



A Comparative Study on the Perception of Parents of Children Who Watch Cartoon on Television

A MSS Dissertation

By

Shahidur Rahman Arafat

ID: 182-28-274

Department of Journalism and Mass Communication
Daffodil International University

Supervised By

Professor Dr. Md. Golam Rahman

Professor and Adviser

Department of Journalism and Mass Communication
Daffodil International University

Date of Submission: 27 April, 2019

Application for Approval of Dissertation

Dr. Md. Golam Rahman
Professor and Adviser
Department of Journalism and Mass Communication
Daffodil International University
4/2, Sobhanbag, Dhaka 1207

Subject: Application for submission of my dissertation for approval.

Dear Sir,

I have accomplished my dissertation on “**A comparative study on the perception of parents of children who watch cartoon on television**” as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

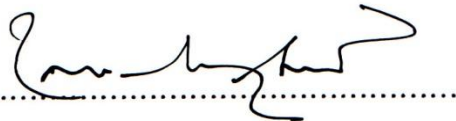
Sincerely yours,
Shahidur Rahman Arafat
ID: 182-28-274
Department of Journalism and Mass Communication
Daffodil International University

Letter of Approval

This is to certify that Shahidur Rahman Arafat has done his dissertation entitled, “**A comparative study on the perception of parents of children who watch cartoon on television**” under my supervision and guidance.

The study has been undertaken in partial fulfillment of the requirements for the degree of Masters in Social Science (MSS) in Journalism and Mass Communication at Daffodil International University

The study is expected to contribute in the field of Journalism and Mass Communication as well as in further study in the discipline of media studies and other branches of Social Sciences.



Dr. Md. Golam Rahman

Professor

Department of Journalism and Mass Communication

Daffodil International University

4/2, Sobhanbag, Dhaka 1207

Declaration of Authorship

I do hereby declare that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,

Shahidur Rahman Arafat

ID: 182-28-274

Department of Journalism and Mass Communication

Daffodil International University

Acknowledgement

At first, I would like to thank my supervisor Dr. Md. Golam Rahman, Professor of the Department of Journalism and Mass Communication at Daffodil International University. The door of Dr. Golam Rahman sir's office was always open whenever I ran into a problem or had a question about my lessons. He consistently allowed this paper to be my own work, but steered me in the right direction whenever he thought I needed it.

Besides my supervisor, I would like to thank the rest of my teachers: Prof. Dr. Sakhawat Ali Khan, Mr. Saleem Ahmed, Dr. Sheikh Mohammad Shafiul Islam, Dr. Towfique E Elahi, Mr Aftab Hossain and Mr. Anayetur Rahman for their encouragement and hard questions all the time whenever I wanted.

I would also like to thank the persons, who were involved in the validation survey for this study, Ms Helena Akter, Ms Swarnali and Mr. Mehedi Hasan contributed to complete my survey. Without their passionate contribution and effort, the validation survey could not have been successfully conducted.

Last but not the least, I must express my profound gratitude to my parents and to my friends for providing me with unfailing support, space and encouragement throughout my study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

Shahidur Rahman Arafat

Table of Contents

Abstract.....	1
Chapter One.....	2
Background of the Study.....	2
1.1 Introduction.....	2
1.2 Objectives of the Study.....	3
1.3 Literature Review.....	3
1.4 Theoretical Framework.....	6
Chapter Two.....	7
Research Methodology.....	7
Research Questions	7
2.1 Questionnaire Survey.....	8
2.2 Data Sources.....	8
2.3 Area Covered.....	8
2.4 Sampling Size.....	8
2.5 Period of the Study.....	8
Chapter Three.....	9
Discussion of Findings.....	9
3.1 Gender of the Respondent	9
3.2 Age of the Respondent.....	10
3.3 Profession of the Respondent.....	11
3.4 Education Quality of the Respondent.....	12
3.5 Whether Children Watch Cartoons.....	13
3.6 Children Cartoons Watching Medium.....	14
3.7 Children’s Cartoons Watching Time.....	15
3.8 Children’s Preferred Cartoons.....	16
3.9 Whether Cartoon is the Easy Way to Entertain Children.....	17
3.10 Whether Cartoons a Popular Medium to Entertain Children.....	18
3.11 Children’s Habit/Intention of Copying/Imitation of Cartoon.....	19
3.12 Copy Cartoons Character.....	19
3.13 Children’s Behavioral Impacts.....	20

3.14 Children's Behavioral Changes.....	21
3.15 Whether they Face Health Problem.....	22
3.16 Various Health problems.....	23
3.17 Whether Children Face Problem in Study.....	24
3.18 Different Study Related Problems.....	25
3.19 Whether Children Give Enough Time to Go Out.....	26
3.20 Children's Indiscipline/Arrogance/Aggressive Conditions.....	27
Analysis of the Findings.....	28
3.2.1 Respondent's Background.....	28
3.2.2 Children Cartoon Watching Habit.....	28
3.2.3 Behavioral Impact on Children.....	29
3.2.4 Health Related Impact on Children.....	29
3.2.5 Study Related Impacts on Children.....	29
Chapter Four.....	31
Conclusions.....	31
References.....	32
Annex.....	33

Abstract

Television has become a part of every Bangladeshi people. Most of the children eagerly watch cartoons on television and it has become a primary need to many children. Sometimes this has become a problem because too many children are watching too much cartoons. Although it has both positive and negative impacts on children's life, thus this becomes a point of interest to investigate on the perception of parents of children who watch cartoon on Television. The study has a focus on two geographical setups on the issue. The study has been concentrated on the impact of watching of cartoons by children and how the parents of them perceive the actions thereafter of the children. This research has been analyzed how the children follow and react on various aspects of life especially on their basic health, behavior, use of language and behavior. From the perception of the parents it has been found that children who watch cartoons imitate different characters. Some children acquire language differently. Most of the children give less attention on their academic studies. Maximum children like to watch cartoons at least one hour in a day. Because of watching cartoon some become arrogant, aggressive, indiscipline. Result shows that maximum children face health related problem. Parental perceptions are considered from the interviews conducted on the basis of questionnaire survey. In the study the parents suggested some vital points on the behavior of children. They recommended that parents must keep an eye on the children's behavior, activities and the content of cartoons, because the show of cartoons may shape children's future. Parents should create sense of monitoring in the allocation of time and be selective watching cartoons by children apart from sports and other social activities.

Chapter One

Background of the Study

1.1 Introduction

Television is the one of the most influential medium of communication around the world. Because of its influential effect, most cartoons channels rely on television to make children entertain by give more programs. Media and particularly the TV can play a vital function in the development of learning of young children from a very premature age. Television medium is considered as the most powerful and very much active in decisive and molding the behavior of children towards the gender roles in the society. Children nowadays are much involved in cartoons over the years and cartoons have become almost a essential for most children. Without cartoon programs the parents find it very hard to handle their children. A child today watches cartoons on the TV set and gets many opportunities to see material that are not suitable for them. Children today are getting much chance to watch cartoon at a premature age of six months and by the time they reach the age of three they turn into great fans of many cartoon programs. The children who watch too much cartoons on television are more possible to have linguistic and behavioral problems. Some health problems such as eye, headache, sleepless and other unexpected physical problem they also face regularly. Cartoons are the most common and easily available source of entertainment which we provide to our children. Because of availability of channel and media, it has become very easier to children to watch their most favorite cartoon series. On the other hand parents become relaxed when they give enough space to their children with their favorite cartoon channels.

History of cartoons commences with 1300 BC. Cartoons have been an important part of all the friendly cultures and civilizations. The early cartoons of Egyptian civilization which in realism were the other way of mass communication. The Greeks have presented the cartoons on their

pottery. However, the Japanese culture has urbanized their own way of utilizing cartoons. They were the first to picture the cartoons on a remotely paper. They operate them to tell the stories utilizing the cartoon pictures.

With the advancements in technology a “new language” was composed by the American society. They have amalgamated both the pictures and words thus this period has resulted in the acknowledgment of cartoons. Moreover, the Modern cartoons appeared in the early 1900’s which brought a revolution in children’s entertainment.

1.2 Objectives of the Study:

- To find out cartoon watching habit on TV.
- To find out whether any behavioral changes.
- To find out whether any health related changes take place.
- To find out whether any study related changes take place.

1.3 Literature Review:

Cartoon has taken a significant part in children’s life. With the funny look, character, animated ways are making them more attractive to children and different class of people. Study shows that children start to watch cartoon from 18 months and at the age of 2.5 they become the active viewers. Statistic of different survey explores different positive and negative results of cartoon impact on children. These results show that cartoon influence children physically, psychologically, make some changes in their behavioral pattern to language, personality, life style and so on. Some literature review are given below.

Steven J. Krish et al. (2006) in their study titled “cartoon violence and aggression in youth” reviews the effects of cartoon violence on aggressive behavior in youth. Cartoon violence different effects and behavioral change are reviewed in this research. In this research researcher observe children’s and adolescents perception of violence in cartoons. Cartoons negative and positive influence on children is reviewed in this article. Moreover, during the review, the probable influence of development is measured.

Mistry et al. (2007) article on “Children's Television Exposure and Behavioral and Social Outcomes” focus children’s television viewing experience and how they react on that. Here children’s social and behavioral outcomes also try to find out by the author. Results show that heavy television viewers have not any strong relation with their behavioral and social skill outcomes. There has little consistency between their television experience and social skill outcomes. Simultaneous television experience was associated with smaller amount of social and behavioral proficiency outcomes.

Ali Hassan and Muhammad Daniyal (2013) reviewed the impact of cartoon network on the behavior of school going children. This study shows the psychological changes of the school going children who like to watch cartoon programs. Not only show psychological changes but also show behavioral, lifestyle, language and other personality related changes. Children’s are very much affected through violated cartoon related contents. Children’s spent most of the time in front of TV set and maximum cartoon shows violence and which has great impact on their psychology. Children daily spent 1-3 hours in front TV set. The study is based on the survey plan and non-parametric statistics. In the study children force their parents to buy cartoon character poster. They mostly like to watch violated cartoon specially Tom and Jerry and like to play with their peers group. Finally this research shows the influential and violated changes of children.

Sharmin Sultana (2014) article “Role of Cartoon: A Brief Discussion on How Cartoons Put an Impact on Children” reviewed that because of the cartoons children are spending extra time on TV set. Cartoons influence children to damage their time and mental abilities. Researcher collected her records through surveying and interviewing diverse group of public in Bangladesh. Parents know children are not aware about their constructive work and they like to watch cartoon for a longer period of time. Watching a lot of cartoons can differently impact on children mind and mental abilities. Children also waste their eating and home work time by watching TV programs. Sharmin explores that because of watching cartoon children gradually face trouble in their social life. Finally she concluded that apart from being entertaining cartoon gradually damage children mentality because of high addiction. So parents should aware about the positive and negative side of cartoon programs.

Yousaf Dr. Zahir, Shehzad Munham, Hassan S. Ali (2015) reviewing the impact of cartoons on school going children. They applied the cultivation theory for the research purpose. Then they decide the survey method and questionnaire method to collect data. They took the sample from Gujrat city of Pakistan. They analyzed that the cartoon programs are extremely influence the children psychological and physical health. Results show that children are wasting their time and imitating the style and language of cartons which violated their personality and physical development.

1.4 Theoretical Frame-work:

Cultivation theory by George Gerbner and Larry Gross

Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are genuine and legal. Heavy viewers are exposed to more brutality and therefore are affected by the Mean World Syndrome, the belief that the world is a far worse and dangerous place than it actually is.

Social cognitive theory by Albert Bandura:

The theory details the processes of observational learning and modeling, and the influence of self-efficacy on the production of behavior. The theory views people as active agents who both influence and are influenced by their surroundings. A major part of the theory is observational learning: the procedure of learning desirable and undesirable behaviors by observing others, then reproducing learned behaviors in order to maximize rewards. Person's beliefs in their own self-efficacy influences whether or not they will imitate an observed action.

Chapter Two

Research methodology

Research methodology is the exact techniques used to classify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically assess a study's overall strength and reliability.

This study analyses the parental perception towards children viewing cartoon. Both primary and secondary data have been collected for this research. The primary data were collected through issuing questionnaire among the parents and secondary data from journals and different websites.

Research Questions (RQ):

1. How children spend time on watching cartoons and behave there after perceived by their parents?
2. Is there any significant behavioural change that takes place because of watching cartoons by the children?
3. Is there any impact on health of the children because of watching cartoons?
4. What are the social, cultural and extra-curricular activities that get influenced or not due to watching cartoons by the children?

2.1 Questionnaire Survey:

A survey questionnaire is a set of questions used in a survey. The survey questionnaire is a type of data gathering method that is utilized to collect, analyze and interpret the different views of a group of people from a particular population.

2.2 Data Sources:

Primary Data

This study data have been gathered directly from 82 parents through structured questionnaire survey.

Secondary Data

Secondary data have been collected from different journals, books and websites.

2.3 Area Covered:

All the respondents have been selected from the upazila of Singair and Manikganj in Manikganj district and the city area of Mohammadpur and Sobhanbag respectively from Mohammadpur and Dhanmondithana.

2.4 Sample size:

The size of the sample for this study is 82 respondents.

2.5 Period of the Study:

The study has been conducted from January 2019 to April 2019 (Spring semester for four months).

Chapter Three

Discussion of Findings

In this study 82 parents were surveyed, 25 persons were male and 57 persons were female respondents. Their average age was among 20-70 and they belong to different professions such as house-wife, teacher, service, businessman and others. In this research, parents' overall observations on their children have been traced out and they are given below with different categorical tables and graphs.

Table-1: Gender of the Respondent.

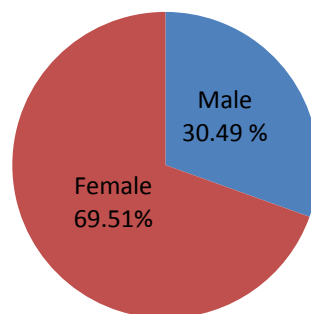
Gender	No. of Respondent	Percentage
Male	25	30.49%
Female	57	69.51%
Total	82	100%

3.1 Gender of the Respondent:

I have taken almost 82 persons parents interview where male interviewer's percentage is 30.49.

On the other hand maximum respondents were female and their percentage is 69.51. Female

Graph-1: Gender of the Repondent.



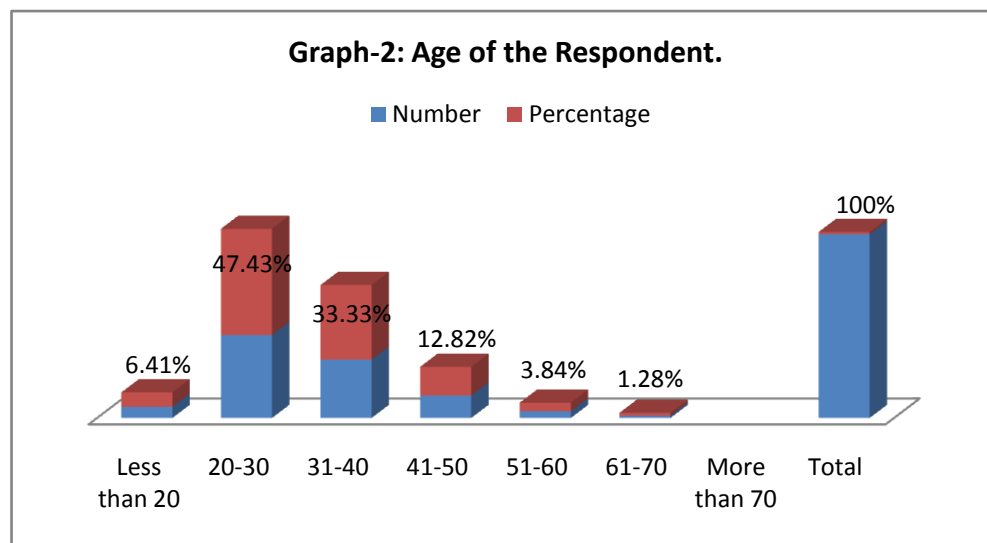
respondents' percentage is more than double of male interviewers. Graph no-1 shows the same ratio.

3.2 Age of the Respondent:

Out of 82 respondents 6.41 percent of the respondents are of these groups of less than 20 years. Most of the respondents' age group is 20-30 years and percentage is 47.43. The second highest number of respondent's age is between 31-40years and their percentage is 33.33. The third

Table-2: Age of the respondent.

Age of Respondent	Number of Respondent	Percentage
Less than 20	5	6.41
20-30	37	47.43
31-40	26	33.33
41-50	10	12.82
51-60	3	3.84
61-70	1	1.28
Total	82	100%



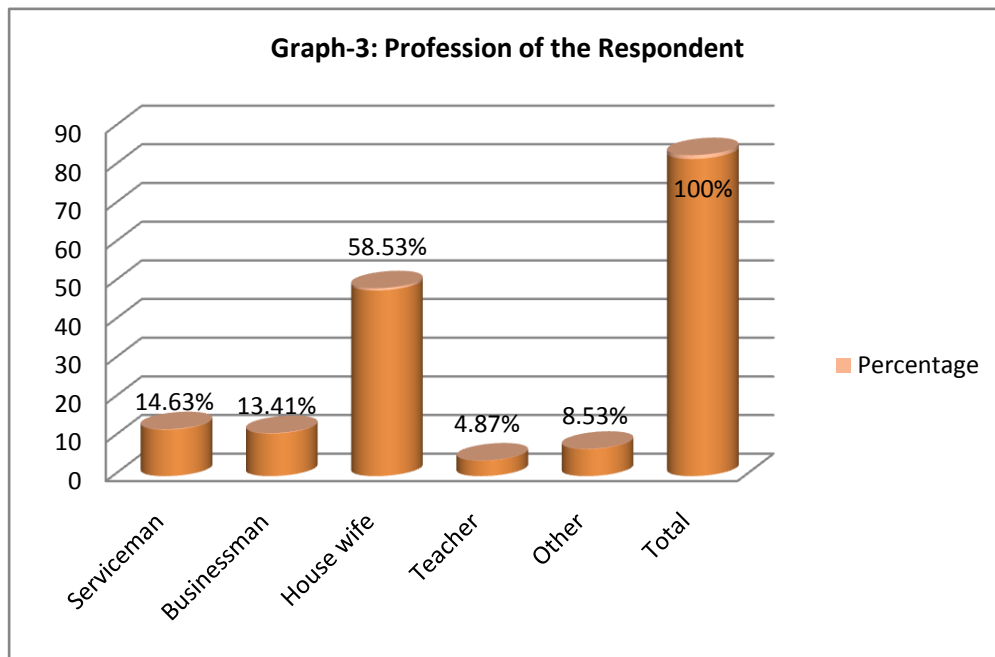
highest number of respondent's age was between 41-50 and their percentage is 12.82. During the interview time there has no respondents in the age group of more than 70. Graph no-2 shows the same results.

3.3 Profession of the Respondent:

Total 82 respondent's profession was divided into five basic categories. From there highest numbers of respondents were housewife and their percentage is 58.53. The second highest was

Table-3: Profession of the Respondent

Profession	Number	Percentage
Serviceman	12	14.63%
Businessman	11	13.41%
House wife	48	58.53%
Teacher	04	4.87%
Other	07	8.53%
Total	82	100%



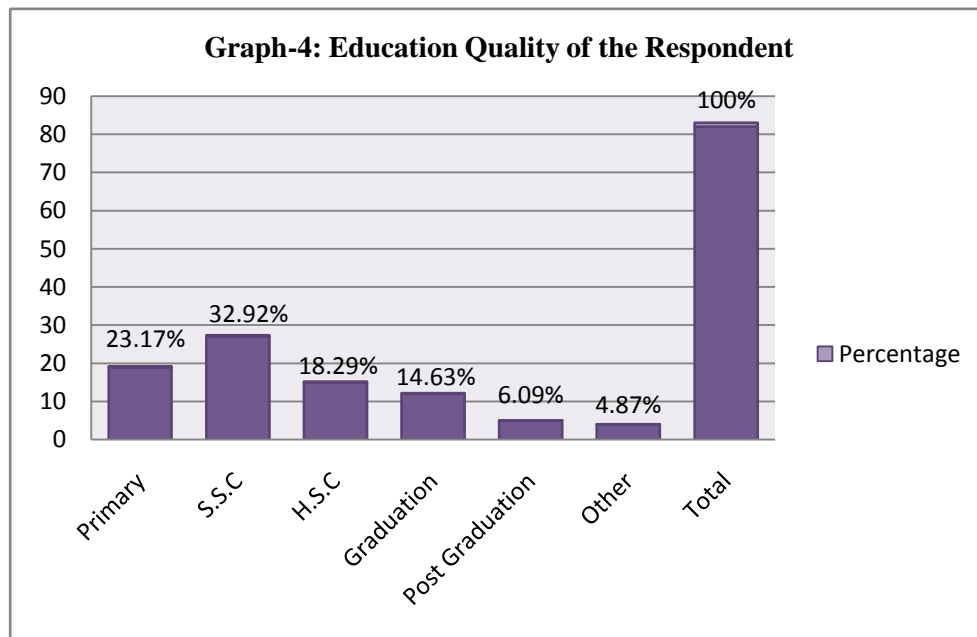
serviceman, although it is very lower than housewife percentage. Serviceman percentage is 14.63. The third highest respondents came from businessman profession and their percentage is 13.41.

3.4 Education Quality of the Respondent:

In the questionnaire format respondent's education quality was divided into six groups, which were primary, S.S.C, H.S.C, graduation, post graduation and others. The maximum respondent's education quality was S.S.C and their percentage is 32.92. The second highest number of

Table-04: Education Quality of the Respondent

Education Quality	No. of Respondents	Percentage
Primary	19	23.17%
S.S.C	27	32.92%
H.S.C	15	18.29%
Graduation	12	14.63%
Post Graduation	5	6.09%
Others	4	4.87%
Total	82	100%



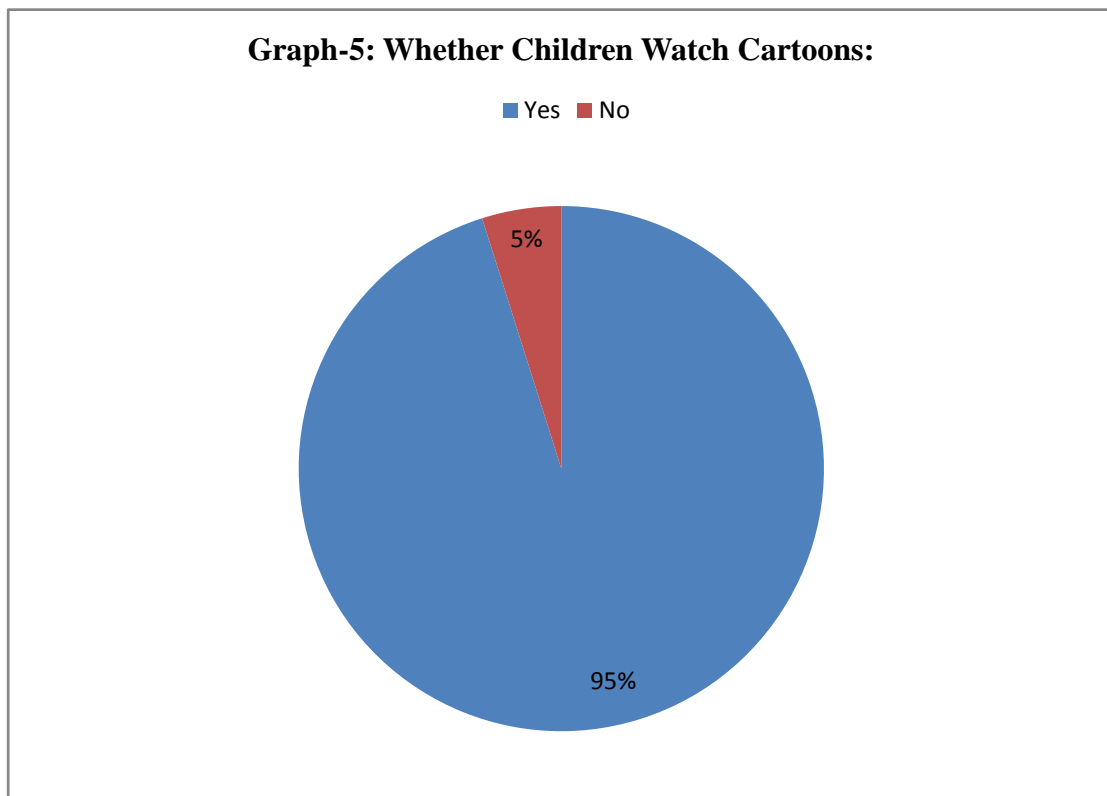
respondents were came from primary background and their percentage is 23.17. The third highest number respondent's completed H.S.C and their percentage is 18.29.

3.5 Whether Children Watch Cartoons:

After the questionnaire survey from 82 respondents I get 78 respondents whose children's were watching cartoon. Their percentage number is 95.12. On the other hand only 4.87 percent respondents replied that their children were not watching cartoon. And their percentage number is 4.87.

Table-5: Whether Children Watch Cartoons:

Whether they watch cartoon	Number of Respondents	Percentage
Yes	78	95.12%
No	04	4.87%
Total	82	100%

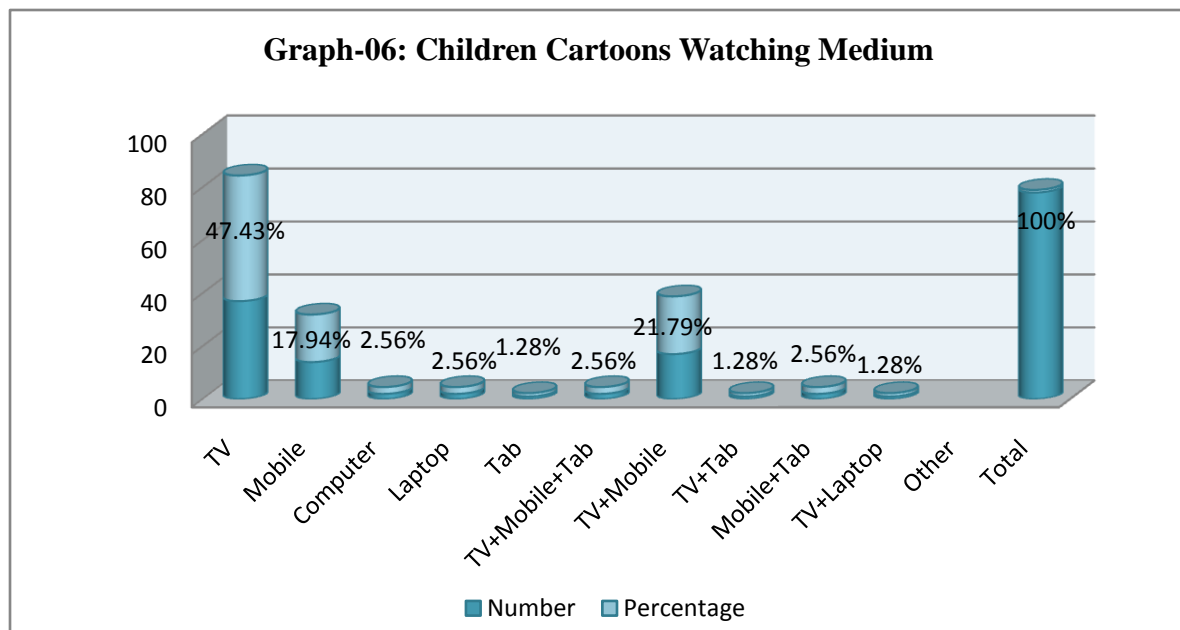


3.6 Children Cartoons Watching Medium:

Out of 78 respondents the highest number of respondent's children preferred TV to watch cartoons and their percentage is 47.43. The second highest number preferred both TV and mobile

Table-06: Children Cartoons Watching Medium

Watching Medium	Number of Respondents	Percentage
TV	37	47.43
Mobile	14	17.94
Computer	2	2.56
Laptop	2	2.56
Tab	1	1.28
TV+Mobile+Tab	2	2.56
TV+Mobile	17	21.79
TV+Tab	1	1.28
Mobile+Tab	2	2.56
TV+Laptop	1	1.28
Other		
Total	78	100%



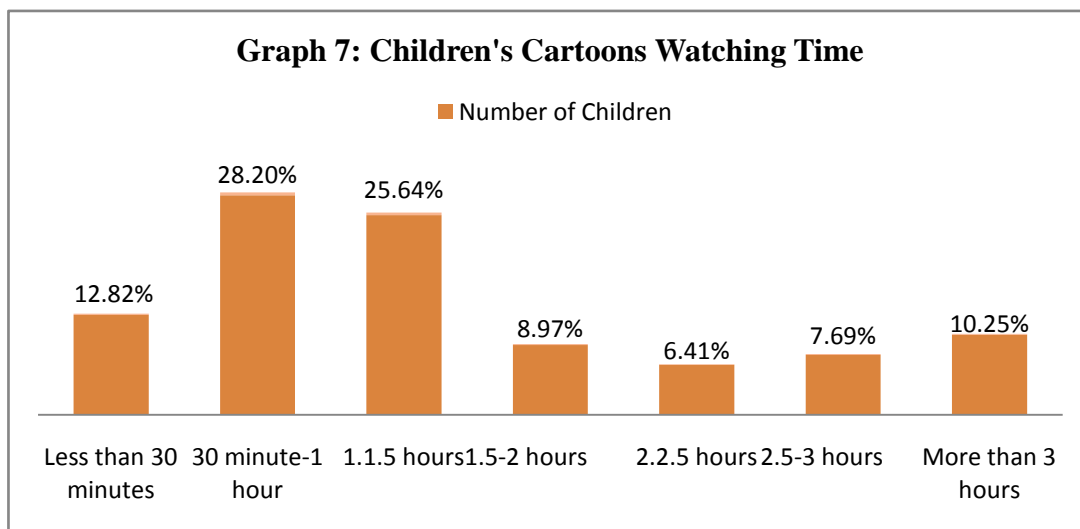
to watch cartoons and their percentage is 21.79. The third highest number of children preferred mobile to watch cartoons and their percentage is 17.94. Graph no-6 shows the same.

3.7 Children's Cartoons Watching Time:

Among the respondents it was found that the highest number of children's cartoon watching time is approximately 30 minutes to 1 hour in a day and their percentage is 28.20. Second highest number of children's consumed 1-1.5 hours to watch cartoons in a day and their percentage is 25.64. The third highest numbers of children's watched cartoons were averagely less than 30

Table-7: Children's Cartoons Watching Time

Spending Time	Number of Children	Percentage
Less than 30 minutes	10	12.82%
30 minute-1 hour	22	28.20%
1-1.5 hours	20	25.64%
1.5-2 hours	7	8.97%
2-2.5 hours	5	6.41%
2.5-3 hours	6	7.69%
More than 3 hours	8	10.25%
Total	78	100%



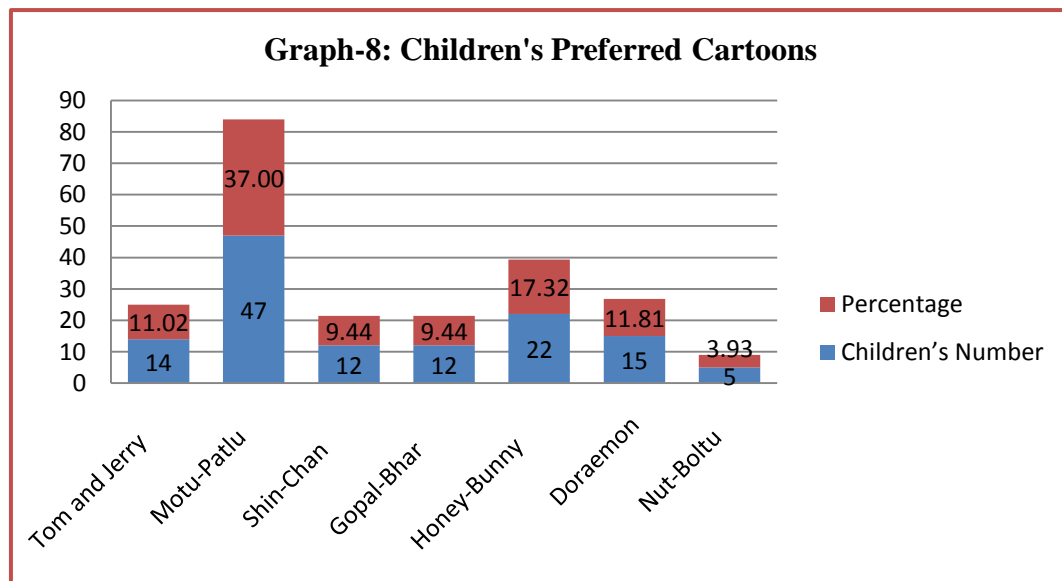
minutes and their percentage is 12.82. But 10.25 percent children watched cartoons everyday more than three hours. It has been found from statements of the respondents that 33.33 percent children watched television for cartoons for two hours and above time. Graph no-7 shows the same.

3.8 Children's Preferred Cartoons:

While asked regarding the choices of watching cartoons by their children it was found that they were confined to few choices. Multiple choices are taken by the respondents. That's why answer will be more than total amount. Highest numbers of children preferred Motu-Patlu and that percentage is 37.00. Second highest numbers of children preferred Honey-Bunny and that

Table-08: Children's Preferred Cartoons

Cartoon Preferred Cartoons	Number of Respondents	Percentage
Tom and Jerry	14	11.02
Motu-Patlu	47	37.00
Shen-Chan	12	9.44
Gopal-Bhar	12	9.44
Honey-Bunny	22	17.32
Doraemon	15	11.81
Nut-Boltu	5	3.93
Other		
Total	127	100%



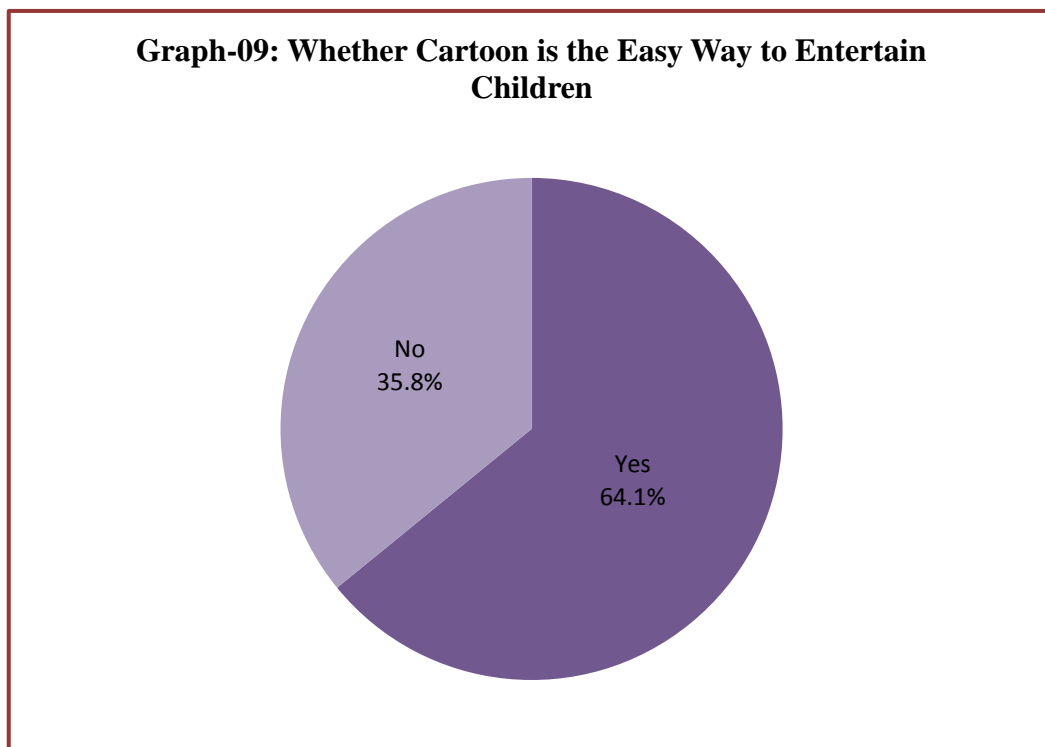
percentage is 17.32. Third highest number of children preferred Doreamon and that percentage rate is 11.81. Graph number 8 has shown the same ratio.

3.9 Whether Cartoon is the Easy Way to Entertain Children:

Out of 78 respondents 64.10 percent parents appreciated that cartoon is the easy way to entertain children. On the other hand 35.80 percent parents were replying the 'No' answer which is almost

Table-09: Whether Cartoon is the Easy Way to Entertain Children

Easy way to entertain	Number of respondents	Percentage
Yes	50	64.10%
No	28	35.89%
Total	78	100%



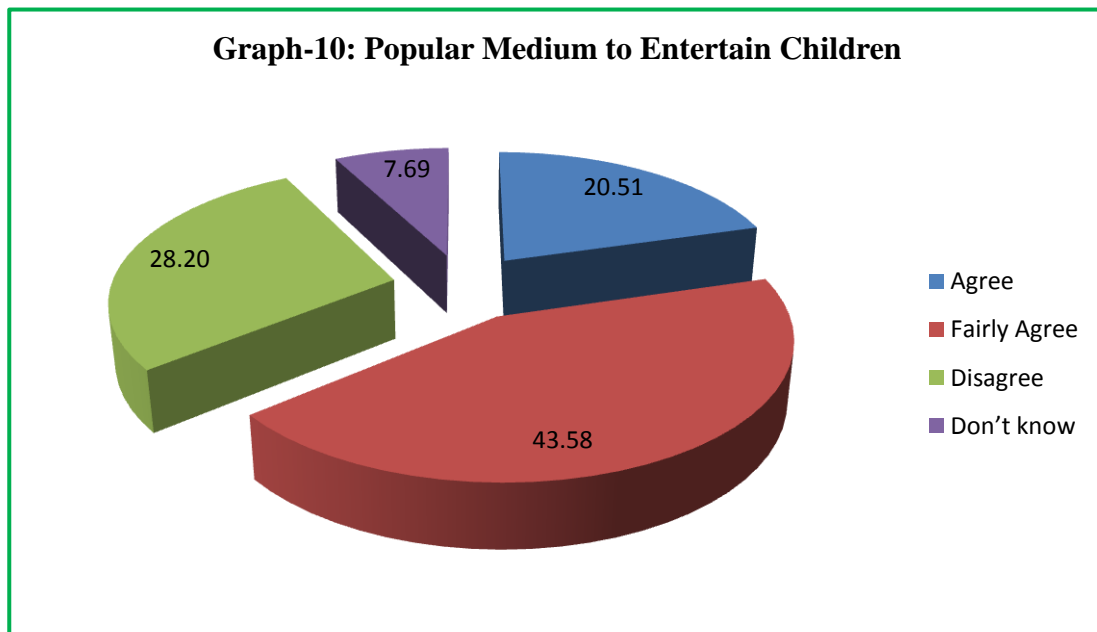
half of the 'Yes' replier. The graph number 9 shows the ratio.

3.10 Whether Cartoons a Popular Medium to Entertain Children:

Highest numbers of respondents agreed that cartoon is the popular medium to entertain children and that percentage is 43.58 which are near half of the total respondents. Second highest numbers of respondents were disagreed with the terms and that percentage is 28.20. The third

Table-10: Popular Medium to Entertain Children

Popular Medium	Number of Respondents	Percentage
Agree	16	20.51%
Fairly Agree	34	43.58%
Disagree	22	28.20%
Don't know	6	7.69%
Total	78	100%



highest numbers of respondent were agreed that cartoon is the popular medium to entertain children. The number of percentage is 20.51. The graph number 10 shows the same ratio.

3.11 Children's Habit/Intention of Copying/Imitation of Cartoons:

From the perception the highest number of parents as they said 'Yes' that their children tried to copy/imitate cartoons. That percentage is 35.89. On the other hand second highest numbers of parents selected the 'May be' option. Second highest percentage is 29.48. Third highest percentage is 19.23 who selected the 'No' option.

Table-11: Copy/Imitate Cartoons

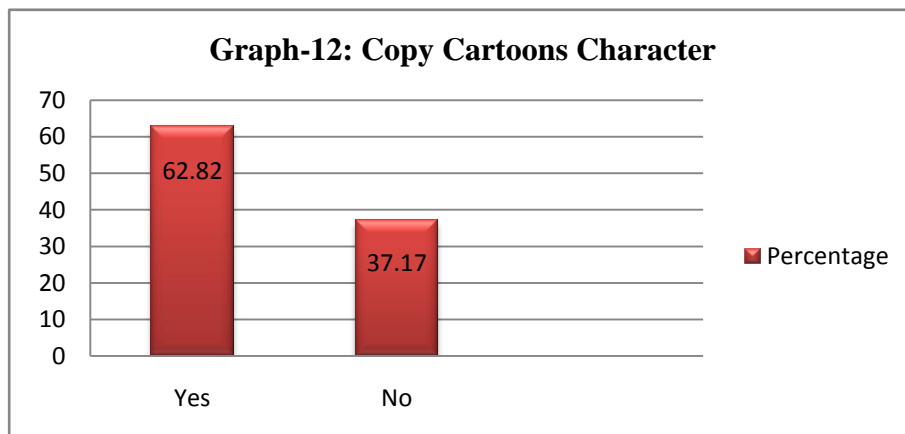
Copy/Imitate Cartoons	Number of Respondents	Percentage
Yes	28	35.89%
No	15	19.23%
Maybe	23	29.48%
Do not remember	12	15.38%
Total	78	100%

3.12 Copy Cartoons Character:

From parents perception 62.82 parents selected the 'Yes' option. That means 62.82 percent children copy cartoon character. On the other hand it were found from the parents perceptions that 37.17 percent children were not copy cartoon character.

Table-12: Copy Cartoons Character

Copy Cartoons Character	Number of Respondents	Percentage
Yes	49	62.82%
No	29	37.17%
Total	78	100%

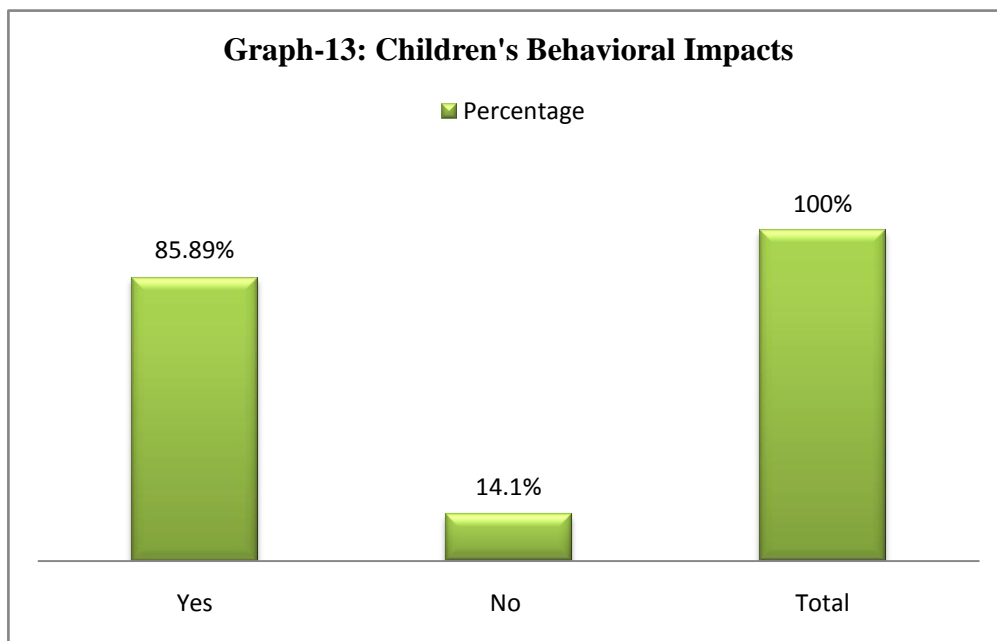


3.13 Children's Behavioral Impacts:

Perception of children's behavioral impacts on cartoon highest number of parents selected the 'Yes' option. That percentage is 85.89. Another 14.10 percent parents selected the 'No' option. Graph number 13 also shows the same results.

Table-13: Children's Behavioral Impacts

Children's Behavioral Impacts	Number of respondents	Percentage
Yes	67	85.89
No	11	14.10
Total	78	100%

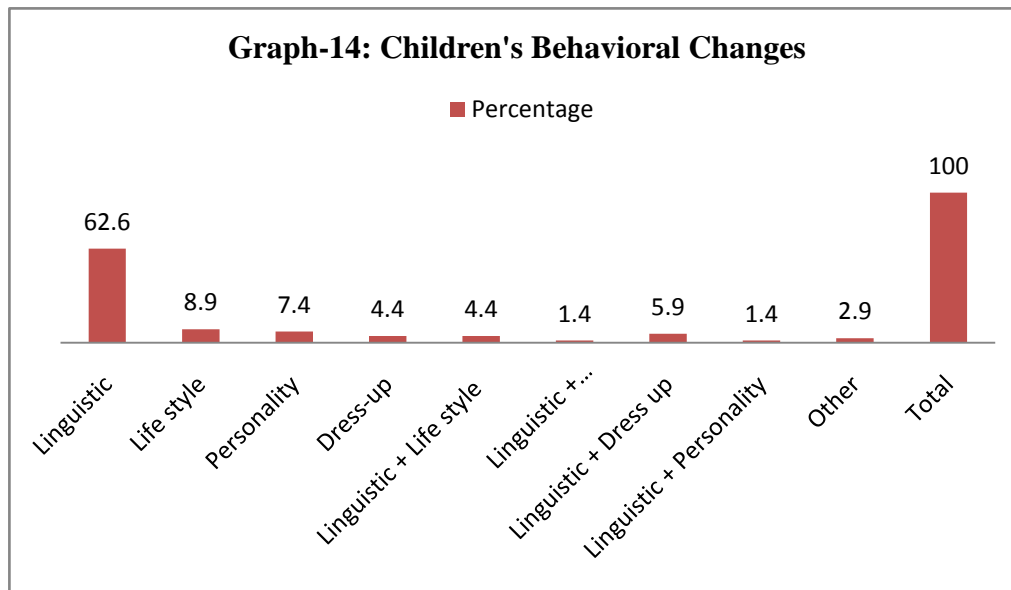


3.14 Children's Behavioral Changes:

Respondents observed different behavioral changes and that ratio has given in table-14. The highest number respondents has been selected the 'language' option. That parentage is 62.6. Second highest number of respondents has been selected 'life style' option. Which

Table-14: Children's Behavioral Changes

Children's Behavioral Changes	Number of respondents	Percentage
Language	42	62.6
Life style	6	8.9
Personality	5	7.4
Dress-up	3	4.4
Linguistic + Life style	3	4.4
Linguistic + Personality + Dress up	1	1.4
Linguistic + Dress up	4	5.9
Linguistic + Personality	1	1.4
Other	2	2.9
Total	67	100



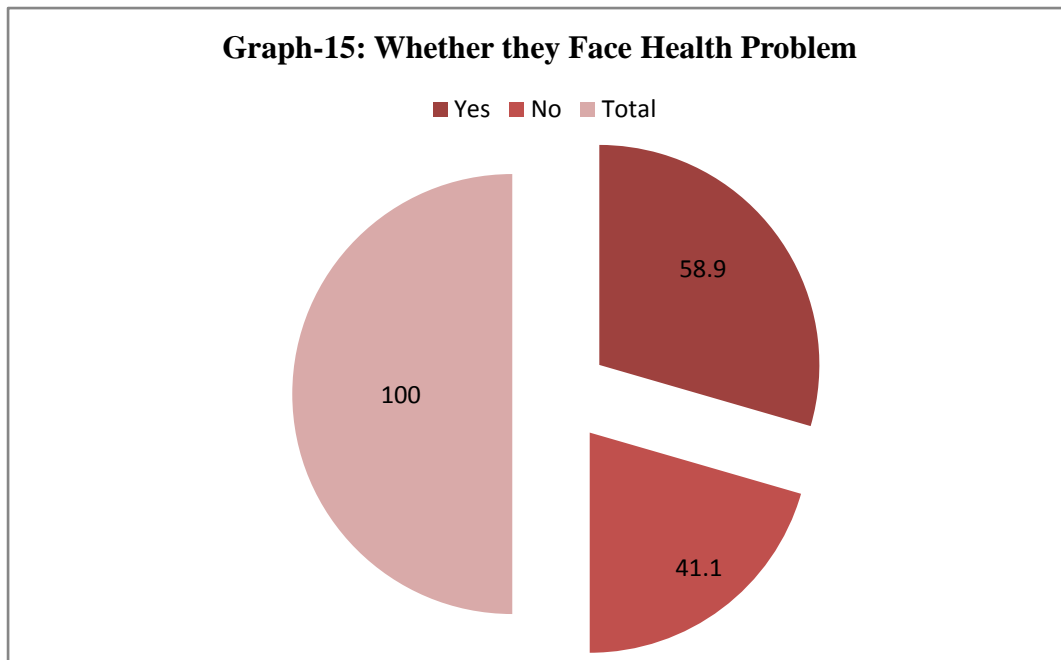
approximately percentage is 8.90. Third highest number of parents has been selected 'personality'. Personality related changes percentage is 7.4. The graph number 14 also has shown the same results.

3.15 Whether they Face Health Problem:

From all of the respondents around 59 percent opined that they suffer from health problem and 41percent stated 'No'. That means majority of the parents observed health is an issue of concern of their children. Graph number 15 shows the same.

Table-15: Whether they Face Health Problem

Whether they Face health problem	Number of respondents	Percentage
Yes	46	58.9
No	32	41.1
Total	78	100



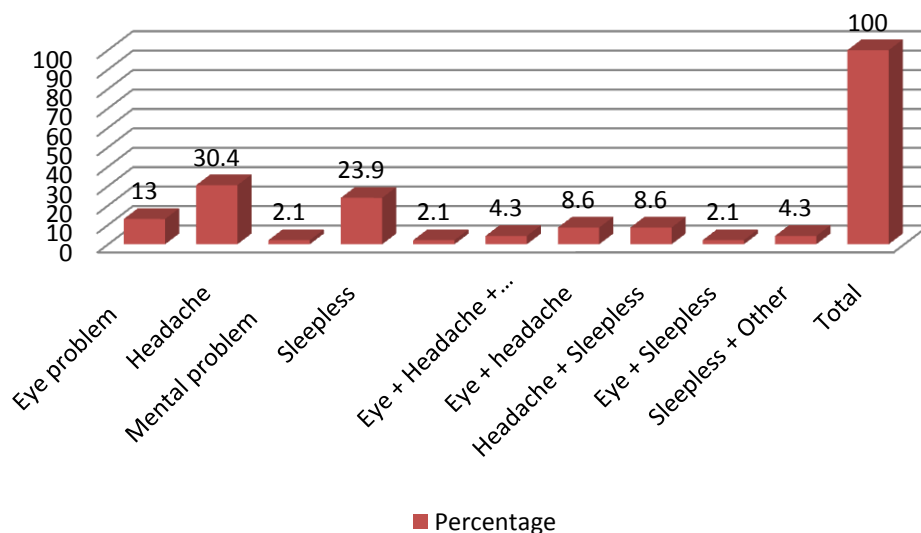
3.16 Various Health problems:

In the previous table we explained that around 59 percent children faced different health related problems because of watching cartoon on television. From there the highest number of respondents' children faced headache and the percentage was 30.4. Second highest number of

Table-16 Various Health Problems

Problem name	Number of respondents	Percentage
Eye problem	6	13.0
Headache	14	30.4
Mental problem	1	2.1
Sleeping disturbance	11	23.9
Mental problem + Sleepless	1	2.1
Eye + Headache + Sleepless	2	4.3
Eye + headache	4	8.6
Headache + Sleepless	4	8.6
Eye + Sleepless	1	2.1
Sleepless + Other	2	4.3
Total	46	100

Graph-16: Various Health Problems



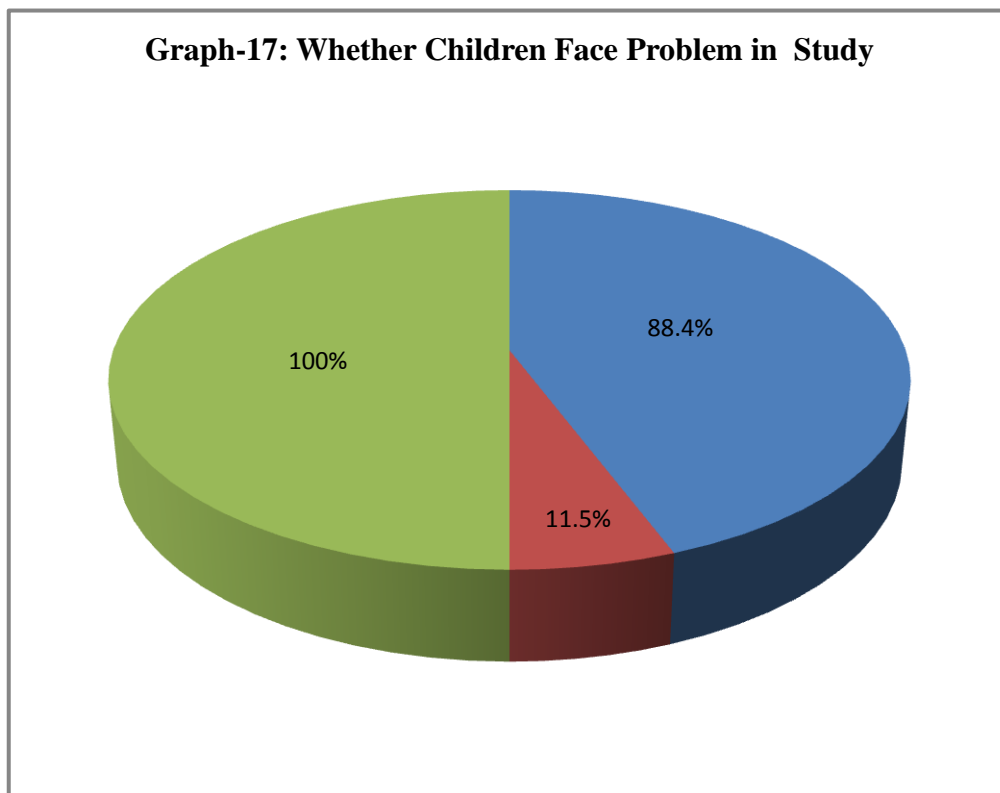
children faced sleeping disturbance and that percentage was 23.9. Third highest number was eye problem and the percentage was 13.0. Graph number 16 also shows the detailed results.

3.17 Whether Children Face Problem in Study:

Out of 78 parents 88.4 percent parents said that their children faced various study related problems because of watching cartoons. On the other hand, 11.5 percent said their children never faced any kind of study problems because of watching cartoons. Graph number 17 shows same ratio.

Table-17: Whether Children Face Problem in Study

Study problem	No. of Respondents	Percentage
Yes	69	88.4
No	9	11.5
Total	78	99.9

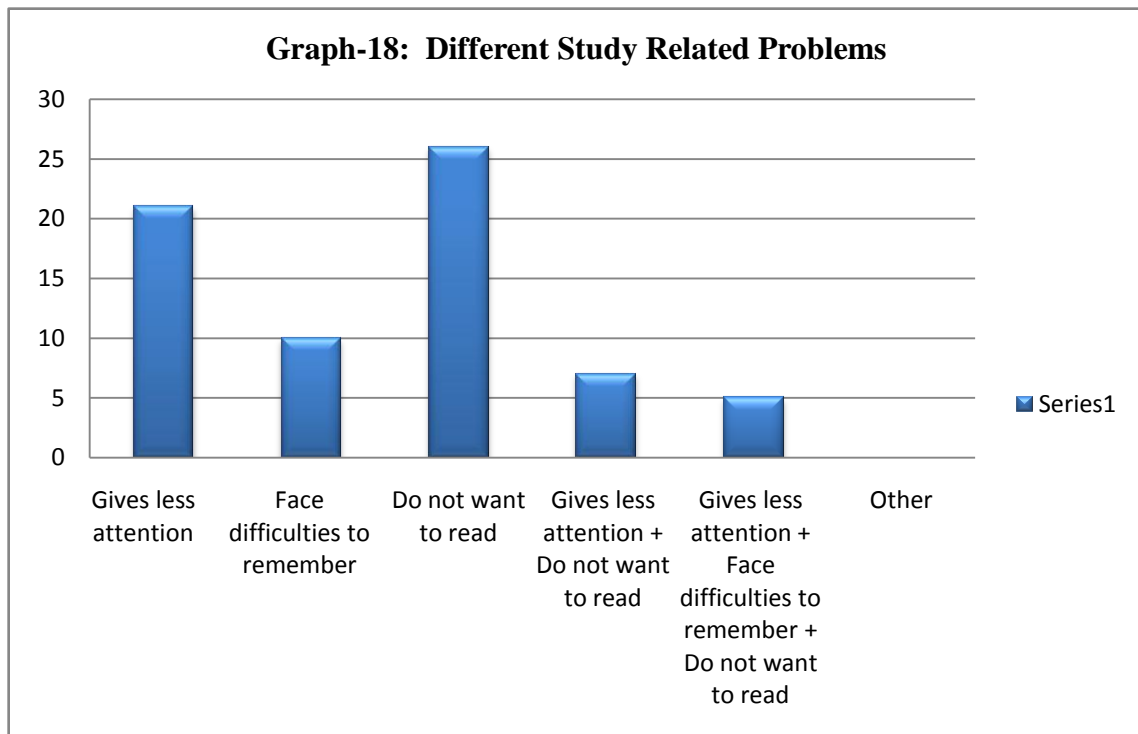


3.18 Different Study Related Problems:

Children faced different problems because of watching cartoons. The highest number of respondents has given the answer that their children did not want to study because of watching cartoons. That percentage is 37.6. Second highest number of respondents' answered that their

Table-18: Different Study Related Problems

Problem	No. of Respondents	Percentage
Gives less attention	21	30.4
Face difficulties to remember	10	14.4
Do not want to read	26	37.6
Gives less attention + Do not want to read	7	10.1
Gives less attention + Face difficulties to remember + Do not want to read	5	7.2
Other	0	
Total	69	100



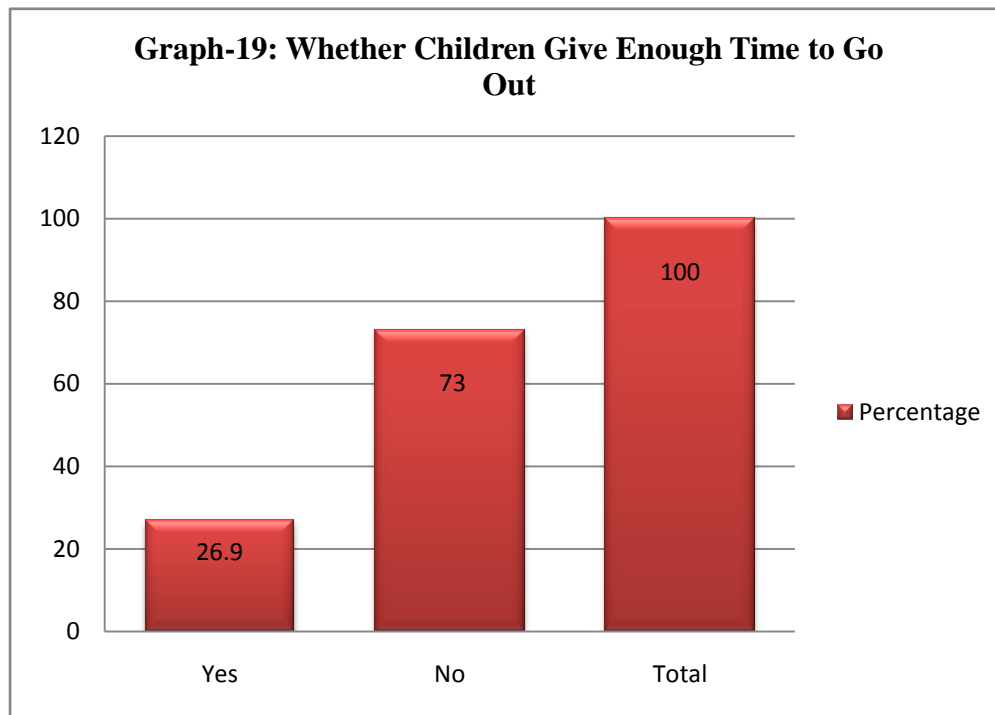
children gave less attention to study. That percentage is 30.4. Third highest number of children faced difficulties in remembering their studies. That category percentage is 14.4.

3.19 Whether Children Give Enough Time to Go Out:

Highest number of respondents has revealed that because of watching cartoon their children did not go out for playing and that percentage is 73.0. On the other hand 26.9 percent observed that

Table-19: Whether Children Give Enough Time to Go Out

Whether they gives Enough Time to go out to play	No. of Respondents	Percentage
Yes	21	26.9
No	67	73.0
Total	78	100



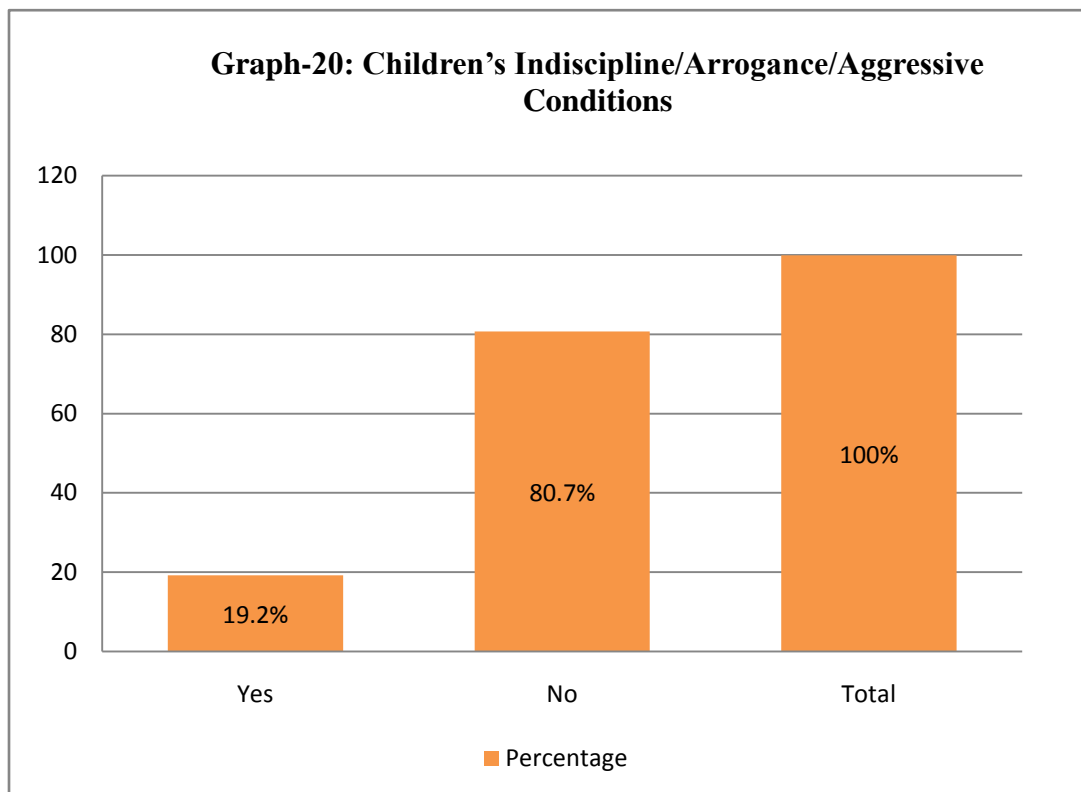
that children has given enough time in going out to play. The graph number 19 shows the same results.

3.20 Children's Indiscipline/Arrogance/Aggressive Conditions:

From the observations of the parents of the children it was found that the children become undisciplined or arrogant or aggressive because of watching cartoons on television. It was the perception of the parents not judged by any other instrument of measurement. The percentage was found low as only 19.2. On the other hand, highest amount of children's parents thought

Table-20: Children's Indiscipline/Arrogance/Aggressive Conditions

Whether they become Arrogant/Indiscipline...	No. of Respondents	Percentage
Yes	15	19.2
No	63	80.7
Total	78	100



'No' answering about indiscipline/arrogance/aggressive in the behavior of their children. That percentage is 80.7. Graph number 20 has shows the same ratio.

Analysis of the Findings

3.2.1 Respondent's Background:

In the final findings it is observed that 82 respondents come from different background. In terms of their gender, profession, age, educational quality they are specific from each other. From all of the respondents 69.51 percent are female and 30.48 percent are male. From the 20-30 age group respondent's percentage rate is 47.43 which is highest. Out of 82 respondents 48 respondents are house wife. That indicates that maximum respondents are involved with family issues. Educational background shows that 32.92 percent respondents have completed their S.S.C education and 23.17 percent respondents have completed their primary education. That means more than 50 percent respondents were came from educated background.

3.2.2 Children Cartoon Watching Habit:

Results indicated that almost 95.12 percent respondents' children or siblings had cartoon watching habit. Their majority regularly wasted more than one hour to watch cartoon series. Otherwise a big number of children waste more than 3 hours in a day. Maximum children like to watch Motu-Patlu cartoon. Smallest number of children likes Nut-Boltu. Most of the respondent believed that cartoon was the popular and easy entertainment medium for children. Parents observed due to watching cartoons 62.82 percent children copied and imitated cartoon characters.

3.2.3 Behavioral Impact on Children:

Due to watching cartoon children showed significant changes in their behavioral found on the perception of parents in the by the study. Most of the children language uses were found in the findings. Besides, children's life style, personality, dress up related changes was also found by the parents. Children preferred to copy cartoon language and slangs and sometimes they tried to talk with those languages. Because of watching cartoon children's aggressive, indiscipline, arrogant behavioral were found in the study. Although only 19.2 percent respondents said their children lead unhealthy or indiscipline life.

3.2.4 Health Related Impact on Children:

Children have the experiences of different health related problems. Due to watching cartoons maximum children faced headache and sleep disturbance problem. Besides, a large portion faced eye problem. This is one of the big concerns that about 59 percent respondents observed, due to watching cartoons on television mostly their children faced at least one health related problem. At least 41 percent respondents stated that cartoons watching habit did not make any impact on their children's life.

3.2.5 Study Related Impact on Children:

This is alarming that highest number of respondents said that their children faced study related problems due to watching cartoons. Most of them observed because of wastage of time in front of television especially for cartoons, children did not want study properly. Small number of parents said their children lost their attention in their reading table. And a small amount of respondents felt, because of watching cartoons children faced difficulties remembering the

contents of their book. Some other few respondents observed that their children suffering from multiple study related problems. On the other hand very few parents claimed that their children never faced any kind of negative impacts on study.

Chapter Four

Conclusions

There have been a lot of negative sides of watching cartoons perceived by the parents of the children. They considered it big concern for the children as well as parents. It has also claimed by a small number of guardians that cartoon has no negative impact on children's daily life, rather it has some positive sides. Such as, parents get enough time to manage their children through cartoons. Large number of respondents said that parents should be careful about their children's cartoon watching habit. Parents should give enough time to their children to reduce these problems. In the leisure time guardian should hangout their children and give much more time to ensure the right personality and attitude. Parents should insist their children to play with their peers group and make opportunity to play on the playground. Cartoon or media use problem increasing day by day. Recently, besides watching cartoon, mobile games, mobile apps and Internet's negative use make a big impact on children and adolescent age group. Parents should handle the cartoon programmes so that their children cannot watch or waste too much time in front of TV set. The opportunity of more informative and educational programs can help to create the consciousness among the children. Finally, a positive sense is needed to be used to reduce the negative influence of cartoon brutality on the children.

References

1. Krish, Steven J., (2006). Cartoon violence and aggression in youth, Vol. 11 pp. 547-557. (website: <https://www.geneseo.edu/~kirsh/vita/AVB360>) (Retrieved on 13 February, 2019.)
2. Daniyal, Mohammad., Hassan, Ali., (2013). “Cartoon Network and its Impact on Behavior of School Going Children: A Case Study of Bahawalpur, Pakistan.” Vol. 2(1), pp. 6 – 11. ISSN 2304 – 1366.
3. Sultana, S., (2014). Role of Cartoon: A Brief Discussion on How Cartoons Put an Impact on Children. ENH Community Journal, Volume 1, Issue 1.
4. Yousuf, Dr. Z., Shehzad, M., & Hassan. A. H., (2015). “Effects of Cartoon Network on the Behavior of School Going Children: A Case Study of Gujrat City.” International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS), Vol. 1, pp. 173-179.
5. Mistry, Kamila B., Minkovitz, Cynthia S., Strobino, Donna M., Borzekowski, Dina L. G., (2007). Children’s television exposure and behavioural and social outcomes at 5.5 Years: Does Timing of Exposure Matter? pp. 762-769.
(Website: <https://pediatrics.aappublications.org/content/120/4/762.short>) (Retrieved on 13 February, 2019.)
6. <https://masscommtheory.com/theory-overviews/cultivation-theory/> (Retrieved on 6 March, 2019)
7. <https://www.thoughtco.com/social-cognitive-theory-4174567> (Retrieved on 06 March, 2019)
8. <https://libguides.wits.ac.za/c.php?g=693518&p=4914913> (Retrieved on 06 March, 2019)
9. <http://www.phoenixpub.org/journals/index.php/jaar> (Retrieved on 06 March, 2019)
10. <https://www.researchgate.net/publication/323523698> (Retrieved on 06 March, 2019)
11. <https://www.examples.com/education/what-is-a-survey-questionnaire.html> (Retrieved on 06 March, 2019)

Annex

Questionnaire of the Survey:

Personal Information:

Your name:

1. Gender: Male female

2. Age: less than 20 20-30 31-40 41-50 51-60 61-70 more than 70

3. Profession: Serviceman Business-man housewife teacher other

4. Education: primary S.S.C H.S.C Graduation Post Graduation other

01. Do you have son/daughter/siblings?

Yes No

02. Are they watching cartoon?

Yes No

03. Which medium they prefer to watch cartoon?

TV Mobile Phone computer Laptop Tab other

04. How much time they spend on watching cartoon?

Less than 30 minutes 30 minute-1 hour 1.1.5 hour 1.5-2 hour 2.2.5 hour
2.5-3 hour more than 3 hour

05. Which cartoon your child prefers to watch?

Tom and Jerry Motu-Patlu Shin-Chan Gopal-Bhar Honey-Bunny Doraemon
Nut-Boltu Others

06. Cartoons are easy way for entertaining children?

Yes No

07. Do you think, cartoons are most popular entertainment for children?

Agree Fairly Agree disagree Do not know the answer

0 8. Do you think children copy/imitate cartoons?

Agree Fairly Agree disagree Do not know the answer

09. Have you noticed ever that your child is classifying himself with the name of his favorite cartoon character while playing with other siblings and friends?

Yes No

10. If yes then which character they follow?

.....

11. Do you think Cartoon impact on the children behavior?

Yes No

12. If yes, then which behavioral changes you observe?

Linguistic life style personality Dress-up other

13. Have you noticed your child acquiring the other languages?

Yes No

14. Does watching cartoons affect your child cognitive skills?

Yes No

15. Does your child face any health related problem?

Yes No

16. If yes, then which health problem you observed?

Eye problem Headache Mental problem Sleeping Disturbance others

17. Because of watching cartoon does your child face any problem in their basic study?

Yes No

18. If yes, then which study related problem you observed?

Gives less attention face difficulties to remember Do not want to read other

19. Beside your home have any children playground?

Yes No

20. Because of watching cartoon does your child give enough time to go out and play with?

Yes No

21. Do you think your child become indisciplin/arrogance/aggressive because of watching cartoon?

Yes No

22. If you think your child become indisciplin/arrogance/aggressive because of watching cartoon which prevention you should care for them?

.....
...
.....