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Constructing Gender Roles on YouTube Kids for Children

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Abstract

Children are important for each parent and their perceived content is also of keen importance. What they see and what meaning they get through any medium is also consequential. In the present era, most parents are trying to busy their children on mobile phones to do their work calmly. It is a fact that with rapid variation in society how it can be possible that toddlers too are reluctant to use mobile phones. Internet makes it more attractive to them, they not only play on mobile phones but also view their favorite content with ease. For video viewing, the most common source is YouTube for adults as well as children. YouTube is trying to make more room or we can say safe room for them by establishing YouTube Kids (YTK). It is much more convenient for parents to engage their children on YTK and make sure they are far from adult material. In this research paper, the impact of YTK on toddlers' learning abilities, skills and their concept of gender roles in society through Symbolic Interactionism from these videos is observed. Panofsky model is used to explain things in the light of Eastern and Western cultures. The study explores children having good English skills by using YTK. The problem arises in the way of content. Problems like aggression and Inferiority complex are also observed.

Keywords: YouTube kids; toddlers learning; gender role; child perception; iconography

Introduction

Social media is the most emerging technology in the 21st century, with the variety of options, YouTube gained more attention in video watching. According to DEMANDSAGE statistics, there are near about 2.6 billion active YouTube users and 106 million YouTube Kids apps are downloaded all over the world (Ceci, [2022](#)). YTK has become more popular due to its features, such as; only kids-based content is being included, learning material for toddlers, recognition of alphabets and numbers (abc... and 123...), color names, vegetables and fruit names, etc. Many researchers

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described YouTube as a tool for learning. Children's English speaking and communication skills are enhanced due to YT. They learn language and communication skills to convey their feelings and wants in social interactions during preschool years (Imaniah et al., [2020](#); Perween & Hasan, [2020](#)).

During the Covid-19 outbreak, toddlers learning through this medium become more practiced but it creates new demands. Home-based learning starts for school-going children and same way toddlers are more attracted to this medium. Different age groups of children learned different attitudes and behaviors from watching videos on YTK, girls and boys equally use this platform. YTK Channels affected children's social learning and socializing. Children's physical activity levels declined at the same time.

Researchers observed that children's linguistic development has detrimental impacts on them, such as aggression and body language. They are more likely to be exposed to foul language and content (Qadri & Akram, [2020](#)). Information through this media can be harmful to meet ongoing social relationships (Inwood, & Zappavigna, [2021](#)). Researchers revealed that YTK had both positive and negative effects on children, some were influenced by violent and aggressive videos (Hussain et al., [2022](#)).

The purpose of this paper is to analyze the notions represented in YouTube Kids videos about gender and gender roles in society. It covers interception (icon & theme) that emerged in YTK compared to our cultural model. This study helps to navigate the direction of children watching YTK in the on-going scenarios. Their way of thinking and decision-making are arguing, affected by what they see, hear and perceive through these videos. A variant of the well-known video-sharing website YouTube created YouTube Kids just for children. They can explore and watch videos online in a secure and child-friendly environment. A wide range of instructional videos, including those on science, math, history and other subjects are available on YouTube Kids. Several of these movies are created by reputable educational platforms and groups. YouTube Kids is a resource that parents and guardians can utilize to aid in their child's education. They can create educational video playlists that are appropriate for their child's age and interests (Azzopardi et al., [2012](#)). To make sure that their child is only watching appropriate videos, they can also impose time restrictions and restrict particular kinds of content.

YTK is not only improving children's vocabulary and communication abilities but also makes sure they receive emotional support within difficult life circumstances. For this, it is crucial to remember, that guardians and parents should constantly keep an eye on how their children are using YTK. It is crucial to make a balance between screen time and other pursuits like reading, exercise and socializing with loved ones and friends.

Mobile Parenting

Nowadays, it has become a typical parenting practice to keep their children busy on phones. Even for school-going children, parents who have employment obligations are usually unable to give their children proper time (Gennetian et al., [2019](#)). Mobile parenting becomes a custom, keeping an eye on what they view is also difficult but YTK has made it much simpler by making a lot of prohibited literature inaccessible to children. As researchers said that YouTube's solution was to promote good governance (Tarvin, & Stanfill, [2022](#)). The current solutions for YT are not very effective in immediately identifying unpleasant content. Its existing in-place remedies are poor at quickly identifying upsetting content (Papadamou et al., [2019](#)).

Mobile phones are useful for Parents who are away from their children so they can easily stay in touch with them. To assure the safety of children, parents can utilize location-tracking apps. They can stay in touch with them all day long by using messages or video chat apps. This gadget is useful in educational resources too. Children can learn new things yet parents must strike a balance between using mobile devices and other parenting strategy. There is an issue that needs to be fixed. YTK is a part of an app economy that is increasingly focused on keeping children's attention and making money in the market (Burroughs, [2017](#)). So parents need to keep an eye on the literature circulated through this medium.

Creation of Children's Perception through YouTube Kids

Like monkeys, children picked up new lists faster in a social setting where they could watch an expert perform it than they did in a baseline situation where they had to acquire new lists purely by trial and error (Subiaul et al., [2007](#)). The Symbolic Interaction Theory applies here, toddlers perceive meaning using symbolic interactionism while watching videos on YTK and act the same way that they set in their minds.

YTK is an entertainment means and same time it generates a child psyche too. Children learn; what to speak, how to speak and react during a speech? Teaching them when to speak is another responsibility. Children who have greater emotional management and less internalizing symptoms tend to have parents who have stronger emotion regulation skills or who have fewer issues (Zimmer-Gembeck et al., [2022](#)). Researchers also focus on privacy and children's rights with datafication (Leaver, & Nansen, [2017](#)). Brands focus on children to persuade them to sell their products. The videos of Unboxing of Toys are also the most viewing, it keeps children interested. It is a way of quick commercializing (Craig, & Cunningham, [2017](#); Nicoll, & Nansen, [2018](#)).

YouTube Kids App as Culture Invaders

YouTube Kids is specifically created for the children; the main purpose is to entertain children. The YTK app is one of the examples of children's digital playgrounds (Smith, & Shade, [2018](#)). It makes its viewers captive, children watch videos and it becomes more resistive for them to leave it. They want to complete what they are seeing and don't want to miss any of its action (Boerman & Van Reijmersdal, [2020](#)). Viewing different cultures may disturb their cultural norms and values as they adopt practices that observe in these videos.

YTK offers a venue for the distribution of media information that could not comport with the values and beliefs. With the variety of channels and videos selected for young audiences, it has the potential to invade cultural norms. This app may also contribute to the commercialization of youth, which involves treating children more like commodities to be bought and sold than as individuals with particular wants and needs.

According to scholars' observations, viewers are continuously switching videos when they have a variety of options. The visualization of another culture starts penetrating for the YTK watcher, he/she starts to perceive a new reality as Symbolic Interactionism Theory starts working. YT genres challenge traditional norms surrounding children's media (Balanzategui, [2021](#)).

On the other side, supporters of YTK contend that it offers a useful educational and entertainment resource and parents and other adults can utilize the platform's safety tools to make sure that children only view content that is appropriate for their age.

Gender Role

The final segment of my topic is gender roles. Male and female are the first impression that we perceive from this word. Gender role is different from sex; it is more about the socialization process of what and how men and women should behave in the context of biological, evolutionary or cognitive developmental ways. Social learning theories explain the formation of gender stereotypes and gender schemes, followed by discussions on how family, education, workplace, media, and cultural settings would further reinforce the pre-existing gender role. Bronfenbrenner's ecological theory is applied to conclude how different social contexts interact and impact the development of gender roles (Leung, & Ng, [2015](#)).

Many researchers stated that pictorial information is more useful in creating better perception. It is a more attractive and influential way of expressing the relevant meaning to others through media. Greater contextual knowledge of video descriptors led to better outcomes in the identification and categorization of child-appropriate video content (Yousaf & Nawaz, [2022](#)).

Iconography

The study or interpretation of visual images and symbols used in literature, art, and other kinds of communication is known as iconography. It entails examining the relevance and meaning of the numerous components of an image, including its colors, shapes, lines and symbols.

Iconography in art frequently describes the use of particular symbols or images to represent particular ideas or concepts. Further to literature and other types of communication, iconography can be used. Particular colors or symbols may be used to symbolize certain feelings or concepts, while in cinema or television, various motifs or patterns may be utilized to depict various cultural or historical settings.

The study or examination of visual symbols and representations that appear in literature, visual art, and other forms of communication is known as iconography (Müller, [2011](#)). The term "iconography" is used to define a qualitative approach to visual content analysis in the context of visual research. It is qualitative content analysis.

The study of iconography can help us better comprehend the meanings and messages that are communicated through visual media by shedding light on the cultural, historical, and social contexts in which pictures and symbols are utilized.

There are some typical animation iconography components;

Characters: Animated figures frequently have expressive facial features, wide eyes and visually stunning and exaggerated movements. To distinguish them as members of a specific animation style or genre, they may also possess distinctive physical traits, such as animal ears or tails.

Setting: Animated settings may feature fantasy landscapes, future cityscapes, or conventional household settings. They can be both highly realistic and highly stylized. They frequently have rich, vibrant colors, exaggerated shapes and wacky angles that contribute to a sense of whimsy and wonder.

Visual idiom: Animation can be produced using a variety of methods, such as traditional hand-drawn animation or computer-generated images (CGI). Different levels of clarity, texture, and movement are used in each technique, each has a unique visual aesthetic. Animes and cartoons are examples of animation types that have grown to be known and famous in their own right among lovers of the genre.

Iconic imagery is used frequently in animated movies and TV series, and it has come to be tightly linked to the plot or the characters. As an illustration, consider the outline of Mickey Mouse's ears, the Despicable Me yellow minions, or the Pixar lamp that first appears at the start of each Pixar movie.

Method

YouTube is a for-profit platform, and content producers use it to their advantage by carefully crafting their videos with an eye toward reaching a wide audience, growing their channels, and upholding a steady goodwill and company image among viewers. We used an observational research design and extensively examined child preferences in our study. In order to supplement this analysis, we spoke with parents to get their perspectives on the videos that captivated their kids and were seen time and time again. The end result of this study identified six well-known channels that toddlers regularly watch. We chose videos at random from various channels in an

effort to provide readers a thorough understanding of the kind of content that appeals to this age range. This approach broadens the study's scope and enables a comprehensive investigation of the varied material ecosystem that appeals to YouTube's youngest audience. Six YouTube channels stood out as the most popular among toddlers in my in-depth research on the medium's content consumption. Notably, it has been noted that these channels match certain attributes that add to their appeal.

The "Diana Roma and Oliver NEW Stories for Kids" anthology on the first channel, Kids Diana Show ([2023](#)) is particularly noteworthy. This video demonstrates the channel's attractiveness, especially the characters' attractiveness based on their gender, which may help explain why toddlers watch it so frequently. The second channel, Kids Land ([2022](#)) features the video "Kaneez Fatima New Cartoon | Raiqa Ghumm Hogai | Islamic Urdu Cartoon | Kids Land". This is where Kaneez Fatima's female appeal is highlighted, adding a significant layer to the content's attractiveness to young children. The third channel, "Moonbug Kids Play and Learn," hosts the video "Blippi Visits an Indoor Playground | Kids Fun & Educational Cartoons." As an enthusiastic host, Blippi deserves praise for bringing a lively, participatory element that appeals to the children. The fourth channel, "Cocomelon - Nursery Rhymes," presents the video "CoComelon Songs For Kids + More Nursery Rhymes & Kids Songs." With 450 million views, this specific video highlights the channel's enormous popularity, which can be independently confirmed on YouTube. The fifth channel, "TigiBoo," features the video "Share is Care | Tigi Boo Kids Songs," known for its rhyming elements. Rhyming, which is prevalent on these channels, seems to be important for drawing in and holding babies' attention. Lastly, the video "[Time] Time for lunch - Easy Dialogue - Role Play" from the channel "English Singing" contributes to the study, showcasing yet another facet of content that resonates with toddlers. These insights offer a comprehensive perspective of the various techniques used by these channels, as they are based on both parental input and video content analysis. The high view counts—more than 100 million, and even hundreds of millions for CoComelon—confirm that this type of material is quite popular with toddlers, as the YouTube platform demonstrates.

We adopt Panofsky's model for my elaboration on toddlers' learning about gender roles in Pakistani society through YTK content. Erwin Panofsky (Born in 1892) was German-born fine arts professor. The work of

Panofsky was centered on the evaluation of art, especially the significance of symbols and imagery in Renaissance and medieval works of art. He created the idea of "iconology," which is the interpretation of symbols in historical and cultural contexts. The two books of Panofsky are the most well-known; "Studies in Iconology" (1939), a compilation of essays on the perception of art and symbols, and "Gothic Architecture and Scholasticism" (1951), which examines the connection between Gothic architecture and medieval Scholasticism.

Panofsky presented the Iconological Method of art analysis. There are three levels of picture reading; the initial stage is the primary/ natural level, the next is the secondary/ conventional level and the final is the tertiary/ intrinsic level. The first one includes factual explanations of what we perceive and expressional interpretations derived from the visual. The second one describes a more thorough examination of the actions or proof indicated in the first level. The third one defines pictorial information that the observer seeks to analyze the message contained in the representation from a historical point of view, looking for social and cultural connections that might deepen the meaning. Khalid (2021), uses this method in his research about Pakistani TV series Burka Avengers.

Results

The iconography of various people and locations is described in Panofsky's way of pictorial content analysis. I choose six different images from six different videos to establish my case.

Figure 1

Scene Taken from CoComelon Songs for Kids (2021)



Level 1: The frame is taken from a rhyme. The foreground contains children of various ethnicities. They have a circular and compact form. They are seen joyfully chanting rhymes. They are wearing colorful clothes that denote the freshness and innocence of their age. Their heads are bigger as compared to adults to show that they are children, and have different physiques. The difference in race shows the diversity and social acceptance of all people.

Level 2: In the middle ground, we can see the teacher with her arms outstretched, encouraging the children to dance and chant the rhyme. Her hair is braided and fluttering in the wind as she moves. Her slim and narrow facial shape indicates that she is feminine. She appears to be wearing a cardigan with complete sleeves, which is appropriate for a teacher. She appears to be caring for the children she is responsible for. The background depicts the vibrant walls of the classroom, which are adorned with green bulletin boards, paper chains, and swing sets.

Level 3: This animation depicts the culture of the West. The dress code and manner of interaction vary between Eastern and Western cultures. Junior-level education is quite distinct, but it is rapidly evolving as instructors become more interactive with all students, regardless of gender. In Pakistani culture, females are not permitted to be as expressive as depicted in this photograph. There are restrictions for boys and girls, but the West allows them to sit together and form friendships. Young children in Pakistan are encouraged to make companions and play together regardless of gender, as a result of the changing times. It means that it equips students with the skills necessary to pursue a career and become productive members of society after graduation. This image conceptually depicts what kind of society the internet education system working in and it is very near to the Islamic system, “Mahmood-o-Ayaz aik line mai”.

Figure 2
Scene Taken from English Singing, (2022)



Level 1: This picture is taken from an animated video. A mother standing with her three children. The younger one is feeling hungry and expressing his need to her. The children are in circular and short form and their physique is different than the adults. They are wearing colorful clothes which signifies their young age. The mother has an oval face shape and short hair which shows that she is practical, wearing a simple pink cardigan and a blue skirt to show her femininity, flat shoes that again shows her practicality as a mother. She is also wearing a watch and seems to be holding some tickets, which shows that they may have come to watch a movie. The youngest boy is shown holding his stomach which shows that he is hungry and the air cloud shows that the mother is pointing out that it's time for lunch.

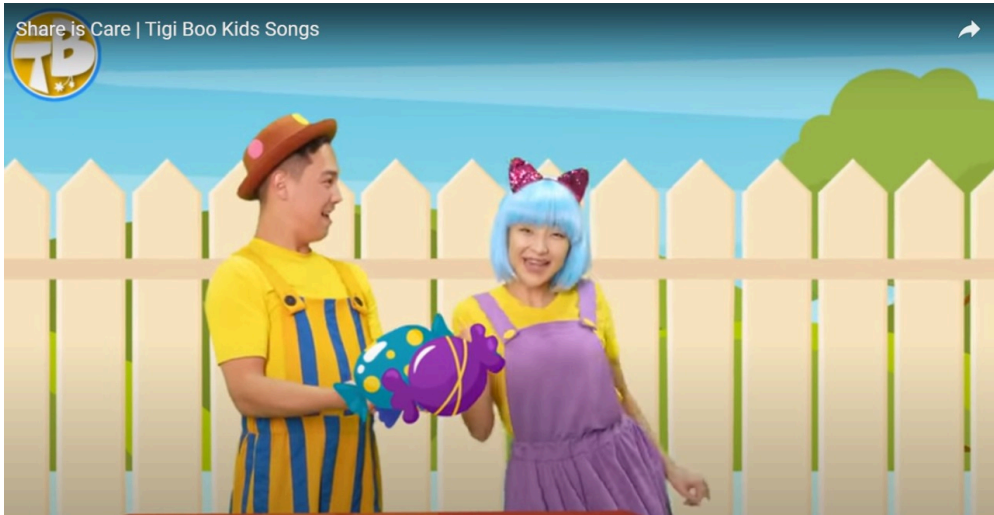
Level 2: The background scene shows that they are standing in a market place. Various boards of ads and a reception stand can be seen. The family might have come to buy things and talked about lunch time as they are feeling hungry. The market seems large and spacious.

Level 3: The animator has depicted a normal lifestyle of the West in the video which is to take family to malls for lunches and shopping. It is also

making the viewer aware of the dressing style in the West such as the skirt worn by the mother and the pants and cardigans worn by the children.

Figure 3

Scene Taken from TigiBoo Kids Song “Share is Care” (2022)



Level 1: In this image, two persons, one male and one female, are seen. The male is dressed in a bright yellow jumpsuit with blue stripes and he is wearing a hat and the image is superimposed with him holding a candies. The male has a stocky built and the bright color he is wearing is used to attract children. The lady next to him is also wearing a mauve-colored tunic and is wearing a light blue wig and she is shown holding the candies too to attract the children watching the video. Both characters seem to be excited and happy and it’s obvious they are sharing exciting content such as chanting rhymes.

Level 2: “Sharing is caring” is the subject of this rhyme. The two of them are teaching toddlers to share things as it is a good habit. The background contains a neutral cream-colored picket fence and an artificial background of a blue sky and a tree, to show that this is taking place outdoors.

Level 3: This scene is taken from a children’s rhyme in YTK. The dresses, hairstyles and background show the Western lifestyle and the colors show the playfulness of their characters.

Figure 4
Scene Taken from Diana Roma Show (2023)



Level 1: Two children (boy and girl) playing with their younger brother. Celebrating something. The girl is seen wearing a sky blue printed sleeveless frock and has her hair tied up in two ponytails. She is stocky in form signifying her young age. She seems to be dancing as if celebrating some event. The second figure is of a toddler who is also wearing blue, and is wearing shorts and his physique is quite small compared to his siblings and he seems to be participating in dancing with his siblings. The third person is a young boy who is taller than the rest and is wearing red and he also seems to participating in the dance. The colorful clothes worn by all three children depict the playfulness and youngness of the content displayed and are apt to attract young audience.

Level 2: The background has a brightly colored picket fence in the form of props and a plantation which shows that the activity is taking place outdoors which signifies the Western love for the outdoors and recreational activities.

Level 3: Singing and Dancing is a common practice in the West. Although the West loves the outdoors for recreational activities, the East enjoys the same love for the outdoors. The dresses of the children show their culture. The Western way of celebration is expressed in Diana Roma and Oliver's story by singing and dancing, expressing their happiness.

Figure 5

Scene Taken from Moonbug Kids Play and Learn, Blippi Visits an Indoor Playground (2022)



Level 1: A man is Holding a toy Dinosaur and is seen wearing a brightly colored costume, hat and glasses. The man looks fit in form which shows that he does a lot of physical activity for the show. He seems to be talking animatedly as if explaining something and is holding a toy dinosaur, about which he is probably explaining to the young viewers. He is in a large tub of toy balls to show a playful environment while he explains something educational about the dinosaur. The oversized and bright orange colored glasses depict that he is going to explain something very informative.

Level 2: The background is an indoors playroom with various brightly colored swing sets and toys set in place.

Level 3: Blippi, a pen name for Stevin W. John, is a YouTube educator and children's entertainment from the United States of America. This is common in the West where people dress up in brightly colored costumes to attract young viewers while educating them to engage their young audience.

Figure 6

Scene Taken from *Kaneez Fatima*, Raiqa Ghumm Hogai (2022)



Level 1: There are three characters in the image. All three characters are seen wearing hijab which shows that they belong to a Muslim family. The character is wearing green colored cloths, and has an oval face with large facial features that are typical of the eastern females. The hijab she wears has a flower pinned to it which further enhances her femininity. She seems worried and is seen explaining something with her arm raised. She is wearing multicolored hijab which shows that she is dressed according to her age. The second character is seen wearing pink with orange hijab and seems younger. The third character's back is facing the camera and is seen wearing a pink scarf. Three of them are talking on some issue.

Level 2: The background shows that the conversation is taking place in a brightly colored spacious room which has a class window and a sofa. A balcony and a window can also be seen. The scene is taken from *Kaneez Fatima* a show run by Dawat-e-Islami. A contribution made to animation medium by the Pakistani community.

Level 3: The dress code in this image depicts an Islamic point of view regarding dressing and although not for all but some, an Islamic lifestyle.

We found the answer to my first question in the literature review. Children watch cartoons and animated programs, and videos for education

like the alphabets; counting or name of colors, vegetables and fruit names, and toy Unboxing is also viewed mostly. As most of the videos are prepared by Western video makers, it is not an easy task to teach our children our own culture while they are constantly under the influence of these videos. To tackle this issue, videos content must be prepared at the local level under the influence of our traditions. Being a worldwide platform, it is a fact that YTK has the potential to influence East and West cultural ideas.

Gender Role Perceived By Toddler In These Pictures

Pic 1: Techer is female. Boys and girls can sit together. It is not likely in Eastern culture as cultural norms do not encouraged boys and girls to have relationships like boyfriends or girlfriends.

Pic 2: Although both mother and father play vital and complementary roles in a child's upbringing but role of the mother is much more important. She usually gives more time to her children than her father does.

Pic 3: Boys and girls can sing and play together. It is a common practice in the West but not as common in the East.

Pic 4: Sense of happiness is singing and dancing. No matter if you are a boy or a girl.

Pic 5: In this picture, the feeling of the boy is shown when he finds his favorite place.

Pic 6: A daughter learns from her mother; her talking way, dress style, etc.

In iconographic analysis, different themes are observed in the following different pictures taken from YTK videos.

Table 1
Themes

Sr. No.	Place & Characters	Description and idiosyncrasies of Icons	Connotations	Themes
1	Teacher	1. Seen wearing a mint green baggy cardigan as suits young female teachers in the west 2. Her simple hair braid shows her simplicity and	1. The mint green color she is wearing is neutral which is benign and harmless. Rather it's	Stereotype: Teachers are stereotyped by their simple dress and hairstyles which show

Sr. No.	Place & Characters	Description and idiosyncrasies of Icons	Connotations	Themes
		uncomplicatedness and her plain focus is her job of teaching 3. She is seen smiling while singing which shows that she is an engaging and interactive teacher	inviting which is suitable for children to be attracted to and feel safe around and gradually warm up to. 2. Educated middle class 3. represent focus, strength, progressiveness, care and warmth.	conformity with the rules of society.
	Children	4. The children are seen wearing colorful and bright clothes that suit their young age 5. Their short and different hairstyles depict their playfulness 6. They all seem to be dancing and chanting rhymes joyfully	4. The bright colors worn by the children depict their very young age and are used for their cognitive stimulation to vibrancy. 5. Represent childhood, innocence, playfulness.	Stereotype: Children are being stereotyped by their brightly colored clothes and their physique which show their innocence and playfulness.
2	Mother	7. Mother is seen wearing a pink full sleeve cardigan and a simple blue skirt as suits young mothers. 8. Her short hair shows practicality since she is a young mother and has a lot of responsibilities. 9. She seems to be caring as her son is holding his stomach indicating that he is hungry so she tells them it's time for lunch.	6. The colors worn by the mother are feminine and neutral at the same time depict her responsible role in society as a mother. 7. Represent care, warmth and responsibility.	Stereotype: The mother is stereotyped as a responsible, practical figure in the society in the West.

Sr. No.	Place & Characters	Description and idiosyncrasies of Icons	Connotations	Themes
	Children	<p>10. The children are short and have stocky and circular forms. They are seen wearing varied colors of cardigans and trousers which is the norm in the west</p> <p>11. The youngest boy looks hungry as he is holding his stomach which is rumbling</p> <p>12. The children are with their mother so it seems they are under her care</p>	<p>8. The colors worn by the children are in blue tones which denote that they are males. They are wearing colorful trousers which show that they are carefree and playful</p> <p>9. Represent childhood, innocence and even being carefree</p>	<p>Stereotype: The attire of the children depicts their lifestyle in the West which at their age is to be carefree, under the protection and care of their parents and playful.</p>
3	Man in jumpsuit	<p>13. The man wearing a yellow jumpsuit is stocky and has a circular form and his colorful attire shows his playfulness</p> <p>14. He seems to be chanting rhymes and holding candies to attract children viewers</p>	<p>10. The colors worn by the man show the playful and joyful role he has taken up to engage the children audience</p> <p>11. Represent playfulness, and joyfulness</p>	<p>Stereotype- The attire of the man shows casual wear since it's a jumpsuit and bright yellow, signifying the nonseriousness of his character and just being playful</p>
	Woman in tunic	<p>15. The woman in mauve tunic is slim and is seen wearing a blue wig to attract children while she chants rhymes</p> <p>16. She seems to be chanting rhyme while holding candies</p>	<p>12. The colors worn by the woman show her playful role to keep the young audience engaged</p> <p>13. Represent playfulness and joyfulness</p>	<p>Stereotype – The attire of the woman is childish to engage children audience. This signifies the childishness of her character</p>
4	Children	<p>17. The children are stockily built and are of various sizes wearing bright colors of frocks, shirts and trousers.</p>	<p>14. The colors and the shapes of the children show their young age and playfulness</p>	<p>Stereotype – The attire and the hair of the children are stereotyped to show their</p>

Sr. No.	Place & Characters	Description and idiosyncrasies of Icons	Connotations	Themes
		18. They are jumping and dancing around while chanting rhymes	and association with the viewers 15. Represent innocence, playfulness and joyfulness	innocence and carefree lifestyle
5	Man in bright glasses	19. This man is slim, wearing bright colors with a multicolored hat, and bright orange glasses to show that he is a playful educator 20. He is holding a toy dinosaur about which he is explaining some knowledge 21. He is in a play pen of multicolored balls that further show a playful environment	16. Since the man is slim he seems to do physical activity for educational purposes and the bright and colorful attire 17. Represent education, playfulness	Stereotype – Although the man is an educator he has to dress up in bright colors for young audience to be engaged in the show. This shows playfulness
5	Mother and other characters	22. The woman is a Muslim because she is wearing a headscarf which is adorned with a flower. This shows her inclination towards Islamic teachings regarding dress code 23. The color of her dress is green, white and a little multicolored which is typical of the east. She is holding out her arm and is saying something 24. The other character is simply standing wearing pink and is also wearing a scarf	18. The colors worn by the mother are neutral and practical while the bright colors worn by others show that they are young girls and have youthful aspirations. 19. Represent practicality, responsibility, youthfulness	Stereotype: The colors and the stance taken by the mother show her responsibility as the matriarch of the household. The scarves worn by all depict the Islamic dress code.

Sr. No.	Place & Characters	Description and idiosyncrasies of Icons	Connotations	Themes
		which shows a Muslim household 25. The third character's scarf can be seen and all seem to be having a discussion		

Discussion

Western Culture

Figures 1 to 5, all shows what the West is. Their way of living and expressions include other elements. Conversely to Eastern society, it is not considered bad in Eastern society for a boy to shake hands with a girl, sit together or play together. On the other hand, there are limitations for a couple (husband and wife) if they are in a public place they avoid talking with each other. However, with the passage of time, the degree of this behavior is not as high as it was in the past.

Western Food

As these videos are taken from the videos made for Western Children that's why deep impact of Western culture can be observed in these videos. As Figure 2 shows, when they feel hungry they think of burgers, bottles and fries. It influences our East culture too and these types of foods are in demand by our own children now. While in Punjab, people usually like to eat Nihari, bong-payee, naan-CHANNE or bakarkhani for their breakfast, Samosa and pakore are snacks, and jalebi, barfi, ghulab jamun, rasgule and chamcham are sweets.

Western Dresses

Clothes are a reflection of culture. Sindi is identified by Sindhi topi and ajrak, turban style varies in Punjab, Khyber Pakhtunkhwa and Baluchi caps are also changed. Same as cowboy hat and p-caps are common in the West and long hat in old times. In Figure 6, women are dressed up in shalwar kameez which shows that they are Pakistani women. While in figure 1, 2 and 4, girls are wearing skirts which is a depiction of Western dress style. Through YTK, children are perceived Western ideology.

Western Pop Culture

The term "Western pop culture" describes a group of cultural activities and goods that have become widely popular in the Western world, which includes North America and Europe, and have affected popular culture all over the world. Pakistani society is also influenced by pop-west culture in terms of through their television, music and films. Western films, music, art and fashion is followed, practices of West are practicing here. Facebook, Instagram and Twitter belong to West. It is more prevalent as a result of growing globalization. Many private schools practice the atmosphere as shown in figure 1.

Shades of Postmodernism

In response to modernism, the complex and diverse movement known as postmodernism was born in the latter half of the 20th century. Relativism, subjectivity and the fragmentation of meaning are stressed, while grand narratives and absolute truth are rejected. It is the merging of lines between mass and high culture, as well as between art and the real world, and the rejection to acknowledge the authority of any particular style or notion of what art should be. Gender, socioeconomic class and race are particularly influential in how national and local culture constructs individual identity.

Color Scheme of Scenes

A color scheme is a group of different shades that are used in a design, piece of art or other creative effort. It can be utilized to infuse the piece with harmony and balance by selecting the colors in it, depending on how they relate to one another. e.g. Monochromatic, Analogous, Complementary, Triadic and Tetradic. Color scheme in Figure 3 attracts toddlers; red ribbon, blue hair and yellow dresses. Background with white fencing and trees shows that they are standing in the garden. Another scenario of a garden is shown in Figure 4. Yellow, red and blue are fence colors and greenery in the background. Figure 6 is prepared in Pakistani Culture but the background color combination shows how much he is influenced by the West.

Stereotyping of Color

Making assumptions or conclusions about people or groups based on their skin color or racial identification is known as color stereotyping. It can result in prejudice and unfair treatment. A different trend is also observed

in YTK videos. In Figure 1, colors are associated with children's dresses discriminate their identity. Color stereotypes are a persistent problem that needs to be addressed and overcome by all individuals, groups, and civilizations.

Stereotyping of Races

Figure 1 shows the stereotyping of races. Where white child shows in bright color clothes and confident in their act. Whereas blacks are in dull color cloths and low-confidence in expressing himself. Among American, African and Asian children white American is more prominent than others.

Conclusion

Many researchers finding states that YTK played a vital role in child learning and perception. Toddlers get a lot through this. They not only learn but also act to perform what they perceive. Children are observed to have good English skills by using YTK. The problem that arises in video viewing is the way of content, when Eastern children try to fit Western perception in their society. Problems like aggression and Inferiority complex are observed.

Western Culture, Western Food and Western Dresses are now the demand of teenagers. They are attracted to the West because they consume this content in more quantity than their own. Western Popular Culture is the most popular among youngsters. They judge their friends and family members by Western standards. Shalwar kameez, Kurta shalwar and Achkan Sherwani are Pakistani traditional dresses but it is not as common in practice as pant shirt, three piece or vice versa in both men and women. Now, the same taste is developing in children.

Toddlers are also affected by Western way of life as they go through YTK. They learn good things but in different frame that's why they behave in different style. Feeling of happiness, sadness, stunning movements and all other acts that are viewed in western culture are mixing up east-west shades. Girls are not feeling reluctant to shake hand with boys or even give hugs. These are not practices of Eastern culture, there are limitations for both boys and girls, and crossing lines is not considered good.

The role of gender creates many great issues. I am a boy I will not do this. I am a girl why would I not do this. Look here, he/she is doing all this in these videos. These are the common statements often listened in our

houses. YTK gives the literature to children but lacks in the way of implantation on society. Differences become greater and create great gaps in relations. The role of the father, the role of the mother, the role of the brother, the role of the sister and other relations are varied. Meaning we get through these videos are different that we observed in daily routine.

YTK educate children. They know new words, way of talking, sharing behavior, when to excuse, when to apologies and many other things that help in developing good habits. Their sentiments for their relations are judged by their visual context. They learn a lot from these videos but in Western style and face many hurdles to practice their learnings in Eastern way.

Now, Pakistan also starts focusing on children's content. "Teen Bahadur" and "Burqa Avenger" are the examples of Pakistani cultural videos, either there still exists a colour of western content. Dawat-e-Islami, at this time, also focuses on children content and produce a lot of video graphical literature. Madni channel presents Ghulam Rasool (a child, wearing shalwar qamez and turbun, is practicing Islamic ideologies), Kaneez Fatima (a girl in hijab, telling others to do good things), Alphabetical Shapes (like ABC and alif bay) and many more videos that are helpful in toddlers learning are introduced. Such videos help learn in Eastern style, now it is parents' responsibility how they guide children.

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