

IMPLICATIONS OF SOCIAL MEDIA ON SOCIALIZATION AMONG THE SCHOOL CHILDREN

**Prof. C. Surendhranatha Reddy, Prof. Vinod Joseph George, Prof. Gincy Charles,
Prof. Opika K., Prof. Bijin Philip, Prof. Varly Luthra, Prof. Madhusudhanan R**

Department of Management (UG), Kristu Jayanti College (Autonomous), Bengaluru-560077

ABSTRACT:

Social media enables members to share content in real time. It has become very popular especially among the youth who use it mostly not in a very constructive manner. They mainly use it to share photos, videos, opinions and events. Many of the youth spend long hours a day in their interaction with social media.

This study aimed to find out the positive and negative impact of social media on student's academic performance. The objectives of the study were to examine the impact of social media on socialization among school children, to analyze the social media influence on behavioural aspects of school children and to explore the beneficial and harmful effects of media on children's academic and physical growth. The study focused on the beneficial and harmful effects of social media on school children and also highlights their social attitude and commitment towards academics due to social media usage.

The primary data were collected through a standard questionnaire via Google form and manual method. The respondents were the parents of children from different schools in and around our college.

The study found that social media has an impact on behavioural aspects of school children. There is a significant change in behaviour of school children as they expose to different social media at different stages. Particularly children confined themselves to the indoors rather than spending time outdoors in the form of playing games and sports due to their engagement in devices and social media.

The positive effects of social media on the academics of schoolchildren found were as they get a lot of information from the internet, socialization of children has become more dynamic with the exposure to social media, social media have also helped children to express their emotions more freely, the parents also felt that social media can improve the innovative and

creative skills of children and social media have helped the children to improve their communication skills.

The negative effects of social media found in the study were children are disconnecting themselves with social set up like communicating most of the time with devices, children tend to spend more time indoors than outdoors, the physical and mental health of children is also adversely affected by social media and children tend to develop peculiar behaviour due to social media.

The present study has only focused on the impact of social media on socialization process among school children from parent's point of view. There is a scope for further study to understand the impact of social media on socialization process among school children from children's point of view.