

## Critical Analysis on YouTube content & Attitude change of Children in Society

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### Abstract

*How YouTube is affecting the mental behavior in children and how much advertising has effects on the minds of children, this is the objective of the paper. To find out the impact of YouTube content on children, we had conducted a survey with 80 participants including the parents of the children. This study reveals the effects of YouTube content are limited according to gender & age perspectives. Teenagers & Children especially Girls were seen more affected as compared to adults. For data analysis, we used cross-sectional method, chi-square and SPSS. Furthermore, this research suggests the YouTube content shall be observed acknowledging the fundamental social norms that may not change the ideal tradition of society in the future generation. This research paper tends to analyze the effect of YouTube content in society critically. Since, this research paper merely contains of Quantitative Methodology that limits the observation and research in numbers. This research proves the hypothesis that the behavior of children is simultaneously changing with the advancement of technology and usage of those as well.*

**Keywords:** Child behavior; Online; Attitude change; YouTube; Digital Media; Children;

### Introduction

This research paper collects and explains the demographical assumptions and concept of modern advertisement strategies on YouTube and attitude change of children in Pakistani society. The 21<sup>st</sup> century is renowned as a modern era of Digital media and a huge era of Digital Media consumption. This concept has led to Modernization that has brought several changes and introduced many new fascinating useful things which are being used progressively in these days. New media, especially YouTube is the utmost and prominent example that can easily be understood and relate productively. YouTube is a social media platform that allows individuals to create their own channel and grants access to upload their desired videos. Those videos could be any sort of informative, Comedian, educational, and could be any sort of genre... YouTube also allows individuals especially encourage entrepreneurs, marketers, organizations to promote or to advertise their plan on their platform. Since there are many YouTube active users, marketing and campaigns run Productively. This trend has brought new shift in market competitions.

Nowadays, YouTube is considered as a source of income since it provides advantages of generating revenue from the certain numbers of content viewers. Revenue starts generating after at least 1,000 subscribers and 4,000 hours of Watch time in particular channel (Welch & Ramsey, 2018). YouTube has become a fascinating source of gaining information and earning money at their own comfortable place. This trend has led to initiate the concept of Generation Z. Generation Z is known for those people who are born in-between of 1997 to current era that is 2021. Gen. Z tend to learn, earn and entertain themselves online such by utilizing digital media platforms.

Advertisement is the name of selling products, goods or services. If we examine critically, so we will find that the advertisement is basically a strategy that aims to transfer the vision to its consumers. Hence, advertisement is the name of selling visions of products that how is that particular product so efficient and why do they want the same?

Particularly, if we examine children in Karachi so we will find that most of the children dream of being rich and wealthy in this region. Especially, they are more towards the materialistic and tend to make more money, so they can easily entertain their selves. YouTube as being a cheaper source of earning and creating new channel is being used productively in terms of generating revenue.

### Background Studies

Advertisement is the second name of selling your perceptions to your consumers. Advertisement tends to engage the attention of audiences to perceive the visualization of particular product, service of good according to your own prescribed way of interpretation. Advertisement uses different techniques in terms of engaging audiences; it could be based on emotional, tragedy, informative or so on... These strategies are utilized observing the services

or product of your demanding. Often time advertisers know that this particular thing is not rationally beneficial, but they use the product as in trending. For instance, ABC is the company of Cigarettes who are well known about the harmfulness of particular product. Since their branding is cigarettes and their revenue generate from the same, they tend to make advertisements showing cigarettes makes you feel cool and attractive. This attraction of message on digital media becomes the cause of purchasing such products even though the same is disaster for health. Hence, advertisers use personal instinct for promoting their brands in huge market.

Studies show that the consumer interacts on particular product just because of 4 different perceptions, those are High price, Solid Material, Sturdy Packaging, Celebrity Endorsement. If the product is seen as compare to other ordinary items as high price, so ultimately the same would be considered more prominent and better. Wise versa, if the product is seemly cheaper than the original price even though the product is better and best, but the same would be considered in doubts. Solid material in the sense of tangible that have physical dimensions and can be felt. Sturdy packaging design plays a fascinating role of selling your product more by 20%. Designing matters allot. It provides consumer to recognize the same again and again that does not let to spoil the product and does not let to be hidden by other competitive products as well. Celebrity endorsement plays the role of opinion leader. As we have studies that in two flow step theory, message reaches more productive than TV such by endorsing an opinion leader. Opinion leader becomes an ambassador of particular product that helps to boost-up the selling such by using the same product in his daily life. Hence, the advertisement strategies that are based on traditional strategies still use the same for marketing or engaging a campaign (Lee Kaid, Postelnicu, Landreville, Yun, & LeGrange, 2007)

Another study shows that a person influences on particular thing just because of these fundamental illustrated aspects such as: Reciprocity, Way of providing. These matters allot, the way you treat your consumer matters a lot. If your consumer is given respect and provided such leisure that will definitely increase the changes of your product selling management successfully. Second comes Scarcity that means uniqueness or scaring of being lost by the competitor. Marketing is the name of promoting unique things among the audiences, Marketers call their consumer to reach and rush towards the best thing. Third one is Authority that is an expert's point of observation. Experts opinion and recommendation are seen as productive that help to gain the consumers more preoperatively. Consumers like to know the observation and research of consumer on a topic that could be beneficial for them to make decision productively. This increases the chances of selling of 20%. Likeness of particular thing becomes a part of liking particular thing properly.

### **Research Objectives**

- To find out the impact of YouTube advertisements on children.
- To analyze the impact of YouTube on children's prolong behavior?
- **Research Questions**
  1. Is there any significant impact of YouTube advertisements on children?
  2. What is impact of YouTube on children's behavior?

### **Literature Review**

According to the research conducted by Boerman Reijmersdal, (2020) the Role of Moderating Para-Social Relationship (PSR) plays its vital role of influencing children whether this advertisement is suitable for them or not. PSR is the strategy that is vastly been used on YouTube since the user of such content are popularly children in Netherlands. Paradigm shift of advertisement and its strategies are being practiced since the evaluation of Digital Media content; nevertheless, YouTube has Rejuvenate the role of influencing with advertisement in these days (Boerman & Van Reijmersdal, 2020).

According to the research conducted by Boerman and Reijmersdal (2020), Preschool children (4 – 5 years) have such a fascinating understanding of whether what is regularly form of advertisement and what is not. Since advertisement runs on Television and new media such as internet as well. The preschool children were shown both categories of advertisement that results discerning between both form of advertisement. Children were been influenced by such modern YouTube's advertisement since they are fond of such watching stuff. On the contrary, they understood properly that the television advertisement is the advertisement itself (Vanwesenbeeck, Hudders, & Ponnet, 2020).

According to research conducted by Hreinsdóttir and Kristinsdóttir, (2016) YouTube has indeed changed the perspective of advertisement and is utilizing real sentiments of life such as tragedy, happiness, sadness and else. If we examine critically so we will find that the YouTube is not alone the reason of creating and destroying the behavior of child in this modern era, instead, parents are utmost reason of doing the same. YouTube is just a

platform where these things can be practiced, if parent let their child to watch and to earn money through the same platform, so defiantly the concept and exposure of child would be change.

According to research conducted by Tan, Omar and Karupaiah (2018) YouTube content could even be as harmful as unhealthy foods for children. If there would not any policy regarding such content, the same might become devastated. Social media service providers can play a major part of creating and implementing social media related policies which indeed could become such fruitful for the generation (Tan, Ng, Omar, & Karupaiah, 2018). The children were affected by the creative, persuasive and sympathetic attitudes of you tubers. As you tube influence is not strange in users, so it is easy to get the attention of the children (Duman, 2020).

According to the Duman (2020), there is 45.6% content on You tube is moderately useful. The content for children regarding oral hygiene is quite useful in comparison with others. While Kaushal, Saha, Bajaj, and Kumaraguru (2016) identified that unsafe or dangerous content spreaders or promoters are less popular, it was also concluded that unsafe content and safe content are very close on You tube, interestingly a single appearance get the attraction of the children towards these unsafe content.

Children aged between 10 to 12 years are active users of these you tube. The social factors are influenced on you tube history and interaction if children on you tube (Taylor & Cingel, 2021). On the other hand, Imaniah, Dewi, and Zakky (2020) highlighted the positive aspects of you tube content. In improving child's communication skills, social and academic competence, you tube might be essential for the one.

### **Rationale**

Modern era of 21<sup>st</sup> century is the birth of Digital media and modern strategies of advertisements. This era has brought such a fascinating strategy of influencing individuals by its own described policies. YouTube as being the utmost globally recognized visual media of mass communication plays its vital role of spreading message with a pace of time to billions of active users. Within that, the YouTube is dramatically increasing its audiences and users by updating such application such as YouTube kids or else.

### **Theoretical framework**

#### ***User Gratification theory***

A Mass communication theory by the name of User Gratification explains the usage of such media to its consumer that the person or any individual uses such media content for satisfying their gratification. This theory critically explains how media uses the people and what sentiments are being utilized for such influence. According to the same theory, people use Media content due to Cognitive needs, Affective needs Personal Integrative needs, Social Integrative needs& Tension free needs. This theory perfectly fits in our research that the person who needs to have an affective desire of using YouTube content so he/she can feel the affection and could entertain themselves.

#### ***Dependency theory***

This theory argues that the social media users are actively using such medium for satisfying their dependency. This could be based on individual level or collective. This dependency happens when sudden change in society is seen such as social change, riot, forcing to change the social norms or else. Dependency theory by its own name suggests the media is dependent upon the user and how they utilize the same. They could use this for learning, for earning, for teaching or else.

#### ***Contagion theory***

This theory helps this research paper to examine how YouTube is being used and increasing his users throughout the year with high speed. Contagion theory states that the media users are increasing because of like as contagion disses spreads. Large numbers of active users are influencing the new media users to use the same and gain such profit as how other is gaining. This contagion approach is the cause of increase numbers of users in such channel.

#### ***Social Identity Theory***

It states that the individual tends to maintain and create his/her identity for recognition in such society. This theory helps us to determine how the same is influencing the new members on YouTube to enter in this pace media and what sentiments encourage influencing them.

### **Research questions**

Does YouTube affect the behavior of children in Pakistani society?

Does YouTube Advertisements affect the behavior of children in Pakistani society?

### Hypotheses

- YouTube content significantly affects the behavior of children in Pakistani society.
- YouTube Advertisements significantly affects the behavior of children in Pakistani society.

### Methodology

Sarantakos(1998) says that the theory of methods is referred as research methodology; it is basically method through which an individual makes a clarity regarding the objectives of the topic. (Sarantakos, 1998). Research methodology includes theoretical, political, and philosophical work that is connected to social research, is used in research, and has a specific research methodology. The study presented in this thesis is a quantitative study on how children attitudes are changing from you tube content and advertising.

### Universe or Population of Study

The study is mainly focus on the children and parents of Karachi city, the city of Pakistan’s Sindh province. There were 80 participants, out which 52% are 2 age between 20 to 22 years, 30% 23 to more while 13% from 13 to 19 years. According to gender wise, this research paper has majority of Male responses as compare to female.

This analysis examines the ‘Effects of YouTube and Behavior of children in our society’. Our main prior goal is to dig out the problems and reasons of why the same is changing the perspectives of our children and what consequences could be faced if the same practiced is accepted in our society. This research paper utilizes a Quantitative approach such by utilizing ‘Google Form’ Survey method. This research paper contains of Questions which were asked such by acknowledging the perspectives and assumptions of adults such as parents. This research paper also has the response of a famous You Tuber and her perspectives regarding the same issues. Findings were able to collect the date from Adults mostly. As it is quantitative method, so data has been analyzed by using SPSS and chi square method. Data analysis is a method for transforming data into a narrative and then evaluating it to draw conclusions. It makes logical that the data analysis method aids in breaking down a big amount of data into smaller pieces.

### Results

In this Research Paper we examined the samples with Cross Tabulation and Chi Square, results are as follows.

**Table 1.**  
*Crosstab*

		Do you have Monetized YouTube Channel?		Total
		No	Yes	
Age	13 - 19 (Teenager)	9	2	11
	20 - 22 (Adult)	40	1	41
	23 or more	21	3	24
	23 or more (Parent)	3	0	3
	5 - 12 (Child)	1	0	1
Total		74	6	80

**Table 2.**  
*Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.512 <sup>a</sup>	4	.341
Likelihood Ratio	4.703	4	.319
N of Valid Cases	80		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .08.

Above mentioned Tables illustrates the numbers of YouTube monetization from the ages of the participants. Hence, from 80 of those only 12 participants were privileged of having such monetized YouTube channel. Among those, ages between 5 – 12 years were seen more prominent in this category. Therefore, this result also reflects the hypothesis and objective of the same.

**Table 3.**  
*Crosstab*

		Is Monetizing YouTube channel easy as we think?			Total
		Maybe	No	Yes	
Age	13 - 19 (Teenager)	4	3	4	11
	20 - 22 (Adult)	14	25	2	41
	23 or more	15	8	1	24
	23 or more (Parent)	2	1	0	3
	5 - 12 (Child)	0	1	0	1
Total		35	38	7	80

**Table 4.**  
*Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.178 <sup>a</sup>	8	.014
Likelihood Ratio	15.813	8	.045
N of Valid Cases	80		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

Shown above table depicts the contrary response of table 3. that is YouTube Monetization easy. Among all the responses, the data 14 of the participants perceive it as an easy task. Hence, it also has 2 participants margin if we compare it with table 4.

**Table 5**  
*Crosstab*

		Have you experienced someone arguing about your attitude change after prolong using YouTube?			Total
		Maybe	No	Yes	
Age	13 - 19 (Teenager)	0	7	4	11
	20 - 22 (Adult)	13	14	14	41
	23 or more	5	16	3	24
	23 or more (Parent)	0	3	0	3
	5 - 12 (Child)	0	1	0	1
Total		18	41	21	80

**Table 6.**  
*Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.768 <sup>a</sup>	8	.064
Likelihood Ratio	19.093	8	.014
N of Valid Cases	80		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .23.

Above illustrated data clarifies the Hypothesis more productive way that how your attitude change is perceived by other people after such usage of YouTube. Therefore, data suggests that age between 5 – 12 years were seen more different behavior as compared with others. Wise versa, same age was arguably biased with negative response prominently.

**Table 7.**  
*Crosstab*

		Have you ever experienced of being not so privileged of having a monetarized YouTube channel?			Total
		Maybe	No	Yes	
Age	13 - 19 (Teenager)	1	7	3	11
	20 - 22 (Adult)	14	20	7	41
	23 or more	9	14	1	24
	23 or more (Parent)	1	2	0	3
	5 - 12 (Child)	0	0	1	1
Total		25	43	12	80

**Table 8.**  
*Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.934 <sup>a</sup>	8	.154
Likelihood Ratio	11.691	8	.166
N of Valid Cases	80		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .15.

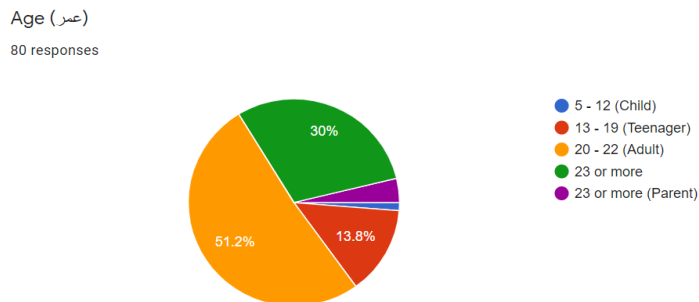
Shown table is in contrast with the prior table 5. This table clarifies that how certain age group of children face of not so being with the monetized YouTube content. 24 participants were seen of not being blessed with such content among those children are dominant.

### Discussion

This research paper aims to discuss and analyze the effects of YouTube content and sudden behavior change of children in society. This research paper was conducted by utilizing online sources of Google form in which several questions regarding the same issues were being asked. Merely, those were contained of three different categories of questions, demography, research questions & personal opinion. The sample size is from the Metropolitan city of Pakistan, the Karachi especially the children or the caretaker of children. This research paper could manage to collect sample size of 80 participants & majority is Youth that is in-between the age of 20 – 23 years.

This survey reveals the effects of YouTube content depends upon the users and the age respectively. Teenagers are more seen as the victim of such YouTube content since the overuse of YouTube content spoils their daily routine, whereas YouTubers who are adult in-between of 20-23 years are found as in ease and comfortable. This result illustrates the effects are not the same on everyone, instead Gender, Age, education and also demography changes the perception.

**Figure 1.**



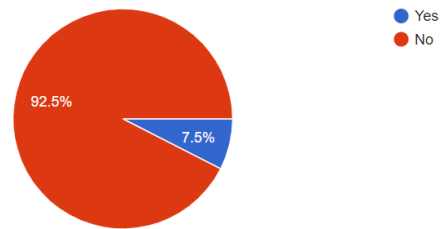
As the finding it testifies that the majority of the sample size in terms of Age from 20 – 22 ages is 51.2%. This age is merely assumed as the age of learning and gaining experience. Nevertheless, this age is also very critical to know the scenario of particular incident and to be able to judge whether what is suitable or not.



Majority of the participants (71) agreed that they use YouTube whereas 3 participants disagree on the same platform. We also have a finding of those people who are not as such sure whether they use YouTube or not. Numbers of those participants are 6 that is 7.5%. This seems to be little bit awkward that how someone would not know whether they use YouTube or not.

**Figure 4.**

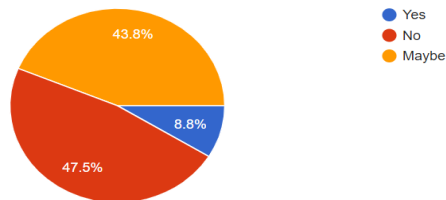
Do you have Monetized YouTube Channel? (کیا آپ یوٹیوب کے ذریعے پیسے کما رہے ہیں؟)  
 80 responses



This question plays a vital role in terms of asking whether they are privileged of having such monetized channel or not. Actually, this is the main and prominent question of this research. According to the Google survey platform, 92.5% disagree of not having such Monetized YouTube channel by which they could earn money. There are roughly 74 participants who don't agree on the same question, whereas we do have finding of such people who are having privileged of such monetized YouTube channel. Among those we have a participant of a popular YouTuber •Officially Iko• who has 172, 948 subscribers. Her valuable feedback is very necessary for this research. Nevertheless, rest of the 6 participants is privileged of having such Monetized YouTube channel (Batool, I.).

**Figure 5.**

Is Monetizing YouTube channel easy as we think? (کیا یوٹیوب سے پیسے کمانا آسان ہے؟)  
 80 responses



This question tends to know the assumptions of participants whether what they assume, is monetization easy or not or could be. The answer of the given question says that majority (47.5% - 38 participants) believe that it is difficult of having such monetized YouTube channel. Whereas 43.8% were in controversial, they could be in the state of organizing and creating such YouTube channel. •Officially Iko• along with 6 more participants agree that Monetization is easy, not so difficult.

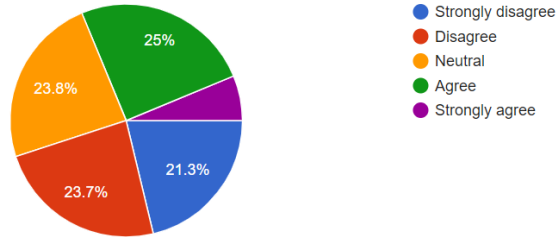




**Figure 8.**

YouTube advertisement encourages to check the product or service? (کیا آپ یوٹیوب کی (ایڈورٹائزمنٹ سے متاثر ہوتے ہیں؟)

80 responses

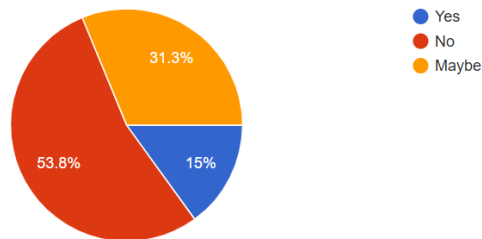


This question is about the advertisement strategies and influence of such thing among the users. The answers of the given question can be seen on Pie chart. Whereas, we tend to examine the opinion of YouTubers who are having a monetized YouTube channel. According to the YouTubers, they don't as such get engagement of checking such YouTube's advertisement products. If we calculate and estimate the numbers of this particular question so we will find that the majority of the participants are not interested to check the advertisement on YouTube.

**Figure 9.**

Have you ever experienced of being not so privileged of having a monetarized YouTube channel?

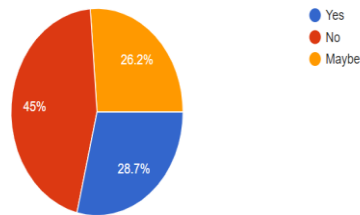
80 responses



This question tends to testify the psychological issues regarding the same. Since, there are many new YouTubers who managed to create and run such monetized YouTube channel. They are earning, learning and entertaining themselves with such medium, whereas we also find certain numbers of children who are not so privileged of having such Monetization. They could be either happy or sad. Nevertheless, majority did not find it such difficult; they don't as such feel ashamed of not having such monetization. Contrary, 15% (12 participants) found it as not so privileged.

Figure 20.

Does YouTube create mess in your Daily routine? (کیا یوٹیوب آپ کی روزمرہ کی عادت کو متاثر کرتا ہے؟)  
80 responses



Above mentioned answer properly describes overall perspective. Nevertheless, this research paper aims to collect the data that is generated by the YouTubers who are earning money from the same. According to the YouTubers, Majority of the YouTubers such as 60% found it the cause of mess in daily routine, whereas 40% were not agreed upon the same.

### Recommendation

This research may continue with the methodology of Mix Method approach. Especially, the children who are using & earning from YouTube channel may ask personally whether what sentiments and problems are being faced since when they started to create YouTube content. Within that, the future studies may conduct the Effects of YouTube content and behavior of Parents towards their children. YouTube is not only alone the cause of changing the perspectives instead the parents, environment, friends all of these are the utmost important aspects of changing the perspectives overall.

Future research of the same study may bring several social theories regarding the use of social media and its effects such like as User Gratification theory. Within that, this study may help Governmental Decision makers to analyze the concept of Gen. Z in Pakistani society and it could also help Educational departments to make such curriculum for children in which they may get aware of such modern Social media platforms.

Furthermore, this research paper may be useful for career counselors to acquire such strategies that could help both parents and children to maintain and to utilize such newly trend media productively.

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