

Typology of media contents suitable for children's audience in social networks

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Annotation

The article analyzes the sociological, legal, cultural, psychological, and art history of media education for preschool children in audiovisual media in Uzbekistan. As a modern direction of pedagogy for preschool children, the essence, purpose, and tasks of the concept of preschool media education have been revealed.

Keywords: preschool media education, media literacy, animation, media library, media creativity, media-educational game, media space.

The influence of globalization on the education of the young generation is known in the mental development of children who spend most of their time in social networks, their education, and the formation of their worldview.

The lack of colorful media content in the Uzbek language in the national internet segment creates the ground for children to learn and imitate the culture of content prepared for foreign social networks, to forget the concept of national mentality, and to grow up under the influence of animated films. Existing problems need to be studied from a scientific point of view, and their elimination is one of the most important tasks of today.

Diversity in video hosting creates a need for children's high-quality professional content on national platforms, which can compete in the field of creativity, and is built on the basis of an excellent script in all respects, which is not inferior to foreign television projects.

Psychologists say that after the child reaches the age of 3, he gradually begins to understand existence. He realizes that things surrounding him are not as simple as they seem. As the days go by, he discovers new things for himself. Undoubtedly, realizing that he cannot get to the bottom of things that are unfamiliar to him alone, he asks adults "what is it?", "why is it?", "how did it appear?" starts asking various questions like If the answers to the questions do not satisfy them, television is the key to the puzzle for them.

For this reason, it is required to have a lot of experience and sufficient psychological skills in working with children's audience. It is important to take into account all stages of children's psychology development in the activities of television channels for children.

At the same time, in this season, we want to dwell on the physiological complications that may

arise in children who spend time in video hosting from a very young age:¹

- incomplete development of the brain;
- damage to eyesight and eyesight;
- occurrence of problems in large and small blood vessels;
- unchanged body weight.

Also, the psychological complications that can occur in very young children who are used to watching videos from different platforms from a very young age are as follows:

- incomplete formation of general speech activity;
- syndrome of inability to concentrate;
- hyperactivity;
- frequent nervousness;
- autism and communication disorders.

In order to prevent such physiological and psychological complications, the World Health Organization conducted a study for all age groups about how many hours children spend watching TV. According to him:²

1. Babies and small children (0-3 years old) - prohibited;
2. Children under school age (3-7 years old) - 30 minutes a day;
3. Children of junior school age (7-10 years old) - 30-50 minutes a day;
4. Children of high school age (10-18 years old) - 1 hour a day for 3 until the hour.

The average amount of time parents spend with their children is 30 minutes a day. These numbers show which medium is currently educating children³.



СКОЛЬКО ВРЕМЕНИ ДЕТИ ПРОВОДЯТ В ИНТЕРНЕТЕ



- 68% подростков (14-16 лет) онлайн почти постоянно
- В Великобритании — 60%
- В Германии — 58%
- 40% детей (8-10 лет) онлайн почти постоянно
- В США — 41%
- В Германии — 9%
- Во Франции — 7%

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¹Rainer Patzlaf. "Zastyvshiy vzglyad". Physiologicheskoe vozdeystvie television na razvitie detey. / Perevod s nemetskogo V. Bakuseva. S.110.

²Nasilie v molodejnoj srede // World health organization.

URL:http://www.who.int/violence_injury_prevention/violence/world_report/en/Ch_2RU.pdf(Data processing on May 25, 2013).

³ [Course for parents. Dangerous content and social media. \(narasputye.ru\)](http://courseforparents.ru)

We are living in a time when it is necessary to determine what kind of content the children of the global information space receive and the adaptation and impact of this content to their audience through special research.

A 2019 study of more than 6,500 12- to 15-year-olds in the U.S. found that those who spent more than three hours a day on social media may be at higher risk of mental health problems. Another 2019 study of more than 12,000 13- to 16-year-olds in England found that using social media more than three times a day was associated with poorer mental health and well-being.⁴

From time immemorial, a child grew up surrounded by adults, followed the behavior of others, learned to repeat it. Today, education does not come from the environment, but through mass media and social networks. As the child is constantly receiving information in the process of growing up, it is necessary and necessary to constantly monitor it. Any content viewed on a social network shapes the child's world, his attitude to certain concepts.

For children, the surrounding reality and the virtual world can be radically different. One is boring, the other is fun. For this reason, it is becoming common for them to immerse themselves in this world and spend a lot of time.

"It was reported that the use of social networks among children in 25 European countries was 38% among 9-12-year-olds, and 77% among 13-16-year-olds. All of these children report having a profile on at least one social networking site. While social networking offers many opportunities and benefits to children and teens, it also carries many risks.⁵".

Social media can provide valuable support to children with disabilities or chronic illnesses. To get information, to write down one's thoughts, to get opinions, etc. The absence of geographical boundaries allows school-age children to interact and give them more pleasure than live communication.

Media content created for children on social networks should be carefully selected and appropriate to their age, development and interests. We divide them into several categories.

- **educational contents:** helps children learn new knowledge, develop their interests and expand their worldview. Content can be videos on a variety of topics: literature, art, language, and other educational topics.

- animated series: the development of animated series with educational and entertainment content should promote positive values, encourage creative thinking, teach social skills.

- music videos and songs: Create music videos and songs that are child-friendly and contain positive messages. The musical content should arouse interest in music, promote the development of rhythm and musical abilities.

- plot games: can encourage the development of creative thinking, problem solving, logic and other skills. Web games or interactive videos also fall under this category.

- stories and fairy tales: content based on popular stories, fairy tales or fantastical realities can help children immerse themselves in the world of imagination, learn language skills and moral values.

But ensuring the safety of children on social networks, providing them with age-appropriate content and values is also an urgent issue today. When choosing media content for children, it is necessary to ensure compliance with their safety standards and protection of children from negative information online.

There are several types of social networks for children that are specially designed for their age groups and provide a safe and suitable environment for their needs. Below we explore the world's most common secure social networks in several categories:

⁴That source.

⁵ [The Impact of Social Media on Children & Adolescents | by Magdalena Prskalo | Digital Reflections | Medium](#)

I. Creative platforms- safe spaces for kids to interact, message, play, and create content designed specifically for kids: For example, LEGOLife, Everloop, and PopJam.

LEGOLife- a creative social platform that is completely safe for children. Children share their new ideas with their peers, it can be called a creative social playground for children. It also contains interesting information for children⁶.

Everloop -An online social media site designed for 8-13 year olds. The site is similar to Facebook groups that provide a place for teenagers to communicate. Video and photo sharing, writing, and video games are small communities organized around interests in categories. Each user also has a personal page with a text or image introduction⁷.

PopJam- is a free app designed for children under 13 years old, where children can draw, share their artwork and interact with other children on the platform. This app is also known as 'Instagram for Kids'. This app review is another social networking app that teaches kids to be popular from a young age⁸.

II. Educational social networks -These educational platforms provide opportunities for children to learn, ask questions, share knowledge and collaborate with their peers. For example, Epals.

Applesis the world's largest provider of freelancing and freelance writing for teens and students. More than 4.5 million students and teachers are connected through this organization. Founded in 1996, Epals brings people from 191 countries together as intercultural partners and friends.

III. Filtered social networks:Some popular social networks for adults have content filtering and safety options that make them more suitable for children. Having parental controls on these platforms can limit access to inappropriate content. For example, Facebook Kids messenger and Messenger Kids.

Facebook Kids messenger – using this application, adults can communicate with children, but they must also get permission from the child's parents. At the same time, adults receive messages from children on Facebook Messenger. The application collects information about users: their names, the content of messages and notifies parents with the information that the user follows.

Family communication networks:Through these platforms, family members share photos, videos and messages and news with each other. The platform ensures privacy between family members. For example, Life360, SurnameAlbum.

Life360- a family social network application created in 2008, which is mainly a space for sharing information between friends and family members.

SurnameAlbum- photos are uploaded to the family album to take full advantage of photo sharing options. The information in it is absolutely safe.

It is also worth noting the contents and channels on the "You tube" platform, which is a repository of millions of information for children and adults of all ages.

TED-Ed -this channel offers short and educational videos on science, history, math and more. These videos are created with educational goals in mind and help develop children's intellectual abilities.

National Geographic Kids -offers a variety of videos about animals, nature, science and culture from around the world. Here, children can learn interesting facts about the world around them and expand their knowledge.

⁶ [LEGO® Life App](#)

⁷ <https://en.wikipedia.org/wiki/Everloop>

⁸ [Is PopJam a safe alternative to YouTube for kids? | by Parv K. Jessy | kidsNclicks | Medium](#)

Crash Course Kids-channel offers video tutorials on various topics such as science, history, geography and technology. The videos are made using simple language and illustrative examples, which are accessible to children.

Sesame Street-The TV show also has its own official YouTube channel. On the channel, children can enjoy fun educational videos featuring "Walking Fingers", "Elmo" and other characters.

The Kids' Picture Show-The channel, titled Exhibition of Children's Drawings, presents educational videos with visuals and explanations on various topics such as letters, numbers, shapes, colors and transportation.

SciShow Kids channel is a channel that presents scientific facts and experiments, children conduct various experiments in physics, chemistry, biology and other subjects and present them to the audience.

It should be noted that it is difficult to analyze the useful content on the YouTube platform, because it offers millions of videos and channels based on your interests. There are features that are important when choosing content.

Pay attention to ratings and reviews- before posting a video to children, it is necessary to check the ratings and reviews of the channel or video. This method is important for the child to be a watcher of quality content and safety.

Choosing educational channels -searching for channels that offer quality education will give them more offers on the subject. Such channels can provide videos on science, history, art, languages and other fields of knowledge that contribute to children's development and learning. When choosing YouTube content for kids, safety and age-appropriate offerings are top priorities.

It is important to remember that social media is a public environment, so content for children should be carefully selected and created with their safety and well-being in mind.

There are several categories of content on social networks that may pose a risk to children.

- violence - images of such topics can cause negative emotional and psychological consequences.

- sexual content - some social networks contain sexual content not intended for children. It may include pornographic images, inappropriate discussions or sexual solicitations.

- bullying and cyberbullying: negative messages, threats, insults and harassment directed at children can cause them emotional harm. Cyberbullying is online mobbing or harassment that can have serious consequences for children's well-being.

- unverified information - social networks often spread unverified information or false information that can mislead children and lead them to wrong conclusions.

- contact with strangers - children can be at risk when they contact strangers on social networks. This can lead to them becoming victims of fraud or other negative situations.

In conclusion, when creating child-friendly media content on social networks, you should pay attention to the following recommendations and principles:

- **security and privacy**:providing a safe environment for children is a priority. It is necessary to avoid the use of personal information that can identify the child and take measures to protect their identity.

- education is more meaningful: the use of educational and social media that helps children learn and develop. Provide information on topics of interest, encourage exploration and learning through a variety of formats such as videos, games, interactive activities, and more.

- **parental control**:parents need to be able to filter and control content so that they can monitor what their children are seeing on social media.

- ethical standards: complying with ethical standards in the creation and distribution of content. Ensuring that the content does not contain violence, obscenity, discrimination or other inappropriate elements.

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