



A Critical Analysis on Impact of Digital Media on School Going Children

Dr . Kiran Gupta Mittal

Assistant Professor, Department of Journalism and Mass Communication
Veer Narmad South Gujarat University, Surat, Gujarat

***Abstract:** Due to the rise of digital media in recent years, there have been a massive change in the way people learn, work, live etc. Moreover, it has changed the way students learn new things, be it in context of academics or other extra-curricular activities. They are more reliable on digital media rather than books in today's time. This paper examines type of impact is created on school going children by the use of digital media. For this purpose researcher using quantitative approach. The data was gathered through a questionnaire among school going children between the ages of twelve to seventeen. Researcher conclude use of digital media has been a major impact on the performance of the children in many fields such as academics, sports. It has also impacted in their behavior pattern. Nowadays children rely more and more on digital media for the additional load of work they are given as it saves their time and effort, increasing the quantity of work which seems very difficult without the use of digital media*

Keywords: Digital Media