

STUDY ON SIGNIFICANT RELATIONSHIP BETWEEN PARENTS SOCIAL MEDIA CONNECTIVITY AND PARENTS AWARENESS ON ADOLESCENCE PSYCHOLOGICAL BEHAVIOUR CHANGES

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Abstract

Social media is very useful for getting new ideas. When it comes to the parenting, social media is amazingly helpful. Social media platforms allow parents to connect one another across the world. It helps the parents to study and gather information about parenting, share ideas, learning and experiences. A large number of research papers and articles on adolescence and adolescent related issues are available on social media. They give useful information tips and advice to the parents to enhance the knowledge and upgrade their parenting skills. But there are many parents who are not using social media platforms with various reasons. This study aim to find the significant relation with parent's social media connectivity and parent's awareness on adolescence psychological behavior changes. A sample size of 384 parents including 207 male and 177 female who are active in social media and not active in social media were taken for this study. This study was conducted in Jhansi district of Uttar Pradesh state of India. "The result shows that there is a significant association between "parents active in social media" and "parent's awareness on adolescence psychological behavior change".

Key words- Parents, Awareness, adolescents, Behavior, Social media.

Introduction

The growing popularity of social media has lead to a social media revolution. Social media platforms such as Facebook, UTube, Instagram, Reddit, Twitter,Telegram, Messenger, TikTok, We chat, Snapchat, LinkedIn and Whatsapp have revolutionized our communication, interaction, and sharing of information. They have become very important in human life creating a higher dependency. Social media provides a common platform to the parents to access numerous information related to parenting⁹. There are a large number of articles, research papers, books and other study materials about parenting of adolescence⁸. Educated young parents of this generation are very much connected with the social media platforms and take the optimum services of the social media to make their parenting life easy¹.

Theoretical Framework

Parenting of adolescent is difficult and challenging. Generally, parents like to keep complete

control over their adolescents for a sense of security. But the parents do not realize that the adolescents are on the way towards adulthood, they crave freedom and independence and want control over their own life. Social media has a great role in helping the parents and adolescence. Adolescence psychological behavior change is a natural phenomenon that every parent needs to be aware. The major psychological behavior changes during adolescence are happiness, mood swings, crushes and infatuation. Emotions like, patriotism is also felt intensely during this period. Adolescents are prone to express their emotions in exaggerated way due to the hormonal fluctuation in adolescence. Negative emotions like worry, fear, anger, sadness and anxiety are also common in adolescents due to emotional stress. Many times the parents complain difficulty in addressing and managing their adolescent issues like mood swings and sudden behavior changes. Parent's awareness about adolescence and a thorough understanding about adolescence behavioral changes are very important to enable the parents to deal with it⁴. Many of the issues related to adolescents emerge due to ignorance about the adolescence facts. Social media is very useful with a large quantity of enriching learning materials that give extended knowledge about the developmental phases of adolescence². The research publications available in social media are helpful to find answers for parent's queries and capacitate themselves with knowledge and develop coping skills if it is used wisely⁷. Parents can even avail professional services like counseling, live expert advices etc. through social media.

Importance of the study

Being in the era of technological advancement, human life has become much easier and technology lead. The social media has taken space in every area of people's life promising quick solution to their problems⁶. As in other area of human life, the contribution of social media platforms in parenting also is vast, supported with scientific facts, reasoning and extended knowledge¹⁰. The trend of taking help of social media in parenting is increasing³. They search for the reasons of adolescence behavior changes and understand the scientific facts, learn how to manage their adolescent's transition phase, equip themselves with improved parenting skills, and develop their own parenting styles and strategies to deal with their problems and they are watchful over their adolescents activities⁵. But the available studies need further exploration. The purpose of this study is to understand the significant relationship between parent's social media connectivity and parent's awareness on adolescence psychological behavior changes.

Literature Review

The study highlights how technology lead society can use the social media for the betterment of parent school relationship. According to the author, a well integrated functioning of family and school can play a vital role in the overall development of the children as well as school. The advancement of technology can be used by the parents for the access of information about child performance and school functioning on a daily basis¹. The study conducted to identify the views of parents about social media. In the study, a good number of parents stated that social media is helpful to enhance the students performance academically. But a good percentage of the parents said that the students waste their time in social media and not used

for the educational purpose. Parents are in the opinion that the social media help to access information from many sources. They also mentioned that the exposure of children to undesirable content is social media is a serious issue. They suggested that there is need of raising the awareness about using the social media wisely². The article states that social media platforms caused a radical change in communication among parents. It has become an integral part of our daily lives and has a significant impact on modern parenthood. Social media has a great impact on modern parenthood. It helps the parents to connect with other parents, share the experiences and learning. Social media provide a platform of support for parents with a large volume of data helpful in parenting. Online expert services available in social media are helpful for parents in navigating the parenting³. The study conducted to understand the views of parents about influencing advertisements in social media that targets the adolescence. The results reveal that the views of parents vary. The study suggest that the parents need to be encouraged to involve with their adolescents social media activities to deal the traps of social media influencers wisely⁴. Article throws light to the use of social media for parenting and how many parents take the benefit of social media in parenting. According to the author, social media has become an important tool in parenting, but there are concerns about using it for parenting advice. Since every child is unique, the parents need to develop parenting style that suits to their children⁵. The article reveals that the social media use of parents has an association with the parenting style. The study finds that there is frequent use of social media for referring the digital guidance by the young parents. Another point of study is relationship between the parental sharing on social media and their effect on children which suggest further research⁶. Article discuss about the social media screen time and the safety of children's mental health. The article state that the impact of social media on children and adolescents can be positive or negative and need to pay attention. The study suggests that the parents need to teach the children to use the social media responsibly. Few points the article suggests are: setting good examples by the parents such as limiting the use of social media, using screen time for the purpose of educational and creative learning⁷. The author states that the era of social media introduced new communication habits and assist online access. The study inquires the sources and possible factors that lead the parents towards the social media use for parenting purpose. The study reveals that the parents received assistance of social media for acquiring specific knowledge and advises. The result shows that the parents use social media for parenting purpose to a great extent and learning parenting tips⁸. Article discuss about the changes happened in parenting world and how parents are living their daily life with world wide web that made their parenting life rich with updated information and new knowledge. The article unveils how the social media is helping in upgrading parenting skills and how useful it is in keeping the parents updated about their children, their progress and their daily activities. Technology allows greater freedom to the children as the parents can be in touch with them⁹. The article introduce social media as a parenting tool which has amazingly changed the parenting style of this generation. The previous generations never thought of such privileges of sharing to one another and learning from each other. The World Wide Web made the parenting bit easy by providing a common platform for the likeminded people. The online parent community helps each other by celebrating their success, providing supports, sharing strategies to overcome difficulties, and providing a virtual support system¹⁰.

Methodology

Study Design and sample

A total number of 384 parents including 207 male parents and 177 female parents who have adolescent children of 10 to 19 ages were studied. It was ensured that the sizes cover both social media active and not active parents. This study is done by using the stratified random sampling. Care was taken to ensure representation from all the 08 blocks of the district. Since the study was covering the entire district including rural, urban and semi urban areas, the primary data collection was done through interview schedules designed for personal interview by visiting the parents household to household.

Variables

Parents connected with social media and not connected with social media were taken as the variables for the study.

Control Variables

Parent awareness on adolescence psychological behavior changes namely “happiness”, “sadness”, “anger”, “patriotism”, “mood swings”, “crushes” and “infatuation” were the control variables in the study.

Data Analysis

The chi-square test of association was done to understand the significant association between two categorical variables based on the comparison of observed and expected frequencies in a contingency table. Expected frequencies for each cell in the contingency table were computed by using the formula $E_{ij} = \frac{\text{row total} \times \text{column total}}{\text{grand total}}$ under the assumption that there is no association between the variables. The chi-square test was calculated by using the statistic formula: $\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$ where O_{ij} is the observed frequency E_{ij} is the expected frequency, and the summation across all cells in the contingency table. Degrees of freedom (df) for the chi-square test was calculated by using (Number of columns - 1) X (Number of rows - 1). The level of significance was taken as 0.05 to determine the p-value.

Media connectivity:

| Parents active with social media | Parents not active with social media |
|----------------------------------|--------------------------------------|
| 351 | 33 |

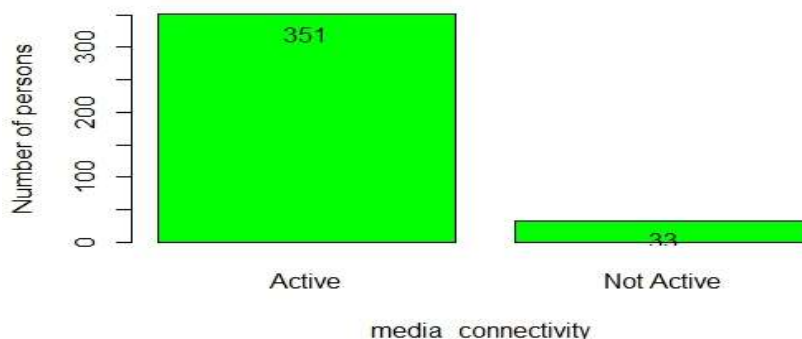


Fig.1. Parents social media connectivity

A total number of 351(91%) parents out of 384 were found connected with social media whereas 33(9%) were found not connected to social media.

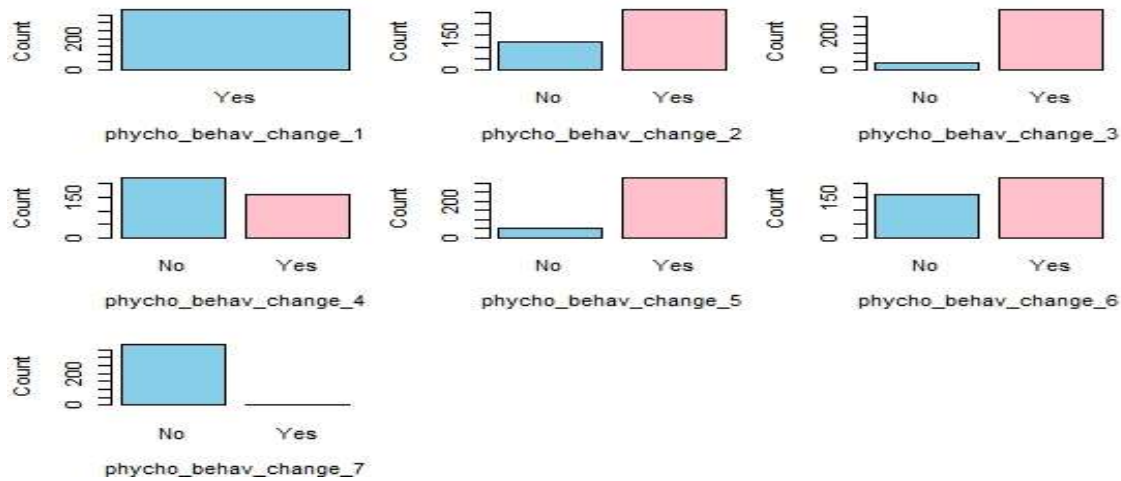


Fig.2. Score of parents awareness on adolescence psychological behavior change “happiness”, “sadness”, “anger”, “patriotism” “mood swings”, “crushes”, and “infatuation”.

Contingency table showing the significant relationship between parent’s awareness on adolescence psychological behavior changes and parents Social media-connectivity.

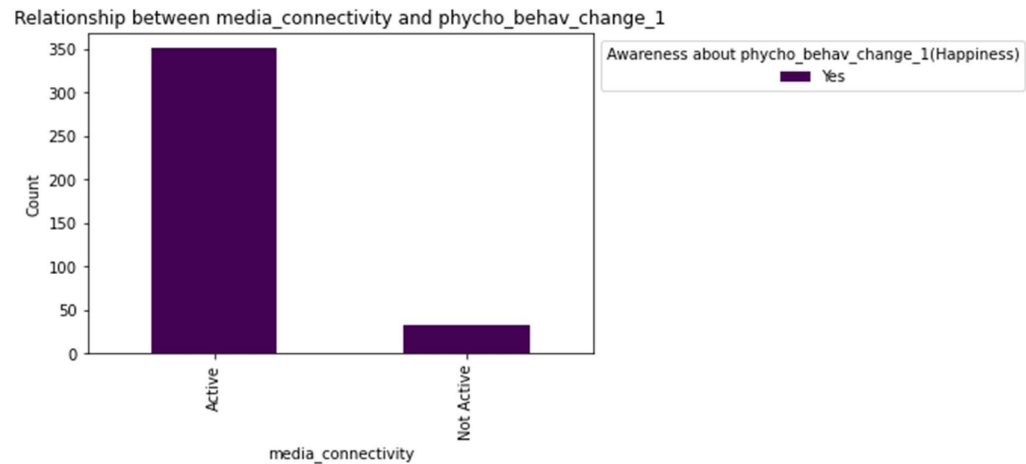


Fig.3 Relationship between parent’s social media connectivity and parent’s awareness on psychological behavior change “Happiness”.

Table.1. Result of Psychological behavior change “Happiness”.

| Psychological Behaviour Change | Parents | | | | Chi Square Value | P- Value | Significance level | Result |
|--------------------------------|---------------------|----|-------------------------|----|------------------|----------|--------------------|-------------------------|
| | Social media active | | Social media not active | | | | | |
| | Yes | No | Yes | No | | | | |
| Happiness | 351 | 0 | 33 | 0 | 0.0 | 1.0 | 0.05 | There is no Significant |

| | | | | | | | | |
|--|--|--|--|--|--|--|--|-------------|
| | | | | | | | | Association |
|--|--|--|--|--|--|--|--|-------------|

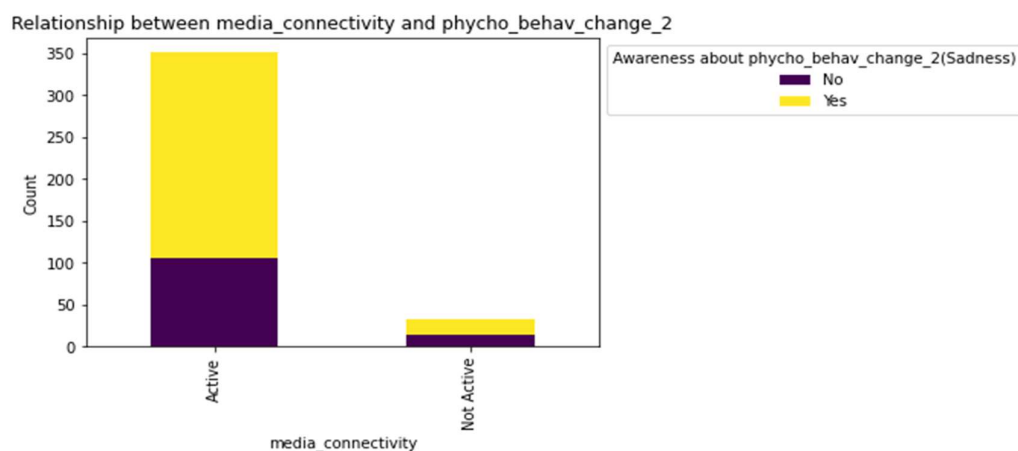


Fig.4 Relationship between parent's social media connectivity and parent's awareness on psychological behavior change "Sadness".

Table.2. Result of Psychological behavior change "Sadness".

| Psychological Behaviour Change | Parents | | | | Chi Square Value | P- Value | Significance level | Result |
|--------------------------------|---------------------|-----|-------------------------|----|------------------|----------|--------------------|-------------------------------------|
| | Social media active | | Social media not active | | | | | |
| | Yes | No | Yes | No | | | | |
| Sadness | 245 | 106 | 18 | 15 | 2.584 | 0.107 | 0.05 | There is no Significant Association |

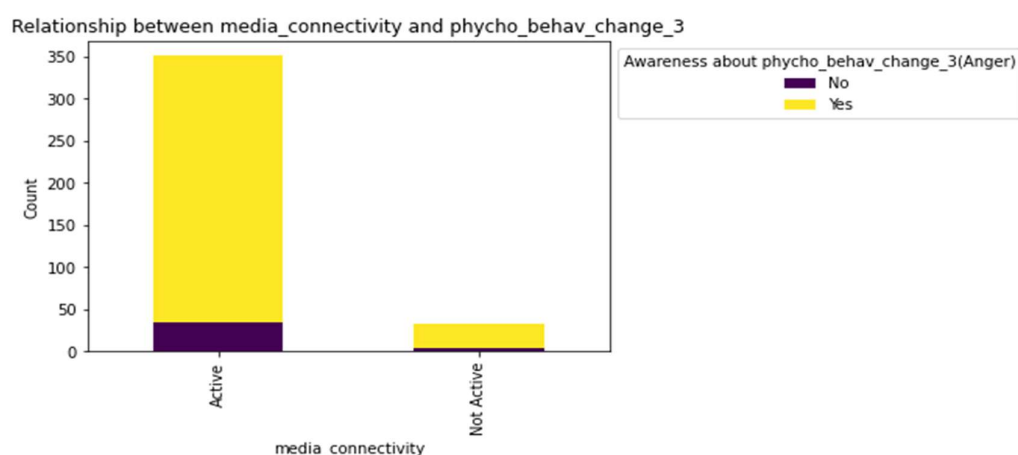


Fig.5 Relationship between parent's social media connectivity and parent's awareness on psychological behavior change "Anger".

Table.3. Result of Psychological behavior change "Anger".

| Psychological Behaviour Change | Parents | | | | Chi Square Value | P- Value | Significance level | Result |
|--------------------------------|---------------------|----|-------------------------|----|------------------|----------|--------------------|-------------------------------------|
| | Social media active | | Social media not active | | | | | |
| | Yes | No | Yes | No | | | | |
| Anger | 316 | 35 | 29 | 4 | 0.008 | 0.928 | 0.05 | There is no Significant Association |

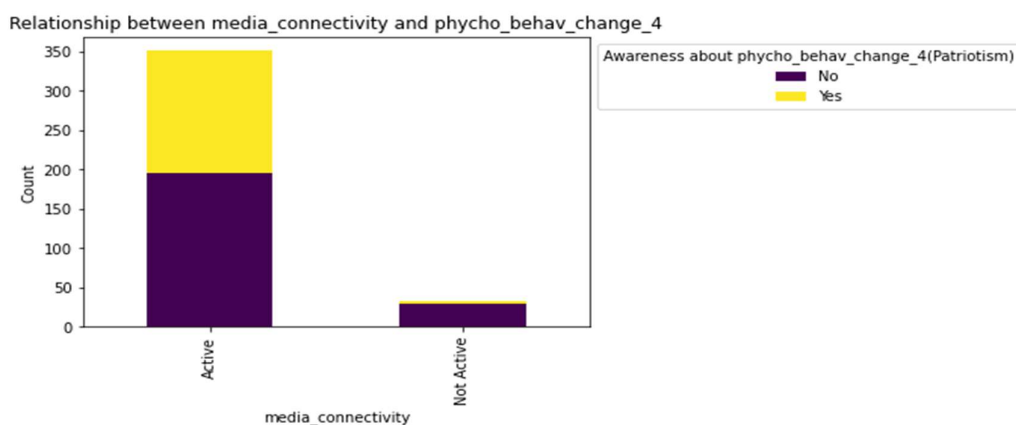


Fig.6 Relationship between parent's social media connectivity and parent's awareness on psychological behavior change "Patriotism".

Table.4. Result of Psychological behavior change "Patriotism".

| Psychological Behaviour Change | Parents | | | | Chi Square Value | P- Value | Significance level | Result |
|--------------------------------|---------------------|-----|-------------------------|----|------------------|----------|--------------------|------------------------------------|
| | Social media active | | Social media not active | | | | | |
| | Yes | No | Yes | No | | | | |
| Patriotism | 156 | 195 | 3 | 30 | 14.116 | 0.000 | 0.05 | There is a Significant Association |

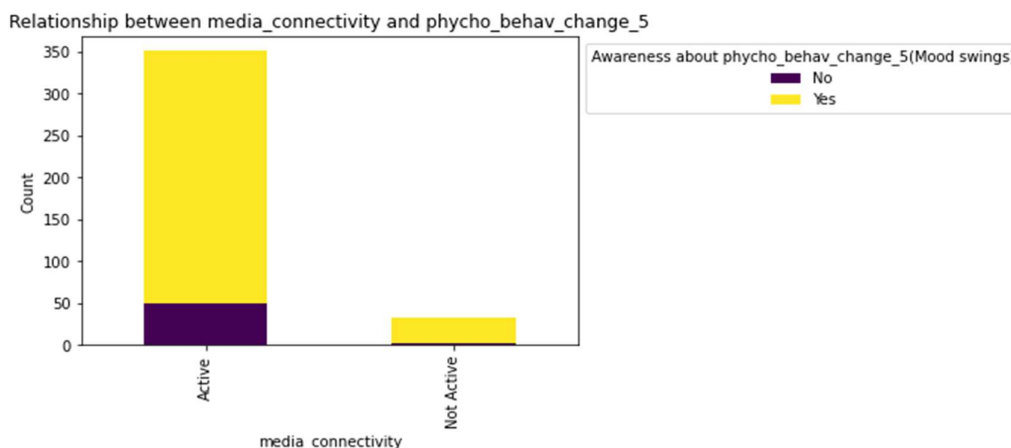


Fig.7 Relationship between parent’s social media connectivity and parent’s awareness on psychological behavior change “mood swings”.

Table.5. Result of Psychological behavior change “Mood swings”.

| Psychological Behaviour Change | Parents | | | | Chi Squar e Value | P-Valu e | Significance level | Result |
|--------------------------------|---------------------|----|-------------------------|----|-------------------|----------|--------------------|--------------------------------------|
| | Social media active | | Social media not active | | | | | |
| | Yes | No | Yes | No | | | | |
| Mood swings | 302 | 49 | 30 | 3 | 0.265 | 0.606 | 0.05 | There is no S ignificant Association |

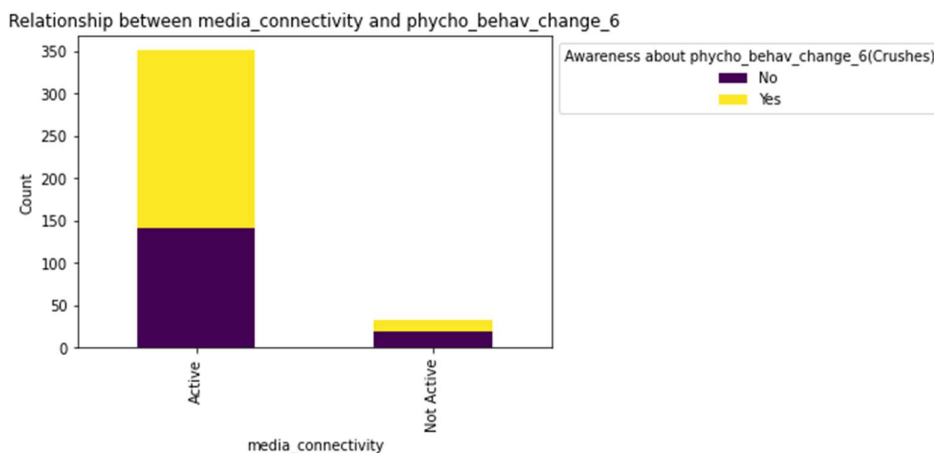


Fig.8 Relationship between parent’s social media connectivity and parent’s awareness on psychological behavior change “Crushes”.

Table.6. Result of Psychological behavior change “Crushes”.

| Psychological Behaviour Change | Parents | | Chi Square Value | P-Value | Significance level | Result |
|--------------------------------|--------------|--------------|------------------|---------|--------------------|--------|
| | Social media | Social media | | | | |
| | | | | | | |

| | active | | not active | | | | | |
|---------|--------|-----|------------|----|-------|-------|------|------------------------------------|
| | Yes | No | Yes | No | | | | |
| Crushes | 210 | 141 | 13 | 20 | 4.368 | 0.036 | 0.05 | There is a Significant Association |

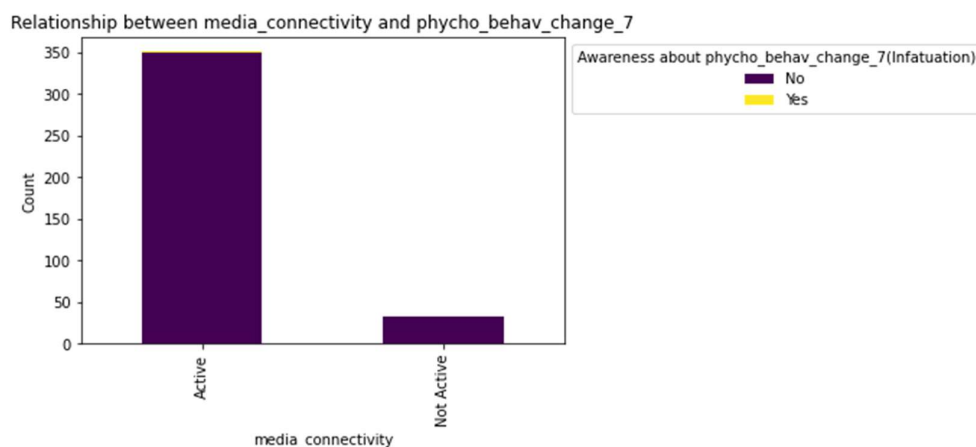


Fig.9 Relationship between parent’s social media connectivity and parent’s awareness on psychological behavior change “Infatuation”.

Table.7. Result of Psychological behavior change “Infatuation”.

| Psychological Behaviour Change | Parents | | | | Chi Squa re Valu e | P-Value | Significance level | Result |
|--------------------------------|---------------------|-----|-------------------------|----|--------------------|---------|--------------------|--------------------------------------|
| | Social media active | | Social media not active | | | | | |
| | Yes | No | Yes | No | | | | |
| Infatuation | 2 | 349 | 0 | 33 | 0.0 | 1.0 | 0.05 | There is no S ignificant Association |

Results and discussions

The study of data shows that a total number of 351(91.40%) parents out of 384 are active in social media whereas 33(8.59%) (fig.1) are not active in social media. Scores of each psychological behavior changes namely “happiness”, “sadness”, “anger”, “patriotism”, “mood swings”, “crushes” and “infatuation” was studied which is illustrated as fig.2. The significant relationship between parent’s social media and parent’s awareness on adolescence psychological behavior changes was studied with the Chi Square Test of independence. The contingency tables are illustrated as fig.3, fig. 4, fig.5, fig.6, fig.7, fig.8 and fig. 9.

The study found that 351(91.40%) parents who are active with social media and 33(8.59%) parents who are not active with social media are aware about adolescence behavior change “Happiness” while there was none found unaware about the said behavior change in both social media active and not active group (Table.3). A total number of 245(63.80%) parents who are active with social media and 18(4.68%) parents who are not active with social media were found aware about

adolescence behavior change “Sadness” whereas 106(27.60%) parents who are active with social media and 15(3.90%) who are not active with social media were found not aware about the said adolescence behavior change (Table.4). Total number of 316(82.29%) parents who are active with social media and 29(7.55%) parents who are not active with social media were found aware about adolescence behavior change “Patriotism” while 35(9.11%) parents who are active with social media and 4(1.04%) who are not active with social media were found unaware about behavior change “Patriotism” (Table.5). Total 156(40.62%) parents who are active with social media and 3(0.78%) parents who are not active with social media were found aware about adolescence behavior change “Mood swings” but 195(50.78%) parents who are active with social media and 30(7.81%) who are not active with social media were found not aware about behavior change “Mood swings” (Table.6). Total 302(78.64%) parents who are active with social media and 30(7.81%) parents who are not active with social media were found aware about adolescence behavior change “Crushes” whereas 49(12.76%) parents who are active with social media and 3(0.78%) who are not active with social media were found unaware about behavior change “crushes” (Table.7).

A total number of 210(54.68%) parents who are active with social media and 13(3.38%) parents who are not active with social media were found aware about adolescence behavior change - “Crushes” while 141(36.71%) parents who are active with social media and 20(5.20%) who are not active with social media were found unaware about the said behavior change (Table.8). A total of 2(0.52%) parents who are active with social media was found aware of adolescence psychological behavior change “Infatuation” and no parents were found aware about the said adolescence behavior change among parents not active with social media. Total of 349(90.88%) parents who are active with social media and 33(8.59%) who are not active with social media were found unaware about the said behavior change (Table.9).

The p-value of adolescence psychological behavior change ‘happiness’, ‘sadness’, ‘anger’, and mood swings were found > the significance level and there was no significant association found between parent’s social media connectivity and parents awareness on adolescence psychological behavior changes “happiness”, “sadness”, “anger”, “mood swings” and “infatuation”. Whereas the p-value of ‘patriotism’ and ‘crushes’ were found < the significance level and there is a significant association found between “parent’s social media connectivity and parents awareness on psychological behavior change ‘patriotism’ and ‘crushes’”. The study reveals that the social media connectivity of the parents can enhance the parental awareness on adolescence psychological behavior changes and there is a significant association between the two.

Conclusion

A good majority of educated parents take the advantage of social media in their daily life and upgrade their knowledge in multiple subjects. Parents use these platforms regularly and equip themselves with useful information and knowledge about parenting can enhance their parenting skills. The results of the study show that there is a positive association between parent’s awareness on adolescence behavior change and parent’s social media connectivity. The findings of the study will be useful for the parents, schools, trainers and those who are interested to increase their knowledge and information about adolescence and adolescent’s related issues.

Conflict of interest :

The authors declare that they have no conflict of interest.

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