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IMPACT OF MEDIA ON CHILDREN TODAY

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ABSTRACT:

The impact of media on children today is a multifaceted issue with both positive and negative implications. This abstract examines how various forms of media influence children's development, behavior, and attitudes. Positive effects include educational benefits from well-designed content, fostering cognitive growth and cultural understanding. However, negative impacts encompass exposure to inappropriate or violent content, potential for cyberbullying, and skewed perceptions of body image. The role of parents in guiding media usage and promoting media literacy is crucial. To mitigate negative effects and enhance positive outcomes, a balanced and informed approach to media consumption is essential for children's well-rounded development.

Keywords: Media, Impact, Children, Today, Technology, Digital devices, Television, Internet, Social media, Video games, Screen time, Content, Influence, Behavior, Development, Cognitive Emotional, Psychological, Socialization, Advertising, Education.

INTRODUCTION:

The Media use also can expose kids to cyberbullying, which has been linked to depression and suicide. And media use can distract kids from important tasks, interfere with homework time, and hurt school performance. It can limit quality family time and make kids feel lonely or isolated. Technology is part of life. And parents can make technology a healthy part of childhood by teaching smart media use. Preschoolers can get help learning the alphabet on public television, grade scholars can play educational apps and games, and teens can do research online. Media influences television, radio, music, computers, films, videos, children influences have become more visible and volatile in recent.

The impact of media on children today is a multifaceted and complex issue, influenced by various factors including the type of media consumed, the amount of time spent on media, and the child's individual characteristics and environment.

METHODOLOGY

Certainly, here's a more detailed breakdown of the methodology for studying the impact of media on children today:

- 1. Research Design:** Select a mixed methods approach, combining quantitative surveys and qualitative interviews. Choose a cross sectional design to capture a snapshot of media consumption and effects.
- 2. Sampling:** Define the target population as children aged 6-14 from diverse socioeconomic backgrounds. Use stratified random sampling based on age, gender, and socioeconomic status. Obtain informed consent from parents or legal guardians for each child's participation.
- 3. Data Collection:** Quantitative: Develop a survey covering media consumption habits, screen time, favorite types of media, and emotional responses. Qualitative: Conduct semi structured interviews with a subset of participants to explore in depth experiences and perceptions.
- 4. Variables:** Dependent Variables: Academic performance, social interactions, emotional wellbeing. Independent Variables: Daily screen time, types of media consumed (TV, video games, social media), parental mediation strategies.
- 5. Ethical Considerations:** Ensure anonymity and confidentiality of participants. Provide contact information for counseling services in case of distress. Obtain written consent from parents or guardians and assent from children.
- 6. Data Analysis:** Quantitative: Use SPSS for statistical analysis. Run correlations and regressions to assess relationships between variables. Qualitative: Perform thematic analysis on interview transcripts to identify recurring themes.
- 7. Content Analysis:** Choose a sample of popular children's TV shows, video games, and social media platforms. Analyze content for violence, gender representation, educational value, and pro-social messages.
- 8. Longitudinal Studies:** Consider the possibility of future research by collecting contact information for follow up studies.
- 9. Comparative Analysis:** Compare media impact across different age groups and genders to identify trends and differences.
- 10. Parental Involvement:** Include questions about parental rules for media consumption and covering practices.
- 11. Media Literacy Assessment:** Design a media literacy assessment tool to gauge children's understanding of persuasive techniques in advertisements.
- 12. Data Validation:** Triangulate findings by comparing quantitative and qualitative results. Use member checking with a subset of participants to validate qualitative interpretations.

13. Limitations: Acknowledge limitations like potential recall bias, sample size restrictions, and the cross sectional nature of the study.

14. Implications and Recommendations: Draw conclusions about the effects of media on children's behavior and development. Recommend guidelines for parents on appropriate screen time and media content. Suggest educational strategies to enhance media literacy skills.

15. Future Research: Identify potential areas for future research, such as the effects of specific genres of media content or the impact of interactive media.

16. Dissemination: Publish findings in peer reviewed journals and present results at relevant conferences. Develop accessible resources for parents and educators based on the study's outcomes.

By meticulously following this methodology, researchers can gain valuable insights into the nuanced impact of media on children today, contributing to a better understanding of how media influences their development and wellbeing.

KEY POINTS TO CONSIDER

- 1. Positive Educational Impact:** Educational media, such as educational TV shows, apps, and websites, can have a positive impact on children's learning. These platforms can introduce children to new concepts, enhance language skills, and promote critical thinking.
- 2. Negative Content Exposure:** Exposure to violent, inappropriate, or overly sexualized content can have detrimental effects on children's emotional and psychological development. It can desensitize them to violence and lead to aggressive behavior, fear, and anxiety.
- 3. Social and Emotional Development:** Excessive use of social media and online communication can impact children's social and emotional development. Overreliance on digital interactions might hinder the development of essential face-to-face communication and empathy skills.
- 4. Body Image and Self-esteem:** Media portrayal of unrealistic body standards can contribute to body dissatisfaction and low self-esteem, especially among adolescents. This is particularly prevalent in fashion magazines, advertising, and social media.
- 5. Advertising and Materialism:** The constant exposure to advertisements can foster materialistic attitudes and desires among children. They might start equating material possessions with happiness and develop a consumerist mindset.
- 6. Cyberbullying and Online Safety:** The digital landscape exposes children to cyberbullying, online predators, and other online safety risks. Children may struggle to navigate these challenges and might be reluctant to report such incidents to adults.

7. **Sleep Disruption:** Excessive media consumption, particularly screen time before bedtime, can disrupt sleep patterns and lead to sleep deprivation, impacting children's overall wellbeing and cognitive function.
8. **Academic Performance:** Spending excessive time on media, particularly entertainment media, can detract from time spent on homework and other educational activities, potentially leading to lower academic performance.
9. **Parental Involvement:** The level of parental involvement and guidance in a child's media consumption plays a significant role in shaping its impact. Parental mediation can help children understand and critically evaluate media messages.
10. **Cognitive Development:** While some media can enhance cognitive development, excessive use of certain types of media, such as passive video watching, might limit opportunities for active cognitive engagement and creative play.
11. **Cultural and Social Influences:** Media shapes children's perceptions of societal norms, cultures, and values. Stereotypical portrayals in media can contribute to biases and misunderstandings.
12. **Positive Role Models and Diversity:** Media can also provide positive role models and promote diversity, helping children understand and appreciate different cultures, backgrounds, and perspectives.

It's important to note that the impact of media on children is not universally negative or positive. The effects can vary widely based on individual differences, the quality of media content, and the context in which media is consumed. Responsible media use, open communication between children and parents, and fostering critical media literacy skills are essential for minimizing potential negative impacts and maximizing the positive aspects of media consumption.

EFFECT FROM MEDIA TO CHILDREN

Today many parents worry about media exposure to technology developmentally. Social media affects behavior negatively by depriving kids of important social cues they would usually learn through in person communication.

POSITIVE EFFECTS:

The social media is more effected to children in websites. Social media is a fast emerging platform that has changed how people communicate and connect. Since these networking platforms are easy to use and entertaining, they have attracted the attention of most children. Therefore, it becomes essential to discuss the effects of social media on children. Social media, if used wisely, is a good platform to interact, learn, communicate, and have fun; however, if misused or excessively used, it may lead to cyberbullying, anxiety, and health problems. So, before allowing your children to access this digital technology, you should be aware of its functionalities, privacy settings, and age limit. This post discusses social media's positive and negative effects and tips to keep your children safe.

NEGATIVE EFFECTS OF SOCIAL MEDIA ON CHILDREN:

The negative effect to social media to children cyber bullying is very common to now a days on internet and many websites, most social media websites has violence the videos in the could media. Native impact of social networking sites, many of the children blogs in the internet media in Facebook and sharing the video and photos.

Social media is a vast platform, and one cannot control the amount of information available here. Therefore, children may bump into inappropriate or harmful content that may affect their thinking. Online communication has led to a growing trend of cyberbullying, particularly on social media and messaging platforms. It spreads fear and shame among people and may have undesirable effects on children.

Makes children less productive because much of their time is spent without doing anything important, and they become addicted. These addictions may adversely affect their physical health. Excessive use of technology and the internet, including gaming addiction and internet addiction, can hinder children's productivity by consuming significant amounts of their time without engaging in meaningful activities. These addictions may adversely affect their physical health. Excessive social media use may also affect your child's ability to develop interpersonal relationships.

TEENS AND SOCIAL MEDIA USE:

Social media allows teens to create online identities, communicate with others and build social networks. These networks can provide teens with valuable support, especially helping those who experience exclusion or have disabilities or chronic illnesses.

Teens also use social media for entertainment and self-expression. And the platforms can expose teens to current events, allow them to interact across geographic barriers and teach them about a variety of subjects, including healthy behaviors. Social media that's humorous or distracting or provides a meaningful connection to peers and a wide social network might even help teens avoid depression.

PROTECTING YOUR TEEN:

There are steps you can take to encourage responsible use of social media and limit some of its negative effects. Consider these tips:

- **Set reasonable limits.** Talk to your teen about how to avoid letting social media interfere with his or her activities, sleep, meals or homework. Encourage a bedtime routine that avoids electronic media use, and keep cellphones and tablets out of teens' bedrooms. Set an example by following these rules yourself.
- **Monitor your teen's accounts.** Let your teen know that you'll be regularly checking his or her social media accounts. You might aim to do so once a week or more. Make sure you follow through.
- **Explain what's not OK.** Discourage your teen from gossiping, spreading rumors, bullying or damaging someone's reputation — online or otherwise. Talk to your teen about what is appropriate and safe to share on social media.

- **Encourage face to face contact with friends.** This is particularly important for teens vulnerable to social anxiety disorder.
- **Talk about social media.** Talk about your own social media habits. Ask your teen how he or she is using social media and how it makes him or her feel. Remind your teen that social media is full of unrealistic images.

MEDIA FOR KINDS:

There are many different ways that information can be passed to many people in a society. These include television and radio broadcasts and articles in newspapers. These methods of communication are known as media. In recent years, the Internet has become an increasingly important part of media.

The media perform an important role in collecting and passing on information. The information may be local, national, or international. It can cover a wide range of topics, from news and weather to entertainment. News stories contain information about politics, the economy, and international affairs, such as wars or natural disasters.

People working in media have control over the type of stories that are broadcast or printed. Journalists and reporters find out about the stories, and their editors decide whether those items should be included in a news story on television, in a newspaper, or posted on a Web site.

The stories that are covered depend on the audience. Television news bulletins for children may focus on topics about schools, wildlife, and sport. Documentaries are aimed at adults who want facts, evidence, and a detailed explanation of a particular item of news.

- 1) Their brains aren't fully developed. ...
- 2) Its very stressful. ...
- 3) It makes them bored. ...
- 4) It makes them more depressed. ...
- 5) They miss out on other experiences and activities. ...
- 6) Lost connections and attachments. ...

Media effects from Individuals these six are cognition, belief, attitude, affect, physiology, and behavior. All individual level media effects studies examine how the media exert an influence on one or more of these six types.

CONCLUSION:

Today's children have constant access to many different forms of media through television, cell phones, movies, music, video games, and the Internet. Media can enhance children's education, learning opportunities, curiosity, creativity, and communication. However, it can also teach negative life lessons; consume too much of children's time; and distract them from exercise, other physical play, and socialization. Parents can best guide their children's media choices by educating themselves about the forms modern media take (including the newest Internet formats for obtaining and consuming media and for communicating), by monitoring media youth consume, by reviewing media before releasing it to youth, by careful use of media blocking technologies to make it harder for youth to view inappropriate content, and by setting and enforcing clear rules and boundaries for balanced media use.

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