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YOUTUBE KIDS CHANNELS IN DEVELOPING YOUNG CHILDREN'S COMMUNICATION SKILLS IN ENGLISH: PARENTS' BELIEFS, ATTITUDES, AND BEHAVIORS

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Abstract

The current trend towards the use of technologies for learning focuses on the web 2.0 associated applications, which encourage young children to social interaction, as well as to knowing words and short sentences in English as a foreign language. The profusion and easy access to tools and channels for video production and sharing, such as YouTube Kids Channel, emerge as an example of such applications. The study aims to know the effect of Kids YouTube channels in building English communication skills in children. Using qualitative and quantitative methods, the researchers used one-shot survey design as the instrument given to the participants. Based on the questionnaires of parents' beliefs, attitudes, and behaviors towards YouTube Kids Channel, it is known that the selected channel can improve young children's communication skills, particularly in enriching their English vocabulary. YouTube is believed to be an effective medium that can improve young children's communication skills despite the control of parents. The audio-visual aspects of the YouTube channel have a significant role in it. During the pre-school years, children acquire the language and communication skills necessary to express their needs, thoughts, and feelings in social interactions, and they learn to respond appropriately to others. Through effective communication, they also learn to be socially competent individuals, building respectful, positive interactions and relationships with others.

Keywords: YouTube Kids Channels, Communication Skills, Young Children, Parents Controlling.

The introduction of English as a second language for children begins at the beginning of the child's development. This is done not to teach children to learn English directly, but to provide fundamental knowledge of English through words and provide the first experience in knowing English. Language acquisition in children is much helped by sound, both in the form of words or sentences (Safitri and Hakim, 2018). Innovations in electronics, digital media, Information and Communications Technology (ICT) have altered children's learning patterns. Digital media offers us the ability to express themselves and empowers them to communicate in ways that could only have been dreamed by previous generations. Creators need no longer rely on the old gatekeepers such as professional agencies, editorial boards, and producers. Digital technology enables developers to use the hardware and software in their dorms and homes to "go through" the conventional intermediaries (Palfrey and Gasser, 2008; Latta, Thompson, and Cayari, 2011).

The early studies on the relationship between introducing English through a digital platform show a significant role in children. The resulting animation and music contained in digital storytelling make children interested in enjoying the story (Tridianti, 2017). Furthermore, songs and music that can stimulate the motoric need to be done to increase linguistic intelligence, particularly in oral aspects, in children (Palupi, Hafidah, and Karsono, 2019) and children more enjoy the learning process (Aryanti and Emzir, 2016)—for junior high school students, applying YouTube in teaching English speaking successfully significant in improving students' speaking ability (Jati, Saukah and Suryati, 2019). Therefore, seeing the effect of YouTube as a social media in children's communication skills is essential amid easy internet access and ICT development.

In the past, media has always had a direct impact on children's psychological, social, and cultural development. Children's media was an important, prominent, and relevant to impact children's growth and development. Parents must be careful when choosing media for their children because the visual, graphic, and multimedia presentations have a profound psychological effect on the elderly; one should not dare to think that children would not be exposed (Kanozia and Jindal, 2019). The internet, as digital media of the 21st century, based on YouTube Channels, influences the learning and development of infants (Kanozia and Jindal, 2019), as well as English Foreign Language (EFL) learners (Hayet, 2016).

Moreover, the subsequent explosion of 4G Mobile Internet Service in Indonesia, Indonesian parents have enhanced the consumption of YouTube Kids to engage their children in the Child Rhymes and Animated Cartoon Program to provide their children with good quality content for edutainment. Nowadays, its huge subscribers can judge the popularity of various YouTube Child Rhymes channels. As for the subscribers, there are 76.7 million subscribers on the Cocomelon Nursery Rhymes YouTube channel, Chu Chu TV nursery rhymes, and 32.8 million subscribers on the Kids song (Socialblade.com, 2020). These channels have taken advantage of emerging mobile and tablet technologies to target very young children and infants (aged 0–5 years) (Burroughs, 2017). The technologies are also a part of larger parenting practices by watching television content by children on mobile phones and tablets. In fact, as of 2016, 10% of YouTube views come from content labeled as kids entertainment, and in some countries, the number represents half of all views on the entire YouTube platform (Mulligan, 2016).

Kids learning and reciting rhymes not only boosts their confidence in themselves. Nursery rhymes are as crucial to children as other learning activities based on science and mathematics. Moreover, this study shows that children who know nursery rhymes at two to six years are excellent in their English vocabulary; hence knowledge of nursery rhythms raises phonological awareness among children (Harper, 2011). Rhythms have long-term positive associations with children's development rhyming skills improve children's phonological sensitivity and readability (Bryant *et al.*, 1989; Dunst and Hamby, 2017). Sound-based language plays a vital role in the development of language as per the study of rhymes and alliteration in young children's poems (Dowker and Pinto, 1993). With the advent of YouTube and the availability of the latest ICTs such as 4 G and 5 G networks worldwide, everyone is given equal opportunities to share their content on their custom YouTube channels. Toddlers' learning pattern shifted from musical toys to small mobile screens that fit into their hands. YouTube has now become an infotainment source for parents and their children.

Psychological Concerns of YouTube Kids Channels on Children

Increasing the consumption of these YouTube Kids Channels has also raised concerns among child psychologists about the quality of child watch content on such channels. Children under the age of two are addicted to animated content and parents provide screen time for entertainment (Kanozia and Jindal, 2019), yet technology has an impact on the health and well-

being of their children, and many are alarmed by reports of malicious content on YouTube targeting children as young as two years of age (Bila, 2018). The primary significance of studying YouTube-based children’s media channels is understanding the pros and cons that directly or indirectly affect baby infants and children’s mental and physical growth. Thus, parents need adequate guidance to use such media to gratify their children’s entertaining or social learning needs. Kids media, animated, and musical content have a profound effect on children’s psychology and learning habits.

In 2015, YouTube developed a special platform for Kids with YouTube Kids App to provide children with a safer viewing experience, where parents can control their child's search options (Maheswari, 2018). There are many YouTube Kids channel, namely Cocomelon Nursery Rhymes has 76.7 million subscribers, with 513 videos, according to the socialblade.com analysis. Another channel named Chu Chu TV from 352 video posts has 32.8 million subscribers. These figures exhibit children’s inclination toward new media technologies. YouTube Kids Channels play an essential role in bringing together young children with millions of subscribers in the controlled learning and fun platform made for children by algorithmic children and providing them with more than 80.000 educational apps on iTunes, making it a multi-million dollar industry (Yelland, 2015; Burroughs, 2017). Derradji Hayet at Biskra University on the Importance of YouTube Videos in Enhancing English as a Foreign Language (EFL) Learner’s Vocabulary concluded that students are very interested in developing their vocabulary by using official YouTube videos as they are motivated, and their participation in the classroom is increased (Hayet, 2016). YouTube Kids Channels offers to program tailored specifically to what the kids want to see. Children’s videos are the content on YouTube History that is most-watched. Search results for top YouTube Kids Channels for Kids Rhymes Top 4 Channels have more than 10 million subscribers as per Socialblade.com.

Table 1. Top YouTube Kids Channels for Kids Rhymes

Sr. No	Name of YouTube Kids Channels	Subscribers	No of Videos	Education Rank	Video Views
1	Cocomelon Nursery Rhymes	76.7 M	513 Videos	1 st	55.1 M
2	Chu Chu TV Nursery Rhymes & Kids Song	32.8 M	352 Videos	2 nd	21.2 M
3	Little Baby Bum Nursery Rhymes	26.3 M	1.1 K Videos	4 th	23.6 M
4	Kids TV Nursery Rhymes and Baby Songs	15.3 M	387	9 th	6.3 M

Source of Information Socialblade.com and Youtube.com (March 2020)

All of these channels use attractive animation techniques that are compliant with musical rhymes that influence children and have educational songs that make songs easy for children to learn English. Because YouTube is an audio-visual media, an impressive animation is the initial strategy used so that children are interested in watching. The easy choice of words in the song is also chosen so that children are easier to remember.

Literature Review on YouTube Kids Channels & Parenting

Gardner proposed “Multiple Intelligence Theory” in 1983, which distinguishes intelligence in eight different types: linguistic, logical-mathematical, visual-spatial, bodily-kinesthetic, interpersonal, intrapersonal, naturalist, and musical (Patanella *et al.*, 2011). Kinney also stressed

and affirmed in 2012 that Gardner's theory serves relevance to productive music-based teaching strategies (DiDomenico, 2017). Many research studies focused on the role of music-qualified strategies in the understanding of subject matter, as Smith (2002) mentioned that millions of English-speaking children had learned the names of alphabet letters more easily because somebody put them in tune with 'Twinkle Twinkle Little Star' (DiDomenico, 2017). Debracany (2015) gave the three R's Relevance, Rhythm, and Rhythm the creative process for developing classroom curriculum-based songs (Kanozia and Jindal, 2019).

Due to the theory of multiple intelligence, most parents agreed that children are more interested in cartoons, and children prefer cartoons compared to any other game (Prot and Anderson, 2013; Schlembach and Johnson, 2014; Gupta, Bindal and Dubey, 2018). Parents believed that YouTube is one of media for entertaining their kids, 10% of YouTube views come from the content labeled as kids-entertainment (Mulligan, 2016), yet parents must be aware of the nature of content their kids accessing on YouTube (Buzzi, 2011).

YouTube Kids as electronic media impact in the lives of infants, toddlers, preschoolers, and parents' all parents pointed learning as the one big positive of the TV for their children (Rideout and Hamel, 2006). The results show almost 83% of children from 6 months to 6 years of age use screen media averaging about 2 hours. The App Economy and Mobile Parenting talk about the rise of free parenting with the confluence of digital technologies, parenting practices, and young children's identification as the target demographic (Burroughs, 2017).

In addition to parental controls, YouTube Kids is mostly safe, but there is a small chance kid could see nudity, violence, weird stuff, and ads for stuff like junk food (Knorr, 2020). YouTube Kids is fun and friendly with its whimsical visuals, silly sound effects, and picture-based navigation and does not look like its parent site. Children can roam through a vast menu of YouTube videos targeted at their age group by swapping left and right, or view channels at the top of the screen through the categories. Moreover, YouTube Kids is a kid-targeted version of YouTube that features curated, ad-supported TV shows, music, educational videos, and user-created content (Knorr, 2020). Parents can create user profiles for each of their kids so that the application can tailor its selections individually, yet parents can set the timer, which lets them set a limit (up to an hour) for their kids to play on the application.

In contrast, YouTube Kids Channels does not offer content filters. Parents can use the parental controls to limit what your kids can see to allow only verified content or videos from a kid-friendly content partner. Otherwise, the app aims to show "younger" or "older" videos based on the user's age, what you have been watching, and terms you have been looking for (Knorr, 2020). As with any media product that contains user-generated content, it is wise to supervise and watch it with the children strictly. If parents find a disturbing video, they can block it, making sure the video does not appear again. Parents can also report it, which alerts YouTube of the offensive content so that their team can review and remove it if necessary.

METHOD

This research design was a descriptive research design that involves observing and describing the behavior of a subject without influencing it in any way (Erickson, 2017). The results from a descriptive research can in no way be used as a definitive answer or to disprove a hypothesis, but if the limitations are understood, they can still be a useful tool in many. This research aimed to make careful descriptions of educational phenomena; therefore, the researchers used quantitative and qualitative approaches.

Related to the research objectives, the researchers used a one-shot survey design at which the research instrument or tools given to the participants. In order to see how effective the YouTube kids channels in developing communication skills in children and what parents believe in seeing

this media, the participants of this research were 50 parents from different background of education and 50 children which is consist of different Category of ages; 1) 12 children of 1-2 years old; 2) 20 children of 3-4 years old; and 3) 18 children of 5-6 years old. The researchers used a questionnaire to obtain the data—the result data used for research discussion and further recommendation.

RESULTS AND DISCUSSION

The analysis was carried out to find out the parents’ beliefs, attitudes, and behaviors towards YouTube Kids Channels in developing their children's communication skills in English. The results of this research will show how the use of YouTube Kids Channels can continue to be used by parents, whether to provide new knowledge about words and sentences or early skills in communication in English. Besides, the results can also be used as a consideration by educational institutions that focus on children's education in teaching English as a second language.

Popular YouTube Kids Channels Based on Children’s Ages

YouTube Kids Channels offers many channels to be selected. Based on the children's ages in this research, there are three categories; 1-2 years old, 3-4 years old, and 5-6 years old. The age range from 1 to 6 years is chosen with the consideration that at that age, a child is in the period, which is often called the golden age. The golden age period is a phase in which humans will catch and remember things faster than at later ages. Moreover, at that age range, children will be more interested in something that is audio-visual. The data can be described in the following figure:

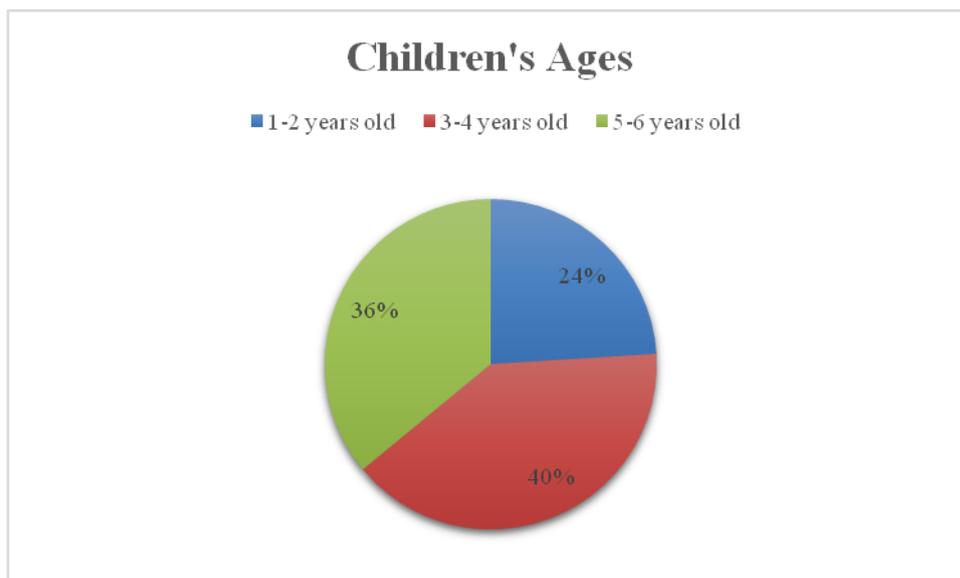


Figure 1. Children’s ages

The researchers divided those three categories to explain the popular selected channels for YouTube Kids Channels based on their ages. The data are as follows:

Table 1. Most Selected YouTube Kids Channels based on Category of Ages

Age Category	Most Selected YouTube Kids Channels
1-2 years old	Cocomelon Nursery Rhymes
	Little Baby Bum Nursery Rhymes

Age Category	Most Selected YouTube Kids Channels
	Kids TV Nursery Rhymes
	Chu Chu TV Nursery Rhymes and Baby Song
	Nussa
	Upin Ipin
	Vlad and Nikita
3-4 years old	Cocomelon Nursery Rhymes
	Little Baby Bum Nursery Rhymes
	Kids TV Nursery Rhymes
	Chu Chu TV Nursery Rhymes and Baby Song
	Nussa
	Upin Ipin
	Vlad and Nikita
	Baby Bus
5-6 years old	Blippi, Wow English TV
	Cocomelon Nursery Rhymes
	Little Baby Bum Nursery Rhymes
	Kids TV Nursery Rhymes
	Chu Chu TV Nursery Rhymes and Baby Song
	Action Figure
	Kids Cooking
Roblox	

Based on the data from table 1, the selection of available videos on YouTube Kids Channels comes up as a meaningful way to learn a foreign language. It is believed that the use of YouTube videos as the authentic material can trigger children to learn English quickly. Nevertheless, parents' control is needed to minimize the negative effect of YouTube Kids video on their children's attitudes and characters.

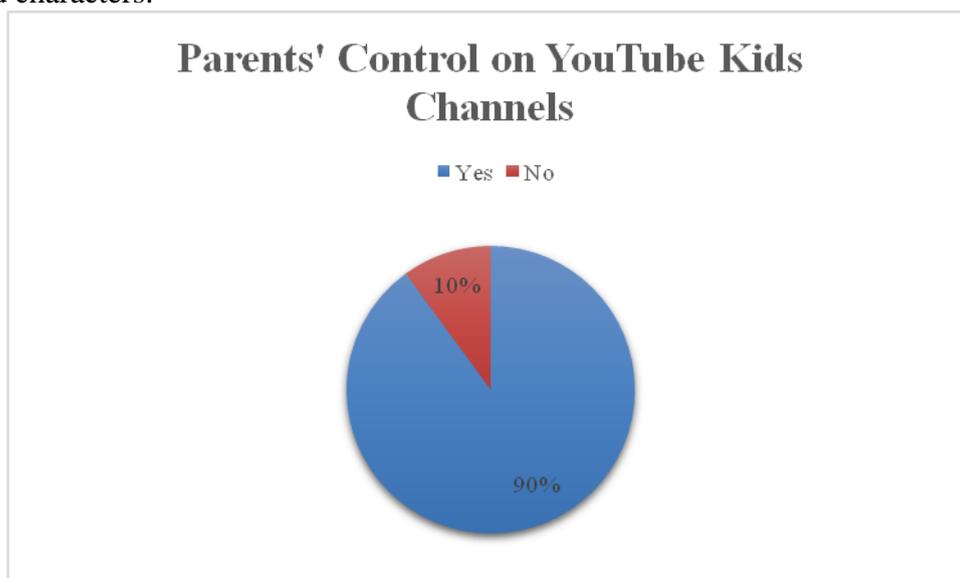


Figure 2. Parents' Control on YouTube Kids Channels

Based on figure 2, 90% of parents, 45 children, accompanied by their parents while watching YouTube Kids Channels. Meanwhile, 10% of parents, or 5 children, did not accompany

by their parents. Parents believed that when they accompany their children watched YouTube Kids Channels, their children will learn more from YouTube, such as enriching their vocabularies in English, such as part of body, numbers, colors, and alphabets. Accompanying children when watching YouTube is also done by parents to ensure children get watching that is appropriate for their age. Parents who did not accompany their children when watching YouTube believe that YouTube Kids Channels is the right place to be consumed by children. Moreover, YouTube Kids Channels is one of those companies that capitalizes on the emerging app ecosystem that has emerged with mobile technology development. While YouTube has steadily increased the viewing time on the platform, it is channels—defined as individuals or groups posting content on the YouTube platform—focused on family and children content that has seen the most dramatic increase in content.

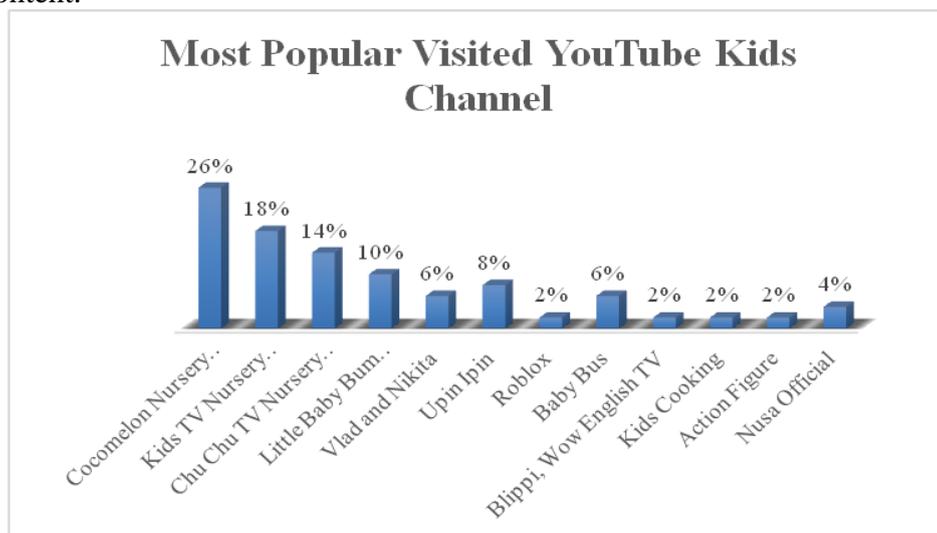


Figure 3. Most Popular Visited YouTube Kids Channel

The survey data indicates about children likings for various YouTube Kids Channels around 26% of children love to watch Cocomelon Nursery Rhymes, 18% love Kids TV Nursery Rhymes, 14% Chu Chu TV Nursery Rhymes, 14% love Little Baby Bum, 8% love Upin Ipin, 6% love Vlad and Nikita; and Baby Bus, 4% love Nusa Official, and 2 % Love Roblox; Blippi, Wow English TV; Kids Song; and Action Figure. The survey results on famous child rhymes among kids show that 26% of children like Cocomelon Nursery Rhymes. The data also shows that most of the channels visited or watched are channels whose content is dominated by songs and music.

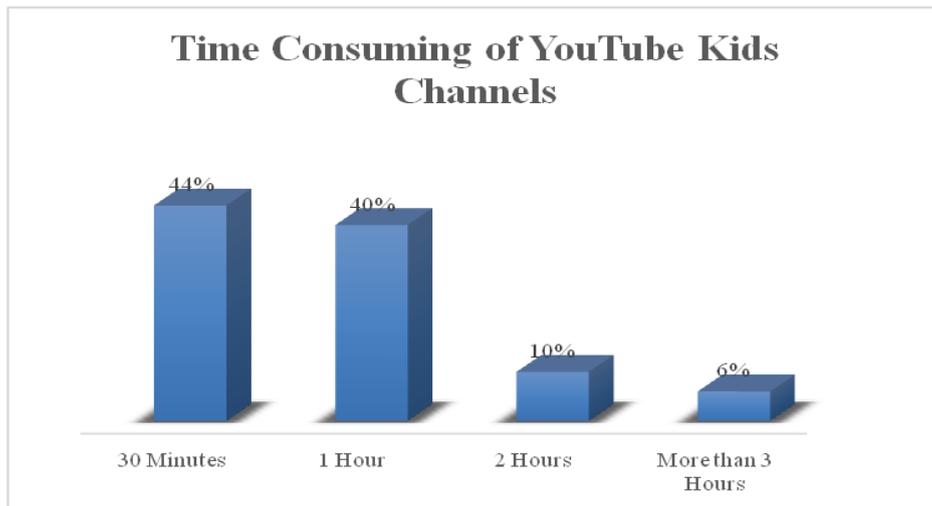


Figure 4. Time-Consuming of YouTube Kids Channels

As per the data received from the participants, most of the parents frequently use YouTube Kids Channels as a tool of infotainment for their Kids. Also, most of the parents use YouTube Kids Channels to entertain their children. The data also revealed that parents allow children on 44% of time-consuming YouTube Kids Channels at least 30 minutes a day, 40% use it an hour a day, 10% use it 2 hours a day, and 6% use it more than 3 hours a day. It is significant to mention here; parents consider YouTube Kids Channels as a medium of infotainment for their children. They feel that new children's media can provide valuable educational content to their kids excitingly and entertainingly.



Figure 5. English Vocabulary Impact

Figure 5 shows that new web 2.0 technologies as YouTube Kids Channels come up as challenging support to language learning for children. The chart shows that 96%, or 48 parents, believe that YouTube Kids Channels had a good impact on enriching vocabulary for their children. On the other hand, only 4%, which means 2 parents, believe that YouTube Kids Channels did not have a good impact on vocabulary enrichment for their children. The effective integration of this

pedagogic resource in the learning environment resides in the way it is used in learning and its combination with other alternative education for children. As researchers mentioned, parents said that their children learning new vocabularies from YouTube Kids Channels, e.g., part of body, numbers, colors, and alphabets.

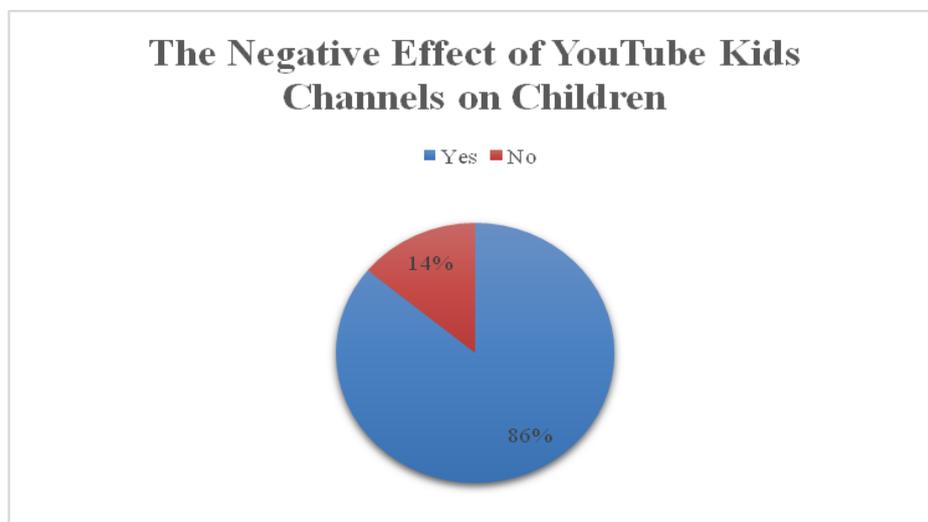


Figure 6. The Negative Effect of YouTube Kids Channels on Children

As figure 6 obtained that data, shows that 86% (43 parents) parents believed YouTube Kids Channels would harm their children. Although YouTube Kids is a popular entertainment channel for families, the parents worry that it contains a great deal of pornographic content. For instance, in advertisements that often appear on YouTube. Even though Google is paying more attention to security and safety, as shown by the YouTube Kids Channels program for increasing security for children. Some parents experience a technological gap between themselves and their children and are afraid they are unable to use the internet proficiently; thus, they do not understand and seek a solution. Whereas 14% (7 parents) parents agree that there is no adverse effect of using YouTube Kids Channels. In this case, parents need to have control over their children, because YouTube Kids Channels acts as an authentic tool which is highly useful in giving their children motivation, promoting their communication skills. Moreover, YouTube Kids Channels enhance and enrich children's English vocabulary. As an influential innovation, YouTube Kids Channel has opened new possibilities for teaching foreign language in a secure, fast, and exciting way.

CONCLUSION

Final analysis of findings focused on content analysis will be conducted, keeping in mind the use of YouTube Kids Channels in developing young children's communication skills in English. During the pre-school years, children acquire the language and communication skills necessary to express their needs, thoughts, and feelings in social interactions, and they learn to respond appropriately to others. Through effective communication, they also learn to be socially competent individuals, building respectful, positive interactions and relationships with others. This allows children to learn about themselves, others, and the world. This research complements some of the previous studies conducted in looking at the effectiveness of learning media that contain images, sounds, and music. These studies have never seen YouTube kids media channels that can design early communication skills for young children.

As a result, the most significant percentage (40%) of children who access the YouTube Kids

Channel is 3-4 years old, which means they are watched a lot by pre-school children. 90% of parents always accompany their children in accessing YouTube, 44% of children access for 30 minutes; 90 % of parents see a remarkable impact on English vocabulary impacts for their children. The highest percentage of access (26%) occurred in Cocomelon Nursery Rhymes, and this channel's content uses English. There are 86% of parents who believe that YouTube Kids Channel saves negative impacts. This assumption arises because not all parents know that the YouTube kids' channel security level is designed for children.

YouTube Kids Channels can be one of the electronic media to support parents in developing their children's communication skills. However, YouTube Kids Channels gives many channels to be selected by the parents. Inspiring images and easy listening songs offered by various accounts on YouTube Kids Channels create their attraction for children. Audio-visual aspects like this that make children can survive long watching YouTube Kids Channels. However, parents need to be smart to select the appropriate channel for their children based on their ages, yet parents need to control their time-consuming YouTube Kids Channels. If all was done, it was believed that YouTube Kids Channels could improve young children's communication skills, particularly in enriching their vocabulary in English.

The limitation of this study is acknowledged in future research. Future research might conduct an in-depth analysis of children's communication skills, particularly in English, and their behavior changes. The future result might have better results and give a detailed explanation of the impact of YouTube on children.

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