



A study on the impacts of social media with special reference to Children

Dr. B. Jishamol

Assistant Professor

Ethiraj College for Women, Chennai,

E-mail: jishapbk@gmail.com

Abstract

Social media during the pandemic has been a medium for students, scholars, teachers and businesses to reorganize the workplace and adapt a new way of working. The pandemic has had a positive and negative impact on the education sector. Furthermore, it has significantly initiated a fusion workforce or teaching learning method. This paper tries to analyse the possible positive and negative impact during the pandemic on the education system of the society.

Introduction

Social media during the pandemic has been a medium for students, scholars, teachers and businesses to reorganize the workplace and adapt a new way of working. The pandemic has had a positive and negative impact on the education sector. Furthermore, it has significantly initiated a fusion workforce or teaching learning method. This paper tries to analyse the possible positive and negative impact during the pandemic on the education system of the society.

This pandemic and the usage of social media was a journey of various struggles in all sectors especially with regard to education. A mindset and a culture that promotes wellbeing of the learners through technology was to accelerate the journey toward a more diverse and inclusive way of education. The educationists were confident in their course both the learners and the teachers.

Aim and objectives

- It aim to analyse the positive impact on education
- It aims to create an kind of awareness to on its negative aspect to children
- It tries to acknowledge the contribution of social media to education

Social media and technology initiatives have encouraged and supported a positive and mixed work culture in the education sector. It has further indicated a positive progress due to the pandemic. One of the primary reasons for this is remote work though inclusivity has been challenging initially, the learners and the educationists have started to adapt to the situation.

Positive impacts

Technology has also played an important role achieving the need of the hour and proved in satisfying the goals. Experts of social networking and online communities promote increased interaction with friends, family, teachers, librarians, and students' valuable access to educational support and materials. It has facilitated social and political change and propagates useful information swiftly. While analyzing the goodness of social media it has a greater impact on communication. There are significant benefits that come from social media as it increases the speed of communication. The traditional communication system is slow in nature, and social media



seems to be a solution for the same. Messages are getting delivered within a few seconds. Important notifications, instructions are also conveyed to multiple people within an eye blink. People with similar interests are coming together to form groups for a similar cause. Surveys prove that 39% of respondents felt closer to their friends because of social media while 26% felt they had more friends because of social media. Representatives of various cultures also come together without any boundaries or constraints. Social media helps random people meet each other to start with the conversation.

Talented people from the rural and remote areas were never noticed before. Now many of them are coming to light as an impact of social media. Many arts and artists are gaining popularity with the use of social media. Many talents are exposed through various mediums; children were able to gain popularity through YouTube and other social networks. Learners have even started to explore into various mediums and create their own channels and so on.

In addition to all these advantages, social media has a great negative impact even to the extent of destroying the life of the children. Social media was to mainly serve the purpose of communication. The speed of the communication has been increased, but the reliability of the same is in its downfall. The amount of fake news getting spread around is increasing day by day. In this era of technology, both online and offline conversations are dominated by social media interactions. With easy person-to-person access by using social media, people are becoming lazy. Studies show that 11 percent of adults prefer to stay home on weekends and make posts on Facebook instead of going out and acquiring real-life experiences. People are losing interest in meeting others in person. Hence the humanitarian standards of children and youngsters are drastically decreasing.

Negative Impacts

It causes a great challenge to the system of education and has a great impact on the learner's connectivity with the teacher. Online education through various social media prevents face-to-face communication, wasting time on playful activities, changing children's brains and behavior making them more prone to unwanted media and exposing the users to new media and spreading false and potentially treacherous information. As concerned with the health issues between social media, screens and health is an area of concern for parents, teachers and children. While we heard about a variety of instances where social media could be a force for good, we also received evidence about some of the potential negative impacts of social media on the health and emotional wellbeing of children. The changes in the effects on children varied in numerous ways. It even has an impact on the sleeping patterns of children. This impacted the worst situation of exposing unpleasant images and even to cyber-bullying, grooming and 'sexting'.

It is clear that social media is not the basic cause for all the above mentioned cyber-crimes but it is an easy medium to facilitate it with the children. It extended in creating an occasion for a large number of incidents to happen and continue and still happening. This is predominantly evident in the case of the abuse of children online, via social media. It is imperative that the Government leads the way in ensuring that an effective partnership is in place, across civil society,



technology companies, law enforcement agencies, the Government and non-governmental organizations, aimed at ending child sexual exploitation (CSE) and abuse online.

Role of Schools

The children are bullied online and most of the time it's hidden by the parents and the school management. Most students themselves keep quiet as they think that there is no effect as nothing will be done. We don't have proper lessons about social media at school, it might help people who are bullied.

Parents have them for much longer and it's parents who are buying them the phones and software, often without understanding how it all works. Most Often parents are not aware of what has happened, they have no idea what their son or daughter has been doing. Social media must be taught as part of the technology curriculum. But the government is moving away from Technology and applying computer science which focuses more on technical programming. On an advanced note some of the children have three or four different accounts on social media. Apart from classes on social media at school, the schools and the government could ensure that young people are aware that if they bully others online, they will have to face severe consequences.

The type of bullying that takes place in new media is different. For example, Girls are persuaded by a boy to take photos of themselves naked. This then gets shared around a friendship group, which is hugely upsetting for the affected child. Schools should also have very strict rules, and they need to make it clear to pupils that there will be repercussions. There are a lot of steps done for curriculum changes, but educating students about how to use social media, they also need to deal effectively with cyberbullying when it does occur. While many schools do have anti-bullying policies, these tend to focus on face-to-face abuse. Schools need to update these and work with governors, parents and students to raise awareness.

Influencer Marketing

Influencer Marketing is one of the focuses of the influencers who allow people to join an exclusive inner circle of “close friends” on Instagram for a monthly fee. The follower then has access to more intimate posts and details of the influencer’s life. Because of the trust that’s been established, when an influencer promotes a product or service, it will not always be easy to recognize that this is a marketing campaign. Our students and children can spend hours engaged in these campaigns; commenting, liking, and connecting with people who are paid by brands to drive sales. And as the popularity and success of paid social media influencers increases, followers are often not only wanting what the influencers have but also wanting to be them. It is a product with good effect advertising of those products can be truly recommended. a certain thing in the advertisement has to be analysed and also educated to the students.



- Why was this post created? To make me laugh, bring awareness to a cause, or to persuade me?
- What information has been disclosed and what has been left out?
- How does this post make me feel?

Children and teens spend anywhere from 6 to 9 hours per day online accessing videos and music through social media. And whether our students are aware of it or not, being immersed in digital culture also puts them on the receiving end of countless marketing campaigns by social media influencers they admire or trust. Asking the right questions and teaching media literacy will equip our students to successfully navigate the complexities of social media marketing. While this certainly sets them up for better financial responsibility, the benefits don't end there. Helping them understand how they are being influenced strengthens their ability to think critically and become the biggest influencer in their own lives.

Efforts of Parents and Teachers

The issues of social media have to be addressed by parents and schools. Parents can establish rules about social media use through setting clear limits about the amount of time their children spend online and through restricting access to technology in private spaces, such as in bedrooms. But rules are not sufficient. Parents can support their children to understand how to use social media both safely and responsibly. They can also teach their child what to do if they encounter distressing content online. Excessive parental monitoring of young people's use of the internet is not always the best option but trusting children to be responsible digital citizens is more effective and increases their responsibility.

A well-planned digital curriculum should cover themes such as digital resilience and digital citizenship so that young people know how to respond to distressing content and how to behave responsibly online. The curriculum should also provide digital literacy skills so that children and young people have the skills to keep their own accounts safe through privacy settings, blocking perpetrators of abuse, reporting abuse and setting passwords. Schools should also support children and young people to critically engage with content they see online. They should be taught to question and interrogate content for accuracy, exploitation, abuse and discrimination.

Social media use can have a detrimental impact on children and young people's mental health. It can result in anxiety, depression, body image concerns, self-harm, substance abuse and even death. However, for young people social media is a tool for networking, keeping in touch with friends, exchanging information, a source of support and advice and a rich source of knowledge. Preventing children and young people from using social media is not an appropriate solution, given all the benefits that come with it. Schools, parents and the digital industry need to do all they can to keep children safe from harm through adopting a proactive approach rather than a reactive approach when crises occur.

**Basic instructions**

First of all review before you post anything in social media, as some content that makes someone happy may also offend someone else. Before publishing a social media post, educate your children to stop and think about their message. Regardless of the purpose of the content or who they are trying to reach, ask them to consider whether the post could offend someone. What may be funny or entertaining to one person, may be hurtful to someone else.

The second aspect is that think bBefore you reshare the content, without analysing the content just do not share it. Special effects and storytelling are not limited to the movies. There are many popular social media accounts that share inaccurate or offensive messages. Teach kids where they can find trusted resources and not to share from accounts that may spread incorrect or hurtful information. Considering privacy is the third important need to be informed to our children, it is important for kids to know that once something is shared on the Internet, they cannot undo it. That means they lose all rights to their own privacy and they forfeit the rights of other people tagged in their posts or featured in their photos or videos. A parent and a teacher can be an advocate if children see something offensive online, encouraging them to take action. Teens can use tools provided by social media channels, while younger children should be instructed to talk to a trusted adult who can report the content. Simply ignoring the content is not a safe alternative and should be discouraged.

To achieve this, the Government should introduce, through new primary legislation, a statutory code of practice for social media companies, to provide consistency on content reporting practices and moderation mechanisms. This should be accompanied by a requirement for social media companies to publish detailed Transparency Reports every six months. Furthermore, when content that is potentially illegal by law is reported to a social media company, it should have to review the content, take a decision on whether to remove, block or flag that item (if appropriate), and relay that decision to the individual/organisation reporting it within 24 hours, such as now occurs in Germany. Finally, the digital literacy and resilience of children, as well as their teachers and parents, must be improved to help safeguard children from risks and harms when using social media. Government for primary and secondary school pupils and should deliver an age-appropriate understanding of, and resilience towards, the harms and benefits of the digital world.

Conclusion

The distances between people are shortened but people close to each other are now going further. Youngsters are more interested in communicating with their Face-book friends instead of the real ones. Face to face communication is the primary and most important aspect of general communication but it has lost its importance because of social media, resulting in the degradation of moral values in society. The actual feelings have all become abstract now. The over-dependence on social media by all group ages is increasing day by day. People are losing their natural tendencies and behaving like slaves for technology. With increasing globalization and industrialization, it is necessary to communicate faster and be precise. Hence we cannot ignore



social media and it is a gift for mankind. Regulation and restriction on the use of social media can lead us towards much faster, smoother, effective and reliable communication.

References

<https://www.thehindubusinessline.com/news/national/pandemic-induced-workplace-disruptions-had-positive-impact-on-dei-in-indian-organisations-study/article37733966.ece> Retrieved on 23.11.2021

https://www.careervillage.org/questions/53190/is-social-media-positive-or-negative-influence-i-need-arguments-for-both-sides-please?gclid=Cj0KCQiA15yNBhDTARIsAGnwe0U6jfTreQdH1YFjYmA1IUNes8D6XU0twiYmxybWZXe0BxUwXDIZWM0aAoWDEALw_wcB Retrieved on 20.11.2021

<https://publications.parliament.uk/pa/cm201719/cmselect/cmsstech/822/822.pdf> Impact of social media and screen-use on young people's health Fourteenth Report of Session 2017–19, Published on 31 January 2019 by authority of the House of Commons Retrieved on 23.11.2021

<https://www.theeducationmagazine.com/word-art/social-media-affects-communication/> Retrieved on 23.11.2021

<https://www.theguardian.com/education/2013/aug/26/children-online-safety-schools-role>. Retrieved on 28.11.2021

<https://theconversation.com/how-parents-and-teens-can-reduce-the-impact-of-social-media-on-youth-well-being-87619> Retrieved on 20.11.2021

<https://everfi.com/blog/k-12/how-to-navigate-social-media-influencers-money-management-for-kids/> Retrieved on 21.11.2021

<https://www.nationwidechildrens.org/family-resources-education/700childrens/2018/01/logan-paul-and-teaching-kids-about-social-media-responsibility> Retrieved on 22.11.2021

<https://www.leedsbeckett.ac.uk/blogs/carnegie-education/2019/02/social-media-and-its-effects-on-children-and-young-people/> Retrieved on 30.11.2021