

## **The Use of YouTube and Its Relation to Changing the Kuwaiti Children's Social Values from Parents' Perspectives: Field Study**

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**Abstract :** In this study, the researcher explored the positive and negative effects of children watching YouTube on changing social values from the perspective of parents in Kuwait. This study also explored whether any correlation exists between changed values from watching YouTube and the following variables: relationship with a child, social situation, school level, gender, and age. The researcher collected data from 286 questionnaires distributed randomly to parents in Kuwait. The results of the study show that parents face many disadvantages when dealing with children watching YouTube, such as children spending too much time in front of screens, inability to organize bedtime, and children's social isolation. However, the researcher found some positives come from watching YouTube, such as learning new information, enabling children to search for new information, and introducing children to the culture of their society and other cultures around them. Moreover, this study found that boys are more likely to have negative viewing habits than girls. Given the results, this study shows that the biggest impact on social values from children watching YouTube is that they are preoccupied with watching YouTube and they waste time, which makes them feel disturbed, and this affects the value of time management and delays children's sleeping times. This study concludes that watching YouTube simultaneously has negative and positive effects on changing social values, but it plays a negative role in changing social values of children from the parents' perspective.

**Keywords :** YouTube, children, social value, social media effects

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