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THE INFLUENCE OF MODERN TOYS ON THE CHILD'S PSYCHE

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Abstract

The family is one of the most complex systems of society. The family as a social group is the object of study of Psychological Science, in which the features of the relationship of family members (parent and child), its character, the psychological situation that has developed in the family are studied. It is very important that the psychology of a child is studied not only by teachers, psychologists, but also by parents, because the psychology of every child begins with the family. In accordance with this issue, in our research work, we will consider the problems of the influence of modern toys on child psychology. The article provides an analysis of the concept of toys. In addition, the types of modern toys, the perception of children, the opinion and advice of psychologists are determined. For every parent, teacher, understanding that the psychology of a child is important is one of the top priorities. For this reason, the article took into account the opinions of specialists, questions from educators who, through research, establish direct communication in the child's childhood, made sure that this topic is relevant and is one of the main issues at the moment.

Keywords: child, toy, modern toys, child psyche, aggression.

Introduction

Currently, the study of child psychology is one of the most relevant topics. It is very important that the psychology of a child is studied not only by teachers, psychologists, but also by parents, because the psychology of every child begins with the family. The family is one of the most complex systems of society. The family as a social group is the object of study of Psychological Science, in which the features of the relationship of family members (parent and child), its character, the psychological situation that has developed in the family are studied.

The scientific significance of our research work is a comprehensive analysis of the impact of modern toys on the child's psyche, the study of its positive and negative aspects in society.

The purpose of our research is to explain to parents, people studying child psychology, through the results of this study, how to choose modern toys, give them to a child, study them in detail, what are the benefits and harms, how much they affect the child's psyche.

Main body

The problem of childhood is one of the most difficult in modern child psychology. The study of child psychology was carried out by many psychologists Watson J., Stern W., Buehler K., We St. can see in the works of Hall, K.Levin, A.Wallon, Z.Freud, J.Piaget, E.Erikson, D.M.Uznadze, A.R.Luria, A.N.Leontiev, etc. Psychologists who have written works on child psychology in Kazakhstan: S.Balabayev, E.Sufiev, Sh.Alzhanov, A.Temirbekov, M.Mukanov, K.Zharykbayev, etc.

The great psychologist, physiologist I.P.Pavlov in his work "the element of thought" – the second signaling system about the word, - gave a valuable insight into the formation of the child's mental activity. First of all, as L.S.Vygotsky said, "to understand, you need to be conscious". Further, studying consciousness, J. Piaget noted that there is a delay and difference between the formation of a real phenomenon and its reflective manifestation.

According to F.Aries, the differentiation of the age of human life, including childhood, is formed under the influence of social institutions, that is, new forms of social life caused by the development

of society. So, for the first time in early childhood, the "tenderness" and "pampering" of a small child with a certain relationship appears in the family. A child is seen as a small child for parents who can have fun with him, play and teach him, educate him. This is the original "family" concept of childhood. The desire to "dress" and "pamper" children exists only in the family. However, such an attitude towards children as "cute toys" cannot remain unchanged for a long time, that is, emphasizes that the development of the child begins with the family [Aries Ph., 2012].

A.S.Makarenko, highly appreciating the educational significance of the child's game, said: "the game is of great importance in the life of a child. As much as work is important for an adult, play is just as important for a child's life. When a child grows up to be what he is in the game, he becomes what he is in labor. Therefore, the upbringing of a future figure begins first with the game" [Makarenko A.S., 2000].

A.P.Usova, paying special attention to the game, noted that "the game is higher than any other form of Education. "I don't know," he said, " but I don't know what to say."

Children's interest in the game and its meaning in the life of a child is used for psychological and pedagogical purposes. Games that are suitable for each age stage of the child have a lot of possibilities. The game not only makes the child interesting to pass, but also affects his psyche and contributes to the development of the child. In this regard, we think that knowing the essence of modern toys that affect the child's psyche is a very urgent problem.

Nowadays, on every toy shelf there are many types of toys that affect the psyche of a child in accordance with the requirements of the time. For the development of a child, it is important that the toys he plays with are also correct. For this reason, in our study, we will consider modern toys that affect the child's psyche.

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A toy is an object for a game, but, like the game itself, has a multifaceted effect on the child's psyche. The toy is a unique carrier of information about the objective world and the world of communication between people. Toys are of great importance in raising children. The toy is an indispensable companion of childhood, the most important tool for the game.

The toy is not only fun for the child, but also an effective tool for his development, the beginning of improving movements, senses, and language comprehension. While playing, the child learns an object, distinguishes its type, size, color, gets acquainted with the estimated ratio, quantity, and concept of space. The emotional attitude to the toy really determines the degree of its influence on the child. There he will be able to find comfort and emotional support, the toy can become a source of trust and creative activity or fear and aggressiveness.

Methods

There is a lot of research on modern toys today. One of them is such scary toys as Hagi Wagi, Kisi

Misi. We can also say that the opinions of psychologists and parents about these modern toys are divided.

"Scary toys that have invaded modern markets can affect the formation of a child's character. Aggressive images cause the manifestation of aggression. The more scary toys he sees, the more aggressive he becomes. Playing with a scary toy, the child gradually begins to be irritable, irritable, capricious. Negative changes in the child's behavior and habits occur gradually, and sometimes parents notice the symptoms of the disease late, when it is necessary to treat neuropsychiatric diseases. Therefore, every parent should be careful in choosing a toy so as not to harm the mental health of their child. Foreign toys cause aggression, fear, early ripening", the specialists emphasize [Psychologists, 2022].

Having formulated this idea, let's dwell on them separately, seeing how these toys affect the child's psyche:

Hagi Wagi is a character in *Poppy Playtime*, a horror puzzle video game released by MOB Games in October 2021. The toy monster is an anthropomorphic creature with blue fur, a triangular head and a wide smile with several rows of sharp teeth. Hagi wagi is not the only character who has become popular. It has varieties called Purple bride – Kisi Misi, orange – van punk, Green – Seeley Bili, red – Skari Lari, Gray – Griss Wiss and colored-Lily Milli (Figure 1).



Figure 1. Hagi Wagi, Kisi Misi toys

Usually such toys are not played for a long time, they fulfill their duties, and the child loses interest in them. But psychologists warn that "if a child has been sitting with this toy for a long time (six months or a year), and this is very important for him, then it makes sense to think and turn to a psychologist". Also, if an adult sees that the child chooses only scary toys, this is also a reason to go to a psychologist and get a consultation. Perhaps the advice should be taken first by the parents, and then by the child, because everything comes first from the relationship in the family [Psychologists, 2022].

Currently, the popularity of toys in social networks and the media is growing. Let's analyze the answers to the questions in this regard with the thoughts of parents and children:

➤ Why are these toys so popular?

1. They are bright and sold everywhere. Preschoolers like something bright and soft. It is good to hug toys, they immediately stand out from all the shelves, - one of the answers is that students of younger school age are more and more interested in these toys, - we received answers.
2. Now, seeing that younger students want the same things as their peers, we see the following answers from the children: "I also want a popular toy, because all my friends are discussing it," they expressed their desire.
3. Psychological reasons for the answer to the question related to the world of toys: when a child

plays with a monster, he overcomes his fear. During the game, the child can act as a monster, becoming a nightmare himself and, as a result, overcoming fear.

Such an exercise is used by psychologists in the game or sand therapy, offering children the role of a wolf, Baba Yaga or any other scary character. The child may also experience feelings of anger that are not allowed to be expressed to their parents or relatives. Monster toys allow children to play through their fears, worries and anger. If it is difficult for a child to cope with aggression or he is worried about fear, then it is better to contact a psychologist and understand the reasons for his problems than to buy a scary toy that exacerbates problems. Now these toys are in trend, and later they will also become a kind of anti-stress toys, such as tamogochi, spinner, pop dog, etc.

If we further study psychological analyzes and focus on the psychological advice given to the questions of concern:

What to do if the child persistently asks for a toy?

➤ discuss with the child why this toy is needed. Share your opinions, feelings. If you decide to ban, explain why. Usually such toys are not played for a long time, they fulfill their duties, and the child loses interest in them. But psychologists warn that if a child has been sitting with this toy for a long time (six months or a year), and this is very important for him, then it makes sense to think and turn to a psychologist. Also, if an adult sees that the child chooses only scary toys, this is also a reason to go to a psychologist and get a consultation. Perhaps the advice should be taken first by the parents, and then by the child, because everything comes first from the relationship in the family.

In this regard, if we compare the opinions of psychologists:

➤ *The psychologist Yerzhan Myrzabayev expressed his opinion in an interview with KTK TV channel as follows:*

"Such scary or depressive toys have a negative impact on the child's psyche from a negative point of view. Because the general psyche of the child is not formed, good-bad, True-Lie is necessarily influenced by such a thing, because he is not able to fully distinguish between the world and spend a lot of time with them. At the same time, according to him, the child's Moody gait may be due to the toy. Looking at such toys, children try to repeat their facial expressions and emotions. In most cases, the frown is caused by the same toys. Monster toys are a trap built on the psychology of children. Because Hagi-Wagi is not at all useful for the development of thinking. It develops negative behaviors that lead to repeated evil" he said [Myrzabayev E., 2022].

➤ *Author of the project "Seven toys" Saken Bolysov Aikyn.kz on the website:*

"Child psychology is also influenced by the colors of toys. If all this correctly passes the psychological and pedagogical examination, it is not difficult to block monster toys on the market. Children can be fooled by a toy out of curiosity. But here the attention should be paid to parents and responsible institutions. But in our society, everyone treats a toy as a "toy world". And if the child plays with interactive toys, the logic develops, " Saken Bolysov expressed his objection. In addition, "the toy is not just a game tool. The main factor affecting the development of the child. So, before it's too late, we need to conduct a psychological and pedagogical examination of toys on the market and establish special requirements. It is much more important for the child to develop correctly than momentary joy" [Bolysov S., 2022].

➤ *If we look at the comment left by psychologist Meruert Ismailova on the social network, we notice that she does not support modern toys.* In his opinion, "blue, pink, yellow, green, these are empty Toys. What could he do to the child?!" - it's easy to wave a hand. But do not rush. The facts that have a negative impact on the child's consciousness are now being recorded in the country," she said. That is why modern toys should not be neglected [Ismailova M., 2022].

➤ *According to research by psychologist Tatyana Ostapenko:*

"If a toy helps a child overcome his fears, then this is a kind of therapy. If a child wants to beat someone with this toy or act aggressively towards other characters in his game, this is also normal.

How he does it must be seen. Perhaps this is how he creates his internal aggression, which is important and necessary," said [Ostapenko T. 2022]. Summing up this opinion, we think that it is necessary to consider all the possibilities for the child, if we express our opinion that it can be like therapy for the child.

➤ *Psychologist Elena Naumenko in the social network:*

"Hagi Wagi is a toothed monster. And adults have an already formed association: if he shows a tooth, it is dangerous. And Hagi Wagi has three rows of teeth. So he looks like an aggressive adult. In addition, most parents read on the Internet about the game from which Hagi wagi himself came out, so they have an idea of what a terrible monster he is. Children perceive it differently. It is bright and in colors that do not "cause" danger. And the teeth are just laughter. For them, Hagi Vagi is a soft, gentle thing that you can hug," leaves the comment [Naumenko E., 2022].

In an article by Edward (Franc) Hudspeth, "play therapy is a form of favorable and empirical support for the development of child therapy. It is based on the natural process of play as a tool to help children understand and overcome mental health problems. Although traditional play therapy is intended for children between the ages of 3 and 12, in adaptation it can be used in different age groups, allowing it to respond to mental health problems throughout life. Game therapy is historically and theoretically proposed" [Edward (Franc) Hudspeth, 2022].

Ақылды ойыншық - бұл есептеу қуатының жоғары деңгейін, сондай-ақ пайдаланушымен (яғни баламен), Интернетпен және басқа мобильді құрылғылармен байланысу мүмкіндіктерін қамтамасыз ететін аппараттық және бағдарламалық ресурстармен жабдықталған физикалық құрылғы. Ойыншықтар әлеміне зерттеу жүргізген ғалымдардың еңбегінде әлеуетті пайдаланушыларының балалардың құпиялылық мәселелеріне қалай қарайтынын бағалайтын ғалымдар зерттеуіне шолу жасадық [Fernanda Maria Pinheiro Amâncio, 2023].

Today, we can read about toys that affect the psychology of children in the works of many scientists. This is due to the fact that the current release of a wide variety of toys in different genres worries society. Some problems in toys and children's jewelry were noted by scientists in their research [Zhanel Akimzhanova, 2022].

Toys are valuable educational tools that not only entertain, but also help the child develop. Traditional educational materials do not sufficiently take into account the possibilities of individual development of children. In order for children to learn in accordance with the pace of learning and learning processes, it is necessary to develop new educational materials. The benefits that can be derived from smart devices that serve multiple senses at the same time, and the conclusions that can be drawn from scenarios using such training materials, are striking. The research work of scientists on the Maya smart toy to support preschoolers in terms of numbers, shapes, animals and colors through a smart toy using artificial intelligence makes a good impression on the psychology of children [Mevlûde Akdeniz, 2021].

The spread of smart toys has led to the frequent use of technologies that request personal data from young children, which creates privacy issues and attempts to reduce the use of children's data. Research work on smart toys and understanding children's personal data is widely revealing the topic of our study [Andrew Manches, 2021].

Having studied the relevance of our research work today, we want to express our opinion that, as a psychologist, it is necessary to monitor the progress of the child playing with modern toys. Because in the process of playing, it is necessary to take action if the child shows his aggression, fear, goes to steps that are evil with his toy. When you bring a toy to a child, you need to understand the moment when the child plays next. We believe that if your child is really interested in the toy and is interested in his peers, you can give the child a gift without fear. We conclude that this is a temporary curiosity of the child, and at first he is interested in the colors and shapes, but then he can give up this toy on

his own. Each parent is responsible for their child. So we have to ask your child why they are interested in the toy in the morning.

Results

Now, next, according to this research work, we conducted a survey of kindergarten teachers who work in direct communication with children about modern toys. As a result of the survey, we note that today there are different views on modern toys. Let's analyze some of the questions and highlight some according to the table:

First question:

➤ Do you know about the Hagi Wagi, Kisi Misi toys? To this question, 90% answered "yes", and 10% answered "no". Here we can see the popularity of modern toys (Figure 2).

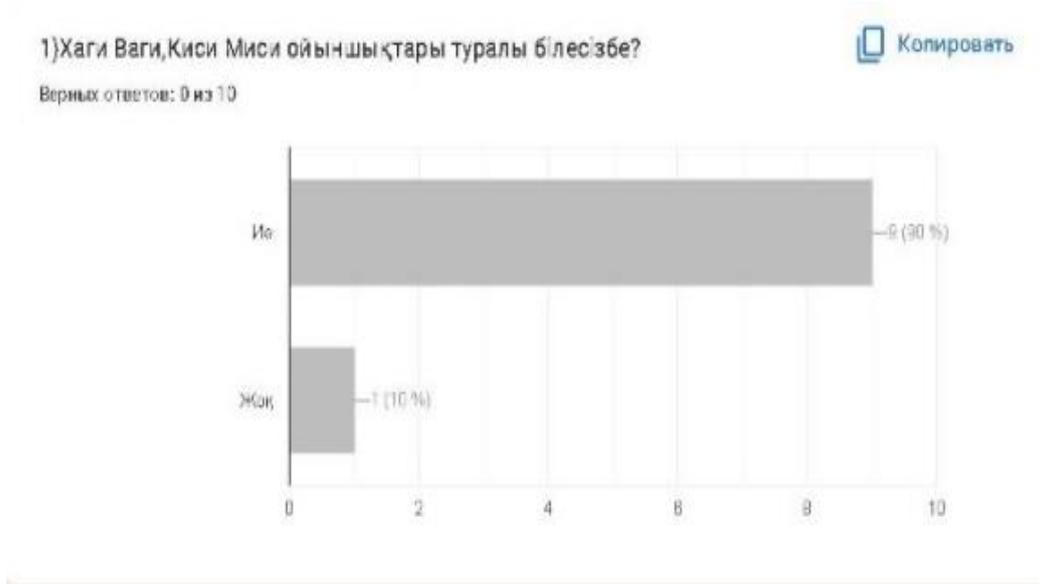


Figure 2. Details of the toys Hagi Wagi, Kisi Misi

Second question:

What do you think is the influence of modern toys on child psychology? 90% of educators expressed their opinion that it has a negative effect on the child's psyche, and 10% said that there is no need to be afraid (Figure 3).

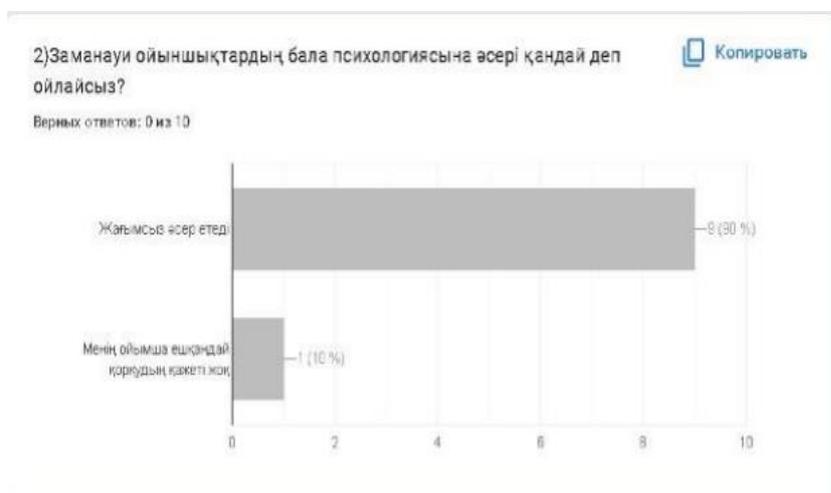


Figure 3. The influence of modern toys on child psychology

Third question:

➤ Do you think that modern toys influence the transformation of children into LGBT representatives (lesbian, gay, bisexual, transgender)? - to our question, we answered that 60% are affected by educators, and 40% are not affected (Figure 4).

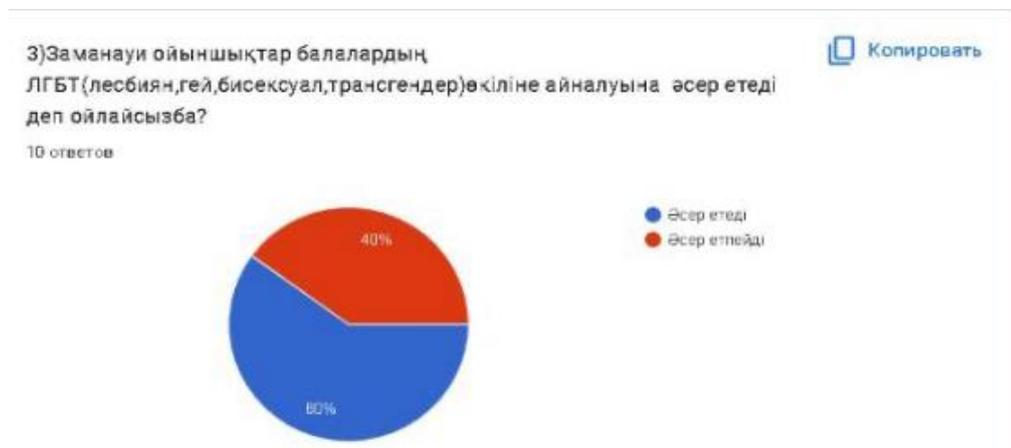


Figure 4. The influence of modern toys on the transformation of children into LGBT representatives

If we present our next questions in which the study was carried out in the table 1 as follows:

If we pay attention to the conclusion of a survey conducted, studying one of the most pressing problems today – the role of modern toys in society, which affects child psychology, it turns out that educators have not the best attitude towards modern toys. However, it is known that with the passage of time, children's interest falls on these toys. We think that instead of these toys, we need to come up with toys that are pleasant in appearance, so that the child can be interested, comfortable, soft, modern that do not cause any fears.

Table 1

Surveys of a study on the influence of modern toys on the child's psyche

Question	Answer
Can children who play with these toys become psychologically dependent?	From the answers 90% "yes" and 10% "no", we can notice that educators attach great importance to child psychology
What positive aspects of child psychology can such toys influence?	According to psychologists: "if a toy helps a child overcome his fears, then this is a kind of therapy. With this toy, the child can externalize the anger, fear that he has kept inside" What is your attitude? - to the question: most of the educators answered that we cannot say that these toys will have a positive side. From these answers, we can say that there are not many positive aspects of these toys
Would you take these toys with you to your children?	80% "yes", 20% no

Conclusion

Summing up our opinion on the topic of the study, we think that the child is our future, the future of our country, and that what we understand as a "trend" should not have a bad impact on the future of our child and future generations, without depriving ourselves of the dignity that we live to "stay out of the trend". This is not the idea of "Don't give your child a toy. In toy mornings, as a parent, be able

to choose the right one, taking responsibility, thinking and considering the useful side. It is necessary to establish a close relationship between the child and the parent during the game, when choosing toys. Pay attention to your child for a while, pay attention to his play, his attitude to the toy".

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Заманауи ойыншықтардың бала психикасына әсері

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Аңдатпа

Отбасы - қоғамның ең күрделі жүйесінің бірі. Отбасы әлеуметтік топ ретінде психология ғылымының зерттеу нысаны болып табылады, онда отбасы мүшелерінің қарым-қатынас ерекшеліктерін (ата-ана мен бала), оның сипатын, отбасында қалыптасқан психологиялық ахуал зерттеледі. Баланың психологиясын тек педагог, психолог мамандар ғана емес, ата-аналардың да зерттеуі өте маңызды, себебі, әр баланың психологиясы отбасынан басталады. Осы мәселеге сай зерттеу жұмысымызда заманауи ойыншықтардың бала психологиясына әсері туралы мәселелерді қарастырамыз. Мақалада ойыншықтар ұғымына талдау берілген. Сонымен қатар, заманауи ойыншықтардың түрлері, балалардың қабылдауы, психологтардың пікірі мен кеңестері айқындалады. Әрбір ата-ана, педагог үшін баланың психологиясы маңызды екенін түсіну ең бірінші кезектегі мәселелердің бірі. Сол себепті мақалада мамандардың ой-пікірлерін, зерттеу арқылы баланың балалық шағында тікелей қарым-қатынас орнататын тәрбиешілерден сауалдар алынып, бұл тақырыптың өзектілігін және қазіргі кездегі негізгі мәселелердің бірі екеніне көз жеткізілді.

Түйін сөздер: бала, ойыншық, заманауи ойыншықтар, бала психикасы, агрессия.

Влияние современных игрушек на психику ребенка

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Аннотация

Семья - одна из самых сложных систем общества. Семья как социальная группа является объектом изучения психологической науки, в которой исследуются особенности взаимоотношений членов семьи (родителей и детей), ее характер, психологический климат, сложившийся в семье. Очень важно, чтобы психологию ребенка изучали не только педагоги, специалисты-психологи, но и родители, ведь психология каждого ребенка начинается с семьи. В соответствии с этой проблемой в нашей исследовательской работе мы рассмотрим вопросы о влиянии современных игрушек на психологию ребенка. В статье представлен анализ понятия игрушки. Кроме того, определяются виды современных игрушек, восприятие детей, мнение и советы психологов. Понимание того, что психология ребенка важна для каждого родителя, педагога, является одним из приоритетов. По этой причине в статье были опрошены мнения специалистов, воспитатели, с помощью которых ребенок строит прямые отношения в детстве, чтобы убедиться, что эта тема актуальна и является одной из основных проблем, с которыми мы сталкиваемся сегодня.

Ключевые слова: ребенок, игрушка, современные игрушки, детская психика, агрессия.

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