

## **SOCIAL MEDIA AND GENERATION "Z" – AN OVERVIEW**

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### **Introduction**

Children in these days widely connected in social media. They have developed this part of their daily doings. Every webpage that permits for social interaction is considered to be a social media site. These pages comprise the social network pages like Facebook, Twitter, Instagram, MySpace; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Consequently, such sites offer today's youngster a portal for entertainment and communication. A study revealed that 22 % of the teenager's log in their favored social networks more than ten times per day, and half of the teenagers that were asked, log into this social media more than one times per day.

### **Social Media**

Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allows the creation and exchange of user-generated content." (Kaplan & Haenlein, 2010). The foundation of social media is the social interaction, which gives the participants the possibility to share opinions, thoughts, and knowledge in a global forum where time and place are insignificant. Web 2.0 contains social networks and communities such as Pirate Bay and My Space, blogs

and sites where the participants themselves create the content, e.g. Facebook.

- Social media sites like Facebook, Twitter and YouTube bring benefits to children and teenagers, such as
- helping them develop communication and technical skills by members who interest in groups to stay in touch by friends to join the circle and
- share messages, images and helping young people find opportunities to link up with community activity like volunteering, and
- helping them attain a sense of identity.
- used to supplement, and in some cases replace, classroom learning methods.

## **GENERATION "Z"**

The new generation of children born between the years 1995 and 2015. They are presently 5 to 25 years old and exposed to mass media widely.

## **UNIQUE CHARACTERISTICS OF GENERATION "Z"**

- Independent, confident generation
- Technologically advanced
- They observe tons of new information
- They do not rely on their parents much
- They are environmentally aware
- They are habitual multi-taskers
- Connected with social media

## **SOCIAL MEDIA EFFECT ON CHILDREN**

This paper reviews the literature on the impact of social media on the health of children. Relevant papers were identified from Medline, Embase and PsycINFO databases. The studies identified that the health impact of social

media on children was greatest on mental health and specifically in the areas of self-esteem and well-being, with related issues around cyber bullying and 'Face book Depression', with an association between the use of social media and self-esteem and body image. There is little work on the impact of social media on younger children. More research is needed to identify those most at risk of harm from social media and risk mitigation strategies to assist health-care professionals to provide essential education for parents and children.

### **SOCIAL MEDIA EFFECT ON ADOLESCENTS**

The compulsive use of games and social media made our children lead addicted behaviourally to social media. (Kardefelt-Winther et al., 2017) and whether Internet gaming disorder (IGD; American Psychiatric Association [APA], 2013) are appropriate to distinguish highly engaged, non-disordered users of games and social media from disordered users, this study investigated the impact of engaged and disordered use of games and social media on the psychosocial well-being and school performances of adolescents. As part of the Digital Youth Project of the University of Utrecht, a three-wave longitudinal sample of 12- to 15-year-old adolescents was utilized. Three annual online measurements were administered in the classroom setting, including IGD, social media disorder, life satisfaction, and perceived social competence. Schools provided information on students' grade point average and the symptoms of disordered use of games and social media showed to have a

- Negative effect on adolescent's life satisfaction
- Symptoms of disordered gaming showed a negative impact on adolescents' perceived social competence.
- Decrease in school performances

- Decrease in the psychosocial well-being
- School performances of adolescents,
- Behavioral addictions.

## **LITERATURE EVIDENCES**

**Gwenn Schurgin O’Keeffe et al (2011)** carried out a study on risk and benefits of children and Adolescents in Social and digital media. Researcher evidence suggests that these newer media offer both benefits and risks to the health of children and teenagers. Evidence-based benefits identified from the use of social and digital media include early learning, exposure to new ideas and knowledge, increased opportunities for social contact and support, and new opportunities to access health promotion messages and information and Risks of such media include negative health effects on sleep, attention, depression, inappropriate or unsafe content and contacts; and compromised privacy and confidentiality. So promote health and wellness in children and adolescents, it is important to maintain adequate physical activity, healthy nutrition, good sleep hygiene, and a nurturing social environment.

**Reid Chassiakos YL et al (2016)** carried out study on Social media use is highly prevalent among children, youth, and their caregivers, and its use in healthcare is being explored. The objective of this study was to conduct a systematic review to determine for what purposes social media is being used in child health and its effectiveness and the attributes of social media tools that may explain how they are or are not effective. In this study quantitative method was used by searched Medline, CENTRAL, ERIC, PubMed, CINAHL etc. findings shows that we identified 25 studies relevant to child health. The majority targeted adolescents, evaluated social media for health promotion. Most often, social media was included as a component of a complex intervention. Attributes of social media perceived to be effective included its use as a distraction in younger children, and its ability to facilitate

communication between peers among adolescents. In this study concluded by this comprehensive review demonstrates that social media is being used for a variety of conditions and purposes in child health.

## **PREVENTION OF SOCIAL MEDIA ADDICTION IN CHILDREN**

There is a consistent relationship across studies between cyber bullying and depression among children and adolescents. This review provides important information that characterizes cyber bullying within the context of social media, including attributes of the recipients and perpetrators, reasons for and the nature of bullying behaviors, and how recipients react to and manage bullying behaviors. Components crucial for psycho physiological resilience are none-wandering mind (typical of ADHD-related behavior), good social coping and attachment, and good physical health.

## **CONCLUSION**

Although use of social media is an vital part of adolescents' lives, the mental health effect of this activity is largely unknown to practitioners. It is critical that child psychiatrists and other mental health providers be informed of these potential risks so they can more efficiently educate and treat their adolescent patients and their families. It is essential to create parents and teachers "awareness" on the risks faced by pre-teenagers and teenagers on social media.<sup>8</sup>

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