The Impact of Media on the Youth

[Institutional Affiliation(s)]

Author Note

[Include any grant/funding information and a complete correspondence address.]

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**Introduction**

Media has completely gained control over our lives and turned a world into a global village. It would be fair to acknowledge the fact of how media has played a huge role in modifying the lifestyle of an average individual. It has served as a major mode of communication which has not only reduced the distance between the relationships but has also contributed to the field of advertisement. It is hard to fathom the benefits media is providing us considering the role of it in almost every aspect of our lives. However, on the other hand, it has an equal share in influencing our lives negatively. Studies have reported that this excessive domination of social media in our daily lives has contributed to the prevalence of mental health issues in the population (Booker, Kelly, & Sacker, 2018). Evidence suggests that teens who spend an excessive portion of their day on social media such as Facebook, YouTube, and Instagram, etc. are reported to have an elevated ratio of depression and anxiety i.e. thirteen to sixty-six per cent as compared to those who do not spend much time on a social media. This paper will review the literature from three articles focused on the impact of media on youth.

**Literature Review**

(Ngonso, 2019)determined the impact of social media on the teenagers and youth of the rural Nigerian community. The author states that access to social media is a major concern nowadays. The object of this study was to determine whether the rural communities of Nigeria have access to the basic social services most important, the media technology. For the purpose samples were taken from the four secondary schools located in the separate rural communities in Edo North, Nigeria. The sample number was 360 teenager students from the total population of 1751 individuals. Findings indicated the prominent use of social media among youth resided in these communities (Ngonso, 2019). Youth and teenagers of these communities were able to access social media via various means such as access through personal or parent’s mobile phones. It was also observed that social media was not used for academic purpose but it was more influenced by personal interests. The use of various social media applications such as Facebook, Instagram, Whatsapp, Twitter, and YouTube is prominent among youngsters with Facebook as the most preferable site among all (Ngonso, 2019). The author further advises parents and teachers to adopt essential measures to reduce the use of social media among youngsters by spreading awareness about the harmful effects of it.

 (Qureshi, 2019) determined the socio-physiological impact of media on youngsters. She suggests that the Media is a principal representative of socialization nowadays. There were six basic purposes of the study: to determine the nature of content they watch on media; to determine the average number of hours youth spends on mass media; to determine the role of parents towards youngsters using mass media; to determine the impact of mass media on the belief system and behaviour; to determine both negative and positive socio-physiological influence and to determine whether media contributes to the aggressive behaviour of youngsters. Results showed that the population of urban areas is greatly influenced by the mass media as compared to the population of rural areas. Youngsters and children are prone to watching movies and TV shows due to their immense interest in such activities. They spend an average of 1-22 hours watching the content of their interest. Parents have no interest in what their child is doing therefore they pay no attention to it. Increased mass media use is the major cause of the generation gap and has contributed to influencing the cultural values, social beliefs, mood, behaviour, and learning. The author suggests parents and governmental organizations invest time on youngsters by educating them about the detriments and developing proper strategies to reduce its access, respectively.

 Teenagers are characterized as one of the highest media users, although the study has shown that their health is diminishing with age (Booker et al., 2018). The secular connection between the engagement of social media and health has not been fully developed. The objective of this research was to investigate if shifts in social media activity and two indicators of health are associated with age through concurrent development frameworks (Booker et al., 2018). Statistics came through five phases of the Understanding Society's 10-15 years adolescent survey, the British Residential Retrospective study (redistributed n= 9859). Social network activity was measured by messaging on social websites regularly. Health was assessed by contentment to six aspects of life as well as the Worksheet of Attributes and Challenges. Results indicated sex disparities in the connection between social media interaction and health. There were important associations among interactions on social media and indicators of health and between interactions on social networking sites and thresholds of health among women. Moreover, elevated participation in social media at the age of 10 was correlated with decreases in health for women afterwards, but it was not observed in males. The findings for both health indicators were alike. The author concluded that during the early teenage years, a higher level of social media involvement has consequences for health in late adult years, especially for women. The absence of correlation between men indicates that other causes may be linked with their decline in health (Booker et al., 2018).

**References**

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