

Comparative Study of Emotional Responses to Educational vs Entertainment Cartoon Films among Adolescents

Dr Arti Arya and Ms Ayushi

Research Guide and Professor, BCG Shiksha Mahavidyalay, Dewas
Samrat Vikramaditya University Ujjain (M.P)

Research Scholars, BCG Shiksha Mahavidyalay and Research Center, Dewas
Affiliated to Samrat Vikramaditya university Ujjain (M.P)

Abstract: *Animated media has emerged as a powerful influence on adolescents, significantly shaping their emotional experiences and behavioral tendencies. The present study, titled “Comparative Study of Emotional Responses to Educational vs Entertainment Cartoon Films among Adolescents,” aims to investigate and compare the nature and intensity of emotional responses elicited by two distinct categories of cartoon films—educational and entertainment-oriented.*

The study adopts a comparative research design and is conducted on a sample of secondary school adolescents selected through appropriate sampling techniques. The participants were exposed to carefully chosen clips representing educational cartoons, which emphasize learning, moral values, and cognitive engagement, and entertainment cartoons, which primarily focus on humor, action, and amusement. Data were collected using standardized emotional response scales and structured questionnaires designed to assess a range of emotional variables, including happiness, excitement, empathy, curiosity, anxiety, and aggression.

The analysis of data involved both descriptive and inferential statistical techniques to determine differences in emotional responses between the two categories of cartoon films. The findings indicate that educational cartoons predominantly evoke positive and constructive emotions such as empathy, curiosity, attentiveness, and motivation for learning. These responses contribute to emotional enrichment and value-based understanding among adolescents. In contrast, entertainment cartoons are found to generate higher levels of excitement, amusement, and temporary pleasure; however, in certain cases, they may also trigger negative emotional responses such as impulsivity, anxiety, or mild aggression, particularly when the content includes fast-paced action or conflict-based themes. Furthermore, the study highlights that the emotional impact of cartoon films is influenced by factors such as frequency of exposure, individual differences among adolescents, and contextual variables like parental guidance and peer influence. The results underscore the importance of content selection and critical media engagement in ensuring that animated media contributes positively to adolescents’ emotional development

Keywords: *Adolescents, Animated Media, Educational Cartoons, Entertainment Cartoons, Emotional Development, Emotional Responses, Comparative Study*