The Popularity and Influence of Chu Chu TV YouTube Channel on Kids

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Abstract

With the invention of internet the viewers of television are slowly moving towards digital world. YouTube allows viewers to watch videos on demand. One can download it, save it and can even watch it several times repeatedly. From class assignments to solving a problem, online tutorials to art, craft, dance, recipe and many more things are now available with numerous options on YouTube. With the popularity of YouTube an Indian YouTube channel Chu Chu TV has become Asia’s most viewed YouTube channel with currently 34.8 million subscribers. The channel is designed for children, the content dedicatedly focuses on nursery rhymes and educational songs. The present paper is an attempt to find out the reason behind the popularity and its effects on kids between the age group 0-5 years of age.

Introduction- With the boom of internet, social media has become an indispensable part of everyone life. When every member of a family having latest smartphones with high speed internet connection how can children stay apart from this! In the present nuclear family culture and single parent upbringing, internet has played a vital role in the development, growth and engagement of children in every family. In the day to day busy life when the parents are packed with too many works, internet has become an easy option to keep the children occupied. Instead of plastic toys, soft dolls and fun gadgets children are getting fascinated towards television, computer and mobile phones. Due to the explosion of internet viewers of all age groups are drastically sifting from television to online videos. To keep oneself updated with the outdoor world, in every single minutes people keep on watching and searching on YouTube. After Facebook, YouTube is the second most popular social networking site. Recording a video, editing, uploading and sharing as per your choice was never that easy in the past. But after the inception of YouTube anyone can create his own channel with his expertise area and can share with millions of people around the globe. There are more than 2 billion people who users YouTube. Due to the dense competition, getting the viewership and uploading quality content on a regular basis on a channel is a tough task for a You Tuber. But there are some channels which instantly grab the eye balls of YouTube users and gain instant popularity in a short period of time. Usually YouTube channel earns popularity when their contents are unique, creative, presentable and informative for its target audiences. There is a big difference between highest viewership in one particular video and maintaining an official YouTube channel. When a video get popular either the content is exclusive or rare. But maintaining a channel with the same flow of viewers is a difficult and tricky task. One of such channel in kids section is Chu Chu TV. The
channel in just 24 months since its launch was become number one among the kid-channel on YouTube in Asia pacific. Created by an Indian software engineer from Chennai of India his channel Chu Chu TV is now highest subscribed channel in kid’s educational section with 34.8 million subscribers.

**The Popularity of Chu Chu TV:**

Chu Chu TV is an educational YouTube channel. It is an Indian channel which mainly uploads animated cartoon videos for kids. The founder of Chu Chu TV Vinoth Chandar made his first animated video for his daughter in the year 2013 on the popular nursery rhymes “chubby Cheek” and uploaded it on YouTube. The video got tremendous response and in just two weeks it reached 3 lakhs views. In the same year he again uploaded another video on popular nursery rhymes “twinkle twinkle little star”. In just two videos his channel Chu Chu TV gained 5,000 subscribers. The channel has uploaded video which is primarily based on nursery rhymes. The video of this channel are colorful, animated and beautifully crafted with Indian touch. The channel not only focuses on rhymes it also teach children good manners, good habit, shape, size, learning colour, alphabets and numerical numbers. There are number of kids based channel on YouTube but this is the only channel which has maintained the consistency of huge viewership on each of its video. As per YouTube data the channel has now (May, 2020) 34.8 million subscriber and is the most watched kid’s channel. The channel was created on 9 February 2013. The channel has uploaded just 353 videos on YouTube, which is much lesser than any other top rated channel of India. As per Social Blade tracking statistic record every day the channel is subscribed by 40 thousand new users. In a single month the channel attracts around 1 million subscribers. Which is yearly 14 million subscriber. It is now India’s 7th top YouTube channel in India. As an education channel it is India’s top rated and in world it is the 2nd most popular channel in educational section. Now the channel has 10 more channels on YouTube. The channel has received ‘Diamond Play Button’ recognition from YouTube for remarkable 10 million subscriber in just 4 years with just 154 videos.

**Objective of the Study**

The present study attempts to find out the following objectives.

- To identify the contents of Chu Chu TV
- To find out why parents prefer Chu Chu TV on YouTube
- To investigate its impact on children

**Methodology**

**Research Design:** In the present study, descriptive survey type of research has been adopted. Descriptive study can provide information about human behavior and attitude. So in the current study this method has been adopted to find the best result out of the target group. A structured
questionnaire has been used in this research to extract the information from the respondents. The result of the data has been analyzed quantitatively.

**Sample Design:**

**Target Population:** As the research is based on a kids channel the data here need to be collected from the parents of the kids who watch Chu Chu TV. Parents of children between the age group of 0-5 years of age of Bhubaneswar City of Odisha have been chosen for the study.

**Sampling Technique:**

In the present study convenience sampling has been selected. This is a type of non-probability sampling. As every person of the research area are not regular viewer of Chu Chu TV. So only those people have been surveyed who watch Chu Chu TV.

**Data Collection and Analysis**

A structure questionnaire of 15 close-ended questions with multiple options were placed in the questionnaire for the convenience of the respondents. An introduction of YouTube and Chu Chu TV kids’ channel was also given in each questionnaire. Different statistics have been used to analyze the collected data.

**Data Analysis**

**Table-1**

<table>
<thead>
<tr>
<th>Age of the kids</th>
<th>Series 1</th>
<th>Series 2</th>
<th>Series 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 years</td>
<td>8.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2 years</td>
<td>33.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-3 years</td>
<td>37.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-4 years</td>
<td>12.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-5 years</td>
<td>7.5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The above graph shows that in the present study 37.5% percent of the respondents are between the age group of 2-3 years, 33.75% are between the age group of 0-1 years, 12.5% percent are between the ages of 3-4 year and 7.5% percent are between the age group of 4-5 years.

**Table-2**

**What is the gender of your child?**

The above graph is a representation of number of baby boy and baby girl taken by the researcher. Out of the total 80 respondents 55 are baby girls and 45 are boys.
Table 3

What is the structure of your family?

<table>
<thead>
<tr>
<th>Structure of Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuclear Family</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>72.5%</td>
</tr>
</tbody>
</table>

The above table is a representation of types of family the respondents’ children belong to, which is an important factor. It shows that 72.5% percent of the respondents belong to nuclear family whereas only 27.5% of the respondents belong to extended or joint family.

Table 4

Why do you prefer Chu Chu TV for your kid?

<table>
<thead>
<tr>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
</tr>
<tr>
<td>60%</td>
</tr>
<tr>
<td>18.75%</td>
</tr>
<tr>
<td>21.25%</td>
</tr>
</tbody>
</table>

The above chart shows as why parents prefer Chu Chu TV for their kids. The chart is important and interesting. It shows that 60% of the mothers feel that Chu Chu TV is informative, their kids learn new things from the particular channel, whereas 21.25% percent mothers feel that it is
entertaining, whereas 18.75% mothers prefer Chu Chu TV because it shows no violence so this channel is safe for their kids.

Table-5
Are you a subscriber of Chu Chu TV

The above chart shows that out of the total 80 respondents in the study 20 means 25% percent parents have subscribed Chu Chu TV YouTube channel to get regular notification about latest video whereas majority of respondents have not subscribed the channel.

Table-6
How do you come to know about Chu Chu TV?

The above chart shows that out of the total 80 respondents in the study 20 means 25% percent parents have subscribed Chu Chu TV YouTube channel to get regular notification about latest video whereas majority of respondents have not subscribed the channel.
Chart-6 shows that 71% percent respondents come to know about Chu Chu TV while searching kid’s related channels and rhymes on YouTube. Whereas 29% percent respondents got to know about the channel from their friend and relatives.

Chart-7

Why you prefer YouTube channel for your kid?

The above graph indicates that 46.25% percent of the parents want their kids to learn through digital platform. So maximum number of parents allow their kids to learn rhymes and storytelling through YouTube. Whereas 37.5 % percent of the respondents engage their children in YouTube to make them occupied so that they can do some household and personal work. Whereas 16.25% percent prefer YouTube as a medium of entertainment for their kids.

Chart-8

What your kid like most on Chu Chu TV?

The above graph shows the percentage of respondents who like different categories of content on Chu Chu TV. 41.25% prefer Rhymes and Kids songs, 20% prefer Surprise Egg Toys, 25% prefer Story Time, and 13.75% prefer Fun Zone.
The above chart shows that the most popular video on Chu Chu TV is Rhymes and kids songs. Out of 80 respondents 41.25% percent respondents feel that their kids love to watch rhymes and songs on Chu Chu TV, whereas 25% percent respondents feel that their kids love to watch surprise egg toys video and 20% percent of the respondents feel their kids love to watch story time and 13.75% percent respondents feel that fun zone is mostly watched by their children.

Chart-9

How frequently your kid watch Chu Chu TV?

The above chart is important as it indicates the time the kids spent on YouTube and specially Chu Chu TV. The chart shows 43.75% percent of the respondents assume that their kids spends almost every day on Chu Chu TV, whereas 33.75% percent respondents feel their kids watch Chu Chu TV occasionally and 12.5% percent of the respondents assume that their kids watch Chu Chu TV in a regular interval but not in any specific time, whereas 10% percent respondents assume that their kids watch Chu Chu TV once in a week.
Chart-10

Do your kid remember, different characters of Chu Chu TV?

The above chart express that maximum 77.5% percent of the respondents realize that their kid remembers the name of the Chu Chu TV animated characters. Whereas 22.5% percent respondents feel that their kid do not recognize different characters of Chu Chu TV.

Chart-11

Do your kid sing and dance with the rhythm of Chu Chu TV?

The above chart shows that 77.5% percent respondents’ kids dance, sing and act with the rhythm of Chu Chu TV. Whereas 22.5% percent kids do not show any such behavior while watching the videos.
Chart-12

Do you think Chu Chu TV negative affect your kids?

The above table indicates that out of total respondents 77.5% percent of the parents feel that Chu Chu TV has no negative effect on their children, whereas 16.25% percent respondents feel that Chu Chu TV has some amount of negative effect on their kids although 6.25% percent respondents express that they do not know whether the channel has any negative impact on their kids or not.
Chart-13

Did Chu Chu TV helped your kid to learn Rhymes and communication skill in English?

The above chart shows that 63.75% percent parents strongly feel that Chu Chu TV is a good channel to learn rhymes, good manners and spoken English for kids. Whereas 28.75% percent respondents agree that their kids learn rhymes from Chu Chu TV. 5% percent respondents strongly disagree the statement while 2.5% percent disagreed with the statement.

Chart-14

Do your kid watch the same video repeatedly?

The above chart indicates that 92.5% percent respondents agree that their kid watch the same video of Chu Cu TV playlist repeatedly. While 7.5% percent respondents feel that their kids usually do not watch single video repeatedly.
Chart-15

How you will rate Chu Chu TV?

The above chart suggest that maximum respondents expressed that Chu Chu TV is a very good channel, whereas 40% percent of the respondents feel that it’s a very good channel while 6.25% percent respondents has given average rate to the channel. Whereas none of the respondents feel that the content and overall the channel is poor.

Findings and Conclusion

When we say about any video platform on internet then YouTube first comes to our mind. YouTube believes in Freedom of expression, freedom of information and freedom of opportunity. It gives its viewers and users the platform to express their voice and story. There are millions of channels on You Tube for all categories of viewers. There are few channels which drags maximum number of viewers to a channel because of its contents and program formats. Chu Chu TV is one of such YouTube channel which has attracted 34.8million subscribers till May 2020 in a very short span of time. After kid’s channel CoComelon of United State of America, Chu Chu TV is the most popular channel in the world. In India it the 8th most watched channel as per different social networking site’s statistics. The findings suggest that the channel is popular among Indian parents because of its contents. As the channel has uploaded chiefly video related to nursery rhymes it has become mom’s first choice to make their kids learn fast from a video platform. The study also shows that as most of the parents are belong to nuclear family, parents get hardly enough time to play with their kids in leisure, so they have chosen You Tube channel as the alternative ways to engage and make their kids learn new things. It was also revealed that as internet search engine automatically keep your favorite play lists in the top, children keep on watching repeated as well as the same channel on a daily basis. It was also
found that as the channel does not show any violence, it is informative and it is entertaining, it has become World’s one of the most viewed channel. The Indian channel started from Chennai has now developed contents for Spain, Mexico, Argentina and US. It has also created many programs in Tamil, Telugu and Hindi. The research revealed that though parents know the fact that mobile phone, internet and television has so many adverse effect on children, still they prefer You Tube or any other digital platform to make their kids learn new thing and engage them in a fruitful way. You Tube is entertaining, informative and kids enjoy it. So despite knowing that You Tube is not advisable in such early stage, they prefer kids’ video on You Tube. Though there are multiple options for kids online, Chu Chu TV has become one of the favorite of most of the new parents because of its contents, as every parents want their kids to recite rhymes and story in as early stage as possible.

Reference

- This man created a kids’ learning channel on YouTube for his daughter, and now it is India’s number one, (2018, October 26), India Today, Retrieved from https://www.indiatoday.in/