

Effect of Digital Media on Health of Children

By

Nripesh Gupta

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



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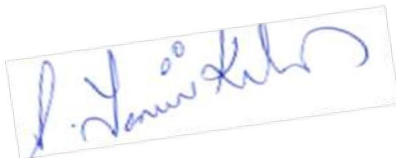
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Nripesh Gupta** was associated with **IQVIA Consulting and Information Service India Pvt. Ltd.** as an **Intern** and the internship period was from 3rd February 2020 till 2nd May 2020.

This certificate is issued in recognition of successful completion of 3 months of **his Project** in the department of **Public Health**.

We wish him all the best for future endeavors.

For IQVIA Consulting and Information Service India Pvt. Ltd.



S. Yamini Krishnan

Sr. Director HR, AMESA

PREFACE

Any knowledge is incomplete without first-hand experience about it. In the health sector especially getting in to rub of the things is extremely essential as its problems are complex and deep rooted. To manage the problems in the health sector ‘MBA student of pharmaceutical management ’need to know the functioning of the different organizations be it private or public, for this purpose Dissertation of 3 months is scheduled enclosed to 2nd year. For the purpose of Dissertation, I am thankful that I got opportunity to work under IQVIA IMS Consulting and Information Services India Private Limited as I thought I would get to know the functioning of various government schemes in India.

In IQVIA IMS Consulting and Information Services India Private Limited complete discretion was given to us for opting of program of our choice to study upon and I did secondary research on ‘Effect of digital media on health’.

Acknowledgment

My vision at the time of starting my dissertation is to explore about Public Health research and opportunities in this sector.

I am obliged to thank to Mr. Lokesh Sharma (Senior Principle) for proving me this opportunity to complete my study as dissertation and for his support and motivation .

I wish to give my special gratitude to **Mrs. Kavya Sharma** (organization mentor) for her guidance and support regarding study. Her step by step instructions help me a lot in doing a fruitful study. She has continuous source of new and innovation idea and a different kind of professionalism and work style. I am thankful to her for her faith on me which boost my confidence level.

I thank my Project Manager Mr. Kaartik Chauhan.

My heartfull thanks to **Dr. Saurabh Kumar Banerjee** (University Guide) for always being path locator when I got struck at some point. Without him I was not able to complete my dissertation.

I am also very thankful to all my colleagues at **IQVIA consulting and information services India private limited** for their support and coordination in completion of my study. Collective action by all provides me this opportunity to complete my dissertation.

I would love to express gratitude and appreciation for all the people mentioned above to help us complete our study and make our project successful.

- Nripesh Gupta

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About Organization

IQVIA is the world leader in using data, technology, advanced analytics and human information to help clients drive healthcare - and human health - forward. Together with the agencies we serve, we are enabling a more modern, extra effective and more efficient healthcare system, and developing breakthrough answers that transform commercial enterprise and affected person outcomes.

With a presence of more than twenty years in a country that is projected to be amongst the pinnacle 3 pharmaceutical markets in 2021 by YOY growth, IQVIA India takes delight in its contribution to the growth of the Indian lifesciences industry. In parallel with the growth and improvement of the Indian healthcare industry, our clinical and commercial services have grown and expanded to encompass a huge portfolio today. We are committed to offering innovative business models tailored to suit the neighborhood and global aspirations of our customers in a dynamic healthcare landscape. We draw on the strength and depth of our worldwide resources, deep area expertise and neighborhood insights to help biotech, scientific tool and pharmaceutical companies, scientific researchers, now not for profit and authorities agencies, payers and other healthcare stakeholders deliver better fitness outcomes.

IQVIA India is dedicated to the standards and practice of Corporate Social Responsibility (CSR) as a discharge of its obligations as a corporate citizen. The goals of our CSR program, consistent with our Company desires and values, are to make contributions to enhancing healthcare by means of furthering education and achievement in the lifestyles sciences, supporting studies focused on improving health outcomes, and improving the health and well being of the human beings in our groups via supporting surroundings and development activities.

IQVIA CORE™

Domain Expertise



Institutional knowledge and domain expertise across diseases, geographies and scientific methods

Transformative Technology



Leading technologies to provide real-time access to operations-critical information



Unparalleled Data

One of the world's largest curated healthcare data sources with innovative privacy protections



Advanced Analytics

Faster, more precise decision-making powered by data science, designed exclusively for healthcare

Innovation is an active core value at IQVIA, and we have invested in an interconnected framework of therapeutic knowledge, health care information assets and technology – the IQVIA CORE. The CORE is being leveraged throughout our entire commercial enterprise to underpin a wide range of capabilities to meet clinical development objectives. By connecting 4 key elements – domain expertise, an unparalleled records portfolio, advanced analytics and transformative technology – the CORE affords the foundation for our unique IQVIA CORE-powered Clinical Development app



INTRODUCTION

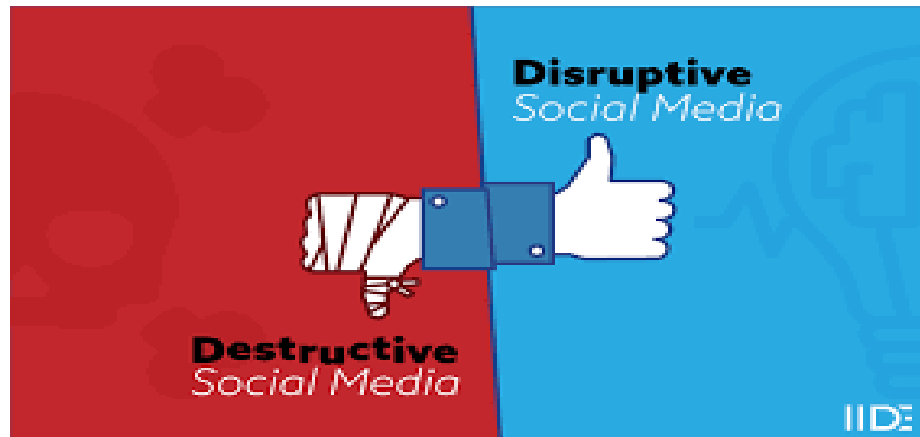
Instagram, Snapchat, TikTok, Facebook, Twitter and other social media sites are godsend to youngsters and teens who want to get in touch and know what is going on with their pals or relatives. By simply commencing an app or a website, they can communicate with and analyze about all of the humans who are important to them (at least people who are signed in to the identical network).

But like many stuff that people are passionate about, there are detractors to social networking. When it comes to youngsters and teens, an Oxford University study argues that social networking has bad effects on the children's intelligence – and the harm could be long-term and irrevocable. On the other hand, defenders are quick to point out that children on social networking are growing their social interaction while wiring their brains to conform to new technology.

Social media creates the forum that allow the customers to have interaction in interactive web and participate, comment on and create content as means of communicating with their social graph and other customers. The social media use among youngsters in the city, at 90%, was observed to be higher than the national average of 81%. Among those city youngsters, extra than 53% were under 12 years old and 40% were among 10 and 13 years old.

Intel Security Teens, Tweens and Technology 2015 reports had a survey on 2,370 children and mothers and fathers from metros inclusive of Hyderabad, Bangalore, Mumbai, Chennai, Delhi, Kolkata, Pune and Ahmedabad.

The magnitude of media exposure is predominantly high. Survey says that and 73% of Indian children are cell phone customers and the percentage of children addicted to gaming and internet has been increasing every year. In 2017, annual rate of boom of cellphone customers in India is round 129%, even more than that of China (109%). Internet deaddiction centres are started in various cities of our country. Technology and social media has both good and bad impact on children. It is the high time to recognize the benefits and negative outcomes of the technology and media to utilize it successfully for the optimal boom and improvement of the future generation



RATIONALE

A cartoon channel conducted a survey which says that 73% children in India who are cellphone users in India. A survey conducted by NIMHANS Bangalore states that 19.5% of children aged 13–18 years are addicted to gaming, 18% children are addicted to Internet and 15.5 5 to cellphones.

Age distribution

Internet penetration stands at 41% today but it's unexpected to see that the country's average age (27.1 years) is greater or much less meditated on social media as well. 52.3% of social media outcomes come from millennials.

Around 28.4 % of the conversations on social media is from generation Z and people between age 35-44 have around 15.1% of conversations online. It's thrilling to note that the older gen peopls also are keeping on with technology.

LITERATURE REVIEW

STUDY	AIM	DESIGN	SAMPLE SIZE	SAMPLE CHARACTERISTICS	OUTCOME MEASURES	FINDINGS/ RESULTS
O'Dea and Campbell (2011)	To explore the effect of online interaction on psychological distress.	Cross-sectional	400	Aged 13-16 54.8% female	Kessler(K-6) scale (Kessler et al.,2003)	Negative correlation between the time spent on SM and psychological distress.
Dumitrache et al.,(2012)	To emphasize the relations between depression and the identity outlined on FB.	Cross-sectional	76	Aged 16-17 68.4% female	Beck Depression Inventory (Beck, Ward. Mendelson. Mock & Erbaugh.,1961)	Significant correlation between depression and the number of identity related pieces of information on FB.
Neira and Barber (2014)	To investigate the relationship between social media use and depressed mood.	Cross-sectional	1819	Aged 13-17 55% female	Depressed Mood Scale(Cronbach's $\alpha = 0.76$)	No meaningful relationship between SM use frequency & depressed mood. A positive association in investment with SM & depressed mood.
Tsitsika et al., (2014)	To investigate the associations between heavier SNS use	Cross-sectional	10,930	Aged 14-17 52.3% female	Youth Self Report (YSR) problem checklist (Achenbach & Resorta, 2001)	a positive association between heavier SM use (more than 2h/day) and internalizing problems (anxiety & depression).

METHODOLOGY



Objectives

1. To identify the usage of digital media among children globally.
2. To identify the effects of digital media on the health of children globally.
3. To compare the effects of digital media between girls and boys.

Research Question

What are the effects of digital media on the health of children?

Research Design

1. **Study design:** Retrospective study
2. **Study setting:** Delhi NCR
3. **Study duration:** 3 MONTHS
4. **Sampling size and technique:** Around 250 Studies were published in reviewed journals having full text available in English. By convenient sampling
5. **Data collection method:** Studies published in peer-reviewed journals with full text available in English (All papers from the automated database searches were collated using the Mendeley reference management software. After duplicates had been deleted, screening become performed to ensure that studies fulfilled the eligibility criteria. In a three-stage process, papers have been screened on title and on summary and the remaining papers have been screened on full textual content .Key information relevant to the studies question changed into systematically extracted and tabulated to resource evaluation and synthesis of the research. These information comprised authors, ebook date, us of a of origin, study design and facts evaluation method, relevant final results measures, pattern size, demographic information and results.
6. **Data interpretation plan:** Quantitative Analysis (As outcome measures varied throughout the studies, we were unable to carry out meta-analysis. Instead, narrative synthesis turned into conducted. This enabled consideration of confounding, mediating and moderating variables, which can be often not given due attention in meta- evaluation (Popay et al., 1995). Each study become described, followed by comparative analysis and synthesis.)
7. **Ethical consideration:** All the research process has been done considering the organizational privacy and confidentiality of all the documents used during the research
8. **Implication of the Research :** This study examined evidence for the influence of social media use on depression and anxiety, psychological distress and also identified the positive effect on children. The intention was to inform policy and practice and to indicate further research on this topic.

RESULTS AND DISCUSSIONS



Youngsters within the age of 11 and 19 have been reported of spending most of their time on online platforms and out of 5 kids within the similar age groups have experienced cyber bullying during the months of last year. One in eight people aged under 19 are going through mental disorders in England, according to the first official statistics to be published for 13 years.

Based upon a survey including 9,117 children as well as youngsters, disorder incidences were seen through a rise in figures with 1 in 6 individuals of age limit 17 -19. Compared to girls up to age limit of 11, boys were more prone to serious mental dysfunctions. However, between 11-16 both genders pose equal chances of acquiring mental disorders while on reaching age between 17-19 female gender poses twice the risk. At this age it was observed that 1 in 4 females were suffering from disorders related to mental health and 50% have indulged into harming ones-self and also undergone suicide.

One in eight people under the age of 19 in England have a mental health disorder



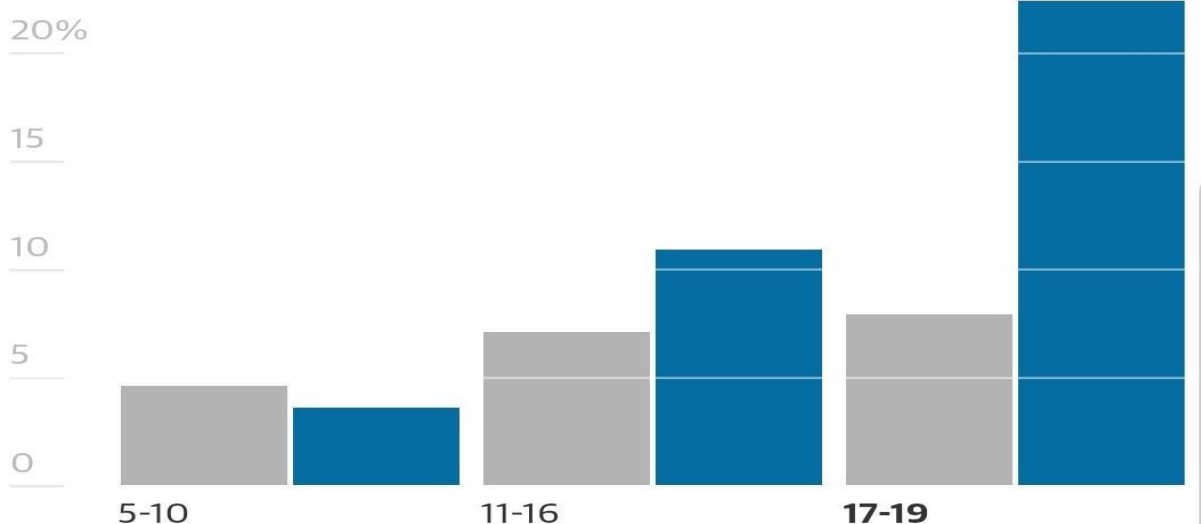
Guardian graphic | Source: Mental Health of Children and Young People Survey, NHS Digital

Figure 1.0

As shown in Figure 1.0 in England one in eight people under the age of 19 are suffering from mental disorders, the graph shows Boys and girls in the age 17-19 are mostly challenging with the health disorder. Survey all says that after this kids between age 11-16 are most vulnerable as they have level of curiosity inside them.

Girls and young women aged 17-19 are more than twice as likely to have a mental health disorder than boys in the same age group

■ Boys ■ Girls



Guardian graphic | Source: Mental Health of Children and Young People Survey, NHS Digital

Figure 2.0

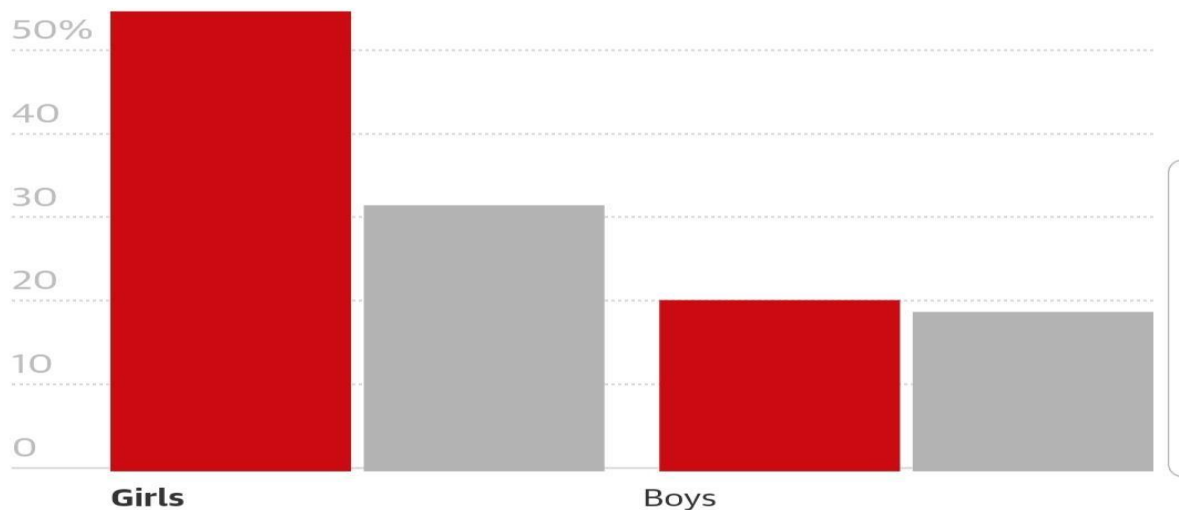
Above figure 2.0 shows young ladies and young ladies matured between 17-19 are more than twice as prone to have an emotional well being issue than young men in a similar age gathering. This may mirror young ladies' interests about self-perception, which can be exacerbated by web based life. One of every 18 ladies matured 17 to 19 had body dysmorphic scatter, while guys somewhere in the range of 11 and 19 were bound to have higher confidence.

The last such report, directed in 2004 and distributed in 2005, found that one out of 10 kids (10.1%) had a clinically analyzed mental issue, yet it just overviewed kids matured five to 15. The straightforwardly practically identical figures in the new review demonstrated a slight ascent to 11.2%.

There was a progressively noteworthy increment in enthusiastic disarranges, for example, nervousness, sorrow, craziness and bipolar full of feeling issue, which rose from 3.9% in 2004 to 5.8% a year ago. Specialists said the figures mirrored their own perceptions.

Half of all girls with a mental health disorder say they compare themselves to others on social media sites

■ Any disorder ■ No disorder



Guardian Graphic | Source: Mental Health of Children and Young People Survey, NHS Digital

Figure 3.0

The fundamental purpose behind the psychological wellness issue in greater part of young ladies in this age is because of the contrast themselves with others on Social media (as appeared in figure 3.0).

You can say it the teenage effect also when more than 50 % of the girls starts comparing herself to other kids on social sites about their lifestyles, luxuries, hobbies, adventures etc. They relate it to their own life which in results annoys them and makes them anxious why they don't have that kind of lifestyles, adventures etc.

Demands with the parents for extra unordinary expenses increases and they also make pressure on parents to complete their needs by getting them a valuable dress, a high end phone, a luxury car etc. Few parents not able to meet the demands of the children results falling of children in a hole of helplessness and depression where they think they are alone and their life is not lavish like others and being constantly into it put them into mental health disorder state.

**NEGATIVE EFFECTS OF SOCIAL NETWORK TO CHILDREN AND TEENAGERS,
ACCORDING TO PSYCHOLOGIST OR SUGGESTIONED BY SCIENTIFIC STUDY REPORTS,
ARE:**

- A 2015 U.K. Office for National Statistics finds that youngsters who go through over 3 hours each school day via web-based networking media destinations are more than twice as prone to endure poor psychological wellness. Their submersion in a virtual world may make these kids experience delay in their enthusiastic and social turn of events. As indicated by the report, web-based social networking are conceivably "a wellspring of social correlation, digital harassing and separation", which could prompt emotional wellness issues.
- A report distributed by IZA Institute of Labor Economics even recommends that only one hour daily via web-based networking media can make a youngster hopeless. The investigation likewise speculated this might be caused by issues of cyberbullying, an increase in social comparisons, and a decrease in real-life, face-to-face activities.
- Another 2015 investigation by the British Psychological Society sees that young people being committed as receptive to internet based life (loving posts, noting writings and direct messages) for the duration of the day influence their emotional well-being.
- A University of Michigan study appear to demonstrate that in youthful grown-ups, Facebook use prompts decrease in abstract prosperity. The more youthful grown-ups use Facebook, the more terrible they feel second to-second and the less they feel happy with their lives in general.
- DoSometing.org, "probably the biggest association for youngsters and social change", record a few awful impacts of online networking, which incorporates rest issue, misery, enslavement, every minute of every day stress, detachment, instability, and dread of passing up a great opportunity (FOMO).
- FOMO or the dread of passing up something significant (like their companions' jokes, gatherings, exercises and different methods of having some good times) prompts sadness and tension in high schooler internet based life clients, as per a study done by the Australian Psychological Society. FOMO is one of the fundamental purposes behind young people's substantial utilization of online life.
- A recent report of 2019 from the Montreal University has discovered that among different kinds of screen which includes playing computer games, web based life is increasingly connected to burdensome indications in young people. This is on the grounds that in stages well known to adolescents, particularly Instagram, teenagers are probably going to contrast their lives with admired pictures in their profile, and advance upward social examination. Frequently, this causes them to feel deficient and awful about themselves.
- Instagram, explicitly might awful for youngster young ladies since it prompts more examinations among them and others. These examinations may not be founded on the real world since Instagram pictures are exposed to channels, cosmetics, lighting, points and different controls. Likewise, utilitarian MRIs shows 'likes' influence the prize circuit some portion of our brain, and partners the picture with much better. Instagram draws in young girls more than young boys.

- Screen connections take away from investing energy, all things considered, connections and creating social aptitudes. As indicated by Patricia Greenfield, educator of brain research in the UCLA College, the ramifications of her examination is that when individuals utilize computerized media for social connection, they're investing less energy creating social aptitudes and figuring out how to peruse nonverbal signals. "Social communication is expected to create aptitudes in understanding the feelings of the others".

- The consequences of a review from the University of Glasgow shows that internet based life use especially around evening time, with compelling passionate contribution, prompted less fortunate rest quality, lower confidence, and more elevated levels of tension. This can be an issue since youngsters with low confidence grow up as discouraged grown-ups, as indicated by past examinations.
- Informal communities are fruitful explanation for awful influencer and mysterious, dangerous and aggressive reason for degenerates and different targets.
- Web based life likewise have various big name 'influencers' who are really paid to advance items, occasions, and administrations. Teenagers may make some hard memories recognizing what is really limited time promoting and counterfeit data, and what is valid.
- For kids who pine for consideration, Facebook and other interpersonal organization turns into a setting for them to carry on. These children may offer wrong expressions, pictures and recordings that could at last mischief them. Additionally, posts and materials that are distributed online will in general be perpetual and may frequent them later on.
- An investigation by Larry Rosen, an educator of brain science at California State University reasons that all-inclusive utilization of informal organizations like Facebook can bring about a lessening in sympathy among youngsters, and hence an expansion in narcissism.
- Youngsters who have a background marked by hurting themselves or endeavouring self-destruction may be especially powerless against negative messages uploads on web, new exploration appears. The latest survey, distributed Wednesday in a diary PLOS ONE, found out that children and youthful grown-ups who have considerations of self-damage or self-destruction really invest more energy in Internet and much frequent survivors of cyber bullying than their friends who didnt had such musings.
- Various investigations, including that from the San Diego State University recommends that more screen time and web based life may have caused an ascent in gloom and self-destruction among American youths. The investigation additionally found that individuals who invest less energy taking a gander at screens and additional time having eye to eye social connections are more averse to be burdensome or self-destructive.
- A few children understand that investing a great deal of energy in online networking brings about sat around idly, and this adversely influences their state of mind.
- Selfies, which got mainstream with the ascent of camera telephones, can trigger emotional wellness conditions when an individual becomes fixated on looks. The Mirror, for instance, as of late included a selfie someone who is addicted who attempted to execute himself when he was unable to take an ideal photograph. As indicated by Pamela Rutledge in Psychology Today, "Distraction with selfies can be a noticeable pointer of a youngster with an absence of certainty or feeling of self that may make the person in question a survivor of different issues too. Unreasonable and progressively provocative selfie-ing is a type of 'showcasing,' a typical standard of conduct to get attention.
- Teachers additionally notes for children and adolescents in informal organizations, there cannot be spelling and syntax rules. Truth be told it is indeed style to incorrectly spell and not to bode well. Unrefined kids will think that its difficult to separate between interpersonal interaction, correspondence and true correspondence. . Actually numerous instructors are whining that long range informal communication correspondence with incorrect spellings and absence of language structure are leaking through understudy's school works.

- Online networking propensities are additionally accused for absence of rest and rest issues in young people. Splendid light discharged from advanced mobile phones and tablets are thought to disturb rest cycles. For youngsters rest is significant for learning, the advancement of the youthful mind, just as for developing and remaining.
- An examination distributed in the clinical diary JAMA recommends that when more adolescents check online life and stream images and video, the almost certain they may create side effects of consideration shortage hyperactivity issue or ADHD which causes less ability to focus, or distraction.

Susan Greenfield, head neuroscientist at University of Oxford awares us about the long lasting impacts of an excessive amount of person to person communication.

- Facebook and few other systems admin destinations "are infantilizing the mind into the condition of little youngsters who are pulled in by humming clamors and splendid lights, who have a limited capacity to focus and live for the occasion". There is unrealty any focus abilities which required for taking part within these long range interpersonal communication locales, and these train the mind to have poor capacity to focus.
- There are reports from educators that long range interpersonal communication is influencing children's perception levels. Likewise, if kids convey principally through the screen they don't become familiar with the nuances of genuine correspondence –, for example, non-verbal communication, manner of speaking, and subliminally detecting the atoms that others discharge.
- Long range informal communication locales make kids progressively conceited. Since Facebook and different locales give kids their own page which is about them, it drives some helpless children to imagine that everything rotates around them, a forerunner for enthusiastic issues in their later life. This may likewise bring about powerlessness to identify.
- These online websites make teens to move towards drama.
- An investigation by a group of financial analysts at the University of Sheffield, shows that the additional time youngsters spend visiting on Facebook, Snapchat, WhatsApp and Instagram, the less upbeat they feel about their school work, the school they join in, their appearance, their family and their life generally speaking. Kids see their companions depicting themselves in romanticized state when they post in internet based life. This impact was seen as more regrettable for the individuals who need self-assurance. Nonetheless, the examination likewise found that adolescents in online networking feel more joyful about their companionships.
- Pediatricians see that a few youngsters experience the ill effects of 'Facebook gloom'. In the wake of investing a great deal of energy in Facebook and other mainstream long range interpersonal communication destinations, a few teenagers become on edge and ill humored. Once more, this is by all accounts brought about by being presented to companions whose admired introduction of their lives seem, by all accounts, to be better than their Teenagers who experience 'Facebook sorrow' as a rule experience difficulty with social communications all in all, as indicated by the American Academy of Pediatrics (AAP).
- Among the interpersonal organizations, Instagram was seen as the most exceedingly awful for adolescents' psychological well-being, as per a study. Instagram, alongside snap chat, are supposed to be highly picture centered and that shows up it might be

triggering sentiments of insufficiency and tension in youngsters.

GOOD EFFECTS OF SOCIAL MEDIA ON TEENS AND KIDS

On the other hand, different specialists like the MacArthur Foundation see it in an unexpected way. They guarantee that children and youngsters are creating significant specialized and social aptitudes online in manners that grown-ups don't comprehend or esteem:

- Mizuko Ito of the University of California expresses that "investing energy online is fundamental for youngsters to get the social and specialized abilities they should be skillful residents in the advanced age". Children are learning fundamental social and specialized aptitudes to completely take an interest in present day society. Children figure out how to adjust to lasting and open mingling and overseeing elaborate system of companions and associates.
- Long range interpersonal communication makes kids more companion based. Youngsters are inspired to gain from their friends on the web. They associate and get input from each other. They are persuaded to gain more from one another than from grown-ups. Educators and grown-ups are not, at this point the main wellsprings of information.
- It makes kids more arranged than any time in recent memory. It is simpler for children to warm up to individuals everywhere throughout the world, a large portion of whom they will never at any point meet without these mechanical advances.
- Children impart and interface like never before.
- Informal organizations really make kids more relationship-arranged, circumspect, and earnest. Children recall individuals' birthday and welcome them. They remark on pictures, recordings and status of their companions. They make longer term fellowships by being in contact online in any event, when companions are not, at this point genuinely meetings.
- A few clinicians in reality are helping and empowering children with uneasiness and despondency to utilize Instagram and Snapchat to manufacture relations with peers, according to this article.
- Children and youngsters have an approach to impart to companions accomplishments they can be pleased with, and maybe move and persuade different children. .
- Educator Larry Rosen noticed that adolescents are building up the capacity to show virtual compassion for upset Facebook companions and that the sympathy is in reality generally welcomed by companions, decidedly affecting their disposition. This virtual compassion, he says, can even overflow into this present reality, showing adolescents how to relate to others in regular day to day existence.
- Children can practice their inventiveness by utilizing a social application like TikTok where they can make recordings, for the most part by lip-synchronizing or moving alongside well known tunes. TikTok's altering highlights empower children to make and alter proficient looking recordings.
- In conclusion, The British Medical Journal can't help contradicting Susan greenfield's case which delayed PC use can cause "mentally unbalanced like qualities" and hostility, and which her cases may not supported by logical information. Rather, long range informal communication "has been found to upgrade existing kinships and the nature of connections, albeit a few people advantage more than others.

RECOMMENDATIONS

HOW PARENTS CAN MAKE THE MOST OF KIDS SOCIAL NETWORKING

- Teach your Kids and youngsters about the negative and bad effects of online social threats and also disclose them how much it is or it can be hurtful just as supportive. Explain them the risk of ‘oversharing’ things or personal life on the online media.
- Make your child to use and invest more energy in genuine and real-time interactions or genuine correspondence rather than having long range stranger interpersonal interactions.
- Guide your children into investing more of their energy into exercise, sociability and friendships- it’s better to indulge in personal interactions and close bonding than online kinships. An up close interaction with his fellows will enhance the learning & identification of your child in a progressive manner. Usage of online platforms for tuning ingenious vocal prompts, decoding non-verbal conversations and adapting to varying characters will not help your child as these abilities are necessary to be acquired upon facing them in reality.
- In order to improve learning of your child, to encourage team work with individuals and to not just have a “hang out” or iterating hogwash, enlighten them to utilize long range informative communication. Encourage kids to differentiate among things which have substance and those which have nuisance. Specifically aware your kids to not indulge into participating to darker aspects of communication among individuals which might lead to cyber-bullying, exploiting of unethical materials and so on.
- In cases when you child creates dispute upon watching there cellphone or gadget, do investigate about it or talk through them about it. A CNN study explained that there were instances when parents/guardians indulge with their child’s social-life and propagandas related to it, there kids are reluctant to be irritated on what might strike them online.

CONCLUSION

A life based on internet makes it very much simple to interact and associate with strangely met friends and family members, just as freshly discovered companions. In addition, as a result of the chaotic pace of the cutting edge age, it's very hard to see individual meeting face to face priorly or reach by means of the telephone.

Online social networking is a highly optional approach to frequently be associated. But it is critical to accentuate to your kid the contrast among composing and spelling for person to person communication and true composition. As in all things, utilize informal communication with some restraint. It can't replace genuine connections and other beneficial interests like understanding books and sports.

A direct interpersonal interaction is much realistic, trustworthy and better than online friendships.

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