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Positive Cartoon Animation to Change Children Behaviors in Primary Schools

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Abstract

Cartoon Animation has great impact on children's mind, because all children love to see cartoons. In the media world nowadays, it has created the Reward Center in technologies, and caused many syndromes to children. It affects the new generation with more aggressive characters and negative minds in sociality. Moreover it obstructed their learning of right behaviors.

This is a big problem in many societies. The author tried to relieve these problems by 2D cartoon animation, which is the media close and easy to get to children. The 2D cartoon animation is presented to a sample of 200 students from 4 primary schools in Thailand. The objective is to create a good habit of positive thinking in social life. After the animation presentation, the researcher observed the response, questionnaire, interviewed and evaluated feedback in questionnaires. There is a sign or trend that children's aggressiveness in mind decreased in short term, and has the potential to be changed in long term.

Keywords: Positive cartoon, 2D cartoon Animation

Introduction:

Children is the future as we knows, their right behavior that can be accepted by social were established in family, communities and sociality. The child now is very different with the several years ago. It's the real problem to the parent, teacher and government for handling. That was a serious public problem in many socialites around the world, one of the main causes was media influence. (Saman Gnangsanit, 1999 p. 29) The children in common society will be easy to accepting influence from environment and they have good memorize to do anything because of stimulant. The brains can help to learning and doing anything. It's transforms to be their negative lifestyle and copy cat behavior (Dr. Pang Shinnapong, Oct 2004) Children will be view violence as an acceptable way to settle conflicts. (Congressional Public Health Summit, 2000).

The media violence affects to their behavior (Congressional Public Health Summit, 2000). Children are affected at any age, but young children are the most vulnerable to effects of the media violence (Bushman, 2001) Children behavior changed might to opposing or support the individual value of person in the future. It's requires taking heed and requiring to be anticipated. (Septiadi ,2009:1)

The exposure to media violence is positively related to subsequent aggressive behavior, aggressive idea, arousal and anger and a negative effect on helping behavior (Bushman, 2001). Particularly children in primary school – middle childhood; their norms were change in aggression and victimization in the age under adaptive to their social context in school and associated, in term of industry inferiority moral (Erikson (1968) Moreover, it has created the Reward Center in technologies, antisocial behavior and other syndromes to children. Those negative behaviors are affecting attitude and learning achievement. In this research, we focus on the violence cartoon which is created by commercial conceptual. The author tried to relieve these problems by created and developed the positive cartoon animation, because cartoon is close and easy to get for children in this age. And cartoon is not just a picture but they have character as like real object and life than they can to influence beholder emotional and acting. The first capture the attention, interest and desire of children to focus on and crated fast remind in their memory (Sucha Chanaim, 1987) The child in primary school know how to "handling imagine" they were in the latency steps which already able to developing hard works to learning social environment, so that parent and teacher must be aware and giving more attention to them. They like to watch cartoon than reading. George Boeree (2008:390)

The behavior changed of children of the research purposed mean the right behavior such a positive manner or character as polite, sympathy, gentle and more to motivate themselves to be access especially in learning, but behavior changed might be take more time to achieve and spend more time to practice.

Objective of the research:

Advantage from these research use data information to

1. To develop the cartoon animation that can be change negative behavior to create positive and right behavior to children or, use it for the response to pay attention before learning.

2. Teacher would be used data try to find match learning tools to persuade efficiency for children in primary schools for learning achievement.
3. To study how the children behavior affect to positive media (Cartoon Animation)

Materials Methods:

❖ **Population and Sampling Group**
   o Research location was selected with the simple random sampling system 4 primary schools (2 publish schools and 2 private school).
   o Sampling group consisted of 200 student grade 1-6 in 4 Primary school with the simple random sampling system by teacher in each school.
      • Younger :   Grade 1-2
      • Middle: Grade 3-4
      • Higher: Grade 5-6

❖ **Research Design :** Type of research is experiment and survey

   Identification Variable:
   There are 2 type variable in this research:
      Independent variable: Sample of The Positive Cartoon Animation
      Dependent variable: Children behavioral Change

❖ **Research Tool and Operation:**
   The research wants to know effect independent variable to dependent variable by random method with

   o Questionnaire: It consist of attitude and behavior change test and proved by the expert
   o Test : Pre and post test by same question
   o Interview sample: By random

      • Making 1 group (6-7 students by each grade of 4 Primary Schools)
      • Give them the same question (Pretest)
      • After finish watched the sample cartoon gave them with the same question and free to choice (Posttest)

      ❖   **Data Collection Method :** Use SPSS for statically calculation

Results:

1. Younger group (Grade 1-2) can be changed behavior the most than other groups.
2. Middle group (Grade 3-4) can be changed the least.
3. The children who like the treatment have the potential to change behavior more than children who dislike.
4. Mostly of sampling like the treatment (Sample Cartoon Animation)

		Frequency	Percent
Students	Like	169	85.5
	Dislike	31	15.5
	Total	200	100.0

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Grade	200	2.12	.830	.059
Gender	200	1.36	.481	.034
Behavior change	200	1.14	.343	.024

$\overline{X} = 1.14$ Standard Deviation = .343

Conclusion

- Refuse Null hypothesis, accept Research hypothesis at level of significance 0.05
- Behavior change more than not change of student after watched the treatment sample

Grade * Behavior change Crosstabulation					
			Behavior change		Total
			Change	Not Change	
Grade	Younger	Count	54	4	58
		% within Grade	93.1%	6.9%	100.0%
	Middle	Count	47	13	60
		% within Grade	78.3%	21.7%	100.0%
	Higher	Count	72	10	82
		% within Grade	87.8%	12.2%	100.0%
Total		Count	173	27	200
		% within Grade	86.5%	13.5%	100.0%

Discussion:

Limitation

1. The behavior changed need more time to keep the exactly data, and it have to repeat testing more time and it's should be need more data from their parent and teacher.

2. The children might be bias towards size, color, sound effects, lighting and their inter-relationships and emotional contribute of media and research method.

Conclusion

1. Media had effect to children behavior and keep it into their character in the further
2. Cartoon animation with conceptual can be release their aggressive behavior and created the right behavior,
3. It's should be develop the conceptual cartoon animation in curricular to support their learning abilities.

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