

Effect of Social and Electronic Media on developing children and their management through Ayurveda

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Defination:

Social media are interactive computer mediated technologies that facilitate the creation and sharing of information ,ideas,career interests and other forms of expression via virtual communities and networks.

History:

- Media has a history dating back to the 1870s.
- ARPANET, which first came online in 1967.
- Usenet ,which arrived in 1979,was beat by a precursor of the electronic bulletin board system known as community memory in 1973.
- Geocities was one of the internets earliest social networking websites,appearing in november 1994,followed by classmates in december 1995.

According To A Poll:

- 22% of teenagers log on to their favourite social media site more than 10 times a day.
- More than half of adolescents log on to a social media site more than once a day.
- Severity five percent of teenagers now own cell phones.

Electronic media:

- Electronic media are media that use electronics or electromechanical audience to access the content.
- The primary electronic media sources familiar to the general public are video recordings,audio recordings,multimedia presentations,slide presentations,CD-ROM and online content.
- Television is one of the most common electrical appliances in our homes and almost all individuals are exposed to it at some time or other.
- With regards to children ,they are among the heaviest users of Television
- T.V. viewing among kids is at 8 year high.
- On average ,children ages 2-5 spend 32 hours a week in front of a T.V.,videos and using a game console.

- Kids ages 6-11 spend about 28 hours a week in front of T.V.

Different kinds of Media:

- Print Media – like newspaper ,magazine etc.
- Electronic Media – Television ,Radio etc.
- New Age Media – Laptop, Mobile etc.

Impact of Media on various aspects of development:

- Developmental Terminology :-

Cognitive development :

- This is the child ability to learn and solve problems.
- For example,this includes a two-month old baby learning to explore the environment with hands or eyes or a five year old learning how to do simple math problems.

Social and Emotional Development :

- This is the child's ability to interact with others,including helping themselves and self control.
- For example: a six week old baby smiling,a ten month old baby waving bye –bye,or a five year old boy knowing how to take turns in games at school.

- **Speech and language development :**

This is the child's ability to both understand and use language .

For example:this includes a 12 month old baby saying his first words ,a two year old naming parts of her body ,or a five year old learning to say “feet” instead of “foot”.

Fine Motor skill development :

This is the child ability to use small muscles ,specifically their hands and fingers ,to pick up small objects,hold a spoon or use a crayon to draw.

Gross Motor skill development :

- This is the child's ability to use large muscles.
- For example: a six month old baby learns how to sit up with some support,a 12 month old baby learns to pull up to a stand holding onto furniture,and a five year old learn to skip.
- We are all aware that social media has had a tremendous impact on our culture,in business,on the world –at-large.
- What are some of the real powers ,both positive and negative,that social media has vested in our hands ?

Positive impact of Media on children:

- Increase in academic and social skill/exposure.
- Children viewing educational programming have higher grades,improve reading ,writing ,grasping.Audio and visual learning.
- Certain programmes are prepared for children for real life situations .understanding the world around us.
- Helps develop skills like critical thinking ,writing,public speaking,imagination and creativity.
- Develop gross motor skills.Video games help enhance gross motor skills.
- A tool for creating awareness.
- A tool to develop supportive networks of people with similar conditions.

Negative impact of Media on developing children:

- Risky behaviour :smoking,drinking,drugs,ragging ,eve teasing ,sexual acts,aggression ,fighting etc.
- Exposure to movie smoking at grades 5-8 predicts smoking initiation 1to 8 years later.(Dalton,Sargent,et at.,2003;Dalton,Beach,et al.,2009)
- Exposure to pro-alcohol messages represents a significant risk factor for later adolescent drinking .(Grube &Waiters,2005).
- Phobias and fears :A survey of more than 2000 elementary and middle school children in US revealed that heavy television viewing was associated with self reported symptoms of anxiety,depression and post traumatic stress.

Obesity ,lack of physical activities :

- Existing research indicates that advertising affects children's food preferences ,food choices and food intake are shaped by their exposure to food advertising.
- Although TV stimulates attention it does not encourage any physical action.
- Children without natural physical outlets develop frustration or irritability.

Inappropriate language and manners :

- There are several studies that have documented the possibility of language delays among infants exposed to excessive television or videos.(Strasburg Jordan,Donnerstein,2010)
- Media can cause confused moral reasoning.
- Aggressive behaviour lack of actual real experiences :

- On an average a child views 200,000 violent acts on television by the age of 18.
- Kids become desensitized to violence and more aggressive.
- Violence is often promoted as a fun and effective way to get what you want.
- Behaviour problems ,nightmares and difficulty sleeping may follow exposure to media violence.
- Exposure to television violence in childhood predicted increased aggressive behaviour in adulthood.(Huesmann et al.,2003)

Parental influence in children media influence:

- Parents play a key role in how media affects children.
- Media is not just entertainment but a vast source of information.
- Guidance and reinforcement of messages in different portrayals can enhance the child's pro social learning .
- Be the boss.
- Helping children understand the content.

How to incorporate good mass media habits in children:

- Constant monitoring :monitoring the quality of media that your child is exposed to is crucial .
- Avoid exposing children to violent aggressive, scary,emotionally disturbing and any such other inappropriate media.
- Rating: keep a check on the media rating to ensure children are exposed to media which is age appropriate.
- Guidance :when there is proper guidance and explanation to an action the child will be able to understand the message better.
- Be a role model: children learn from their surroundings and people close to them.especially parents.
- Make rule and stick to them:as parents putting your foot down will only help your child's development.Donot compromise on that.Stick to the rules.
- Choose wisely: depending on the development stage of your child choose media exposure that will help the developmental aspects of your child.
- Screen time : children need both physical and mental activities for appropriate development.Limit screen time. Another way of diverting children from media to productive activities is by letting them earn the screen time.

- Respect for technology : with ipods and tabs its not possible to keep kids away from technology however it can be control and directed to positive development.
- Restricted viewing: put a child lock on the channels you think inappropriate for your child.
- Reality from Fantasy : a child does not understand the real message and emotion in all given instances.Explaning and even showing real from fake and fantasy helps the child understand the messages better.
- Communication :communicating with your child helps you understand what understanding they develop from certain media exposer which will help you guide them better.
- Creative and educational development :with exposure to so many avenues through media a positive direction will go a long way.Find what interests your child and develop on that through media and internet.
- Family time : media can be very effectively used for quality family time as well.It can be used to have encouraging discussion and sharing of knowledge and views.One can use this time to educate the child about the cons of media and how to use media effectively instead of being overwhelmed by it.

Management through Ayurveda:

- Ayurveda can see the high amount of emotional investment to the body similar to a mother doting care for her newborn,or as Bodily Narcissism.
- Manas – True Nature of Reality
- Atomic energy made of subtle matter that becomes conscious and capable of performing it's assigned tasks through power of atman.
- Function of Manas:
 - Activation –sensory and motor organs.
 - Self regulation.
 - Reasoning.
 - Deliberation.

Mental illness is an impairment of these functions.

Root – Humoral imbalance that disturbs the gross body.

Different original types of insanity :

Originally defined as Vata,Pitta,Kapha.

Rajas and Tamas are two humors affected.

Twin causes are Desire (need) and repulsion (anxiety,fear,envy).

-Desire/Repulsion –prenatal stage 3rd and 4th month.Unfulfilled longing of mother ,unrelieved fears transmitted to newborn child.

-Previous existence “memory trace”unfulfilled longings at end of previous life.

- Ayurvedic medicine views mental disorders as the imbalance of energies on an inner level, thinking that behind the gross physical body is a subtle or astral body composed of the life-force,emotions and thoughts.
- It is an excess Rajas and Tamas turbulence and darkness in the mind.Too much rajas involves excess of anger, hatred and fear,excessive nervousness,worry and anxiety.
- To much Tamas involves excess sleep ,dullness,apathy,inertia and the inability to perceive things as they are.
- Overall the dosha’s get increased in the mind in persons and invade the channels of the mind and cause insanity.

Treatment:

- Balance the biological humors through diet, herbs and exercise.
- Panchkarma is a great treatment.
- Healing the energetic psychological problems in the mind –body complex.

Vata Disturbance:

- Nourishing and sedating herbs-Ashwagandha,Sarpagandha,Guggul etc.
- Other therapies most recommended for Vata are oil and ghee therapies;
- Oil enemas
- Oiling the body
- Put laxatives with the oil and ghee to remove any blocks.

Pitta Disturbance:

- Purgation is recommended.
- Good herbs-aloe,sandalwood,satavari etc.
- Oleation and fomentation therapies
- Purgatives
- Emetics
- Medicated enemas with jatamashi and Gotu kola.

Kapha Disturbance:

- Spicy brain –stimulating herbs to clear phlegm.
-calamus,bayberry,sage and guggul which have good expectorant action.
- Other formulas include trikatu with ghee or calamus ghee.

Other Therapies :

- Cultivation lifestyle through all five senses.
- Spending time in nature.
- Meditation,Pranayama,Mantra,prayer and visualizations.
- Yoga ,Aromatherapy and colour therapy.
- Avoid modern media.
- Increase Ojas and balance Prana,Tejas.

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