

Visual Representation in Global Nursery Rhymes: A Study of Relevance for Pakistani Toddlers

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ABSTRACT

Aim of the Study: The research aims to analysis the popular nursery rhymes on YouTube platform by focusing on their visual representation in the video, and investigates the relevancy of nursery rhymes for Pakistani toddlers (age from one to five years).

Methodology: The study utilized content analysis method to analyze the three selected popular nursery rhymes *Baby Shark Dance* by “Baby Shark - Pinkfong Kids’ Songs & Stories”, *Wheels on the Bus* by “CoComelon- Nursery Rhymes” and *Johny Johny Yes Papa* by “LooLoo Kids - Nursery Rhymes and Children’s Songs”.

Findings: Findings of the study reveals that this content features cinematically rich, enhanced audiovisual quality, bright and saturated visuals, repetitive lyrics and engaging music.

Conclusion: Nevertheless, it demonstrates limited cultural, moral, and educational alignment with the Pakistani Toddlers. The majority of the content reflects Western lifestyles, languages, music, costumes, symbols, and values, with some rhymes even promoting habits like lying and stealing.

Keywords: Nursery Rhymes, Toddlers, YouTube Content, Visual Representation, Language and Music.

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1. INTRODUCTON

The emergence of digital media has transformed the way kids consume content worldwide. Now Kids have an extensive catalog of globalized content. Since its emergence in 2005, YouTube has pioneered a new model of children’s digital entertainment. To amuse a child is traditionally considered a responsibility of parents but now gradually Digital kid’s content has taken the role of entertaining and engaging toddlers. Many parents introduce cartoons and nursery rhymes to their children from very early age. Today’s child spends more time on smart devices than ever before. That’s why children’s channels dominate YouTube five of the top ten most-subscribed channels worldwide are kids’ channels. CoComelon is the third most subscribed YouTube channel globally, with 200 million subscribers in 2026. The series has been available on Netflix since 2020 and remains one of the platform's most-watched titles for young children (Moonbug Entertainment, 2025).

In kids' content, nursery rhymes are especially important for toddlers aged 1 to 5, as Mother Goose rhymes, nursery rhymes, Bacchon ki Nazmein, lullabies, children's ballads, and lyrical songs exist across all languages and cultures worldwide. Poems remain a key part of childhood, as mothers sang nursery rhymes to toddlers, who imagined and repeated them innocently.

YouTube allow content creators from diverse backgrounds to produce kids' content for global audiences, yet its relevance for toddlers remains unclear. Strouse and Ganea (2017) examined how toddlers learn through animated digital storytelling, finding that the cyclical lyrical pattern of nursery rhymes and gradually paced motion graphics supports early literacy and cognitive skill acquisition (Strouse & Ganea, 2017). However, excessive exposure to digital content can negatively affect child development. Research shows that too much screen time may delay native language development, as young children learn more effectively through direct human interaction than passive screen viewing. Madigan et al. (2019) also found that prolonged exposure to screens is linked to language delays in toddlers, with heavy exposure to foreign-language content weakening their understanding of their native language due to excessive screen use (Madigan et al., 2019).

Birgitta Dresp-Langley's suggests that excessive screen time can negatively affect brain development and dopamine regulation in report children health in the digital age. Dopamine, a neurotransmitter linked to pleasure and reward, can be overstimulated by prolonged screen use, especially fast-paced animations and interactive content, leading to potential addiction, reduced attention span, and cognitive impairment. And it also limiting real life learning through social interaction and problem-solving (Dresp-Langley, 2020).

The American Academy of Pediatrics (AAP) recommends a maximum of one hour of daily screen exposure for children between the ages of 2 and 5. They also recommend that screen time be balanced with other daily activities, such as physical play, social interaction, and hands on learning (American Academy of Pediatrics, 2016). The professor's study found that exposure to television in the background during daily activities impairs early vocabulary growth in toddlers, cognitive and self-regulatory skill development. Excessive viewing also impacting early reading skills, study also suggests YouTube kid's content can be educational, it must be carefully controlled to prevent language delays (Masur et al., 2016).

The increasing consumption of international content by children brings with it several developmental and cultural issues, such as: (1) Cross cultural disparity (2) Linguistic Impact (3) Cognitive and Behavioral Effects (4) Parental Control and Content Curation (Maqsood, 2018). Platforms like YouTube Kids offer parental controls, but studies show most parents rely on autoplay algorithms rather than actively curating content; Chaudron et al. (2018) found that Approximately 30% of parents engage in close oversight of their children's digital media consumption (Chaudron et al., 2018).

High screen time can reduce social interaction, a key factor in language development. Madigan et al. (2019) identified that children of age between 18- 24 months who are exposed to screens for over two hours daily experience delays in expressive and receptive language development as compared to their peers (Madigan et al., 2019). Dimitri A.Christakis (2004) found that prolonged screen viewing in early life is linked to later attention problems and reduced cognitive flexibility. Fast editing and repetitive musical patterns in show like CoComelon may overstimulate toddlers' brains and impair attention span (Christakis et al., 2004). Dresp-Langley (2020) investigate that prolonged screen exposure overstimulates dopamine. It causes addiction like behavior and emotional dysregulation. The study suggest that culturally disconnected global nursery rhymes may negatively affect toddlers (Chaudron et al., 2018). By watching fast paced animation videos and highly stimulating nursery rhymes can make it harder for toddlers to focus and manage their emotions. Excessive screen time can have adverse effect on brain health and may target problem solving and social skills.

Cultural awareness and identity awareness also significantly affects due to high exposure to media content in kids (Lemish, 2010) Integrating local customs, traditions, and values into children's media can enhance cultural awareness. And foster an affiliation with peers, family, and cultural heritage. Pakistan lacks culturally relevant children's content due to limited localized content. Indian popular cartoon *Mighty*

Little Bheem on Netflix shows that culturally specific content can succeed globally. It showcases Indian festivals, foods, and traditions, reinforcing cultural identity for young viewers. This demonstrates that local content can achieve both commercial success and positive developmental impact. A concept yet to be fully explored in Pakistan (Netflix, 2020).

Early linguistic stimulation plays a pivotal role in the acquisition of speech; early language development is enhanced when preschoolers have opportunities for meaningful interaction in their native language (Goswami, 2022). The widespread exposure to English rhymes like CoComelon in Pakistan could hinder the development of Urdu vocabulary in young children.

The regulation of media content is crucial in influencing what children are exposed to. For instance, in Malaysia promotes Islamic-themed children’s programs, and India has policies encouraging investment in local children’s productions. In Pakistan, under its amended DTH regulations, PEMRA requires thematic TV channels to dedicate at least 6% of programming to children’s content, either local or foreign (excluding Indian content), aiming to promote culturally appropriate children’s programming in Pakistan (Pakistan Electronic Media Regulatory Authority [PEMRA], 2025). But for digital content the lack of regulation and quality local content leaves parents without guidance.

1.1 Nursery Rhymes and Their Respective Channels



Figure 1: *Baby Shark Dance*, nursery rhyme animated by Pinkfong.

(Source by author: Screenshot of Pinkfong video, 2026).

“Baby Shark” is a nursery rhyme with a hand-motion dance from the late 20th century. Pinkfong released its 2D animated version on YouTube in 2016. The song quickly went viral and became a global hit. Website URL of this video is: <https://youtu.be/XqZsoesa55w>. The video features two child actors, a boy and a girl, with an underwater animated background. With 7.04 billion views in 2020 and 15.34 billion in 2024, the video holds the distinction of being YouTube’s most-viewed content (“Baby Shark Becomes Most Viewed YouTube Video Ever, Beating Despacito,” 2020). Pinkfong is a South Korean kid’s content entertainment brand, widely known for its viral hit “Baby Shark” and vibrant animated nursery rhymes. As of 2026, its YouTube channel Baby Shark - Pinkfong Kids’ Songs & Stories has over 84.2 million subscribers and has 53,955,213,451 views in 2026. By offering content in multiple languages, Pinkfong has expanded its accessibility and established widespread international popularity.



Figure 2: *Wheel on the Bus*, nursery rhyme animated by CoComelon.

(Source by author: Screenshot of CoComelon video, 2026).

"Wheels on the Bus" is a poem written by Verna Hills in 1937 as "The Bus." A traditional American children's song concludes with the recurring phrase "all through the town." (Hills, 1937). Website URL of this video is: https://youtu.be/e_04ZrNroTo . This rhyme is one of the most viewed nursery rhymes on YouTube, with over 8.5 billion views as of January 2026 (Cottrell-Boyce, 2025). The video was officially uploaded to YouTube in 2018 and gained significant global viewership, the same year ABCkidTV became CoComelon after being acquired by Moonbug Entertainment (Le Monde, 2024). CoComelon started as ThatsMEonTV in 2006, created by Jay Jeon, using 2D educational songs. It transitioned to 3D animation in 2018, with the watermelon logo as its icon. The channel has over 200 million YouTube subscribers as of 2026, making it the second most subscribed channel globally (Treasure Studio Inc., 2023). Its videos often reach billions of views, with some exceeding 1 billion individually. CoComelon is a successful children show across the world. Toddlers are attracted by its 3D animation, bright colors, and music. Parents claim about obsessive viewing, and the expert Jerich Sanss defines it as one of the most dangerous shows that can be dangerous to young children (Sanss, 2023). The colors, by being overstimulating in the strong contrast, may be too much to the young audience (How Kids Can't Look Away from CoComelon," 2023).

The high rate of changing scenes in the episodes of CoComelon is cause of concern. There is a very rapid camera cut, usually once every 1-2 seconds, which is incorrect by educational standards of the cartoons to have slower transitions of about 10-30 seconds. A shot of no more than two seconds has a percentage of 95.5 in the Baby Shark by CoComelon, and even the longest shots are at six seconds. Studies mentioned by Dr. Kristyn Sommer show that only 11% of typical video material is contained by the infants and 74% by CoComelon, which makes it highly attentive (Sommer, 2022). This fact prompts the interest of the possible habitual viewing trend. The high rate of editing trends can also lead to the repetition of the reward-seeking watching behaviour being almost similar to the engagement strategies used by short form platforms like TikTok (Sommer, 2022).

To keep the children occupied nearly all CoComelon songs employed the method of lyrics repetition, a popular way of catching the eye. As an example, words in the song Yes Yes Playground are repeated three times in the line (CoComelon and the Science of Repetition, 2021). Some parents have reported observable behavioral changes in their children after prolonged exposure to CoComelon shows. Prolonged screen exposure can result in children appearing disengaged from their environment (Reddit Parenting Forum, 2023). CoComelon show is highly addictive when it is turned off, children may become irritable or anxious. They can show withdrawal like behavior. This hyperstimulation may dysregulate them. It can also reduce their tolerance for slower-paced, real life activities (Sommer, n.d.). Speech delays are a major concern. Fast paced nature of rhymes in CoComelon, may not support vocabulary growth or language development ("Excessive Screen Time and Language Delays in Children," 2022). The moral values of CoComelon show have also been a subject of concern. Many poems show negative behaviors of kids like in one poem "When a parent instructs JJ to brush his teeth or go to bed, he repeatedly responds, "No, no, no."



Figure 3: JJ refusing to brush his teeth, repeatedly responding "No, no, no animated by CoComelon (Source by author: Screenshot of CoComelon video, 2026).

The lack of corrective guidance may serve to normalize defiant behavior, increasing the risk of toddlers exhibiting similar behaviors in everyday life (CoComelon YouTube Channel, 2025). According to a New York Times report, the main goal of CoComelon company is to maintain 100% continuous engagement, instead of providing educational content. Based on YouTube viewership statistics, the analytics team of company continuously experiments with audio-visual elements, like character, clothing and the color in animation, to achieve highest viewer retention. Monthly user testing sessions with children’s groups are conducted to refine episodes to sustain viewer attention (“Inside the CoComelon Studio,” 2023). This marketing strategy leads to ethical issues concerning the manipulation of the attention of children without prior care of their needs, in terms of development.

The other element that has elicited controversies among the experts is the presence of the LGBTQ representation. The image of same-sex parents, which raises the question of its appropriateness to the media targeting toddlers. It is normalizing the gay or the lesbian parents in the society. One of the characters in the episode is Nico who loves dancing and wearing feminine clothes with a crown.



Figure 4: Nico with his two gay dadies by CoComelon (Source by author: Screenshot of CoComelon video, 2026).

Nico is portrayed with two same sex fathers. The song lyrics, “Just be you,” reinforce acceptance of his self-expression. This representation has prompted discussion regarding the inclusion of LGBTQ themes in media for toddlers” (“CoComelon Lane Launches on Netflix,” 2023). Some critics contend that depicting LGBTQ themes in toddler targeted media may contribute to early confusion regarding gender identity and self-concept.



Figure 5: Johny Johny Yes Papa, nursery rhyme animated by LooLoo Kids. (Source by author: Screenshot of LooLoo Kids video, 2026).

"Johny Johny Yes Papa" is one of the most popular poems on YouTube. The rhyme depicts a simple, repetitive exchange between a child and his father. It emphasized the themes of mischief and honesty. The precise origins of "*Johny Johny Yes Papa*" remain uncertain, evidence suggests that the rhyme likely originated in India (Shamsian, 2018). Website URL of this video is: <https://youtu.be/F4tHL8reNCs>

LooLoo Kids, a Romanian YouTube channel founded in 2014 in Cluj-Napoca, produces animated educational songs and nursery rhymes for young children. LooLoo Kids has over 40 million subscribers and more than 25 billion views. It offers content in over 10 languages and has received the YouTube Diamond Play Button, ranking among top children's channels like CoComelon and Baby Shark ("*LooLoo Kids: A Success Story*," 2023).

The study indicates that nursery rhymes are high visual appeal for young viewers due to professionally produced animation, richly saturated colors, repetitive lyrics and appealing musical elements. However, despite its visual appeal, the content shows limited cultural, moral, and educational alignment for Pakistani toddlers. Rhymes videos emphasize Western lifestyles, language, and values, with some depicting behaviors or symbols that conflict with local religious and social norms. Such a cultural and educational gap highlights the importance of creating toddlers' content in Pakistan which is culturally appropriate, educationally effective and meet the developmental needs of young viewers in Pakistan.

2. LITERATURE REVIEW

Lullabies are the traditional songs that aid physical, cognitive and language development of children. Parents as well sing to impart learning and cultural beliefs (Mullen, 2017). Lullabies have been a common cultural practice since time immemorial. It was meant to comfort newborns as well as mirror their culture in the form of hopes, fears, and tales. Since the prehistoric society lullabies have been vital in soothing the babies and releasing the hands of the caregivers to do work. In the course of the years, they became a combination of the utilitarian application and the culture.

The oldest known lullabies belong to Babylonia, a modern-day Iraq, which are thousands of years old (Chassiakos et al., 2016). In addition to calming down babies, Babylonian lullabies were a manifestation of beliefs in the society and even in the spiritual world with a rather dark tone and warning statements. They also combined relaxing music with lessons to instill cultural values (How Did Lullabies Develop, 2024).

Such French lullabies as Twinkle, Twinkle, Little Star have common themes and uncover cultural and emotional clues. Italian lullabies provide sweet wishes to make children fall asleep. Indian lullabies are narratives, including The Moon Uncle. Iceland lullabies are usually cautionary stories. The lullabies of East Asia such as the Japan Takeda Lullaby are marked by social struggles.

Nursery rhymes in the contemporary age are not only useful in making children sleep. They possess therapeutical attributes. A study at Great Ormond Street Hospital in 2013 discovered that they alleviate pain and enhance the well-being of sick children. Their soft music builds a state of comfort, healing, and relationships. The lack of complex and monotonous lyrics and movements keep children interested and willing to hear it over and over again (The power of Lullabies, 2024).

YouTube has given a new meaning to the way children read poetry and lullabies in the present age. Parents have a chance to read lullabies of other cultures, providing children with the world exposure. Youtube hosts animated lullaby playlists, and OTT sites offer a personalized experience of viewing (American Academy of Pediatrics, 2016).

YouTube was founded in 2005 by Steve Chen, Chad Hurley and Jawed Karim. It has transformed the video sharing and consumption (YouTube, 2025). It is owned by Google and launched personal vlogs and professional content with more than 2.7 billion monthly users as of 2023 and 2.6 million videos uploaded every single day ("Google Acquires YouTube for \$1.65 Billion," 2006). Entertainment and education are also significant aspects of YouTube, as more than 81% of adult internet users aged 15-25 use this

company to learn and spend free time (Statista, 2024). When channels dominated by kids launched YouTube Kids in 2015 as an independent, child-friendly app aimed at creating a safer, simpler, and more educational viewing experience (YouTube Kids, 2024), this allowed YouTube to enter the app market, a shift historically associated with Android, but now seen as a challenge to Google's dominance in the industry. This made it possible as kids channels that dominated YouTube to enter the app industry, which has historically been responsible for Android, but is now seen as a threat to Google dominating the industry (YouTube Kids, 2024).

YouTube Kids was created to address the issue of children accessing harmful content on the regular platform, with content being filtered and providing a set of parental controls to the user, such as content filters, time restrictions, and the viewing history (YouTube Kids: About, 2015). In 2023 YouTube added the option of a lock-screen so that toddlers could not leave the video accidentally. This was after its 2019 policy that prohibited targeted children advertising. As of 2023, YouTube Kids became one of the most popular platforms among toddlers, where one can find numerous animated and educational content, adapted for the needs of young audience. By 2023, YouTube Kids has already been downloaded to more than 131 million devices all over the world, which indicates the popularity of this application among children (Statista, 2024).

The children content available online facilitates cognitive, linguistic and social developments in early childhood. Cartoons promote creativity and morals. Most animated stories enhance critical thinking skills and problem-solving abilities. The learning at early phases is also enjoyable and through education programs (Calvert and Kotler, 2003). Children have better vocabulary and language abilities as they are exposed to cartoon dialogues. They can speak fluently because of the relatable characters (Christakis, 2009).

Cartoon facilitates social and emotional development. They demonstrate friendliness, collaboration and dispute management. Children acquire the ability to empathize and know what other people feel (Baydar et al., 2008). Cartoons are also creativity and imagination stimulating. Their imaginary worlds stimulate children to make their stories (Healy, 2004). The emotional themes assist children to learn about their emotions and those of other people. It develops emotional intelligence at a tender age (Calvert, 1999). Online children material encourages cultural awareness. It brings in other cultures, ways of doing things, and mindsets. It promotes the feeling of belonging and appreciation of diversity (Lemish, 2015). Entertainment and relaxation are also availed through cartoons. They assist children in eliminating stress. A lot of programs teach virtues such as integrity, compassion and perseverance (Linn, 2004). Cartoons can be used by parents and educators to further the overall growth of children with keen selection. Nonetheless, screen time is detrimental when it is too much.

However, the certain children's videos have raised some concerns regarding the values system they promote. Research indicates that not all YouTube kids content deliver high-quality educational value with a significant portion lacking morality ("Study on the Educational Value of YouTube Kids," 2021). Viewing inappropriate or aggressive content can elicit fear responses in children or even encourage them to imitate negative behaviors. Digital advertising may also expose to kids and promotes inappropriate content like nudity or unhealthy food habit. Excessive screen time can limit reading, studying, play, and physical activity. Early exposure to negative content may affect emotional understanding and decision-making. Unmonitored media can also distort social norms. This may create unrealistic expectations about real-life relationships.

Parental upbringing and vigilance in kids can greatly reduce the harmful effects of media. Through proper supervision, media management and monitoring the content actively not only minimize the negative effects of media but promote healthy educational-learning habits in kids. Encouraging balanced media consumption can be achieved through exposure to educational programming. For instance, channels like PBS, Discovery Channel, and the History Channel help children understand positive messages and distinguish fiction from reality.

Not all cartoons are suitable for children. Some contain violence or inappropriate themes. Screen time can be used as a reward and avoided during meals. Parents should model healthy screen habits. Reading, outdoor play, and family activities should be promoted.

The childhood development is critical in the growth of a nation. Various children in Pakistan perish in poverty, malnutrition, and substandard education. The problems are detrimental to their mental growth. Families tend to find it hard to meet the basic needs. Cases of child labour and abuse are prevalent. The way children are brought up and how they are presented in the media on the internet are ignored. The majority of the content on the YouTube kids is Western or Indian. This imposes restrictions on identity formation and contact with familiarized stories because of the absence of local storytelling (Hodge and Tripp, 1986). There is also lack of educational material though it is of essence to cognitive and language development (Gee, 2003).

In early childhood, emotional intelligence is conditioned by media; however, the Pakistani programming on emotional, empathetic, and social learning is not much (Goleman, 1995). The majority of shows do not reflect the local culture, language, and traditions, losing their strength in supporting the belonging of toddlers (Lemish, 2015). There is also a lack of moral and ethical lessons, which generates the developmental gap (Bandura, 1977).

3. RESEARCH METHODOLOGY

3.1 Research Objective

The framework offers a qualitative content analysis of visual elements of selected nursery rhymes. It focuses on variables like language, colour, characters, props, culture, values, themes, costumes, narratives and music. It is to organize the material systematically and develop a thematic framework for assessing its relevance to Pakistani toddlers.

3.2 Research Method

This study utilizes qualitative content analysis to examine three nursery rhymes, that are Baby Shark, the Wheel on the Bus and Johny Johny Yes Papa.

3.3 Categories

Categories 1: Visual Composition

Sub-Categories of Visual Elements: Characters, Costume, Props & Objects, Color Palette, Settings, Theme and Cultural Symbols.

Categories 2: Audio Elements

Sub-Categories of Audio Elements: Vocabulary and Music.

4. RESULTS/DISCUSSION

4.1 Baby Shark - Pinkfong Kids' Songs & Stories

The nursery rhyme *Baby Shark - Pinkfong Kids' Songs & Stories* has Worldwide recognition due to its vivid visuals, memorable melody, and highlight family bonding. It is a 2D animated video. The lyrics rely heavily on repetition, with the word “doo” repeated nearly 150 times, offering minimal cognitive stimulation and limited support for Speech and language growth understanding. For toddlers, the unclear narrative element such as the repeated phrase “*Let's go hunt*” with playful visuals make it difficult to distinguish between harmful actions and playful content. High saturated colors, rapid scene changes, repetitive lyrics and engaging music can overstimulate young viewers. And mostly slow pace content educational videos seem less engaging. Sharks are portrayed as a family, the unclear hunting narrative may affect toddlers' understanding of family roles. Additionally, the presence of symbolic imagery, such as the Trishule (ψ), in sharks' hands a Hindu religious symbol, introduces ambiguity in context of

Pakistan. Overall, the video lacks a clear educational and moral lesson and primarily engages children through repetitive words and visuals.

4.2 *The Wheels on the Bus*

The qualitative content analysis of the poem *The Wheels on the Bus* shows that the 3D animated video effectively engages toddlers through bright visuals and catchy music. Also, it shows repetitive lyrics, and a positive portrayal of family bonding. It promotes a nurturing parenting style, where father and mother comfort children with affection, supporting emotional closeness and healthy parent child relationships across cultures. However, the presence of a pig and the absence of Pakistani cultural elements such as local clothing, language, and familiar settings reduce its cultural relevance for Pakistani toddlers. The video uses highly saturated primary colors (red, yellow, and blue) in strong contrast to capture attention. The method was normally used in alerts or notification and it posed the risk of over stimulation. There is also a scene of a crying child who cries all the time because the toy is not whole and this can promote bad behavior. The serene and utopia outdoor scenes also contrast with the hectic Pakistan urban reality that further limit its relatability to Pakistani toddlers.

4.3 *Johny, Johny Yes Papa*

Johny, Johny Yes Papa qualitative content analysis depicts that it is an interesting 3D video game animation to young children as it has a repetition of the lyrics, colorful graphics, energetic music and a simple plot. The negative behavior that is encouraged in the poem, however, is lying and stealing. It makes the evil act acceptable because in video child is presented consuming sugar by fooling his father. The cultural aspect of the family seems to be also foreign to the culture; the age of father in the video is comparable to the grandfather age in Pakistan. Also, the child in a diaper does not suit the local dress codes of modest dressing among toddlers. On the whole, the material is opposite to the Pakistani culture. To enhance the video, one would encourage the truthfulness, wear humble clothes, introduce the Urdu language, local cultural representations, traditional musical tools, and a positive moral resolution to make the video more Pakistani-relevant toddlers.

5. CONCLUSION

As it is analyzed, the chosen nursery rhyme videos are very stimulating and it is explained by repetitive lyrics, catchy melody, high saturated colors, sophisticated 2D/3D animation, and rapid alternation of shots. These factors manage to attract the attention of the toddlers. It helps in high viewership that has never before nursery rhymes across billion views in YouTube. It promotes excessive time of screen watching among the toddlers. Increased screen time on children negatively impacts on the brain and cognitive development. The other factor is that most videos contain animal characters such as pig and fictional characters such as unicorns which can be against the Islamic values and cultural inapplicability between videos and Pakistani toddlers. Also, the content is mostly westernized in terms of language, apparel, and lifestyles that restrict responses among the Pakistani Urdu-speaking society.

The nuclear families are mostly portrayed in these videos. The Pakistani children are usually brought up in the joint family systems that include extended family members. Though, some of the videos are supposed to teach some moral values like greetings and cooperation, some do not have certain educational goals or encourage bad habits. As an example, Johny Johny Yes Papa normalizes the use of evil which are in opposition to the cultural and religious beliefs of Pakistan such as lying and stealing. In addition, it emphasizes on honesty at early age. Lastly, the view of the idealized life luxury houses, calmness and costly belongings may not be the socio-economic reality of other Pakistani families. These representations promote unattainable standards, materialism, or inadequacy among the young audiences.

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