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Not peer-reviewed version

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Posted Date: 3 June 2024

doi: 10.20944/preprints202406.0105.v1

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Article

YouTube Kids: A Channel for English Language Acquisition

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Abstract: YouTube Kids serves as a dynamic and user-friendly resource for young learners to learn English. Its extensive library of instructional materials, which includes captivating animations and interactive movies, provides a rich and varied learning environment. Through the integration of play and exploration into language study, YouTube Kids creates a comfortable and engaging atmosphere that allows kids to improve their English language skills at their own pace. In this research article, a narrative literature review was employed as a qualitative methodology. Based on the gathered relevant literature, YouTube Kids presented such positive and negative impacts as a channel for English language acquisition. YouTube Kids is indeed a beneficial tool for young learners who are trying to learn English, but at the same time, it does have some potential disadvantages, as some videos may not employ the same standard or correctness of English, which could expose kids to improper grammar or pronunciation. Parents and teachers need to carefully select and keep an eye on the content their kids watch to ensure that their children's YouTube Kids content supports their language learning objectives. Through careful supervision and curation, parents and educators may maximize the usefulness of the site as a medium for teaching young learners English language skills while also minimizing any potential downsides.

Keywords: educational videos; English; language acquisition; narrative review; YouTube Kids

Introduction:

Kids nowadays are usually found using social media. Facebook, Twitter, Instagram, WhatsApp, YouTube, YouTube Kids, and other social media websites are some of the examples. These websites provide a medium for amusement and conversation for kids. Because social networking sites do not provide a healthy environment for children and adolescents, it is now vital for parents to be aware of these sites' nature (O'Keeffe & Clarke-Pearson, 2011).

YouTube Kids is a separate platform for kids. Preschoolers (ages two to four), young children (ages five to seven), and older children (ages eight to twelve) make up its three age groups. There are three settings on YouTube Kids, each with varying degrees of limitation. For kids up to ten years old who are prepared to transition to the normal YouTube website, the most restricted mode on the platform is called "Explore." The children can view music videos, films, instructional videos, gaming videos, and more in this environment (Marcos, 2021).

YouTube Kids is a great resource for language learning because of its flexibility and accessibility. YouTube Kids gives kids the freedom to pick and select what interests them to study at their own pace, in contrast to traditional classroom programs. Since kids are more likely to watch and rewatch videos they enjoy, autonomy can increase motivation and engagement. In order to guarantee that kids are exposed to a variety of linguistic inputs, parents and educators can also create playlists that are specifically geared toward meeting learning objectives. Better language retention and comprehension are further supported by the features that allow users to pause, replay, and engage with the content.

The social connection of children is encouraged by all new technologies, including YouTube Kids. Children who possess strong communication skills are able to develop pleasant and courteous relationships and interactions with others, as well as learn how to socially compete with others (Ikhfi et al., 2020). Despite the many obstacles they face, they put in a lot of effort to overcome these obstacles and complete their academic obligations (Dairo et al., 2023). Children who are adjusting to

their increased demands on education have been seen to become agitated and anxious. An internet platform that aids in both educating and entertaining kids during this crisis is necessary. This need draws our attention to the potential use of YouTube Kids, which provides well-known videos with a variety of subjects and is age-appropriate. While several studies have examined the safety of YouTube for children, very few have examined how children might utilize the app to guide their learning. In the age of technology, YouTube is mediating children's education. The way in which children investigate the information is mostly determined by their degree of intelligence, learning, language, and focus. Each child responds to YouTube kids' music and videos in a distinct way. They think in distinct ways and with different intellectual abilities (Mawaddah & Halili, 2020). However, children's YouTube videos taught them a variety of vocabulary words, but at the same time, children's physical activity levels declined, and YouTubers began negatively impacting their health in many ways (Irsa Ramzan & Iqbal, 2022). Hence, parents must control their utilization of the platform at some point and pay attention when they are using the app.

Unlike the main YouTube, the YouTube Kids App gives parents peace of mind regarding their children's safety. Kids have more options for learning and entertainment thanks to the app. From now on, this app might be the greatest one for children, particularly during the pandemic when most countries are closed to the public and many institutions. Children can learn informally or officially while being entertained by YouTube Kids (Temban et al., 2021).

Indeed, YouTube Kids has grown to be a very useful tool for learning English, especially for younger students. A wide variety of interesting and interactive content created especially for kids is available on the site. Fun animations, enticing music, and repeated language patterns are common in these movies, and they greatly aid in assisting children in learning new vocabulary and fundamental grammar. Children find it simpler to comprehend and recall new words and phrases when the visual and auditory components are combined to support language development. Children are kept delighted while learning with the wide range of content available, which can be more successful than traditional classroom approaches. Examples of this content include educational cartoons and nursery rhymes.

Additionally, YouTube Kids offers a language-learning environment that is immersive and can mimic the process of learning a language naturally. Children can learn to recognize proper pronunciation, intonation, and conversational rhythms by being exposed to native speakers on a regular basis and experiencing real language use in a variety of settings. Immersion experiences of this nature are essential for improving speaking and listening abilities. Additionally, children can be exposed to a variety of English accents and dialects through the platform's wide cultural content, which will enhance their appreciation and knowledge of the language. YouTube Kids helps young learners learn English more successfully by combining entertainment and instruction. This not only makes learning English more enjoyable for them. Hence, the researcher would like to find out through gathering findings and discussions from different published research if the platform used by kids these days is a good channel for English language acquisition and if there are also drawbacks and challenges in using them so that the researcher can give recommendations thereafter.

The Nature and Functions of YouTube Kids

A child-friendly version of the main YouTube platform, YouTube Kids, was introduced by the company in 2015 with the goal of providing a safer online experience for kids. The features and design of the app are specifically designed to cater to the special requirements of younger users, offering a safe environment in which kids may explore a range of age-appropriate content. Calvert and Valkenburg (2019) claim that the app makes use of YouTube's extensive content library along with strict moderation procedures and filters to make sure kids only see amusing and instructive videos and do not come across offensive stuff. It is recommended that the platform be utilized, improved, and implemented to ensure the effectiveness of handling an English class (Batalla et al., 2023).

Selecting content fit for younger audiences is YouTube Kids' main duty. This is accomplished by combining human review procedures with technology that is automated. According to Garmendia, Jiménez, and Casado (2020), YouTube Kids employs algorithms to weed out videos that

might not be appropriate for younger children, like those that feature violence, sexual content, or strong language. A group of human reviewers also evaluates information that has been highlighted in order to guarantee that the app upholds strict safety and ethical guidelines.

Parental controls are another essential feature of YouTube Kids, enabling parents to tailor their kids' viewing experiences. These restrictions come with options to set screen time limits, ban particular channels or movies, and make customized profiles for each child living in the same home. Based on Livingstone and Blum-Ross's (2020) research, parents can feel more at ease about the information their kids are accessing with these technologies that let them better control how much media their kids consume.

One important component of YouTube Kids is its educational programming. The portal provides a vast selection of instructional films covering anything from science, art, and history to fundamental literacy and numeracy. Marsh et al. (2019) have observed that the application is a useful tool for early childhood education, offering dynamic and captivating material that facilitates learning beyond the conventional classroom environment. The availability of such content inspires young viewers to investigate new ideas and subjects and helps cultivate a passion for learning.

In addition, YouTube Kids places a strong emphasis on entertainment as well, offering a wide range of media such as family-friendly series, cartoons, and music videos. To keep kids interested and entertained, the platform strives to provide a balance between entertaining and informative information. Westermann (2021) claims that this strategy is made to accommodate kids' wide range of interests, which makes the app appealing to a variety of age groups and tastes. YouTube Kids keeps kids interested by providing a variety of fun and informative videos, all while making sure they are watching age-appropriate stuff.

Also, parents and teachers must guarantee that the content suitably integrates instructional strategies and practical exercises that enhance students' English language competency. Teaching the curriculum subject and being fluent in the instruction language will improve student control over what is taught in class and result in favorable academic achievements. These elements improve the student's exposure to and a chance to comprehend the content information (Genelza, 2022).

Finally, data security and privacy are given top priority in YouTube Kids' design. In comparison to the official YouTube website, the platform gathers less data and has stringent privacy regulations in place to safeguard children's data. According to research conducted in 2019 by Montgomery and Chester, YouTube Kids complies with laws, including the Children's Online Privacy Protection Act (COPPA), guaranteeing that the app upholds strict guidelines for data protection. Parents can feel reassured that their children's online activities are protected from data misuse thanks to our privacy-focused approach.

Generally, YouTube Kids is a dedicated platform that offers a secure, regulated, and educational online environment to meet the needs of younger users. By providing children with an environment for learning, exploration, and enjoyment, YouTube Kids answers parental concerns with carefully selected material, strong parental controls, educational tools, and entertainment options. The app's dedication to providing young audiences with a positive digital experience is demonstrated by its thorough approach to kid safety and content filtering.

Methodology:

In this research study, a narrative literature review was employed as a qualitative methodology. In order to pinpoint research gaps, condense information, and draw conclusions about a topic, narrative literature reviews employ an integrated examination of the body of recent literature. To explain how new research fits into the overall research picture, one must have a thorough understanding of the present state of the literature. A literature review is an academic research piece published in an esteemed peer-reviewed publication. The primary goal of a literature review is to report the current state of knowledge about a subject in an objective manner using previously published research. A literature review gives the reader a thorough synopsis and context, which aids in understanding the topic (Green et al., A. 2006).

Findings and Discussion:

After reading the selected publications, the following important details and assertions ought to be highlighted in this article:

Table 1. List of Literature on YouTube Kids.

References	Findings and Discussion
<i>Kabooha, R., & Elyas, T. (2018). The effects of YouTube in multimedia instruction for vocabulary learning: Perceptions of EFL students and teachers. English language teaching, 11(2), 72-81.</i>	The study's conclusions show that, on the posttest, the group who watched the YouTube videos performed better than the group that did not. The findings unequivocally demonstrate that pupils' vocabulary development benefited from the statistically significant effects of YouTube. The study's conclusions show that the participants had a favorable opinion of using YouTube in the classroom. The kids' achievement in vocabulary also showed a notable improvement, according to the findings. The findings' ramifications are examined in relation to teaching and learning foreign languages.
<i>Kilag, O. K. T., Heyrosa-Malbas, M., Arcillo, M. T., & Barcena, M. C. (2023). The role of YouTube children's educational videos in enhancing early childhood English language proficiency: An investigation of parental perceptions. International Journal of Scientific Multidisciplinary Research, 1(7), 833-846.</i>	The findings of the study show that parents believe YouTube's educational videos for kids can be a useful tool for improving their kids' early English language skills. The study also showed that parents educate their children on English vocabulary, grammar, and sentence structures using a range of videos, including ones with nursery rhymes and English songs. The study also found that watching educational videos for kids on YouTube had a number of advantages, including better English language exposure and higher motivation to learn the language. The study did note some disadvantages, though, such as the possibility of inappropriate content exposure and the possibility of children developing a video addiction from viewing YouTube educational videos. The study also brought to light issues with the reliability and caliber of several instructional videos.
<i>Zucker, T. A., Jacobos, E., & Cabell, S. Q. (2021). Exploring barriers to early childhood teachers' implementation of a supplemental academic language curriculum. Early Education and Development, 32(8), 1194-1219.</i>	There are several ramifications for educators and policymakers when it comes to the use of YouTube's kid-friendly educational videos to improve early English language competency. First and foremost, it's critical that educators and legislators help parents choose suitable movies and keep an eye on how their kids are using them (Zucker et al., 2021).
<i>Imaniah, I., Dewi, N. F. K., & Zakky, A. (2020). YOUTUBE KIDS CHANNELS IN DEVELOPING YOUNG CHILDREN'S COMMUNICATION SKILLS IN ENGLISH: PARENTS' BELIEFS, ATTITUDES, AND BEHAVIORS. IJLECR (International Journal of Language Education and Cultural Review), 6(1), 20-30.</i>	It is well recognized that the chosen channel can enhance young children's vocabulary in English and help them communicate more effectively. Despite parents' control, YouTube is thought to be a useful tool for enhancing young children's communication abilities. The intellectual and social competence of early children depends on effective communication. Preschoolers learn how to respond appropriately to others and develop the language and communication skills needed to convey their wants, thoughts, and feelings in social situations. By means of proficient communication, individuals acquire social competence and cultivate courteous, affirmative exchanges and connections with others. Children can learn about the world, themselves, and other people as a result.
<i>Tahmina, T. (2023). Students' perception of the use of YouTube in English language learning. Journal of Languages and Language Teaching, 11(1), 151-159.</i>	The findings showed that while most students said watching instructional videos on YouTube helped them learn, they said the site had minimal effect on their ability to prepare assignments, pay attention in class, and become proficient in grammar. The majority of pupils stated that watching videos on YouTube improved their ability to learn vocabulary, made learning the language very interesting, made it easy to understand the content of the videos, provided them with relevant learning resources, improved their ability to speak the

	language by taking notes in a diary while watching videos, and improved their listening comprehension. Thus, it can be inferred from the study's findings that using YouTube improves EFL learners' English language ability in a variety of ways.
Adisti, A. R. (2022, March). Investigating the use of YouTube as virtual teaching medium in ELT among non-English students. In <i>ELT Forum: Journal of English Language Teaching</i> (Vol. 11, No. 1, pp. 1-9).	• Ever since the COVID-19 virus struck this globe unexpectedly, events have taken an abrupt turn. In response to this problem, the Ministry of Education and Culture of the Republic of Indonesia created the Number 3 of 2020 Online Learning Policy on Prevention of COVID-19 in the Education Unit. Since YouTube is considered, a popular medium utilized in online classes, many educational institutions followed this approach by producing online resources to help students transition from in-person to virtual learning. The results demonstrate that YouTube Kids has a positive effect on non-English speaking ELT pupils. This conclusion is reinforced by the study of student quiz answer sheets, student impression surveys, and further remarks regarding the content on the YouTube comment section. Based on the results of the respondents' poll, it can be stated that YouTube Kids can be a useful virtual teaching tool for ELT among non-English speaking students at IAIN Salatiga.
Chen, B., Wang, Y., & Wang, L. (2022). The effects of virtual reality-assisted language learning: A meta-analysis. <i>Sustainability</i>, 14(6), 3147.	• Children's educational films on YouTube Kids can be a useful resource for improving young children's English language skills. Children can improve their language abilities by watching these entertaining and interactive learning films.
Sakkir, G., Dollah, S., & Ahmad, J. (2020). Students' perceptions toward using youTube in EFL classrooms. <i>Journal of Applied Science, Engineering, Technology, and Education</i>, 2(1).	• It is essential to use YouTube Kids videos in EFL classes in order to meet the needs of the younger generation in terms of education. While textbook resources have long been the standard, the use of YouTube videos in teaching and learning has recently gained popularity due to the rapid advancement of technology. A few studies have been done on how students feel about using YouTube to practice speaking English. The research's conclusions demonstrate that most students had a favorable opinion of YouTube and were eager to use it in EFL classes. Additionally, it was found that the students had been using YouTube to assist them in finishing their studies and course obligations. Therefore, it can be said that the students' favored method of improving their English language skills was by watching English YouTube videos.
Nofrika, I. (2019). EFL students' voices: The role of YouTube in developing English competences. <i>Journal of Foreign Language Teaching and Learning</i>, 4(1), 56-73.	• The findings of the research showed that students frequently viewed three types of YouTube videos: vlogs, social sciences, and art and humanities. Videos in the arts and humanities include music videos, lyric videos, films, speeches, sitcoms, and chat shows. Food, review, haul, beauty, and DIY videos are examples of vlogs. Videos for instruction and simulation are found in the social sciences. In summary, the students' YouTube viewing is determined by their interests. The outcome also showed that watching YouTube videos enhanced some parts of English. These include grammar, vocabulary, pronunciation, listening comprehension, and speaking abilities.
Wang, H. C., & Chen, C. W. Y. (2020). Learning English from YouTubers: English L2 learners' self-regulated language learning on YouTube. <i>Innovation in language learning and teaching</i>, 14(4), 333-346.	• The findings indicate that the top three motivations for learning English on YouTube Kids were discovering additional educational materials, pursuing the allure of learning the language, and gaining insight into cultural practices. The students were more inclined to click "like" and "share" the YouTube films with their peers after seeing them. Additionally, it was found that learning English on YouTube Kids was more flexible, engaging, and interactive than traditional classroom instruction; however, students who wished to enhance their English or get ready for exams found this informal learning method to be less successful. Based on the findings, the study's

conclusion highlights the research's pedagogical significance and suggests using YouTubers' English-teaching videos in conjunction with traditional classroom instruction.

The table displays how YouTube Kids presented such positive and negative impacts as a channel for English language acquisition. YouTube Kids is indeed a beneficial tool for young learners who are trying to learn English. With its extensive library of kid-focused instructional materials, it has one of the biggest positive effects. Correspondingly, YouTube Kids can create a positive attitude toward language acquisition by making learning English enjoyable and approachable with interactive lessons, songs, and entertaining videos. Children can also experiment with various accents, dialects, and cultural contexts thanks to the platform's wide variety of content, which offers a rich linguistic environment for language development.

For those learning English, YouTube Kids does have some potential disadvantages, though. Hence, teachers must take into account the interests of their students (Federe et al., 2023). The algorithm-driven recommendation mechanism on the platform can encourage kids to watch more entertainment-focused content than instructional stuff, which could impede their progress in learning a language. Furthermore, some videos may not employ the same standard or correctness of English, which could expose kids to improper grammar or pronunciation. Parents and teachers need to carefully select and keep an eye on the content their kids watch to ensure that their children's YouTube Kids content supports their language learning objectives.

In general, YouTube Kids presents a number of advantages for learning English, such as exposure to a variety of linguistic inputs and interesting instructional content, but it also presents drawbacks, such as the possibility of excessive screen time and exposure to incorrect language usage. Through careful supervision and curation, parents and educators may maximize the usefulness of the site as a medium for teaching young learners English language skills while also minimizing any potential downsides.

Conclusion:

With all the literature in this review being emphasized, YouTube Kids serves as a dynamic and user-friendly resource for young learners to learn English. Its extensive library of instructional materials, which includes captivating animations and interactive movies, provides a rich and varied learning environment. Through the integration of play and exploration into language study, YouTube Kids creates a comfortable and engaging atmosphere that allows kids to improve their English language skills at their own pace. Additionally, parents and educators may select content that corresponds with certain language learning goals thanks to the platform's customizable features and user-friendly interface, which guarantees a customized and successful learning experience for every child.

Likewise, YouTube Kids acts as a bridge for cultural immersion, introducing young students to a variety of English-speaking cultures, dialects, and accents from throughout the globe. By means of exposure to genuine language use in many settings, kids can cultivate not just their language proficiency but also their cultural knowledge and awareness. In addition to improving language proficiency, this experience expands viewpoints and promotes a greater awareness and understanding of many cultures and societies.

For English language learners, however, YouTube Kids' uncensored content also poses serious risks and obstacles. Children may be misled by the platform's algorithm-driven recommendation system, which exposes them to offensive or deceptive information that could impede rather than help with language development. In addition, the deluge of content makes it challenging for parents and educators to keep an eye on and control what their kids are exposed to, which raises questions about whether kids are exposed to potentially hazardous material or are reinforced in using language incorrectly. Children may find it difficult to distinguish between instructional and non-educational information if they are not properly supervised and guided, which would reduce the platform's usefulness as a language learning aid.

Although YouTube Kids provides useful tools for learning English, it is important to practice cautiousness and alertness when using it. We can use the platform to our advantage rather than against it in helping young learners become proficient in English by utilizing its advantages while addressing its drawbacks with the help of educators and involved parents. YouTube Kids can be a potent addition to conventional language learning techniques, enhancing kids' linguistic and cognitive development in significant ways with careful curation and supervision.

All things considered, YouTube Kids seems to be a useful addition to conventional approaches to teaching English, providing kids with an interesting, dynamic, and culturally enlightening environment in which to explore and learn the language. YouTube Kids provides a strong foundation for lifetime language learning and communication skills by enabling young learners to go on a pleasant and productive language discovery journey via the use of technology and multimedia.

Recommendations:

To the parents, setting up boundaries and standards is essential when introducing YouTube Kids to your kids. First, take some time to explore the app as a group. Learn about its capabilities, content, and parental settings. Make the most of this chance to establish limits and filters that suit your child's age and interests as well as the values of your family. Encourage your youngster to talk to you openly about what they see and the reasons behind improper stuff. Second, make safety a top concern by educating your kids about stranger danger and internet manners. Stress the significance of never interacting with strangers or disclosing personal information. Urge them to contact you right away if they come across something that unnerves them or if they inadvertently come across offensive material. Review their watching history on a regular basis and talk to them about any worries or inquiries they may have. Last but not least, combine screen time with other rewarding pursuits. While educational content can be found on YouTube Kids, it's important to make sure your child also participates in a range of offline activities, like reading, playing outside, and spending time with friends and family. Limit the amount of time spent on screens and promote healthy behaviors by doing the same. You can support your child's development of important digital literacy skills and uphold a positive relationship with media by encouraging a balanced approach to technology use.

To the teachers, to make sure the content is acceptable for their pupils, teachers should become familiar with YouTube Kids' features and restrictions before introducing it into class activities. Education professionals can assist students in using the site safely and responsibly by establishing clear expectations and standards for usage. It's also critical to keep a close eye on how students are interacting with YouTube Kids so that any concerns or problems can be quickly resolved. Developing digital literacy abilities is also crucial when integrating YouTube Kids into educational activities. To assist students in navigating the digital realm responsibly, teachers can lead talks about media literacy, critical thinking, and online safety. In an increasingly digital environment, educators may equip students to be astute media consumers by encouraging conscious consumption and teaching them how to assess the reliability of online sources. Furthermore, since they are utilizing the English language in the classroom, the students must actively engage in the communicative exercises designed to enhance their public speaking abilities. They are urged to use English in various academic contexts (Genelza, 2021).

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