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I Need Privacy!' The Impact of Social Media on Parents-Adolescents Relationship

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Abstract
Technology has provided a new lease of life to this generation but the so-called 'generation screen' needs supervision to make it a productive one. Today is a generation of instant access and too much information. Technology has devoured the time and lives of children today. There are multiple ill effects of social media especially in young adults and adolescents. As social media has many ill impacts, it is important to assess if it has also impacted the parent-adolescents relationship. The present study is conducted in order to analyse the impact of social networking sites in the emotional relationship with their parents. Thus, the present research is one of a kind that has considered privacy as a moderating variable and has studied its impact of interactions of social media with relationship of parent-adolescent. Here the data collected was checked in the form of frequency, percentage. The main research question of this study is does social media affect the relationship between parents and adolescents. Internet addiction test developed by Young, (1998) and Perceived privacy invasion scale developed by Hale et al., (2007) were used in the survey to collect data. Herein, linear regression with moderating variable has been used. The research found a significant negative impact of social media on parent-adolescent relationship keeping privacy as moderating variable.

Keywords: Adolescents, Social Media, Privacy, Parents, Parenting, Relationship, Moderating variable

Introduction

The use of social media has become an integral part of human lives. It is almost impossible to withhold from screen time in modern times. This can be attributed to the fact that social media provides avenues to help people connect socially. But over past decade numerous ill effects of social media have also been reported. The OECD, (2018) report has shown that over usage of internet has negative implications including poor sleep, poor mental health, cyber bullying, decline of self-esteem or body image concerns, disordered eating.

On 28th March 2022, BBC News, (2022) and HindustanTimes, (2022) on 30th March 2022 covered a study on the impact of social media on life satisfaction. The study involved UK teenagers. The news has revealed that the social media usage is linked with less life satisfaction in the girls aged between 11 and 13 and boys aged 14 -15 years. The same pattern was observed in 19 year old boys and girls. The study was further extended to large UK household and results reported that more than 7 h of daily social media usage caused lower life satisfaction than those who used social media for 3 h. Also, usage of social media even impacted the future life satisfaction (Apurvakumar Pandya and Pragya Lodha, 2021).

Several other researches in the past decade reported ill effects of social media like social comparison, racism, negative mental health example creating depression, loneliness, stigma, trivialization and decline

of self-esteem (Aparna Sharma, Kavish Sanghvi, 2022; Chaudhari & Pawar, 2021; Kelly et al., 2022; Nath et al., 2016).

This habit was inculcated even more deeply owing to social distancing and lockdowns during COVID 19 pandemic. In a research conducted by Apurvakumar Pandya and Pragya Lodha, (2021) on impact of social media during the pandemic, an over usage of digital devices was reported wherein younger adults spent 8.8 hours and elderly (> 65 year old) spent 5.2 hours on social media. This over indulgence was found to negatively impact the health.

Bornstein and Putnick (2020) observed that the Parent-child relationships change drastically during late adolescence and early adulthood period requiring "realignments" in the face of changing needs, associations, exposures to the social media, roles, and expectations. Breaux et al. (2021) in their study of 15–17-year-olds, although a few years younger than the young adults in the current study, suggests that pre-existing problems with emotion regulation – which may play a role in negative patterns of parent-adolescent conflict – may also be associated with later adjustment problems.

The pandemic has resulted in encouraging marginal assistance in the form of structured learning materials from schools where students have come to rely on internet to study at home. Significantly more with the outbreak of the pandemic the traditional classroom setting has been altered and transformed with multiple challenges on all fronts. The learners, the teachers and the parents had to encounter such sudden transformations and adaptations and to keep up with the required challenges to master the new format of teaching learning.

All good things however good and beneficial it may be for human consumption, without regulations, it may be disastrous. Technology has provided a new lease of life to this generation but the so-called 'generation screen' needs supervision to make it a productive one. Today is a generation of instant access and too much information. Technology has devoured the time and lives of children today. Gone are the days of outdoor games, family time, forming social relationship. It is making children more anxious and more isolated. The American Academy of Paediatrics defines screen time as the time spent using digital media for entertainment purposes. Online work such as homework doesn't count as screen time.

The society today is a media-saturated one and digital parenting has come into play and is a main concern of this generation. But to define screen time for children is indeed a tough one as digital media today surrounds the world. Cutting off technology from a child is indeed very challenging for a parent but it cannot be ignored that screen time is causing a dis-connect between the parents and their kids. The iPhone and Smart phones and TV have become a babysitter for many parents. Schools have been now issuing homework through WhatsApp and monitoring through mobile phones. This has led to the use of smart phones by all children. In this process the harmful effects of social media have crept in silently. The students who are young are attracted towards the new age so called reels. The addiction to scroll and stay connected online has become a major hindrance in the lives of youngsters today. Cyber bullying is on the rise and children tend to hide such bullying online from their parents and the fear of being reprimanded from their parents they tend to be silent sufferer and, in that process, increase their vulnerability. social media provides a platform for bullies to hide behind the garb of obscurity and it can impact adolescent creating long-term effects on children's internal health, and parents must be wary in overseeing their children's social media use. A healthy relationship is essential to bring such awareness and openness between parents and their children.

The new acronym FOMO, the Fear of Missing out is real in today's generation. Being online is the new in today. Adolescents feel that if they are not in the social media they will be left out and this fear has been

given by indulging into the various social media handles like Instagram TikTok WhatsApp messenger, Facebook X, etc.

The addiction to smartphones in today's generation is very sensitive and a very critical issue. The reason is that children were forced to use mobile phones, Tabs, and laptops for their online studies. Though the side effects of excessive use of mobile phone were not considered. Now this excess use has impacted children's memory, his or her ability to think critically reducing their cognitive and learning skills and has created this need for privacy for their emotional and social needs. The child has begun to assume that the online friends are the real friends, and they are more comfortable sharing their emotions with an online person rather than speaking with their own parents. The rising gap in relationship between the parents and their children is indeed alarming. They are confined in their own online world and inhibiting their interaction with their own family.

This has influenced the mindset of the students. What was once used as a form of online learning has now become a hindrance of learning. The smart phones provide all the queries, and the role of parenting has taken a back seat. The gap between the parents and the children have become wider as the social media has become a part of the routine life of everyone. It is easier for Smartphones to transmit learning materials and personal tutorial sessions, and this has become the new way of imparting lessons to children in school. The educational videos no doubt has created a strong foundation for the early learners but to broaden learning, students can use the open more interactive sessions in the school through classroom transaction. Relying on the use of mobile phones have inadvertently created a harmful side effect in the emotional and mental growth of the children. They are confined to online friends, online interaction and the likes and the impact on the young minds is immense which has changed the relation between parents and children.

Recently Australia has made an attempt to globally restrict under 16 children's social media use after its parliament approved the world's strictest laws. Though the will not take effect for at least 12 months, but it being could see tech companies fined up to A$50m ($32.5m; £25.7m) if they don't comply. This was to ensure the need to protect young people from the 'harms' of social media, something many parent groups have echoed. No doubt critics questions of how the ban will work - and its impact on privacy and social connection - have been left unanswered. Many parents are of the opinion that the social media has overtaken the lives of the young children and there is a need to emphasise on the need of the hour to restrict its impact on young minds. The adolescents are mostly using platforms like Facebook, WhatsApp Twitter(X) YouTube and Instagram. The trend of online shopping has increased inadvertently. Games like Roblox apps like Snapchat, continuous Reels which keeps the adolescents hooked for hours. Dr. Sukriti Chauhan and Shireen Yachu, (2022) advocates to address regulation about the current concerns with social media especially when limiting access for pre-teens. Young people between 18 and 24 spend so much time on social media apps—Facebook and Instagram alone have 97.2 million and 69 million users in India from this age group, respectively. Continuous use promotes exposure to dangerous information, behavioural changes, inferiority feelings, and cyber bullying, all of which affect mental health and can lead to problems. It was also found that majority of adolescents are using social media networks more than 5 hours a day resulting in decreasing their general health in general and mental health in particular. Thus, media is playing both constructive as well as destructive roles having lots of advantages but as well as disadvantages and it's at the discretion of the individual and society how to handle the impact.

India had over 700 million active internet users aged 2 years and above as of December 2022, according to Nielsen's India Internet Report 2023. Of these, rural India accounted for 425 million users, which was

almost 44% higher than the number of active internet users in urban areas, with 295 million users. There were 467.0 million social media users in India in January 2023. [https://datareportal.com/]

Need of the Research

As every coin has two sides, so does social media. As presented in the above section, there are multiple ill effects of social media especially in young adults and adolescents. In this nurturing age, it is important for the individuals to emotionally blossom and turn into intelligent adults. For this, it is important for these individuals to share healthy relationship with their parents. In this direction, as social media has many ill impacts, it is important to assess if it has also impacted the parent- adolescents relationship. Thus, the present research will assess the same to nurture the existing literature.

Review of Literature

Israr, A and Dr Sharma R (2023). in their study 'Impact of Social Media on Society: A Review Study' discussed the social media usage by the various population of society in India based on recent reports. They concluded that the use of the Internet by the general population with Facebook, WhatsApp, Instagram, etc. has increased significantly, ultimately impacting job performances and indeed social personal relationships.

In a research study conducted by Nesi J., (2018) showed that social media helps in transformation of adolescent peer relations in five keyways including by changing the frequency or immediacy of experiences, amplifying experiences and demands, altering the qualitative nature of interactions, facilitating new opportunities for compensatory behaviours and by creating entirely new behaviours. The review also presented a transformation framework applied to adolescent's experiences during the friendship processes and has shown that the outcomes differ from the existing approaches of prior peer relations work and has framed a new model for knowing peer relations in social media context.

Marjorie Hogan, (2018) studied the impact of social media and new technology on the lives of pre-teens and teens showed that there is an extreme usage of various social media platforms. The study mentioned that traditional media impacted the overall public health; however, the effect of the new media is still in its early stages.

The research performed by Michelle O'Reilly, Nisha Dogra, (2018) clearly stated the social media to be a threat to mental wellbeing and identified three themes. These themes included social media which was believed to affect mood. This resulted in anxiety disorders. Further, the researchers mentioned that social media is becoming a platform for cyber-bullying and can lead to addiction among the adolescents.

Weinstein, (2017) conducted an online survey to investigate the role of negative comparisons in the relationship. A sample size of 507 participants was used. A comparison between Instagram browsing and affective well-being instantly post browsing experience was conducted. Statistical analyses revealed that regardless of browsing condition, teens who reported higher levels of negative social comparison had significantly worse post-browsing affect than peers who stated less negative comparison to the stimuli.

Ana Radovic, Theresa Gmelin, Bradley D. Stein, (2017) conducted a research on 23 adolescents (18 female and 5 male) who were clinically diagnosed with depression. The research revealed that the individuals using social media for negative activities were able to shift their usage of social media for positive activities, by undergoing clinical counselling.

The work published by Stefano Eleuteri, (2017) studied how social media and social networking services are affecting and altering adolescents' sexuality. The research also assessed how the relationship during

their first sexual experiences noted as cyber bullying, sexting, revenge pornography, excessive use of the internet, risky sexual behaviors. Further, this article has enabled the specialists engaged in working with teenagers or clinicians to understand that use of technology by adolescents is not harmful Moreover, when a positive approach is made to settle the curiosity along making the adolescent aware of the negative impacts of social media, can help the adolescents to develop their identity, develop relationships, sexuality, and overall wellbeing. Additionally, it can also enable the adolescents to attain their privacy, increase online knowledge and safety.

Further, some other key disadvantages of media are displacement, delay or interruption of sleep time (Kim TW, Jeong JH, 2015), offers psychologically stimulating content, creates alertness due to hampering the circadian timings (Sherman LE, Payton AA, Hernandez LM, Greenfield PM, 2016), also it brings obesity (Mogan MI, 2008), brings risky health behaviors including smoking (Moreno MA, 2014, Baranowski T., Abdelsamad D., 2012) and drinking, and sexting (by photo, video, or sexually explicit message), cyber bullying, intervention with privacy (Brown, 2000).

Gap Identified

The existing literature on impact of social media is enriched with researches on impact of social media on children, adolescents and adults. The literature has showed that if used in the correct manner, social media is a very useful tool. But owing to its misuse, especially by the immature minds of adolescents, negative implications are overpowering its positives. Further, social media has also emerged as a platform that disrupts the social life of the individuals' especially young people.

As stated earlier adolescence is the age wherein the person is still learning, maturing and experimenting. This age calls for acute attention from the side of parents so that the parents can guide these young individuals and stop then in falling prey to the wrongs in this world. For this, the relationship between the parent and the adolescent should be strong. But the impact of social media can weaken up this relation. A very less amount of research has been conducted on impacts of social media on relationship of adolescents and parents.

Further, a very niche research has been done in assessing the moderating effect of different variables on impact of social media. Thus, the present research will work to bridge this gap.

Objective of the study: To assess the impact of social media on relationship of parent-adolescent wherein privacy has been taken to be moderating variable

Hypotheses of the study: There is no significant impact of social media on parent-adolescent relationship keeping privacy as moderating variables.

Research Methodology

The present research has taken adolescents living in Imphal City, Manipur as the population. Simple Random Sampling of Probabilistic sampling method has been used. A sample size of 207 adolescents has been used in the research. For collection of data, survey methodology has been used. Quantitative questionnaire has been used. Two scales have been used in the questionnaire. One is Internet addiction test developed by Young, (1998) and other is Perceived privacy invasion scale developed by Hale et al., (2007).

Linear regression with moderating variable has been used. SPSS 24.0 has been used for doing statistical analysis.

Results

The present analysis has assessed the impact of social media on relationship of parent-adolescent wherein privacy has been taken to be moderating variable.

The hypothesis tested is as below-

$H_0$1: There is no significant impact of social media on parent-adolescent relationship keeping privacy as moderating variable

$H_0$1: There is a significant negative impact of social media on parent-adolescent relationship keeping privacy as moderating variable

For testing the hypothesis, linear regression has been conducted as below-

Model Summary [c]									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.841[a]	.707	.706	.660	.707	494.897	1	205	.000
2	.847[b]	.717	.714	.651	.010	7.004	1	204	.009
a. Predictors: (Constant), Social Media									
b. Predictors: (Constant), Social Media, Privacy									
c. Dependent Variable: Relationship									

Table 1: Model Summary

It can be inferred from Table 1 that R square for interaction of social media and relationship is .707 that is 70.7% changes in relationship of parent-adolescent is because of social media. Further when privacy in introduced in the model as moderating variable, the changes increase to 71.7% that is an increase of 0.010 was witnessed in R-square.

ANOVA [a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	215.559	1	215.559	494.897	.000[b]
	Residual	89.291	205	.436		
	Total	304.850	206			
2	Regression	218.523	2	109.262	258.197	.000[c]
	Residual	86.327	204	.423		
	Total	304.850	206			
a. Dependent Variable: Relationship						
b. Predictors: (Constant), Social Media						
c. Predictors: (Constant), Social Media, Privacy						

Table 2: Anova Table

Further both interaction of social media and relationship and interaction of social media (in presence of privacy) and relationship are statistically significant ($p<0.05$). Further, with introduction of privacy as a moderating variable, the F-value reduced thereby depicting a better fit of collected data on the alternate

hypothesis. Thus, null hypothesis can be rejected as it can be stated that there is a significant negative impact of social media on parent-adolescent relationship keeping privacy as moderating variable.
Thus, the study concluded that privacy does moderate the relationship between social media and parent-adolescent relationship.

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-0.039	0.118		-0.328	0.743	-0.272	0.194
	Social Media	0.992	0.045	0.841	22.246	0.000	0.904	1.08
2	(Constant)	-0.286	0.149		-1.916	0.057	-0.58	0.008
	Social Media	0.863	0.066	0.731	13.141	0.000	0.734	0.992
	Privacy	0.223	0.084	0.147	2.646	0.009	0.057	0.388
a. Dependent Variable: Relationship								

Table 3: Coefficients Table

Both with and without privacy as a moderating variable, the coefficients are significant ($p<0.005$). Further, without moderating variable, relationship of parent-adolescent changed by 0.992 units if social media was changed by one unit. On introduction of privacy as moderating variable, relationship of parent-adolescent changed by 0.863 units if social media was changed by one unit and 0.223 if privacy was changed by one unit.

Conclusion

The present research assessed the privacy as a moderating variable while assessing the impact of social media on parent-adolescent relation. The study concluded that social media has a negative impact on relationship of parent-adolescent which further degrades with involvement of privacy. This study found that adolescents consider their parents to invading their privacy which further degrades their relationship with their parents. In this direction, many research in past have researched and have found social media to strain the relationship of young adults/ children/ adolescents with their family (Duggan et al., 2015; Procentese et al., 2019; Redmiles, 2018). The present research is one of a kind that has considered privacy as a moderating variable and has studied its impact of interactions of social media with relationship of parent-adolescent. The study also concluded that on an average adolescents spend minimum of 4 to 5 hours in a day being online. Children spending more hours in the presence of the parents determines the effects on the relationship with the parents. As the information through the social media is immense and easily accessible the need for a different kind of parenting style is the need of the hour. How permissive or how authoritarian a parenting style must be is a crucial decision affecting the level of bonding and attachment in the long run.

There is a need to recognize that children are vulnerable to risk from social media and it has negative impacts on the relationship between parents and adolescents by changing the dynamics by creating both challenges and opportunities. Along with this realization, understand that the impact is multifaceted ability to access endless information anytime through social media is hard for young adolescents. Due to the excessive indulgence on the social media platform by the adolescents, there is an increase of lack of attachment and privacy as well as an increase gap of communication. The findings of this research can reach a larger population and bring an awareness of the need to reduce usage of social media amongst the adolescents to bring a healthier relationship between parents and adolescents.

Recommendations

Based on the study, the major recommendations are:

- Social media should be used for positive purposes, and it also gives a lot of positive usages, enhances learning skills, and help in if used appropriately.
- To minimize its negative effects Government has to take some strict actions and rolling out policies and implementing them to check underage usage of various websites where inappropriate. Government should ban immoral websites.
- There is a need to discourage the use of internet during school hours so that student also not depend on them for every educational need, and this will lead to introduction the love for reading books amongst adolescents.
- Parents need to devise methods to spend quality time with their children rather than giving them electronic gadgets as means of being free from their parenting responsibilities.
- Education should also be such that more credits are given to actual learning outside the four walls of the school while self-creative activities are given emphasis.
- Government must make policies to check out unfair reporting of media which ruin the society.
- A strong recommendation for the users of social media is that they must remember the purpose of using social media and always use the informative sites.
- Adolescence should use their time wisely instead of wasting their precious time on other social networks like WhatsApp, Twitter, Facebook, and YouTube.
- To secure the future of children, teachers and parents should check out what they are doing on social media.

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