The Effect of Monetization of Content Intended for a Children's Audience on YouTube Video Hosting

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ABSTRACT

In the article, the monetization effect of content intended for children's audience in YouTube video hosting, the development of critical thinking about media materials in the latest concepts of media education, and practical experience in identifying false information and distortions in the media are presented. Aspects such as the formation of strong immunity against the manipulative influence of transmitted media materials are taken into account.

Introduction

In the process of informatization, the Internet has become the everyday space of most modern people. In a relatively short period of time, the Internet has penetrated all aspects of society - political, economic, socio-cultural spheres. Modern domestic and foreign researchers call the new information world a form of organizing social life in accordance with changeable and unstable relationships. The change in the information society causes a change in humanity. Even the period of childhood, the "image" of childhood adapts to the times and changes. Representatives of the new generation are shaped by the media environment and advertising, they have a different way of thinking, they have access to several sources of information at the same time, they can simultaneously be in both real and virtual environments [1,2,3,4].

Methodology

The question of the positive and negative consequences of such changes is still open, but it can be said without exaggeration that the Internet and its numerous services have become as important an agent of the socialization of children and adolescents as the family and school. Research data show an increase in the development of the global network and a decrease in the age of access to the Internet space. At the same time, new everyday Internet practices are emerging. These practices include not only interpersonal communication and group communication, but also tasks such as buying goods, using electronic money, watching TV and movies, listening to radio stations and music, searching for information, performing cognitive and play tasks. Also, performing functions such as creating groups on social networks, conducting virtual activities on the Internet, participating in networks and online communities, viewing and creating video blogs, increases the number of young Internet users. Viewing and subscribing to video blogs on the Internet is especially important, because the thinking of

modern children is primarily focused on the consumption of visual information.

Perhaps this is the reason for the growing interest of the younger generation in a relatively new phenomenon in the Internet environment - video blogging.

According to the experts of the agency "Polilog", the interest in the video blog is typical for the children's audience. Children and teens see themselves as vloggers, not just viewers in a virtual news environment. In addition to the fact that the video blogosphere as part of the Internet space has a number of specific tasks (communication, information, self-presentation, learning), it is worth saying that in the same global information environment, the risks and delayed consequences of this new phenomenon study and analysis are also required. Undoubtedly, video blogs influence childhood socialization. It is very difficult to determine the ratio of positive and negative aspects of the influence of video blogging on the process of personal development of children in the socialization of preschool children. Features of interaction between parents, educators, teachers and children within the video blogosphere require serious study [3,4,5,6].

The study of the children's segment of the video blogosphere is inextricably linked with the research on the characteristics of child and adolescent psychology, the characteristics of children's socialization in the modern information society. The object of attention of scientists studying the problems of childhood, children's audience - the Internet is considered an integral part of the daily life of a modern child and a new environment for socialization, a virtual platform.

YouTube is the main video hosting used by Russian and foreign Internet users for video blogging. The children's segment of the video blogosphere is created by adults or children themselves, and with the development of social norms and modern video blogs are no longer just a hobby, but a periodic and permanent way of making money. Realizing this, children and teenagers are increasingly trying to choose this type of activity as a future profession [6,7,8,9].

The development of children's video blogs on YouTube video hosting is related to the visualization of the information exchange process on this platform, as well as the speed and high technical performance of the platform. Through the Internet, including the video blogosphere, the daily level of modern children was determined:

1. **"passive"** - viewers of video content that contribute to the formation of the rating of video bloggers;

2. **"active"** - direct creation and maintenance of video blogs by children.

The activities of children's bloggers who prepare content for children on YouTube have become more active and popular in recent years, and we will analyze some of them below.

1. Kids Roma Show channel has 26 million subscribers. The characters of the channel are children named Roma and Diana. They provide information about the animal world to their peers by covering their daily lives. In addition, the world of colors conveys information by teaching how to make different things by hand.

2. Like Nastya channel, has 105 million subscribers. The hero of this channel is a girl named Nastya and her father. This channel, which talks about their life adventures, is filled with colorful videos that attract attention. These contents represent a joyful, energetic lifestyle in content. It can be observed that the children who observe Nastya's lifestyle develop a sense of aspiration and imitation of such a life.

3. Vlad and Nika channel, has 96 million subscribers. The heroes of this channel are children named Vlad and Nikita, and the channel operates in two languages, i.e. in Russian and English. The English-language channel has 96 million subscribers, and the Russian-language channel has 42 million subscribers. The content of the content prepared for children on this channel is mainly aimed at teaching the rules of life safety and forming good behavior standards in children. The content is presented in children's language in a simple conversational style that is understandable for their peers [10-14]. Through the contents of this channel, children can learn swimming techniques online. The

channel also contains content about traffic rules.

4. Cocomelon channel, has 156 million subscribers. Content is posted in English. On this channel, materials that develop preschool children and equip them with new knowledge are provided on the basis of interesting content in the form of various cartoons. Children get to know the world through stories told in the language of cartoon characters.

5. Get Movies channel, has 42 million subscribers. This channel posts content in Russian and English. The contents are mainly in the format of cartoons, and the content will inform and educate children, and they will have the content of forming flexibility in life.

Results and discussion

Such media contents develop activity in the child. The active position of the child accelerates the process of social adaptation by assimilating social norms, values and models. Among the content viewed by children on YouTube video hosting, there is also a lot of content of a negative nature [15-19].

We analyzed some of them. In the children's film "Jurassic Park", there are many scenes of brutality and propensity for same-sex marriage among young children. For example, a dinosaur is tearing apart and eating a person; it is clearly shown that he eats his prey; blood spurting from animal carcasses; situations such as the constant fear pressure of the film's characters lead to the habituation of young children to brutality. A boy who saw a big dinosaur eating a smaller one said, "A lot of blood!" - he says with interest. The boy is surprised to see the blood. "Yoshlar" TV channel promotes this. The purpose of the film is to inform people about the events that happened in the Jurassic period. However, the film is actually aimed at pupils. Because its main characters are a 10-year-old girl and a boy of her age. The young boy's "abundance of blood!!!" can encourage children to see such a large amount of blood.

A young girl named Lex and a boy named Tim were told about the gender of dinosaurs by an adult man: "They can change their gender..." says the hero of the film, thus trying to explain the reason for their reproduction. The reason for this is that the little girl said: "They are of the same sex, belong to the same sex." They are all females!' - it means. There are scenes in the film that encourage young children to get used to and be interested in same-sex marriage. It is dangerous for children to see them and get the wrong idea that same-sex couples can live together and even have children. Kissing scenes are promoted in most of the foreign cartoons for children posted on YouTube video hosting. The fact that such cartoons are translated into Uzbek and broadcast on children's TV channels is also a special issue. The main reason for this is that foreign cartoons are sent without moral analysis. In most of the foreign fairy tales and cartoons, the heroes are helped by a "magic kiss". It is described to our children as a power that saves the world, brings people back to life, heals, resists evil forces, and glorifies beauty. As a result, our children will become a beautiful princess and a handsome prince, and it will make them want to fight against evil with a kiss. An example of this is the scenes shown in the cartoon "Rapunzel" shown on "Bolajon" TV channel.

In the social questionnaires conducted in connection with the research, we attach the following opinion from one mother: "I am a mother of two children. My children are 6 and 4 years old. Mostly, they watch foreign cartoons through the YouTube platform. As a result of watching the cartoon "Masha and the Bear" a lot, my children began to develop selfishness. Like the little girl in the image of Masha, people should tolerate all her antics and her wishes should always be fulfilled. In fact, the funny plots praise Masha's courage and the ability to do whatever she wants. Concerned about this, I looked for an Uzbek-language cartoon for my children on the Internet. I found a cartoon based on the epic "Alpomish". Unfortunately, this content is also not eligible. However, this multi-content was broadcast several times on "Bolajon" TV channel. My children, who love cartoons with all their heart, said, "Hey, this cartoon is not interesting." When I saw it, I agreed with the children. Because the cartoon is backward. It does not meet the aesthetic requirements of today's highly developed, modern thinking children. I saw another strange plot in the cartoon: an

arrow from Alpomish's bow breaks a jar on a tree. A man in a robe hugging in a jar and a woman with a scar on her face hugging and kissing are shown in a large scale. Another old man climbing a tree on a ladder stares at the couple. What is the purpose of this? Why is he climbing the tree? What kind of spiritual lesson does this give?"[18-21.]

The analysis of social opinions in the research process reminds us once again that creating content for children is a big responsibility and an urgent issue.

In the course of the research, questionnaires about children's blogs, features of blogs, risks and content of resources were also conducted [22-27].

According to it, according to 50% of children, a good video blog should be popular; 49.4% of respondents believe that video content should contain a lot of humor and be educational for viewers. The young participants of the study do not exclude the possibility of professionalizing video blogging, but they distinguish the process of creating a blog by 71.3% of children and 77.6% of them as the main tasks of blogging. Unlike children, parents' ideas about blogs often reflect adults' fears about the Internet space as a whole. Parents worry about the inability to constantly monitor their children, they often overestimate the risk. This is related to such features as the speed of development of the video blogosphere, which shows that the process of assimilation of new information technologies among children compared to adults has increased significantly in recent years.

The social portrait of blogger children is reflected in the socio-demographic, educational and some other characteristics of children who are actively involved in video blogs. Surveys conducted by foreign researchers revealed an almost equal proportion of boys (49.5%) and girls (50.5%) among children's bloggers. The correlation coefficient showed that the child's gender does not affect his activity in the video blog. In the distribution of child-authors by age, age groups are represented the most: 6-8 years old (21.6%), 9-12 years old (18.6%) and 13 years old (15.5%). 82.5 percent).

Weakening of blogger children in the educational process has also been determined. Compared to other children, their inability to devote enough time to attending additional classes and participating in various activities is expressed by the fact that they spend a lot of time creating social videos and video content for blogs.

Foreign scientific sources have analyzed the percentages of video bloggers who prepare content for their peers using the help of their relatives in video blogging. In particular, more than half of active bloggers (55.1%) stated that they use the help of other people in video blogging. Respondents mainly turn to the help of their parents (34%) and friends (27.7%). Most often, children indicated that they need help in making videos (68%). The results of the study show that the greatest activity in creating their own video blog falls on 10-11 years old. In this period, socialization institutions such as family and school are of particular importance, they help the young blogger to overcome the problems that arise in the process of interpreting social norms and practices.

Conclusion

Analysis shows that parents' opinion about video blogs is not always objective. This situation is related to the desire of parents to control and protect their child from any external threats as much as possible. Parents are concerned about the monetization of children's health risks from informational risks. As today's modern child moves in the information space as an active participant and consumer, it is impossible to completely cut them off from this world. The problem of forming media literacy can be a solution to protecting children from the negative aspects of various audiovisual contents. In this regard, it is an important issue to systematically establish family cooperation, which is considered by educational institutions and social institutions.

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