SOCIAL EVILS IN MEDIA: CHALLENGES AND SOLUTIONS IN 21ST CENTURY

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Abstract

Technology and social media has become a vital part of daily lives of people, especially children. There are advantages of using technology and being active on social media but there are equal disadvantages and risks that come along with excessive use of electronic devices. As per American Academy of Pediatricians children are spending 7 hours a day on media such as computers, phones, I-pads, television and other electronic devises. A child as young as age 2 starts using mobile phone to view rhymes and videos on you tube which brings many risks to their health and wellbeing. This paper reviews the literature and discusses the problems caused by social media, technology such as obesity, aggressive behavior, negative effects on mental health, cyber bullying, texting/sexting and contact to problematic and illegal content etc. in children from age 2 till 18. The paper highlights the ratio of UAE parents, who are aware of

social evils and take measures to protect their children. Also, the study attempts to provide solutions and guidelines from pediatricians that would be helpful for parents and individuals, in addressing the difficulties instigated by electronic devices and social media in addition to molding their children as healthier citizens. We hope that this paper will make relevant institutions provide more educational platforms to parents in order to spread awareness about the impact of media on children along with appropriate measures that can be taken to deal with it.

1. Introduction

Social Media is a biggest evolution in itself. It makes very important part of our life in the 21st Century. As per study conducted by American Academy of Pediatrics (2016), with the evolution of media sources there has been a change in the use of media too, in 1970 child as early as the age of 4 used to watch TV but now child with 4 months of age starts interacting with media device. Though there are positive attributes associated to it due to globalization such as educational and learning opportunities are easily available, also, it acts as a platform to increase child's learning and development through growth of ideas. Therefore, when a child starts to read and write, the first thing that parents do is to provide the supported electronic device for a more recreational learning. Jelena Djermanov (2015) highlights that new form of communication such as media and ICT form important elements for imparting education to children. Also, Rahim Almoswai & Rashid (2017), states that social media like YouTube app is a powerful educational and motivational tool and enhances students' performance in Grammar.

Social media has surely taken communication, learning and connectivity to next level; however, the same place is hub of social evils as well. On entering the world of social media, for entertainment, knowledge, businesses or social connectivity there exists another set of evil factors that waits for everyone be it a child, adolescent or an adult. Such as cyber bullying, sexting, access to illegal content etc. This fact was also acknowledged by Lawrence Ekwok (2017), in her study on "Facing criminality on Facebook" mentioning the most common crimes that users are most likely to face are cyber bullying, stalking, defamation, and harassment. Linking to another study by Deborah Richards (2016), identifying that the health impact of social

media on children and young people was highest on mental health and especially in the areas of self-esteem and well-being, with associated concerns around cyber bullying and 'Facebook Depression'.

Undoubtedly, anything utilized in excess has negative effects. Several studies indicate excessive screen time to delay speech ability in children. (Kuta,2017) Language development in young children is directly related to the amount of time parents spends speaking to them rather than exposing them to devices screen. As per American Association of Pediatricians (AAP, 2016) almost 75% of teens have their own smartphone, while 25% of teens define themselves as "constantly connected" to the Internet, which expose them to risks of obesity, negative effect on school performance, sleep deprivation etc.

While there are social evils in virtual world and its excessive use leads to negative impact on the child health, it is equally important that parents are aware of these risks and updated of technology to monitor the content of their children's media. (Prameswari et al. 2017), Most parents are not abreast with current technological developments. Research highlighted that parents were not aware of the most favorite Android-based game applications liked by their children. More detailed interviews concluded that parents do not understand how to operate Android-based game applications, which means that they are not tech savvy. Though children of today's generation are confident of using social media but still they are in phase of developing skill to distinguish between good and bad, and would obviously need parents and guardians help to make wise decisions. Thus, this research also discusses on solutions as to how parents can protect and best supervise, guide their children's media use.

2. Theories

This paper is centered on 2 Theories. First is Aristotle´s ethical theory (Aquileana, 2014), which is based on the concept golden mean. According to Aristotle there are 3 core aspects of the doctrine of the mean. First, virtue, like health, is produced and well-preserved by avoiding extremes. Second, virtue is a mean relative to us. Third, each virtue is a mean between two vices, one of excess and one of deficiency. The golden mean represents a balance between extremes. For example, learning is the middle (golden mean) to the other extreme of excess i.e. addiction and negative impact on health.

Second theory is (McLeod,2015) cognitive behavioral theory developed by Aaron Beck, which says that individuals form concepts that affect the behavior they display, such as aggression, mood swings and being in isolation.

3. Problem Identification

The problem statement is that Social evils in the social media along with its excessive use has negative impact on the children's health and development, moreover parents do agree to this fact, however are not able to restrict its usage. Also, very limited knowledge is present in association with this topic and ways to deal with these issues.

4. Research Objectives

The aim of this research is to explore and explain the Impacts of evils in social media on children. What measures can parents take to prevent their wards. What are challenges faced by parents in this modern time, also solutions recommended by pediatricians and contribution of other representatives in this field.

5. Social Evils in Social Media and Living Life Virtually

In today's living challenges and risks, kids are not only exposed to strangers and threats when they go out on streets, unfortunately staying at home with online mediums they are equally unsafe in virtual world. Social evils in social media are referred to the negative influence or effects the social media network or electronic gadgets maybe capable of creating or having an effect on an Individuals Physically, emotionally or mentally.

These negative elements exist virtually, we know that technology is made for a Human's ease. And carries several other benefits such as shortening the gap of communication. It's so easy to interact and communicate for two individuals who live in different countries. You can have a world knowledge in one gadget or be that in one pocket. But if We look at social media networking what is it really? We make our accounts on different networks such as Facebook, twitter, Instagram, YouTube etc. for free but is it really free we should think. We give all our personal information, our activities, where we go? what we do? who we go with? These engines collect our Personal Information and provide businesses a platform to advertise and reach out to users as their potential customers. It's good for Businesses and it also helps users if they really are in need of a product. For someone who is matured enough would understand a basic concept

but even adults are addicted and influenced by these contents so who are we to blame young children, teens and adolescents who may not have the ability to understand to what extent this virtual life is making our real lives unproductive. Also, children are unable to distinguish as to what extent personal information to be given on online forums. We run short of time 24 hours isn't enough anymore we feel like time is running. Rarely we fail to admit that our time is being plagued online. And making children realize this is another challenging task.

Impact of these social media activities is likely to be influencing children and adolescent's behavior as they still are not mature enough to differentiate between reality and fiction. In addition, the more they socialize through online mediums; they forget that their friends and relatives who care for them are closer than their virtual world networks. With excessive time spent on electronic devices and social media, family time and other physical activities are not given much value which is equally important for child's social learning development.

From the Report of Byron Review, (2008), Safer Children in a Digital World, given below are the impact of Social media and electronic devices as per age bands:

- **2- 4 years age group (Pre-school)**

  This is the foundation stage in child's development phase in which they are developing a bond between family members and the skill to differentiate between reality and fantasy is underdeveloped. However, in this fast-paced life, parents do hand over electronic devices to kids to divert or engage them knowing that they are prone to copy and imitate what they see. Children in this age group, who observe others, exhibiting aggressive behavior such as hitting, are likely to behave in similar manner. Also, the use of device becomes their first addiction, as entertainment is available at a finger click and they do not learn the ability of self-control. With this, the screen light affects the child's sleeping pattern and results in sleep deprivation. Thus, it is important that children view healthy content and for limited time as they are much susceptible to the content that they see through rhymes, stories, videos and games. Parents should monitor, supervise and restrict in terms of what to be watched and for how long.

- **5- 11 years age group**

  In this phase of learning, children are now socializing outside the family with school and neighborhood friends. They are trying to understand difference in reality and fiction, right

and wrong, understanding social norms of the society. Getting along the trend of what their school and neighborhood mates are doing.

This age bracket usually plays a wide range of video/ online games and starts exploring websites. With the excessive use of screen time and non-physical activities there is increased risk of obesity. Also, the excessive screen exposure can disturb sleep and effect school performance. Moreover, children are more likely exposed to violence through games like shooting and killing resulting in aggressive behavior and anger in children, which have detrimental effect on mental health. Parents should allow children in this age bracket to explore, but at the same time they need support in terms of supervision and discussion as to what is good for them. Enabling them to establish their own evaluation skill and confidence of parents help at time of need.

- **11- 14 years age group**

This is the crucial age bracket, where adolescence begins. Many hormonal, physical and mental changes are being developed. This is the time when they start disengaging from families and are vulnerable to external and virtual world risks. This is the stage when they start developing individualism, their own identity and being adult. They look out for more social networking and social acceptance.

Adolescents of this age group are at more risk of cyber bullying, sexting, privacy predators. They should be made aware that sexually explicit text, pictures are hard to delete once they are sent into online world, also how predators of online world are exploiting children on these social network chat groups and sites. The negative impact of all these risks have huge after effects and can tamper child's mental health to a great extent. This age bracket easily rebels against parents; hence supervision steps are to be taken very wisely. Along with monitoring and supervision, discussion with child, being in contact and active in child's social network would play an important role in protection from social evils.

- **15- 18 years age group**

This is the last stage in which they are still parent's responsibility, though they have started viewing themselves as adult and take more or less same responsibilities as adults. At this stage, they are experimenting things while they are still under parents' custody. As they are experimenting things and ideologies, social evils can divulge teenagers at a risk of alcohol, tobacco use or sexual behaviors. Due to exposure of illegal content on

mass media, there is increased risk of use of addictive things like tobacco, drugs, alcohol and sexual intimations. At this stage, parents are required to effectively manage online mediums by developing strong bonds with youth in the form of talks and discussion. At the end it is the responsibility of parents to be their role models and teach them to be good human beings while remaining in the society social norms.

5.1 Challenges in Social Media Networking

The challenges individuals would face is as parents when they would like to keep their children away from the influence of social media that can have negative impacts or even teens and adolescents may be faced with something similar. Parents will have control over as long as their children are 12-13 years as an when they grow they start hiding things. when parents don't even know what is the issue, how can they be involved? How would they even be able to solve? On Social networking websites, in an attempt to grow network children, keep adding and accepting new requests. One can rarely estimate intention of these strangers. this is as equal as talking to a stranger or taking initiatives to befriend strangers. Once a random conversation is initiated children might be in a situation to provide their Personal information, even contact details. The most challenging task is to get the children's, teens and adolescents behavior and addiction for electronic gadget altered and this is the age group where a major part of one's personality is Molded. It is said children at this age 4-16 years are like clay, the way you mold them will determine what they will be like in future.

There are another set of scams and fraud online shopping websites, Evil Games etc. The young teens and adolescents might be exposed to such as the blue whale challenge Game. This is a very recent example where the users receive requests to attend popcorn carnival and once you click the given link it takes you to play a new game that has 50 days Challenge, at the end of the game player must suicide. There have been incidences of suicides reported around the world. (BBC, 2017)

Other than this the children teens, adolescents can be exposed to several other games or scams. How do parents protect their children from the following negative elements? (Ekwok, 2017)

- Scams,
- Fake user accounts,
- Negative companions and influences,

- False Media accusation or News Reports Intended for TRP's
- False Rumors or news,
- Fake blogs or unexperienced immature Bloggers
- Immature experiments and reviews that has no logic or continuity in real world,
- Violent content, Movie, Games, sports and Drama
- Sexual Implicit Content
- Cyber bullying
- Online Shaming or Trolling
- Sexual, Mental and Emotional harassment.

6. Discussion

Impact of these social media activities are more likely to be influencing children and adolescent's behavior as they still are not mature enough to differentiate between reality and fiction. In addition, the more they socialize through online mediums; they forget that their friends and relatives who care for them are closer than their virtual world networks. With excessive time spent on electronic devices and social media, family time and other physical activities are not given much value which are equally important for child's social learning development. Excessive use of media and longer hours of exposure lower the learning development process and results in cognitive behaviors (Tomopoulos et al.,2010). Physical activities are must in our daily lives as well as face to face communication is preferred in learning process (Kirkorian & Pempek, 2013) as children less than 2.5 years have trouble processing screen information. Moreover, speech delay in children has been observed with excessive use of technologies in earlier years of age (Kuta, 2017).

Many teenagers have fully incorporated the Internet into their daily lives.(Berkman,2008) Along with the positive aspects of social media there are risks to individual safety, including online harassment, bullying, and exposure to problematic/ illegal content. Amongst all these the most significant impact of social media on the health of youth is on their mental health. (Richards, 2015)

There are effects of electronic media on children such as social isolation, childhood Obesity, behavioral problems, eating disorders, Smoking, alcohol drinking, sexual Initiation (Ray, 2010) the more time spent on television, the lesser will be the time spent with peers. There will be less

scope of social interaction. Having less or no friends will make a child feel socially isolated. There is a link between TV viewing and Obesity, the more the hours spent per week, the child is more at risk of obesity. (Dietz and Gortmaker,1985). when a child watches television and there is no physical activity. Video games would be as like watching TV. However, with the invent of XBOX there are more types of games added wherein this is a technology that detects presence of humans and their Body moment. There are games that demand physical activity, the one who plays is required to perform with body movements that the technology detects. However, this is not recommended too but a better alternative than watching TV. Yet This Does not solve the problem of social isolation. More television exposure will leave children open to advertisements, of unhealthy food or product they might by lured by and they demand to have the same they had viewed on television. Violent content, action movies, wrestling shows etc. which they then Practice in real life and possibly injure themselves. Therefore, Television is a very powerful source of information and Influence. The Influence can either be positive or negative.

As per Common Sense Media (2013), there has been 28% increase from 20011- 2013 in mobile device usage including devices like smart phone, Ipad and tablets. This can also be backed by American association for Pediatricians (2016) study on children, adolescents and digital media, approximately three-quarters of teenagers own a smartphone, 24% of adolescents describe themselves as "constantly connected" to the Internet and 50% report feeling "addicted" to their phones.

Excessive use of social media leads to poor academic achievements within different age groups. The more the involvement and distraction with social media so would the academic assignment and tasks allotted are further procrastinated. About 30-60% of the college students procrastinate their academic work (Rabin LA, Fogel.J & Nutter-upham,2010). At the end the students are over burden with more work and likely to perform poor. More involvement in social media disrupts the eating and sleeping patterns of individuals and affects the health specially causing eye sight problem. It's common to see children at primary school levels start using spectacles to improve their eyesight. Even Mary Lois (2017), in her study states that social media militates against development of self-discipline for university students.

When adolescents have curiosity about certain content, not known to them. They try finding solutions on social media and at times get attracted to what they see online. Very few only have the wisdom that content being presented are polished to appeal masses, to get more

viewership and create more traffic. These contents may not be practically applicable. A Study Conducted in United states (2016) anticipated the effect of social media on the sexual behavior of Adolescents. Adolescents to make their sexual debut earlier than the age they're required to. Due to which they are exposed to much higher risk of suffering from a sexual disease such as Human Immuno-deficiency and sexually transmitted diseases etc. The social media today is the place or a substantial and more easily accessible source as far as information related to sex and sexual health is concerned which determines the sexual behavior of both youth and adults. About 67 % of HIV is diagnosed in adolescents and teens, an age group ranging from 13 to 19 years. This study focused more on different racial and ethnic origins and concluded the African Americans are more prone to Sexually transmitted disease. Although the time spend on social media is equally excessive by this age group irrespective of their race, color and ethnic origins or country. (Stevens, Dunaev, Malven, Bleakley, & Hull, 2016)A similar study dated back in 2003 stated that 47% of high school student had initiated sexual intercourse out of which 7.4 % had before the age of 13 and at more than or equal to 4 years of age have had a sexual partner. (Grunbaum,2003) In some cases it leads to unwanted pregnancies. The effect of social media is similar everywhere, irrespective of country, region, race, or religion. Children and adolescents are prone to face same challenges and risks no matter where they are originated from. Important is how we tackle them to protect our children from its impact.
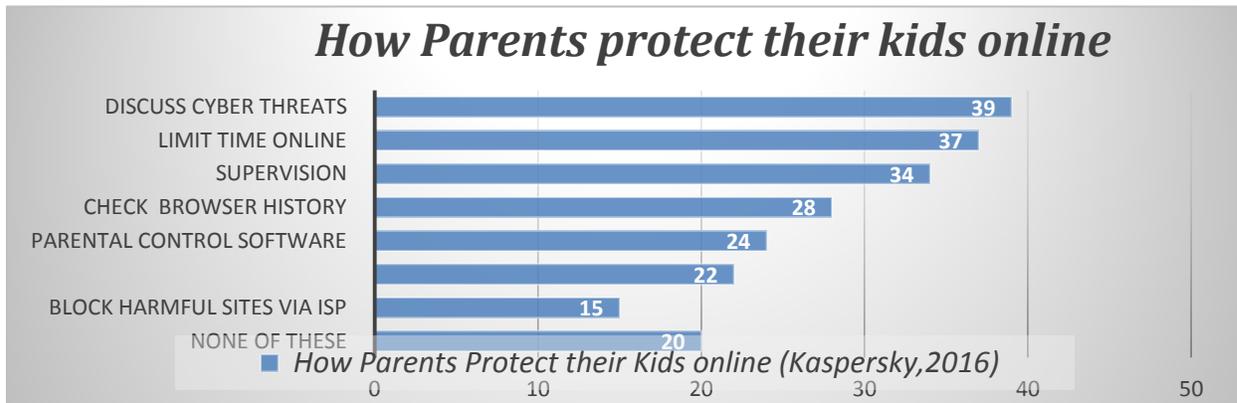

Exhibit 1: *How Parents protect their Kids Online (Kaspersky, 2016)*

Though parents are aware of the fact that excessive screen time is harmful for children yet many do not consider taking measures to limit it. In a study conducted by C.S Mott Children Hospital in their National poll for children health (2014), highlight that among parents of children 2-5 years old, 88% agree that 2 hours or less of screen time is reasonable each day. However, about 1 in 4 parents (26%) of children 2-5 years old report average daily screen time

of 3 or more hours for their young children. Among these parents, 35% say they have not considered limiting total screen time each day.

A study conducted in 2016 in UAE stated that parents are not taking enough efforts on their part to prevent their children online from real issues such as cyber threat and bullying This research was conducted by Kaspersky lab and B2B international which is titled "How parents protect their children online." (Francis, 2016). About 24 % of Parents in UAE aren't aware or would do nothing to deal with internet threats their kids might be faced with. While 42 % of them admit their children have faced threats online such as encounter with an unknown suspicious person, cyber bullying and viewing in appropriate content. Also, 61 percent admitted to fearing the impact internet might have on the health and wellbeing of their children About 26 percent of parents have make use of parental control software to monitor and restrict their children's activity online while 26 Percent think that children should learn how to use internet safely. (Kaspersky lab press release, 2017)

A Survey conducted in (2016) unveiled the opinion and challenges parents are faced with when safeguarding their family from online threats. About 37 percent parents fear about exposure of their children to Inappropriate content,34 percent of fear interaction with suspicious characters and 32percent of cyber bullying. In a period of 12 month about 56 percent kids in UAE where exposed to online threats which lead to research on this issue. (Consumer security risks survey report, 2016). Parents in UAE take possible initiatives on their part,39 percent of parents discuss cyber threats, 37 percent make an attempt to limit online time, 34 percent supervise, 28 percent check the browsing history,24 percent have installed parental control software, 22 percent join social network and become friends, 15 Percent block harmful sites via ISP. (Kaspersky, 2016)

7. Research Methodology

The research method used for this paper is qualitative in nature and it is an exploratory and descriptive research that focuses on highlighting the social evils and risks associated with the excessive use of social media, challenges and solutions in 21st century. For this research paper, primary and secondary research method has also been used, to have insight to existing challenges and problems being faced by children also, to provide their solutions from experts like pediatricians.

An extensive secondary data research has been conducted by reviewing literature using database like Google Scholar, AAP News and Journals Gateway, PMC-US National Library of Medicine and Health Institutes, People: International Journal Of Social Sciences and Studies of American Association of Pediatrics. Researches have been included if they:

Addressed the topic of social evils in media and their detrimental effects on children health

- Centered on teens and adolescents
- Were conducted in recent years

Primary research has been conducted through focus group of experienced pediatricians working in renowned hospitals of UAE. Pediatricians have been chosen as primary research method to provide solutions to these social problems based on their experience and cases that they deal in their everyday life. Keeping in mind that they are the best and reliable source to advice parents on to what steps they should take to handle these issues. The focus group interview was conducted with Ten Medical residents at the Pediatrics Department at a government Hospital in Dubai and five pediatricians from a private Hospital in Dubai.

8. Data Analysis, Solutions and Recommendations

8.1 Interview with Respondents

Respondents comprise of 15 pediatricians from UAE hospitals. Before asking the respondents for solutions and recommendations to guide parents and authorities on media social evils, general questions in structured interview format were conducted due to the face-to-face nature. Below are the results of interviews and questionnaires.

Q-1 Is it appropriate for children and adolescents to use electronic media?

Table 1: *Use of Electronic Media by Children and Adolescents*

Indicators	Frequency	Percentage (N- 15)
They are acceptable but to a certain extend	11	74%
There are no risk with excessive use of electronic tool	0	0%
I am against such devices	4	26%

This table shows that 74% of the respondents said that usage of electronic devices is acceptable but in a limit while 4 of the respondents were against its use by children.

Q-2 How many hours in a day, should a child spend on electronic tool?(Cell phone, laptop, I-pad etc.)

Table 2: *Hours/ Day that a Child should spend on Electronic Tool (Cell phone, laptop, I-pad etc.)*

Indicators	Frequency	Percentage (N- 15)
1 - 2 hours	12	80%
3- 6 hours	3	20%
7-10 hours	0	0%

The table illustrates that 80% of pediatricians say maximum 2 hours in a day should be spent on electronic device, whereas 20% of respondents stated that with increase in age it can extend to 3 hours.

Q-3 How many hours in a day, should child/ adolescent physically play/ exercise without use of electronic media?

Table 3: *Hours in a Day, should child/ Adolescent Physically Play/ Exercise without Use of Electronic Media*

Indicators	Frequency	Percentage (N- 15)
1 - 2 hours	2	13%
3- 6 hours	13	87%
7-10 hours	0	0%

It is evident from table that 87% of respondents said that children should have more physical activity ranging from 3 – 6 hours, including face to face interaction in their learning environment, as children are growing and so do their organs.

Q-4 Is it true, that excessive use of electronic item is harmful to a child's social learning and development process?

Table 4: *Excessive use of Electronic item is Harmful to a Child's Social Learning and Development Process*

Indicators	Frequency	Percentage (N- 15)
Yes	15	100%
No	0	0%

There is a chorus Yes from 100% that responded on above table, saying obviously excessive electronic use is harmful to children. Studies have shown that infants delay with

speaking abilities; even youth develop isolation and does not have interaction with their instant loved ones.

Q-5 Does the quality of content viewed by child affects his/her behavior?

Table 5: *Quality of Content Viewed by Child Affects his/her Behavior*

Indicators	Frequency	Percentage (N- 15)
Yes, to a great extent	13	87%
May be	2	13%
No, not at all	0	0%

Majority of respondents agreed that quality of content that is viewed through online media effect the child behavior. Children tend to get aggressive and out of control by viewing violent content. Even sometimes harsh content develops sleep disorder and leave lasting impression on child's memory.

Q-6 In your opinion, does the excessive amount of time with social medium contribute to develop a form of addictive behavior in children/ adolescent?

Table 6: *Excessive Amount of Time with Social Medium Contributes to Develop a form of Addictive Behavior in Children/ Adolescent*

Indicators	Frequency	Percentage (N- 15)
Yes, to a great extent	14	93%
May be	1	7%
No, not at all	0	0%

Results on table show that majority of respondent agreed to the fact that there is no doubt that due to animated and entertaining features available on different social media apps, children do develop addiction whether it is game, series of cartoon or any other social app like Facebook, twitter.

Q-7 Do you agree that there are a number of risks associated with social media use, specifically, negative effects on mental health.?

Table 7: *Number of risks are associated with social media use, specifically, negative effects on mental health*

Indicators	Frequency	Percentage (N- 15)
Agree	2	13%
Partially Agree	13	87%
Do not Agree	0	0%

Majority of respondents responded that they partially agree as it depends on its usage and the content that is being viewed by the child. This directly co-relates to our theory of Aristotle – Golden mean, that risks are present if media is viewed in excess.

In consideration to the responses from the interview questions and the above discussion one can infer that anything used in excess has its negative effects, it is wiser to use in moderation and take it as learning and not as addiction. Along with these closed ended questions, open ended questions were asked pertaining to:

- Steps that parents can take to address the issue of violent or inappropriate content viewing by child
- Measures by parents to protect their children and adolescents from media social evils
- Steps that other authorities should take to overcome this issue
- Bodies in UAE that are addressing this social evil issue on children and adolescent

Based on above particulars, solutions and recommendations are given below:

8.2 Solutions by Pediatricians

It is the responsibility of the whole community including parents, neighbors, schools and government to raise the child to be a healthy citizen thus everyone has to play their part accordingly. Below given are the possible steps that can be adopted to protect and guide children from social evils.

8.2.1Parents/Guardians

Like parents are concerned in physical world, who the child is meeting, where they are going and what they are eating. Parents should closely monitor the content that is being viewed by the child and its impact on their lives. Parents can restrict the access to certain inappropriate

content by editing the settings; however, it is equally important that they themselves are first educated and aware how to work with the settings and plant filter software's.

In UAE most easy and common software that can be installed are Norton Internet security (NIS) by Etisalat to manage and track child's online activities and restrict access to inappropriate content through strong passwords. Few guidelines given by most pediatricians were:

- To limit the use of electronic devices and social mediums to maximum 2 hours in a day.
- Do not hand over cellphones to children age below 2 years as they are still developing short and long sightedness.
- At least 1 hour before sleeping, children should not be exposed to vibrant rays of electronic devices, in order to have them a smooth sleep at night.
- Encourage children to use electronic devices such as desktop, laptop, I-pad and others in public area i.e. sitting room.
- Social gatherings without internet connectivity and devices should be practiced at home. Example at meal times all family members should be present at dining table without electronic items in hands and pockets.
- Build a regular activity of discussion and talking with children to develop strong bond so that they look to parents and guardians for support and help for issues rather than opinions from strangers in virtual world.
- Explain children how important it is to protect personal information and not to trust anyone in virtual life as we do in real physical life. Difference between reality and fantasy should be explained briefly so that they would know to take wise decisions.
- Rather than online games, more of physical games to be played, in which all family members should actively participate.

8.2.2 Public Figures, Famous Personalities and Celebrities

It is also responsibility of the famous public figures, Personalities and Celebrities to be responsible enough of what they are promoting or endorsing. At the end of the day if children, teens and adolescents like them and are fascinated by what they look, what they eat and what they wear also how they talk and behave. They are role models for how successful they are and what they say or do is going to be imitated and will leave an impression on the minds of youth. They have to be thoughtful on what content they are going to present to the audience and to what extend it may have a negative influence or impact.

8.2.3 Government

The government should block those websites that promote cyber bullying, suicidal games and sexual explicit content. In UAE, most of the sex explicating websites is blocked, in the same way a combined effort from government can be made to restrict these violent and suicidal gaming websites.

Parental control software should be widely available and promoted on public level, so as to take this as serious concern and area of attention. Though they are available in the market, but mostly parents are not aware which one is best suited for their needs and its operational mechanism. A public service campaign would be helpful in spreading a positive word around the masses. Etisalat provides Norton Internet security for parents control; however, they can promote it separately in their campaigns and on frequent basis to spread its awareness. Also like there are laws in physical world against crimes there should be some laws and punishments for virtual world criminals. This would not only create a fear of penalties but also develop a sort of control on cyber criminals.

Government should monitor closely and regulate policy that advertisements are shown to only viewer above 18. The media owners and government should work together in order to implement a cover code so that advertisements are shown responsibly to those above 18 only. A practice of taking agreement of age verification is recommended to media owners where councils and government can have a close monitoring to its implementation.

Government along with online protection board can regularly monitor and set policies for age verification on gaming websites. By this the online industry practice may improve. In addition, government should recognize social media and its potential risks as priority and make it compulsory as a part of nursery and school curriculum. This would emphasize the importance of e-safety and support parents and guardians to address it. The TRA-Telecommunication Regulation Authority in UAE director for policies and program Mohammad Al Zarouni stated that the conferences, events, workshops related accredited programs are conducted as it is authority's social responsibility to Protect families, society, Users in general and children to be specific. Through these initiatives the TRA intends to educate everyone on the proper usage of internet. The TRA advices social media users to read Smart phone apps Terms and conditions to be reviewed and understood Prior to downloads, not to accept requests unknown users or suspicious accounts and to use stronger passwords. The families, parents especially mothers are

advised to make sure their children are indulged in safe activities on social networks and not share their geographical location, personal Photographs and information online so as protect themselves from blackmail. "The TRA authority participates in seminar on Cyber Blackmail conducted with Al Ameen Program in collaboration with Dubai Community Development authority." And their Advices are disseminated at such forums and platforms. (TRA, 2016)

8.2.4 Schools/ Nurseries/Institutes

It is believed that schools are the second home to children, therefore, like other subjects of education and grooming sessions of social topics, there should be inclusion of exploratory education of virtual world safety and students to be taught how to fight from them. As they are usually encouraged to use internet and other mediums for projects and ideas, they should also be made aware of e-safety.

Child might not be aware of how they are bullied or exploited in virtual world; however, by making e-safety education and measures as a part of curriculum they would start understanding its importance. Moreover, extended workshops from schools should also to be provided to the parents as they look onto institutes for certain support.

In many schools teachers are provided training to use electronic items, they can also be educated on e-safety so that they can impart knowledge to their students as well. It is recommended to nurseries to give extended workshops to working parents. In this era many parents are facing problems due to excessive use of electronic devices by their children and need guidance. Nurseries should also provide e-safety seminars to their students' parents and how to manage child's behavior.

9. Limitations and Future Direction of the Study

The scope of this study or the research subject is vast. The research can lay a foundation for other researches or co-relating many others, yet it is complex to conduct a primary survey on inquiring what challenges parents are faced with. Parents do not come out openly with their responses as they assume their answers would raise question on their parenting techniques or so as to how more or less control they have on their children. While conducting a Focus Group Interview it is difficult to meet more pediatricians due to time constraint and busy schedules of the pediatricians.

However, more research is required to identify the exact age in 2 – 18 years bracket of children that are more prone to harmful effects and risks of social media. Also exploring the relevant factors that cause the children to move to virtual life and form it as an addiction, which would assist the health care professionals and institutions to deliver the relevant education to parents and guardians.

10. Conclusion

In today's environment media is evolving quickly, which easily attracts child and an adult, Daniel Goleman (2013) says in his study that "today's children are growing up in digital world, where they are adapting more to machines and less to people. We cannot neglect its power as social media has come to stay and grow in coming years. Due to this fact parents are facing challenges in managing children's use of media and its negative effects. C.S Mott Children Hospital in their National poll for children health (2014) found that most parents agree with recommendations of the American Academy of Pediatrics for screen time limits for young children. However, many parents struggle with putting these limits into practice. The most common method parent's use is to limit locations where device is allowed, which may indicate that limiting location is more practical than limiting screen time. Therefore, in addition to educating parents on how to address the negative effects of media, there is lot of area for future efforts by institutions to develop appropriate strategies and courses to inform children to what is good and bad for their health. All institutions like Schools, Hospitals, Government and Media authorities can work together to produce and promote higher quality screen-based experiences. Even Mary Lois, (2017) in her study suggests introducing media literacy course as basic course to every student of the university. This can be adapted by other authorities like Government, Schools and Hospitals to provide basic media literacy course to parents when they go for vaccinations or parents-teacher meetings.

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