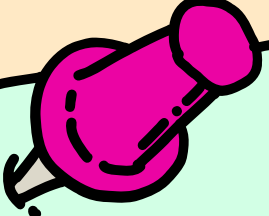


The Impact of Digital Media Technologies on Behavioural Development in Children and Young People

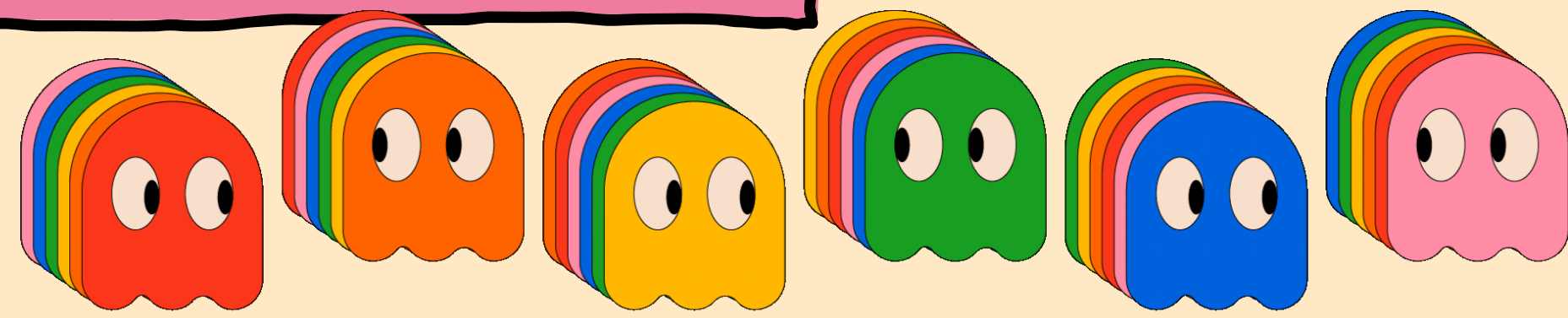


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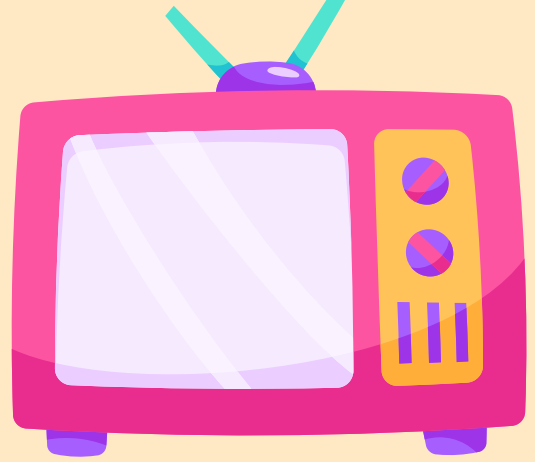


Introduction

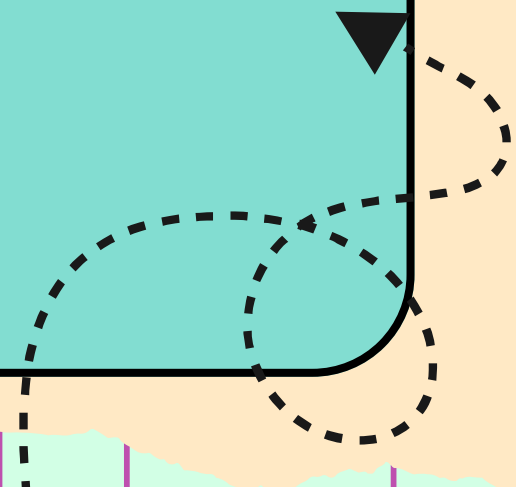
- Children and young people are being raised in a society where digital media technologies are widely accessible in the modern digital age (Harini, 2023).
- Multiply forms of digital media, such as smartphones, tablets, computers, gaming consoles, TV and music have become an essential part of everyday life for numerous individuals, significantly impacting their opinions, social connections, and behaviours.
- According to Haleem, et al (2022) digital media platforms provide a range of advantages, including enhanced education, communication abilities, problem-solving, and teamwork. However, Brooks (2015) disagreed proposing that these benefits could potentially transform into negativity, ultimately leading to an adverse influence of digital media. This perspective will be explored next within this presentation.



Tv Reality shows



- Love Island, similar to other reality TV programmes, has the potential to foster body dissatisfaction and low self-esteem among young viewers as a result of its representation of beauty norms (Sanborn, 2022).
- The showing of social hierarchies and aggressive behaviour during relationships in Love Island has the potential to normalise this behaviour and promote such conduct among young viewers, therefore influencing their behaviour (Spangler & Niederdeppe, 2019).
- Love Island's representation of beauty standards, can have detrimental effects on children and young individuals damaging self worth (Schettino, Capasso, and Caso, 2023).

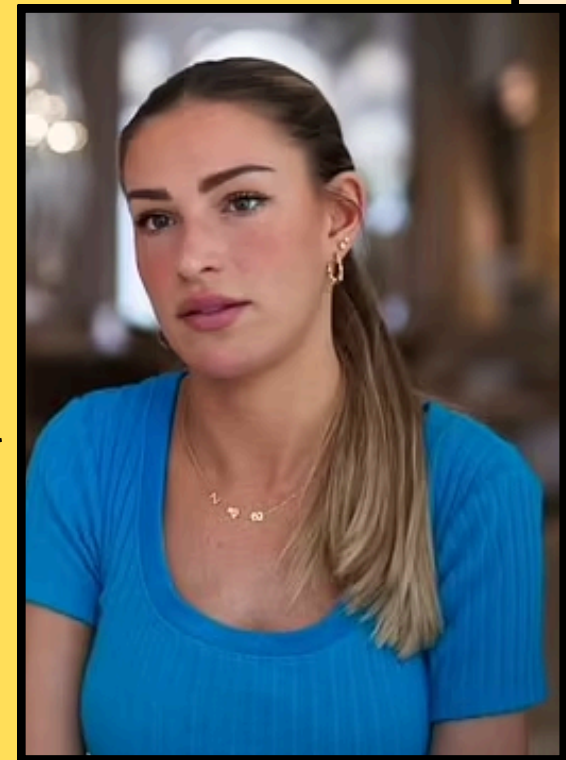


Tv Reality shows

Link: [Zara McDermott's eating disorder documentary](#)

- Zara McDermott is a reality star that made an appearance on Love island in 2018.
- Zara was a big influencer that many young people looked up to but Zara got criticised about her body image calling her a “FAT WHALE”, So Zara made content on instagram about fitness, weight-lose and calorie counting. Zara went from a women's size 10 to a size 4 during this time.
- Zara's made a documentary on BBC 3 that looked into the harmful effects of influencers' social media posts on young people with eating disorders.
- The documentary took place in Schoen Clinic Newbridge in Birmingham where interviews with young people took place who had experienced eating disorders, the interviews demonstrated the detrimental impact of social media on body image and mental well-being.
- One patient expressed concern about the harmful impact of Zara's posts on young women struggling with eating disorders, leaving Zara feeling 'really upset' and emphasizing the responsibility of influencers for their content.

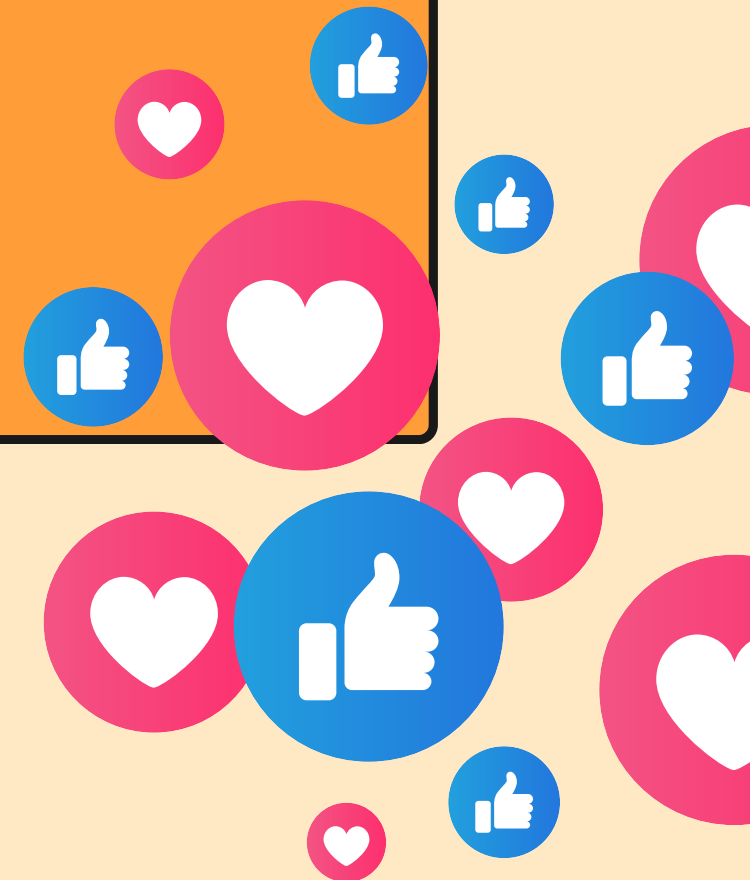
'I thought I was doing the right thing': Zara McDermott admits she was 'really sad' after realising her social media content was 'damaging' to her fans suffering with eating disorders



Case study

Social Media

- Social media is a fundamental part of childhood, according to the 2021 research by Ofcom, 95% of children are engaging with various social media platforms by the time they reach the age of 15 (Corliss, 2023).
- Excessive use of social media, can disrupt sleep patterns, leading to fatigue, decreased concentration, and impaired cognitive function, these leading effects can effect learning development (Liu, et al 2024).
- Individuals associated with social media usage often experience depression, anxiety, stress, physical inactivity, sleep disturbances, low academic performance, interpersonal challenges, and reduced self-esteem (Lakhan, Sharma, & Sharma, 2023).
- Kochel, Bagwell, and Rosen, (2023) stated that excessive use of social media can replace face-to-face interactions, leading to feelings of isolation and loneliness.



Cyberbullying



Case study

- Traditional bullying primarily involved physical aggression (Rose, Imler, and Cowley, 2023).
- Cyberbullying is an extension of traditional bullying that occurs in online environments. It enables individuals to be targeted after educational hours which can also be by unfamiliar people in a timeless fashion.
- Adriana Kuch, 14, was attacked by another girl inside her New Jersey high school.
- A video recording showed Adriana being hit with a water bottle from behind, causing her to fall to the ground.
- The assault was recorded and posted on social media TikTok, causing Adriana immense humiliation.
- Adriana expressed to her father that she didn't want to be known as the girl who was beaten up on video.
- Adriana took her own life the night after the assault.
- Four girls were criminally charged in connection with the assault.
- A 2022 study found that adolescents who experienced cyberbullying were more than four times as likely to report suicidal thoughts and attempts compared to those who did not. (Maurya, Muhammad, Dhillon, and Maurya, 2022).

Online gaming

- Online gaming has reshaped entertainment, social dynamics, and psychological development.
- Concerns regarding online gaming include addiction, changes in behaviours, and exposure to violent content.
- Effects on children's behaviour and development include addiction, changes in sleep patterns, neglect of other activities, and potential adverse impacts on physical and mental health.
- The World Health Organisation (WHO) recognises gaming disorder as a behaviour pattern involving a lack of control over gaming and prioritising gaming over other activities, despite adverse outcomes.
- Bandura's social cognitive theory (Bandura, 1989) proposes that the exposure to violent video games stimulate the observational learning of teenagers. As a result, individuals may not only replicate the aggressive behaviour displayed by the model, but also undergo changes in their understanding and acceptance of aggression.

(Lérida-Ayala, 2022)



Online Safety Act 2023



(Gov, 2023)

The Online Safety Bill has been enacted into law, representing a major achievement in protecting the online well-being of young people.

The Online Safety Law intends to provide a comprehensive framework to effectively tackle cyberbullying, harassment, and harmful content, with the ultimate goal of building a more secure digital environment for future generations.

- Protect young people from cyberbullying, harassment, and hate speech.
- Regulate content on online platforms.
- Strengthen privacy protections for users.
- Combat disinformation and fake news online.
- Enhance cybersecurity measures.
- Introduce regulations for large tech companies to prevent monopolistic practices.

(Gov, 2023)

Recommendations



RECOMMENDED

- **Education and time limits:** Education initiatives that teach children and young people how to manage screen time, set a whole school approach with a cut off time.
- **Parental Guidance and Supervision:** Encourage parents and guardians to set clear boundaries, monitoring online activities and chats.
- **Support for Mental Health App:** Increase access to mental health resources and support services for young individuals struggling with cyberbullying, social media addiction, or body image concerns.
- **Regulation and Oversight:** Advocate for stronger regulations and oversight of digital media platforms to protect young users from harmful content, cyberbullying, and privacy violations. Support initiatives like the Online Safety Bill to hold tech companies accountable for creating safe online environments.

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THANK YOU!



ANY QUESTIONS

