STUDY ON MODERN MEDIA'S IMPACT ON CHILDREN

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Abstract
Numerous changes have been brought about by new media for people, families, and households as a whole. There are various benefits and drawbacks associated with the New Media. This new media format cannot be rejected or avoided. It is crucial not just within peer groups but also for communicating with families and other social groups, making it an essential component of a wider community. The majority of social media platforms allow for contact through Facebook, Twitter, You Tube, LinkedIn, WhatsApp, and other apps. Utilizing cellphones for exchanging and sharing images, movies, and other digital content improves it even more. Additionally, it makes communication simple via editing and sharing. The young children are captured by its aggressive character, which exists independently of this era, and they become victims of many forms of violence. The purpose of this essay is to examine how new media affects kids.
Key Words: Children, New Media, Positive Technological Development Framework

Introduction

The development of the press and other media and communication tools has had a significant influence on families, societies, nations, and the whole globe. However, the New Media has a limitless influence on kids, as well as both good and harmful effects. The social interactions between families, homes, and kids have been greatly impacted by new media technologies. The effects of new media on kids are also clear from literature, the news, and other social media. Growing privatisation among youngsters in the home is the result of it. Because new media are often employed more autonomously and individually rather than in groups, rather than in general.

As a result, the study makes an effort to analyse the key effects of modern media on children in homes. Either a negative or good influence is produced. how much it alters children's personalities both at home and in society. In the modern New Media environment, this subject is increasingly significant. Additionally, it will make parents aware of the numerous New Media programmes on children and encourage them to be careful. Additionally, it will help parents understand their children.

The research methodology used is a narrative based on secondary sources and different news clippings. There aren't many books on this subject, but since it's a growing demand, many magazines and media are increasingly putting emphasis on predicting how New Media will affect youngsters.

This essay about kids and new media was inspired by the book "The Impact of New Media Technologies on Social Interaction in the Household" by Siobham Mcbrath. Considering that it belongs to a category that is more pertinent to my subject. The influence on domestic non-interaction was shown in the novel with clarity. The author firmly believes that new media has a detrimental effect on how families interact in homes, stating that it fosters social engagement but not domestic interaction. (2012) McCrath

"The effect of the Media on Children and Youth with a Special Emphasis on Computer Games and the Internet" Andrew Burn, David Buckingham, Natasha Whiteman, Rebekah Willett, and Natasha Whiteman have all stated the authors' worries about the negative impacts of media on children and adolescents, a topic that is seldom, if ever, mentioned in headlines. The book also discusses the many affects on children and young people. It makes it evident which video games are particularly concerned with the problem of violence. It focuses on the marketing of products and talks about intellectual property rights, which impact both big businesses and individual users, as well as copyright theft, whether it be violent or visual, at Loyola College in Chennai, India. (2007) Buckingham et al.

The edited book, Media and the Well-Being of Children and Adolescents, edited by Amy Beth Jordan and Daniel Romer a wide range of subjects are covered in relation to the dangers and possibilities that the New Media provide to youngsters. (2014) Jordan and Romer.

When looking for their future careers, students may learn important information about higher education and the institution that offers such courses through social media. Students need access to resources outside of the classroom to learn more. Academic material may be found via social media in small doses. (2012) Al-Deen and Hendricks Children are misdirected or lured to many other channels of violence and amusement even while they are searching for their scholastic requirements. Media studies demonstrate that children's exposure to media changes their knowledge, beliefs, emotions, attitudes, and behaviour. The consequences of the media are not straightforward and simple. (2017) Valkenburg and Piotrowski

The globe is seeing violence on a large scale. Gun use and other forms of violence have received attention in various nations. In a similar vein, India is going through a societal shift; the majority of young people there are exposed to various forms of violent and aggressive conduct. It should be mentioned that "violent pictures not only encourage aggressive attitudes and conduct, but also make youth less sensitive to violence." We must work at all levels with older children because we can no longer presume that an intervention at the thinking level would influence behaviour.

The research in the United States and Canada demonstrates that following the introduction of television programmes is replete with instances of violence. The commercial programming in the entertainment shows is also rife with violent incidents. 2002 (Singer and Singer).

The globe is experiencing a lot of unfortunate incidents. These tragedies are instances when children's media consumption was directly impacted. Rare direct events do occur, but a larger factor is the gradual indoctrination of violence into children's psyche. (2003) Gentile

Numerous studies have been conducted on how media affects young people psychologically, influencing views and long-term behaviour. However, despite all of these studies, no action has been made to create a code of conduct.

Children who watch too many violent television shows, films, or video games or engage in violent behaviour may come to believe that others are cruel. This is because kids could draw parallels between actual individuals and fictitious characters, said Mumbai-based consulting psychiatrist Dr. Anjali Chhabria. (2012) The Hindu.

There is a stage for winning or surviving while playing a video game. This naturally stresses the youngster's mind and forces the infant to comprehend that these individuals are "bad." These kids will have a hard time trusting others when they become older.

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"If a youngster already has a penchant for violence, seeing violence simply makes it worse. Even if a youngster lacks a predisposition, repeated exposure enables him to "learn" a reaction, according to clinical psychologist and psychotherapist Varkha Chulani of Mumbai. He uses force to try to control circumstances. Instead of learning negotiating, bartering, and cop-ing techniques, he learns that "might is right"! 2012 (The Hindu)

Children also build the hero character as a figure whom they adore and ultimately connect with. The hero is almost typically shown as a villain-fighting and generally courageous guy.

Either they see them as role models for heroes or as the heroes from video games. Children tend to mimic the conduct of their role models without taking good or bad behaviour into consideration. Parents and educators must inform them of the truth and what has been manufactured for them to believe.

In its study, California State University found that people's "narcissistic inclinations" affected their behaviour. According to Larry Rosen, a psychology professor, pupils only spend 15 minutes that are worthwhile for them.

Another influence, particularly on young people, is the phrase "nomophobia" (pronounced "no-mobile-phobia"). The U.K. post service came up with this phrase in 2010. It is a term used to describe how children might be negatively impacted by not having a mobile phone for a variety of reasons, including phone loss, battery drain, lack of credit, or network coverage. Gadget has become an obsession for kids. Sometimes kids start asking for expensive mobile phones that their parents can't afford. Because other students in the same class have it, the kids desire it too, which sometimes results in suicide attempts. Not only is it occurring in Trichy and Coimbatore, but also in the metropolis of Chennai.

Within a five-year span, youngsters in India have become more and more of the internet generation. Different parents have different attitudes. For instance, one parent could believe that a child must learn to use gadgets in order to keep up with modern technology or risk being excluded from his friend group. Some believe that since parents must be stringent about use and time of use, the New Media might be employed for a rigid time schedule. Another parent believes that since homework these days is assigned using online resources, he must utilize them automatically.

Constant smartphone use results in vision loss or deterioration, persistent discomfort in the upper body, and Carpal Tunnel Syndrome (CTS). These health problems are seen as widespread among children nowadays.

Loss of social skills, making it difficult to engage with others or the outside world, is the other significant effect. The second effect is that because of the changes in their sleep habits, their academic performance will not improve and they will not interact with other students at school.

Their access to secure internet information should be expanded, according to UNICEF, the United Nations Children's Fund. According to UNICEF figures, children make up one in three internet users globally. Children are especially vulnerable to risks and harms in 2017, according to UNICEF, which ultimately leads to abuse of private information, access to dangerous material, and cybercrimes.

It was also mentioned that using a mobile device was less regulated and so more harmful. According to a UNICEF survey, three out of five young people in Africa are not online, yet

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when compared to 25 youngsters, just one in Europe has no access to the internet. More than 90% of URLs for child sex abuse are hosted in countries including Canada, France, the Netherlands, Russia, and the United States, according to the report. It makes the implication that the only way to make the internet and new media safer and more accessible for kids is by collaborative effort from parents, families, kids, private organizations, and the government.

According to UNICEF Executive Director Anthony Lake, "digital technology is now an irrevocable element of our lives, for better or ill." "In a digital age, our twin task is to maximise the benefits of the internet for every kid while mitigating the hazards." 2018 (The Times of India)

The internet was created for adults, but kids and teenagers are using it more and more, and digital technology is having a bigger impact on their lives and destinies, according to Lake. 2018 (The Times of India)

964 social media URLs were dealt with by the Government Committee, and in accordance with its recommendations, they were prohibited in 2016. In 2017, this information grew to 1,329. The major reason for taking this measure was to address "objectionable material." The ministry of electronics and information technology took this move, which was posted on Twitter, Facebook, and YouTube. The majority of the cases included the dissemination of pornographic and sexually explicit content.

The ministry has said that any website that has to be taken down or disabled because it publishes illegal information may be made aware of by a court order or by the proper government agency. This clause and the section of the Indian Penal Code that addresses "Objectionable Content" uploaded online are made possible by the Information Technology (IT) Act 2000. Blocking is a sovereign authority granted to the government by virtue of Section 69A of the Information Technology Act, according to cyber law expert and attorney Pavan Duggal.

Therefore, the power of blocking may be used under certain circumstances... By virtue of the Information Technology (Amendment) Act, 2008, which went into force in October 2009, this authority was added to the IT Act. 2017 (The Hindu)

In addition, there are several rules in place to control the New Media's detrimental effects on India's future. Under Section 79(3)(b) of the IT Act 2000, several law enforcement authorities inform social media networks to remove material or disable content.

According to the statistics, 10 social media URLs were banned in 2014, 587 in 2015, 964 in 2016, and 1,329 up to November 2017 on the government committee's suggestion under Section 69A of the IT Act.

Furthermore, 83 URLs were restricted by court orders up to November 2017 while 432, 632, 100, and 432 were blocked in 2014, 2015, and 2016.

A maximum of 588 URLs from Twitter were restricted up to November 2017, compared to 196 in 2016 and 27 in 2015. Up to November 2017, 530 URLs were prohibited on Facebook, compared to 363 in 2016 and 352 in 2015.

123 URLs were restricted for YouTube up till November 2017, 3 in 2016, and 125 in 2015. 2017 (The Hindu) Children used their mobile phones to play games, race cars, play combat games, and shoot other players. Sowmanasya Hospitals and Institute of Psychiatrist's principal psychiatrist, Dr. G. In addition, he lists the signs of a gadget addiction, including

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feeling worried, angry, disturbed, and unable to face other people. He also mentions that some youngsters are prepared to commit suicide if they get the gadgets they want.

Sumedha J., a physiatrist, argues that in today's connected society, individuals routinely share pictures of themselves, updates, and selfies in an effort to satisfy their need for validation and attention. This has an effect on social skills and may have serious long-term consequences for addicts. 2016 The Hindu Parents must take care of this by spending a lot of time with their kids since lonely kids are more likely to turn to technology to find a friend. To prevent future disputes, it is important to establish rules for when and how to use electronics. We should also make sure that our homes and schools are tech-free zones. The parents must serve as examples. It has been shown that playing video games on a computer or other portable device reduces melatonin production. A hormone called melatonin helps you fall asleep.

Children and young people nowadays are heavily influenced by new media technology. It is crucial for kids to be able to function in this digital age and globe. While having kids feel comfortable using computers is an essential first step, it should never be the end objective. The child's growing character will help ensure their safety on their travels and their ability to interact with others. Additionally, it helps kids develop their cognitive abilities and creative thinking. Therefore, the ultimate goal of technology should be to advance good development. The technological fluency movements had an impact on the field of education, and the extension of computer literacy is the Positive Technological Development Framework. As a result, the objective is to teach kids how to utilize technology in a way that improves the world.

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