

Effects of New Media on the Upbringing of Children

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ABSTRACT: New media has a central role in children's lives. The media has shown possibly significant impacts, both positive and negative, on children psychologically and socially. New media is accessed by children's at a very early age. New media is providing a huge platform for children but it's affecting the routine of kids. This study covers that new media affects the upbringing of children and it also affects the relationship between a parent and kid. Children's are spending their most of the time on using new media which is causing health risks at such an early age of children's. New media is also helping in the development of children. Children's are snatching the open doors giving by new media yet they get effortlessly dependent and affected.

Keywords: *New Media, Effects, Children, Health, Relationship, Parent*

1. INTRODUCTION

New media is fundamental for the socialization procedure in the childhood of kids. Through media advancements like the Internet, Video games, VIRTUAL WORLD have acquired a great deal of progress the childhood of youngsters. New media provides an open door for kids to learn and receive new things, and yet it has negative impacts too. Presently kids are quicker to invest energy in new media and doing outside exercises has progressed toward becoming irregularity. They are less dynamic in different things and it prompts terrible dietary patterns. Kids' are getting affected by effortlessly. The heap of viciousness on computer games they play and the web is on the ascent. The normal kid sees 12,000 savage follows up on web yearly, including numerous portrayals of homicide and assault. It prompts forceful conduct in kids and furthermore affords for older folks. They search for opportunity and at such an early age even they move toward becoming wellness cognizant.

1.1 Background of New Media

New media does not include any television programs, magazines, books. New media often compared to 'old media'. Like, texts spread on a computer (Web sites and electronic books) or a photograph that is put on a CD-ROM and require a digital form to be viewed are considered as a new media. New media represents a combining of two separate historical approaches: computing and media technologies. They both begin in the early 1830s with Babbage's Analytical Engine and Daguerre's daguerreotype. Through a modern digital computer, they developed to perform calculations on numerical data more efficiently in the mid of the nineteenth century. In a similar manner, we noticed the growth of the modern media technologies that allow us to store all our information with day-to-day updates, sounds, photographs and etc. According to W. Russell Neuman (1991), new media will remove the geographic distance through a digital form, speed, and accuracy of communication, more opportunities for interactive communication.

1.2 New media as a tool of mass media

The new media is essential for the growth of the society and this communication tool helping in the education, knowledge and will continue to grow. New media spreading the information all over the world, people are getting so many benefits of digital media but at the same time, it is affecting on the upbringing of the children.

- INTERNET

'A network of networks.' The web is the more powerful and effective approach to speak with one another and simple to get to. The web is where you can talk, live recordings, video-calls, can trade messages, pictures, play recordings, can exchange documents, get data about anything. The web is the inside consideration of broad communications. Some way or another, Web is irritating the way of life and making medical problems particularly for the youngsters' since they are investing excessively energy in surfing the web.

- **VIDEO GAMES**

The word video in video game traditionally referred to a raster display device, but it implies any type of device that can create two- or three-dimensional images. Some categorize video games as an art form because the characters shown in the video games are unique and based on fantasies. Children's are addicted to video games and its serious issue because it creates health issues and also changes in their behavior towards their parents and family.

1.3 Role of New Media in Education

Massy and Zemsky (1995) suggest that new media technology is helping children's in their education system. Through the use of new media children's get more knowledge apart from the things written in the books. Children's are getting a huge amount of opportunities through new media like they can write blogs, express themselves, ask for others opinion, interact with people easily. New media is not just the medium for interaction or communication but also a new way to express creatively. But we can't deny the fact that children's are getting affected by new media.

2. LITERATURE REVIEW

According to ACMA's Media and Society research project, aims to understand the long-term psychological effect of the new media on children. In this research examined that the media affects the relationship between families and also destroys culture activities. Media effects psychologically and creates public health issues. The effects of media on the people are long term which becomes an addiction. According to researcher Leonard Enron, approximately ten percent of violence can be linked to playing video games (2008). Children's are sensitive and get influenced very easily through the internet, whatever they play on video games and watch on new media they try to adapt those things in real life also which harms them. According to a study by George Gerbner, most heavy users do not realize that they are being influenced by the internet (2008). Children's get influenced easily and try to implement those things in real life which can be dangerous also. In their research paper, they discussed that the internet has changed the opinion of the people. The Internet has changed the concept of social realities among people.

3.1 Research Objectives

- To identify the effects of new media on the upbringing of children.
- To identify the effect of new media toward students in their learning or education.
- To explore the impact of new media on the relationship of children with their parents.

3. SIGNIFICANCE OF THE STUDY

The scientific significance of this research represents the Effects of New Media on the upbringing of children. The power of new media impacts is progressively perceived as an imperative piece of the social nature of kids and youth. Through the research paper, we can perceive how new media is controlling everything. Children's are getting influence easily and distracting from their studies. The most vital issue is how new media is affecting the connection between a parent and child. The influence of media is very strong on children extends to health-related issues. Although new media has the power to educate on nutrition, exercise, and a wide variety of health-related issues, it can also be a negative force through images and advertisements which influence viewers to make poor food choices or to overeat.

4. RESEARCH METHODOLOGY

- **Data Collection Method:** Random Sample Survey Method
For collecting the data, a random sample survey method was conducted by sharing questionnaires among the different age grouped parents both male and female.
- **Sampling Unit:** Random Parents of different age group.

A number of 60 responses will be taken as a sample population for conducting the survey.

5. RESEARCH

The present study is to analyze and figure out the effect of new media on the upbringing of children of this generation. This study was performed by having a well-structured and well-guided questionnaire presented to the parents of different age group coming from a different region of North India via Google Forms. The questionnaire was designed in such a way that it is easy to understand and easy to answer so that none of the respondents feels any kind of pressure while answering and answers them with a free and happy heart. None of the respondents were forced to answer any of the questions. Each of the questions is well elaborated and well explained.

Below are a few results defining graphs and figures which led to the conclusion of this study, which have been thoroughly studied, examined and briefed.

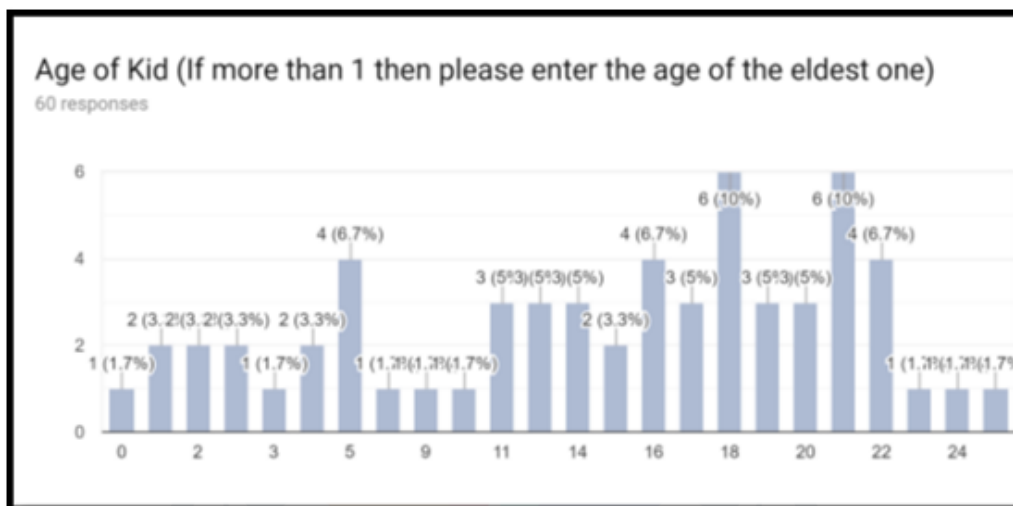


Figure 1. Chart describing different age of children whose parent's answers were examined.

From figure 1, we can understand that the age range of the respondent's kids ranges between 0 to 29. It can be seen that 23% of the respondent's kids were aged 5 years or less. There were 30% of kids aged between 6 and 16. Rest 47% of kids were older than 16 with 10% of the kids having the age of 18 and 21 each, as these are the biggest blocks in the graph.

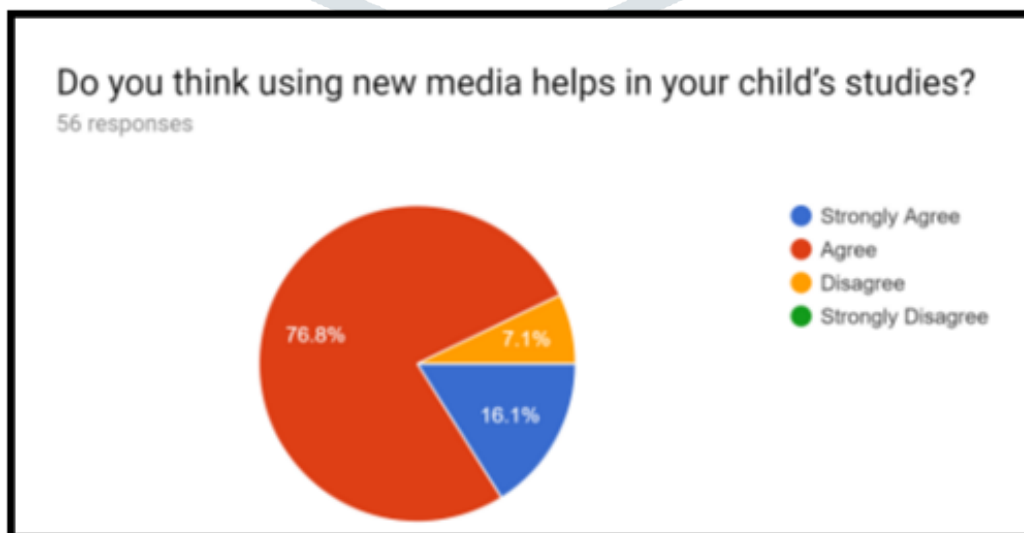


Figure 2. Pie Chart describing the answer of parents about effect of new media.

In the study, parents were asked about whether they think new media helps in their child's studies or not, a satisfying result was noticed as 77% of those people believes the fact that yes new media helps. Whereas figure 2 shows only 7% of them disagreed for the same.

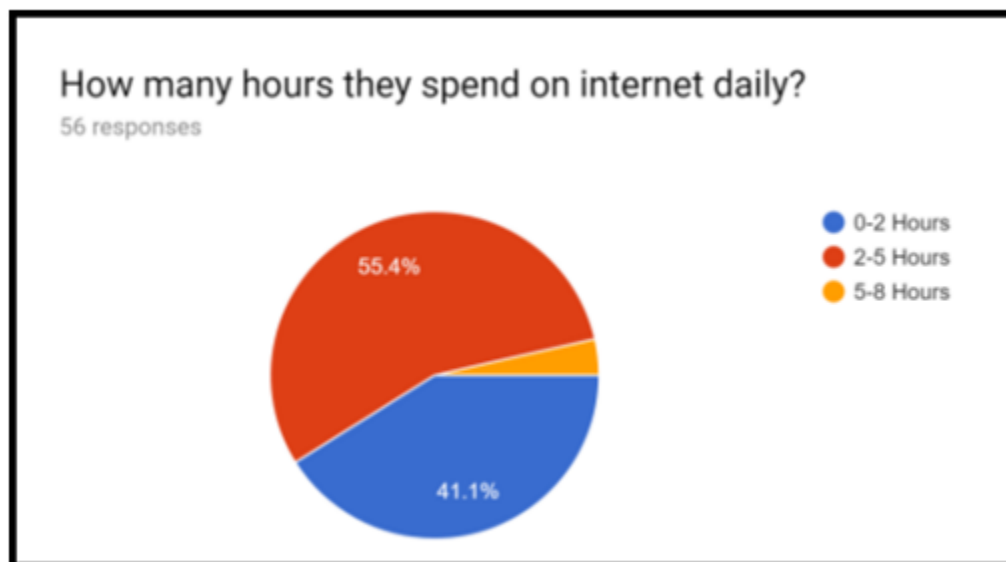


Figure 3. Pie chart showing the number of hours usage.

A very important and relevant question to the research was to know about the number of hours a child spends over internet daily and to analyze how much that can be a factor of negative effect. As you can see in figure 3, the kids who use mobile phones ranging 2-5 hours daily lead the survey by 55.4%. It was also seen that 41.1% kids are those who use mobile phones only for 0-2 hours and only 3.6% for 5-8 hours which was surprising to see that kids in this mobile era are using mobile for such a less number of hours.

Lastly, all the respondents were asked about how they think kids must be kept away or how do they plan to keep their kids away from the new media? Mixed emotions and thoughts were clearly visible in the answers to the last question. While few of the parents who must have initially answered NO to any side effects of new media answered that kids must not be kept away from the technology and new media rather must be encouraged to have an interest as it might earn them living in their upcoming future. Whereas few suggested the idea of having them engaged in co-curricular activities like dancing, music and etc. or by having them engaged in family time and all. But a large group of people had a similar mentality which stated that kids must go out and play so as to be healthy and fit and stay away from mobiles and laptops as well.

6. CONCLUSION

The research study to analyze the Effects and future of New Media on the upbringing of children with the result that there is still a very huge impact of new media among the children's and if it continues the same it will create more serious issues among kids. There should be a time bound to the usage of new media among children's. If children's utilize the new technology or new media in a proper way it can be very helpful for them. A lot of reliance on new media is making them lazier which are causing health issues. The Children's are all set to accept the new media as a part of new technology & innovation as it is a great tool that is easily accessible and helpful but it is clear that outrageous utilization of media can prompt awful medical issues.

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