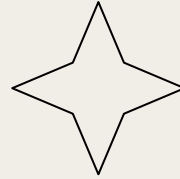




Influence of Main Character Traits on Children in Youth Television Shows



By: Kendra Barr





According to Jon M. Shepard, from the Sociology and You
Textbook,

“Mass media offers children ideas about the values in their society by providing images of achievement and success, activity and work, equality and democracy.”



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Conclusions

Final Findings



01

Background

Introduction and Context



Recent Concerns



2010

Victor C. Strasburger, Amy B. Jordan, Ed Donnerstein



2016

The Urban Child Institute

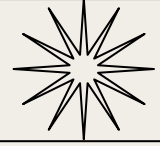


2019

Anya Kamenetz from NPR



Initial Research Question



**How are the prominent character traits in different genres
of cartoons targeting 5-8 year olds?**



02

Utilized Studies

01

National Library of
Medicine

Behavioral and Emotional
Problems in Children

02

Paediatric Children
Health

Impact of Television

03

Urban Child Institute

Infants, Toddlers, and
Television



What Makes a Main Character?

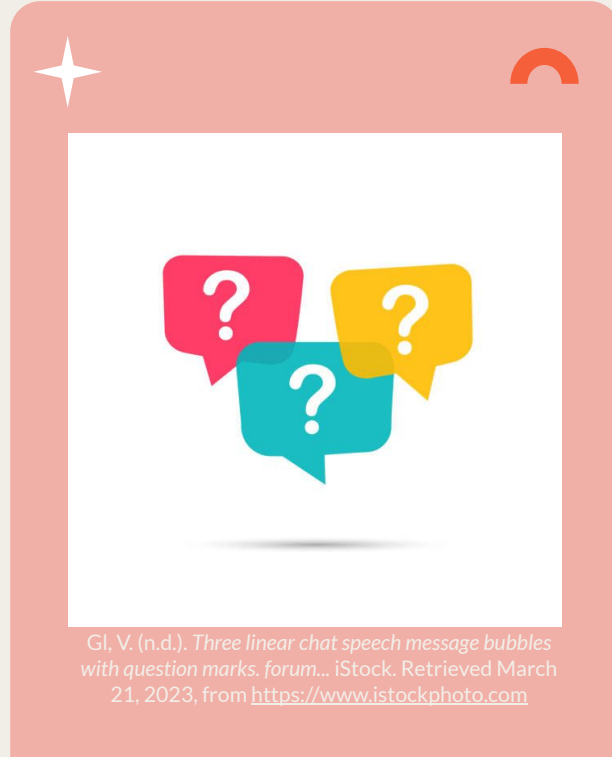
Victor Battistich

University of Missouri, St. Louis



Milne Library

Dialogue + Physical Movement =
Character.



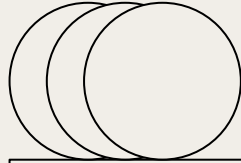
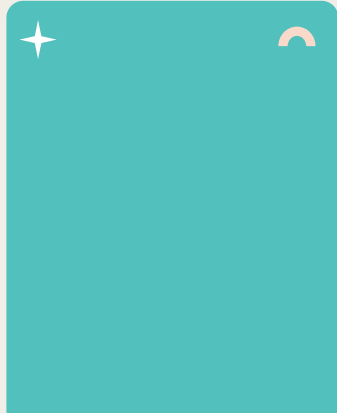
03

Final Research Question...

What are the character traits in different genres of cartoons targeting 5-8 year olds?

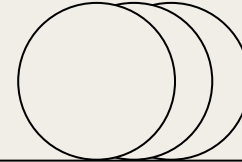


Hypothesis



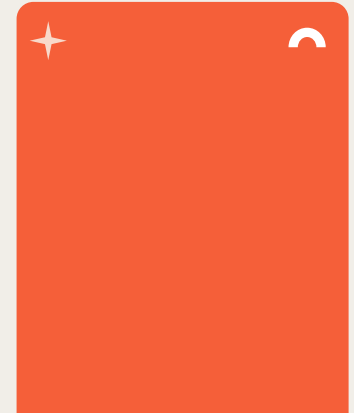
Null

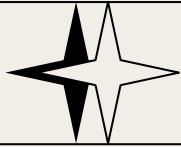
There is no relationship
between main character
traits and children's
behavioral issues.



Alternative

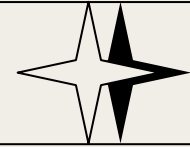
Characters portray more
negative and insincere
traits that allow children
to think it is allowed.





04

Methodology



Alejandro
Cosentino

Five Factor Model
of Personality

Replicable model of
factors

Consisted of five
factors

Personality Trait	Low Scorer	High Scorer
Openness	Favours conservative values Judges in conventional terms Is uncomfortable with complexities Moralistic	Values intellectual matters Rebellious, non-conforming Has an unusual thought process Introspective
Conscientiousness	Unable to deny gratification Self-indulgent Engages in daydreams	Behaves ethically Dependable, responsible Productive Has high aspiration level
Extraversion	Emotionally bland Avoids close relationships Over-control of impulses Submissive	Talkative Gregarious Socially poised Behaves assertively
Agreeableness	Critical, skeptical Behaviour is condescending Tries to push limits Expresses hostility directly	Sympathetic, considerate Warm, compassionate Likeable Behaves in a giving way
Neuroticism	Calm, relaxed Satisfied with self Clear-cut personality Prides self on objectivity	Thin-skinned Anxious Irritable Guilt-prone

Source: McCrae and Costa (2003: 53).



IMAGES RETRIEVED FROM: *Positive character traits - northernpolarbears.com.* (n.d.). Retrieved November 18, 2022, from <https://www.northernpolarbears.com>

Elementary Essentials

POSITIVE Character Traits

A character trait is a way to describe someone. It is their personality. These change slowly or may stay the same throughout a story.

Active	Fair	Patient
Admirable	Faithful	Peaceful
Adventurous	Fearless	Perseverant
Affectionate	Flexible	Persistent
Agreeable	Focused	Pleasant
Ambitious	Forgiving	Polite
Appreciative	Friendly	Popular
Athletic	Fun-loving	Relaxed
Attentive	Funny	Reliable
Brave	Generous	Respectful
Brilliant	Gentle	Responsible
Calm	Glamorous	Self-reliant
Capable	Gracious	Sensitive
Careful	Hardworking	Sincere
Charismatic	Helpful	Skillful
Charming	Honest	Smart
Cheerful	Honorable	Sociable
Clever	Hopeful	Strong
Compassionate	Humble	Studios
Confident	Humorous	Sweet
Conscientious	Imaginative	Tactful
Considerate	Independent	Talented
Cooperative	Intelligent	Tasteful
Courageous	Kind	Tenacious
Courteous	Knowledgeable	Thoughtful
Creative	Logical	Tolerant
Curious	Loving	Trusting
Daring	Loyal	Trustworthy
Dedicated	Lucky	Understanding
Dependable	Mannered	Useful
Disciplined	Mature	Valiant
Easygoing	Modest	Versatile
Educated	Observant	Warm-hearted
Efficient	Optimistic	Wise
Energetic	Organized	Witty
Enthusiastic	Passionate	

NEUTRAL Character Traits

These traits are not necessarily positive or negative. Often they may depend on the context.

Bold	Mysterious	Sarcastic	Strange
Clumsy	Obedient	Sassy	Talkative
Competitive	Precise	Secretive	Thrifty
Determined	Protective	Serious	Timid
Fidgety	Proud	Shy	Tough
Fierce	Quick	Silly	Unpredictable
Inactive	Quiet	Sly	
Insistent	Rambunctious	Spontaneous	
Meticulous	Restless	Stingy	



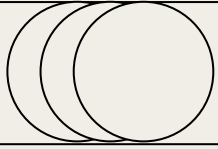
NEGATIVE Character Traits

Aggressive	Distractible	Intolerant	Superficial
Argumentative	Evil	Irrational	Thoughtless
Arrogant	Foolish	Irresponsible	Touchy
Babyish	Forgetful	Lazy	Uncaring
Bossy	Greedy	Mean	Uncontrolled
Bratty	Grouchy	Moody	Uncooperative
Careless	Guilty	Noisy	Unfriendly
Childish	Gullible	Nosy	Unreliable
Cold-hearted	Hateful	Obnoxious	Unselfish
Conceited	Hopeless	Paranoid	Violent
Cowardly	Ignorant	Pessimistic	Vulgar
Critical	Immature	Picky	Weak
Cross	Impatient	Rowdy	Weird
Cruel	Impolite	Rude	
Dangerous	Impulsive	Selfish	
Deceitful	Inconsiderate	Sneaky	
Dishonest	Insensitive	Snobbish	
Disloyal	Insincere	Strict	
Disrespectful	Insulting	Stubborn	

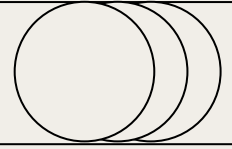


Positive (+)	Neutral (/)	Negative (-)
Adventurous/Active	Talkative/Silly	Aggressive/Violent
Brave	Timid/Shy/Quiet	Bossy/Critical
Compassionate/Considerate	Unpredictable/Spontaneous	Dishonest/Disloyal
Dedicated/Dependable	Secretive	Greedy
Forgiving	Rambunctious	Hateful/Mean
Honorable/Honest	Competitive	Impolite/Rude
Intelligent	Protective/Proud	Lazy/Moody
Passionate	Sassy	Stubborn/Picky
Perseverant	Bold	Uncooperative
Responsible	Clumsy	Unfriendly
Sociable/Outgoing	Fidgety	Impulsive
Understanding	Determined	Insincere
Thoughtful	Mysterious	Careless
Loyal	Sarcastic	Paranoid
Humble	Tough	Pessimistic





TV Genres



Action

- Kim Possible
- Paw Patrol



Fantasy

- My Little Pony
- SpongeBob SquarePants



Educational

- Doc McStuffins
- Octonauts



Musical

- Sofia the First
- Mickey Mouse Clubhouse



Adventure

- Dora
- Phineas and Ferb



PAW PATROL DATA

S5:E18		S2:E12		S7:E2		S2:E20		S4:E13	
Impolite (2:00)		Silly (3:33)		Rambunctious (1:46)		Compassionate (2:15)		Responsible (2:31)	
Greedy (2:28)		Intelligent (5:17)		Careless (3:59)		Clumsy (3:09)		Determined (4:07)	
Careless (3:37)		Rambunctious (6:14)		Clumsy (4:21)		Determined (5:50)		Clumsy (7:03)	
Determined (4:24)		Paranoid (7:15)		Impulsive (7:30)		Dishonest (7:38)		Bold (11:00)	
Dedicated (6:50)		Brave (8:39)		Clumsy (8:09)		Intelligent (8:36)		Considerate (11:54)	
Protective (7:11)		Protective (9:18)		Responsible (8:58)		Competitive (9:32)		Protective (12:45)	
Perserverant (8:28)		Compassionate (10:08)		Intelligent (10:01)		Dependable (10:30)		Understanding (13:54)	
Greedy (9:49)		Responsible (10:46)		Rambunctious (13:18)		Honest (11:00)		Passionate (17:32)	
Sarcastic (13:14)		Clumsy (14:04)		Clumsy (15:52)		Clumsy (12:06)		Protective (17:52)	
Picky (13:41)		Dedicated (14:46)		Silly (16:00)		Silly (13:50)		Intelligent (18:50)	
Insincere (14:53)		Intelligent (15:50)		Brave (19:37)		Responsible (15:53)		Determined (20:25)	
Clumsy (15:47)		Silly (19:07)		Determined (20:25)		Intelligent (16:33)		Honorable (22:05)	
Adventurous (18:34)		Brave (19:22)		Intelligent (21:15)		Insincere (19:48)			
Rude (19:49)		Humble (20:50)		Protective (21:34)		Adventurous (20:23)			
Loyal (22:43)		Intelligent (22:15)							
S7:E22		S8:E23		S6:E10		S8:E8		S9:E7	
Compassionate (4:42)		Compassionate (1:15)		Clumsy (3:09)		Paranoid (1:52)		Clumsy (4:19)	
Brave (6:03)		Silly (1:48)		Humble (4:52)		Clumsy (2:35)		Silly (4:30)	
Perserverant (6:53)		Clumsy (3:47)		Brave (8:38)		Timid (8:15)		Dependable (7:34)	
Determined (10:00)		Adventurous (4:47)		Perserverant (9:56)		Paranoid (8:29)		Intelligent (8:10)	
Silly (11:17)		Intelligent (6:04)		Considerate (11:10)		Perserverant (8:55)		Dependable (11:00)	
Careless (14:16)		Brave (7:43)		Clumsy (15:41)		Brave (9:50)		Proud (12:19)	
Clumsy (15:05)		Protective (8:00)		Silly (16:19)		Bold (10:23)		Clumsy (12:28)	
Adventurous (16:20)		Dependable (11:38)		Thoughtful (22:04)		Silly (11:45)		Careless (15:57)	
Brave (17:12)		Greedy (14:00)				Intelligent (13:53)		Silly (17:05)	
Outgoing (18:33)		Clumsy (14:50)				Clumsy (16:00)		Determined (19:22)	
Insincere (19:06)		Thoughtful (18:43)				Responsible (19:02)		Unfriendly (20:34)	
Rambunctious (19:25)		Perserverant (20:06)				Dependable (21:37)		Silly (21:22)	
Responsible (20:52)		Brave (20:56)				Thoughtful (22:37)		Rambunctious (21:29)	
Intelligent (21:35)		Responsible (21:51)							
		Dependable (22:33)							



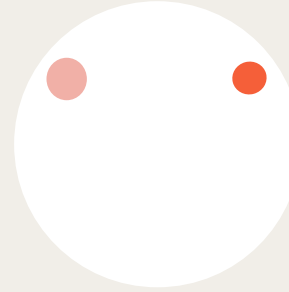


05

Limitations



Bias



Limit of Coding
Adjectives



School WiFi

PAW PATROL



KIM POSSIBLE

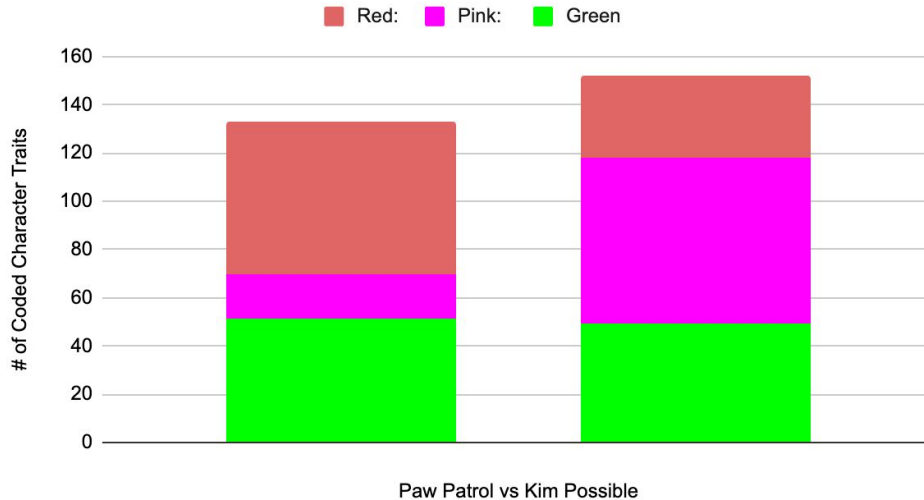




Genre Data: Action



Character Traits Portrayed in Children's Action TV Shows



Red: Positive



Pink: Negative



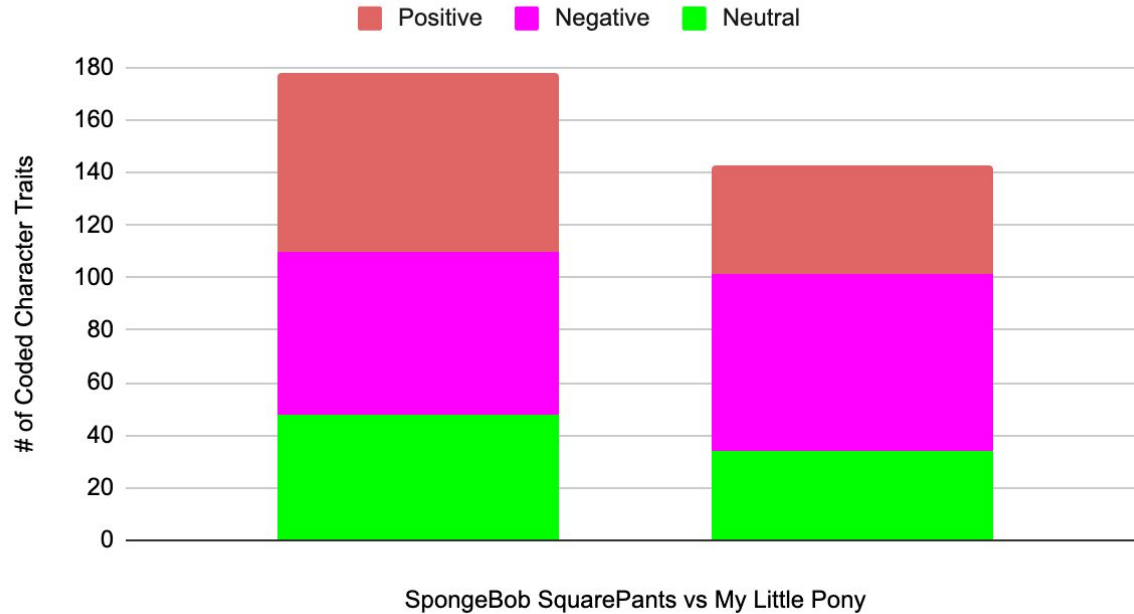
Green: Neutral





Genre Data: Fantasy

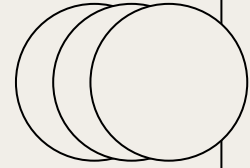
Character Traits Portrayed in Children's Fantasy TV Shows



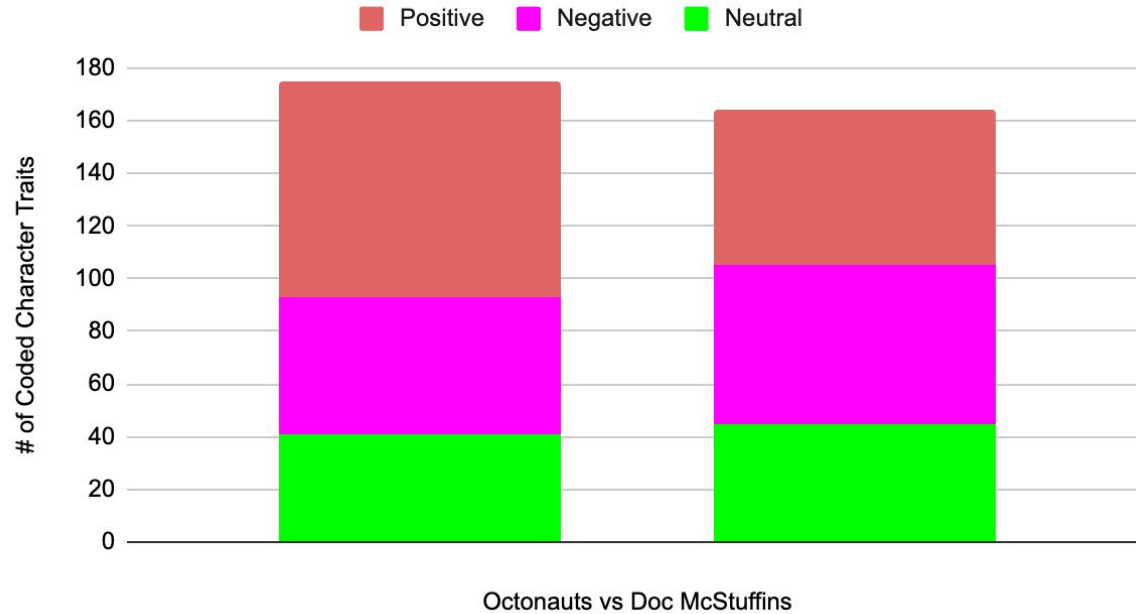




Genre Data: Educational



Character Traits Portrayed in Children's Educational TV Shows

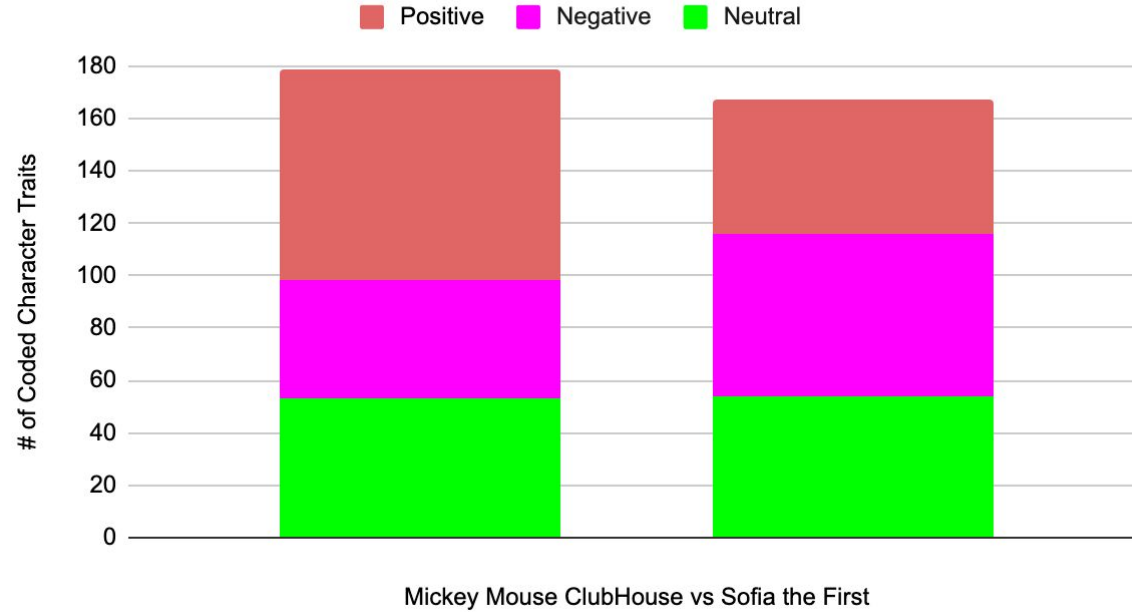






Genre Data: Musical

Character Traits Portrayed in Children's Musical TV Shows

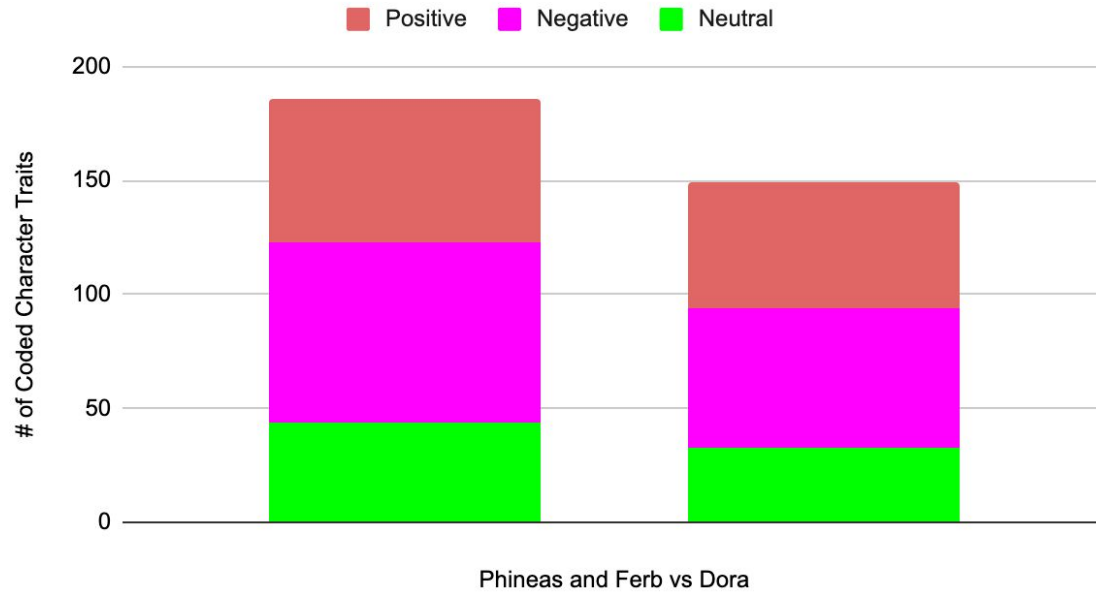


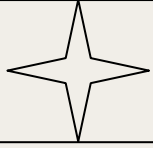




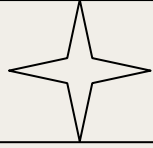
Genre Data: Adventure

Character Traits Portrayed in Children's Adventure Shows





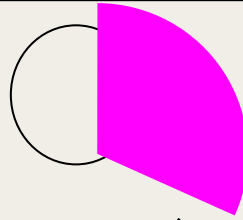
Overall Conclusions



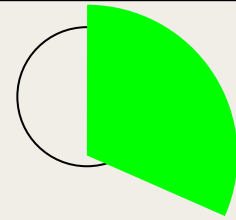
MALE PERCENTAGES



42%



30%

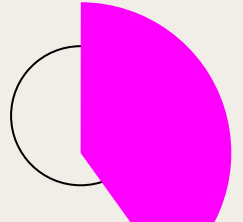


28%

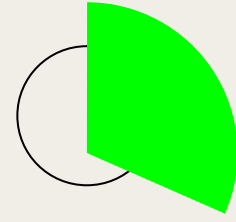
FEMALE PERCENTAGES



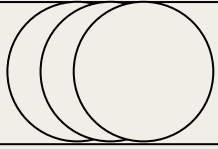
31%



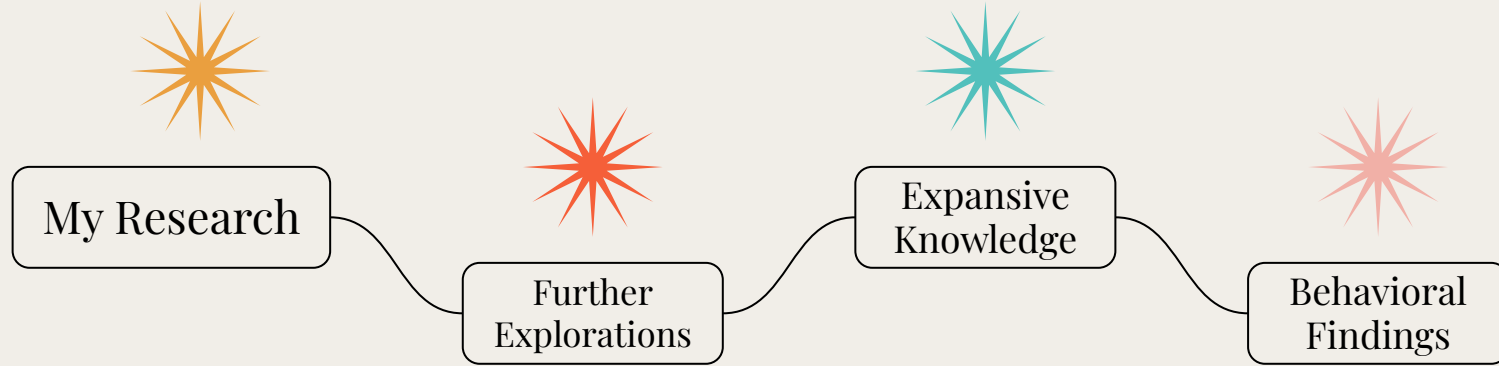
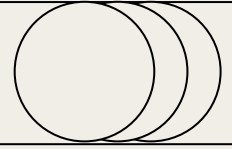
41%



28%



Future Implications





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