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THE EFFECT OF YOUTUBE AND TIKTOK ADVERTISEMENTS ON KINDERGARTON'S CHILDREN BEHAVIOR CONTENT ANALYSIS STUDY

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ABSTRACT

Advertisements exert a significant influence on society, particularly on youngsters. Children's engagement with electronic devices and social media platforms frequently exposes them to non-skippable commercials, prompting worries regarding their possible impact on behaviour. The study sought to examine the content of enigmatic messages in advertising that influence the personalities and behaviours of kindergarten students. The sample comprises 200 advertising aimed at children from social media sites, notably YouTube and TikTok. An analytical methodology and checklist evaluated the material and its behavioural effects. Furthermore, 40 children aged 4 to 6 and their moms were questioned. A qualitative descriptive methodology was employed, incorporating content analysis of the advertising to gain a comprehensive knowledge of both direct and indirect messages. The interviews elucidated the advertisement's impact on children's behaviour. Data analysis indicated that recurring themes in advertising substantially influence children's behaviour, especially by fostering consumer-oriented behaviours and purchasing impulses. Interviews with children and moms indicated that children often replicated undesirable behaviours and expressions seen in commercials. In light of these findings, the study advocates for (1) enhancing children's comprehension of appropriate and undesirable behaviours in accordance with their developmental stage. (2) Pushes for the establishment of training workshops and seminars for parents and educators regarding the dangers associated with marketing and the enforcement of supervision over children's social media material. Encouraging advertisers to comply with ethical norms to safeguard youngsters from detrimental content.

KEYWORDS: Online Ads, Children's Psychology, Social Behaviors, Kindergarten Children Social Media, YouTube, TikTok.

1. INTRODUCTION

In the contemporary digital era, ads have emerged as a formidable and influential medium, significantly impacting commercial and consumer behaviour. They depend significantly on their capacity to attract and influence individuals and society. This expanding effect is especially apparent in the manner ads aim at all societal sections, notably youngsters. According to Lapierre *et al.* (2017), the ubiquity of media consumption at home and during recreational activities subjects youngsters to an incessant influx of commercials via television, tablets, and smartphones. These adverts frequently emerge abruptly, disrupting their activities and necessitating engagement with the material prior to resuming their games or shows. Advertisements have become an integral aspect of contemporary society, intricately woven into its cultural and social framework. They are among the most extensively distributed instruments that influence cultural norms and values, particularly among younger demographics. The proliferation of electronic gadgets and marketing on sites like YouTube and TikTok has amplified their impact (Hajduoa *et al.*, 2021). These platforms, where youngsters invest considerable time, have evolved into channels for disseminating diverse values, behaviours, and occasionally, disinformation (Bamfo, *et al.*, 2019). The media applications utilised by youngsters were analysed; TikTok and YouTube serve as venues primarily for sharing static images and brief films, while YouTube and TikTok are fundamentally video-centric platforms. All platforms are media-sharing networks that allow users to follow or subscribe to the posts of others. Instances of food marketing were analysed in social media posts. Any occurrence in which a branded food product is depicted in the post is classified as 'product marketing,' whereas 'brand marketing' pertains to instances where a brand name or emblem is displayed or referenced in the post without the product itself. (Kent *et al.*, 2024). The emergence of social media has given rise to a novel form of peer endorsement, specifically social media influencers. This section will elucidate the emergence of social media influencers as a novel advertising medium aimed at young children (De Veirman *et al.*, 2019). Specifically, YouTube and TikTok. Children are attracted to YouTube due to its extensive selection of movies and games that offer entertainment and, in certain instances, instructional material. Nevertheless, research conducted by Abd Al-Razek *et al.* (2021) warns that although these platforms can impart technology terminology, they may also promote detrimental behaviours, such as pranks, and

replicate potentially hazardous trends. TikTok, characterised by its swiftly expanding user demographic, differentiates itself by employing artificial intelligence to customise material according to personal preferences; yet, this engenders apprehensions over privacy violations, data accumulation, and the risk of detrimental content impacting impressionable audiences. (Al-Hashim & Al-Rajabi, 2023). Advertisements significantly affect children and influence them across several psychological and educational aspects. These dimensions encompass the emotional facet, wherein advertisements influence children's attitudes, motivations, and traits; the social dimension, which takes into account their cultural and societal contexts; the cognitive aspect, involving the mental processes of comprehension and reasoning; and the aesthetic component, relating to the design of advertisements that can significantly affect children's behaviour (Abd al-Razek, 2021; Abd al-Rahim, 2017; Dalimi, 2019). The World Health Organisation (WHO) has advocated for the restriction of unhealthy food marketing on social media and other digital platforms. Presently in Canada, the industry self-regulatory initiative, the Code for Children's Food and Beverage Advertising, intended to limit harmful food advertising directed at children, is not applicable on social media. The Influencer Marketing Steering Committee for Ad Standards and the Competition Act's recommendations on marketing disclosures for influencers lack provisions to safeguard youngsters from harmful food advertising. (Kent *et al.*, 2024). Psychiatrists have noted that children's behaviour frequently alters following exposure to commercials, attributing this phenomenon to their inherent impulses. Al Ghamdi (2017) characterises these instincts as an intrinsic psychological predisposition that renders infants susceptible to commercials, igniting a desire to obtain promoted things. Moreover, exposure to electronic media, including games and films, significantly influences children's development. Research indicates that such information can improve cognitive abilities, foster creativity, and promote social and emotional development, consequently cultivating several beneficial attributes, including passion (Mohammed and Mosab, 2019; Ibrahim and Alia, 2019). The age limit is significant since it marks the threshold at which numerous social media platforms, including as Facebook, Instagram, and TikTok, forbid users from establishing an account without parental agreement. In summary, minors are prohibited from independently utilising these sites, necessitating parental or guardian authorisation and

active participation for any youngster accessing them. These sites frequently feature biographies indicating that their social media accounts are "managed by their parents." Consequently, the obligation to safeguard the rights and welfare of children is heightened. Behri, 2024. Due to the significant impact of commercials on children's behaviour, academics have highlighted the necessity of examining the interaction between children's psychological traits and advertisement content. Abd al-Razek et al. (2021) observed that children, especially younger ones, are particularly vulnerable to commercials and may not entirely grasp their intent. This highlights the necessity for age-appropriate advertising regulations, as exposure to certain information can profoundly influence a child's development, understanding, and worldview. To enhance the efficacy of commercials aimed at children, firms frequently partner with psychologists to get insights into and effectively target young audiences (Kognati, 2020). Utilising audio-visual effects and advanced techniques, advertisers can provide compelling material that captivates children's attention and immerses them in an enchanting realm of imagery and scenarios, therefore influencing their perceptions and aspirations (Abd al-Rahim, 2017). The nature of commercials predisposes youngsters to desire and acquire items, prompting concerns on the influence of such content on their values and moral development. Educators warn that certain commercials harbour encoded messages that might undermine children's intellectual and moral foundations, promote particular behaviours, and contribute to problems such as eating disorders. This is especially troubling when commercials endorse unhealthy body images or promote rapid food consumption, leading to issues such as obesity and anorexia (Abd al-Razek et al., 2021; Dhir, 2018; Bamfo et al., 2019). Furthermore, there is less understanding of how various content methods employed by influencers can uniquely impact children. The prominence (subtle versus apparent) and modality (visual versus auditory) of product placement are significant factors to analyse. Furthermore, varying techniques may be employed across distinct social media platforms (e.g., TikTok versus YouTube), and the nature of the brand or product (familiar versus unfamiliar, low versus high engagement) may influence the efficacy of influencer marketing. Moreover, several categories of influencers – macro, micro, and nano – differ in their characteristics. De Veirman et al. (2019). The notion of cultural implantation elucidates how ads alter children's social and educational beliefs by affecting

their vision of reality. Children assimilate the meanings and concepts conveyed in media content, with the intensity and frequency of exposure being pivotal in this process. Advertisements that adeptly include audio-visual features, like recognisable cartoons, vivid colours, and humour, are notably impactful; nevertheless, they may also incite adverse behaviours, such as aggressiveness, animosity, and detrimental imitation. It is imperative for parents and educators to instruct children about the intent of commercials and to foster critical thinking to alleviate possible adverse effects (Abd al-Karim, 2021; Meyer, 2011; Khali, 2020; Belomar, 2018; Mohamed Mosab, 2019; Ibrahim and Ali, 2019). Researchers have regarded children's exposure to marketing as a double-edged sword. Advertisements can facilitate children's comprehension of concepts, cultivate critical thinking, encourage independent opinions, and augment cultural and scientific knowledge. Advertisements may also exert detrimental impacts by portraying inaccurate product views, coercing children into consumerism, and potentially eroding their values. The scant research in this domain, particularly within the Arab context, highlights the necessity for further investigations on the effects of marketing on children, especially during early life (2022). A study examining electronic games revealed that the design and quality of marketing markedly affected children's perceptions and purchasing behaviour, underscoring the necessity for responsible content creation that aligns with social ideals. Subsequent research, like Dasuki's (2023) study, has investigated children's exposure to social media marketing and their material expectations. The research indicated that recreational content, particularly on sites like YouTube, was the most attractive to youngsters. The intensity of marketing exposure did not immediately connect with children's material goals; however, the allure of advertisements affected their desire for promoted products. This study underscores the significance of parental oversight about the content children engage with on social media, especially from trusted influencers. A study conducted by Feijoo et al. (2021) examined children's capacity to identify persuasive messages in commercials on YouTube and Instagram. The findings indicated that youngsters find it challenging to differentiate between amusement and persuasive content, with parents recognising the difficulties their children encounter in comprehending implicit advertising messages. This indicates a necessity for public literacy initiatives designed for minors. A study by Muslim (2019) emphasised the representation of

women in electronic marketing, specifically targeting the 18-40 age demographic and their inclination towards urban and fantastical settings. The research emphasised ethical issues, especially concerning the representation of women and the impact of commercials on society norms. r (Hoek et al., 2020). The influence of ads on viewer behaviour is a contentious subject, as they significantly shape either favourable or unfavourable reactions. Costa (2015) indicates considerable variability in audience responses to television commercials. The study, which assessed a sample of 2,000 viewers from various age demographics and professional backgrounds, revealed that while certain viewers reacted favourably to advertising, others were more susceptible to negative effects. Students exhibited markedly favourable behaviour towards advertisements, demonstrating significant effect from the information they observed. The study indicated that viewers are more swayed by television advertisements than by those in print media, underscoring the significant impact of visual and auditory components in television marketing. This study extends prior research by particularly examining advertisement content targeted to youngsters on YouTube and TikTok. This study delineates the parameters of advertisement content analysis and presents a methodology that rectifies the deficiency of qualitative research properly characterising commercial content. This study expands upon previous research that has predominantly focused on consumer purchase behaviour, especially from the viewpoint of parents worried about their children's demands for superfluous or detrimental things. It analyses the behaviours that children may develop from exposure to marketing on these sites. The researchers sought to uncover the behavioural messages in a sample of advertising directed at youngsters that could potentially influence their behaviour. YouTube, established in February 2005 by Steve Chen, Chad Hurley, and Jawed Karim, and subsequently acquired by Google in 2006, is a complimentary platform enabling users to share, publish, and view videos on personal channels. It provides functionalities including ads, hyperlinks, and commentary (Computer Hope, 2023). YouTube is immensely popular and functions as both an educational and entertainment platform, offering information on diverse themes. It allows users to acquire knowledge, cultivate new talents, and engage with recreational material including music, films, games, and comedy. The platform fosters innovation and talent, rendering it an invaluable

video marketing instrument. Nonetheless, obstacles persist, including the dissemination of detrimental content that could adversely affect viewer conduct (El-Hadethy, 2020). The research conducted by Al Mufti (2022) validated the extent of personal, behavioural, social, and value dangers faced by youngsters. YouTube enables viewers to comment on videos and engage with content creators and fellow viewers, building online communities where anyone globally can connect and debate common interests (Kotb and Mohammed, 2021). The platform provides substantial chances for corporations to sell their products via pre-video commercials or interactive notifications during videos, so augmenting brand recognition and increasing sales (Mufti, 2022). YouTube has prioritised establishing a secure environment for children through the introduction of YouTube Kids, which provides child-appropriate interfaces and content. The platform features instructive videos, games, and cartoons, accompanied by diverse parental controls to guarantee children's safety, including account setup, content management, and screen time limitations. YouTube advertisements for children undergo meticulous evaluation to ensure age appropriateness (Moreau, 2020). Anderson & Jiang (2018) concentrate their research on YouTube as a medium, which is unsurprising given its prevalent use among children. Contemporary children dedicate numerous hours online viewing YouTube videos featuring their preferred vloggers engaging in gaming, unboxing toys, reviewing items, making jokes, or simply documenting their daily routines. These vloggers consistently provide appealing and engaging content with the aim of cultivating a substantial fan base. Despite a predominance of adult vloggers, the population of child vloggers is burgeoning (De Veirman et al., 2019). YouTube Kids was intended to create a secure viewing environment for children; yet, it has been criticism for unsettling commercials and messages that detract from the experience. The platform occasionally features unsuitable content that may be detrimental to children, along with videos disseminating misinformation (Al Mufti, 2022). Additional worries encompass addiction, excessive screen time, and privacy issues due to YouTube's huge data collection on users. Although the option to deactivate comments exists, unpleasant remarks and abuse may nonetheless manifest in certain videos, adversely affecting youngsters. Neumann and Herodotou (2020). YouTube is a potent platform offering numerous advantages, including video consumption, skill acquisition, interpersonal communication, and potential

monetisation through content creation. Users must also recognise obstacles, such as unsuitable content and privacy issues. TikTok, a social media website established in 2016, allows users to produce and disseminate brief films. The platform has swiftly attained worldwide prominence, with 250 million daily active users. The platform's popularity is ascribed to a system that facilitates seamless viewing and sharing of short films, presenting a varied array of content like as dance, music, arts, comedy, and challenges (Abd al-Karim, 2021). The examination of TikTok's influence on viewers is regarded as a significant subject in understanding audience impact (Coates et al., 2019). TikTok functions on smartphones and tablets, enabling users to establish personal accounts, follow others, engage through comments, and exchange videos. The application additionally offers functionalities for video recording and editing (Zuo & Wang, 2019). Nonetheless, TikTok presents difficulties, especially for toddlers who may find it challenging to differentiate between appropriate and inappropriate behaviour. The platform's algorithm customises material according to user preferences, so influencing behaviour and marketing communications, rendering it a formidable yet potentially dangerous instrument for younger demographics (Xu et al., 2019). Numerous research have investigated the effects of children's exposure to social media platforms, specifically examining its behavioural consequences. A study conducted by Hashim and Regbee (2023) investigated the risks to children utilising platforms like TikTok and YouTube from the viewpoint of moms. The research employed a descriptive methodology and included a representative sample of 300 moms of children aged 8 to 11 years in Oman. The survey revealed, via questionnaires and interviews that the majority of youngsters engage with these platforms for over two hours each day, while 76.7% of moms deem the content unsuitable for their children. Children utilise these platforms for entertainment, to pass the time, and to afford their mothers the opportunity to concentrate on domestic responsibilities. This study emphasised several hazards, including adverse effects on knowledge, conscience, and behaviour. To alleviate these hazards, the moms indicated their efforts to safeguard their children by promoting educational games, athletics, and other productive activities. The study advised restricting children's social media usage to one hour daily, supervising their content, and offering alternate activities to utilise their time effectively. The utilisation of children to generate video material on TikTok has significantly escalated

as a strategy to persuade and influence youthful audiences. Ishmael (2022) examined the representation of children on TikTok and the behaviours and beliefs they convey through the platform. This research examined 100 movies of Egyptian youngsters employing content analysis and descriptive techniques. Research indicates that youngsters are often engaged in the production of TikTok content, commonly participating in dance and music videos, where they emulate adult behaviours and impersonate renowned figures. Kotb and Mohammed (2021) investigated the influence of children's exposure to YouTube on their social development, concentrating on the "Shia Family Program," a prominent Saudi YouTube channel. This study sought to assess the impact of exposure on children's values, behaviours, and overall life satisfaction. The study employed a survey methodology to gather data from 338 Saudi moms of children aged 5 to 13 who viewed the program. The findings indicated that numerous children are acquainted with digital terminology such as "Subscribe," "Share," "Like," and "Views," driven by the pursuit of notoriety and the ambition to establish their own YouTube channels. The study additionally revealed that youngsters are especially attracted to prank content on the channel, perceiving it as entertaining, and frequently replicating these pranks in real life. This has raised worries among mothers, many of whom oppose the program, as it fosters mischievous behaviour and encourages consumerism in youngsters. This study highlights the influence of new media platforms like YouTube on moulding children's values and behaviours, functioning as both a source of amusement and a medium for learning, communication, and socialisation. The Alhedaithy study (2020), entitled "Patterns of Use of YouTube Platform and Impact of Advertisements on the User in Saudi Arabia," sought to investigate YouTube usage in Saudi Arabia and the influence of various advertisement kinds on user engagement. The research included an electronic survey with a sample of 300 participants aged 20 years. It studied user responses with two advertisement formats: one featuring an immediate five-second message and the other presenting a message deferred until the conclusion. The study revealed that over half of the participants (53%) used YouTube more than once daily, with 90.7% utilising it for one to three hours. The predominant content kinds were shows and discussion shows (52.7%) and music (51.7%). Furthermore, 63% of participants indicated engagement with YouTube videos, with the reaction metrics affecting their viewing decisions.

The research determined that YouTube serves as an efficacious medium for advertising, with numerous users interacting with commercials. The research indicated that commercials featuring an instant message within the initial five seconds resulted in increased engagement and a wider audience compared to those with a delayed message. Immediate advertisements more effectively stimulate the primary pathway of information processing, resulting in enhanced user engagement. Abd al-Karim (2021) examined the psychological and behavioural effects of TikTok on children within Egyptian society, emphasising children's interactions with contemporary technology and parental oversight of this engagement. This study examined the behaviours children develop via TikTok, their reliance on the application, the accompanying hazards, and strategies to safeguard them from potential harm. The results indicated that 66% of youngsters consistently utilised modern communication devices, with 59% engaging for 4-6 hours, predominantly influenced by available time (62%). The research revealed that 68% of participants stated that marketing for modern communication technology encourage youngsters to embrace new ideas that diverge from conventional social practices and beliefs. In a distinct study, Abed Shafi (2021) investigated ethical issues pertaining to children's YouTube videos. A descriptive study utilising questionnaires, interviews with 200 academic professors and media specialists, and an analysis of 70 YouTube videos revealed that 70% of children's YouTube content exhibited various forms of abuse – verbal, behavioural, or moral. These videos frequently emphasise enjoyment and garner views based on compliance with social responsibility and ethical norms. This study demonstrated that the principal objective of content authors is to optimise views, subscriptions, and likes, frequently disregarding ethical considerations. Additionally, 46.5% of the expert sample claimed that YouTube creators of children's content "do not at all" comply with standards of social responsibility and publishing ethics. The research highlighted the pressing necessity for enforceable norms and standards to guarantee that children's content on YouTube adheres to social responsibility and ethical publishing practices. An examination of the current literature uncovers a significant deficiency in research focused on the content of advertisements aimed at young children, especially throughout early life. The majority of study has concentrated on adolescent and adult demographics, neglecting the considerable exposure of young children to social

media ads. These advertising influence children's play, amusement, leisure pursuits, and social interactions. The correlation between exposure to electronic content and behavioural modification is extensively documented; however, insufficient focus has been directed towards the particular effects of advertisement content during screen time, especially the explicit and implicit messages communicated by these advertisements and their influence on children's behaviour. Furthermore, the majority of prior studies utilised questionnaires as their principal research instrument, with the exception of Ismail (2022), who scrutinised advertisement material with distinct aims, particularly focussing on the depiction of children in advertisements. This underscores the paucity of qualitative study about the characteristics of advertising content directed to young children. Although parents recognise the detrimental behavioural effects of children's exposure to videos and advertisements on platforms like YouTube and TikTok, numerous families have failed to implement sufficient measures to regulate their children's access to such content, especially regarding implicit messages. This gap highlights the necessity for the present study to explore the behaviours cultivated in children by the implicit content of advertisements, which frequently emerge unexpectedly and are challenging for children to evade. Previous studies indicate that children often experience influencer marketing, particularly while viewing YouTube (Marsh, 2016; Folkvord et al., 2019; Martinez and Olsson, 2019). The promotional material disseminated by these influencers influences children's views and behaviours, particularly regarding their snack consumption (e.g., Folkvord et al., 2019; Martinez and Olsson, 2019; Coates et al., 2019; De Jans et al., 2019). Given children's limited advertising literacy and susceptibility to integrated advertising techniques, including influencer marketing (De Veirman, 2019). This study analyses the content of advertising aimed at young children and evaluates their behavioural impact, based on observations and a literature analysis. This study sought to examine the content of enigmatic messages in advertising that influence the personalities and behaviours of kindergarten children. This issue has become apparent through empirical investigations, wherein children subjected to commercials when engaging with free games on YouTube or viewing videos on TikTok are necessitated to watch the complete content to proceed with their activity. This exposure may result in adverse consequences, including the cultivation of a preference for marketed products, the imitation of

unsuitable material, and the assimilation of objectionable language or behaviours. Moreover, these advertising frequently manifest while youngsters are unsupervised, prompting apprehensions over privacy and oversight of their online behaviour. Previous research acknowledges the informative nature of entertainment and trendiness in advertisements and their beneficial impact on children (Firat, 2019). Conversely, numerous studies indicate the detrimental effects of advertisements on consumer behaviour (De Veirman, 2019; Martínez & Olsson, 2019; Kent et al., 2024), prompting the current investigation to explore both direct and indirect messages conveyed to children through advertisements. This study conducted interviews with 40 mothers of children who engage in YouTube gaming to gain a deeper understanding of the issue's magnitude. Their replies indicated that children exposed to specific commercials acquire inappropriate behaviours, including hostility and ridicule, and are swayed towards unneeded or unsuitable purchases. Persuading these children to adopt an alternative viewpoint is arduous. This study seeks to address the identified deficiency in research about advertisement content targeting young children and its behavioural effects by conducting a comprehensive analysis of how advertisements influence young children's behaviour and overall development.

1.1. Research Questions

The present study aimed to address the following questions to explore the impact of advertisements on young children:

Question 1: What is the content of advertisements that suddenly appear to the child during exposure to YouTube platforms and TikTok?

This question was further broken down into five analytical sub-questions

1. **What is the source of the advertisement for the kids?**
 - This study examines the origin of advertisements, such as the companies or brands behind them, and their targeting strategies.
2. **What methods does the advertisement use to persuade and attract children's attention?**
 - This focuses on the techniques employed in advertisements to engage children, such as visual effects, music, or interactive elements.
3. **What message does the advertisement seek**

to convey to the child?

- This study investigates the core message or call to action of the advertisement and how it is intended to influence the child's thoughts or behaviors.
4. **What is the presentation of the images and texts used in the advertisement?**
 - This examines how images and texts are designed and presented in advertisements, including their visual appeal and clarity.
 5. **What language is used in the advertisement?**
 - This explores the type of language used in advertisements, such as its simplicity, persuasiveness, and appropriateness for the target age group.

Question 2: What is the behavioral content of the advertisement content provided to the child through YouTube and TikTok platforms?

This inquiry sought to identify and analyse the precise behaviours and attitudes propagated by advertising that influence children's actions and perspectives, as well as to ascertain any potential adverse effects on young children.

1.2. Research Objectives

This study seeks to examine the content of commercials directed at children on YouTube and TikTok, concentrating on both explicit and implicit messages and their influence on children's psychological and social behaviour.

1.2.1. Research Assumptions

The advertisement content on YouTube and TikTok affects kindergarten children's behavior.

2. METHODOLOGY

This study employs a qualitative descriptive methodology, utilising content analysis to systematically investigate and analyse advertising. Content analysis, as articulated by Hostle (Dubey & Tay, 2014), entails a systematic and objective examination of messages that integrates both quantitative and qualitative evaluations of the material. This method is appropriate for the analysis as it facilitates a comprehensive investigation of advertisement content, elucidating the transmitted messages, presentation style, and recommended behaviours that may impact children's behaviour. This study employs content analysis to elucidate the influence of advertisements on these platforms on children, pinpointing both explicit and implicit effects on their behaviour.

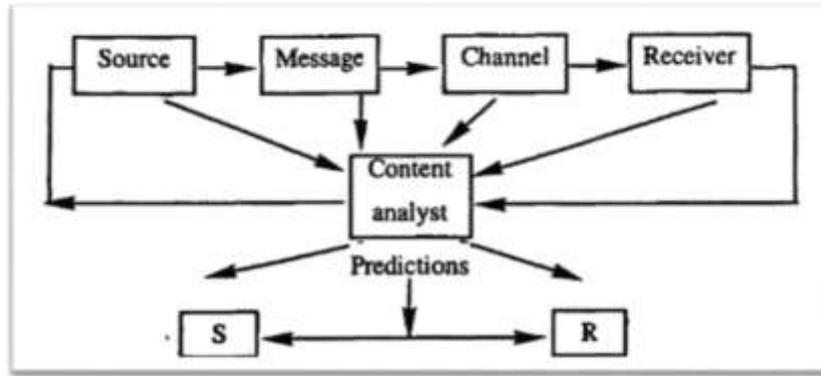


Figure 1: Content Analysis Site in the Communication System (Ta'imah, 2004).

Based on the content analysis framework (Figure 1), the study examines the following components:

- **Content Source:** Origin or publisher of the advertisements, which aims to deliver specific messages.
- **Publication Content:** The nature of the message being communicated through the advertisement.
- **Channel:** The media through which the message is delivered, which in this case are YouTube and TikTok platforms.
- **Recipient:** The target audience of the advertisements, specifically children.
- **Predicting Future Change:** Assessing how messages in advertisements might influence or alter the future behavior of recipients.

3. SOCIETY AND SAMPLE

This study examines adverts involving children that are displayed on YouTube and TikTok during gameplay and video viewing. Forty children aged 4 to 6 years and their moms were interviewed prior to identifying the research problem. The sample comprised 200 commercials, encompassing both recurring and singular appearances. The adverts were intentionally chosen through observation and analysis utilising a content analysis tool specifically designed for the project. The sample sought to offer an exhaustive perspective on the manner in which these adverts convey their messages and their possible influence on children's behaviour.

3.1. Research Tools

A content analysis form was created and employed to fulfil the study's objectives and address the research issues. This form aims to discover and analyse adverts targeting children during their engagement with games or videos on social media platforms like YouTube and TikTok. The content analysis card was thorough, comprising six

measurement axes and a total of 42 items. The axes encompass the advertisement's source, the strategies employed to engage and persuade youngsters, the represented activity's content, the offered texts and visuals, the language utilised, and the anticipated behavioural impact on the child. The analytical categories inside the form encompassed a diverse array of factors, including images, sounds, texts, motions, allusions, phrases, the surroundings, and anticipated behaviours of youngsters. Each category aims to encapsulate distinct facets of advertisement design and its potential influence on children's behaviour.

3.2. Validity and Reliability

Multiple measures were implemented to guarantee the authenticity and reliability of the content analysis. The form was initially evaluated for appearance validity by correlating it with the theoretical framework and prior research to confirm its alignment with the study's aims. Furthermore, expert validation was performed, with arbitrators affirming that the form precisely assessed the required dimensions of advertisement content. The form's consistency was evaluated by computing the coefficient of agreement among various analysts. This entailed the examination of a sample of advertisements, constituting 10% of the overall sample, conducted by two researchers with expertise in the domain. A high consistency factor signified the tool's dependable performance, whereas an escalation in errors from inconsistent estimations implied diminished reliability. The Ethics Committee of the Imam Abdulrahman bin Faisal University, SAUDI ARBIA approved this study on 12/12/2024 (Ref. No. IRB-2024-28-886). The results of this analysis were used to ensure the objectivity and reliability of the content analysis. Table 1 shows the results of the analysis of the sample content of children's advertisements.

Table 1: Results of Analysis of Sample Content of Children's Advertisements n = 10.

#	Statement	Researcher First	Second Researcher	Grades Agreement	Degrees of difference	Total
Children's Advertisement Display Source(4)						
1	Games via YouTube Platform	5	5	5	0	10
	Accompanying YouTube video viewing	5	5	5	0	10
	Accompanying the viewing of children's programs on YouTube	2	2	2	0	4
	Accompanying video viewing on the Tech TikTok platform	8	8	8	0	8
Methods of persuading and attracting children's attention(8)						
2	Use sound effects, loud sounds, and explosive sounds	4	4	4	0	8
	loud music	5	5	5	0	10
	Brightly Grainy Colors for Children	12	12	12	0	24
	The display of parts of the game is characterized by mystery	0	0	0	0	0
	Use beloved cartoon characters For Children	5	5	5	0	10
	Using fantasy virtual environments and exciting applications for children	4	4	4	0	8
	Use of baby-loving places	2	1	1	1	2
Show exaggeration in the form of characters and elements	0	0	0	0	0	
Activity content occurring in advertisements(10)						
3	Toys with advanced buying stages	4	5	4	1	9
	Exotic clothing and shoe advertisements	2	2	2	0	4
	Quick food advertisements	4	4	4	0	8
	Changing the shape of weak characters	2	1	1	1	3
	Destruction of furniture, buildings, and property	4	3	3	1	7
	Stalking and police escape	2	2	2	0	4
	Cracking and destroying things	2	2	2	0	4
	Self-harm and others	0	0	0	0	0
	Fraud and deception	0	0	0	0	0
Spying on others and mocking them.	0	0	0	0	0	
Texts and photographs (7)						
4	Audio Text	6	7	6	1	13
	Written sentences	5	7	5	2	12
	Amalgamation of audio and written words	0	0	0	0	0
	Interactive animated images of people and places	12	12	12	0	24
	Caricatures	0	0	0	0	0
	Fixed drawings and photos	2	2	2	0	4
Images of natural environments.	Images of natural environments	Images of natural environments	Images of natural environments	Images of natural environments.	Images of natural environments	
Images of natural environments.						
5	Arabic, Easter.	6	7	6	1	13
	Life language	5	7	5	2	12
	A common language with different dialects.	5	5	5	0	10
	foreign language	2	2	2	0	4
	street language	2	2	2	0	4
directed behavioral content carried by advertisement content(8)						
6	Aggressive behavior	5	7	5	2	12
	Bullying and mocking others	5	5	5	0	10
	Consumer Behavior	5	5	5	0	10
	Destruction of property is evidence of environmental control.	2	2	2	0	4
	Self-harm and other force-proof	2	2	2	0	4
	cheating and deception	5	3	3	2	8
	Using strange rites to reach the goal	2	2	2	0	4
Loss of gender identity	7	4	4	3	11	

By applying the Holsti equation. The coefficient of agreement is as follows: $0.97 = (2 \times 144 / 296 = (2 \times \text{the number of agreed categories}) / (\text{total number of categories analyzed in the analysis}))$.

The findings indicated a consistency factor of 0.97 among the reviewers, signifying a good degree of dependability of the content analysis instrument. The elevated persistence factor guarantees the reliability of the outcomes obtained from the content analysis, affirming the tool's appropriateness for examining commercials aimed at youngsters. Subsequent to this validation, the research team members, in conjunction with parents, received training to utilise the content analysis form for assessing commercials directed at children aged four to six years on YouTube and TikTok platforms. The investigation encompassed 200 adverts targeting those over 18 months old.

3.3. Data Analysis

The statistical analysis of the study data was

conducted using SPSS software. The research entailed computing percentages and frequencies to comprehend the distribution of content kinds and their attributes. The Holsti formula was utilised to calculate the coefficient of agreement, so reinforcing the dependability of the analysis. This study integrated quantitative and qualitative analyses to thoroughly examine the influence of advertisement content on young children.

4. RESULTS

Question 1: what is the content of advertisements that suddenly appear to the child during exposure to YouTube and TikTok platforms?

The content of the advertisements was analyzed according to the following analytical questions:

1. *What's the source of the advertisement for the kids?*

The frequency and percentage of advertisement sources are calculated as follows:

Table 2: Results of Analysis of the Source of the Presentation of Advertisements $n = 200$.

Advertisement Display Source	Frequency	Percentage
Games via YouTube Platform	85	42.5 %
Accompanying video viewing on YouTube	25	12.5%
Accompanying children's YouTube programs	20	10%
Accompanying video viewing on the TikTok platform	70	35%
Total	200	100%

Table (2) shows that the percentage of advertisements for children on YouTube games is 42.5%. Advertisements for children also appear on YouTube while watching videos (12.5%) and while watching programs (10%). The total percentage of advertisements on YouTube was 65%, compared to 35% for advertisements on the TikTok platform.

2. *What methods does the advertisement use to persuade and attract children's attention?*

The researchers examined the techniques employed by advertisements to influence and capture children's attention, concluding that qualitative content analysis was suitable for this inquiry due to the multiple persuasive strategies utilised within the same advertisement, all aimed at convincing children of the product's significance and encouraging its purchase.

The adverts also incorporate sound effects, loud noises, and explosive sounds.-loud music, vibrant colours appealing to children, the presentation of game elements imbued with mystery and

excitement, the incorporation of beloved cartoon characters, the thrill and challenge presented by weaponry and automotive sounds, the utilisation of fictional virtual realms, and the application of 3D imagery and artificial intelligence to create exotic environments that stimulate imagination and curiosity. Utilising charming objects like a cream ice machine, incorporating venues such as amusement parks and racetracks, depicting the hyperbole of muscular individuals, peculiar charges on personalities' physiques, and unforeseen extreme violence, exemplified by a formidable individual attempting to shatter a mobile screen.

3. *What message does the advertisement seek to convey to the child?*

The frequency and proportion of the message content intended for the child in the commercial are determined based on the repetition count, ranked from most to least prominent, as illustrated in Table3.

Table 3: Results of the Message Contained in Advertisements n = 200.

How to view photos and texts	Frequency	Percentage	Rank
Advanced stages of gaming to buy	40	20%	1
Changing Character Format	20	10%	3
Fast Food Advertisements	35	17.5%	2
Clothing and footwear advertisements for celebrities	20	10%	3
Car crash and accidents	15	7.5%	4
Wars, firearms, fighting, and the death of enemies	12	6%	5
Bullying and ridicule of others and vulnerable personalities	20	10%	3
Destruction of public and private property and robot personalities that have the potential to destroy	12	6%	5
Deception and police escape	5	2.5%	6
Self-harm is a source of force	2	1%	8
Using magic and exotic rites	1	0.5%	8
Touching other people's bodies in strange ways	5	2.5%	6
Boys wear girls' clothes and vice versa	5	2.5%	6
Theft and destruction of property is a source of power, control, and sense of happiness	4	2%	7
Focus on cheating and deceiving others as a source of success and reward	2	1%	8
Success in spying on others	1	0.5%	8
The appearance of cartoon model characters in sexy clothes and asking the child to vote for them	1	0.5%	8
Total	200	100%	

Table 3 clearly indicates that the adverts pertain to the advanced levels of the games for purchase, with 20% in the first position and 18% in the second. The announcements also emphasised the child's imagination through alterations in character form or size, ranking third, with 10% resembling advertisements for apparel, footwear, bullying, and scorn from peers. The final aspect involves self-harm and the utilisation of magic, peculiar rituals, the unsettling interaction of bodies or surveillance of others, along with the portrayal

of models in provocative attire by 0.5%. These elements convey numerous messages that incite children to inflict harm upon themselves and others, vandalise public and private property, adopt attire traditionally associated with the opposite gender, engage in deceit and espionage, all of which pose significant threats to the development of a child's values and moral framework.

4. What is the presentation of the images and texts used in the advertisement?

Table 4: Results of Analysis of Image and Text Viewing Methods in Advertisements n = 200.

How to view photos and texts	Frequency	Percentage
Audio Text	20	10%
Written sentences	25	12.5%
Combining audio with written words	50	25%
Interactive animated images of people and places	30	15%
Cartoon characters	45	22.5%
Fixed drawings and photos	18	9%
Images of natural environments	12	6%
Total	200	100%

Table 4 indicates that the percentage of commercials targeted at children that integrate audio with written text has achieved the highest 25%. Advertisements using cartoon characters constitute 25%, while mobile interactive photos of individuals and locations account for 15%. This arises from advertisers' understanding that young children may lack proficiency in written language, prompting them to employ audio alongside written text, as engaging multiple senses enhances comprehension of the message's content.

Advertisements have fulfilled the criteria of several audio-visual learning modalities, integrating them into cartoons, vibrant depictions of both natural and fictitious settings, as well as illustrations of imaginative towns, streets, and residences. The child, through the announcement, experiences a gratifying virtual existence that compels him to pursue the advertised product by any means.

5. What language is used in advertisements?

Table 5: Results of the Analysis of Language Used in Advertisements n = 200.

How to view photos and texts	Frequency	Percentage
Arabic Language	50	25%
Language of daily life	40	20%
A common language with different dialects.	50	25%
foreign language	40	20%
street language	20	10%
Total	200	100%

Table 5 illustrates the utilisation of adverts in several languages comprehensible to children, noting that distinct dialects may target different child demographics, with the Arabic language sharing 25% commonality with other dialects. The utilisation of everyday language and foreign language constituted 20%. It is troubling that almost 10% utilise colloquial language, enabling youngsters from

various demographics, nations, and accents to comprehend advertising language effortlessly.

Question 2: What is the behavioral content of the advertisement content provided to the child through YouTube and TikTok platforms?

This answers the sixth analytical question: *What should be the behavioral impact of the advertisement?*

Table 6: The Behavioral Effect That Advertisement is Supposed to Provoke in Children n = 200.

The behavioral effect the advertisement is supposed to provoke	Frequency	Percentage	Rank
Consumer behavior and willingness to buy	45	22.5%	1
Hostile behavior towards others	40	20%	2
Ridicule, bullying and mockery of others	30	15%	3
Self-harm and others force-proof	28	14%	4
Property Destruction Proof of Environmental Control	23	11.5%	5
Cheating and deception lead advertisements to success	18	9%	6
Using strange rites to reach the goal	15	7.5%	7
Loss of gender identity	1	0.5%	8
Total	200	100%	

Table 6 delineates the behavioural effects that advertising are anticipated to exert on children, arranged from most to least influential. The first customer behaviour and purchasing intent was 22.5%. Secondly, commercials increased antagonistic attitudes towards others by 20%, while 0.5 positions regarding gender identity were forfeited. The commercial incites numerous perilous behaviours,

including bullying, ridiculing, self-harm, and others, such as displays of power, property destruction, environmental manipulation, fraud, and deception that facilitate achievement, along with the employment of bizarre rituals to achieve objectives. Figure 2 illustrates the behaviours that advertisements are intended to elicit in children.

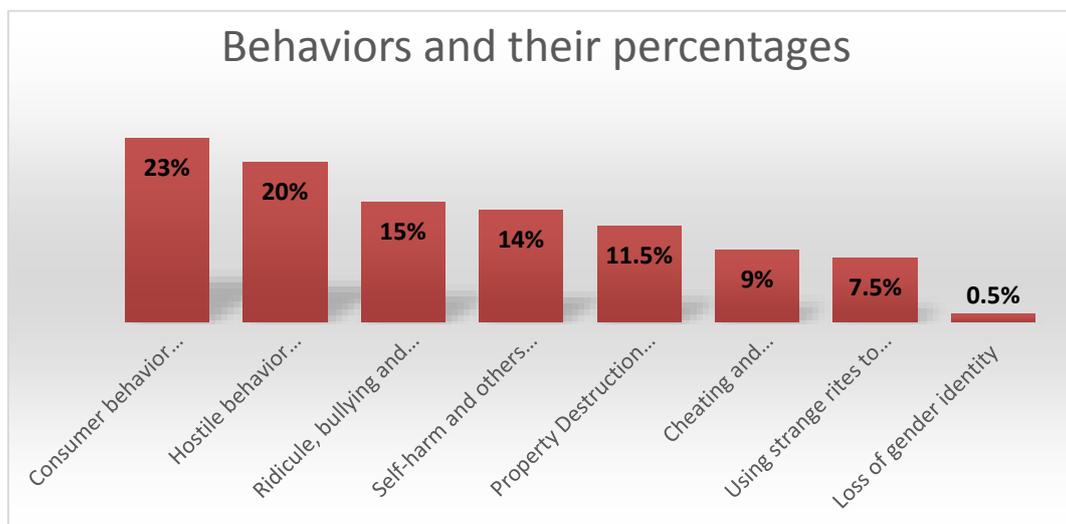


Figure 2: Behaviors that Advertisement is to Provoke in Children.

5. DISCUSSION

The study indicated that children's access to YouTube commercials was 65% greater than that of TikTok, which was 35% less. YouTube's popularity among children is attributed to parents' increased confidence with their children's engagement with the platform. Ultimately, they offer several free games that provide entertainment and relaxation for youngsters, serving as a distraction that enhances parental comfort at home. The TikTok application is less recognised among young children compared to YouTube. The results indicate that the advertising use many techniques to persuade the youngster of the commodity's significance and emphasises its acquisition. The tactics, as indicated in the advertising, employ several techniques to engage the child's senses and evoke a perception of the product's significance, utilising loud sounds, music, and appealing colours. It engages the child's imagination and curiosity for the enigmatic by incorporating elements of games that are ambiguous and thrilling, utilising familiar cartoons, and fostering excitement and challenge through the use of weaponry and automotive sounds, thereby catering to the imaginative needs of young children within fantastical virtual settings. The utilisation of three-dimensional imagery and artificial intelligence applications to conceptualise imaginative alien environments, including outer space, oceanic depths, and forests; the incorporation of endearing elements such as ice cream machines; the design of child-friendly spaces like amusement parks and racetracks; the amplification of muscular physiques of formidable individuals alongside the inclusion of bizarre illustrations; and the escalation of suspense through unforeseen extreme violence, exemplified by a powerful figure attempting to shatter a cell screen or collide with and demolish a glass structure. The study revealed a sequence of messages conveyed by the advertisement to the child, commencing with the presentation of advanced and thrilling aspects of the game to persuade children to manipulate their parents into purchasing unhealthy foods by misleading the child into believing that achieving the depicted physique would confer strength and create a superhuman persona. This outcome aligns with the findings of the study (Bamfo et al., 2019) about the concentrated energy of warfare, conflicts, the deployment of firearms, weaponry, and advanced robotic systems with significant potential for violence, aggressiveness, and impunity. It reveals concealed messages regarding the vandalism of public property and exuberance, exemplified by defacing walls or damaging light poles; theft is not

explicitly forbidden as a demonstration of power, nor is the intimidation of the vulnerable as a manifestation of strength; advertising harbours a plethora of threats to societal structure and subjects children to various cultural perils, including the invocation of magic and extraterrestrial rituals, as well as immoral foreign influences and exposure to sexual identity disorders manifested in attire and conduct. The advertisements employed static and dynamic visuals, illustrations, and text that integrated both oral and written language to convey the message in accordance with their linguistic competencies, utilising cartoons, virtual settings, and the capabilities of artificial intelligence to impact the child. This outcome signifies that advertising designers employ several techniques. Advertisements employ several dialects and diverse linguistic forms to guarantee message accessibility for all, while simultaneously incorporating unsuitable language for children. Advertisements have capitalised on children's naivety and parents' desire to please their offspring, transforming children into consumers. This outcome aligns with findings from previous studies (Hajduoa et al., 2021; Brown et al., 2017). Furthermore, such advertisements may exacerbate children's aggressive tendencies, portraying bullying as humorous and fostering a craving for dominance and control. This behaviour manifests not only in hostility towards others but also in self-destructive actions, such as jumping from heights or colliding with obstacles and individuals. Additionally, they convey the notion that deceit is clever and a pathway to success, while simultaneously undermining environmental integrity and interfering with the child's cultural values, thereby disrupting their value system.

6. CONCLUSION

This exploratory investigation uncovered the risks associated with commercials that compel youngsters to view them in order to continue playing. Thus, its significance in shaping psychological, social, and cultural behaviour is undeniable, underscored by consistent observation and a strong belief in the necessity of obtaining designated things. Families must be informed about the significance of supervising children's conduct during screen time. Activating the role of families is crucial for ensuring children's digital security in the context of social media. This involves educating children on self-restraint, enhancing their awareness of acceptable and unacceptable behaviours within Arab societies, and emphasising the significance of implicit messages in children's advertisements.

Additionally, it is essential to raise awareness of these risks and to conduct further academic research aimed at optimising children's engagement with online.

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