

CARTOONS AND CHILDREN IN ARMENIA:
A QUALITATIVE REPORT ON HOW CARTOONS AFFECT THE SOCIAL
BEHAVIOR OF CHILDREN IN ARMENIA.

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OUTLINE:



- Why
- Research question
- Methodology
- Key findings
- Avenues

WHY?

- Children spend a lot of hours watching cartoons.
- Almost no research done in Armenia about the effects of cartoon.

CARTOON
NETWORK

RESEARCH QUESTIONS:

HISTORY IS CATCHING UP WITH THEM

- Main question:
 - Do cartoons have an effect on the social behavior of children in Armenia?
- Sub Questions:
 - If cartoons have an effect on social behavior, are these effects positive or negative?
 - Do these shows alter the viewers perspective of reality?

DEARBODY & SHERMAN

METHODOLOGY

The background features a colorful illustration of the Teen Titans Go! characters. Robin is at the top left, holding a red sword. Cyborg is in the center, holding a blue device. Starfire is at the bottom left, holding a book. Raven is at the top right, holding a book. Beast Boy is at the bottom center, holding a book. The text 'TEEN TITANS GO!' is written in a stylized font at the top center.

- Questionnaires to parents
 - Parents of the five children.
- Experiment/Interview with children
 - 5 Children from Armenia between the ages 5-12
- Analysis of cartoons
 - Five different cartoons based on the children's favorite cartoons
- Analysis of answers

FINDINGS:



- High level of language acquisition.
- Depending on the age: No gender biases.
- Not very violent.
- Very social.



LIMITATIONS AND FURTHER AVENUE :

- Bigger sample size.
- Specific cartoon and specific episode.
- Language acquisition test.



THANK YOU!