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Cartoon Watching Behaviour in Students of Noida Region, India

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Abstract: Watching cartoon impacts the behaviour of students in different ways in day to day activities. It influences the way our culture and social system is evolving. It is used for education, entertainment and personal development. In adolescent age, a student learns different life skills & self-care through parents. The guardians provide knowledge base to the child. The study focuses on the most watched genre of cartoons, the most favourite cartoon shows watched by the students of Noida, time spent on watching cartoon and the mode of watching them. The current research aims to examine the changes in behaviour of students watching cartoon. The major source of learning is through observation of other human or watching human behaviours depicted in TV & Films using real as well as animated characters.

Keywords: animated cartoon, human behavior, adolescent, life skills, entertainment.

ANIMATION is defined as a dynamic visual form which evolves over time. – Baecker & Small.

Introduction:

Animated cartoons have niche space in today's entertainment world because of their scope for accommodating creativity & experimentation. Indian television has witnessed the iconisation of the animated characters for the Indian adolescents. As per psychologists from ten to nineteen years of age children are called adolescents. A normal adolescent requires proper guidance, counselling, teaching or mentoring to have courage and creativity to face the reality of life. As per the report published in U.S. Council of Economic Advisers (2000), teens rated "not having enough time together" (2). The report also says that parents who spend more time with their adolescents have lower rate of "problem behaviours" such as smoking, alcohol or marijuana use, lying to parents, fighting, initiation of sexual activity, and suicidal thoughts and attempts (20). The adolescents need support, guidance and nurturing from the adult while they go through risky passages from adolescence to adulthood.

In each stage, the child development can be studied in its different aspects such as physical, cognitive, emotional, social and behavioural development. Other than physical development, the developing brain brings new cognitive skills that enrich the ability to reason and think conceptually. The adolescent develop emotionally and establish a new sense of who they are and who they want to become. They try to socialize and involve in new ways with their peers and adults. Also, they experience several new behaviours during transition from childhood to adulthood.

A large population in India is below 15 years who watches television for their entertainment. As per the various studies on children behaviour and learning, children inherit different values and habits only after the age of five. Today TV is watched by most of the children below 15 years. They learn lots of things while watching cartoons, e.g. language/words, etiquettes, dancing, gesture etc. TV has lots of impact on fostering and development of children's values and habit in India.

Previous Study

As per a study by Kadam, Bhosale, and Bagal (2012) cartoon programmes have become popular and important in children through cable network by different channels. The study says that children have forgotten the importance of outdoor activities such as playing, exercise. The time spent for watching cartoons eats the study time, and it is related to different health habits. The eating habit of children is also affected because of watching cartoon programmes. The study also focuses on the physical health of the child effecting poor eyesight, and overall physical development of child due to eating habits.

Bjorkqvist and Lagerspetz (1985) said that "younger children experience films in such a fragmentary manner and do not grasp their plot, it is not certain that they necessarily will benefit from a film with a message, such as 'violence does not pay'." The study also investigates "how children cognitively, ethically, and emotionally experienced three cartoons of different types."

Ginman and Ungern-Sternberg (2003) states that "there is much evidence to suggest that the message is more easily registered if presented with humour and based on pictures." It also states that "cartoon seems to be in the fact that it improves perception."

Berry (1998) writes that "The transformation of the television set from a box that one watches to a device for receiving and transmitting interactive information now adds new types of cognitive and affective learning experiences" (5). Many learning takes place while watching television by children.

Rani (2013) states that after the privatisation of TV channels in India in 1991, the obligation of broadcasting in India changed. In India the TV was introduced for the purpose of education and development to the rural population. With the globalisation and liberalisation many western media started their broadcasting in India. The bombarding of entertainment, news, movie, sports, fashion, cartoon channel started in India. The programme of Western Media and Indian-produced programmes on the private networks delivered commercial and material values. The finding also says that within two decades, the media in

India has become the forerunner of consumerism. As per FICCI Report 2013 there are 730 million TV viewers in India and 800+ TV channels.

Research Objectives:-

1. To study the viewing preferences of the children
2. To study how much time spend on watching cartoon
3. To study the most liked genre of cartoons

Research Methodology:-

The research is accompanied by the implementation of open space technique through convenient sampling method. With open-ended questions, unstructured questions or qualitative questions, in a survey or public opinion poll, the questionnaire will generate quantitative data, and the respondent answers the question in his or her own word, and not by the interviewer. The question is outlined in such a method as to incite explanation to the answers and responses to the question with a word, a sentence, a paragraph, or even a page or more, depending on the survey or public opinion poll. Open-ended questions tend to be more unbiased and less prominent than closed-ended questions. Open-ended questions generally start with a how, what, when, where and why (such as "Which Cartoon Channel do you watch?") and provide qualitative instead of quantitative information. This is different from closed-ended or structured questions, for which the interviewer provides a limited number of response categories from which the respondent makes a selection. It seems that open-ended questions are good alternatives to close ended questions, where interviewer wants more answer which can be recorded in fixed structured questions. Thus, respondents can provide answers to open questions in their own terminologies or in a manner that echoes the respondents' own opinion, belief, views rather than those of the interviewer or researcher. This type of question works well in face-to-face interviews. Therefore, the researcher made such arrangement to invite all respondents to meet at particular places to ask a few questions related to research study and gathered data for analysis of the research. The data were nothing but the personal opinion, perceptions, experience and views about the cartoon watching behaviour of student in Noida region.

To apply the following technique, researchers have played the role of moderators. The respondents were studying in different school located in Noida NCR region, who watch cartoon programmes in TV or DVD/VCD. The name of the schools in Noida were written in a piece of paper and after folding, put them in a bowl; on the basis of simple random sample ten name were picked from the bowl. The school selected on the basis of sampling were sent an email to conduct the survey and interview the student. Some of the schools denied request on ground that they will not share personal information of the student. Two students were selected from each class between 10-15 age group. They were invited for an informal meeting and briefed about the survey and questionnaire, where data was collected through focus group interview. There were ten groups which were called at different times. The date, time and place of meeting were informed earlier. The opinions of the respondents were noted down in a piece of paper to analyze data. At the same time a structured questionnaire was given to the respondent for the collection of the data. The meeting was conducted for one hour. Apart from the stated technique a qualitative research is done to gather in-depth understanding of cartoon programmes.

Data and Sample

The total sample size for the research was 100 including 43 females and 57 males. The time and venue was informed earlier .The total time span for data collection and analysis of data was two month.

Scope: A sample of 100 respondents who are studying was taken for the study between the age group of 10-15 in Noida region.

Limitations:

The study was based on Noida which is part of Delhi NCR. The study was limited to 100 respondents, who are part of metro; so the findings may not be generalised due to respondent biasness. Another constraint was time and money, but still lots of effort have been made to present the facts and finding as clear as possible.

The primary data have been collected using questionnaire method from various schools in Noida. In Noida there are more than 200 government and private schools. Although a large number of students

are studying in these schools, a sample of 100 students has been taken for the study in simple random sample method.

Sample Data

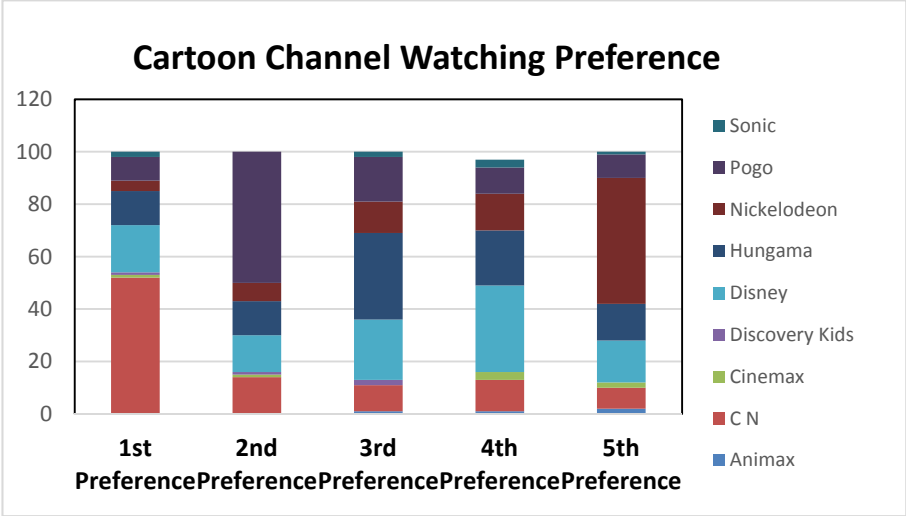
Sample Area- Noida Region
Sample Size-100
Valid Sample Size-100
Sample method-Simple Random Sample
Sources of Data

Primary Data: One to one communication to the respondents
Secondary Data: Research Articles, Journals, Books, Internet, Television

Data Analysis and Interpretation

Table 1: Which Cartoon Channel do you watch? (Please write in order of your liking) (Source: Survey)

Network Channel	**1st Preference**	**2nd Preference**	**3rd Preference**	**4th Preference**	**5th Preference**
Animax	0	0	1	1	2
Cartoon Network	**52**	14	10	12	8
Cinemax	1	1	0	3	2
Discovery Kids	1	1	2	0	0
Disney	18	14	23	**33**	16
Hungama	13	13	**33**	21	14
Nickelodeon	4	7	12	14	**48**
Pogo	9	**50**	17	10	9
Sonic	2	0	2	3	1
Total	**100**	**100**	**100**	**100**	**100**



Graph 1: (Source: Survey)

The above table and graph shows that the preferences of respondents keep changing. The first preference shows that 52 respondents out of 100 prefer to watch CN (Cartoon Network), second preference shows that 50 respondents out of 100 prefer to watch Pogo, third preference shows that 33 respondents out of 100 prefer to watch Hungama, fourth preference shows that 33 respondents out of 100 prefer to watch Disney and fifth preference shows that 48 out of 100 prefer to watch Nickelodeon.

Table 2. How much time do you spend watching Cartoon Channel?

Time Spent Watching Cartoons	No. of Respondents	Percentage (%)
Less Than 1 Hrs	30	30
1 to 2 Hrs	56	56
2 to 4 Hrs	10	10
4 to 7 Hrs	3	3
More than 7 Hrs everyday	1	1
Total	**100**	**100**

(Source: Survey)

Table 2 shows that about 56% respondents watch cartoons in between 1 to 2 hours, 30% respondents watch cartoons less than an hour, 10% respondents watch cartoons in between 2 to 4 hours, 3%

respondents watch cartoons in between 4 to 7 hours and 1% watch cartoons more than 7 hours every day.

Table 3: What kind of Cartoon series do you watch?

Cartoon Genre	No. of Respondents	Percentage (%)
Comedy	34	34
Adventure/Action	49	49
Educational	8	8
Informational	3	3
Imaginative	6	6
Total	**100**	**100**

(Source: Survey)

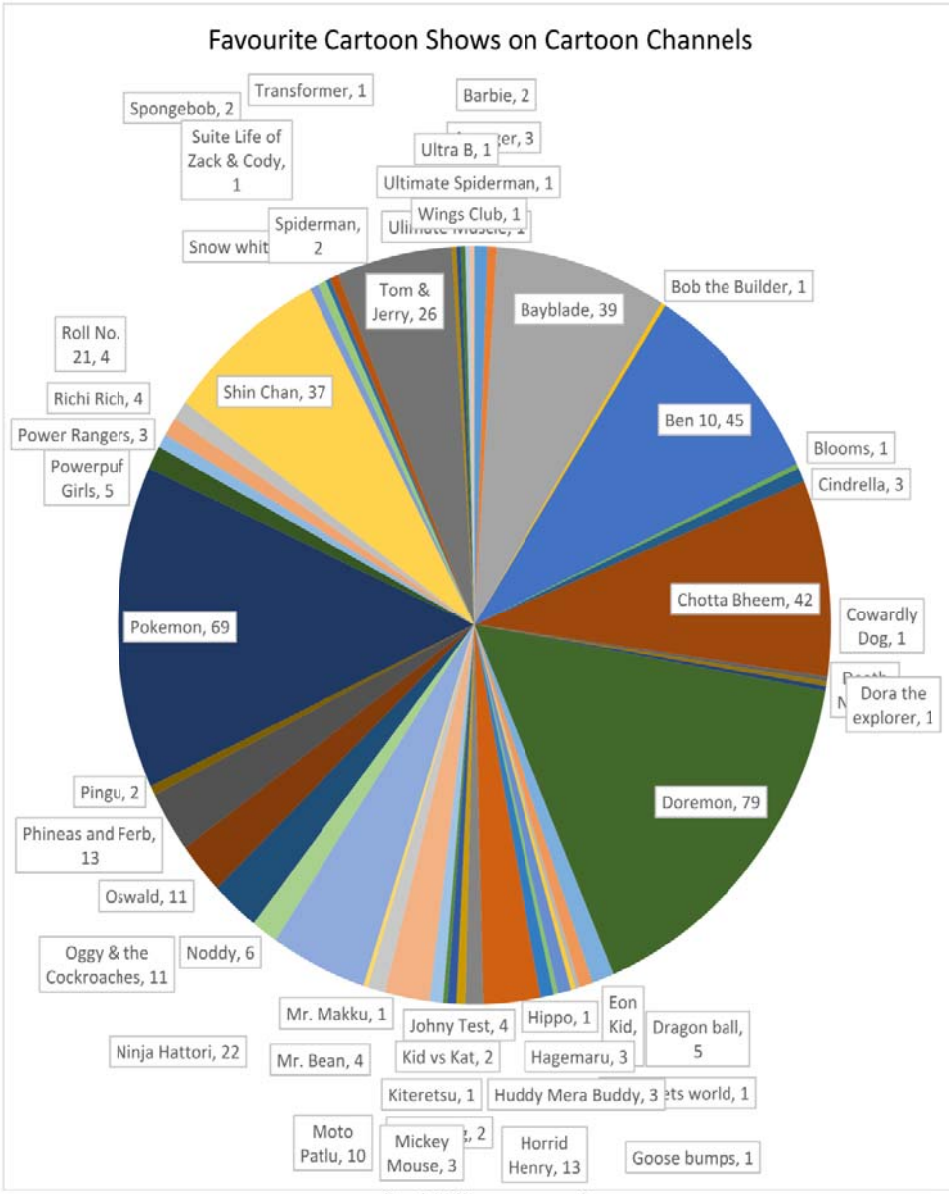
The above table shows that 49% respondent prefer to watch cartoon based on adventure/action, 34% prefer to watch comedy, 8% prefer to watch educational, 6% prefer to watch imaginative cartoon and only 3% are interested in watching informational genre of cartoon.

Table 4: What are your favorite cartoon shows on Cartoon Channels? (Name any Five)

Cartoons	1st Preference	2nd Preference	3rd Preference	4th Preference	5th Preference	Total
Avenger	–	–	1	1	1	**3**
Barbie	1	1	–	–	–	**2**
Bayblade	**22**	**4**	**4**	**4**	**5**	**39**
Bob the Builder	–	–	–	1	–	**1**
Ben 10	**9**	**25**	**4**	**3**	**4**	**45**
Blooms	–	–	1	–	–	**1**
Cindrella	1	–	1	1	–	**3**
Chotta Bheem	**4**	**8**	**5**	**8**	**17**	**42**
Cowardly Dog	–	1	–	–	–	**1**
Death Note	–	–	–	–	1	**1**
Dora the explorer	–	–	1	–	–	**1**
Doremon	**18**	**13**	**14**	**22**	**12**	**79**
Dragon ball	1	–	1	3	–	**5**
Eon Kid	–	–	–	–	3	**3**
Girl meets world	1	–	–	–	–	**1**
Goose bumps	–	–	–	–	1	**1**
Hagemaru	–	1	–	2	–	**3**
Hippo	–	–	–	1	–	**1**

Huddy Mera Buddy	–	1	2	–	–	**3**
Horrid Henry	2	–	–	8	3	**13**
Johny Test	–	–	–	3	1	**4**
Kid vs Kat	–	–	–	–	2	**2**
King Kong	–	–	–	1	1	**2**
Kiteretsu	–	–	1	–	–	**1**
Mickey Mouse	–	–	–	3	–	**3**
Moto Patlu	2	1	–	2	5	**10**
Mr. Bean	–	1	1	2	–	**4**
Mr. Makku	–	–	–	1	–	**1**
Ninja Hattori	–	6	7	6	3	**22**
Noddy	–	1	–	2	3	**6**
Oggy & the Cockroaches	**2**	**3**	**3**	**2**	**1**	**11**
Oswald	**2**	**1**	**3**	**3**	**2**	**11**
Phineas and Ferb	**5**	**2**	**4**	**1**	**1**	**13**
Pingu	–	–	–	–	2	**2**
Pokemon	**6**	**12**	**32**	**6**	**13**	**69**
Powerpuf Girls	–	2	1	1	1	**5**
Power Rangers	1	–	1	1	–	**3**
Richi Rich	–	1	2	–	1	**4**
Roll No. 21	–	–	–	2	2	**4**
Shin Chan	**10**	**8**	**6**	**5**	**8**	**37**
Snow white	–	1	–	–	1	**2**
Spongebob	–	1	–	1	–	**2**
Suite Life of Zack & Cody	–	1	–	–	–	**1**
Spiderman	2	–	–	–	–	**2**
Tom & Jerry	**9**	**5**	**5**	**3**	**4**	**26**
Transformer	1	–	–	–	–	**1**
Ultimate Muscle	–	–	–	–	1	**1**
Ultra B	–	–	–	–	1	**1**
Ultimate Spiderman	1	–	–	–	–	**1**
Wings Club	–	–	–	1	–	**1**
Total	**100**	**100**	**100**	**100**	**100**	**500**

(Source: Survey)



Graph 2 (Source: survey)

Graph 2 (Source: survey)

According to the above table and graph it can be seen that the most favorite cartoon program watched by the respondent is Doremon, the second choice of watching cartoon program by the respondent is

Pokemon, the third is Chotta Bheem, the fourth is Bayblade and the fifth is Shin Chan. 100 respondents were asked to give their five favorite cartoon programs. The result shows that out of 500 responses (5 per respondent) 50 cartoon programs are watched by the respondents living in Noida.

Table 5. Do you buy DVD/CD of your favourite cartoon series?

Buy DVD/CD	**No. of Respondents**	**Percentage (%)**
Every time	4	4
Mostly	6	6
Sometimes	18	18
Does not Prefer	12	12
Never	60	60
Total	**100**	**100**

(Source: Survey)

The above table shows that 60% respondents never buy DVD/CD to watch cartoons, 12% respondents does not prefer to buy DVD/CD, 18% respondents prefer to buy DVD/CD sometimes, 6% respondents mostly prefer to buy DVD/CD and 4% respondents buy DVD/CD every time to watch cartoons.

The above finding shows that majority of respondents watch their favourite cartoon series on TV. A very small number of respondent buy DVD/CD to watch their favourite cartoon series.

Conclusion

On the basis of observation, findings and studying all aspects in detail the researcher has found that Cartoon is popular among children/students. They watch cartoon for pure entertainment. The various programmes at different channels have gained importance in children/students through satellite channels. The success of any cartoon programme is dependent on its content and presentation. Indian mythological heroes such as Bheem and Krishna are becoming more popular in Indian Television.

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