents have cited that the Tamil youtube channels help connect with the relatives.
- The table reveals that, the content in Tamil youtube channels are appropriate for the viewing.
- In a significant finding, the respondents have stated that the Tamil youtube contents affect their studies.
- The respondents were equally divided in their opinion on the effect of Tamil youtube channels with regard to socialization.
- The table above indicates that, most of the respondents are of the opinion that the Tamil youtube channels help improve their listening skills.
- It can be understood from the table above that, most of the respondents believe that their punctuation gets improved with viewing the Tamil youtube channels.
- In a significant finding, majority of the respondents have agreed that viewing Tamil youtube channels helps learning complex concepts.

Level of Factors Influence of Tamil YouTube channels among Children					
S. No	Factor	D.F	'F' value	'p' value	Remarks
1	Gender	149	1.457	0.229	Rejected
2	Age	149	3.516	.017	-do-
3	Parents Educational Qualification	149	.157	.925	-do-
4	Family Occupation	149	.050	.951	-do-
5	Family Income per year	149	2.190	.073	-do-

One-way Analysis of Variance (ANOVA)

Null Hypotheses Rejected (H0):

There is no significant difference between Gender, Age, Family Income group and Level of Factors that Influence on viewing Tamil YouTube channels among Children.

Alternate Hypotheses Accepted (H1):

There is a significant difference between Family, Educational Qualification, Family Occupation and Level of Factors Influence on viewing Tamil YouTube channels among children.



Sources: Primary Data, SPSS tools version 22,

The table readings indicates that, the influence of Tamil youtube channels among the children are as follows, Degree of Freedom is N-1, 150-1, and 149, and F-value is 1.457, and P-value is 0.229, and the significant value is 0.05%. Therefore, since the P-value is less than the value, the null hypothesis (H0) is rejected. Hence, it is concluded that, there is no significant difference between gender and other factors with regard to influence of Tamil youtube channels among the children.

Conclusion:

The children, irrespective of gender, age-group, duration of watching, preferred channel, and the parameters chosen for the with regard to influence of Tamil youtube channels have agreed that the Tamil youtube channels have a profound positive influence among the children.

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