

# Analyzing the Influence of Anime on the Behavioral and Social Patterns of Young Youths

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**Abstract:** Anime is a popular form of entertainment among young people. However, there has not been much research into how it affects people's behaviour, social life, or life in general. This study explores the impact on behaviour and socialization of anime to fill the existing gap. The study obtained some survey data. The data was collected using a questionnaire where participants were asked questions about watching anime, their emotions, social activity integration, and understanding of Japanese culture. Based on the survey data, the study found that anime acts as a direct source of contact, as well as a factor influencing culture and creativity, affecting.

Anime is not only a form of entertainment but it is also symptomatic medium in this age, dealing with emotional expression and subjectification that many young people experience. By spreading huge numbers of anime online, you are able to perpetually be exposed to its themes, characters and plot. These are the kind of things that have the impact to shape forever, how their generations look at grit and determination, life friendship relationships, dealing with conflict both home grown or foreign and even our melting pot in cultures.

**Keywords:** Anime, Youth Behaviour, Social Impact, Media Impact

## 1. Introduction:

Anime, a form of Japanese animation, has attracted a large and diverse audience worldwide. It is accessed through streaming platforms, social media, and online fandom communities. Beyond entertainment, anime has the potential to influence creative expression, social behavior, and cultural perspectives. Examining these effects is essential to promote balanced media consumption and support healthy development among young youths.

Anime has shifted from obscure subculture to an internationally pervasive youth culture in the past decade. It's not enough for the generation of today to simply watch anime. it's a lifestyle that affects their humour, vocabulary, the way they dress and even what they value. Meanwhile, With memes, edits, and characters becoming widely recognizable online, its presence continues to expand, making it essential to understand how such constant exposure impacts young minds.

### 1.1 Research Problem:

However, although anime is greatly consumed, the influence of the television genre on listeners behavioural patterns and social response remained uncertain. For example, people may unconsciously pick up thinking, various other goods, an interest, or many things from specific anime narratives and develop damaging effects, which is why it is significant to explore this issue.

### 1.2 Research Objectives:

- To examine anime viewing habits and references among young youth.
- To understand the influence of anime on behaviour, creativity, and hobbies.
- To examine social interaction and perception influenced by anime.
- To propose strategies to counterbalance engagement with media.

- To compare and contrast the behavioural and social impact of anime consumption by an individual on one hand and their peers on the other.

## 2. Research Methodology:

This study employed a descriptive survey design to investigate the effect of anime on young youths that relates to behaviours and social interactions. The researcher used a set of questionnaires that sought information from the participants' involvement and ways of watching anime, how the movie has impacted them in terms of fandom communities, innovating activity, connections with characters, cultural or social teachings learned from the content, among others. The collected information was presented in the form of numerical and open-ended data. The research required responses of individuals between 15 and 25 years under social and educational background. The retrieved views were analysed based on descriptive statistics, which helped understand the trends reflecting respondents feedback on the topic. Moreover, thematic analysis was used for the qualitative responses to define similarities between respondents' patterns and insights. This methodology combined all the necessary steps to present the structured and reliable results of young youths' behaviour and social engagement caused by the genre.

### 2.1 Research Design:

A descriptive survey design was chosen because it allows for the collection of both numerical data and personal insights. This approach gives a comprehensive view of how anime affects behaviours and social patterns.

### 2.2 Data Collection Instrument:

The structured questionnaire was made up of the following:

- Watching frequency and duration of anime.
- Fandom community and participation in online discussions.
- Changes in hobbies and day-to-day actions.
- Emotional connections to characters and plot.

### 2.3 Target Population:

Participants were selected from diverse background to ensure a broader understanding of anime impact on the population.

### 2.4 Data Analysis Framework:

Quantitative data was analysed using percentages and charts while qualitative responses were categorized thematically to identify common experience and behavioral outcomes.

## 3. Literature Review:

- 1) Bandura's Social Learning Theory (1977) suggests that people learn by observing and copying the behaviours of others. When applied to anime, it suggests that young viewers may unconsciously pick up characters' ways of speaking, reacting, or solving problems. This helps explain why certain anime traits or gestures often appear in youth culture. [pp. 22–25][1]
- 2) Condry (2013) highlights that activities like cosplay, fan art, and online discussions help young people form friendships and feel more connected. His work shows that anime is not just entertainment it builds community. [pp. 41–46] [2]

- 3) Katz's Uses and Gratifications Theory (1974) explains that people choose media to satisfy personal needs such as comfort, enjoyment, or escape. For many young viewers, anime becomes a way to relax, deal with emotions, or take a break from stress. This theory explains why anime often functions as a coping tool for students. [pp. 19–23] [3]
- 4) Lee (2020) research shows that anime encourages young people to explore Japanese culture. Many viewers become curious about language, traditions, food, and festivals after watching anime. The study highlights how anime serves as an informal yet powerful source of cultural learning. [pp. 58–62] [4]
- 5) Sakamoto (2019) explains that anime storylines often shape the attitudes and values of young viewers. Themes like friendship, resilience, identity, and personal growth influence how youth see themselves and their challenges. His work shows that anime can quietly contribute to shaping worldviews. [pp. 77–81] [5]
- 6) Jenkins (2015) discusses how anime fans often turn into active creators—making edits, writing stories, or designing fan art. This participation develops creativity and encourages digital skills among youth. His research highlights how anime communities inspire collaboration and expression. [pp. 90–95] [6]
- 7) Sugimoto (2019) argues that anime helps build emotional awareness by presenting deep stories about relationships, loss, and personal struggles. Youth often relate to these feelings and develop empathy through character experiences. This shows how animated narratives can support emotional growth. [pp. 112–116] [7]
- 8) Wright (2021) cautioned that excessive anime viewing may lead to escapism, where individuals begin avoiding real-life responsibilities. notes that while anime has positive aspects, watching it excessively can sometimes lead to escapism. Some young people may rely on it to avoid real-life stress, responsibilities, or social situations. His study emphasizes the importance of maintaining balance in media use. [pp. 134–138] [8]

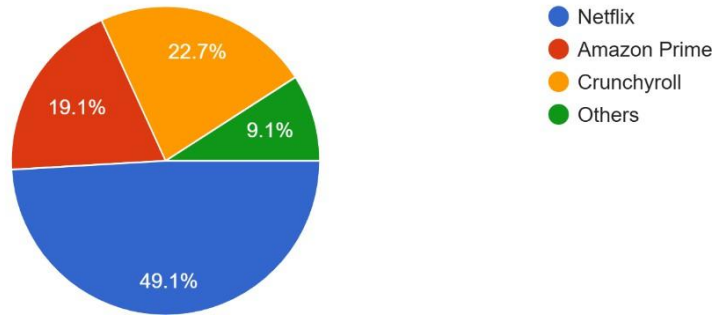
#### Data Collection:

1. How often do you watch anime?
2. Approximately how many hours per week do you dedicate to watching anime?
3. Has watching anime inspired you to take up new hobbies or interests? (e.g., drawing, cosplay, gaming)
4. Do you feel a connection with certain anime characters or their storylines?
5. Has anime affected the way you interact with others, either online or in person?
6. Has anime influenced your perspective on cultural themes or personal values?
7. Do you engage in anime-related discussions or communities, either online or offline?
8. Has anime encouraged you to be more creative or improved your problem-solving abilities?
9. Do you apply lessons or ideas from anime in your daily life?
10. How would you describe the overall impact of anime on your behavior and lifestyle?

#### 4. Data Analysis:

1. Which anime streaming platforms are you subscribed to?

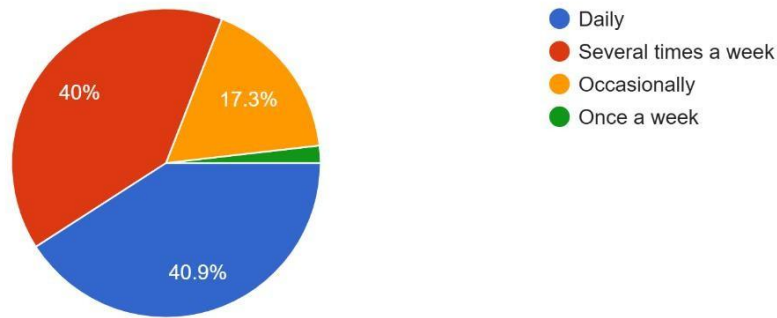
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The survey shows that 49.1% of the respondents view anime on Netflix, followed by Crunchyroll at 22.7%, Amazon Prime at 19.1%, and other platforms at 9.1%.

2. How often do you watch anime?

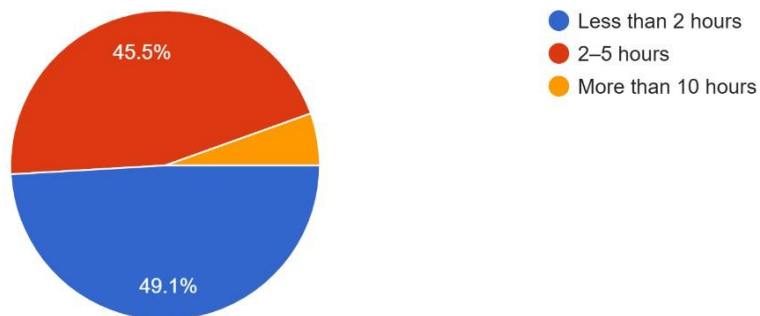
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Results indicated that 40.9% watch it every day, 40% a few times a week, and 17.3% occasionally, while 1.8% watch it once a week.

3. Approximately how many hours per week do you dedicate to watching anime?

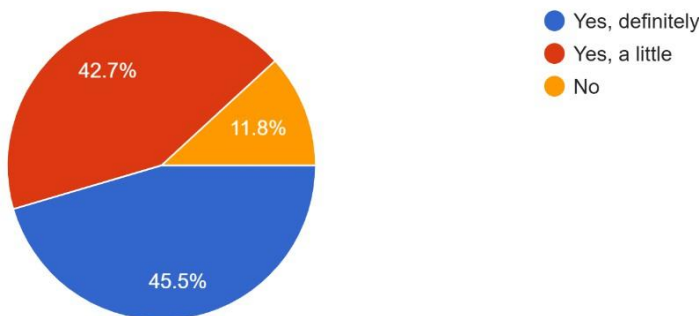
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The survey indicated that 49.1% spend less than 2 hours per week, 45.5% spend 2–5 hours, and 5.4% watch more than 10 hours on a weekly basis.

4. Has watching anime inspired you to take up new hobbies or interests? (e.g., drawing, cosplay, gaming)

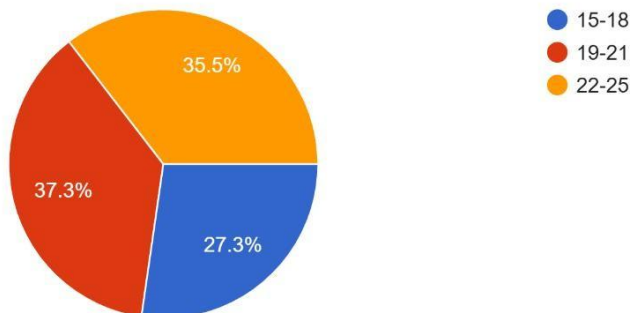
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About 45.5% of those surveyed say that anime definitely inspired new hobbies, 42.7% a little, and 11.8% no

5. What is your age?

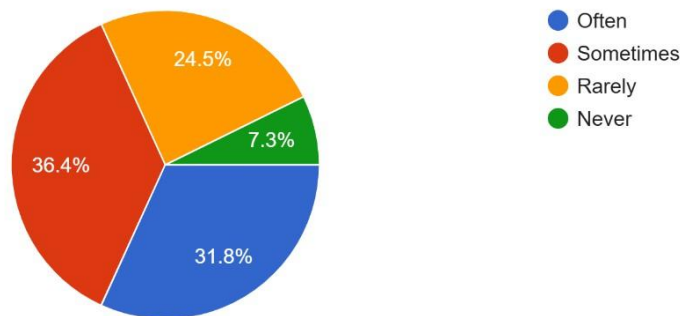
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The survey shows 27.3% are 15-18, 37.3% are 19-21, and 35.5% are 22-25.

6. Do you feel a connection with certain anime characters or their storylines?

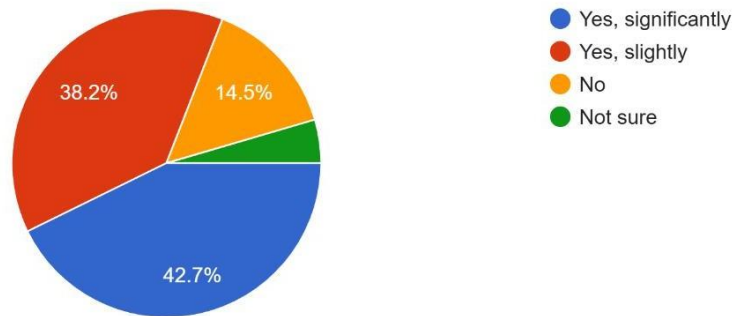
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**While, 31.8% often emotionally relate to characters, 36.4% sometimes, 24.5% rarely do, and 7.3% never.**

7.Has anime affected the way you interact with others, either online or in person?

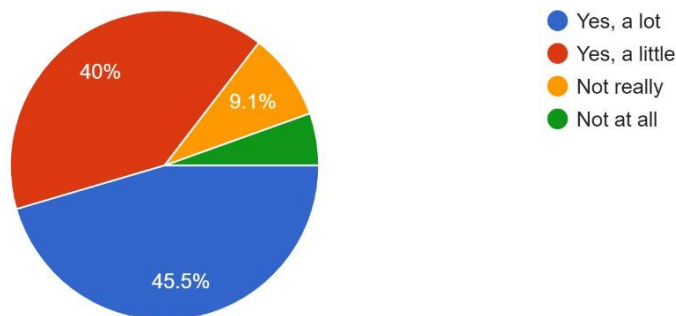
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**About 42.7% said that anime significantly affects their social interactions, while 38.2% slightly did, and 14.5% said not really and 4.5% not sure.**

8.Has anime influenced your perspective on cultural themes or personal values?

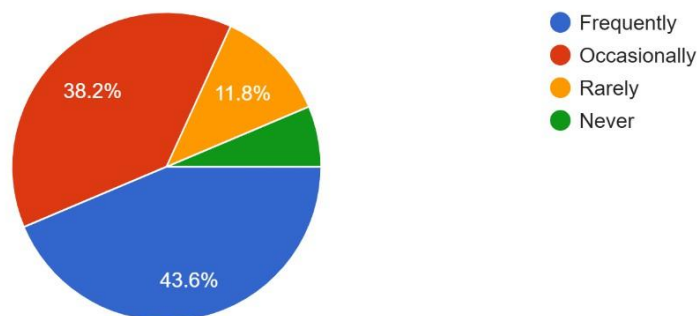
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**Anime influences the cultural views a lot for 45.5%, a little for 40%, while 9.1% say not really and 5.5% not at all.**

9.Do you engage in anime-related discussions or communities, either online or offline?

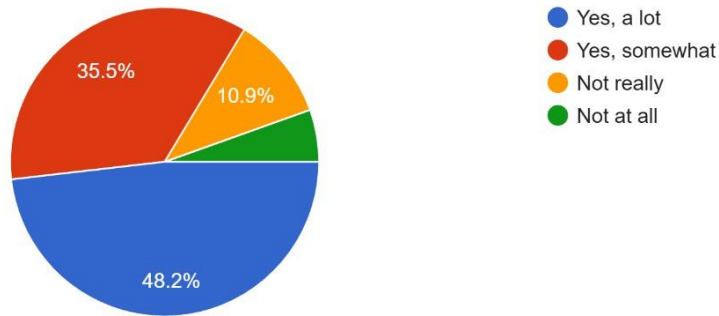
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**43.6% discuss anime often, 38.2% sometimes, 11.8% rarely, while 6.4% never discuss it.**

10.Has anime encouraged you to be more creative or improved your problem-solving abilities?

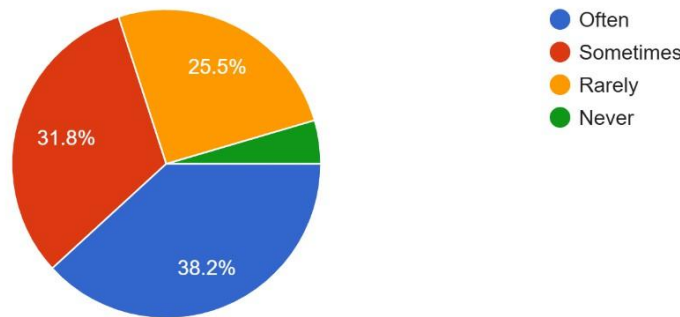
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**Results showed that 48.2% felt that anime boosted creativity or problem-solving a lot, 35.5% said somewhat, while 10.9% said not really and 5.5% not at all.**

11.Do you apply lessons or ideas from anime in your daily life?

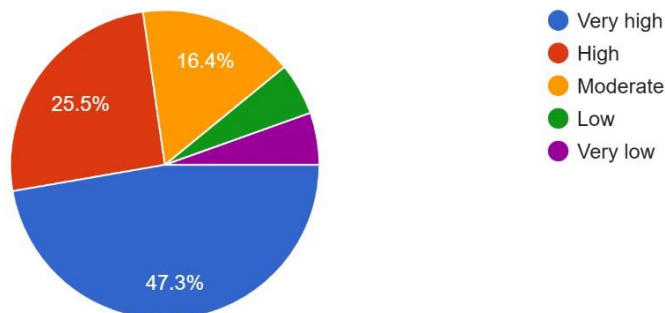
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**About 38.2% often use anime-influenced lessons, 31.8% do so sometimes, 25.5% rarely, while 4.5% never do.**

12.How would you describe the overall impact of anime on your behavior and lifestyle?

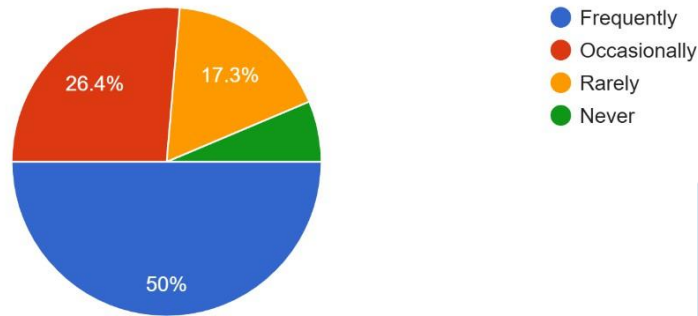
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**The impact of Anime is very high for 47.3%, high for 25.5%, moderate for 16.4%, with only foot-minor impact reported.**

13. Do you buy anime-related merchandise or products?

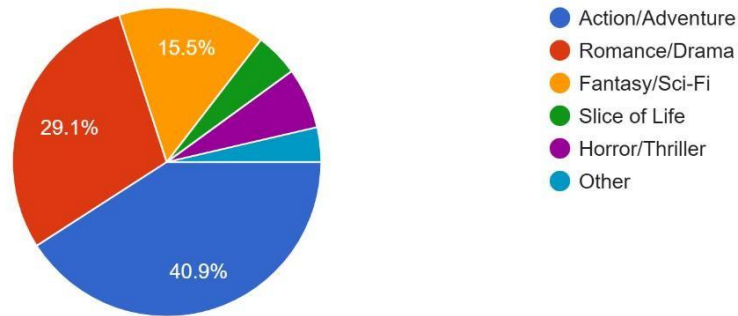
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**This shows that half of the respondents never buy anime merchandise at 50%, while 26.4% of them buy rarely, 17.3% occasionally, and 6.4% regularly.**

14. Which type of anime do you usually watch the most?

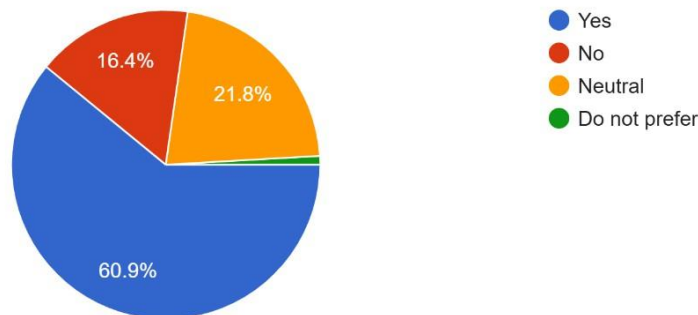
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**This shows that most respondents watched action/adventure anime, at 40.9%, followed by romance/drama at 29.1%, fantasy/sci-fi at 15.5%, slice of life at 8.2%, and a small share for horror/thriller and others.**

15. Do you prefer anime over other forms of entertainment (movies, series, games)?

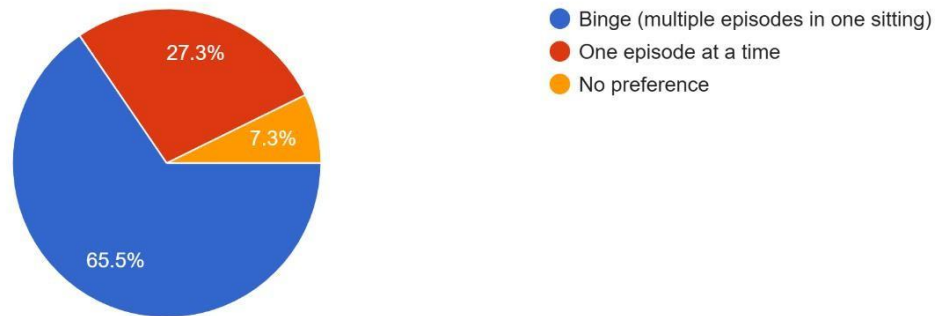
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**This shows that a majority of 60.9% prefer anime to movies, series, or games, while 21.8% do not, and 16.4% are neutral.**

16. Do you prefer watching anime in a binge format or one episode at a time?

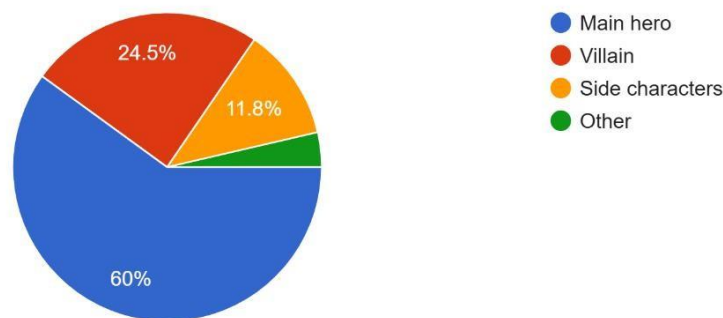
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**Accordingly, the survey shows that 65.5% of the respondents prefer binge-watching anime, 27.3% prefer watching one episode at a time and 7.3% have no preference in that respect.**

17. Do you prefer Hero, Villain, or side characters as favorites?

110 responses



**This shows that the majority 60% prefer main heroes, followed by villains at 24.5%, side characters at 11.8%, and others at 3.6%.**

#### 4. Discussion – Recognition vs. Influence:

The findings reveal that while many viewers may not consciously notice it, anime gradually becomes part of their lifestyle. It influences hobbies like drawing, cosplay, gaming, and online engagement. Some viewers even adopt values or emotional responses portrayed in anime. The deeper the involvement, the stronger the behavioural and social influence becomes, often shaping perspectives without explicit awareness.

#### 5. Limitations:

- 1) The study does not include all age groups beyond the 15–25 range.
- 2) The study is limited to a particular age group and does not bear the viewpoint of all age categories

#### 6. Future Research:

- Comparing awareness of digital privacy among rural and urban college students.
- Studying changes in privacy awareness after training sessions.

- Evaluating the effectiveness of cybersecurity workshops and campaigns.

## 7. Conclusion:

The study concludes that anime significantly influences the behavioural patterns, creativity, and cultural awareness of young people. It acts not merely as entertainment but as a meaningful force shaping emotional expression, friendships, values, and personal growth. Recognizing this influence can help individuals consume media more consciously and maintain a balanced approach to their engagement with anime.

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