

DIGITAL INFLUENCES, IMPACT OF SCREEN TIME ON CHILD DEVELOPMENT

Prof Dr. Aisha Mehnaz
Chairperson KONPAL

IMPACT OF SCREEN TIME ON CHILD DEVELOPMENT

- ❖ In children maximum brain growth occurs during first two years of life.
- ❖ Studies have shown about 1 in 4 school-going children suffer from developmental delays, difficulty in communication, language problem, impaired motor skills, and emotional deficit.
- ❖ The stimuli kids develop during first 3-5 years significantly affects their brain development, language development, learning skills and motor development.
- ❖ Social skills and communication skills .

DIGITAL INFLUENCES: IMPACT OF TV ON HEALTH & PSYCHO-SOCIAL WELLBEING.

Advertisements aired on TV/Media & its impact:

- Internet & social media sites are enticing more children with their slick promotional strategies.
- Advertisements being aired these days either involve children or shown to children which are unrealistic and often unethical.
- Advertising agencies allure children to demand from their parents, items they neither understand nor needed to buy in the first place.
- Unable to differentiate between reality and fantasy, children start believing in what is shown to them .
- On an average children and youth watch > 30,000 to 40,000 adv. per year on TV alone

ADVERTISING TO CHILDREN



- This mammoth exposure are significantly contributing to poor health and nutritional issues in children like obesity and emotional problems .
- Researches have shown that young children are cognitively and psychologically immature and cannot differentiate right from wrong, they are defenseless and are an easy target. E.g.
- The instant highly processed food . There nutritive content are low but fat, calories and sodium are high. Most items are coated with artificial colors, flavors and preservatives , **detrimental to Health.**
- Another devastating effects of advertising is **emotional trauma** to children, promoting a certain hair oil or shampoo or skin products claiming that it will increase their popularity among their peers often lead to lack of confidence and self-esteem.

ADVERTISING TO CHILDREN

- Another category of advertisement particularly appealing to adolescents are where their famous hero is shown to be playing stunts like jumping around in bicycles or taking a dive from the cliff . A number of accidents even deaths have occurred in adolescents while trying these stunts
- The responsibility primarily lies with the government and the regulatory authorities to scrutinize the product advertised for children or products with impact on children's physical and or emotional health but
- parental guidance is equally important.

ONLINE PROTECTION ISSUES

- Online abuse is any type of abuse that happens via the internet, through social media, online gaming or mobile phones. Children and adolescents are the main victims.
- Digital Era has profound Impact on children.
- Globally digital media has attracted youth and children most. Approximately 1 in 3 internet users is a child. In UK 65% of 8-11- year- old children own smart phone and 90% children live in home with internet access.
- In Pakistan too, use of mobile phones has reached 50 per cent. More than 36% household uses internet. Video games like PUBG
- on line Child predators cleverly create and share pornographic material.
- Digital Era has exposed our children to a number of online heinous activities like cyberbullying/ gaming/coding/sexting /grooming and other methods of child abuse.
- There is global craze among the youths of taking selfies
- Photographs are being shared on social media with no privacy settings.
- In Pakistan this has led to disastrous effects especially when it involves females and has led to suicides,



You cannot raise your children as your parents raised you because your parents raised you for a world that no longer exist