

A Study on Impact of Social Media on Teenagers

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Abstract

The purpose of this research was to determine whether the Social networking sites affect the life of a Teenager. The study revealed that over 80% of teens have a smart phone which means they have access to the internet which in turn means they have easier access to Social Networks. There are virtually no enforceable societal or parental controls. While there are instances of online bullying and negative influence of social media it also has a positive aspect. For example, the use of social networking sites gave teenagers a sense of belonging to an academic community & social groupism. Internet communication may be especially advantageous for shy, socially anxious or marginalized youth, enabling them to practice social skills without the risks associated with face-to-face interactions.

Keywords: Social media, teenagers, positive and negative influence

Paper Type: Primary survey

What is Social Media?

To start, let's look at each word individually.

Being "social" refers to interacting with other people by sharing and receiving information with people from all around us.

"Media" refers to an instrument of communication. Modern media like the internet while TV, radio, magazines and newspapers are examples of more traditional forms of media.

"Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information in real time"

Social media is an internet-based form of communication. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Social media is a computer-mediated technology that facilitates the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals or groups.

Many parents worry about how exposure to technology might affect their toddler's development. We know our pre-schoolers are picking up new social and cognitive skills at a stunning pace, and we don't want hours spent glued to an iPad to impede that. But adolescence is an equally important period of rapid development, and very few of us are paying attention to how teenagers use technology and its role in their life.

Today, it is the easiest to access the internet than ever before. This easily leads to the misuse of the technology that we are provided with but not everybody is misusing it. Studies show that the age group of 12-21 access social media more than any other. Social media such as Twitter, Instagram and Snapchat are used to keep up with the latest trends, favorite artists and an easy way to stay up to date with what peers are doing.

We have become so immune to being able to contact someone with just the tap of a screen, that we can have an entire conversation with someone in the same room as us without saying one word. We'd rather Snapchat a picture to one of our friends than to actually go see them. We have officially been labeled as the "Dumbest Generation" by author Mark Bauerlein, due to our unlimited use of technology. Although social life is a very powerful temptation, the only way it impacts us is socially unless we allow it to do otherwise. Teenagers are simply impacted by what they allow to influence their life. Hence, experts worry that the social media and text messages that have become so integral to teenage life that it is promoting anxiety and lowering self-esteem.

Introduction

Internet is a great tool and ready-made forum for communication. With the growing popularity of Internet communication applications such as instant messaging, blogs and social networking sites among adolescents, the Internet has become an important social context for their development. At a point in time playing in parks, roaming around gardens and beaches may have looked like a lot of aimless hanging around, but it meant experimenting, trying out skills, and succeeding and failing in tons of tiny real-time interactions that kids today are missing out on. For one thing, modern teens are learning to do most of their communication while looking at the screen, rather than another person.

The other big danger that comes from kids communicating more indirectly is that it has gotten easier to be cruel. "Kids text all sorts of things that you would never in a million years contemplate or say to anyone's face," says Dr. Donna Wick, a clinical and developmental psychologist who runs Mind to Mind Parent. She notes that this seems to be especially true of those, who typically don't like to disagree with each other in "real life."

Users typically access social media services via web-based technologies on desktop computers, and laptops, or download services that offer social media functionality to their mobile devices e.g., smartphones and tablet computers. When engaging with these services, users can create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. Social media differs from paper-based media e.g., magazines and newspapers, or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and permanence. Social media operates in a dialogic transmission system 'many sources to many receivers'. This is in contrast to traditional media which operates under a monologic transmission model 'one source too many receivers', such as a newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to the entire city. Some of the most popular social media websites are Facebook and its associated Facebook Messenger, Gab, Google+, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, WhatsApp, YouTube & the like.

Social media is an outlet for thoughts that they are able to share with their peers. A platform where you can interact with others of their age means a lot to teenagers because it is a form of self-expression. As we begin to get older it is very important to know who you are and what you want to do with your life, through social media you can easily find this out as it is a reality check of the expectations around oneself & one's peers in life. The reason social media makes it so easy to create bonds is that you're allowed to express your likes and dislikes; which people can easily relate to. As many ways as people believe that social media is bad, it can also provide a lot of good, you just have to use it for the right things.

Cyber bullying appears easy to the bully because they do not see their victims' reactions in person, and thus the impact of the consequences is small. In reality, however, the consequences can be life altering to the extent that the victims could go as far as taking their lives or become psychologically distressed enough to require medical intervention. The ironically individualistic nature of social networking activities makes it difficult to recognize a victim of cyber bullying, but tell-tale signs include avoiding or being anxious around the computer or cell phone and sudden change in behaviour patterns.

"Facebook depression," defined as emotional disturbance that develops when preteens and teens spend a great deal of time on social media sites, is now a very real malady. Recent studies have shown that comparisons are the main cause of Facebook depression; the study showed that down-comparison (comparing with inferiors) was just as likely to cause depression as up-comparison (comparing with people better than oneself). However, there are contradictory reports as well. Another study showed that Facebook makes us happier and increased social trust and engagement among users. Given that our brains are wired to connect, it seems logical to expect that social networks, by enabling sharing, could cause a self-reinforcing sense of psychological satisfaction. These studies show that the effect of social network on well-being hinges on how social networks are used - whether to connect or to compare.

Adolescence is the time to spread wings and take the tentative first flight out into the world, and parents and caregivers must be part of the process. In the domain of social networking, this entails parents becoming educated about the disadvantages of and themselves joining social network sites, not to hover, but to be aware of the activities of their teenage wards. It is essential that parents are aware of and monitor privacy settings and online profiles of their wards. Open discussions about social network protocols and etiquettes would go a long way in establishing global digital citizenship and healthy digital behaviour.



Users typically access social media services via web-based technologies on desktop computers, and laptops, or download services that offer social media functionality to their mobile devices. When engaging with these services, users can create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communicate between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of technoself-studies.

Difference Between Social Media & Social Networking ?

As mentioned earlier, a lot of people use the terms social media and social networking interchangeably as if they mean the exact same thing. Although the difference is subtle, they're not the same. Social networking is really a subcategory of social media.

The easiest way to understand the difference between social media and social networking is by thinking about the terms "media" and "networking" separately.

Media refers to the information you're actually sharing—whether it's a link to an article, a video, an animated GIF, a PDF document, a simple status update or anything else.

Networking, on the other hand, has to do with who your audience is and the relationships you have with them. Your network can include people like friends, relatives, colleagues, current customers, mentors and even complete strangers. Social networks connects people globally -- most include personal profiles, friends and communities.

Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

Social media isn't all just fun and games with your friends, celebrities you admire, and brands you follow. There are lots of common problems like spam, cyber bullying, fake news, privacy issues, information overload etc that most major social media platforms haven't totally solved, despite their effort to do so.

What Does the Future Hold for Social Media?

It's difficult to predict anything exactly, but if one thing can be said about the future of social media, it will probably be more personalized and less noisy. Over-sharing will be less of a problem and filtering out irrelevant information will become a stronger trend.

Snapchat is a social media platform that's really at the forefront of social media evolution. Rather than blasting out updates for all our friends and followers to see, we use Snapchat more like we communicate in real life – with specific people only at specific times.

If anything, social media is probably about to move more towards ephemeral sharing for quicker, more intimate sharing without the stress of having to blast something out to hundreds or thousands of followers that stay up there unless it's manually deleted. Instagram has already made the move toward ephemeral content sharing with its Snapchat-like stories feature, so maybe more platforms will be soon to follow. Social media is by its very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility. Social media has also been recognized for the way it has changed how public relations professionals conduct their jobs. It has provided an open arena where people are free to exchange ideas on companies, brands, and products.

There are several negative effects to social media which receive criticism, for example regarding privacy issues, information overload and Internet fraud. Social media also has negative social effects on users. Angry or emotional conversations can lead to real-world interactions outside of the Internet, which can get users into dangerous situations. Some users have experienced threats of violence online and have feared these threats manifesting themselves offline. Studies also show that social media has negative effects on peoples' self-esteem and self-worth. The authors of "Who Compares and Despairs? The Effect of Social Comparison Orientation on Social Media Use and its Outcomes" found that people with a higher

social comparison orientation appear to use social media more heavily than people with low social comparison orientation. This finding was consistent with other studies that found people with high social comparison orientation make more social comparisons once on social media. People compare their own lives to the lives of their friends through their friends' posts. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. Often the things posted online are the positive aspects of people's lives, making other people question why their own lives are not as exciting or as fulfilling. This can lead to depression and other self-esteem issues.

Social media has affected the way youth communicate, by introducing new forms of language. Abbreviations have been introduced to cut down on the time it takes to respond online. The commonly known "LOL" has become globally recognized as the abbreviation for "laugh out loud" thanks to social media. Online linguistics has changed the way youth communicate and will continue to do so in the future, as each year new catchphrases and neologisms such as "YOLO", which stands for "you only live once", and "BAE", which stands for "before anyone else" arise and start "trending" around the world.

Other trends that influence the way youth communicate is through hashtags. With the introduction of social media platforms such as Twitter, Facebook and Instagram, the hashtag was created to easily organize and search for information. As hashtags such as #tbt ("throwback Thursday") become a part of online communication, it influenced the way in which youth share and communicate in their daily lives. Because of these changes in linguistics and communication etiquette, researchers of media semiotics have found that this has altered youth's communications habits and more.

Social media also alters the way we understand each other. Social media has allowed for mass cultural exchange and intercultural communication. For example, people from different regions or even different countries can discuss current issues on Facebook. As different cultures have different value systems, cultural themes, grammar, and worldviews, they also communicate differently. The emergence of social media platforms collided different cultures and their communication methods together, forcing them to realign in order to communicate with ease with other cultures. As different cultures continue to connect through social media platforms, thinking patterns, expression styles and cultural content that influence cultural values are chipped away.

Literature Review

The Internet is the world's largest computer network. It links computer terminals together via wires or telephone lines in a web of networks and shared software. With the proper equipments, an individual can access vast amounts of information and search databases on various computers connected to the Internet, or communicate with someone located anywhere in the world as long as one has the proper equipments.

The growth in time spent on the Internet is driven by the growing number of connected devices we have with us all the time. Research shows that "Passive-Use" of Social media may be bad for mental health. Passive use refers to quietly observing other people's social media profiles and pictures. Studies show that this leads to envy and resentment, which can lower self-esteem and well-being.

According to Igor Pantic, several studies have indicated that prolonged use of social networking sites, such as Facebook, may be related to signs and symptoms of depression. In addition, some authors have indicated that certain social networking site activities might be associated with low self-esteem, especially in children and adolescents.

Elizabeth Payne says, 'Teens who are on social media for more than two hours a day report poor self-rated mental health, psychological distress, suicidal ideation or unmet need for mental health support'.

There are over 100 million worldwide views per day on YouTube. There are more Facebook users over 350 million. Twitter processes about 10 billion "tweets" each year.

Some facts related to Social media are that information can be retrieved from a cell phone after it has been deleted, minors can be arrested and convicted for taking an explicit picture of themselves & many more.

There are certain misconceptions related to Social media, there are over 300 different Social media sites. The Internet is a public space, there is no real privacy. If you create it or share it, you own it. Freedom of speech does not mean freedom from consequences. Personal branding, that is, everything that you create/share is of reflection of you. Nothing ever gets deleted.

Media usage at Night i.e. damaging sleep and increasing risk of anxiety & depression. Teenagers spoke about the pressure they felt to make themselves available 24/7, and the resulting anxiety if they did not respond immediately to texts or posts.

Objectives of the Study

- To understand the dependence of youth on social media platforms and the time invested for the same.
- To know the impact of social media on youth and the subsequent consequences on their life.

Limitations of the Study

- The study is restricted only to Mumbai western region due to time restrictions.
- The respondents are college students & hence do not represent the views of a larger target audience.

Scope of the Study

The purpose of this research was to determine whether the Social networking sites affect the life of a Teenager. Lately, online social networking sites engage students and need to be studied as a distributor of information. The medium of Internet has evolved with growth in its applications. The interactive nature of online environments has expanded with social networks. Connecting through social networks started as a niche activity, but with time it is now a phenomenon. The social networking sites are being used in various ways like forming communities, chatting, blogging, etc. Social networking is the connection of friends or family together which allows you to communicate easily. With social networking sites you can have a long chain of friends you can chat or share information with.

The findings of this research will create awareness among youth social networking sites and serve as a reminder that social media interaction is just a part of their life and NOT their entire life. It will help teenagers to understand the positive & negative influences of the Internet world to either build their self-confidence & overall development or succumb to it otherwise.

Data Collection

A primary data collection using the Questionnaire method was done in order to obtain feedback from the respondents

1. Select your gender:
 - Male
 - Female
2. Are you a member of Social Networking Site?
 - Yes
 - No
3. If your answer to the above question is No, then choose the reason why? (You can choose more than one)
 - I don't know what social network is.
 - I am not interested in joining social networking.
 - I joined once, but I didn't enjoy it.
 - It's against my culture.
 - No Privacy
4. What Social media sites do you use?
 - YouTube
 - Twitter
 - Facebook
 - WhatsApp
 - Others
5. In a day, how much time do you spend on Social media sites?
 - 30 min
 - 1 hour
 - 2 hours
 - 3 hours
 - More than 3 hours
6. How do you access social network account?
 - PC
 - Laptop
 - Smartphone
 - Others
7. How long have you been using social networking sites?
 - Less than a month
 - 0-6 months
 - 6-12 months
 - More than a year
 - More than 2 years

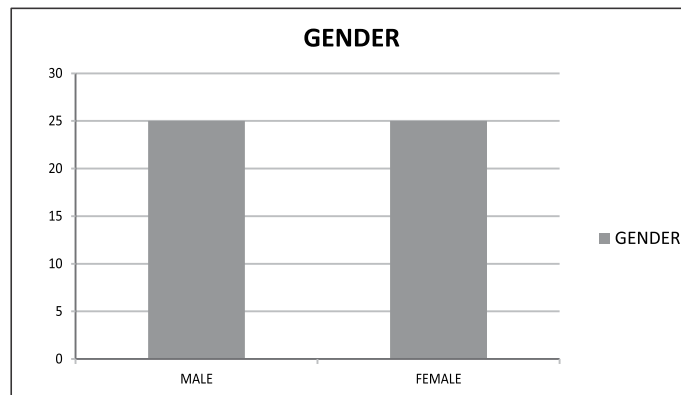
8. How many contacts/friends did you make on the social networking sites?
 - Fewer than 10
 - 10-50
 - 51-100
 - More than 100
9. Do you accept strangers who try to friend you in social networking sites?
 - Yes
 - Sometimes
 - No
10. Do you have more friends on social networking sites as compared to real life friends?
 - Yes
 - No
11. Do you prefer to express your ideas and feelings on social networking sites?
 - Yes
 - No
12. How does online networking affect your social life?
 - Does not have an effect on face to face communication
 - Somewhat has an effect on face to face communication
 - Replaces most face to face communication
13. Have you ever been a Victim of On-Line Bullying? (offensive comments or emails/ threats)
 - Yes
 - No
14. Are your parents aware of your social networking activities?
 - Yes
 - No
15. Do you think Social networks are important?
 - Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
16. Are you using social networking technology for learning purposes in schools/colleges?
 - Yes
 - No
17. Do you think social networking sites can be effective tool for e-learning?
 - Yes
 - No

18. What kind of communities do you subscribe to on social networking sites?
- o Educational
 - o Entertainment
 - o Informational
 - o Any other

Analysis & Interpretation

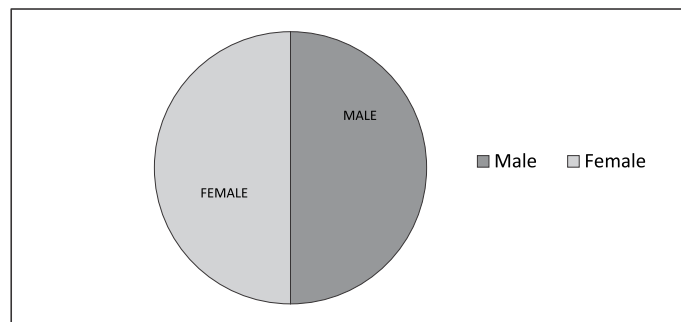
The collected responses are recorded as mentioned under:

1. Select your gender:



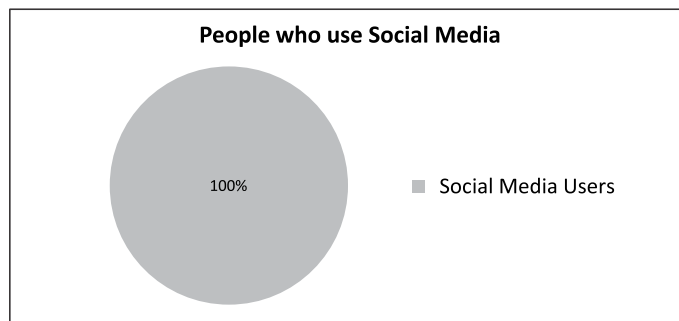
The respondents selected for the purpose of data collection were 25 males and 25 females.

2. Are you a member of Social Networking Site?



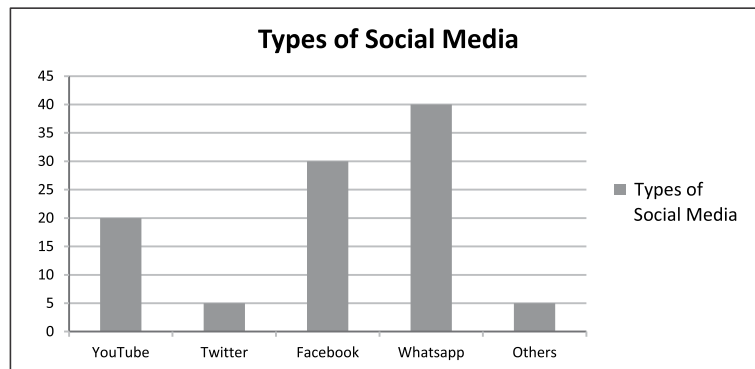
All of the Male respondents and Female respondents use Social Media

3. If your answer to the above question is No, then choose the reason why?



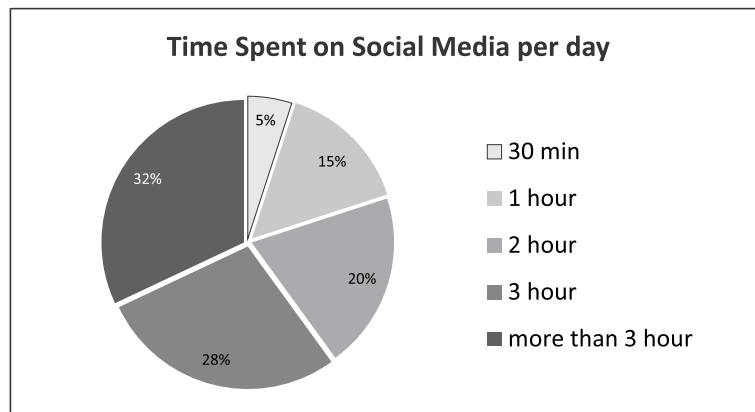
100% Social media users

4. What Social media sites do you use?



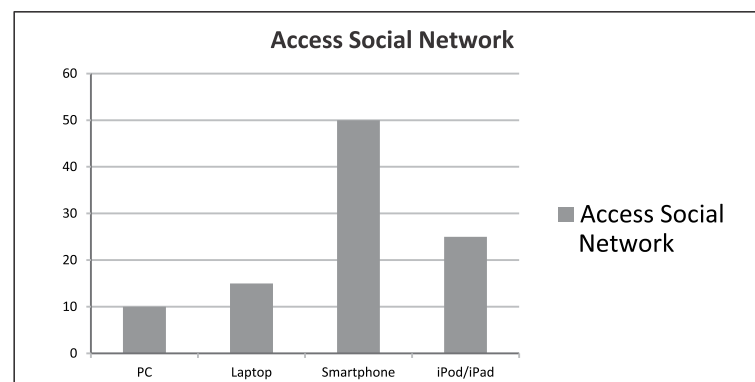
20% of the respondents use YouTube, 5% respondents use Twitter, 30% respondents use Facebook, 40% respondents use WhatsApp and remaining 5% use others. Majority of the respondents use WhatsApp.

5. How much time do you spend on Social media sites?



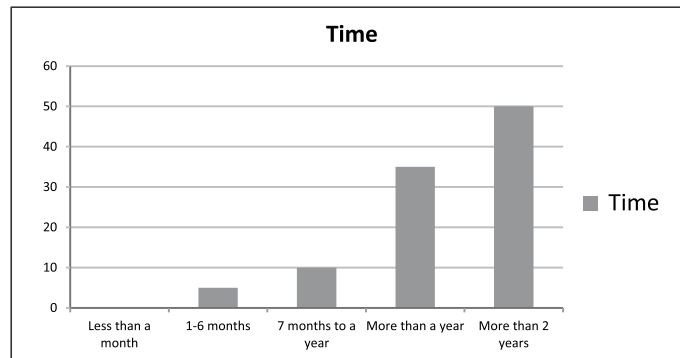
5% respondent's use Social media for 30 mins per day, 15% respondents use it for 1 hour, 20% respondents use it for 2 hours, 28% respondents use it for 3 hours, and 32% respondents use social media for more than 3 hours per day.

6. How do you access social network account?



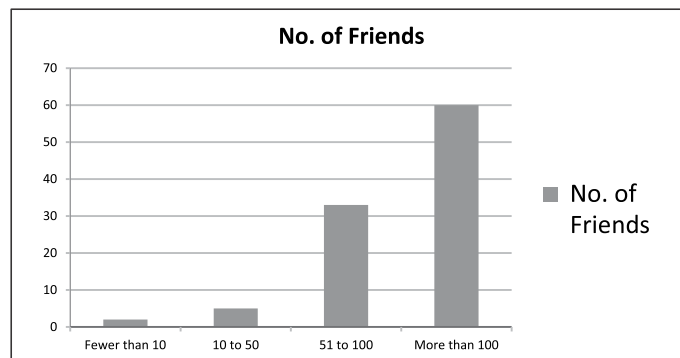
10% of the respondents access Social Media via PC, 15% respondent's access through Laptop. 50% of the respondents use through Smartphone and 25% of the respondents use social media through iPod/iPad.

7. How long have you been using social networking sites?



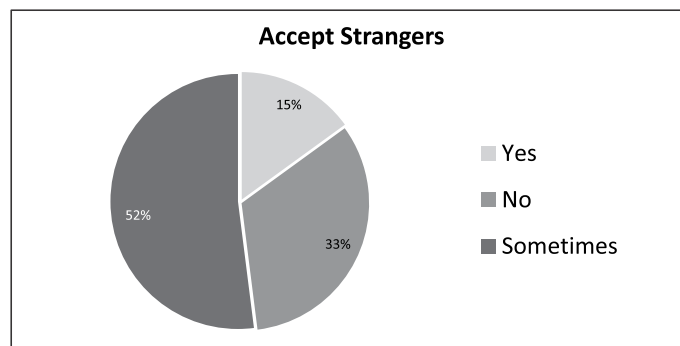
50% i.e. maximum numbers of respondents use social networking sites from more than 2 years. 35% respondents use social networking sites from more than a year. 10% respondents use it from past 7 months to a year. Only 5% of the respondents use it from last 1-6 months. The main thing is not even a single respondent is found using it from less than a month.

8. How many contact/friends do you have on the social networking sites?



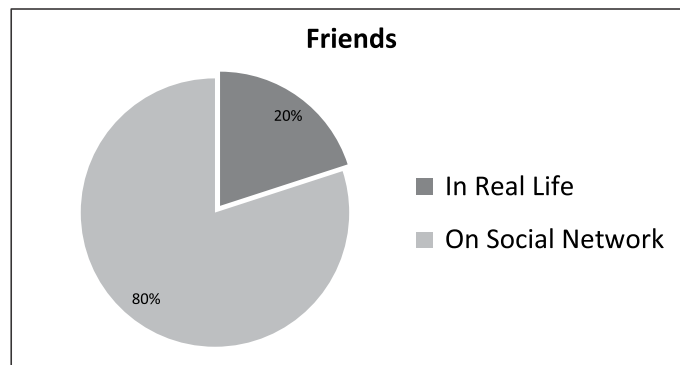
60% of the respondents have more than 100 friends on Social networking sites. 35% of the respondents are having friends from 51 to 100. 5% of the respondents are having friends from 10 to 50. And only 2% of the respondents have friends less than 10 on Social networking sites.

9. Do you accept strangers who try to friend you in social networking sites?



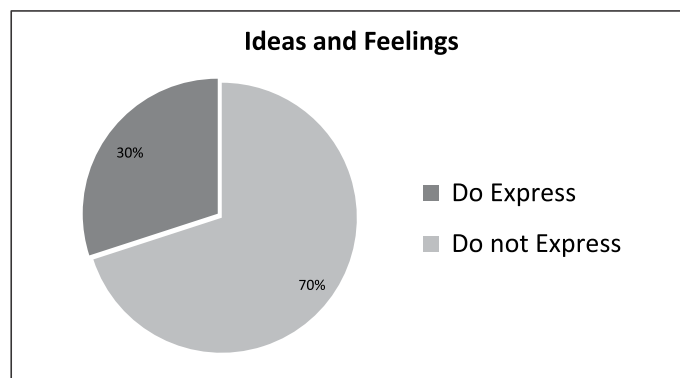
15% of the respondents accept strangers' request on Social networking sites. About 33% of the respondents do not accept strangers' request on Social networking sites. And 52% of the respondents accept strangers' request sometimes which is the biggest source of socialising.

10. Do you have more friends on social networking sites as compared to real life?



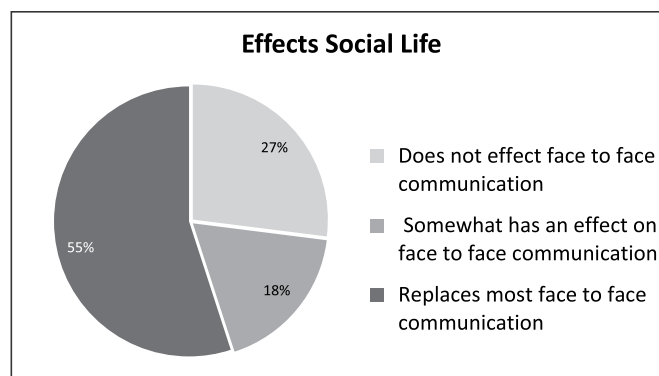
Majority of the people have more friends on Social networking sites rather than real life. Results says only 20% of the people have more friends in real life and 80% of the people have more friends on Social networking sites.

11. Do you prefer to express your ideas and feelings on social networking sites?



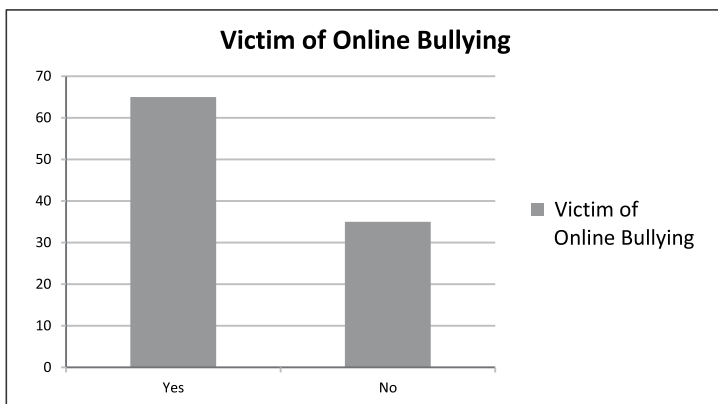
70% of the respondents do share and express their ideas and feelings on Social networking sites, and 30% of the respondents feel like not to share Ideas and feelings on Social networking sites.

12. How does online networking affect your social life?



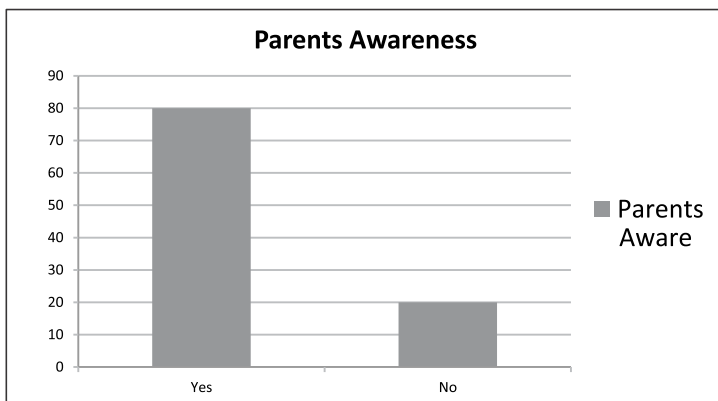
27% of the people think that online networking does not affect Social life. 18% of the people think that it does somewhat has an effect on face to face communication. And lastly 55% of the people think that it replaces most face to face communication.

13. Have you ever been a Victim of On-Line Bullying? (offensive comments or emails/ threats)



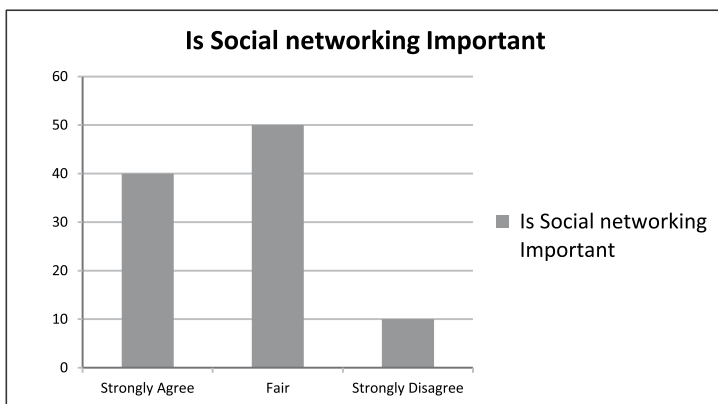
65% of the respondents have been a victim of online bullying such as offensive comments or emails. And 35% of the respondents do not have been a victim of online bullying.

14. Are your parents aware of your social networking activities?



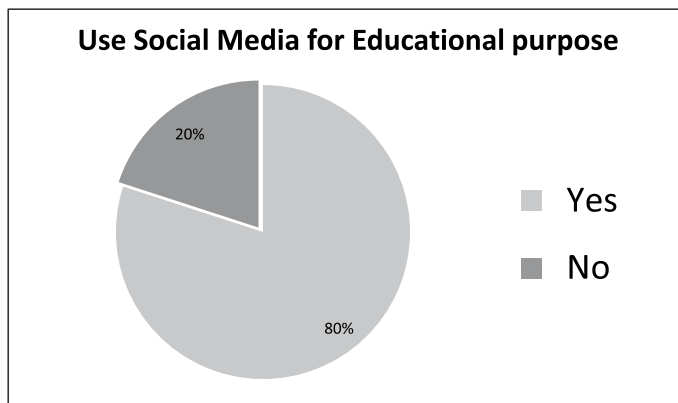
80% of the respondent's parents are aware that their child is using Social networking site. And 20% of the respondent's parents are not aware that their child is using Social networking site.

15. Do you think Social networks are important?



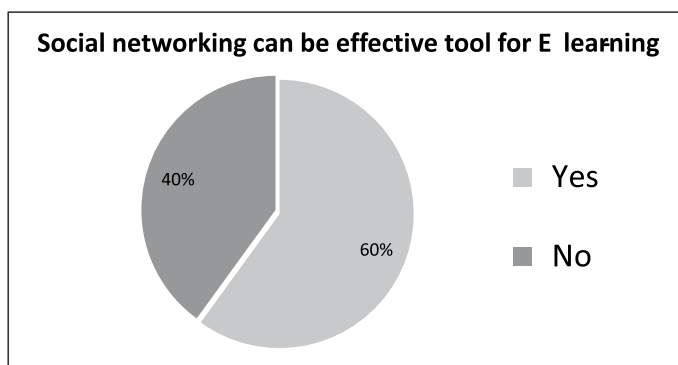
40% of the respondents strongly agree to the statement that Social networking is important, 50% of the respondents says its fair enough to use Social network, and only 10% of the respondents disagree to the statement that Social networking is important.

16. Are you using social networking technology for learning purposes in schools/colleges?



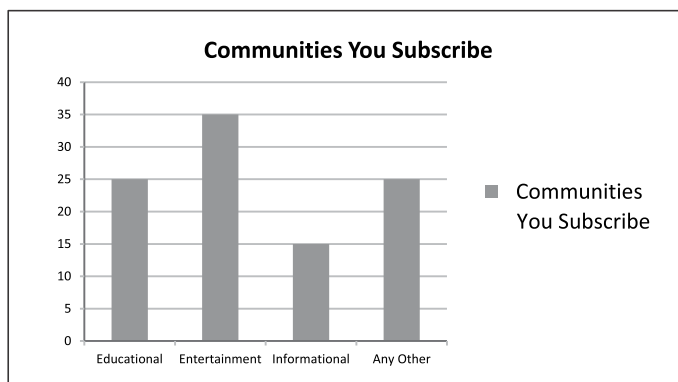
80% of the respondents say that they use Social networking sites for educational purpose, and rest 20% of the respondents do not use Social media for educational purpose, they use it for some other purpose.

17. Do you think social networking sites can be effective tool for e-learning?



60% of the respondents think that Social networking sites can be an effective tool for E-learning. And 40% of the respondents think that Social networking sites cannot be an effective tool for E-learning.

18. What kind of communities do you subscribe to on social networking sites?



25% of the respondents subscribe to Educational communities, 35% respondents subscribe Entertainment communities, 15% of the respondents subscribe to Informational communities, and rest of the 25% of the respondents subscribe to Any Other communities.

The findings from the data analysis & interpretation are as follows

- To explore the relationship between social network and impact on teenagers, we choose a sample of 50 students who were in the age bracket of 15 to 25 years. The students were chosen from the undergraduate program offered in the college.
- Students have internet access in the college and homes. While the institution facilitates education through educational networks within the college like Blackboard, the students are well exposed to online social network.
- From a sample of 50 students we found that all the students used one or the other social networking site. The social networking sites that students used included YouTube, Twitter, Facebook and WhatsApp. WhatsApp was used a little more than Facebook. Twitter was the least used of all websites. The respondents found Facebook and WhatsApp easiest to use.
- On an average they had at least 60% of the respondents have more than 100 friends online and it is found that very few people are having friends in real life. Most added that their real-life friends were their online friends, while few of them had friends who were from school, college or family.
- 75% students reported that they used a social networking site on smartphone/iPhone. And 25% students reported that they used social networking site on PC/Laptop. This increased the approachability and flexibility of being in touch. Smart features on social networks like location tagging and status updates were popular uses of social network on mobile phones.
- The respondents reported the number of hours they spent on social networks per day. 5% respondents use Social media for 30 mins per day, 15% respondents use it for 1 hour, 20% respondents use it for 2 hours, 28% respondents use it for 3 hours, and 32% respondents use social media for more than 3 hours per day. The consumption for more than three hours is the highest.
- 70% of the respondents say that Social networking sites do really affect study timings, and rest 30% says it does not affect study timings.
- 8% of the respondents' parents are aware that their child is using Social networking site. And 20% of the respondent's parents are not aware that their child is using Social networking site.
- 65% of the respondents have been a victim of online bullying such as offensive comments or emails. And 35% of the respondents do not have been a victim of online bullying.
- 60% of the respondents think that Social networking sites can be an effective tool for E-learning. And 40% of the respondents think that Social networking sites cannot be an effective tool for E-learning. 60% who were in favor felt that e-learning saves time.

Conclusion

Over 80% of teens have a smart phone which means they have access to the internet which in turn means they have easier access to Social Networks. There are virtually no enforceable societal or parental controls short of depriving a child of a phone which then subjects them to rejection from their real and virtual friends while some perceived social networking sites as a distraction and were hesitant to share their feelings, a high percentage of respondents found it an avenue to search for information, join educational networks and look for career opportunities. The use of social networking sites gave them a sense of belonging to an academic community & social groupism. Teenagers spend a lot of time on Social

media because they want to be accepted & belong to a larger group associated with unknown counterparts to display the various events & occasions of their life to garner praises. It is also a place to follow celebrities & display their extent of fan following as they feel powerful being involved in various aspects of lives of their icons. It's also easier for them to connect with their friends as some teenagers are shy and not that great at live interactions rather prefer talking through messages and posts.

They don't know what to do beside that - harsh truth is that most of teenagers on social networks are typically bored, scrolling through their feed without any particular goal. They're completely aware of wasting their time, but there's nothing interesting to do at that moment besides wasting their precious time. Social media has both positive and negative aspects, but most people overlook the benefits and rather concentrate on the negative influences on the youth and society as a whole. The perception that social media has a negative influence, is rather the opposite way. Youth who is addicted to social media may experience negative side effects such as eye strain, social withdrawal or lack of sleep or experience stress.

However, Social media can help you connect with more people and stay in touch with those with whom you're already close. Connecting with people has proven health benefits & a very effective way of reviving lives & stressful situations. It is a proven truth that it has equal benefits & advantages as life is much easier now with improved & easy access to technology at the freedom of one's own discretion. It is an oxymoron that needs to be acknowledged, appreciated and criticized.

Suggestions & Recommendations

- First, parents should monitor their children in order to ensure proper use, both for content and for time spent. Children are getting in touch with social media at a much younger age. Whether it is online gaming or social sites, most children begin to create profiles at a very young age on social portals and get access to unnecessary information which is a boon as well as a curse.
- However, deleting the child's account isn't the solution when the content becomes invasive or negative. Instead, parents should talk with their children. As children become teenagers they start to struggle with more complex social interactions such as bullies, cliques and stereotypes. Hence the solution lies in the -TALK
- Limit the amount of time spent online. As with most things, moderation is key.
- Youth in most cases is in a vulnerable situation and this is where most fall victim to self- image and confidence issues that can sometimes last for years. It is therefore important to help them build self- image & security to standup for themselves in all situations without falling prey to further troubles.
- As social media expands and the availability of it grows our society must learn to adapt. It is expected that children and teenagers will be curious, but it's important for their mental and physical sake that there are limits and guidelines.
- Internet communication may be especially advantageous for shy, socially anxious or marginalized youth, enabling them to practice social skills without the risks associated with face-to-face interactions.
- This freedom from social pressure may help adolescents build more confidence in real social situations and can elicit a sense of connection to others which is an important aspect in adolescent social development.

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