

PREFERENCES & BEHAVIOURAL PATTERN AMONGST ADOLESCENCE OF NARELA & BAWANA AREA IN CONTEXT OF WATCHING ANIMATED SERIES

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ABSTRACT

Watching Animated Series impacts on the school going kid's behaviour in everyday exercises. It impacts the way of life further-more, social framework is developing. It is utilized for instruction, diversion furthermore, self-improvement. In pre-adult age, an understudy learns extraordinary fundamental abilities and self-mind through guardians. The gatekeepers give information base to the kid. The Study focused around the most observed class of toons, the most loved toon indicates viewed by the understudies of Narela and Bawana Region, Delhi. Time spent on watching toon and the method of watching them. The momentum inquire about intends to look at the progressions in conduct of understudies watching toon. The significant wellspring of learning is through perception of other human or watching human behaviour portrayed in TV and Films utilizing genuine and vivified characters. The study deals to look into the changes in preferences and behaviour pattern in adolescence in context of watching animated series.

KEYWORDS: Animated, Behaviour, Adolescence, Series.

INTRODUCTION

Energized toons have specialty space in the present stimulation world on account of their extension for pleasing inventiveness and experimentation. Indian TV has seen the ionisation of the vivified characters for the Indian young people. According to clinicians from ten to nineteen years old kids are called youths. A typical immature requires appropriate direction, advising, instructing or tutoring to have mettle and innovativeness to confront the truth of life. According to the report distributed in U.S. Committee of Economic Advisers (2000), youngsters

appraised "not having enough time together". The report likewise says that guardians who invest more energy with their youths have bring down rate of "issue practices, for example, smoking, liquor or cannabis utilize, lying to guardians, battling, start of sexual movement, and self-destructive contemplations furthermore, endeavors. The young people require support, direction and sustaining from the grown-up while they experience unsafe sections from youthfulness to adulthood.

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In each stage, the youngster advancement can be examined in its extraordinary perspectives, for example, physical, subjective, passionate, social and behavioral improvement. Other than physical improvement, the creating cerebrum brings new intellectual aptitudes that enhance the capacity to reason and think adroitly. The immature grow candidly and build up another feeling of their identity and who they need to turn into. They attempt to mingle and include in new routes with their companions and grown-ups. Too, they encounter a few new practices amid progress from adolescence to adulthood. An extensive populace in India is beneath 15 years who observes TV for their stimulation. According to the different examinations on youngsters conduct and learning, youngsters acquire diverse esteems and propensities as it were after the age of five. Today TV is viewed by a large portion of the youngsters underneath 15 years. They learn bunches of things while watching kid's shows, e.g. dialect/words, manners, moving, motion and so forth. Television has heaps of effect on encouraging and advancement of youngsters' esteems and propensity in India.

PREVIOUS STUDIES BASED ON SECONDARY SOURCES

According to an investigation by Kadam, Bhosale, and Bagal (2012) toon programs have turned out to be famous and imperative in kids through link organize by various channels. The examination says that kids have overlooked the significance of open air exercises, for example, playing, work out. The time spent for watching kid's shows eats the examination time, and it is identified with various wellbeing propensities. The dietary pattern of kids is too influenced in light of watching toon programs. The examination moreover centers around the physical wellbeing of the tyke affecting poor visual perception, and general physical

improvement of kid because of dietary patterns.

Bjorkqvist and Lagerspetz (1985) said that "more youthful youngsters encounter films in such a fragmentary way and don't get a handle on their plot, it isn't sure that they essentially will profit by a film with a message, for example, 'brutality does not pay'." The examination likewise explores "how youngsters intellectually, morally, and sincerely experienced three sketch of various sorts."

Ginman and Ungern-Sternberg (2003) states that "there is much proof to recommend that the message is all the more effortlessly enlisted if given silliness and in view of pictures." It additionally expresses that "toon is by all accounts in the way that it enhances recognition." Berry (1998) composes that "The change of the TV from a crate that one watches to a gadget for accepting and transmitting intuitive data now includes new sorts of psychological and emotional learning encounters" (5). Numerous learning happens while observing TV by youngsters.

Rani (2013) states that after the privatization of TV directs in India in 1991, the commitment of broadcasting in India changed. In India, the TV was presented with the end goal of training and advancement to the provincial populace. With the globalization and advancement numerous western media began their telecom in India. The barraging of excitement, news, motion picture, sports, toon divert began in India. The program of Western Media and Indian-created programs on the private systems conveyed business and material values. The finding additionally says that inside two decades, the media in India has turned into the herald of consumerism. According to FICCI Report 2013 there are 790 million TV watchers in India and 850+ TV channels.

RESEARCH OBJECTIVES

- To study the viewing preferences of the Kids.
- To study how much amount of time spend on watching animated series.
- To study the most liked genre of animated series.
- To know their behavioural patterns in viewing cartoons.

RESEARCH METHODOLOGY

The examination is joined by the usage of open space procedure through helpful testing technique. With open-ended questions, unstructured inquiries or subjective inquiries, in a review or popular feeling survey, the poll will produce quantitative information, what's more, the respondent answers the inquiry in his or her own particular word, and not by the questioner. The inquiry is sketched out in such a strategy as to affect clarification to the appropriate responses and reactions to the inquiry with a word, a sentence, a passage, or even a page or additionally, contingent upon the study or general assessment survey. Open-finished inquiries have a tendency to be more fair-minded and less conspicuous than shut finished inquiries. Open-ended addresses for the most part begin with a how, what, when, where and why (such as "Which Cartoon Channel do you watch?") and give subjective rather than quantitative data. This is unique in relation to shut finished or then again organized inquiries, for which the questioner gives a restricted number of reaction classifications from which the respondent makes a determination. It appears that open-finished inquiries are great contrasting options to close finished inquiries, where questioner needs more answer which can be recorded in settled organized inquiries. In this way, respondents can give answers to open inquiries in their own particular phrasings or in a way

that echoes the respondents' own feeling, conviction, sees rather than those of the questioner or specialist. This kind of question works well in up close and personal meetings. Thusly, the scientist made such plan to welcome all respondents to meet at specific spots to inquire a couple of inquiries identified with investigate think about and assembled information for examination of the exploration. The information was only the sincere belief, discernments, experience and perspectives about the toon observing conduct of understudy in Narela and Bawana Region area.

To apply the accompanying system, analysts have assumed the part of mediators. The respondents were considering in various school situated in Narela and Bawanaarea , who watch toon programs in TV or DVD/VCD. The name of the schools in Narela and Bawana were composed in a piece of paper and in the wake of collapsing, place them in a bowl; based on straightforward arbitrary example ten name were picked from the bowl. The school chosen based on inspecting were sent an email to lead the overview and meeting the understudy. A portion of the schools denied ask for on ground that they won't share individual data of the understudy. Two understudies were chosen from each class between 10-15 age gathering. They were welcomed for a casual gathering and advised about the study and poll, where information was gathered through concentration bunch meet. There were ten gatherings which were called at various circumstances. The date, time and place of meeting were educated before. The feelings of the respondents were noted down in a bit of paper to break down information. At the same time an organized survey was given to the respondent for the gathering of the information. The gathering was directed for 60 minutes. Aside from the expressed method a subjective research is done to assemble inside and out comprehension of toon programs.

DATA AND SAMPLE

The total sample size for the research was 100 including 50 females and 50 males. The time and venue was informed earlier. The total time span for data collection and analysis of data was 10 days.

LIMITATIONS

The investigation depended on Narela and Bawana Region which is a piece of Delhi. The think about was constrained to 100 respondents, who are a piece of metro and Sub-Urban area; so the discoveries may not be summed up because of respondent biasness. Another limitation was time and cash, yet bunches of exertion have been made to exhibit the realities and finding as clear as would be prudent. The essential information has been

DATA SOURCE: SURVEY

gathered utilizing poll technique from different schools in Narela and Bawana Region.

SAMPLE DATA

- Sample Area- Narela and Bawana Region
- Sample Size-100
- Sample method-Simple Random Sample

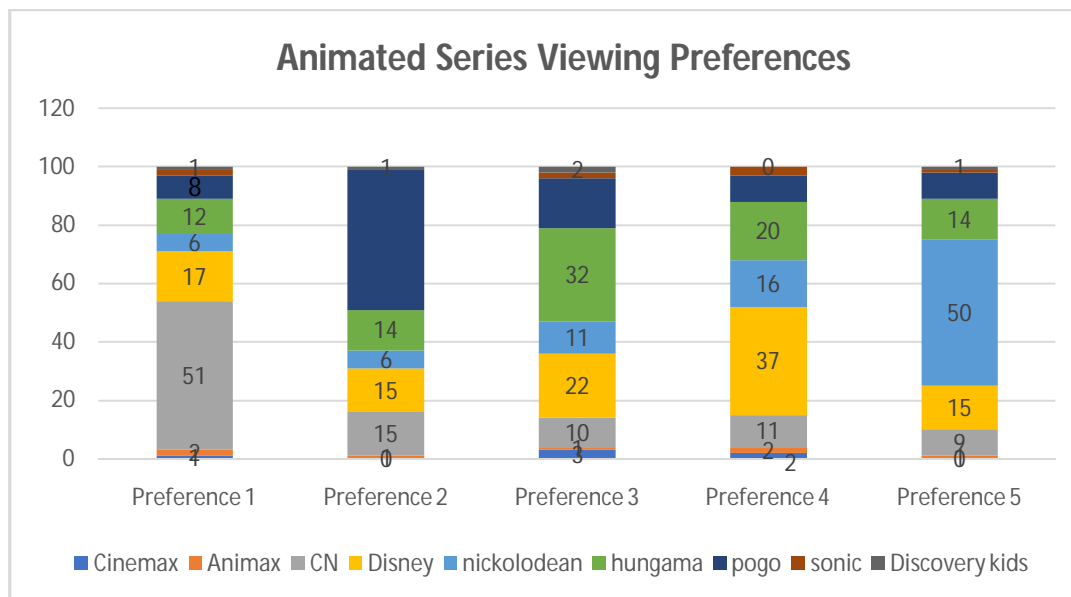
DATA SOURCES

- **Primary Data:** Interpersonal communication to the respondents
- **Secondary Data:** Research Articles, Books, Journals, Television, Internet

DATA ANALYSIS AND INTERPRETATION

Q.1) Which Toons Channel do you watch?
 (Please write in order of your liking).

Channels	Preference 1	Preference 2	Preference 3	Preference 4	Preference 5
Cinemax	1	0	3	2	0
Animax	2	1	1	2	1
Cartoon Network	51	15	10	11	9
Disney	17	15	22	37	15
Nickelodeon	6	6	11	16	50
Hungama	12	14	32	20	14
Pogo	8	48	17	9	9
Sonic	2	0	2	3	1
Discovery kids	1	1	2	0	1
Total	100	100	100	100	100



The above table and chart demonstrates that the inclinations of respondents continue evolving. The primary inclination demonstrates that 51 respondents out of 100 want to watch CN (Cartoon Network), second inclination demonstrates that 48 respondents out of 100 want to watch Pogo, third inclination demonstrates that 32 respondents out of 100

want to observe Hungama, fourth inclination demonstrates that 37 respondents out of 100 want to watch Disney and fifth inclination demonstrates that 50 out of 100 want to watch Nickelodeon.

Q.2) What amount of time do you spend watching Cartoon Channel?

TIME	No of Respondent	Percentile %
Less than 1 Hrs	29	29
1-2 hours	57	57
2-4 hours	9	9
4-7hours	4	4
More than 7 hours daily	1	1
Total	100	100

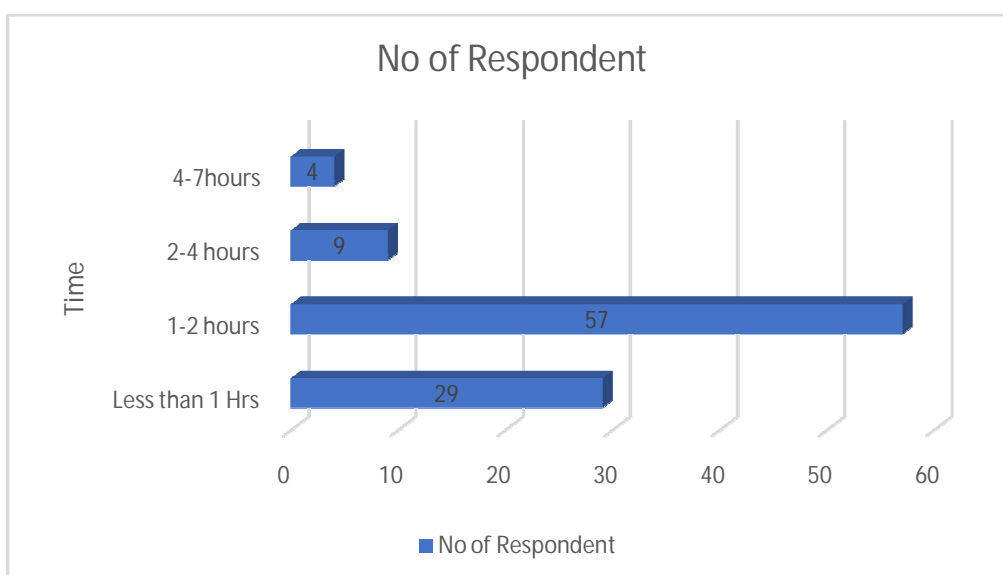
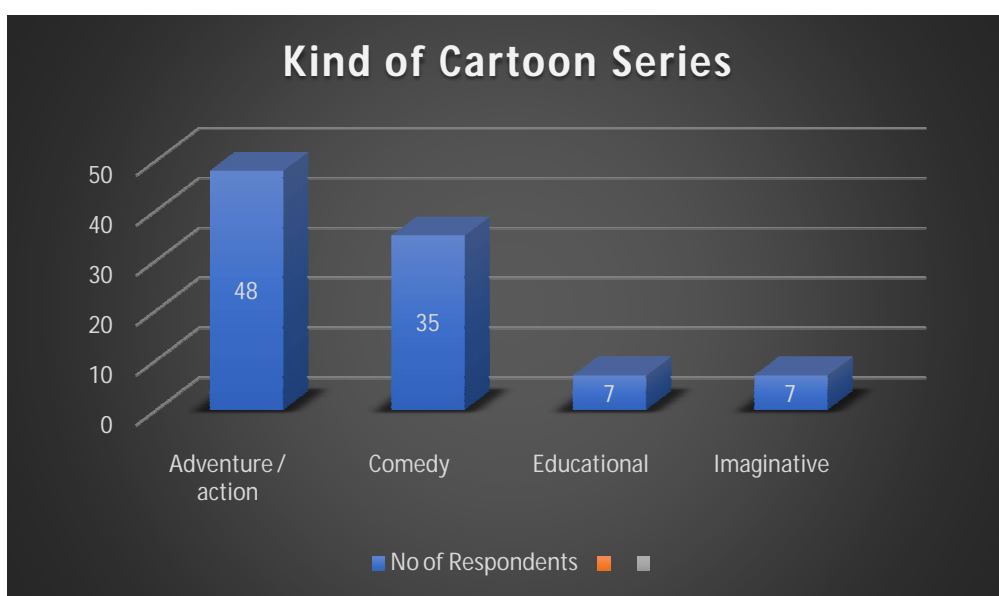


Table 2 demonstrates that around 57% respondents watch kid's shows in between 1 to 2 hours, 29% respondents watch kid's shows not exactly an hour, 9% respondents watch kid's shows in the middle of 2 to 4 hours, 4%

respondents watch kid's shows in the middle of 4 to 7 hours and 1% observe kid's shows over 7 hours consistently.

Q.3) What sort of Cartoon Series do you watch?

Cartoon Genre	No of Respondents	Percentile %
Adventure/ action	48	48
Comedy	35	35
Educational	7	7
Imaginative	7	7
Information	3	3



The above table demonstrates that 48% respondent like to watch toon in view of experience/ activity, 35% want to watch drama, 7% want to watch instructive, 7% like to watch

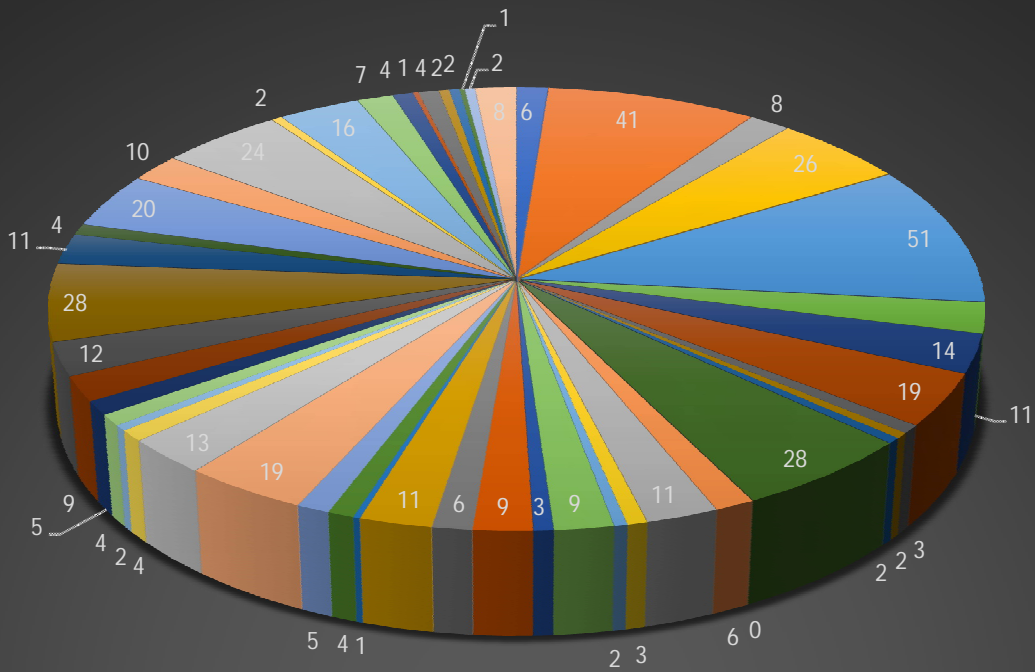
inventive toon and just 3% are occupied with viewing enlightening classification of toon.

Q.4) What are your most loved toon appears on Cartoon Channels?

	Preference 1	Preference 2	Preference 3	Preference 4	Preference 5	Total
	-	1	5	-	-	6
Bob The Builder	1	5	14	4	17	41
Avenger	1	2	-	-	5	8
Bayblade	20	3	1	1	1	26
Ben 10	10	20	1	8	12	51
ChotaBheem	3	5	1	2	-	11
Blooms	1	2	4	3	4	14
Death Note	2	1	2	13	1	19
Cindrella	1	1	1	-	-	3
Dora The Explorer	-	2	-	-	-	2

Cowardly Dog	-	1	-	1	-	2
Doremon	16	10	1	-	1	28
Girl Meets World	2	-	2	1	-	5
Dragonball	-	-	-	3	3	6
Hagemaru	-	-	3	8	-	11
Goosebumps	-	-	-	-	3	3
Hippo	-	1	1	-	-	2
Eonkid	-	-	7	2	-	9
Horrid Henry	-	2	1	-	-	3
Kid V/S Kat	1	1	3	3	1	9
Huddymera Buddy	2	-	-	3	1	6
Jonny Test	1	-	7	1	2	11
Kingkong	-	1	-	-	-	1
Motu Patlu	-	-	-	-	4	4
Micky Mouse	-	1	3	1	-	5
Mr. Bean	-	-	13	5	1	19
Noddy	1	1	2	9	-	13
Kiteresu	-	3	-	-	1	4
Mr. Makku	-	1	-	-	1	2
Oggyand Cockroaches	-	1	3	-	-	4
Ninja Hattori	1	2	-	2	-	5
Pingu	1	2	-	5	1	9
Osworld	1	2	6	3	-	12
Pokemon	7	10	3	6	2	28
Power Rangers	-	1	-	-	10	11
PowerpuffGirls	1	1	-	2	-	4
Phineas And Ferbs	3	1	4	7	5	20
Richirich	1	3	3	-	3	10
Shinchan	9	6	-	1	8	24
Roll No 21	1	-	-	-	1	2
Sponge Bob	3	2	5	2	4	16
Spiderman	1	1	4	-	1	7
Suite Life Of Jack And Cody	-	3	-	1	-	4
Ultimate Muscle	-	-	-	-	1	1
Ultimate Spiderman	-	-	-	-	4	4
Wingsclub	-	-	-	-	2	2
Transformer	2	-	-	-	-	2
Ultrabee	-	-	-	1	-	1
Snow white	1	-	-	1	-	2
Tom and jerry	6	1	-	1	-	8
Total	100	100	100	100	100	500

Favorite cartoon shows on TV



- | | | |
|--|--|---|
| ■ Bob The Builder | ■ Avenger | ■ Bayblade |
| ■ Ben 10 | ■ Chota Bheem | ■ Blooms |
| ■ Death Note | ■ Cindrella | ■ Dora The Explorer |
| ■ Cowardly Dog | ■ Doremon | ■ Girl Meets World |
| ■ Dragonball | ■ Hagemaru | ■ Goosebumps |
| ■ Hippo | ■ Eonkid | ■ Horrid Henry |
| ■ Kid V/S Kat | ■ Huddy mera Buddy | ■ Jonny Test |
| ■ Kingkong | ■ Motu Patlu | ■ Micky Mouse |
| ■ Mr. Bean | ■ Noddy | ■ Kiteresu |
| ■ Mr. Makku | ■ Oggyand Cockroaches | ■ Ninja Hattori |
| ■ Pingu | ■ Osworld | ■ Pokemon |
| ■ Power Rangers | ■ Powerpuff Girls | ■ Phineas And Ferbs |
| ■ Richirich | ■ Shinchan | ■ Roll No 21 |
| ■ Sponge Bob | ■ Spiderman | ■ Suite Life Of Jack And Cody |
| ■ Ultimate Muscle | ■ Ultimate Spiderman | ■ Wingsclub |
| ■ Transformer | ■ Ultrabee | ■ Snow white |
| ■ Tom and jerry | ■ | |

As indicated by the above table and chart it can be seen that the majority of the most loved cartoon program watched by the respondent is Doremon, followed by the Shinchan and the keep going on the third inclination is ChotaBheem. 100 respondents were requested to give their five most loved cartoon programs. The outcome

demonstrates that out of 500 reactions (5 for each respondent) 50 cartoon programs are viewed by the respondents living in Narela and Bawana Region.

Q.5) Do you buy CD/DVD/PD's of your favourite Animated series?

	No of Respondent	Percentile %
Every time	2	2
Mostly	7	7
Sometimes	15	15
Not Prefer	15	15
Never	61	61

The above table demonstrates that 61% respondents never purchase PD/ DVD/ CD to watch toons, 15% respondents do not like to purchase PD/ DVD/ CD, 15% respondents like to purchase PD/ DVD/ CD now and again, 7% respondents for the most part like to purchase PD/ DVD/ CD and 2% respondents purchase PD/ DVD/ CD each opportunity to watch kid's shows.

Doremon. The different changes can be seen via pestering in kids and behavioural changes like adaptation of the character dialogue, moulding of voices.

The above discovering demonstrates that lion's share of respondents watch their most loved cartoon arrangement on TV. Few respondents purchase PD/ DVD/ CD to watch their most loved cartoon arrangement.

REFERENCES

CONCLUSIONS

Based on perception, discoveries and concentrate all perspectives in detail the analyst has discovered that cartoon is prominent among kids/ understudies. They watch cartoon for unadulterated stimulation. The different projects at various diversities have picked up significance in kids/ understudies through satellite stations. The accomplishment of any cartoon program is subject to its substance and introduction. Indian legendary saints, for example, Bheem and Krishna are ending up additional prominent in Indian television. And the famous among the kids is Shinchan and

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