A Study on the Impact of New Media on Adolescence Behaviors

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Abstract

The aim of this research is to study the new media's impact on adolescence behavior changes. Also, this paper analyses the adolescence's internet and other digital addiction. A case study was conducted using the secondary data and primary gathered data. The Internet gives risks and opportunities. The research reviewed suggests that some of the online risks facing Adolescents are annnn   ddiction, exposure to inappropriate material, cyber bullying and sexual solicitation. Research is only now beginning to determine which Adolescents may be at most risk for online addiction. For the treatment of digital addiction, cognitively based treatment approaches have given success, but more research work is needed. Research also suggests that some Adolescents may be more likely to be victims of online harassment and sexual solicitation, suggesting that intervention efforts should target high-risk Adolescents as well as risky online behaviors.

Keywords: Digital addiction, internet and new media, behaviors, sexual solicitation

1. Introduction

New media includes the content created & delivered through the Internet, including social networking and other specialized kinds of websites, as well as content delivered on other digital platforms, such as mobile devices. The studies conducted on new media effects could improve adolescent sexual health. It is rapidly changing area of adolescent life. New information and communication technology has a significant impact on human interaction and the accumulation of the initial social capital of adolescents. More the new tools can create new social networks, more the change in content and quality of social interactions. In a rapidly changing environment, adolescents need new types of technical and social skills.The internet often replaces real-life social interaction with online chat rooms and social networking sites. This shows the addiction of internet and how a person can be addicted by internet such as Using the online services every day without skipping, Loosing track of time after making a connection, Going out less and less, spending less and less time on meals or at home or at work, eating in front of the monitor, Denying spending too much time on the Net, Checking on mailbox too many times a day, logging onto the Net while already busy at work and sneaking online family members not at home, with a sense of relief. While some people use the internet to relieve stress, it has a counterproductive effect. Adolescents spend longer time online, it increases their stress levels.

Importance of this research

Use of internet for longer time can be associated with increase in depression, loneliness, and smaller social circles. The outcomes suggest that use of Internet detaches individuals from their family, friends and has a negative impact on one's psychological well-being. This effect is known as the reduction hypothesis. There

are no adequate research works are found in new media and its effects. So this research gets more importance.

2. Review of Literature

New media ensure the widest possible access to a choice of diverse communication services of the highest quality. All of us can benefit from new services-as citizens, and consumers. We want to include every section of our society in the benefits of these services, and use to the full, the opportunities now available for enhancing their diversity and quality (Diani and Eyerman 1992). Social movement audience agree that the new media proposes new openings for international cooperative action, but are more skeptical on the expansion of steady, long-term movements in the future (MC Adam et al 1996) The impact of these new media have and will have on the success of the recent anti-globalization protests and the plausible formation of a new social movement (Duyven dak Koopmans 1992).

New information and communication technology has a significant impact on human interaction and the accumulation of the initial social capital of adolescents. As much as the new tools can create new social networks, they can also modify the content and class of social relations. In a rapidly changing environment, adolescents need new types of technical and social skills (Parliament, 2005) in a traditional society like India the younger generation is exposed to a wider mirror for social interactive and are too anxious to learn to keep abreast of the technical and social developments. Media culture of the young, for instance, the effect of virtual communities on adolescents' social networks and the impact of the new media on the gender roles of the youth. Adolescents use a variety of media and increasingly engage with these media on diverse platforms. The sum of sexual content that adolescence meets up varies across these platforms.

Technology such as internet, mobiles etc, that has come to be woven into the everyday lives of many young people, providing constant accessibility and a sense of independence from families or other adults (Kasesniemi & Rautiainen, 2002). Adult concerns are common, from anxieties about health risks, bullying messages and uncontrollable costs to popular and largely unsubstantiated accusations that young people are reinventing or destroying standard linguistic and communicative practices (Katz & Aakhus, 2002) Parents are facing newer problems in managing their adolescent children in the new media environment. The relationship between parent and teenager is never static. Civilization in society, the official relational power system, familial structure and hierarchical proportions all have an influence in an association between parents and teenagers. The part of both parents and teenagers function within these boundaries. Hence, parent-teenager relationship tends to be more dynamic and matures with the age of the teenager   (Ling & Yttri, 2003).

The age of adolescence is very much linked with the teenage years, even though its physical, psychological and cultural expressions can start earlier and end later. For example, although puberty has been traditionally related with the inception of adolescent expansion, it now typically start prior to the teenage years and there have been a normative shift of it occurring in preadolescence, chiefly in females. Physical growth, as diverse from puberty (particularly in males), and cognitive development usually seen in adolescence, can also enlarge into the early twenties. Thus chronological age affords only a jagged marker of adolescence and researchers have found it hard to agree upon an accurate definition of adolescence. A thorough understanding of adolescence in society depends on information from various perspectives, most importantly from the areas of psychology, biology, sociology, education, and anthropology. Within all of this point of

view, adolescence is viewed as an intermediary period between childhood and adulthood whose cultural function is the training of children for adult part.

3. Research Methodology

This study has adopted the quantitative method of survey technique, adopting a descriptive research design, involving the impact on New Media on Adolescents with regard to using mobile phone and internet. Quantitative research is used to compute the number of people who feel, think or act in a particular way. These reviews tend to include large number of samples - anything from 50 to any number of discussions. Structured questionnaires are usually used to integrate mainly closed questions - questions with set responses.

Sampling Procedure

The sampling procedure used was Non-probabilistic sampling procedure. Non probability sampling is a method in which samples will not have the equivalent chance of being incorporated in a sample. In non-probability sampling, you set criteria for elements to be incorporated in the sample i.e. on source of region, look and likewise. Hence restricting the probability of representation in the sample. Non probability sampling uniformly plays a key role in the field of descriptive research.The universe for the study consisted of the total population at the School Student's in the Cites of Trichy and Chennai. A total of 600 respondents of the universe are covered as the sample.

Sample

The sample for this study was selected from among the under School students of regular mode streams in Trichy and Chennai. The sample also comprised with urban and rural back grounds. The sample was drawn from both male and female general Ninth and Eleventh class students. Each City have 300 sample and both city, A total of five schools Trichy namely Dhanalakshmi Srinivasan Matriculation school, AKKV Matriculation school, Alfa plus Matriculation school, Kauviri Matriculation school and Nehru Matriculation school and A total of five Schools Chennai namely St Anthony's Anglo Indian school, asan memorial school, YMCA school DAV school and santhome school were selected for this study based on the convenience of access and possibility of getting permission.Total number of respondents whose responses were taken up for analysis was 600. The data was gathered by administering a questionnaire prepared specially for the study. The data was collected during the period from first and Second week of July. The data was collected during the period from 1st and 2nd week of July Month. The frequency test, cross tab, correlation, t-test and ANOVA were used for the analysis of this research.

4. Findings and Results

This research results shows that there is a relation exist between the watching television advertising watching time, attitudes, life style, and consumption pattern of the behavior of the audience. However, the effect of the various factors such as age, Social class, economic, message presentation, family structure and relationships governing the time watching television. For example, adults who are at an early age because of limited cognitive abilities, the reality of what they think of television viewing and much closer to reality television programs that adults know of content that are most affected. Accordingly, the effectiveness of young adult's age and years of TV ads, most adults that age are high. There are also strong family relationships and causes adults to be influenced by television programs. Parents with adults studying the reality of online life that it can monitor and control, they are more aware of advertising and commercial purposes and the

negative view about these programs is more critical than. While the relationships between family members that it is hostile, Adults may achieve the advertised product; make life difficult for their parents. So if someone can confirm a great year for goods and services, View it with your adults more likely to show having been advertised products Since young adults in the diagnosis of non-reality reality Still have not found the necessary cognitive skills, Therefore, adults programs and cartoons of famous personalities, young adults can distinguish reality from fantasy.

Analysis

The following pages present the demographic details of the respondents in terms of their place of living, gender, age and academic details like the class pursued by the students and their area of institution.Respondents of the study were drawn from the entire School in order to make the study representative of the whole schools.

Data Analysis

The collected questionnaires were tabulated and analyzed using the SPSS (Statistical Package for Social Sciences).The analysis was done employing frequency test, cross tab, correlation, t-test and ANOVA.

5. Conclusions

The internet often replaces real-life social interaction with online chat rooms and social networking sites. This shows the addiction of internet and how a person can be addicted by internet such as using the online services every day without skipping, Loosing track of time after making a connection. Free access and experience to this information by teenager who have not yet developed a full adulthood, could pose harmful impacts on teenager growth and could potentially manifest in their communal interactions with peers, their sexual activity, and their emotional development. Adolescent bullies when they are grown-up are not as communally and emotionally developed when matched up to their peers. They are accustomed to demeaning others for their own gratification and need help from professionals to coach them into changing negative interactions into more positive ones, adolescent bullies can develop a very negative attitude to life the respect to relationships and the shunned by others.

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