Childlike or Adult: Development Trend of the Animation Content

Ge Ge, Bing Liu*

School of Economics and Management, Huainan Normal University, Huainan, 232038, China

E-mail: 1061520752@qq.com, www.hnnu.edu.cn
*Corresponding author's e-mail: ljane126@126.com

Abstract. In the 21st century, animation has been an important component of the ceaseless development of the cultural industry. Animation has been the dominant spiritual food for children with a leading position in children's TV programs. Meanwhile, we could also see that all kinds of factors in the adult world are filled in the animations, and they tend to be more and more adult. However, the market share of the animation industry is not high from the perspective of the design, content and viewing rate of the animated works though there is a quick development in the industry. The development trend of animation in the future should be a problem that cannot be ignored. The paper study the influencing factors of the content development of animation through the linear regression model and make some suggestions on its development in the future, so as to explore new paths and new directions for the development of the animation industry.

Keywords: Children; Adult; Development trend; Animation content

1 Introduction

In the past few years, China has issued some relevant policies to support the development of the animation industry. For example, it is mentioned in the *Cultural Development and Reform Plan of the Ministry of Culture During the 13th Five Year Plan Perio*d that boost the development of the such new cultural industry as animation and network culture; support the production and promotion of original animation to build up national animation brand and to keep pushing the development and promotion of mobile terminal animation and other standards; proceed the construction of national animation industry comprehensive demonstration park; and in the Notice on Extending the Value Added Tax Policy of Animation Industry, there is a policy of collecting and refunding the value-added tax of the animation industry when the actual tax burden exceeds 3%.

V. Escudero et al. (Eds.): BADS 2022, AHCS 11, pp. 148–154, 2023.
https://doi.org/10.2991/978-94-6463-102-9_18

2 Analysis of the Childlike or Adult Development Trend of Animation in the Future with Regression Model

The paper analyzes the development trend of animation in the future from the beneficially influencing factors of animation, the dominant development motivation and the challenges faced in the future with a linear regression model.

2.1 Boost the Childlike Development Trend of Animation in the Future with Beneficially Influencing Factors

Table 1. Result One of Linear Regression Analysis

	B	SE	t	VIF
Constant	1.204***	0.003	401.803	-
Cultivate Children's Moral Sense	-0.065***	0.009	-7.277	50.298
Conducive to the Development of Children's Imagination	-0.088***	0.009	-10.297	47.458
Enhance Children's Mastery of Language	-0.072***	0.008	-8.746	43.665
Conducive to the Development of Children's Intelligence Level	-0.034***	0.009	-3.971	45.953
Cultivate Children's Aesthetic Emotion	-0.012	0.009	-1.346	48.686
Develop Children's Cognitive Ability	0.008	0.010	0.819	54.537

Note: Dependent variable: development trend of animation, D-W value: 1.751, * means significant at 10% level, ** means significant at 5% level, and *** means significant at 1% level. SE is Standard Error.

As seen in the table 1, there was a linear regression analysis with the independent variables of "cultivate children's moral sense, conducive to the development of children's imagination, enhance children's mastery of language, conducive to the development of children's intelligence level, cultivate children's aesthetic emotion and develop children's cognitive ability" and the dependent variable of "development trend of animation". As seen in the table above, the model formula should be: development trend of animation = 1.204-0.065×cultivate children's moral sense-0.088×conducive to the development of children's imagination-0.072×enhance children's mastery of language-0.034×conducive to the development of children's intelligence level-0.012×cultivate children's aesthetic emotion+0.008×develop children's cognitive ability.

The R-squared in the model was 0.988, which meant that the variables of "cultivate children's moral sense, conducive to the development of children's imagination, enhance children's mastery of language, conducive to the development of children's intelligence level, cultivate children's aesthetic emotion and develop children's cognitive ability" could explain the 98.8% change reasons for the development trend of animation.

Through the F-test for the model, it was found that the model passed the F-test ($F=7293.999$, $p=0.000<0.05$), which indicated that at least one item of the variables of "cultivate children's moral sense, conducive to the development of children's imagination, enhance children's mastery of language, conducive to the development of children's intelligence level, cultivate children's aesthetic emotion and develop children's

cognitive ability" would have an influencing effect on the development trend of animation.

In addition, there was a multicollinearity test for the test, and it was found that the VIF value in the model was higher than 10. It meant that there should be a multicollinearity issue, and the issue would be solved with ridge regression or stepwise regression. Meanwhile, it was suggested to have a test of independent variables with close correlation; and then there was analysis again after deleting the variables with the close correlation.

According to the table 1, it was found that the variables of "cultivate children's moral sense, conducive to the development of children's imagination, enhance children's mastery of language, conducive to the development of children's intelligence level" imposed a significant negative effect on the development trend of animation; however, the variables of "cultivate children's aesthetic emotion, development children's cognitive ability" imposed no effect on the development trend of animation.

2.2 The Dominant Motivation and Problems Challenging and Influencing the Adult Development Trend of Animation in the Future

Table 2. Result Two of Linear Regression Analysis

	B	SE	t	VIF
Constant	1.512**	0.049	31.122	-
Increased Adult Base	0.058	0.045	1.301	1.095
Higher psychological and cognitive level	0.093**	0.046	2.022	1.129
Social Mainstream Guidance	-0.077*	0.044	-1.741	1.139
Lower Acceptance of Animation for Younger Children	-0.249***	0.043	-5.759	1.127
Change of Ideas	0.065	0.044	1.475	1.124
Others	0.391***	0.105	3.7154	1.015

Note: Dependent variable: development trend of animation, D-W value: 1.521, * means significant at 10% level, ** means significant at 5% level, and *** means significant at 1% level. SE is Standard Error.

As seen in the table 2, there was a linear regression analysis with the independent variables of "increased adult base in the consumption market, higher psychological and cognitive level, social mainstream guidance and influence, the mass's lower acceptance of animation for younger children, change of ideas and others" and the dependent variable of "development trend of animation".

Through the F-test for the model, it was found that the model passed the F-test ($F=8.993$, $p=0.000<0.05$), which indicated that at least one item of the variables of "increased adult base in the consumption market, higher psychological and cognitive level, social mainstream guidance and influence, the mass's lower acceptance of animation for younger children, change of ideas and others" would have an influencing effect on the development trend of animation.

As seen in the table 2, the model formula should be: development trend of animation=1.512+0.093×higher psychological and cognitive level -0.077×Social Mainstream Guidance - 0.249×the mass's lower acceptance of animation for younger children + 0.391×others.

Table 3. Result Three of Linear Regression Analysis

	B	SE	t	p	VIF
Constant	1.632***	0.049	33.269	0.000	-
Market Uncertainty and Liquidity	-0.034	0.047	-0.727	0.467	1.136
Some Contents Not Conducive to the Promotion of Values	-0.135***	0.047	-2.896	0.004	1.181
Difficult to Determine the Impact on the Development of Teenagers	-0.052	0.046	-1.123	0.262	1.136
Lack of Good Resource and Technology	-0.018	0.046	-0.392	0.695	1.179
Policy Support and Guidance	0.015	0.047	0.328	0.743	1.271
Others	0.278***	0.088	3.176	0.002	1.017

Note: Dependent variable: development trend of animation, D-W value: 1.456, * means significant at 10% level, ** means significant at 5% level, and *** means significant at 1% level. SE is Standard Error.

As seen in the table 3, there was a linear regression analysis with the independent variables of "uncertainty and liquidity in consumption market, some contents not conducive to the promotion of correct values, difficult to determine the impact on the development of teenagers, lack of good resource and technology, policy support and guidance and others" and the dependent variable of "development trend of animation".

Through the F-test for the model, it was found that the model passed the F-test ($F=4.604$, $p=0.000<0.05$), which indicated that at least one item of the variables of "uncertainty and liquidity in consumption market, some contents not conducive to the promotion of correct values, difficult to determine the impact on the development of teenagers, lack of good resource and technology, policy support and guidance and others" would have an influencing effect on the development trend of animation.

According to the table 3, it was found that the variable of "others" imposed a significant positive effect on the development trend of animation, and the variable of "some contents not conducive to the promotion of correct values" imposed a significant negative effect on the development trend of animation; while the variables of "uncertainty and liquidity in consumption market, difficult to determine the impact on the development of teenagers, lack of good resource and technology and policy support and guidance" imposed no effect on the development trend of animation. As seen in the table above, the model formula should be: development trend of animation = 1.632-0.135×some contents not conducive to the promotion of correct values+0.278×others.

3 Conclusion and Suggestions

3.1 Conclusion

A. The mass with different standpoints have various opinions on the development trend of animation in the future

As seen from the result of the survey, most people think that the audiences of animation should be children and teenagers, so they hope that it should be a childlike development trend to reach the target of teaching through entertainment with the opinion that "animation is for children" so that there would be positive enlightenment in the moral, intellectual and aesthetic education. While some people think that the audiences of animation are adults, so they hope it should be in an adult development trend with the viewpoint that "adults also watch animation" , so as to adjust to such practical factors as an increased adult base in the consumption market and the higher psychological and cognitive level. Due to the different standpoints, the mass shows inconsistent opinions on the development trend of animation in the future.

B. Excessive childlike or adult affects the development of animation in the future

With the enhancing childlike trend and adult trend of amination, the topic, image and content of animation are more and more childish or mature, so animation turns out to be an exclusion for a certain age, which would have a series of negative impacts on the development of animation in the future, such as the worsening animation quality, boring and dull plot, loss of audiences in other ages. All of these prove that excessive childlike or adult would restrict the further development of animation in the future.

3.2 Suggestions

A. Improve the script quality of animation to deepen the topic and upgrade the creativity.

Firstly, people have higher and higher requirements for taste, so the development of animation should keep improving in the aspect of technology. We should focus on upgrading the quality so that the animation would not only seem to be wonderful but also have contents that could withstand scrutiny.

Secondly, excellent animation must have certain ideological and profound theme implications to reflect a correct viewpoint and to make the mass have enlightenment, consideration and introspection. In addition, in view of the "similar" content and form of animation, there must be a creative spirit if we want to have long-lasting development. We should make a breakthrough of the fixed shackles so as to explore the possibility of the development of animation in the future. Upgrade the creativity and change the traditional mode, so that the animation would show the new situation and burst out the new energy.

B. Divide the age section to extend the audiences of animation.

Along with the development of the animation industry, it has come to the vision of people. Now, animation has been out of the range of the one for children and comes to the field of adults. So, it requires that there should be animated works that belong to

children and the ones loved by adults. Hence, the animation could go to the life of the mass to be one that really suitable for people of all ages.

The animation of children must insist on teaching through entertainment to highlight the role of enlightenment education, and it should prevent the occurrence of sophisticated content since it would be hard for children to understand. It is forbidden to have excessively adult content. The animation of teenagers should have the themes of spreading the socialist culture and carrying forward the socialist values and some youthful and lively topics. The animation for adults should decompose the reflection on society, discussion on human nature, and the significance of growth.

C. Enhance the talent cultivation and policy support.

In the problems and future development faced by animation, talent cultivation and policy support is an important factors for its long-term development. With the increasing information technology and living standard, the mass also has stricter and stricter requirements on the content of animation. To push the innovation and development in the field of animation, the support from the government in the aspect of mechanism and capital for animation production, technical cultivation and the introduction of relevant talents would greatly increase the development potential in the field of animation so that the animation would have a promising future.

Acknowledgement

This work is supported by Youth Fund for Humanities and Social Sciences Research of the Ministry of Education (21YJC910005), Key Projects of Anhui Outstanding Young Talents Support Program (gxyqZD2020100), Key Research Project of Humanities and Social Sciences in Anhui Province (SK2021A0544), and Huainan Normal University Humanities and Social Sciences Research General Project (2021XJYB008).

References

1. M. J. Chavez. Animation Trends in New Media in Southeast Asia. Cartoon & Animation Studies, 31-37 (2008).
2. X. Y. Xu. Exploration on the Defamiliarization and Adult-orientation of Domestic Animated Films. Home Drama, 35, 154-156 (2021).
3. J. Liu. The Trend of Adult Animation in China and the Recognition of the Audience – Beginning with the Marketing Positioning. Movie Literature, 15, 60-62 (2021).
4. H. Q. Guo. On the Current Situation and Trend of the Development of Contemporary Chinese Animation. Fine Arts Literature, (10):22-23(2020).
5. N. W. Ya. Research on the Change and Development of Animation Design Under the New Media Communication Method. Proceedings of the 7th International Conference on Art, Design and Contemporary; Education (ICADCE 2021) 5, 25(2021).
6. Y. Li. Research on the Phenomenon of " Non-Childlike " in Chinese Children's TV Animation. Jiangxi University of Finance and Economics, (2016).

7. X. Hu. Focus on the Main Theme: the New Trend of TV Animation Development. China Radio & TV Academic Journal, 06, 84-85 (2019).