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

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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

I. INTRODUCTION

Digital media

The Digital media is a global wide area network that connects computer systems across the world. It includes several high-bandwidth data lines that comprise the Digital media. These lines are connected to major Digital media hubs that distribute data to other locations, such as web servers and digital media service providers also known as ISPs.

In the early days of the Digital media, most people connected to the Digital media using a home computer and a dial-up modem. Cable modems eventually provided users with "always-on" connections. Now mobile devices, suchas tablets and smartphones, make it possible for people to be connected to the Digital media at all times. The Digital media of Things has turned common appliances and home systems into "smart" devices that can be monitored and controlled over the Digital media. As the Digital media continues to grow and evolve, it has become an even more integral part of daily life. As the digital media has grown, it has developed into a tool with a vast rangeof uses. It's now very easy to keeping touch with friends and family staying far away, learn different thinks and even in the field of entertainment as you can always watch your favorites movie or television show whenever you want.

Digital media is mostly used to find information online. The most common way to do it is with a search engine. The digital media isn't just about finding information. It's also about connecting with friends, family, and people you've never met before. Today, there are many different ways to communicate online, includingsocial networking, chat and blogging. Social networking has become one of the main ways people keep in touch. Below are a few of the mostpopular social networking sites: such as Facebook, Twitter, LinkedIn and Instagram.

Children

The Wealth of a nation is not so much in its of economical and natural resources but it lies more decidedly in the kind and quality of the wealth of its children and youth. It is they who will be the creators and shapers of a nation's tomorrow. The United Nations Convention on the Rights of the Child (CRC)states in Article 1: "a child means every human being below the age ofeighteen years unless under the law applicable to the child, the majority is attained earlier". The Digital media can be used in multiple ways depending upon the requirements of the user. Opportunities are formed and created on digital media. Thus, it is of great significance that knowledge is available for everyone and be used in order to develop in every way possible. The digital media, the information and communication technology of the present is playing an important role in the creation of contents to gain knowledge. But most "chat

rooms" and social media sites are completely unsupervised. Unlike the mail and visitors that a parent sees a child receive at home, e-mail or "chat room" activity is not seen by parents. Unfortunately, there can be serious consequences to children who have been persuaded to give personal information, (e.g. name, passwords, phone number, email or home address) or have agreed to meet someone in person.

Some of the other risks or problems include:

- Being exposed to online information that promotes hate, violence, andpornography.
- Being misled and bombarded with intense advertising.
- Accessing areas that are inappropriate or overwhelming.
- Being invited to register for prizes or to join a club when they are providing personal or household information to an unknown source.
- Losing time from developing real social skills and from physical activity andexercise.

Theory Applied

In this thesis the following theoretical approaches can be applied named as under:

Dependency theory

It is a systematic approach to study the effects of mass media on audiences andof the interactions between media, audiences, and social systems. It was introduced in outline by the American communications researchers Sandra Ball-Rokeach and Melvin DeFleur in 1976. Dependency theory conceives of dependency as a relationship in which the fulfilment of one party's needs and goals is reliant on the resources of another party. A main focus of the theory is the relationship between media and audiences.

Hypothesis

Impact of digital media on children is maximally negative.

Objectives
a. To know their need of digital media.
b. To know the psychological and physical effect.
c. To know the use of digital media among children.
d. To know the effect of digital media on social behavior of children.

II. RESEARCH METHODOLOGY

Population: For the current study school going children between the ageof 12 and 18 using digital media are taken into consideration. A total of 62 respondentswere approached. Thus a sample of 62 respondents was taken finally for the study.

Sampling: The respondents were given link for filing the questionnaireonline. So for the purpose of this study 62 in which 29 Male and 33 Female. Random school children were selected for the study.

Data collection method: For the study, a questionnaire wasdeveloped and was given to the respondents.

Data collection tool: To collect first hand/ primary data a structured, closed-ended, multiple choice questionnaire was prepared and was administered to the sample of respondents selected for the study. Questions are related to Background Information of respondents, the usage of digital media and abouttheir purpose

Data presentation tool: In the project report the data is presented with the help of Bar Graphs, Pie Charts and Tables etc. These have been specifically used to present the data collected from respondents through questionnaire.

Variables

These are the types of variables in research methodology. The researcher has use independent and dependent variable. Independent – The digital media. It is not dependent on the other variable and it is manipulated to determine the value of a dependent variable. It stands alone and unchanged.

Dependent – Children, what is affected during measurement during the study. It responds to the independent variable. Hence it is the dependent variable.

1) Data Analysis and Findings

Based on the Data Analysis of the quantitative method of this thesis, Researcher came into Findings according to Individual Objectives of this Thesis.

By the Questionnaire's question number 1 of Usage Section, researcher came to know that majority of school children use digital media on a daily basis for an average of 2 hours per day. They use it mostly for the purpose of completing their school work and apart from that to learn newthings also.

By the Questionnaire's question number 1, 2, 4 and 5 of Social Behavior Section, researcher came to know that majority of school children spendsan average of 2 hours with their family and likes to go out with them but they do so only sometimes and are likely to attend social family events.

By the Questionnaire's physical and psychological behavior pattern Section, the researcher came to know that even though spending time on digital media, children are participating in sports related activities, going out toplay with their friends. They are described mostly as moody and they tend to go to sleep on regular time and not too late and wake up on as the same. They are okay most pf the times if they can't have digital media although they try to convince their parents to let them use digital media.

By the Questionnaire's questions for parent's section, the researcher cameto know that parents also think that things are changing and in order to grow and learn new things along with completing school work in less time, children do need digital media access.

2) Conclusion

With the increase in work, projects and assignments, school children need to have a monitored digital media access so they can learn new and different things, explore new horizons, can utilize time they save with the help of digital media. Parents need to keep an eye on their usage of digital media as there are potentially harmful contents on digital media

- According to the research findings, children and not too addicted to digital media and are able to cope up without it.

- Majority of children are spending good amount of time with their family and friends so digital media has not ruined or taken away the childhood from them.

- Most of the children tend to indulge in physical activities at school and are good regarding their academics too.

- This study shows that children can use digital media in proper manner undersupervision and can learn new things which were not so easy or possible without digital media.

3) Suggestion

According to the study findings the researcher suggests that childrenshould use and be allowed to use digital media in a proper and limited manner as well as they should be told to read books for their work.

Children should not be made fully dependent on digital media and shouldbe they should be taught to work with limited resources also.

Parents should always keep an eye on children's digital media usage toprotect them from harmful contents on digital media.

Appendix 1 Questionnaire

Demographic Information Section A
1. Name
2. Age
3. Gender

Socio-Economic Information Section B
1. Family Status
   (a) Joint Family,
   (b) Nuclear Family

2. Estimate Family Income per month
   (a) Less than 20000(b) 21000-50000
   (c) more than 51000

3. Parent's working status
   (a) single parent working
   (b) both parent working.

Usage Information Section C
1. How often do you use digital media ?
   (a) Daily
   (b) whenever needed
   (c) other

2. Purpose of use of digital media ?
   (a) school work
   (b) assignments
   (c) social media
   (d) all of the above

1. On average, how much time per day do you spend on digital media ?
   (a) 1 hour
   (b) 2 hours
   (c) 3 hours
   (d) more than 3 hours

2. On what device do you use digital media ?
   (a) smart phone
   (b) laptop

3. Do you have your personal smart phone or laptop?
   (a) yes
   (b) no

4. Do you feel if you use less or no digital media , you'll be able to complete your schoolwork?
   (a) yes
   (b) no

5. Do you still use digital media even if you don't have any school work?
   (a) Yes
   (b) No
   (c) Sometimes

6. Does your parents or any elder sit with you while you are using digital media ?
   (a) Yes
   (b) No
   (c) Sometimes

7. How do you feel if you don't use digital media for a day or more?
   (a) Happy
   (b) Bored
   (c) Content

8. Do you think if you read books instead of using digital media , you will not be able tocomplete your work on time?
   (a) Yes
   (b) No

Social Behaviour Section D

1. How much time do you spend with your family?
   (a) 1 hour
   (b) 2 hours
   (c) 3 hours
   (d) more than 3 hours

2. How often do you go out with your family?
   (a) Always
   (b) Sometimes
   (c) Rarely
   (d) Not at all.

3. Do you like attending social events with your family and meeting relatives?
   (a) yes
   (b) no

4. How often do you attend family events with your family?
   (a) Always
   (b) Sometimes
   (c) Rarely
   (d) Not at all.

5. When you are out with your parents, do you still use digital media on mobile devices or you are actively involved with your parents?
   (a) Yes, I use digital media
   (b) No I don't use digital media and I'm actively involved with my parents

6. Do you share your feelings with your parents?
   (a) Yes
   (b) No

7. If yes, how often?
   (a) Always
   (b) Sometimes
   (c) rarely.

Physical and Psychological Patterns Section E

1. On average, at what time do you wake up?
   (a) Before 5
   (b) Around 5 to 6
   (c) After 6

2. On average, at what time do you go to sleep?
   (a) Around 10
   (b) Between 10:30 to 11
   (c) After 11

3. Do you participate in any sports related activities in your school?
   (a) Yes
   (b) No

4. How often do you go outside to play with your friends?
   (a) Daily
   (b) Weekend
   (c) Rarely

5. If you are told to read books for assignment and other work and not use digital media , how would you feel?
   (a) Content
   (b) Happy
   (c) Angry

6. What would you do if you are told the above?
   (a) Read books
   (b) try to convince parents to let you use digital media .

Questions for parents Section F

1. How would you describe your child's academic results?
(a) Fair
(b) Good
(c) Can be better

2. How will you describe your child?
(a) Moody
(b) Happy
(c) likes to be alone

3. Do you keep an eye on his/her digital media usage?
(a) Yes
(b) No

1. Do you think using digital media is a must for your child?
(a) Yes
(b) no

2. Do you think he/she can complete school work without digital media ?
(a) yes
(b) no