



How Social Media effects on tobacco uses among Indian Children

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Introduction:-

Social Media are becoming powerful effective force in the daily life of children. Social media differ from traditional / industrial media in many ways, including quality, reach, frequency, usability, immediacy and permanence. Internet users continue to spend more time with social media sites than any other type of site. Total time spent on social media in the India across PC and Mobiles devices increasing day by day. Social media can be beneficial for those who promote their websites or business online. But for the so called "Social media butterflies" overusing it may affect their lives negatively. More and more people are becoming loners and that's really dangerous for their health. Due to the increase in social media website, there seems to be a positive correlation between the uses to such media with cyber-bullying, online sexual predators and the decrease in face to face interactions. Social media may expose children to image of alcohol, tobacco and sexual behaviors.

Tobacco uses among children is becoming a serious problem in India. With increasing internet use concern has been raised regarding the influence of online tobacco content including advertisements. The early age of initiation underscores the urgent need to intervene and protect this vulnerable from falling prey to this addiction.

There are as many gains that come with social media and it is undeniable, but what many forget is the negative side, the disadvantages. This study examines, what is known about the use of tobacco in social media and its effect on tobacco use in Indian children and how we are take their advantage to minimize negative and make it more positive.

Key words:-Social Media, Tobacco, Indian Children.

Social Media

Cheryl Burgess, from Blue Focus Marketing, defines Social media as Social media consists of various user-driven (inbound marketing) channels (e.g., Facebook, Twitter, blogs, YouTube). These channels represent a stark difference from the advertiser-driven (outbound marketing) push model. As the principal owner of the customer relationship in the firm, typically, the marketing department is responsible for managing these social media channels. Although some may argue that the customer relationship is "everyone's" responsibility in the firm, the overarching responsibility rests with the marketing department as the champion for the customer.

As per Lisa Buyer, from The Buyer Group, Social media is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication.

Social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers/viewers/listeners to participate in the creation or development of the content. Ron Jones' social media definition very near to clear social media -"Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online."

Tobacco in India:-

Tobacco has been used in India for centuries, Early forms of tobacco were limited to chewing tobacco leaves or smoking tobacco. Today, several products made of, or containing tobacco are available in the Indian market more than 4000 different chemicals have been found in tobacco and tobacco smoke. More than 60 of these chemicals are known to cause cancer, Nicotine is a drug found in tobacco are highly addictive like as heroin or cocaine. Over time, a person become physically and emotionally addicted to, or dependent on, nicotine. Almost 30 percent of the Indian population older than age 15 uses some form of tobacco. Men use more smoked tobacco than smokeless tobacco. Women are more likely to use smokeless tobacco. Beedis are smoked more than cigarettes.

s each year. The final report of the National Commission on drug-free schools indicates that children and adolescents consume more than one billion cigarettes every year .According to economist Kenneth Warner, Ph.D. ,the tobacco industry need 5000 new young smokers every day in order to maintain the total number of smokers. Children are the prime targets of the tobacco. Tobacco cultivation has a history of about 8000 years. Europeans were introduced to tobacco when columbs, landed in America in 1492. Portuguese traders introduced tobacco in India during 1600. Tobacco became a valuable commodity in barter trade and its use spread rapidly. Gradually tobacco got assimilated into the cultural rituals and social fabric due to presumed medicinal and actually addictive properties attributed to it.

People who use tobacco are at risk for several cancers. Smokers are at risk for mouth (oral), larynx, and lung cancers, and other serious diseases, such as heart and lung diseases, circulatory diseases and stroke. Those who used tobacco that they put in mouth are at greatest risk for mouth cancer. Mouth cancer is one of the most common cancer in India due to the use of Tobacco.

A global epidemic of tobacco use continues more than a half century after cigarettes smoking was casually linked to lung cancer and other diseases. This epidemic has not spared India, home to 17.5 percent of the world's population and over 275 million users. India's tobacco consumption is the second largest in the world, surpassed only by china, The tobacco epidemic in India is notable for the variety of smoked and smokeless product that are used and far their production by entities ranging from the loosely organized manufacture of bidi and smokeless product to multinational corporations. An estimated one million Indian die annually from tobacco caused diseases and projections forecast that by 2020, tobacco will account for 13 percent of death in India.

The National Survey on Drug use and Health estimates that each day, over 4000 people under the age of 18 try their first cigarette. This amounts to more than 730,000 new smokers each year. The final report of the National Commission on Drug Free Schools indicates that children and adolescents consume more than one billion cigarette every year. According to economist Kenneth Warner, Ph.D., the tobacco industries needs 5000 new young smokers everyday in order to maintain the total number of smokers. The US Department of Health and Human Services estimates that 90 percent of smokers begin their tobacco uses before age 20. Of these, 50 percent begin tobacco use by age 14 and 25 percent begin their use by age 12.

Tobacco uses among children:

In 1492 when Columbus landed in America, Europeans were introduced to tobacco .Portuguese traders introduced tobacco in India during 1600.Tabacco became a valuable commodity in barter trade and its uses spread rapidly ,Gradually tobacco got assimilated into the cultural rituals and social fabric due to presumed medicinal and actually addictive properties attributed to it. Tobacco cultivation has a history of about 8000 years and India is the world's second largest producer of tobacco and also the second largest consumer of unmanufactured tobacco. Tobacco plays a significant role in the Indian economy as it contributes substantially in terms of excise revenue, export revenue and employment.

Tobacco is used in a wide variety of ways in India. In smoked forms it is used like –Bidis, Cigarettes, Cigars, Cheroots, Chuttas, Dhumti, Pipes, Hooklis, Chillum and hookah. In this smoking of cigars and pipes are not common in India. In smokeless forms it is used like paan with tobacco, Paan Masala, Tobacco areca nut and slaked lime preparation, Mainpuri tobacco, MawaKhaini, Chewing tobacco, Snus , Gutkha , Mishri ,Gul ,Bajjar, Laldantmanjan, Gudhaku ,Creamy snulf Tobacco water ,Necstime chewing gum.

According to a survey done by the national sample survey 52 round and National Family Health survey-2, 51.3% males and 10.3% females (1995-96) and 46.5% males and 13.8% females (1998-1999) and about 20 million children of ages 10-14 are estimated to be tobacco addicted. As per National House hold survey of Drugs and Alcohol Abuse 2002, 55.8% of males (12 to 60 years of age) currently uses tobacco. The National survey on drug use and health estimated that each day, over 4000 people under the age of 18 try their first cigarette. This amount to more than 730,000 new smoker, industries when recruiting new smokers.

A number of factors influence the use of tobacco by children and teenagers. Some of these are family history. Peer influence, easy availability of tobacco product, experimentation, personality factors, emotional and psychological problems, accompanied risk taking behaviors and most important the aggressive marketing strategies of the tobacco industry.

Majority of the tobacco related deaths occurs in developing countries where problem of tobacco is assuming alarming proportion. In many study in India show a downward shift in age of initiation of this habit which is a matter of serious concern. In India more than 8 to 9 lacs people death happened due to all forms of tobacco use and its exposure, In which 7 lacs death per years due to any smoking fastest trajectory of rise in tobacco related deaths forecast for the next 20 year.

Social Media's influence on uses of Tobacco

A 2002 content analysis of pro-tobacco websites revealed that tobacco has a pervasive presence on the internet especially on e-commerce sites and sites featuring hobbies, recreation and fetishes. Only 11% of the sites examined contained health warnings. Many of the websites offered interactive site features that are potentially appealing to young people. A 2003 web content analysis found similar results in that youth could easily access pro-smoking lifestyle and culture content online. While there are still many niche pro-tobacco websites and blogs, on the internet today, what is of greater concern is the presence of tobacco brand and products promotions on globally popular websites such as Facebook and You Tube. Advertisements of various tobacco products are very common in all forms of media including the print media, television, and the roadside hoardings and banners. Tobacco advertising and promotion effectively target the young people with images of smokers as trendy, sporty and successful Characters in the movies or television serials often demonstrate cigarette smoking as a routine of daily life. They sometimes even show cigarette lighting ways using different tricks. These scenes often attract the impressionable mind of the adolescent to use similar tricks or adopt similar behavior. For a child or an adolescent growing in a stressful home, television show and movies are a means of finding out what a normal life is about. He or she is likely to begin smoking after watching such visuals.

Advertisements depicting consumer behaviors that are widely regarded as risky or unhealthy typically use favorable stereotypes to imply that those who engage in such behaviors are attractive, successful, and healthy (Pechmann and Knight 2002; Pechmann and Shih 1999). Mere exposure effects suggest that such stereotypes enhance the appeal of smoking to many adolescents and contribute positively to their initiation and use of cigarettes (Andrews and Franke 1991; Botvin et al. 1993). Adolescents' recognition of tobacco advertisements has been correlated with tobacco use, suggesting that tobacco advertising may contribute to the maintenance of tobacco habits (Fischer 1989). Furthermore, tobacco advertising may provide positive reinforcement of peer and parental tobacco use.

Social media present risks and benefits to children but parents who try to secretly monitor their kids' activities online are wasting their time, according to a presentation at the 119th Annual Convention of the American Psychological Association. "While nobody can deny that Facebook has altered the landscape of social interaction, particularly among young people, we are just now starting to see solid psychological research demonstrating both the positives and the negatives," said Larry D. Rosen, PhD, professor of psychology at California State University, Dominguez Hills.

Negative Effects:-

Effect of the social media have been found to be far reaching and potentially harmful in influencing the health related behaviors of children. Many of whom are not yet mature enough in distinguish fantasy from reality, particularly when it is presented as "real life" This is particularly important for very young children who developmentally think concretely and are unable to distinguish fantasy from reality, Furthermore, time spent

with media decreased the amount of time available for pursuing other more healthy activities such as sports, Physical activities, community service, cultural pursuits and family time –child who observe (In media) others exhibiting a aggressive behavior, e.g. hitting, are more likely to perform the same aggressive behavior immediately.

The media has a disturbing potential to negatively effect in many aspects of children’s healthy developments including, Aggressive feelings and beliefs, Childhood obesity, Eating disorder, sexual initiation, social isolation etc. Association between TV viewing and suicidal behavior has also been reported in India.

According to the American journal of Public Health, Youths ages 12 to 17 were less inclined to see smoking as harmful and reported an increased likelihood to smoke after they had viewed a television advertisement urging parents to speak to their children about not smoking .In 1999 Philip Morris coined the slogan “Talk, They’ll listen” This phrase was designed to encourage parents the effect of smoking with their children.

McIntosh and Colleagues found that in popular films from 1940 to 1989, smokers were depicted as more romantically and sexually active and marginally more intelligent than non-smokers. However smokers and non-smokers did not differ in term of their attractiveness, goodness, socioeconomic status, aggressiveness, friendliness or out come at film’s end.

Larry D. Rosen, PhD, professor of psychology at California State University, Dominguez Hills say’s in his presentation Teens who use Facebook more often show more narcissistic tendencies while young adults who have a strong Facebook presence show more signs of other psychological disorders, including antisocial behaviors, mania and aggressive tendencies. Daily overuse of media and technology has a negative effect on the health of all children, preteens and teenagers by making them more prone to anxiety, depression, and other psychological disorders, as well as by making them more susceptible to future health problems. He also added that Facebook can be distracting and can negatively impact learning. Studies found that middle school, high school and college students who checked Facebook at least once during a 15-minute study period achieved lower grades.

Positive Effects:-

Anti tobacco advertisements have the capability to significantly reduce the prevalence of youth smoking .Advertisements are particularly, effective when they are combined with both school and community based activities. In one study, an anti tobacco advertisement was shown before a feature film..Result from this study showed that the impact of the film’s pro-smoking imagery was significantly decreased for high school student. While ,anti-smoking advertisement carry no guarantees, they can be fairly effective under control circumstances. Many tobacco use prevention media campaigns have failed due to inadequate length and funding in addition to a variety of other factors.

The study of media in tobacco use can be seen not only as a multilevel process but as an evolutionary one as well, which is fact parallels the path of tobacco control itself over time .In the early days surrounding the release of the 1964 surgeon central’s report on smoking and health, tobacco control was often seen as an issue of educating individuals ,leading to media intervention such as antismoking television advertising under the federal communications commission’s fairness doctrine in the 1960s.

Over time both tobacco control and its concomitant media efforts evolved to a much broader social context of community –level intervention .Such as the community Intervention, Trial for smoking cessation. Eventually, These efforts extended to broader policy intervention, such as today’s clear indoor air laws, tobacco taxes and industry agreements such as the 1998 Master settlement agreements and included global efforts such as the World Health Organization’s frame work convention on tobacco control.

Larry D. Rosen, PhD, professor of psychology at California State University, Dominguez Hills said in his presentation about positive effects of social networking that new research has also found positive influences linked to social networking, Young adults who spend more time on Facebook are better at showing “virtual empathy” to their online friends and Online social networking can help introverted adolescents learn how to

socialize behind the safety of various screens, ranging from a two-inch smartphone to a 17-inch laptop. He added that Social networking can provide tools for teaching in compelling ways that engage young students.

Guidance for Parents:-

The evolution across individual, Organizational, and societal levels of media research reflect how we have come to view not only tobacco control efforts but also larger issues of public health and social change. This is a rapidly changing area as technology offers parents more control of the home media environment. The shift towards automated control of home media was spearheaded by television V-chip, a device that enables parents to block television channels. For parents, Rosen offered guidance. "If you feel that you have to use some sort of computer program to surreptitiously monitor your child's social networking, you are wasting your time. Your child will find a workaround in a matter of minutes," he said. "You have to start talking about appropriate technology use early and often and build trust, so that when there is a problem, whether it is being bullied or seeing a disturbing image, your child will talk to you about it."

The American Academy of pediatrics (AAP) has recommended guidelines, which has been revised recently, for use of media in children:-**1.** Not allowing the bedroom to be a media center with TV, video games and internet access. **2.** Limiting media time to 01 to 02 hours of quality programming **.3.** Discouraging TV viewing for children younger than 2 years.**4.**viewing and discussing content together. **5.** Turning off the TV when no one is watching and during meals and**6.** Being a good media role model.

Pediatricians must become cognizant off the pervasive influence that the wide and expanding variety of electronic media has on the physical and mental health of children .The AAP also makes recommendation to the entertainment industry to avoid violent content. Pediatricians should advocate for a simplified, universal, content based media rating system to help parents guide their children to make healthy media choices. No such guidelines exist in India. The Indian Academy of Pediatrics should take the lead in formulating and implementing the guidelines to help parents and children to develop healthy media using habits.

Conclusions:-

Today, we realize that the media, tobacco use and tobacco control efforts all interact at multiple levels of a system, each of which may affect stakeholders ranging from individuals to society itself, In the process,fields ranging from public health to cognitive psychology have become essential parts in a growing trans disciplinary science of smoking and health, supported by research frame works such as the ones outlined here. We have already seen the fruits of many of these efforts in the form of reducing per capita cigarette consumption rates by approximately one half in the United States since their peak in the 1960s along with more fundamental changes in social attitudes towards tobacco use. These changes give hope that today's media, Whose history is intertwined with the widespread emergence of tobacco use over the past century, Can continue to serve as a critical tool In addressing what remains as the nation's leading cause of preventable death.

While the literature suggests that media have a strong role to play in tobacco prevention. The role of media in cessation is also critical. Highly arousing media messages could result in central processing and lead to quitting smoking as Biener and colleagues report in their study. Such type of more research is needed to determine how the impact of media on tobacco prevention and cessation may vary among persons at different levels of tobacco dependence.

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