

IMPACT OF SOCIAL MEDIA ON CHILDREN'S

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Abstract

Social media is a rapidly evolving platform for younger people lately to communicate express themselves and share content of all kinds, it has given rise to a new cultural paradigm that drives technology and businesses while changing the way people interact as a tool, social media is a double edged sword; while it has many benefits, it can also influence youngsters is unhealthy wages.

Social media helps motivate children to get better at communication and encourages freedom of self-expression and also facilitates the development of technical expertise and practical understanding of technology in your child. The impact of social media on children's is more negative than the positive. Child-parent relationships affected by social media. Parents admit that their relationship with children worsened after they saw their parents in compromising circumstances on social media relationship with family, friends and colleagues are changing as people communicate less face-to-face as a result of social media.

Introduction

The presence and intensity of media influence television, radio, music, computers, films, videos and the interest are increasingly recognized as an important part of the social ecology of children research that explores the level and effects of media influences calls for measurement of the quality and character of exposure to variety of potentially of the content of the media output, and examination of the social context and relationships that are associated with the media experience.

A child born in the 1930s might have spent as much as several hours a week listening to the radio; reading comic books, newspapers, magazines, watching a film at a local theatre. Children today use electronic media from 2 to 5 hr daily, and infants even in utero are regularly exposed to a variety of media.

Objectives

- To examine how social media impact on children's.
- To explore the impact of social media on peoples relationship especially to the family and friends.
- To know how much time children's spending on electronic device like mobile, computers etc.
- To study the children's addicted to the social media.

Methodology

The paper is basically descriptive and analytical in nature. The study is based on primary and secondary data. Primary role was designing the survey questions which were included within the standard feedback questionnaire and in conducting on focus groups. And secondary data like related websites have been referred in order to enrich the study.

Research Methods

This research aims to find the impact of social media on children’s. questionnaires were distributed through the social media platform amongst a sample of children’s aged 12 – 15.

The questionnaires consisted of questions regarding the number of hours they use social media per day for what they use social media for. Other questions included the number of hours they study per day, whether they use social media to study or not.

Findings and discussion

There was a total of 50 responses the demographics were 68% female and 32% males. The majority of the respondents were between 12 and 15 year children’s.

When it come to looking at which platforms children’s use mostly social medias. They were also asked to mention the number of hr they spent less than 15min, 20% of the respondents spent between 15min to 1hr and remaining 10% spent more than 1hr.

Figure -1 illustrates the relationship between the children’s and social media.

children’s addicted on social media		
<15min	15min to 1hr	>1hr
70%	20%	10%

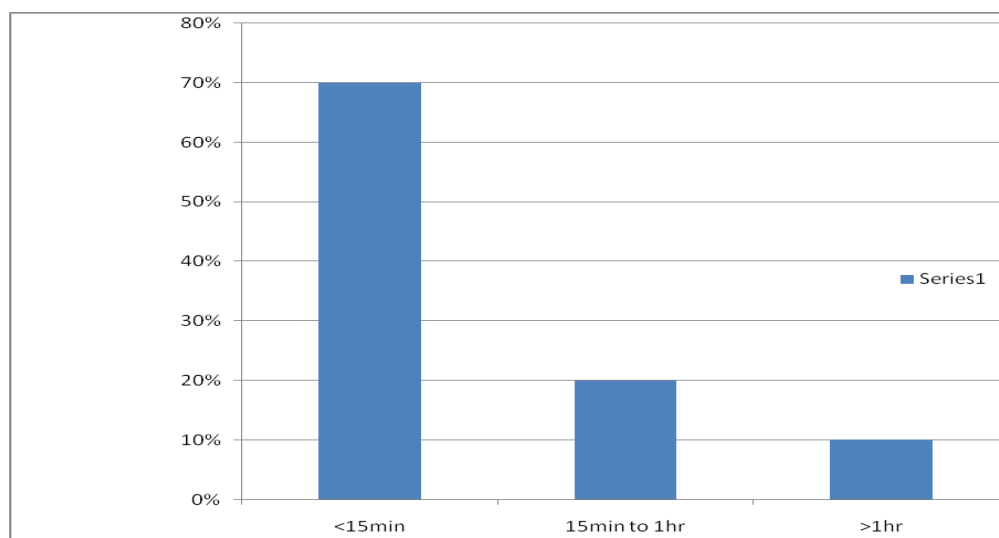


Figure 2 Illustrates whether they use social media to study or not and how they use social media to study. 88% of the respondents use the internet to study other children’s stated clearly, that they use social media platforms with their math homework since they can google equation therefore most of them use social media in a positive way, which helps them do better at school.

children’s using the social media	
Education purpose	Entertainment
95%	5%

Figure 2 children’s using the social media for education purpose or not.

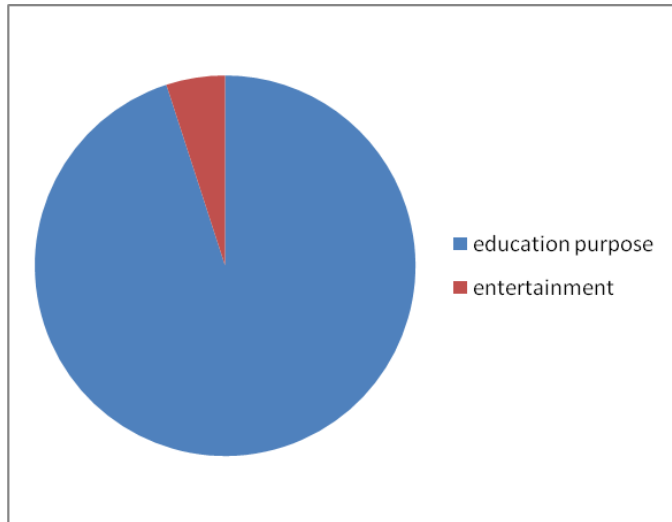
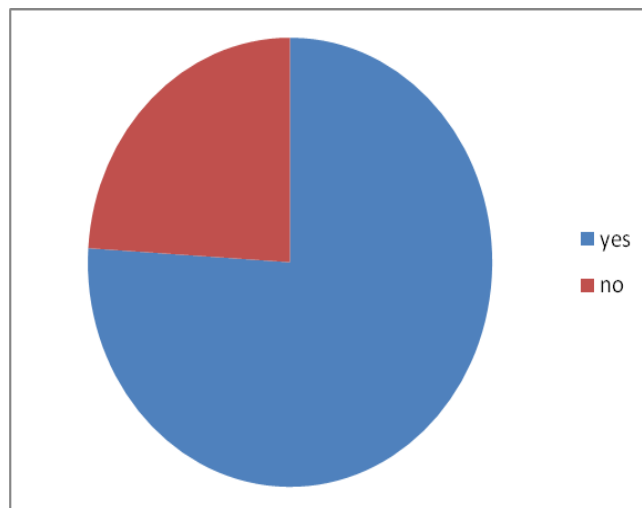


Figure 3 Illustrates that they children’s any aware of the social media

Aware of social media on children’s	
yes	No
76%	24%

As in this pie chart we have analysed that 76% of the children’s are addicted and aware of the social media. Remaining 24% of the children’s have no idea about the social media.



Need for social media

- Increase in academic and social skills or exposure.
- Children’s viewing educational programming have higher grades. Improves reading writing grasping. Audio and visual learning.
- Certain programs are prepared for children for real life situations, understanding the world around us.
- Helps develop skills like critical thinking, writing, public speaking, imagination and creativity.
- Develops video games help enhance gross motor skills.

Problems

- Risky behavior in children's by using a social media.
- Phobias and fears.
- Obesity, lack of physical activities.
- Inappropriate language and manners.
- Waste the time by spending more time on social media.
- Affecting the health by using a social media.
- Neglecting the studies.

Suggestions

- Keep a check on the media rating to ensure children are exposed to media which is age appropriate.
- When there is proper guidance and explanation to an action the child will be able to understand the messages better.
- Children's learn from their surroundings and people close to them, especially parents.
- With i pods and tabs it's not possible to keep kids away from technology however it can be control and directed to positive development.
- Communicating with your child helps you understand what understanding they develop from certain media exposure which will help you guide them better.

Conclusion

Social media has both positive and negative implication on children. These cannot be eradicated however we can definitely ensure that we encourage the positive aspects and control the negative for our children to understand and use the resources available for growth and not destruction of self being. Parents should guide children's use internet and social media in a proper way.

Bibliography

- Through internet like google chrome, you tube.
- Through books, newspaper, survey in school.
- <http://www.smartinsights.com/social-media-media-strategy>.