A Research on the Psycho-Sociological Impact of Social Websites Influences among Toddlers

Dr. Raju Anarthe [1], Dr. T. Velmurugan [2], Dr. G. Kumar [3], Sani Mustapha Kura [4], Supreet Kaur [5]

[1] Professor, Periodontology Department,
Pravara Institute of Medical Sciences, Deemed to be University, Loni, India
rajuanarthe@gmail.com

[2] Assistant Professor, Faculty of Management, SRM institute of Science and Technology,
Kattankulathur, Chennai, India
velmurut@srmist.edu.in

[3] Assistant Professor, Faculty of Management, SRM Institute of Science and Technology,
Kattankulathur, Chennai India
kumarg@srmist.edu.in

[4] Research Scholar, Department of Sociology, School of Languages and Humanities,
Lovely Professional University, Phagwarah, Punjab, India
sanimkura1973@gmail.com

[5] Assistant Professor, Department of Sociology, School of Languages and Humanities,
Lovely Professional University, Phagwarah, Punjab, India
supreet.25026@lpu.co.in

Abstract

The use of the social websites is quite common in the lives of all people and children are included as well. The aim of the study has been fulfilled as the study has aimed to demonstrate the effect of the psycho-sociology of social media on children. Both the pros and cons that social media possess in the lives of children have been depicted in the lives of toddlers. In order to conduct the study effectively, the author has delved in finding different data from different sources. The scholar has created awareness among the children and the parents of the children about both the positive and negative effect of social media through this study.

Keywords: Social media, Self-expression, toddlers, antisocial, bullying, cyber abuse, interpersonal relationships, global population, Human Interaction, Psycho-Sociological impact, Cyber suicide, depression.

1. Introduction

Several instances have been observed every day of individuals that acts in methods that have been clearly motivated through media trends today. Social media has a great impact on the lives of different people in society. It has a profound impact on societal norms as well, and there has been an availability of the latest modes of the communication. The availability of the latest methods is done by the social media. There has been a great significance in the lives of people on a regular basis. The reach of social media across the globe has benefited the meeting possessed by the people who are compatible, as well as the exchange of concepts.

On the other hand, dynamics of individuals along with groups have been changed by the internet. The changes in behavior are quite common in the middle of those by whom the latest technology is dabbled, specifically social media. There has been an increase in the utilization of social media every day steadily; however, it has transformed the way of thinking of people. In addition to that, there has been a change in the behavior of different people as well. As social websites are much easier to utilize and entertain, several children have been attracted to them. Hence, it has been necessary for discussing the impacts that social media has on toddlers.

The wise utilization of social media provides the good platform for interacting, learning, communicating and bestows entertainment. Therefore, it is mandatory for parents to be conscious of the functionalities of social media, settings of privacy, along with age limits. This should be done before providing permission to the children for accessing social media. This specific paper is going to deal with the positive and negative impacts of social

websites on children. The focus will be provided specifically on the psycho-sociological impact on toddlers that social websites possess.

2. Literature Review

Positive Effect of Social Websites on Toddlers

The latest methods of thinking are stimulated as social media possesses the potential of doing this. The competency for communicating and collaborating with different people is generated in toddlers due to social websites. Immense help is acquired by children through the utilization of social media for connecting with extended friends as well as, families. They have been capable of developing better outlooks on several issues and can enhance their knowledge [1].The children are assisted to be involved in the activities along with campaigns that are related to charity. Self-expression of toddlers is independently encouraged by social media and helps in connecting with facilitators, as well as, educators across the globe [2].Toddlers acquire emotional support while they face difficulties, and the support is gained from different people. The enhancement of technical mastery is facilitated by social media, and children understand the technology practically.
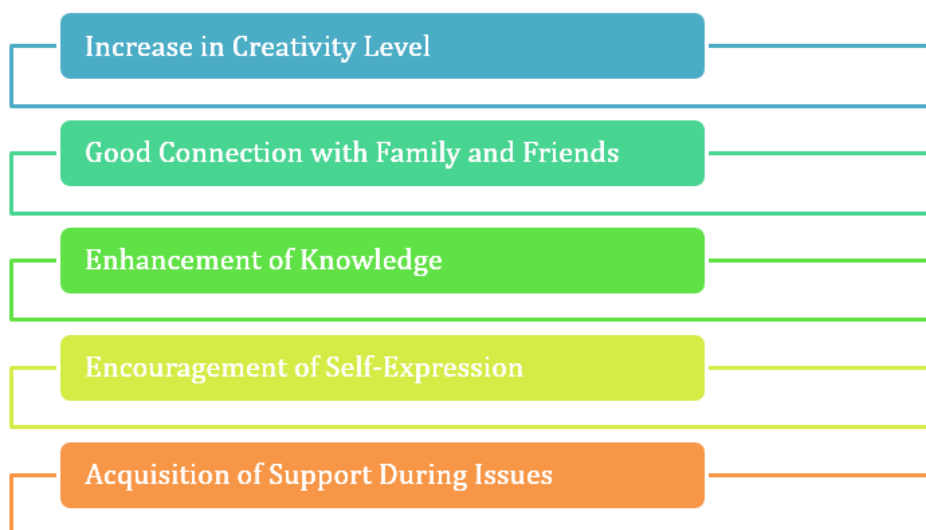
```
Increase in Creativity Level

Good Connection with Family and Friends

Enhancement of Knowledge

Encouragement of Self-Expression

Acquisition of Support During Issues
```

Figure 1: Advantages of Social Websites on Toddlers

(Source: Made by self)

There has been an improvement in the social and emotional lives of children at a young stage. This possesses a high effect on the process of the development of toddlers to a great extent. Moreover, Great guidance is acquired by the students of middle, as well as, high school in the school projects along with homework. The programs of social media allow students to collect something outside of their class. These are of immense help for the aim of exchange and collaboration of ideas with regard to their assignments.

Adverse Effect of Social Websites on Toddlers

Direct interactions, particularly in the middle of children, have been rare, however, mandatory for individuals to mature socially, communicatively, as well as, emotionally. Difficulties of children in socializing, as well as, creating interlinks with their fellow mates raise concerns regarding the enhancement of tendencies that are antisocial. The emergence of bullying, as well as, cyber abuse done through anonymous users, is associated with the utility of the social media [3].This results in the connection of issues with the privacy and confidence of users. It has been depicted by several studies that those toddlers by whom violent games are played have grown up to be adults possessing aggressive attitudes[4].An emergence within reported actions of violence can be straightforwardly attributed to the comprehensive propagation of incorrect information on social websites. Moreover, it may be directly assigned to the general dispersal of hate speech within social websites [5]. Since the

platform is vast, the availability of the quantity of data cannot be controlled by anyone. Hence, toddlers can bump into unsuitable or adverse content by which their thinking may be affected.

In the current scenario, Cyberbullying is an emerging trend that is prevalent on social websites. Terror and shame are spread by it in the middle of individuals, and it can possess undesirable impacts on children [6]. Children become less productive as a lot of time is invested by them without doing vital activities. Moreover, children are getting addicted to different sites on social media to a great extent. There may be an adverse impact on the physical health of the children due to these addictions. Excessive utilization of social media may possess an adverse impact on the capability of children for developing interpersonal relationships.

Depression due to Face book is another psycho-social impact possessed by social media on children of young age. This happens due to the investment of a huge amount of their valuable time on the platform of social media. Those platforms include Face book and spending numerous time on that platform creates depression in children at a young age [7]. The symptoms of isolation begin as they become socially isolated from their family members and peers. The use of dangerous sites, as well as, blogs may create havoc in their lives. There may be a promotion of addiction or the sexual relations by the utilization of dangerous sites.
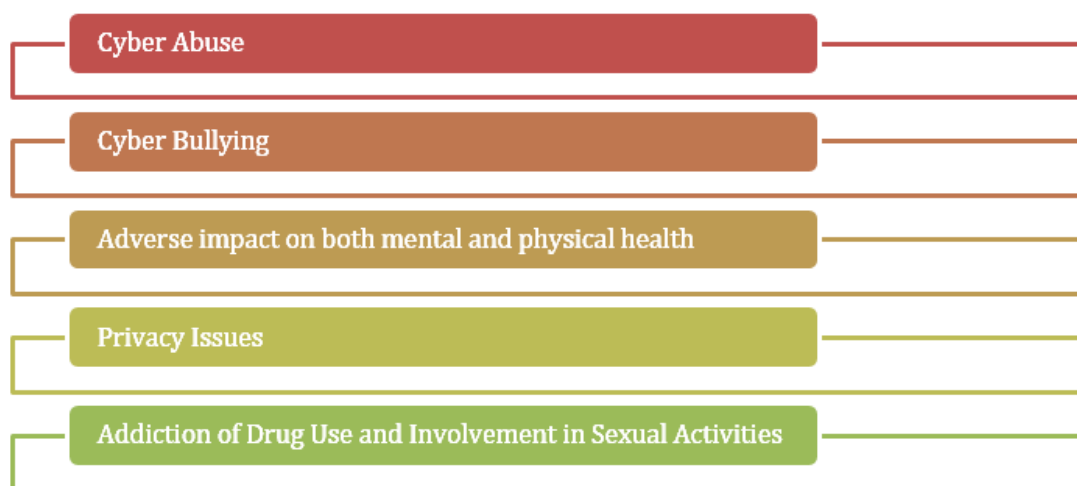

Figure 1: Some Demerits of Social Websites on Children

(Source: Self-Created)

Noteworthy Characteristics of Psycho-Sociological Effect of Social Websites on Toddlers

It has been expected in 2023 that social media will be utilized by **2.77 billion** people across the globe. The growth of the *global population* in 2022 has increased by 13%, with the greatest emergence occurring within Central and Southern Asia. The broadly utilized platform of social media is Face book in the current scenario. Several ways within which the future will be shaped by the internet and transform the perspectives of different people including toddlers. The first way is Human Interaction, and this depicts that the way people interact with each other has shifted significantly [8]. This has occurred due to the massive utilization of social media today.

There has been an involvement of children as well in interacting with different people with the help of social websites. A major drawback is that people, specifically toddlers may act rudely at the time of time of hiding behind the computer screen. *Cyber bullying* on Social Media is another vital Psycho-Sociological impact on several children. This type of behavior makes the children feel isolated, sad, and traumatized, and a feeling of insecurity works within them. Self-confidence is lost by themselves within them and the interest of going back to their respective school is lost steadily.

Aside from this, they are willing to discover different ways with the help of which they can be isolated from their peers. In several cases, consistent, persistent, along with intense bullying causes horrible consequences, including suicidal tendencies. Harassment in the middle of children can occur within distinct types that have been manifested

with the help of roughhouse, as well as, aggression [9]. The manifestation has been done by distinct kinds of intimidation, and by this, the victims have been left exposed. Cyber suicide is another key psycho-sociological effect on children that elucidates suicide or its attempt that has been influenced through the internet.

The attention possessed by the specific scientific community has been caught by the cyber suicide from time that recorded events of suicide have been grown. Children are generally affected by this as they come close to several strangers about whom they have no idea[10]. The children gather within the specific place for committing suicide collectively, and this contributes to high rates of the Cyber suicide. Huge utilization of computers possesses adverse effects and leads to physical, as well as, mental issues in health. The vital problems include headaches and obesity.

3. Methodology

The methodology of any study refers to the phenomenon of elucidating the process of intending the accomplishment of the study by the author. The readers have been introduced to the actual process of creation of the overall article by the methodology of the paper. This paper is done with conducted with the help of the method of collection of *"secondary qualitative data"*. The authenticity of this study has been maintained by gathering the data with the help of the utilization of secondary methods due to the presence of authentic journals [11]. Required sources are gathered from different articles that maintain the authenticity of the study.

The articles have been taken for creating awareness among the readers about the challenges that toddlers face in the current scenario. The Design of the study refers to the structure of the methods along with the techniques of the research [12]. These are selected by the author for conducting the study effectively. The author gets permission for sharpening the methods of the author appropriate for a specific subject matter. In order to conduct the paper skillfully and effectively, there has been the utilization of Descriptive Design of the Research. This specific Research Design possesses utmost importance in the matter of this particular project as the aim of this particular design is to gather information.

This Research Design entails gathering a huge amount of data with regard to the situation within this study. This study has emphasized the situation of Toddlers after the use of social sites to a great extent. A comprehensive understanding of both advantages along with disadvantages of the sites of social media for toddlers. Simplicity is present in the matter of this unique design of the research to replicate that makes it the reliable way for gathering and comparing data from different sources[13]. The scholar has been capable of understanding the issues that children at the young stage are facing in the current scenario due to social media.

Apart from this, there has been great importance on the Approach of the research at the time of conducting any study fruitfully. This mentions the procedure that the author selects for the collection, analysis and for interpretation of the data[14]. The scholar, for conducting this study, has skillfully utilized the Inductive approach of the research. There has been the utilization of the known premises within this particular approach of the research for generating conclusions that are not tested. The collection of the data has been utilized for exploring a phenomenon, identification of themes along with patterns and generating the conceptual framework.

There has been a presence of a wide range of probabilities in this approach of the research. In addition to that, more exploration is fuelled with the help of this approach to the research. The author is able to acquire enough information about the utilization of different sites of social media and their impact on the brains of children of all stages. Besides this, the author has been capable of exploring a lot of reasons for which children are more addicted to social media in the current scenario. The relation of the philosophy of the research is to assumption, acknowledgement and the nature that is possessed by the paper. The philosophy of the research has dealt with the particular method of the development of knowledge.

There is a necessity of addressing this matter as there may be a presence of different assumptions within authors. These assumptions may be with regards to the nature acquired by the knowledge along with the truth. Immense help is acquired from philosophy for understanding the assumptions of the authors. Realism Philosophy is apt and appropriate in the case of this study as it is greatly structured. Furthermore, this specific philosophy has laid emphasis on practical along with functional knowledge. By acquiring this knowledge, the author has got success

in conducting the study effectively. Different aspects of the minds of the students have been understood with the help of this philosophy.

4. Findings and Discussion

Findings

It has been found from this study that there has been a presence of different impacts of social media on children of all ages. The author, after conducting the study, has found that there has been a huge amount of positive impacts on toddlers. Creativity in the thinking of different children arises due to the presence of different creative videos on the sites of social media including Face book. This enhances them a lot and increases their level of creativity to a great extent. They are able to connect to their friends easily at anywhere and at any time with the help of the use of the social media.

It is not possible for all to be connected with their near and dear ones all the time. It is discovered that social media is one of the effective ways within the lives of children specifically of students in the adolescence phase[15]. The utilization of the *social media* has been specifically habitual in the middle of adolescents. This state the fact that they have been exposed to several advertisements on a regular basis. Institutions including schools have been engaged within crafting regulations for social websites. They have begun to realize the persuasive effect of the subtle messaging through influencers.

An instance, in this case, refers to the fact that *"The Advertising Regulatory Board"* of the United Kingdom has recommended that the user having *30,000 followers* have been regarded as a celebrity. Hence, there has been a requirement for following advertising rules by them associated with product endorsement. Toddlers are recommended to search for influencers more credible, as well as, relatable, desiring to obtain their lifestyles. Moreover, the messages of the influencers are taken into consideration by toddlers for being more trustworthy as compared to different commercial messages. Children in the middle of 9, as well as, 11 years have increased the consumption of calories along with unhealthy snacks while exposed to influencers of social sites by whom the same thing is endorsed.

In the same manner, dense snacks of high-energy are recalled by children including from KFC that is appeared within vlogs on YouTube through influencers. There has been an expectation of being more so in the matter of toddlers as they are enhancing their competencies still for processing persuasion messages. This is due to the fact that brand promotion through influencers uses arousing message appeals. There may be the utilization of the cognitive resources of children for processing the entertaining facet of these particular promotions. The cognitive regions of the brains of adolescents are reactive, hence, making them more susceptible towards sponsored posts on social websites.

There has been a presence of about 69% of toddlers who are in the middle of the age group of *12-15 years old* in the United Kingdom are present on social websites. As opined by [16], there has been an increase in aggressiveness in the behavior of teens as they spent a huge time for playing the video games. Similarly, issues related to psychology and physique including sleep deprivation, social isolation, scarcity of the real-life relations in society are detected as reasons for the excessive utilitization of the Internet. Psychological well-being has been decreased by being isolated from society.

Besides these, other issues are strain in the eyes and back, and excessive fatigue. It has been depicted by several studies that the use of media is associated with the issues of health, as well as, adjustments of adolescents. An instance in the matter is that watching TV and playing the video games have been interlinked with high gain of weight and physical inactivity at the time of adolescence[17]. It is stated that there is a close relationship in the middle of violence in media and aggression in real life.

Discussion

From the above findings, it is analyzed that social media can be considered as both boon or curse in the matter of toddlers. It is up to them, and their surrounding whether they utilize it for their well-being or they are addicted to it badly. It has been evaluated that their Creativity level has increased that results in their cognitive development. The excessive utilization of media has been responsible for the case of episodes of aggression in children. Along

with these, due to the increase in the utilization of media, teen homicides are increased. The use of drugs by teenagers and their indulgence in sexual activity is prevalent in the current scenario.

5. Conclusion

It has been concluded from the above discussion that social media is really a matter of concern in the matter of children of all phases. Both positive and adverse impacts are present and the lives of children due to its excessive utilization may get worse when they are addicted to social websites. It has been understood that the adverse impacts of social websites on the lives of different children have created havoc. A great impact is present on their mental and physical well-being. It is determined from the above discussion that the teens are mainly affected by the high use of social websites today.

References

1. Dhir, A., Kaur, P., Chen, S. and Pallesen, S., 2019. Antecedents and consequences of social media fatigue. *International Journal of Information Management*, *48*, pp.193-202.
2. Abi-Jaoude, E., Naylor, K.T. and Pignatiello, A., 2020. Smartphones, social media use and youth mental health. Cmaj, 192(6), pp.E136-E141.
3. Charmaraman, L., Lynch, A.D., Richer, A.M. and Grossman, J.M., 2022. Associations of early social media initiation on digital behaviors and the moderating role of limiting use. Computers in Human Behavior, 127, p.107053.
4. Elsayed, W., 2021. The negative effects of social media on the social identity of adolescents from the perspective of social work. *Heliyon*, *7*(2), p.e06327.
5. Sauce, B., Liebherr, M., Judd, N. and Klingberg, T., 2022. The impact of digital media on children's intelligence while controlling for genetic differences in cognition and socioeconomic background. Scientific reports, 12(1), p.7720.
6. Viner, R.M., Gireesh, A., Stiglic, N., Hudson, L.D., Goddings, A.L., Ward, J.L. and Nicholls, D.E., 2019. Roles of cyberbullying, sleep, and physical activity in mediating the effects of social media use on mental health and wellbeing among young people in England: a secondary analysis of longitudinal data. *The Lancet Child & Adolescent Health*, *3*(10), pp.685-696.
7. Stiglic, N. and Viner, R.M., 2019. Effects of screentime on the health and well-being of children and adolescents: a systematic review of reviews. *BMJ open*, *9*(1), p.e023191.
8. Nikita, S., Ajay, D., Sharad, K., Rawat, N. and Nandal, N., 2023. Psycho-Sociological Impact of Social Websites Influence on Inter-Personnel Interactions and Behaviour. Journal for ReAttach Therapy and Developmental Diversities, 6(4s), pp.15-20.
9. IONESCU, A.D., 2020. Psycho-Sociological Perspectives On The Family Institution In The Contemporary Society. Analele Universității din Craiova, seria Psihologie-Pedagogie, 41, pp.85-92.
10. Keles, B., McCrae, N. and Grealish, A., 2020. A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. International Journal of Adolescence and Youth, 25(1), pp.79-93.
11. Dufour, I.F. and Richard, M.C., 2019. Theorizing from secondary qualitative data: A comparison of two data analysis methods. *Cogent Education*, *6*(1), p.1690265.
12. Diaz-Kope, L.M., Miller-Stevens, K. and Henley, T.J., 2019. An examination of dissertation research: The relationship between gender, methodological approach, and research design. Journal of Public Affairs Education, 25(1), pp.93-114.
13. Aggarwal, R. and Ranganathan, P., 2019. Study designs: Part 2–descriptive studies. *Perspectives in clinical research*, *10*(1), p.34.
14. Islam, M.A. and Aldaihani, F.M.F., 2022. Justification for adopting qualitative research method, research approaches, sampling strategy, sample size, interview method, saturation, and data analysis. Journal of International Business and Management, 5(1), pp.01-11.
15. Lin, M.H., Vijayalakshmi, A. and Laczniak, R., 2019. Toward an understanding of parental views and actions on social media influencers targeted at adolescents: The roles of parents' social media use and empowerment. Frontiers in Psychology, 10, p.2664.

16. Beyens, I., Pouwels, J.L., van Driel, I.I., Keijsers, L. and Valkenburg, P.M., 2020. The effect of social media on well-being differs from adolescent to adolescent. Scientific Reports, 10(1), p.10763.

17. Kaur, S., Kaur, K. and Verma, R., 2022. Impact of social media on mental health of adolescents. Journal of Pharmaceutical Negative Results, pp.779-783.