The Diversity and Inclusivity of Content Available on the Youtube Kids App: An Analysis of Different Cultures Languages and Perspectives

Muhammad Azeem Sarwar

PhD Scholar, Department of Education, The University of Faisalabad, Pakistan
muhammadazeem24@gmail.com

Dawood Ahmad

Assistant Professor, Department of Education, The University of Faisalabad, Pakistan
dawoodfsd1@gmail.com

Shazia Kausar

PhD Scholar, Department of Education, The University of Faisalabad, Pakistan
shaziakausar97@gmail.com

Shazia Tabassum

PhD Scholar, Department of Education, The University of Faisalabad, Pakistan

Abstract

YouTube Kids App is now an extremely popular platform to learn and entertain kids. However, there are concerns over the absence of diversity and inclusion in the content through the app, particularly concerning representations of various cultures, languages, and perspectives. The prime objective of this study is to investigate thoroughly the issue at hand and provide a comprehensive overview of the content that is available on the YouTube Kids App. This study examines the representation of culture and language and analyses the content that children can access from diverse backgrounds. It also examines the impact of exposure to different content on children's development and social understanding. The research study is crucial because it can reveal the impact of media on their development in terms of perspectives as well as the development of their cultural awareness. This study analyses the complex relationship between content creation and usage within the YouTube Kids app, utilizing qualitative techniques like deep-dive interviews and analyzing content. This research provides useful information that can be used as a reference for parents, creators of content, and policymakers to ensure a culture of digital media that is inclusive and accessible to children.

Keywords: *Youtube Kids App, Inclusivity, Content Analysis, Cultural Perspectives, Linguistic Diversity, Cross-Cultural Understanding*

1. Introduction

The YouTube Kids application has rapidly emerged as a prominent digital platform specifically designed to meet the entertainment and educational requirements of children in the contemporary technologically-driven society. With its vast collection of content, it offers numerous videos that cover various themes and types. However, due to the constant growth of digital media and the

expanding interconnections of the worldwide audience, it has been a source of concern concerning the accessibility and variety of content that is available on the platform. The main concern is how diverse the content is represented in different cultures, languages, as well as perspectives.

In a period of transformation with a myriad of social expressions and the increasing importance of inclusion, the material that children can access through digital platforms may be a huge influence on their cognitive development in terms of socialization understanding, and appreciation of the world around them. YouTube Kids application, frequently as the first-time kids interact with the internet can be a crucial aspect in determining the growth effects that can either succeed or falter (Loose, 2023). It is essential to conduct an extensive examination of the degree to which the online platform accurately represents and values the different linguistic and social backgrounds of the users as they enter their early years.

This research provides an examination of the numerous factors of diversity and inclusiveness within the YouTube Kids application. This study aims to investigate the portrayal of different linguistic and cultural backgrounds in children's videos, study the use of content targeted to children of different backgrounds, and analyze the effects of cultural and linguistic diversity on children's cognitive development and the socialization process. (Hess Shipman & Shipman, 1965) Through the research we're conducting we aim to draw attention to the significant impact that digital technology has on the development of brains of our children. In addition, we hope to be part of the ongoing debate about the development of a digital environment that is diverse and welcoming to children.

YouTube Kids application is popular and designed especially for children. It has emerged as an online tool that is popular for kids of all ages, offering not only entertainment but also education and opportunities to be exposed to more culture. However, it is crucial to ensure that the platform reflects the diversity and variety that exists in our society. Children must have access to material that advances their comprehension and appreciation of various cultures, viewpoints, and languages in addition to serving as a source of entertainment (Torres & Mercado, 2006).

Using digital technology to consume media has become increasingly important to children's development as we move into the twenty-first century. Digital media has the power to impact people's moral convictions, worldviews, and conceptual understanding of diversity. It can also serve as a metaphor for a portal to the entire globe. Digital media should be included for more reasons than just representation; it may be used to build vital skills that will enable the next generation to successfully traverse the ever-expanding network (Sarwar et al., 2023).

This study provides an analysis of the current state of diversity, taking into account the inclusion of YouTube Kids. This should serve as a reminder to those in charge of law, content creation, and parenting that it is their responsibility to make sure children have access to the internet in a way that values inclusivity and fairly represents the vast array of cultural diversity that exists among people.

This study is significant because it will tackle a topic that is crucial to our digital age and has a big influence on how today's youth develop. Kids can engage with digital media using the YouTube Kids app, which could have a big impact on how their minds, morals, and worldview develop. This research dives into the diversity and inclusion of diverse perspectives in the content of the app dynamic to confirm that children from different backgrounds, different perspectives, languages, and cultures can access the content that accurately reflects and celebrates their different experiences. By creating an online environment that can be more inclusive and sensitive to the requirements of children from varied cultural backgrounds, this research has the potential to impact

parents, other parties, and content providers beyond the confines of digital platforms. The study ushers in a new era characterized by variety and harmony.

1.1. Objectives
1. To Analyze the distribution and representation of popular versus under-represented cultures across various video types.
2. To Investigate the translation mechanisms within the app, identifying patterns or biases.
3. To Assess the effectiveness of the app's content in representing diverse cultural perspectives, narratives, and values, and its role in fostering intercultural comprehension among young audiences.
4. To Examine the app's accessibility and inclusivity features for children with disabilities, and evaluate the presence of content tailored to their specific needs and preferences.

1.2. Research Questions
1. How does the distribution of popular and under-represented cultures in the YouTube Kids App compare between different types of videos?
2. How does the YouTube Kids App translate videos and do any patterns or biases emerge?
3. How do the contents of the YouTube Kids App effectively represent diverse cultural perspectives, narratives, and values, and does it contribute to fostering intercultural comprehension among its young audience?
4. How does the YouTube Kids App demonstrate accessibility and inclusivity for children with disabilities and does it provide content that specifically addresses their distinct needs and preferences?

2. Literature Review
Academics have shown a desire to study the diversity and quality of media available on online platforms specifically designed for children, such as YouTube Kids over the previous couple of decades. The scholars have emphasized the major role these platforms have in the development of linguistic awareness and general cognitive development in children.

Burroughs, (2017) emphasizes the significant effect of the digital age on our lives as children. She also highlights the importance of platforms like YouTube Kids app to promote inclusion and diversity in regards to the material they provide. She believes that the media landscape can change the opinions and beliefs of children. In this manner, she makes the case that it's important to check if the material on these websites complies with inclusivity standards and diversity in this technological era.

"The online world, which includes platforms such as YouTube Kids, holds significant potential as a tool to aid in the development of social and educational youngsters," Feller, & Burroughs, (2022). They support the creation of media platforms that accurately depict the nuanced realities of young viewers, giving special consideration to their multiracial and multilingual upbringings. The researchers stress the significance of this research and the use of digital media to expose kids to a range of viewpoints on language and culture. They promote the idea of global citizenship while giving children the skills they need to thrive in an increasingly interconnected world.

According to Garces-Bacsal, Elhoweris, and Garces, (2022) the significance of including relevant, diverse content from different cultures in children's media'. They also claim that the inclusion of these types of content doesn't just improve learning, but also serves as a means of bridging the gap between cultures. There are arguments for children's media that emphasize the importance of variety in both user language and culture to make it educative. You must consider different cultural backgrounds and perspectives as well as languages and views in the progress of content aimed at children.

Swartz and colleagues, (2019) state "the effects of content and media on the perception of diversities in youngsters". Through research, they draw the analysis that indicates that a variety of media, like digital platforms such as YouTube Kids App can strengthen or challenge the prevailing stereotypes and prejudices. As stated by Krcmar, content makers must provide material that both authentically portrays and represents the diversity of civilizations. This approach is important because it lets kids have critical conversations about different cultural viewpoints. Arias Badia, the authors draw attention to how important language and cultural diversity is in the classroom. Though not solely restricted to the digital age, their research highlights the importance of understanding and accepting diverse perspectives within the educational materials we utilize. This is a suitable reaction to the requirement that educational content featuring a range of cultures, languages, and viewpoints be included in digital platforms such as YouTube Kids.

According to Scolari and Coworkers (2020) examine the notion of media literacy within the realm of digital media that is geared at children. The Kids App on YouTube serves as an example of the concept. The researcher's findings emphasize the need to educate children to critically assess and analyze things, particularly in a world where media and technology readily provide access to a wide range of information and points of view (Meel, 2020).

According to Lorenz-Spreen (2023), this perspective underscores the significance of providing children with not only an array of unique and varied content but also imparting the necessary knowledge to enable them to use and comprehend the content proficiently.' The YouTube Kids app deserves praise for providing a vast selection of educational resources that cater to various age groups and preferences. (Sarwar & associates, 2023).

Useful information about the significance of play in children's interactions with the digital globe is provided by author Nansen (2019). According to Apperley's research, online resources like YouTube Kids can offer a setting where kids can engage with a variety of tales and points of view, which can help kids' cognitive development and comprehension of culture. It is crucial to remember that Apperley's conclusion incorporates more comprehensive study findings than just text analysis.

Rasi (2019) states "The concept of digital literacy and media in children,". The study highlights how serious it is to give kids the tools they need to successfully cross the digital environment. Drawing from Hobbs' research and conclusions, the introduction of the studies that are reviewed emphasizes the complex and ever-changing aspects of kids' involvement with digital media. This underscores the importance of not only providing a variety of content from a variety of sources, but also informing children on the proper use of media, involving parents in choosing content, and understanding the transformative potential of technology to help children understand diversity, inclusivity, and inclusion and the world around them.

3. Research Methodology

This research adopts a qualitative approach. The research design employed in this study is descriptive and exploratory. The chosen method for sampling in this study is purposive interview sampling. The target demographic for this study consists of parents who have children between the ages of three and twelve years and who utilize the YouTube Kids application. The parents display a wide range of cultural and linguistic backgrounds. The study included a sample size of 20 participants. The process of identifying and contacting potential participants involved utilizing online parenting forums, social media platforms, and community centers. Conducted interviews either in person or through virtual platforms, depending on the participants' preferences. Researchers conducted the interviews and subsequently transcribed the recorded conversations for analysis. Thematic Analysis was done to identify recurrent themes related to diversity, inclusivity,

and cultural representation by thoroughly examining the data. All ethical considerations were kept in mind.

4. Findings and Discussion

The research provides a comprehensive framework for evaluating the diversity and inclusivity of content on the YouTube Kids App, taking into account different cultures, languages, and perspectives. The utilization of a qualitative research design, which incorporates both descriptive and exploratory methodologies, is well-suited for examining the intricate elements of content representation. Multilingual content is essential for YouTube Kids. It is important because it serves a wide audience with diverse backgrounds. A thorough analysis must be able to look beyond the number of languages that are represented and also the quality of content that is available in all languages. Are you able to provide any videos in the various languages that are used by the users of the app that are engaging and instructive Your parents' language background is a significant element in their satisfaction with the app.

Representation in the entertainment industry is a must that takes into account the various backgrounds of the viewers. What is the way that diverse cultures are represented in the world of animated films, cartoons as well as other types that are entertainment-related media? Its significance is not just in the amount but additionally in the precise and positive portrayal of different cultures. Inspiring understanding and appreciation between children of various backgrounds has a lot of significance. Understanding the algorithms that decide the type of content that you recommend has paramount importance. Do the algorithms take into account what its customers want? Does it inadvertently favor particular languages or cultures at the expense of others the algorithm plays an important role in determining user experience. It is important to ensure that it allows for easy accessibility to a variety of information.

An analysis of the feedback provided by customers and the satisfaction of their clients is a crucial element when evaluating the effectiveness and efficiency of a product or service. Knowing the opinions and experiences of customers can provide valuable insight on areas to improve, and could help in improving your overall.

The look and functionality of the application are also important factors. Do the layout and interface consider the different cultural sensibilities? Do you have any specific characteristics or traits that help in making the app more accessible to children of different backgrounds in terms of language or specific needs? A more method of designing that's inclusive makes sure that your program has been designed to be adapted to families of diverse cultural and linguistic backgrounds making it more accessible to users. It is also crucial to examine the alliances and partnerships that the platform makes with creators of content. Does collaboration exist between creators with minority cultures and languages? Inviting creators from diverse backgrounds is not only a means to broaden the range of the content available, it also to ensure the authenticity of representation.

Safety for kids is not just about using filters to access content. It is also about the conscious recognition of cultural sensitivity. How does the app deal with subtle cultural differences to offer an uninvolved and safe environment for everyone who uses it? It is essential to consider the significance of any content that is related to social, cultural, or religious issues. Does the app engage in activities designed to enhance understanding of cultures and inclusion? Incorporating educational programs or other features that showcase diverse cultures could have a significant impact on the app's influence on children's perceptions regarding the global world.

To summarise the extensive evaluation of the range and content of the YouTube Kids App demands a careful evaluation of elements like representation of content and design and collaborations, safety and education, as well as the capability to react to user input. Through a

thorough analysis of these various aspects, the app will ensure that it meets and surpasses the needs of a large number of users including parents and children.

Translations can suffer from various errors, whether accidental or deliberate. There might be specific distortions or stereotypes evident in translations related to certain ethnicities or languages. Analyzing user feedback on translations could provide valuable insights into potential inaccuracies or sensitivities. Concerns may arise regarding the accuracy and sensitivity of translations, and user feedback can help evaluate the effectiveness of the translation process and its impact on user experience. It's essential to address any biases in how specific languages or groups are treated compared to others to ensure translations contribute positively to creating a welcoming environment.

The study of the localization process is a crucial component of an in-depth analysis of the problem. It goes well beyond translation because it involves changing the content to make it compatible with the specific linguistic and cultural norms of the intended audience. Does the program take part in the numerous efforts to localize and make sure that the translated content is not only precise in terms of linguistics but is also suitable to the culture? Consideration of the cultural context is important when it comes to creating content targeted at youngsters as it will greatly impact their understanding and the extent of their interest. An equitable and fair access to the content that is translated is vital to the advancement of inclusiveness. Examining whether people from different backgrounds have access to the wide variety of video content translated is vital. The program should be designed to avoid creating a structure of the linguistic hierarchy, which means that certain languages are given more attention and resources (Crosschild & co-workers 2021)

It is vital to know if the program contains educative content that emphasizes the importance of being aware of cultural diversity and appreciation of diverse viewpoints. It could be an issue of elements that outline the cultural practices depicted on video, or stress the importance of understanding and embracing the diversity of cultural perspectives. Educational initiatives could aid in the process of translation through the development of a deeper understanding of the diversity of cultures.

It is crucial to make use of the language spoken by children when translating materials for an audience that is young individuals between the ages of 3 and 12 years old. The translation does not need to be only accurate and understanding of the culture, but it should be tailored to ensure that it is in line with the level of language comprehension of the intended audience.

It is suggested to start by reviewing of accessibility features integrated into the application. Do YouTube Kids come with accessibility features such as closed captions, subtitles audio descriptions, and many other features? These features are crucial for children who have hearing or visual limitations. Additionally, it is important to determine the app's accessibility concerning assistive technology such as screen readers to get a greater understanding of the app's accessibility to everyone.

In addition to its technological accessibility features, the scope of the app is observed in the information it offers. Does the content cover a variety of subjects and projects that are designed to meet the needs of children with various capabilities? This includes content that caters to children of diverse capacities, characters who are disabled, or content modified to accommodate different learning methods. Inclusive content can aid in understanding the importance of children and also ensure that the individual requirements of children are considered.

A thorough analysis of the interactivity aspect of the app is crucial. Are there elements that can be interactive and can be adapted to various levels of motor and cognitive capabilities? Apps that

permit custom configurations and games that are adaptive or with interactive features specially tailored to the requirements of children with different abilities are a great illustration of the need to increase inclusiveness.

The design of your User Interface (UI) has the greatest importance in ensuring the accessibility of your website. Do you have a user interface that is clear and well-organized, allowing users to navigate easily for children with varying capacities? An inclusive user interface (UI) fashion that adapts to the diverse needs of children includes a variety of features, like the inclusion of high-contrast large icons, simple-to-use buttons, and clear navigation routes. These features make for better user experiences for children with various requirements. The idea of inclusion is the inclusion of people with disabilities within the program in and of itself. Does the program feature characters with disabilities or clips that foster compassion and understanding for those with different abilities? Educational materials that teach children about disabilities help in the development of a welcoming and caring environment.

Also, it is crucial to find out whether the program provides total parental control that permits parents to alter the program following the specific requirements and preferences of children with impairments. It could comprise steps such as setting preferences to certain types of content, setting restrictions on-screen displays, or activating specific accessibility features created to meet the unique needs of every child. Alongside the capabilities of the app in terms of functionality, the accessibility of educational materials for parents is of great significance. Does the app offer guidelines or other information for parents to use this app in a manner that allows for applications, specifically designed for children who have particular limitations? In addition, the inclusion of educational materials that permit parents to use the app's features to ensure that they can meet the requirements of their children enhances the user experience.

YouTube Kids shows unwavering dedication to accessibility and the inclusion of children with disabilities by evaluating the accuracy of the technological capabilities as well as the representation of media that interacts with user interfaces and parental control functions and also providing educational materials. Analyzing these factors will create a welcoming environment that can provide a variety of abilities, thereby ensuring the highest level of involvement and enjoyment for children with disabilities in the world of online.

5. Conclusion

The results show how important content written in multilingual languages that is not just entertaining but also educates, and demonstrates a variety of cultures and histories. The app must be in a position to prioritize both the number and range of representations available to encourage greater understanding and appreciation between children from different cultures. The importance of algorithms when recommending content, and the necessity to include feedback from parents in the creation of content and design of apps is crucial to enhance diversity and inclusivity. The research needs to dig deeper into the process of translation in the app and investigate how it impacts the representation of different cultures and languages. Additionally, investigating accessibility features accessible to children with disabilities as well as how the app can be adapted to accommodate the needs of these children is vital. Continuous feedback loops, as well as the inclusion of educational content that encourages diversity in different cultures and respect, are suggested to increase the accessibility of the application. The study analyzed the effectiveness of currently used measures for diversity and inclusion on platforms that cater to children and suggested different strategies to increase the representation of languages and cultural diversity in media that children use. Also, studying the long-term effects on children's social development resulting from exposure to diverse media on children's development and perspective could provide

valuable information about the importance that digital platforms play in building an inclusive society. Understanding the complexities of inclusion and diversity in the digital realm, especially for children, particularly on platforms like YouTube Kids can be a complex job. It requires constant determination to analyze and develop strategies to make the content better reflect the diversity of global cultures, languages, and views. This includes not only broadening the scope of content available and ensuring that algorithms can favor a wide range of media. The research in the future should be focused on several critical areas, including the effects of algorithmic biases on content diversity, strategies for engaging communities that are not represented in the production of content, as well as the effectiveness of content in encouraging understanding and empathy for young viewers. The study of the role played by feedback from parents and educators in determining content options could be a valuable source of information on the ways that digital platforms can better serve the diverse needs of users.

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