

The Effect of Prior Characteristic on Perceived Prosocial Content in Media

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Abstract : It was important to understand the impact of media in young adolescents. The animated film, Khun Tong Dang the Inspirations (2015), was purposefully created for teaching young children to have a positive personal trait. The current study used this film as the case study. The objective is to understand the relationship between the good characteristic of movie audiences and their perception of the good characteristic of a movie character. One-hundred students from various age ranges responded to quantitative questionnaires. The questions included their age, gender, perception about their own personal traits, perception about their experiences with others, and perception about the bravery, intelligence, and gratefulness of the character. It was found that a good personal trait has a strong relationship with the perception of bravery, intelligence, and gratefulness of the character.

Keywords : impact of media, children, personal trait, prosocial content

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