



How To Build Self-esteem In Children Through Entertainment And Media

Case Study: Developing Own Business

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ABBREVIATIONS AND TERMS

PERMA	Positive Emotions, Engagement, Relationships, Meaning, Accomplishment
APP	Application

1 INTRODUCTION

Children's self-esteem is a very important side of their development, which has an influence on their emotional well-being, social interactions, and academic performance. In our society, children have diverse challenges that can negatively impact their self-esteem. Things like peer pressure and academic achievements can affect and damage their well-being.

Storytelling in media delivers a great solution, it gives positive reinforcement and role models, which has the potential to inspire and build up children's self-esteem. When we focus on creating and promoting content that has an emphasis on positive values and strong characters, media plays a pivotal role in giving support to children's emotional and psychological well-being.

The purposes of businesses differ from one another. There are businesses that are purposely created to inspire, bring value, educate, and build the self-esteem of a certain group in the population. This type of business is the one we will be diving deep within this thesis into uncover, explore and understand. With the purpose of creating my own business, this information will lay out the foundations of why entertainment businesses nowadays are more and more opting to build people's self-esteem.

According to Andrew Baldino (2023), customer education programs are nowadays very important for many businesses. These types of programs are thought to inspire customers with the value that comes from a company's products or services. Companies like IBM, through its "CityOne" simulation game, and Thinkific, with its webinars and online courses, use educational content to engage, educate, and empower their customers.

The target group for those types of transformational businesses that we will be researching in this thesis are families with young children. We are looking to find out if positive psychology has an effect in children and if that can allow them to develop a healthy self-esteem.

Nowadays the audience, users and customers in general, are very critical with different types of messages that they allow themselves and their children to receive. Thus if a business takes care of delivering a good and meaningful message with their services and products, the integration from the users will be higher.

Studies such as the International Journal of Psychology & Behavior Analysis (2017), have discovered that children's self-esteem is very much affected by different environmental factors, including parenting styles, school achievements, and social relationships. Positive self-esteem is connected to enriched mental health, good adjustment, and overall happiness. Good parenting and supportive educational environments have a crucial role in building a child's self-worth and resilience.

According to Linda Bolier (2013), different types of positive psychology interventions, such as those promoting self-acceptance, coping strategies, and social skills, have proven to have beneficial effects on children's self-esteem. These types of interventions usually include activities that inspire children to recognize their unique strengths and abilities, which can potentially lead to a more positive self-concept of themselves and better emotional regulation.

Moreover, following the International Journal of Psychology & Behavior Analysis (2017), businesses that focus on delivering positive and meaningful messages through their products and services can then have a significant impact on their young audience. By mixing principles of positive psychology, these businesses can inspire children develop a healthy self-esteem, which is very important for their long-term psychological well-being and social success

The industry that we will be researching about is the interactive entertainment industry, which includes TV programs, Apps and Children Books. Through this thesis I will be presenting different types of studies that regard the positive impact that children can receive in order to uplift their own self-esteem.

As well as introducing my own children's entertainment brand. This own brand has been born to do exactly what this essay tries to find out, to create a

meaningful and positive impact on families, while at the same time sustaining a profitable business.

2. A Transformational Impact in Children's Growth

Research, such as a study published in the *Journal of Positive Psychology* (2012), showcases many parents who desire to give their children more opportunities, resources, and possibilities than they had themselves. This goal usually goes further than just purchasing products or services, but instead is focusing on sharing positive and inspiring lessons that inspire family unity and support emotional, physical, and mental growth.

This study shared in the *Journal of Positive Psychology* (2012) demonstrated that when focusing on gratitude, optimism, and strengths identification improved children's self-esteem and life satisfaction. The methods used inspired children to recognize their personal strengths and develop a more positive self-concept, which lead to better emotional well-being and self-esteem.

According to Juliann Garey (2024), media with positive messages can have meaningful benefits for children. For example, when parents watch educational and morally uplifting TV shows with children, it can help them to promote emotional self-regulation and critical thinking. This process, known as co-viewing, involves parents watching TV with their children and discussing the content to help them understand and apply the lessons in real life.

Following the study of Karen Nikos-Ross (2019), children's television programs usually have moral lessons, and these ones can require explanations to be understood. This research showed that even children's shows have themes of inclusiveness and morality, younger children (ages 4 to 6) may find it difficult to understand these concepts fully without their parent's explanation to put in context and discuss the messages.

2.1 Self-Esteem & Positive Psychology

According to the book *The Impact Of Self Esteem On Children* (2019), Self-esteem is connected with the overall perception that an individual has of their own worth. It connects with feelings of competence, acceptance and confidence. Children who have a positive self-esteem are more inclined to see themselves positively and believe in what they're capable of.

Children receive positive messages and integrate them, until seeing themselves positively and believing in their abilities. In a study done for children in Israel, named "Positive Education for Young Children: Effects of a Positive Psychology Intervention for Preschool Children on Subjective Well Being and Learning Behaviours" they analysed twelve classrooms with children between 3-6.5 years old.

The program in "Positive Education for Young Children: Effects of a Positive Psychology Intervention for Preschool Children on Subjective Well Being and Learning Behaviours" focused on four aspects of the PERMA model, incorporating activities that were aimed at boosting positive emotions, engagement, positive relationships, and achievement.

These classrooms were studied while the PERMA method was applied to them. That all happened within a school year and 160 children went through elemental ideas of positive psychology, and were compared to other 155 children who hadn't gone through such an experiment in positivity. They also measured their mental health and emotional well-being by asking their parents, as well as teachers.

The results of "Positive Education for Young Children: Effects of a Positive Psychology Intervention for Preschool Children on Subjective Well Being and Learning Behaviours" also demonstrated that there was an increase in kid's empathy, prosocial attitudes, and positive ways to learn. All of it within the group that was affected by the positive elements, and not any meaningful changes in the other group.

This study allows this thesis to be started with a great promise: positive messages inspire children to have a better feeling about themselves and their own lives, which allows them to approach the learning process better. That's the basic premise of self-esteem.

Taking as a reference point another study conducted by Valérie Benoit (2021), she found that when parents act in a positive way towards their children and focus on their strengths, children have an increase in cognitive development and language development. That's very important because when a child excels in an ability, such as a language skill, the perception of himself gets better, thus affecting the overall self-picture and esteem.

This study found out that attitudes from the parents, such optimism, hope, quality of life and positive psychology were very important to children. Following a bit more the book *The Impact Of Self Esteem On Children* (2019), these are the positive effects that a healthy self-esteem provides:

- **Resilience:** Children with higher self-esteem are more resilient when facing life's challenges. They easily manage stress and maintain a positive outlook.
- **Social Relationships:** A positive self-esteem provides children with the abilities to have nurturing relationships with others. They resolve conflicts easier, and create more meaningful relationships.
- **Academic Achievements:** Self-esteem is very connected with the performance in school, because children who believe in what they are capable of, perform better overall.
- **Emotional Well-being:** Healthy self-esteem contributes to emotional stability. These children go through less anxiety, depression and self-doubt.

Based on these previous studies conducted, we can foresee that building a positive and healthy self-esteem in children is necessary. Let's dig a bit deeper into how positive emotions can have an impact in children's lives.

2.1.1 Generating Positive Emotions

According to Jannine Anne Campbell (2023), inspiring young children to create positive emotions has been found to be a crucial factor for their well-being and positive self-esteem. For example, those positive emotions can motivate the children to be more courageous into trying harder activities, and after trying those and succeeding, children feel as if they are in control of their learning processes and how they develop in life.

That's a very important factor of children's development. In this case we are not only talking about sharing inspiring messages and ideas with children, with the aim of positively impacting them, but Campbell goes one step further. She's talking about helping children to create positive emotions. That goes from a passive perspective, where the messenger limits itself on sending positive messages, into making the receptor -the children- active actors in the equation.

The main goal, according to Campbell, is to inspire young children to create those positive emotions. Because are those reactive feelings that children experience which will allow them to increase their well-being. It's very interesting to follow her study and see that these are exactly those positive emotions, generated by a stimulus, which allow children to act differently. When the positive message has been received, the self-esteem built, children consequently react differently.

In the case of the study, it's been found that children become more courageous into trying more challenging activities. That is a proof of their transformed self-esteem, because the positive message ends up in an emotion within the child that inspires him to try more challenging activities and to succeed in them.

Because, as stated in the study, the end result is the kid feeling that is more in control over his development process. That, in itself, can generate a cascade of

positive development. It's like a cycle that allows the children to create a momentum of success.

Now, let's explore what type of emotions would be good to inspire children to feel, and find out if they could be achieved through media.

According to Rebecca N. H. de Leew (...), one good emotion to take into consideration is moral elevation, which has been understood as a warm, uplifting feeling that we experience when we see sudden behaviours of human compassion or virtue. When this emotion of moral elevation is attained, people can be more eager to help each other. When people like themselves more, they are more likely to share their strengths into supporting others.

According to Leew, It is a norm to see media characters exercising these prosocial characteristics in the media, which can awaken the elevated emotion in children. For example, when the audience sees good deeds in the media, it's the action of the character, which inspires the moral elevation within the children and, as a consequence, allows them to exercise those prosocial behaviours.

That, stated differently, means that when the media is focused on educating, inspiring, sharing positive values and building up the children's self esteem through their narratives, they pick up on those concepts and ideas, and then replicate them.

2.2 Detrimental Impact of Media

Media has been found to be detrimental too. Having a moving picture of reality can cause the users to experience negative effects from its use. For example, it's very interesting to acknowledge and see that most of the studies that showcase the children's use of video games are mainly focused on its negative effects. There is just very little research about its positive effects, which reflects the concern that most of our research community have on these types of media.

According to the study: "Themes in Superhero-Based Television Shows: An Opportunity for the Development of Children and Adolescents Through Co-Viewing and Active Mediation", professionals of health should take into

consideration aggressive attitudes and fears shown through media and have an intervention if they see it necessary.

In those cases, children that identify themselves with some type of violence or detrimental behaviours, can develop a poor self-picture and unhealthy self-esteem. Following other type of negative effects that media can have on children, it's important to be aware that the positive and inspiring messages that businesses can share for families and children, go on many occasions through media and screens.

That's why it's necessary to consider its side effects. In a study named "Screen time and young children: Promoting health and development in a digital world", they found out that when children spend time viewing screens before sleeping, it creates sleep problems for the age group analysed (6-8 year olds).

What interests us the most of this study is to identify if it's the content in itself which is detrimental, or if it's the medium from which the content is shared. Because if it would be the content, such as we suggested with the videogame case, then our approach with this thesis would be accepted. We could say that sharing positive messages through screens is an empowering and positive way to build children's self-esteem, while sharing and inspiring positive emotions.

We could defend the idea that what matters most is the message, the good deeds exemplified from the characters, and that the medium is secondary. But, on the contrary, if we can see that the medium is what deprives children from sleeping and generates other detrimental effects, then we should find another method to deliver our message.

And this is exactly what was found in this study of "Screen time and young children". The results suggested that it was the amount of screen time, not the content itself, which created a negative effect on the sleep rhythm. It follows to express that just by having electronic devices in the room where children sleep has an association with less time of sleep every night, because it suppresses melatonin.

Here we are “fighting” against the medium from which the positive messages to build children’s self-esteem can be expressed. In a digital era, where it is so easy to deliver a message through technology, it’s important to use the options that we have. But now, after going through these results, we should also consider its damaging effects that we can generate with our positive and inspiring intentions.

The main goal of this thesis is to find ways to express positive messages that build self-esteem, so we inspire children to grow in a healthier wellbeing. My main purpose with my children's entertainment brand is to help children through positive messages, to express ideas that awake within them those positive emotions.

Emotions that will empower them to try new challenging activities and to succeed. With the goal of helping them be more in control of their personal development and to help them feel satisfied over their own lives. If we only consider the electronic device medium, we would be going against our own values. That’s why through this thesis we will be finding positive alternatives to keep our goal.

Because, following the study “Screen time and young children”, the children who are younger than five years old are in need of active play and diversion, good family time, so they can learn key life skills, such as speaking and understanding a language, creative thinking, and all of that growth should not only be delivered through screens.

Going a bit more in depth into how media can have negative effects on children, we see that the rhythm that the narrative is edited has a great effect on children’s executive function. According to the official journal of the American

Academy of Pediatrics and Angeline S. Lillard (2011), they found that given a cartoon with a fast-paced narrative during just 9 minutes, children were performing more negatively in different cognitive tests, than other children who hadn’t consumed the cartoon. These findings allow us to see that sharing messages through media can have a counterproductive effect on children,

which as stated above, defy our main purpose to inspire and build children's self-esteem.

3. Building Self-esteem Through Different Channels

In this section of our research we will uncover different formats within the media and entertainment field. The purpose is to analyse them and evaluate their potential to be used to deliver an inspiring and positive message for children. Between the focused products and services we will delve into Mobile / Tablet Applications.

With the current trends and interactive technologies, Apps have become increasingly popular in families. Game Apps, Story Apps, Music Apps... we'll go in depth to bring forth the best and worst in them, and how they can be used to transform families' lives. Secondly, the classic TV Shows, Movies and Youtube videos for children. The visual narrative have always had a place within the family hold, and it's important to give it a space within our research.

As well as understanding its basic successes and limitations, we can take it into consideration for our own business "El Tesoro Familiar". More into this will be covered later, but for a few months now we have been releasing animated videos with inspirational aim through Youtube, reaching hundred thousand (100.000) views. That's why it is crucial for this thesis' purpose to fully uncover the benefits of sharing positive messages to children and and building their self-esteem through the audiovisual narrative.

Finally, as our focus is in entertainment businesses, we can't leave behind the most sought-for paper books. Physical books have been a part of the children's imagination for centuries, and that's why it's necessary to understand why it has been so popular.

After all, we'll discover if it has been possible to transmit a message of hope and motivation to children. We'll go into more depth about this in future segments of the thesis, but El Tesoro Familiar also has its own series of books called "The Present's Diamonds", which is available through the Amazon online

store. Now, let's begin with Apps that are focused on inspiring and transforming children's lives.

3.1. Apps That Deliver Positive Messages

Cambridge Dictionary (2024) defines an App as an abbreviation for "application," which is a computer program or a software that is designed for a specific purpose, and can be downloaded in a mobile phone or other mobile device. Within this segment, we'll analyse diverse softwares that are created either from large developer teams and small studios. Their purpose has been to create an intangible product that covers the need or the desire to be entertained and educated.

These Apps vary from explanatory activities that the families can do together, to song-based apps that bring joy and entertainment to children, up to children stories that can be read by the parents. The goal we are trying to uncover in this section is to find out about those Apps that create a positive impact on children and families' wellbeing.

Before we dig into the examples, we've seen in the study "Apps As Learning Tools" that the results show young children having an increased learning experience from interactive apps that are focused on early academic skills. One of the key stellar types of App is the early mathematics lessons in children who are under development. The usage of the pedagogical Apps were used at the school and were incentivized by the educational centre.

The research that was used for "Apps As Learning Tools" indicate specific examples of applications that were utilised in manners that allowed the children' learning process and personal development to be fulfilled. The main key of those Apps, which we take into consideration for future work, is that they were interactive Apps that made the children responsible for their own development.

That element of autonomy and self-reliance aligns very much with a previous statement of this thesis paper, where children who were creating positive

emotions felt more in control over their self development. That increased self-reliance helps with their self-esteem goals. That similarity between these two studies allow us to acknowledge that:

1. Children feel in control over their own development when positive messages have been inflicted on them, as stated at point 2.1.1 *Generating Positive Emotions*
2. Interactive Apps that are focused on supporting early academic development give autonomy and self-reliance to children, as found in this thesis section.

These two points intertwine the concept that if we are able to fulfil them at once, the impact that can be generated in children can be automatically greater. From one side, if we are able to deliver the positive messages that generate good emotions in children, they feel in control over their own development. Adding to that, we can deliver an interactive App that as well inspires them to act autonomously and be responsible for their growth, thus helping increase their self-esteem.

This attitude of allowing children to be active has also been studied in regards to mobile applications. Lindgren (2012) realised that the available Apps in the market are mostly serving the desires and wishes of the adults that are in children' lives. She pointed out that there could be a risk when those apps would be used, for example, to communicate between the educational system and their families.

Then, children would become passive elements to be viewed, analysed, and used, instead of becoming active members of their learning process. She said that when children are used within the Apps, in terms of sharing videos and photographs of them, it puts the children into positions where they are analysed and seen, with limited opportunities to participate.

This study by Lindgren allows us to question which purposes can Apps fulfil. Are they only means to "take away work" from educators or parents? Are Apps

just a tool to manage children’s lives in an optimal way? Or can Apps become tools for children’s development, where they take charge of its usage. Let’s see some examples of inspiring Apps that are building children's self-esteem and draw conclusions.

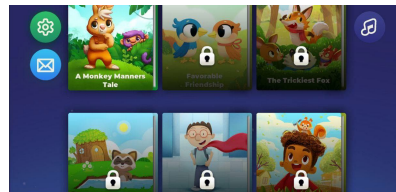
3.1.1 “Little Stories”, Personalised Inspiring Messages

The “Little Stories” is an App that contains fairy tales in written format where children become main characters. As stated in their website, the stories are focused on delivering inspiration and positive feelings for children. They highlight that each of the stories within their App include a moral lesson.

In picture 1, 2 and 3 we’ll see the User Interface of the App.



Picture 1. Screenshot of landing Page App “Little Stories” (Xavier Gómez, 2024)



Picture 2. Screenshot of the book options in the App “Little Stories” (Xavier Gómez, 2024)



Picture 3. Screenshot of a book example in the App “Little Stories” (Xavier Gómez, 2024)

Following our previous direction where we acknowledge that when Apps are interactive, “Little Stories” allows children to become active players within their lives. We can see that when these stories are using the children’s names, it helps them to be more present within the stories, because it’s basically about them.

This element of personalization is something that we are also interested in developing within our El Tesoro Familiar company.

Instead of static pictures and written texts, our aim is to have personalised videos that convey the message that children are the main characters of the stories.

Another key feature of this App is that parents can record their own voices reading the stories, so later on children can play that, when they are just by themselves. That means that children can listen to the stories without the need of watching the screen. It allows the recording of more than one voice, so children have the autonomy to choose which parent’s voice they would like to listen to.

This option highlights the interactivity element, allowing children to have more control over the App, which in turn gives them control over their lives. That element of teaching life lessons is what we have been looking for all along this research paper, since we uncovered that positive psychology has a tremendous effect in children’s development.

Thus now, analysing this first App, I am very satisfied and content to see that it complies with our basic foundation. As the App is very simple, it allows the audience and users to navigate through it with ease. The technique they have employed is to offer a first story for free, and after it there is a subscription package to pay a monthly fee, so the rest of stories can be unlocked.

I believe that products like this, which offer quality content for families, with lessons to be learned and be inspired by is what makes all the difference. As

explained above, these types of life transformational lessons can have, and are having, a great impact on families.

3.1.2 Tiny Souls App, Activities and Music that builds self-esteem

This is an App that contains original children's music with uplifting and positive messages. The medium of music is something that we will explore in detail in the following segment. Now that it is showcased in this App, I'd like to demonstrate that in the El Tesoro Familiar business that we are building, we are also creating children's music. One of our original songs, "The Treasure Of Friendship", has 50,000 views on Youtube. It's showcased there with an animated video.

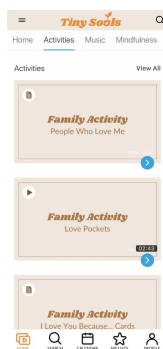
The App follows the same technique as "Little Stories", where it offers a few free pieces of content, and then there is a lock for all the rest, that unlocks after a payment. From an User Interface point of view, this "Tiny Souls App" has more limitations than the previous. It's not as easy to navigate within the App and has many options, which might make it confusing for the user to identify the value.

As mentioned, there are other products within the App, besides the original inspiring music. "Tiny Souls App" also includes activities that the families can do together, in order to unite their relationship. This element of interactivity is crucial for the purpose that we are researching.

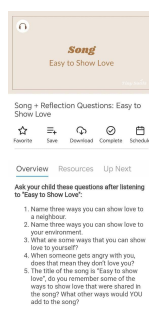
It's not only because children become active members of their development, as stated before, but because the whole family is doing an uplifting activity together. That in itself has tremendous purpose. As seen in the study "Family Relationships and Well-Being" by Patricia A. Thomas (2017), Relationships with family members are significant for well-being across the life course.

Then, creating interactive activities that can be done without the need of a screen, can improve those relationships within the family structure. In the case of "Tiny Souls App" where the activities are just explained in the screen, families can have the freedom of performing the unifying endeavour without the screen.

This type of activity-based App is something that we have been developing within our business El Tesoro Familiar, which we'll go into detail after all this conceptual research. In picture 4 and 5 we can observe the User Interface of Tiny Souls App, which showcases the Family Activities and the Songs.



Picture 4. Landing Page App “Tiny Souls” (Xavier Gómez, 2024)



Picture 5. Example of a song in the App “Tiny Souls” (Xavier Gómez, 2024)

3.2 Representation in Media Is Equal To Self-esteem

As we commented a few segments before, TV shows, movies and Youtube videos are a key element from which to transmit positivity and inspiration towards children, which helps them to build a healthy self-esteem.

According to Raymond Y Kim et al (2020), it has been found that superhero TV shows, series and movies were a crucial element where children could learn about teamwork, good service and encouragement. Other positive themes that were found in these superhero entertainment were honesty, justice/karma

(getting what one deserves) and forgiveness (not to hold on any negative emotions). All of those positive elements are part of a healthy self-picture and positive self-esteem.

But that's not all, avoiding a poor self-picture and self-esteem and eliminating its traces is equally important. That's why in the study of Y Kim (2020) was found that the impact of pictures with violence, bullying and alcohol use, in Superhero video format, were having a negative effect on children.

This research discovered that because of the large time children dedicate to consuming media, that visual media like television and film largely influence a child's development, both positively and negatively. Constant exposure to inspiring themes in television could share valuable life lessons, which then children can internalise and apply in their own experiences.

According to the psychologists and psychiatrists from Mind.Help (2024), characters such as Captain America, Wonder Woman, and Spider-Man showcase a type of determination and resilience that uplift audiences to overcome obstacles in their own lives, thus building their self-esteem.

These studies show that the visual media content is playing an important role in developing positive cognitions and behaviours between children. That can include positive habits, such as sharing, better relationships, and constructive attitudes towards the diversity of races, as well as more cooperation and empathy.

That's very meaningful to see. As found in the first study of positive psychology, children who are inspired by positivity, consequently create good emotions. In turn, it was found that they feel confident to try new challenging activities. This previous study that analyses superhero themed entertainment comes up with similar conclusions.

When children see in TV or any other media form idols who are performing good deeds, they go and replicate that into their own lives. This is very promising, because as we are creating entertainment videos with El Tesoro

Familiar, we can use this premise and create inspirational characters who showcase these good values.

In theory, children who are seeing those good deeds and positive values being performed by our characters, will get inspired to assimilate the information and replicate it in their own life. To go a bit more in depth about how TV programs and other forms of children media affects their development and cognitive performance, let's analyse the findings by Helvi Koch (2017). He exposed children to video format content and then tested them with different types of informational texts.

They discovered that it was effective: the children who were put to watch the show and go through related games afterwards, were performing with higher scores than those students that were not exposed to any show. The group of children who were tested improved their reading skills, and outperformed those other children who were not instructed to use the media tools.

This study demonstrates that when the content of the media is empowering, educational and transformational, it's a great tool to use during young children's development. Businesses who utilise this technique are better off than others who rely only on its entertainment possibilities. By knowing the positive effects that such a media can generate in the audience, the content of the videos can be altered to inflict the positivity into them.

This can be combined with different market trends that allow the videos to be seen and found easier. For example, in El Tesoro Familiar we are making educational videos for Youtube where we talk about Emotional Intelligence. In there we uncover emotions such as anger, gratitude, fear, and why it is important to recognize them and utilise them for a greater benefit.

It's really a combination of a marketing technique and a desire to inspire that allows us to touch topics like this in our animated shows. We are well aware that nowadays parents have a more developed sensitivity towards such topics, that they want to teach their children those emotions.

As an example, in the analytics of our Youtube, we've identified that one keyword that parents search before arriving to our videos is "Positive Parenting". That indicates to us that there is an increasing demand for this type of content and that's why we are also generating these type of inspirational videos.

Now, before digging deeper into our business proposition that we will be analysing based on all of this theory, let's define some popular video content. Zoe Miller (2020), from Business Insider, highlighted ten shows that are educating children. She said that certain TV shows are created only for pure entertainment, while others have a more instructional purpose, aiming to give children adapt to life, growing their self-esteem and imparting important lessons and educational ideas.

Between them there is: "Daniel Tiger's Neighborhood" (from PBS children), which concentrates on sharing valuable social skills to children. In picture 6 we can see a screenshot of the cartoon series. This show uses the power of storytelling to inspire children on how to handle their emotions, as well as to develop a strong sense of themselves.

As an example, the series usually focuses on common childhood experiences and gives specific advice to manage them. This method inspires children to understand and go through their emotions, and allows childre to improve their self-esteem. According to the research mentioned earlier by Bolier (2013), positive psychology interventions, like these from "Daniel Tiger's Neighbourhood" highlight self-acceptance and social skills.

These attitudes seen in the show have positive effects on children's self-esteem. By inspiring children to see their unique strengths and abilities, "Daniel Tiger's Neighborhood" allows children to think of themselves with a positive self-concept and have an emotional regulation. In Picture 6 we can see a screenshot of Daniel Tiger's Neighborhood's characters.



Picture 6. Screenshot of Daniel Tiger's Neighborhood (Xavier Gómez, 2024)

"Arthur" (from PBS children) is created with the intention of allowing the moral development and reasoning skills in children, which then helps them increase their self-esteem. The series grasps diverse ethical social challenges, inspiring children to think critically about what is right and wrong. This moral perspective can help children to build a powerful sense of identity and self-worth.

The literature on positive self-esteem, such as the study shared in the Journal of Positive Psychology (2012) that we highlighted earlier, shows that focusing on gratitude, optimism, and strengths allows children to improve their self-esteem and life satisfaction.

The series "Arthur" is supporting these valid points we found by helping children go through social and moral mental challenges, and as a consequence, increasing their self-esteem and awareness of competence. In picture 7 we can see a visual design of the cartoon series.



Picture 7. Picture of Arthur's characters (Xavier Gómez, 2024)

"Sesame Street" on HBO is made to inspire young children to grow their reading abilities and other skills. The show has been since 1969 a role model in diversity on children's television. Scholar studies have been highlighting the necessity of representation in children's media. Then, "Sesame Street" has

been recognising this from their start, and have delivered diverse and realistic pictures of children and their families.

They have been focusing on affective skills, like self-esteem, empathy, and emotional well-being as an important part of their goal and mission. As we've seen in this thesis, research shows that children need to see themselves represented in the screen, and Sesame Street's diversity of characters focus on physical representations, cultural backgrounds, and language diversity, increasing a positive self-esteem in the young audience.

The necessity of representation through Media and TV and positive self-esteem is as well highlighted by Garey (2024), who acknowledges the important benefits that media with positive messages has for children. In picture 8 we can observe a screenshot of the characters of the series.



Picture 8. Sesame Street's characters (Xavier Gómez, 2024)

"Hey Duggee" (BBC) focuses its chapters on specific themes and skills, encouraging children to try new things. The show showcases a variety of family structures, normalising different types of family structures. For example, Mr. Crab and his partner, Nigel, are shown as a same-sex couple, and Happy the crocodile lives with his mom, who is another animal, an elephant.

By expressing through their narrative different family relationships, the show allows children to understand and have an appreciation for diversity. This inspires them and contributes to having a more inclusive sense of self and community.

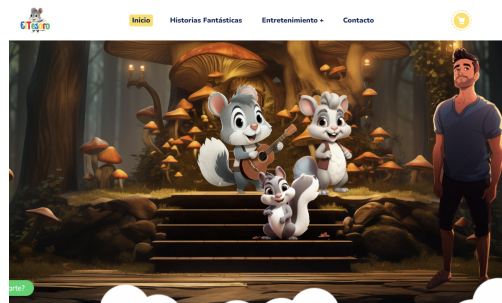
The literature we've explored as well supports this positive self-esteem perspective, because this inclusivity is linked to better social relationships and resilience (The Impact of Self Esteem on Children, 2019). "Hey Duggee"

4. Business Analysis of El Tesoro Familiar

El Tesoro Familiar is my business, which encompasses different children's entertainment products and services. Through this thesis we've explored a great amount of theory that now we can apply.

First, let's unfold the basics of this business, its functionality and overall products. For a year now I have been focusing on creating a children's entertainment brand which could inspire, educate children and build their self-esteem. I have envisioned a fantasy world called "The Present", full of little squirrels that share about the magic of being alive.

I have created videos for Youtube, with over fifty-thousand views in some of them. I have written five children's books, which are available on Amazon. And also I have conceptualised a "Personalized Cartoon Stories" concept, where I create animated videos with personalization. In picture 10 we can see a screenshot of the home page of the website.



Picture 10. Screenshot of the landing page of "El Tesoro Familiar" website (Xavier Gómez, 2024)

Those videos, following the fantasy world and the cartoon characters I have been envisioning, are created by me in bulk as templates, with blank soundless spots that are replaced for each child customer with their own name and personality.

Thus children become the main characters of these fantasy cartoon stories. I have set up an online store where customers can purchase these videos for their children for as little as \$2 each. Once it is purchased, I have taken care of

manually replacing each blank sound with the name of the customer child. The objective was to have some traction that validated the idea. Now, in picture 11 we can observe a still picture of the Youtube video.



Picture 11. Screenshot of a video of El Tesoro Familiar (Xavier Gómez, 2024)

The low amount of \$2 per video produced is thought out as the amount that will be charged once this concept is validated and we develop a software (App) that creates the personalised stories automatically. That price will be adapted later while considering costs and margin, but for now it served us as a starting point.

Somehow a middle point between “very low price where customers can repeatedly purchase stories” and “we’ve proved the customers’ interest in our service by charging them money”, thus their interest is assured then. After some advertising in Meta (Instagram and Facebook) I got the first ten customers.

The reactions of those customers were very positive. One mother affirmed *“I felt a lot of satisfaction seeing my son's reaction to the video. I cried seeing his joy and excitement when he realized he has a story and how much his parents love him. I really loved it.”*

Another said *“When I showed the message to my daughter Macarena, she couldn't believe it. When she heard her name and mine in the dedication, she had a unique happy face, a very beautiful experience.”*

One of the criticisms that we have received is that the animated child that was in the story wasn't looking like their child. As stated by another mother *“It would*

have been nice if, when talking about the main character, Jorge (the son) described himself and if the child resembled the real child more.”

4.1 The Characters

The characters of El Tesoro Familiar are a family of squirrels named Zegy (father), Kandi (mother) and Shishi (daughter). As well as Wise Tree, who is the narrator of the stories. In picture 12 we can see a picture of all the characters together.



Picture 12. Picture of the characters of “El Tesoro Familiar” (Xavier Gómez, 2024)

Zegy is bringing a lot of music to the Youtube show, as well as the personalised videos. He sings, plays guitar and inspires children with his soft and gentle voice. I am taking care of recording the voice and music that Zegy performs, as I have a background in Music Production studies.

In the story, and in the books, Zegy has created the world The Present, where everyone who lives in it can create their own reality. He embodies the idea that following your dreams and achieving them is possible and should be pursued with a smile on the face.

Kandi, Zegy’s wife, is a wise and gentle squirrel who is always bringing new topics to be discussed on the show. In the character, she is a school teacher, and teaches children about Emotional Intelligence, ways to go further in life when we feel stuck. She always has something good to say about others, she’s very adventurous and is a constant reminder of peace.

Shishi, the squirrel's daughter, loves stories. She always tells new stories to the children that she usually makes up. One of the techniques we use to write the stories is to “bounce” ideas with the ChatGPT language system. The character of Shishi is meant to bring forth stories that awaken within the children the feeling of adventure, the sensation that they can also take controlled risks that can benefit their lives.

Thinking a bit more in technological endeavours, the technique used to add the voice of Shishi, Kandi, and Wise Tree is the technological Ai software “Elevel Labs”, which gives a very natural voice to our characters. In a matter of a few clicks, we have the audio voice. Finally, the character of the Wise Tree adds a lot of professionalism to the videos. He has a deep voice that transmits confidence and fun. It’s like an old wise tree.

He likes to call himself a spiritual guide of the world The Present, guiding all the little animals towards a space of fulfilment. In the stories he always tells the introduction and makes a conclusion in the end. In these spaces he has time to express a lot of wisdom that inspires the children. The main goal of this character is to awaken positive emotions within the children, so they can feel empowered to take action in their lives.

4.2 The Different Products

4.2.1 The Paper Books

The series “The Present’s Diamonds” (Los Diamantes de “El Presente”) are five books that narrate the story of how Zegy built the world The Present. It tells that when Zegy was alone in the world, a thought alone of finding a purpose inspired him to take action.

Then, a diamond appeared, which showed him the magic of music. Now that Zegy had found a purpose, thought that the diamond had given it, so everytime he wanted to create something new, he would think about it, and a new diamond would appear. The next diamonds would seemingly help Zegy to build everything he desired, to the point of building an entire kingdom.

To the conclusion of the series, where the diamonds themselves reveal that they indeed have no power. That it had been all along, Zegy, who with the power of his commitment, hard work and imagination, had created all his dreams.

In picture 13 we observe a picture of the books from El Tesoro Familiar.



Picture 13. Picture of the books of “El Tesoro Familiar” (Xavier Gómez, 2024)

The paper books are now available through the Amazon website, worldwide. As soon as we get some money to be used in Marketing endeavours we will be running advertisements and selling them.

The story is meant to follow the theory that was researched earlier, that having fantasy settings and extraordinary characters may allow children to dream and engage in the lecture. The texts are in a comic format, as showcased in the next picture. The dimensions of the text are large, allowing children to read with ease. The purpose of having such a small amount of text is to make it available to younger children. In picture 14 we see the inside of one of the books.



Picture 14. Picture of the inside of a book of “El Tesoro Familiar” (Xavier Gómez, 2024)

4.2.2 YouTube Animated Videos

The Youtube animated videos allow us to share these messages of positivity and inspiration for a wide audience at once. It's very challenging to break into the industry in a large format, and get into TVs and cinema. Even that is also within our future goal, the possibilities of Youtube are much easier for a small business like ours.

YouTube is very saturated with "good content". Having a differentiated brand that brings in hundreds of thousands of views and subscribers is a long time process. To get in the road towards that goal, there are freelancers who offer their services and promote your videos.

I encountered a very good freelancer who manages large campaigns for known children entertainment Youtube brands. Her technique is to put new customer's content as recommended videos after the large brands she manages. Then, when the audience lands on her known videos and finishes them, they are suggested to come to see my videos. I've used this technique and put around \$300 and got interesting results. For example, the next Youtube video has been promoted with this method. It has 50.000 views.

In the Youtube animated content we are releasing different types of videos. First we have the original songs, which we will cover in a new segment. Then we have educational videos talking about positive values that inspire children, such as courage, gratitude, happiness and more. Then we have meditations, that children can use to relax and unwind. Then there are inspirational stories that walk the audience through great experiences lived by the characters.

These animated stories are created with Adobe Software: Adobe Character Animation, After Effects. The original cartoon pictures were created with Artificial Intelligence and rigged for animation with Photoshop. As mentioned earlier, most of the voices are from Eleven Labs Voice Ai. The background pictures are generated with the Mid Journey Ai, which creates pictures based on prompts.

4.2.3 Personalised Cartoon Stories

The personalised cartoon stories are the first advanced product that we are developing. After having tested it for ten customers who had a high esteem for the results, we are starting to develop the App that will generate those stories automatically. Each of those customers paid just \$2 per story, which is a low amount that didn't give us any profit. But the valuable lesson we learned is what it counts.

First, we learned that the impact that we can generate in children by pronouncing their names and mentioning part of their personality within the story is enormously bigger than we had anticipated. Writing the name of the customer, as our previous research had shown us with the "Little Stories" App, is one thing. But voicing their names and specifically telling them about themselves is the next level.

Children who have enjoyed their own personalised story have been feeling very empowered and excited after listening to their own tale. The parents reported an increase of positive feelings and self-love in the children. As we were testing the pricing, we asked the customers within which price range they would be comfortable paying. They agreed that they would have still paid if it would have cost them \$7 per story.

During my years in entrepreneurship and artistic endeavours I found out how "easy" it is for me to take new challenges and excel in them. That's why I'm at the moment going through some courses of coding, with the aim to learn how to code a simple App where we can display these personalised stories.

I calculate that with an intense focus and hard work I can have the first version of the App working in a bit over a year from now. By then it will be beneficial to get some investment or loan and put a few thousands of euros in selling the App online.

As we learned through the research in different types of ads and the feedback given by the early adopters of our service, changing the style of how the children are represented within the story is key. That's why we will be

developing a new squirrel character that will represent the children coming into The Present's world.

One of the key elements that will be present in the App will be to have a continuation in stories. As we observed in the example of the App "Little Stories", they had different stories displayed within the App. Each story had different characters, themes and scenarios. What we intend to do with our App is to have a long continuation of a single story that is divided in different chapters.

That way, we will give a free story at the beginning that will not use the name of the child. Every time that we use the name of the child, the system will be pulling out the code of the Eleven Labs Ai Voice, thus charging us money. That's fine when there is a current revenue coming from a customer, because we can include it in the expenses of each client.

But when we are giving a free sample of the story, it's not like the previous analysed App "Little Stories", where they just write the name of the child. We would need to use money to give a free story. That's why our first free story will be given as a general theme, that presents their own character - without being named. Then we would be inciting the customers to keep going with the story and hear about their own character. By then, users would pay a membership or buy the next story.

With the goal of having a flowing story, we would be generating push notifications to remind users to come back to the App and continue the stories. We may say things such as "Your Dragon was born... Continue the story to find out more". I'm not sure if we would have dragon characters within the App. It's just an example.

Another option for these types of personalised cartoon stories within the App is to give to the users different options from which they can choose. For example: "Do you want to go to the castle and fight the dragon" with answers "Yes" and "No". Depending on what they click, the story would flow towards a different

scenario. To that point, this might be another type of App, where the key element of having personalised stories may not be relevant anymore.

4.2.5 Treasure Hunt Experience

The treasure hunt experience is something we have been developing for some months. Through working with a few interns, we have developed a type of game, similar than Pokémon GO and Geocaching, where families with young children can have activities outdoors.

We selected three locations in Tampere where we hid treasures to be found. In one place there were El Tesoro Familiar, children's books. At the second place there were stickers and at the last location there were plastic diamonds. The game was such that families could download a raw version of the App, learn about the specifics, check the map and go to hunt for those rewards. Once they got there, Zegy was doing a meaningful talk about the experience.

The App was designed for the character to appear in Augmented Reality, such as Pokémon GO.

The purpose of such an App and activity based experience was to unite families to do more things together, to share them about the real treasures of life and the values that go with it. As seen in the previous analysed App "Tiny Souls", the activity based methodology allows families to strengthen their relationships and increase their well-being.

This App has not been released yet, as the interns finished their contracts before the game had its ultimate code in place.

One of our goals in the future is to develop such an App on a large scale, where families go to find Zegy's treasures and themselves create activities for their communities too. The purpose would be to combine it with the personalised cartoon App, where children would get a story, but they need to go somewhere outside the real world to complete a mission, so the story can keep going.

4.2.6 Activity & Music App

One App that we have started to develop as well is similar to the Tiny Souls App. In their case they are having family activities that are explained in a dull and basic form. Our approach is to have cartoon videos from our characters explaining the activities that families can do together, so children can engage with them easier.

We have more than fifty videos with activities similar to the previously mentioned that we will be able to put together within an App. During the following months I will be testing different technologies to assemble all of this together.

The purpose is very similar to what we talked about at point 3.1.2.4 Treasure Hunt Experience. We really desire to unite more and more families, to strengthen their family bonds and to allow them to develop their well-being through the relationships formed. That's why we are putting so much focus and attention into bringing quality content to families, because we really know the impact we can generate in them.

4.2.7 Schools and Institutions

Finally, a target group that we will be working with in the future are schools and government institutions who can greatly benefit from our services. I found out that selling B2C (Business To Customers) is a difficult road for these types of services I am creating.

For example, in the personalised cartoon stories, each story made would cost the user \$2, from which we need to pay expenses and try to find a margin. He suggested that we could move towards B2G or B2B (Business to Government, or Business to Business) and sell larger packages to institutions such as schools and governmental institutions.

For schools and institutions we can have the same services, adapted for their needs. For example, we can create an App where the whole school and the

children's class are the main characters of the story. We can create stories that target those special educational needs they have.

We can also offer large subscriptions for schools to purchase for their alumni, so they can benefit from the educational purposes we offer. On the other side, when we think about developing the activity App, we can change the speech from "family who uses the App", towards "students of the school", and touch other themes that are in line with educational values.

The positive side to selling these types of organisational structures is that we can sell bigger packages. One sale, instead of \$2, could be a few thousand \$. For which the selling angle would change incredibly. These types of B2B / B2G sales happen through a lot of regulations, and normative that needs to be followed. Thus having people in the network who can facilitate the connections would be very important.

4.3 SWOT

The SWOT analysis is a strategic planning method that is used to evaluate the Strengths, Weaknesses, Opportunities, and Threats that are involved in a business venture, project, or decision. Let's apply it to the El Tesoro Familiar brand to see what our current situation is and our potential growth. After SWOT Analysis, we'll dive deeper into applying the literature and theory found previously in this thesis into El Tesoro Familiar.

4.3.1 Strengths

Personalised content: Our main strength is that we offer personalised video stories where children become the main characters. That creates a huge differentiation with other entertainment providers which focus on larger and more general audiences. As well, our customization of each child's story creates a very unique and engaging experience for each kid. That increases the connection that children have with our brand, deepening the potential customer loyalty.

Content Variety: Besides the personalised stories, we also offer other services and products such as our paper books, original inspirational music, Youtube animated videos and more to come. That all combined gives a certain assurance of our brand to the eye of the customer and audience. As well as opportunities to target our customers from different perspectives.

High quality stories: Thinking about our personalised video story offer, our meaningful storytelling and high-quality looking animations is a strength in itself. Competitors are taking their stories straight from Ai, giving a “too generic angle” to the storytelling and thus avoiding the intimate relationship with the children through them. As well as most competitors have opted to portray a too simplistic animation where the characters are plain, dull and barely moving.

Instead, we have bet for a more nurtured animation that includes our characters moving their mouths when they speak, walking around, having gestures, etc. And all of that on top of high quality cartoon pictures that give a good feeling to our audience. The stories we narrate have a deep and transformational message, while keeping the lightness and the fun that children adore. The quality of our inspirational messages also applies to other content we offer, such as the paper books and Youtube general animated videos.

Competitive Pricing: Another strength we possess is our price point. For \$2 per personalised cartoon video, we offer affordable entertainment options for families while at the same time allows us to be accessed by a wide range of customers.

This low price per each product sold will contribute to an increase in sales and market penetration. Our books are also listed in online stores for a very low amount, compared with other competitors. This edge allows it to be accessible to other countries where the GDP is much smaller, such as South America.

Use of technologies: Our leverage of Ai voices allows our brand to speed up the content creation of our videos, thus being able to handle a higher demand, while keeping the high-level of product quality. We use Ai voices to create the

animated videos, giving a touch of dynamism and differentiation. These electronic voices have been improving a lot for the past few months.

4.3.2 Weaknesses

Our Manual Production Process: Thinking on the personalised cartoon videos, for now, with the aim of testing this concept, we are producing each video manually. We are replacing the customer's children's names in the blank spots of the cartoon templates. That takes about 3-5 days after the customer has purchased the cartoon. This delay in consumption could result in customer dissatisfaction, because in today's world we are used to having instant gratification for our products.

Lack of Facial Personalization: Our brand's limitations on personalising the characters of the story to look like the children (similar face expressions, hair color, etc.) diminishes the level of customization that we could be offering. The stories are personalized in terms of name and personality, but we are using a generic cartoon of a child (both boy and girl), which diminishes the sense of individuality and uniqueness that customers may be looking for in a product like ours.

That could potentially reduce the emotional connection that children and parents have with our content. One good solution to overcome this challenge is what we have seen in a previous competitor analysis, in "Little Stories". When the developers created the personalised story App, they made the main character the child. The key was in not representing the child humane-looking, but instead to make him an animal character. With that possibility we break this weakness.

When I did some personalised video stories for clients in South America, one of their wishes was if the child character could be seen more similarly than the child itself. They even offer to pay more for that feature, which indicates that this desire was prominent.

Potential Scalability Issues: If we could keep creating each story manually, that would suppose a big challenge in scaling our operations to meet an increase in demand. As the business would grow, the current workflow would become inadequate.

But as mentioned earlier, the whole purpose of this thesis is to research the foundations of this business, so we can develop a software and App which would work as an automatic story creation. Then this issue will be solved as long as we progress. My personal goal is to learn how to code. I am already taking some courses on that, so I can develop this App myself within the next year.

4.3.3 Opportunities

Automation and Technology Integration: As stated previously, this is the bigger opportunity that lies before us. To develop a software that can automate the story creation (by automatically replacing each blank space with the name of each child). This will allow us to be able to sustain a large demand and that is the aim after all; to develop a consistent business that can generate a large amount of revenue for its own growth, the satisfaction of the stakeholders and the positive impact on customers around the world.

Expanding into New Markets: Once that type of personalised cartoon story App and software would be created, it would be very easy to have it in several languages to satisfy demand in more countries. Thus expanding and penetrating new markets would be possible after having each story made in each language, and training the Ai Voice Language to have perfect pronunciation on children's names of distinct languages.

Expansion of Content Offerings: After finding a market fit with the personalised cartoon stories we would be able to look into new products that can be combined with it. For example, we've been trying to develop a treasure hunt game, similar to Pókemon GO and GeoCaching, where our characters would be leaving treasures around the world for children to find.

That could be easily combined with the personalised cartoon stories, thus creating an interactive game where children get a personalised story that asks them to “go on a mission” in the real world.

Creating Educational Content: By focusing on delivering games, stories and educational content to schools and educational institutions, our brand could expand its offer and customer base. As we are producing our products and services from Finland, we would be able to transition from a mere entertainment platform, into an educational platform provider.

4.3.4 Threats

Competitive Market Landscape: The children's entertainment field and industry is very competitive. There are many established brands who have a dominion in the sector, and new businesses are constantly emerging. This intense competitive nature of this industry could potentially signify a threat to El Tesoro Familiar's market share and profitability. Especially if some of those more established brands would start offering similar personalised content with a higher amount of features or more competitive pricing.

Technological Advancements: These advancements in technology; which includes Ai, animation software, content creation tools, etc. Could present a threat if our brand would fail in keeping a good pace with the industry trends and advancements. If we fail to adopt or adapt ourselves to all these emerging technologies could make us obsolete and lower our competitiveness in the market.

Regulatory Compliance: We must comply with regulations governing children's content, their data privacy and more. For example, it is illegal to share children's names. Our goal is to publish some of the stories on Youtube, so other families can get to know our services. We then need compliance by the families, who accept our demand.

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APENDINCES

Tiny Souls App Song

Some of the lyrics of the App are very meaningful and inspiring, thus awakening a healthy self picture in children:

“To be kind is to show love
 To be gentle is to show love
 It’s easy to show love
 To forgive is to show love
 To trust is to show love
 It’s easy to show love
 To be patient is to show love
 To be loyal is to show love
 It’s easy to show love
 To respect is to show love
 To be generous is to show love
 It’s easy to show love
 When you give love, you feel love
 It’s easy to show love
 Love your friends and your family
 Love your planet and your neighbours
 It’s easy to show love”.

This song touches on a very important topic and explores it with different examples. The voice of the singer sounds gentle and charismatic, very approachable for children to listen. To have the song singing lyrics like that helps the children to be programmed under positive psychology, which allows them to feel more positive emotions.

Original Music

We have been creating original inspirational music such as this song about friendship:

*Friendship is like a shiny treasure,
 With friends, life is really fun.
 We laugh and dream together,
 Friendship is what we cherish!*

SHISHI:

*With friends, everything's bright and fun,
 Always together, never feeling glum!*

KANDI:

*Friends make our days so bright!
 With friends, everything's bright and fun,
 Always together, never feeling glum!
 Happy times, always share,
 Laughing and hugging, showing we care.
 In friendship, we feel strong and true,
 Together in love, in all we do.*

Or this song about dreaming:

Love what you do, it won't feel like a chore,
 Dream big, you'll become wise, that's for sure!
 Never stop dreaming with all your might,
 Dreams fill you with such delight!

TREE:

Dreaming big is the way to go,
 Keep your vision, let it grow.

SHISHI:

Never give up, keep moving on,
 With your dreams, your life will shine like the dawn.
 Dream big, never doubt your fate,
 With strength, dreams, and passion, you'll create!
 Never let anyone steal your hope,
 Dream big, that's how you cope.
 A child without dreams can't take flight,
 Believing in yourself makes everything right!
 A child with dreams is a treasure untold,
 Trust in yourself, with a heart of gold!

TREE:

Never stop imagining,
 Your dreams will make you soar.

With strength and faith, you'll overcome,
You can do it, don't succumb!
Never let anyone steal your hope,
Dream big, that's how you cope.
A child without dreams can't take flight,
Believing in yourself makes everything right!
A child with dreams is a treasure untold,
Trust in yourself, with a heart of gold!

These songs combined, have around 70.000 views in Youtube. We are talking with a record label to be able to share those songs to Spotify soon too.

Our main purpose with the songs is to spread the message of hope and positivity through the power of music. The information that we receive through music is very different from any other form, because we are more receptive to it, due to its fun medium. That's why we are utilising to share a message of upliftment and growth.

The technique that I am employing to record these types of songs is to use a condenser microphone which I use to record my voice. Then I take the background music from royalty free websites, such as PixaBay. As well as adding the other characters' voices from the Ai software.