

THE IMPACT OF MASS MEDIA ON SOCIAL AND EMOTIONAL DEVELOPMENT OF YOUTH

Prateek Tiwari* & Dr Charu Bisaria**

*Scholar, Amity Business School, Amity University Uttar Pradesh, Lucknow
Campus

**Assistant Professor, Amity Business School, Amity University Uttar Pradesh,
Lucknow Campus

ABSTRACT

On mainstream media, a platform that is always changing, younger people may communicate with one another, express oneself, and share material of all types. It has led to the establishment of a brand-new social context that affects how people interact as well as how companies and technology are used. A instrument with two sharp blades is the mass media. Although it provides many benefits, kids can encounter some drawbacks as well. Despite the fact that mass media is typically discussed negatively, there are some compelling arguments in its favor. Youth and adolescents have the capacity to be knowledgeable media buyers. They don't just take in everything they see, read, or hear via media platforms or in the news. You can help kids develop the skills necessary to control media effect. Adolescents and young people are vulnerable to intentional and indirect media influence. The press might potentially indirectly affect anything. In a nutshell, youth are significantly impacted by the media. It may influence how they think and act, which may cause severe social difficulties. This matter should be handled by adults.

Keywords- Adolescent, mass media, youth, social development

INTRODUCTION

Due to the availability of computers, smartphones, Televisions, tablets, and other digital devices in families, children and adolescents utilize digital media (like sms, online networks, digital gaming, and desktop use) on a large scale. (Twenge & Martin, 2020). Though the utilization of digital media can improve connectivity, communication, and some learning programs when it is moderated properly, the American Academy of Pediatrics has advised against allowing children and youth aged 5 to 18 to spend more than 2 hours per day using digital media (“Media Use in School-Aged Children and Adolescents,” 2016) (Strasburger et al., 2013). Due to rising worries

that children's and teens' health and development might be harmed by excessive time spent on digital media. (Przybylski, 2017) (Twenge & Campbell, 2019). Nevertheless, these concerns appear to have some merit given that studies have linked increased use of online technology to obesity and overweight, low scholastic performance, agitation, restlessness, attentional problems, sleep problems, and suicidal thoughts. (Crespo et al., 2001) (Sisson et al., 2010) (Christakis et al., 2004) (Ra et al., 2018). Less is known about the reasons behind why kids spend so much time using digital media, despite the fact that multiple studies have shown the negative effects of digital media use during both childhood and adolescence. The household setting and carers, according to recently published research, are crucial to child's use of digital media (Lauricella et al., 2015). Beside this there is also a good and positive side of mass media which is unavoidable. The general public's awareness-building efforts and the communication of government directives to local police, sanitation personnel, and health professionals through the mass media were also crucial (Sharma et al., 2020). Newspapers, radio, social media (such as Facebook, WhatsApp, Instagram, Twitter, and YouTube), and television news are all examples of mass media. Additionally, the media encouraged good personal hygiene, social distance rules, and reporting on the numerous news and current events that are happening across the world (Dhanashre et al., 2021). The purpose of this study is to understand the type of existing media, its role, and impact on the general youth and adolescent population and to understand how the media is important in the social and emotional development of the youth.

REVIEW OF LITERATURE

I. MASS MEDIA

Mass media refers to a broad range of media that are extensively disseminated through mass communication. Media including cinema, radios, musical records, or television are examples of broadcast media that transmit digital communications. Digital media includes both mobile and internet-based communications technology. Email, social media platforms, websites, and Internet-based television and radio are all examples of internet media. They can exploit the Internet's simple accessibility and reaching capabilities in this way to distribute information quickly and easily throughout many different parts of the world at once (Mass Media Questions and Answers - ENotes.com, 2016).

II. MASS COMMUNICATION

The process of sharing and exchanging information through various media platforms to reach the public is referred to as mass communication. Mass communication differs from mass media in that it involves the dissemination of information to the public using a variety of mass media, including TV, radio, the internet, print media, outdoor media, etc (International Encyclopedia of the Social & Behavioral Sciences, 2023).

The most typical forms of mass media are:

- Journalism
- Social Media
- Films

- Television
- Radio
- Advertising
- Public Relations
- Books, Magazines, Newspapers and Journals
- Photography
- Audio Media like Community Radio, Podcasts
- Interactive Media like websites, video games, digital ads, etc.

III. HISTORY OF DEVELOPMENT OF MASS MEDIA

In the context of global history, the history of mass communication is very recent. Even while newssheets first emerged around 100 B.C., the majority of communication methods that can reach big populations only began to emerge in the last 500 years. Massive societal shifts that occurred as countries transitioned from agrarian to industrial ones had an impact on the growth of mass media (Anderson, 2022).

BOOKS

Books are the oldest kind of media and have been around since the development of written language. As ancient as 2400 B.C., tiny mud tablets with ancient writing were utilized in Babylonia to record judicial decisions and business transactions. Around the time of 700 B.C., there existed a library of published literature in Asia Minor. (Mark, 2018)(Classical Studies Cluj-Napoca, 2017).

PRINTING PRESS

With the development of the printing press and moveable type in 1456, mass communication perhaps reached its most significant turning point. Johannes Gutenberg opened the groundwork for widespread book reproduction in Mainz, Germany, by developing a practical printing technique based on a minimal set of metal characters. One of the first books printed was the Bible (Constitutional Rights Foundation, 2022).

NEWSPAPER

Several governments' newssheets and reports are among the earliest instances of periodicals that gave origin to the contemporary newspaper. The Roman government began disseminating a newspaper called the "Acta Diurna," or "daily activities," as early as 100 B.C. (Fang, 1997). A "palace report" was block-printed by the Tang dynasty in China starting in the seventh century (Full Text of "Wisdom International Monthly September 1992," 2023).

IV. TYPES OF MASS MEDIA

- **TRADITIONAL MEDIA**

Traditional media refers to non-electronic formats that serve as a component of our culture and as means of passing traditions from one generation to the next. In different parts of the country,

traditional media is known by various names and takes on various forms. These representational representations offer a glimpse of the conured people's mannerisms, spech, music, dancing, attire, and other characteristics (Optional Module 7A, n.d.).

The people's practises of beliefs, customs, and rituals serve as the basis for the development of traditional communication instruments. These have a long history and strong roots.

Thus, traditional media is a method of communication that makes use of folk art forms that have ben passed down from one generation to the next in a society or group of societies (Palve Gajanand, 2017).

Anything that serves the objective of communication among your family, friends, and the wider community qualifies as a traditional media form. While not all of the forms are preferred, they all aid in communication. You have already observed that these forms vary among communities and geographical areas (Mathiyazhagan et al., 2015). But these can be broken down into the following categories for your understanding:

- Traditional dance
 - Drama
 - Painting
 - Sculpture
 - Song and music,
 - Motifs, and symbolism.
- **PRINT MEDIA**

One of the earliest and most fundamental kinds of mass communication is print media. It comprises periodicals like newspapers, magazines, and weeklies as well as other printed publications (Patel, 2014).

The print media has retained its allure and importance even in the age of technological media. With more in-depth reporting and analysis, print media has the advantage of leaving a lasting impression on readers (Print Media and Its Relevance in the Digital Age - PR 24x7, 2022). After traditional mass media, newspapers are regarded as the oldest forms of mass communication since for a considerable amount of time, the general public relied on newspapers to inform them of the most recent events in their local communities as well as from around the globe (The Newspaper Is One of the Oldest Forms of Communication. T, 2019). Consequently, print media was first used to describe newspapers before being broadened to include magazines, tabloids, marketing brochures, journals, books, novels, and comic books.

 - Media Print Formats
 - Newspapers (broadsheet and tabloid)
 - magazines, newsletters, and periodicals (general or specific interest)
 - Pamphlets, leaflets, and brochures
 - Journals
 - Novels, books, and comics

- **ELECTRONIC MEDIA**

In contrast to static media (printing), electronic media is transmitted to a larger population. It can be shared on any electronic device for the audience to view. Among the many advantages for adopting electronic media is the ability to sell oneself as well as other things like businesses, products, and services (What Is Electronic Media? – Skillmaker, 2015). The usage of media platforms and networks, as well as social media sites like television and the internet, are just a few of the numerous ways you may take advantage of electronic media to communicate effectively with others (Introduction to Social Media | University Communications and Marketing, 2023).

Numerous electronic media outlets broadcast a wide range of content, including advertising and promotions. the following list of various electronic media types:

- Shops
- Radio
- Television
- Internet

- **OUTDOOR MEDIA**

Any form of advertising that immediately reaches customers outside of their homes is considered outdoor media. designed to catch people's eyes when they are out and about. Out-of-Home (OOH) advertising is another name for this medium. It is a frequent practise for public service announcements.

- Billboards
- Posters
- Point-of-sale signs

- **TRANSIT MEDIA**

An outdoor marketing tactic is transit media. Where businesses instead of doing promotion through social networks, website, etc, they aim to reach out to their customers through automotive advertisement by showing adverts at the top, side, and interior of a car, scooter, bus, train, aeroplane, etc. In addition, they can place banners and other advertising materials in malls, hotels, hospitals, and other public spaces.

- **DIGITAL MEDIA**

Digital media is sent as electronic information, which at its least basic level involves sending binary data, or 0s and 1s, across digital wires or satellites to hardware that transforms them into other formats including audio, video, pictures, and text. Every time you access web-based apps and services via a desktop, tablet, or smartphone, you are consuming digital media. Digital media includes, but is not limited to, articles, advertisements, podcasts, music, electronic books, augmented worlds, and digital art.

Throughout the latter half of the 20th century, as computer technology gradually permeated various businesses and subsequently spread into the general public, the digital age started to take shape. Nonetheless, analogue technology continued to rule up until the 1990s.

- Google
- Netflix
- Apple
- Facebook and Twitter
- Amazon

V. ADOLESCENT AND YOUTH

The interval between growing up and becoming an adult is known as adolescence. It includes some substantial modifications to one's appearance and to the way a teenage person responds to the world. (Tolman & McClelland, 2011)

Children and their families may experience anticipation and anxiety due to the numerous physical, sexual, cognitive, social, and emotional changes that take place during this time. Knowing what to anticipate at various junctures can help adolescents and young adults develop healthily. (Salaries et al., 2016)

Initial Youth (10 year of age to 13 year of age)

- Around this stage, kids frequently start developing more quickly. They also begin to observe other bodily changes including hair growth around the sexual organs as well as beneath the arms, the development of the female breast, and the expansion of the male testicles. Certain alterations may typically start as early as age 8 for females and aged 9 for males. (Breehl & Caban, 2022) They frequently begin in females one or two decades prior than in guys. Many girls may start menstruating around the twelve-year mark, often two to three years following the start of breast growth. (Health, 2018)
- These body adapts could indeed inspire curiosity and anxiousness in some—especially those who do not know what to anticipate or what is normal. At this time, some kids might also doubt their gender identity, and the beginning of puberty can be challenging for transgender kids. (Kaltiala-Heino et al., 2018)

Middle age youth (14 year of age to 17 year of age)

- During middle adolescence, the body continues to change as it did during puberty. The growth spurt for the majority of guys will have begun, and puberty-related alterations continue. (Soliman et al., 2014) As their voices become lower, they could experience some voice crackling, for instance. Some people get acne.
- By this age, many teens start to show interest in sexual and romantic interactions. Physical changes for females may be practically complete, and the majority of girls now also have regular periods. If they do not have support from their friends, family, or community, it may be stressful for them to doubt and investigate their sexual identity. Self-stimulation, often known as masturbation, is another common approach for adolescents of all genders to explore sex and sexuality. (Fortenberry, 2013)

Late Youth (18 year of age to 21 year of age)

Late teens often have completed their physical development and grown to their full adult height. By this time, individuals frequently exhibit greater self-control and may be better able to balance risks and benefits. (Backes EP, Bonnie RJ., 2019) Teenagers transitioning into their early adult years now have a deeper feeling of their own uniqueness and can recognize their own beliefs. They could become more future-oriented and make choices based on one's beliefs and aspirations. (Wood et al., 2017)

METHODOLOGY

1. To validate the claim of the impact of mass media on the development of youth three separate surveys were conducted.
2. In the first survey, the respondents were asked questions about social media. Young teenagers were asked that how social media are affecting their life and what are the types of social media they use. Eight Question were asked in this survey.
3. The second survey is for the juveniles, teenagers and young adults. This survey is conducted to observed whether the adolescents and young generation are aware of the negative impact of the mass media in their development. Mass media here is Newspaper, Radio, Television, Mobile phone, Personal Computer and Internet. Eighteen question were asked in this survey.
4. The third survey is for parents of adolescent. This survey is conducted to observed how much the parents of the youth are concerned about their children's interaction with mass media and how much they are aware of it. Ten question were asked in this survey.
5. The surveys were conducted using the Google Forms online platform.

Question of First Survey along with the options are as follows:

1. Your highest level of education
2. Current occupational status
3. Which of the following devices you most often to browse a website?
4. How many hours you spend in Mass Media each day?
5. What are you hoping to gain out of Mass Media?
6. Do you have any of the underlying health issues ?
7. How many times you have come across something violent (Videos/Post) in mass media ?
8. Have you ever come across something influential (Videos/Post) in Mass Media ?
9. Have you ever felt hatred towards someone because of anything you saw in mass media ?
10. Have you ever faced stress or became anxious after observing something in mass media ?
11. Do you ever fell mass media is making you Self- Centred ?
12. Do you feel that clicking and posting Selfies is an important part of social life ?
13. Do you feel that mass media is making you lazy ?
14. Have you ever suffered from sleepless night after observing something in Mass media ?
15. Have you ever spend money on a useless or not necessary item for advertisement on mass media ?
16. Have you ever consumed anything which is harmful to health or addictive influenced from Mass media ?

Question of Second Survey along with the options are as follows:

1. How many children do you have ?
2. What is the grade level of the child you are referring to in this survey?
3. Do you think setting rules or guidelines for my child's use of the Internet and other digital media.
4. Which of the following media does your child have in his or her bedroom? Please check all that apply.
5. Do you think mass media is responsible for behavioural change in your child ?
6. According to you, how many hours per day should your child spend on social media ?
7. Do you think mass media can influence your child social life ?
8. Did your child ever felt anxious or depressed after observing something in mass media ?
9. Do you think the modern mass media is making the youth lazy ?
10. Have ever your child demanded to buy something being influenced from mass media ?

Statistical Analysis

1. Graphical Analysis of data obtained from the survey 1 and 2.
2. Correlation between the data of survey 1 and 2.

In Survey 1,

The questions asked to parents about their children are renamed as follows:

- Do you ever fell mass media is making you Self- Centered -R1
- Have you ever felt hatred towards someone because of anything you saw in mass media ?-R2
- Have you ever faced stress or became anxious after observing something in mass media -R3
- Do you feel that mass media is making you lazy -R4
- Have you ever spend money on a useless or not necessary item for advertisement on mass media -R5

In Survey 2,

The questions asked to parents about their children are renamed as follows:

- Do you think mass media is responsible for behavioral change in your child- r1
- Do you think mass media can influence your child social life- r2
- Did your child ever felt anxious or depressed after observing something in mass media- r3
- Do you think the modern mass media is making the youth lazy- r4
- Have ever your child demanded to buy something being influenced from mass media- r5

Correlation was done between the same type of question asked to the parents and the youth.

- R1 with r1,
- R2 with r2,
- R3 with r3,
- R4 with r4

- R5 with r5

The Correlation study was done on GraphPad Prism 9.5 Software.

ANANLYSIS

I. Graphical Representation

From Graph of Survey 1 the following can be interpreted:

- Out of 60 respondents there were 33 boys and 27 girls.
- Out of 60 respondents, 15 people have age between 13-15, 5 people have age between 16-18, 16 people have age between 19-21, 10 people have age between 22-25 and 12 people have age between 25-28.
- Out of 60 respondents, 9 people have completed Primary school, 15 people have completed High school, 19 people have completed Undergraduate university, 17 people have completed Postgraduate university, 0 people have completed Doctorate.
- Out of 60 respondents, 43 are Students, 10 are Working, 3 are Researcher and 4 are Unemployed.
- Out of 60 respondents, 52 people uses Mobile Phone, 8 people uses Computer-Desktop and 19 people uses Computer- Laptop.
- Out of 60 respondents, 9 people spend more than 8 hours, 10 people spend 8 to 6 hours, 14 people spend 6 to 4 hours, 20 people spend 4 to 2 hours and 7 people spend less than 2 hours on mass media per day.
- Out of 60 respondents, 24 uses social media for Information / news, 32 uses social media for Entertainment, 1 uses social media for Premiums such as discounts or special offers, 1 uses social media for Insight into the personality of people, 1 uses social media for Information+ entertainment, Job opportunities, 1 uses social medias for all of the above.
- Out of 60 respondents, 2 people suffer from Epilepsy, 3 people suffer from High Blood Pressure, 6 people suffer from Anxiety/ Depression, 2 people suffer from PCOD and 47 have no Health Issues.
- On the basis of the question asked How many times you have come across something violent (Videos/Post) in mass media, 10 finds it Very Often, 18 finds it Sometimes, 22 finds it Rare and 9 Never finds it.
- On the basis of the question asked Have you ever came across something influential (Videos/Post) in Mass Media, 20 finds it Very Often, 26 finds it Sometimes, 9 finds it Rare and 5 Never finds it.
- On the basis of the question asked Have you ever felt hatred towards someone because of anything you saw in mass media, 28 answered Yes, 19 answered No and 15 answered Maybe.
- On the basis of the question asked Have you ever faced stress or became anxious after observing something in mass media, 32 answered Yes, 15 answered No and 15 answered Maybe.
- On the basis of the question asked Do you ever fell mass media is making you Self- Centred, 20 answered Yes, 24 answered No and 16 answered Maybe.

- n) On the basis of the question asked Do you feel that clicking and posting Selfies is an important part of social life, 11 answered Yes, 30 answered No and 20 answered Maybe.
- o) On the basis of the question asked Do you feel that mass media is making you lazy, 11 answered Yes, 14 answered No and 17 answered Maybe.
- p) On the basis of the question asked Have you ever suffered from sleepless night after observing something in Mass media, 19 answered Yes, 29 answered No and 12 answered Maybe.
- q) On the basis of the question asked Have you ever spend money on a useless or not necessary item for advertisement on mass media, 14 answered Yes, 29 answered No and 7 answered Maybe.
- r) On the basis of the question asked Have you ever consumed anything which is harmful to health or addictive influenced from Mass media, 14 answered Yes, 40 answered No and 6 answered Maybe.

From Graph of Survey 2 the following can be interpreted:

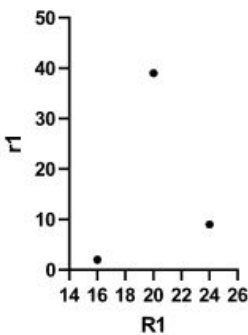
- a) Out of 50 respondents, there were 32 women and 18 men.
- b) Out of 50 respondents, 12 have one child, 29 have two children, 9 have three children, more than three children.
- c) Out of 50 respondents, 16 parents have their children in grade 6-8, 18 parents have their children in grade 9-12, 9 parents have their children in Undergraduate, 7 parents have their children in Post Graduate level.
- d) On the basis of the question asked Do you think setting rules or guidelines for my child's use of the Internet and other digital mediae, 22 answered Extremely importaent, 22 answered Importaent, 6 answered Caen be ignored and 0 answered Not important.
- e) On the basis of the question asked Which of the following media does your child have in his or her bedroom, 39 answered TV, 37 answered Computer, 36 answered Internet access, 9 answered Video game console, 30 answered iPad (or similar), 17 answered iPod (or similar), 36 answered Digital cell phone, 12 answered Telephone (non-digital).
- f) On the basis of the question asked Do you think mass media is responsible for behavioural change in your child, 39 answered Yes, 9 answered no and 2 answered maybe.
- g) On the basis of the question asked According to you, how many hours per day should your child spend on social media, 12 answered 8 to 6 hours, 14 answered 6 to 4 hours, 14 answered 4 to 2 hours and 10 answered less than 2 hours
- h) On the basis of the question asked Do you think mass media can influence your child social life, 34 answered Yes, 14 answered No and 2 answered maybe.
- i) On the basis of the question asked Did your child ever felt anxious or depressed after observing something in mass media, 30 answered Yes, 15 answered no and 5 answered maybe.
- j) On the basis of the question asked Do you think the modern mass media is making the youth lazy, 29 answered Yes, 19 answered no and 3 answered maybe.
- k) On the basis of the question asked Have ever your child demanded to buy something being influenced from mass media, 31 answered Yes, 18 answered no and 1 answered maybe.

Table depicting the result of Correlation between the Survey 1 questions and survey 2 questions.

	R1 vs r1	R2 vs r2	R3 vs r3	R4 vs r4	R5 vs r5
Pearson r					
r	0.1781	0.9972	0.9177	0.6418	0.2825
95% confidence interval					
R squared	0.03171	0.9944	0.8421	0.4119	0.07981
P value					
P (two-tailed)	0.886	0.0479	0.2601	0.5564	0.8177
P value summary	ns	*	ns	ns	ns
Significant? (alpha = 0.05)	No	Yes	No	No	No
Number of XY Pairs					
	3	3	3	3	3

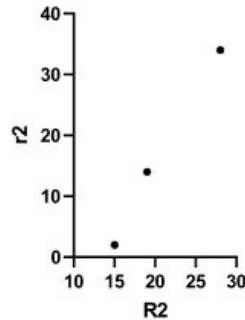
II. Correlation between the data of survey 1 and 2.

XY data: Correlation of R1 and r1



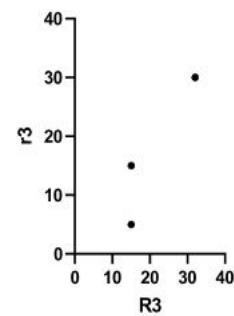
Graph 4.1

XY data: Correlation of R2 and r2



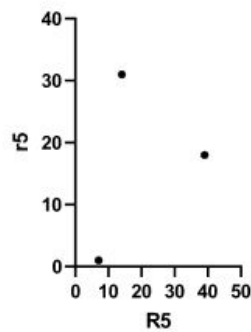
Graph 4.2

XY data: Correlation of R3 and r3



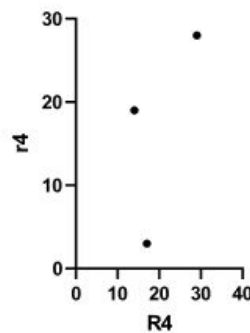
Graph 4.3

XY data: Correlation of R5 and r5



Graph 4.4

XY data: Correlation of R4 and r4



Graph 4.5

- Graph 4.2 shows positive correlation and a **r score of 0.9972** with **p value of 0.0479** which shows a **strong correlation** between the two surveys question R2 and r2.
- Graph 4.1, 4.3, 4.4 and 4.5 shows no correlation between the two surveys questions.

INTERPRETATION

From the survey 1 graphical representation many things are calculated. This survey was answered by youth who have completed their school and their undergraduate degree and mostly student. Most of them have claimed to be healthy with a few having epilepsy, high blood pressure and anxiety issues. Most of them uses Mobile phones to browse internet and spend 4 to 8 hours on mass media. The respondents have also claimed that they use mass media for entertainment and information purpose. Youth have claimed that they have come across something violent sometimes and influential very often when they spend time on mass media. The youth have claimed the following to the questions:

- Agreed, - Denied - Maybe

- Felt hatred towards someone because of anything you saw in Mass media-
- Ever faced stress or became anxious after observing something in Mass media-
- Ever fell mass media is making you Self- Centred-
- Feel that clicking and posting Selfies is an important part of social life-
- Feel that mass media is making you lazy-
- Ever suffered from sleepless night after observing something in Mass media-
- Ever spend money on a useless or not necessary item for advertisement on Mass media-
- Ever consumed anything which is harmful to health or addictive influenced from Mass media-

From the survey 2 graphical representation many things are calculated. Most of the parents have two children followed by one child. Most of the parent have said their child are currently in school and some of them said they are in undergraduate level. Most of the parents finds its extremely important setting rules or guidelines for their child's use of the Internet and other digital media. Most parents have also said that their children have been provided with Television, Computer, Smartphone and video game console as a means to use mass media. Most of the parents claimed that their children should spend maximum of 2-6 hours on mass media daily. The parents have claimed the following to the questions:

- Agreed, - Denied - Maybe

Mass media is responsible for behavioral change in your child-

Mass media can influence your child social life-

Child ever felt anxious or depressed after observing something in mass media-

Child ever felt anxious or depressed after observing something in mass media-

Child demanded to buy something being influenced from mass media-

From the Correlation statistics between the questions of survey 1 and survey 2, it can be concluded that only on the question that the mass media is responsible for change in behavior in youth both parents and the adolescent agreed. In rest of the questions, the adolescent did not agreed with their parents on the effect of the mass media on their development.

Ethical Considerations:

The study will adhere to ethical guidelines for research involving human participants, including informed consent, confidentiality, and data protection.

CONCLUSION

Mass media plays a very important role in the development of the adolescent and youth. Young people nowadays have straightforward access to online video games, pictures, audio, and some other media via televisions, telephones, and other gadgets. Media may enhance children's education, learning opportunities, interest, creativity, and connection. Yet, it may also teach children poor life lessons, take up excessive amounts of their time, and prevent them from engaging in physical exercise, other types of play, or social connections. The best ways for parents to sway their kids' media consumption are to educate themselves on the multiple formats that modern media exist in (including the most recent Internet-based formats for acquiring, eating, and sharing information media), monitor the media their children have access to, check the media before it is released to them, carefully use media blocking latest technology to make it harder for kids to view offensive content, and establish a media-free zone for their children. People become accustomed to it and begin utilizing it consistently, regardless of the amount of unfinished business they have piling up. Even worse, this might result in poor sleep, mental tension, passing the time, and other health problems. Social media use among youth has negative psychological consequences on all of them. Clearly said, social networking is a significant part of our lives nowadays. To improve their lives and prevent squandering time, children should be capable of managing their time well. The best way for young people to utilize social media is up to them since it has become a necessity. Young people's growth is hampered by people losing their jobs and being inefficient at work, which causes significant societal turmoil. When youngsters and even teens decide to stay indoors to browse the internet rather than going out again to play with those other kids, it has a detrimental effect on their mental stability. Cyberstalking in the past manifested as harassing in discussion forums and forums, uploading offensive pictures, disseminating misinformation online, and other behaviors. This becomes far more dangerous when bullies encourage victims to engage in criminal activity, commit suicide, or become terrorist targets, among other things. Social networks may be used immorally to spread hatred and tarnish the reputations of both people and organizations. So, it is clear from the aforementioned that social media has far more advantages than disadvantages. When it comes to assisting young people in creating their identities, seminars, multimedia aids, group discussions, and reading online resources are essential. Younger folks must actively and effectively engage in this online world since new networking has the ability to accentuate risks as well as advantages.

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