An Investigation into the Educational Implications of Sponge Bob Animation from the Perspective of the Negating and Requirement of the six areas of education

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ABSTRACT

Due to the sensitive conditions of childhood and the fact that one of the most popular and influential types of media for children is animation, it is inevitable to study the effects of observing animations in the education of this period. The present study was conducted to investigate the negation and necessity of educational implications of Sponge Bob animation based on six areas of education. The formal validity of the categories related to the six domains was confirmed by experts. 772 using the Scott coefficient and the opinions of 4 experts in this field; Finally, Shannon entropy method was used to analyze the data obtained from the study. Based on the findings of this study, 242 topics related to the existence of six fields of education in this animation were observed that the field of biological and physical education has the highest level of attention and importance and the field of moral education has the lowest level of attention and importance. Also, 314 themes were observed in the negation of the six domains; the negation of the field of moral education has the most attention and importance and the negation of the field of aesthetic and artistic education has the least attention and importance. Findings indicate that the growth of human existence has not been considered in a balanced way in SpongeBob animation, so it is recommended to avoid the formation of caricature characters and pay attention to all areas of human existence.

Keywords: animation, Sponge Bob square pants animation, child, education, six areas of education

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INTRODUCTION

One of the most fundamental issues which today are proposed in scientific and educational circles of the world is the human's education. Early years of every human which is certainly assumed as his most important and effective life period is the years of forming the human's personality. Since the human's acquired information, habits and moral features during these years remain deep in his spirit and make the main structure of his personality and existential framework, attending to all aspects of the human's education and development in the childhood is necessary. Now, one of the most important resources which exist from the early childhood in the child's environment and have many effects on the children besides family and school is the media. The media uses various programs to draw the children's attention, the story and novel in the form of animation is a case in point which creates higher interest in the children (Mousa Pur and Dortaj, 2008, 162-164). In addition to all apparent attractions, the media enjoys numerous hidden effects in a way that it can influence the children's science, beliefs and values, it can also change their attitude or feelings about different affairs or create attitude in the manner of dealing with social and personal problems and can cause emerging special acts and change in behavioral patterns (Gunter and McAller, 1993, 36) to that extent that Silberman writes in his book "The crisis in the classroom": the students learn more from TV than the class. (Ebrahimi, 2017, 8). Now, considering the importance of the childhood and the children's high acceptability and their interest in media specially the animations, Square Pants Sponge Bob was selected to be analyzed in this study.

PURPOSE

The present study was conducted to have an investigation on educational implications resulting from Sponge Bob animation according to six areas of education in order to examine hidden and apparent effects and themes which exist behind this animation. In addition to extracting the themes which are consistent to six areas of education and its categories, the themes which negate these areas and categories have been considered too.

METHODOLOGY

The present study was in applicative type in case of purpose and it was conducted according to qualitative-quantitative method in case of information collection; that is, analyzing six areas and determining related categories, animation analysis and extracting the themes from it were accommodated in the qualitative method and counting the themes frequency was accommodated in the quantitative method. The background unit has been 96 episodes of animation. Analysis unit was the themes which were extracted after watching the animation. Content analysis with

comparative approach according to Myering theory has been used to collect information. The validity was confirmed by the experts after frequent investigations. The reliability of the categories was estimated 0.772 using Scott coefficient. Furthermore, Shannon Entropy method was employed for the data analysis.

FINDINGS

242 themes associated to six areas were observed in this animation and the degree of importance and attention to these areas includes the followings from the lowest to the highest: belief and moral areas (0.133), scientific and technological areas (0.147), economic and occupational areas (0.174), aesthetic and artistic areas (0.162), social area (0.191) and biological and physical areas (0.192). Moreover, 314 themes were observed in negating six areas that the degree of importance and attention to negating these areas includes the followings from the lowest to highest: negating aesthetic and artistic areas (0.062), negating scientific and technological areas (0.110), negating economical and occupational areas (0.167), negating biological and physical areas (0.199), negating belief and moral areas (0.226), negating social area (0.233) while the degree of attention to negative aspects has been more than positive aspects in the belief and moral as well as social education areas in a way that in analyzing 96 episodes of this animation, negating the area of social education has been emphasized 122 times and negating belief and moral areas have been emphasized 93 times while 60 cases have pointed to positive aspects of social education area and just 15 cases have pointed to the positive aspects of belief and moral aspects in all 96 episodes.

CONCLUSION

This study showed that the number of the themes taken from this animation which negates six educational areas forming the foundation of educational system is more than the cases which are in coordination with these areas. It is worth mentioning that the above-mentioned animation is a western one which has been made in the U.S and appropriate to the culture and ideology of that country and many of the cases which negate and oppose six areas of education might be popular and accepted in the origin country; since in most of the western countries, the dominant culture is liberalism and Sponge Bob animation is also under the effect of this culture and its characteristics. Liberalism is the individualistic culture and the society should seek meeting the individual's needs and be in his service; moreover, this school considers the individual's will and desire the origin of the validity of moral sentences and each individual should create the moral values which are of high importance for him/her. In addition, lack of balance and proportionate among six areas of education and concentration mostly on one or two areas or lack of attention and ignorance of the other areas are seen in this investigation. As a result,

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this animation causes creating a caricature character in its audience especially in model-accepting age group. Emergence and formation of a caricature character avoids reaching evolution and formation of a complete human and it merely develops and educates the people who have extraordinary abilities in an area and don't have necessary abilities in another area and aspect.

NOVELTY

The long history in the production and broadcast of this animation, popularity among the children, being broadcasted on the national TV and being available in the home broadcasting channel, lack of sufficient attention to the effects of the mentioned animation on the children's various life aspects and insignificance of this subject among the other research activities have paved the way for the investigation of this subject.
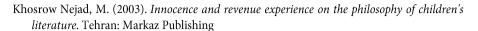
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