

## **Social Media, Moralities and Teenagers: To analyse the Effects of Social Media on Teenagers**

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### **Abstract**

This article analyses the unchecked and excessive use of social media and deterioration of moralities in teenagers from different studies in the world. In this study meta-analysis and systematic review of secondary data is used. Nowadays use of social media websites among the teenagers has become a common activity. Social media websites offer a portal for communication and entertainment for youth that have grown up their personalities. The usage of social media has been described as one of the preferred activities for teenagers. Systematic searching retrieved a number of publications exploring the effects of excessive and unchecked use of social media and deterioration of moralities in teenagers. Findings show that about 71% and 65% of respondents agree with the statement that social media has negative effect on teenagers' health and education, respectively. While 29% and 35% disagree with this statement. The data suggests that there is need to develop policies and guidelines regarding use of social media by teenagers, and promote the technical and ethical trainings about the use of this modern technology.

### **Keywords**

Unchecked, Moralities, Social Media, Teenagers, Ethics

### **Introduction**

Social media has significant role for individuals, however, like any other marketing tool, it is difficult to foresee impact that it lays on the people. In recent years, numerous studies have been conducted to sort the percentage group in prospects of soil media cites user. The results of

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these studies have been identified that many young people (age group between 18-25 years) are the excessive users of networking sites (especially Facebook and Twitter) than any other age group, and due to that, these social networking sites have abundant users than other sites worldwide. Besides, different researchers have contended that the perceived positive benefit of the use of social media, in which hopeful feedback produces more and more users, increases its social platform (Murdough, 2009).

According to Merriam Webster Encyclopaedia Britannica Company defines the teenager when someone is young and has not yet become an adult during life time. Youth is extremely significant for future of any nation and country's development. Nowadays, social media is important for youth within the field of learning and education to find out new trends/innovations in education field, to enhance the communicating and writing skills, cultural promotion, religious and political information gathering and sharing links, for better living style, growth and development of a society.

Use of information technology and communication is more extensive and rapidly developing in the different parts of the world. In fact, in 2015 it was estimated that about 7,000 million mobile phone lines were in excess of mobile phone users, and that the number of web users had increased to 3,000 million but lines were only extended to 3,174 million. Globally there are more than 7 billion mobile cellular subscriptions as compared to less than 1 billion in 2000. According to an estimate, worldwide 3.2 billion people are using the internet and 2 billion are from developing countries (ITU, 2015).

Social networking websites such as Facebook, Instagram, Twitter, and WhatsApp are among the useful way that allow individuals to contact with one another, and can be a useful source to advertise products in effective style. In past, a number of studies have been conducted on usefulness and efficiency of social networking, and have concluded that social media can be a very helpful tool for the firms to introduce their businesses, and allow the individuals to contact with one another (Powell, 2009).

The facts confirm that the large economies lead the path in utilization of social media and developed nations are bit by bit joining the advanced world. Developments have driven societies towards creating new innovation for a middle person. The use of social media, such as Facebook, Instagram, YouTube, Twitter and Google, has need to produce new spaces for exchanging ideas and educational encounters. In the most recent decade, the existence of texting applications, for example, WhatsApp, Wire, WeChat and others intended for cell phones have risen exponentially, intensifying innovative use to the point that resident presently check their cell phones multiple times every day (Lacoste, 2016).

A study conducted by Deloitte (2015) showed that about 85% and 58% of users use the social media and check their informal communication daily. In recent years, only few studies have discussed the positive or negative impact of using these sites. Therefore, the present study is conducted to find the negative and positive use of social media sites. We have selected the teenagers as the major factor and investigated the use of social media and its effects by using meta-analysis techniques.

## **Literature Review**

### **Effectiveness of Social Networking for Youth**

A number of studies have been conducted to evaluate the effectiveness of social media for youth. Kuppaswamy and Narayan (2010) and Shankar and Yadav (2010) claimed that social networking websites gain focus of the students and then divert them towards immoral activities and promote non-educational behaviour comprising on useless chatting . Social media sites may have negative effects on the academic life as well as learning experiences of the students, however, these effects were more severe for teenage students as compared to other age students (Khan, 2012). In another study, conducted for Americans, Lenhart and Page (2015) argued that more than 57% of teens have used the social websites for only making the new friends. Among them, 57% belonged to age group of 13-17 years, and have used these sites for the replacement of friends online. The authors also discussed that most of

those relationships stay within the digital world; and only 20% of all teenagers have met with their web friends face to face. In gender context, boys are more likely than girls to form online friends; as the percentage was 61% and 52% for boys and girls respectively. A number of elder teens were also found forming online friends. In additions, the most common spots for online meeting with friends on social media were sites such as Facebook or Instagram. Teenager females who have met new friends online are more likely to satisfy them via social networking (78% vs. 52% of boys), while teenagers males are considerably more likely to satisfy new friends while playing games online (57% vs. 13% of girls) (Lenhart & Page, 2015).

There are a lot of ideas inside the mind of an adolescent with regards to making sound decisions. These incorporate intellectual, mental, social, and societal factors. More than half (54%) said they spend an excessive amount of time on their cell phones, and 41% said they overdo it on social media. So, teens spend an average of time 09 (nine) hours per day online, matched to about 06 (six) hours for those aged 8-12 years (Russell et al., 2017).

Actually, technological tools such as mobile phones, computers and laptops can look like ‘psycho technologies’, since they speak to the real world and influence the young generation’s mind. This feature can encourage someone who is addicted, particularly in the individuals who have psychotic characters like depression and anxiety as due to these reasons teenagers lose their confidence, and create disturbance for their families and school (Munno et al., 2017).

### **Intercultural Relationships**

Recently developed web-based social media cites like Facebook, MySpace, Twitter and YouTube and have enabled individuals from all over the world to speak with each other and remain connected in the web based life. A study conducted by Boyd and Ellison (2007) reveals that newly developed sites will straight forwardly effect, whichever decidedly or contrarily and the development of intercultural relations in the online network through the making system of separate social relationship with other members of society (Boyd and Ellison, 2007).

WhatsApp, a well-known social networking site, has showed a great impression on youth's personality, in positive and/or negative way, during their socialization. In positive sense, WhatsApp is a platform for learning, but, in term of negative, WhatsApp addicts teens to remain aloof from the real world. The use of social media and blogging not just established a constructive outcome on the expansion of networks and intercultural relationships; moreover expanded the level of participants' intercultural communication capability by adopting this modern technology, both in advanced and developing countries (Elola, 2010).

### **Cultural Identity and New Media**

Community communication stays unaffected with development of latest social media sites, yet the knowledge of social and gathering relations via social association in the computer-generated community is not like those built from expectable eye to eye contact (Belay, 1996). Social character developed by internet based life is not a result of recorded development restricted during an admission procedure of persons in a geographical place. It did not even now be a specific aggregate awareness reliant on the individuals' sense-production process. The computer-generated community is portrayed by a better level of heterogeneity and a lower degree of interrelationship due to free and excessive use of social media sites (Van Dijk, 2009). The relationship of online networking and globalization have achieved new encounters for individuals, like new literary encounters, new relations among clients, new mass-media technology, new originations of the natural body's relationship to technological media, better approaches for communication to the world and production of innovative programs on different websites and other online accessed links (Lister et al., 2009). These encounters will certainly test the normal and social development in personality. As such, the utilization of social media is shaking the morale of social character by weakening the supremacy of the association among individuals and community (Singh, 2010).

New media keeps on building up various sorts of new groups without the limit of space and time which makes social character more powerful, strong and forces some difficulties to the self-sufficiency and strength of social personality. The influence of new media on social

character has turned out to be among the problems about which intercultural communication researchers are lacking their concerns (Chen, 2015).

Meanwhile, social media allows people over the globe to exchange messages to know individuals from various cultures, it has turned out to be prevalent for sojourners or foreigners by using online networking to speak with their friends, colleagues, and relatives in both their native and non-native country that has direct influence on socialization process of individual personality (Bennett et al., 2008). Chen, Wang and Wang (2010) have explored that the more drawn out outsider dwell within the host nation, the more they speak with the host countries through social media, yet the reappearance of surfing their distinctive nation's sites is diminishing. The authors also argued that unnecessary use of social media demonstrates a critical influence on the method of foreigners' intercultural change.

Sawyer and Chen (2012) investigated how worldwide understudies utilize online networking, and the way it influence their intercultural adjustment. The authors found that internet based life gives an area to universal understudies to associate individuals with their homes, peers, friends, community and host nations, which inspires them to strengthen individual influence and a sense of getting an area with the host culture. The usage of social media enables worldwide understudies to adapt to social hindrances during the time spent in intercultural adjustment. The research likewise discovered that, due to the impact of culture shock, sojourners will in generally depend upon web-based networking media to stay connected with those individuals they recognize within their country with the top goal to select emotions of supporters in the new situation. As time continues onward, use of social media changed to interfacing with the host countries to support them to integrate into the new culture.

### **Impact of Social Media on Teenager's Morality**

New Zealand founded comforting understudies reported tobacco symbolism was prevalently seen in connection to articulation of mental self-image and style because of excessive use of social media in decline of morality (McCool et al., 2004). The studies also distinguished that

youth who were non-smoking, living in homes and were more opposed to smoking; they were fewer users of social media (McCool, 2005). It has been recognized that problems happen in Samoa, where family assumes a focal job in social development of teenagers, due to uncontrolled use of social media (Rennard et al., 2006). Teenagers can promptly discover tales about savagery, burglary, sexual indiscrimination and insatiability in a variety of news sources comprising subjective programming, unscripted TV dramas, rap music, and the internet. Experts have composed broadly on how the media influences teenagers' behaviour, both prosaically and unsocial. However, they have considered the ethical trainings so that youngsters can avoid these types of harmful practices (Elliot et al., 2006). The job of media as an effect on temperaments towards tobacco use among the teens has been disregarded to a great extent (Erick-Peleti et al., 2007).

Media, in the form of electronic or print, is perceived as a key factor regarding social and mental growth (Stoolmiller, 2012). Over the previous decade, extensive studies have attempted to quantify and comprehend the effect of media depictions in different phases of personality development especially effect of tobacco use on teenagers, tobacco related practices, and temperaments which are harmful for their health and have negative impact on their education (Shmueli and Blecher-Prigat, 2010). A number of studies are concentrating on the different kinds of social media being devoured by youngsters and their approach to digital media, specifically the internet and cell phones, that have profoundly expanded and is probably going to be point of convergence for stimulation and the source of different types of information for youngsters (Freeman, 2012). BBC News research (2013) deliberated that 67% Facebook users are documented. Students or teenagers involve themselves in unethical and anti-social activities on social media portal, share fake material and differing types of posts that are harmful for national dignity and foreign relationship of the country (Chhetry, 2017).

Moral development in teenagers is pursued as predicted developmental method. Given an ethical situation, children having age more than 08 years usually judge an activity as wrong when it leads to

conflicts with the rules put by authority figures. As teens develop, they believe various points of views during a situation. At the end of the day, their moral thinking seems to be more adaptable and 'other' located. Valkenburg et al. (1999) have directed a couple of studies focused on the cases of watching brutality on TV influencing youngsters' ethical thinking. In one study, they displayed 6-12 year-olds with speculative stories during which culprit performed hostility either for reasons of insurance called 'legitimized' savagery or for irregular reasons called 'unjustified' brutality. The bulk of the teenagers seemed to have unjustified anger for not being right (Wilson, 2018).

### **Technological Development, Risk Perception and Teenagers' Morality**

Most youngsters don't share only one selfie rather they exchange different types of selfies with each other through social media. This strategy gives a sentiment of association with those people who interact and have a sense of significant presence in universe (Kedzior et al., 2016). Teens shape a group with a great authority of technology and an observation that communicating individuals online isn't something that they consider as being hazardous. They trust that internet encourages them to fortify their social relationships, not seeing a risk in online communication with their friends and peers (Galvez-Rodriguez et al., 2016).

Lack of knowledge about hazards of social media by guardians suggests that they can't deal with risky circumstances. Web related dangers influence the frequency with which young people are associated. For example, as per findings from an on-going review including respondents aged 18–30, 23% of respondents reported to become victim of erotic entertainment, 93% endured emotional disturbance identified with association on the website, and 51% reported that they had thought about committing suicide with regards to encountering certain online conflicting relations (Hoeben and Weerman, 2016). The study focused on the use of selfies for Facebook and sharing through WhatsApp and Twitter and other tools of social media to increase supporters. In this modern time, online life via social media is a work of development. The number of likings, remarks, and supporters reflect young person's feeling



of self-adequacy and confidence during online activities. For instance, understudies who distinguish as being shy see Facebook as a protected and friendly place for digital performance via social media (Sheldon and Bryant, 2016).

According to Byrne et al. (2018), activities seen to be little risky as youngsters would peruse for data include browsing photographs, reading news articles, visiting medical sites and travel sites. Activities seen to express normal hazard would be; opening links, selling on craigslist and downloading entertainments, and emailing with links. Those deliberated to have the most elevated dangers would be; purchase from ambiguous website, share passwords, download texts and online gambling. In any case, adolescents think that it is hard to absolutely evaluate the dimension of hazard associated with certain online activities (Byrne et al., 2018).

Technology and social networks have changed the manner in which young people collaborate with one another. Social networks, especially the internet, reduce separation and give the open door for the individuals who are far off to interact. In any case, this quick communication shows different dangers and hindrances. One of these is the difficulty in man dependent maturing social network. Numerous young people progress toward online video gaming or web based gambling (Griffiths, 2000). A model is simply the wonder of hikikomori, where teens secure themselves in a room while associating with the internet throughout the day. Hikikomori disorder is essentially culture-bound to Japan and might be a case of internet addiction. Those encountering hikikomori disorder have less interaction with family, have a dynamic reduction in school performance and face psychological problems and rest issues (De Luca, 2017).

In another study, the researchers investigated unchecked use of social media in which teens are engaged and pleased with it, however, their parents are worried for them. This can lead the young to uncover themselves online and thus the excessive use of social media has directly negative influence on teen's behaviour (Barry et al., 2017). In another study, Young et al. (2017) argued that because of having a greater level of online performance in contrast with more developed grown-ups,

teenagers may have a higher probability of becoming victims of cybercrimes. Similarly, Groenestein et al. (2018) explored in two focused group studies the number of adolescent young females who survey if an online outsider is a grown-up or a friend. Their results proposed that only 43% could survey effectively this difference. Researchers proposed that check and safety recommendations from guardians at home and teachers at school are better ways for their perfect socialization and personality development.

In Europe, numerous teenagers use the internet pretty much consistently and without parental control at home; due to these reasons they suffer from different types of ethical dilemmas and it has direct effect on their socialization (Livingstone et al., 2005). Young people try different things with themselves in another job, unique in relation to that of a teenager with peers and friends. This new role requires more prominent mindfulness and prompts the growth of character building of childhood, which is the essential objective of pre-adulthood socialization (Peter and Valkenburg, 2008). Young people use the internet for different drives, for example, staying in touch with mates or peers but they live far away from their families and clan. Due to these causes, some part of their personality development remains less socialized (Eleuteri et al., 2017).

In brief, many studies revealed that in these days social media is more frequently used by youngsters as compare to watching TV who, with their unripe opinions and lack of comprehensive studies, are unable to distinguish between right and wrong, legitimate and illegitimate, authentic and unauthentic posts on social media. They even fail to analyse the applicability of forwarded messages to particular situations. Hence, they are easily trapped and even go astray by heaving enticed by the knowledge provided by them.

### **Methodology of the Study**

Meta-analysis and secondary data review techniques are used for this study. Meta-analysis is defined as useful statistical method for combining data from multiple studies. Meta-analysis, also referred as quantitative, formal, and epidemiological study design, is used

to systematically evaluate the results of previous studies, and to derive the conclusions from the idea of existing literature. A Secondary Data Review (SDR) also defined as research technique which is used to obtain the knowledge and to make a transparent analytical overview. An analyst undertaking an SDR takes under consideration multiple pieces of secondary data so as to make as coherent as possible picture on a selected topic. For meta-analysis, studies were searched from three popular search engines, i) Google Scholar, ii) Science Direct, and iii) Web of Science.

The major keywords excessive use of social media, teenager's health, education, morality, socialization, family norms, cultural pattern, sexuality, social norms, moral development and savagery were used for searching the relevant studies. We sort out all the studies (total number 42) that examined the effects of social media on teenagers which may be (positive and/or negative). Then, analysed the studies carefully and categories them in two groups, studies that agreed- and/or -disagreed with hypothesis statement, and percentage was find out by dividing to total number of selected studies. The studies having insufficient information and case reports were excluded.

## **Problem Statement**

Unchecked and excessive and use of social media is cause of moral dilemmas in teenagers.

## **Hypothesis Statement**

It was hypothesized that unchecked and excessive use of social media will have a negative impact on the moralities in teenagers.

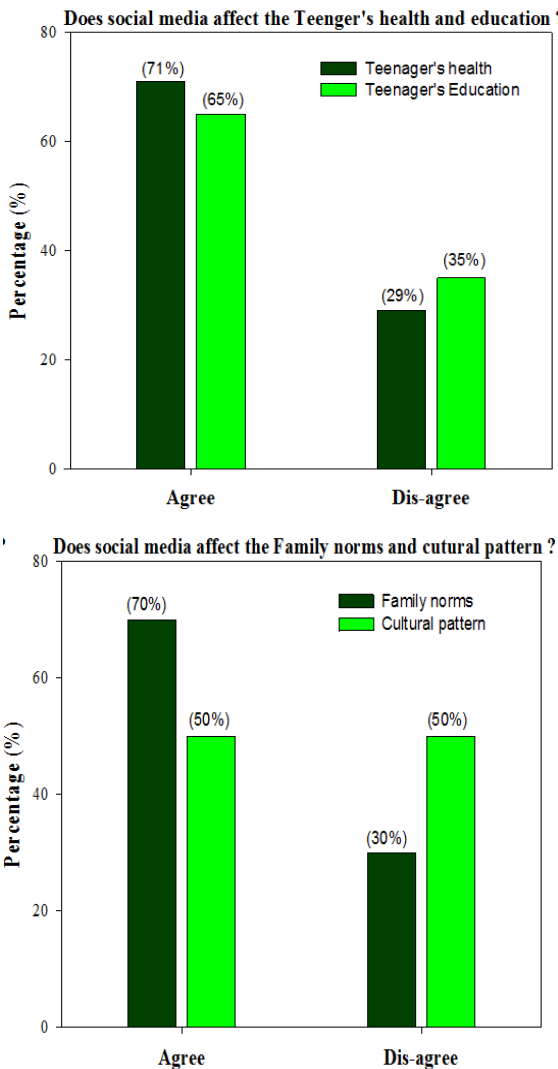
## **Discussion**

### **Effects of Social Media on Teenager's Health, Education, Family Norms and Cultural Patters**

Our findings show that about 71% and 65% of respondents agree with the statement that social media has negative effects on teenagers' health and education, respectively. While 29% and 35% disagree with this statement for health and education, respectively (Figure 1). About

70% of studies have mentioned that social media has negative impact on family norms; however, about 30% studies disagreed with current statement (Figure 1). Overall no difference was found for cultural pattern.

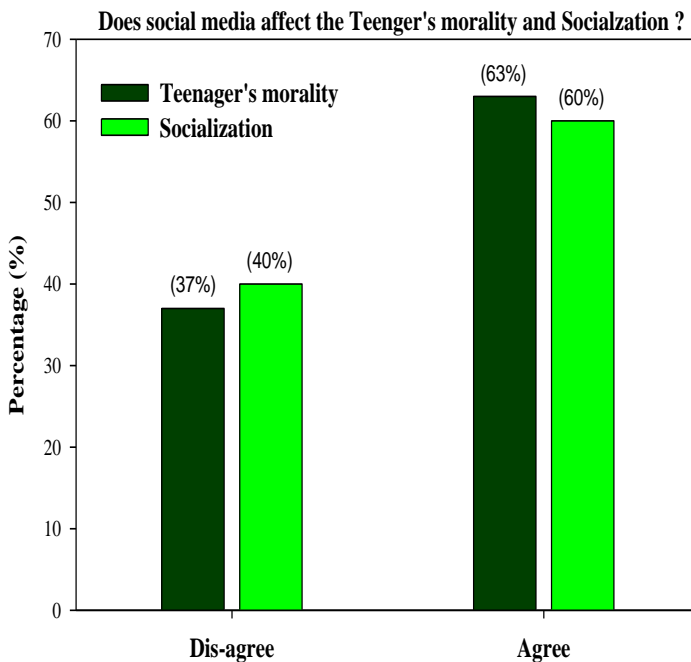
**Figure 1)** Effects of excessive use of social media on teenagers' health, education, family norms and cultural patters. The values were findings from published studies, according to the author(s) point of view against said parameters.



**Effect of Social Media on Teenagers’ Morality and Socialization**

The results show that about 63% of respondents agreed with the statement that social media has negative effects on teenager’s morality. Nonetheless, 37% disagreed with this statement for teenager’s morality (Figure 2). About 60% have mentioned that social media has negative influence on socialization; however, about 40% of respondents disagree with this statement (Figure 2).

**Figure 2)** Effects of unnecessary use of social media on teenagers’ morality and socialization. The values were finding from published studies, according to the author(s) point of view against said parameters.

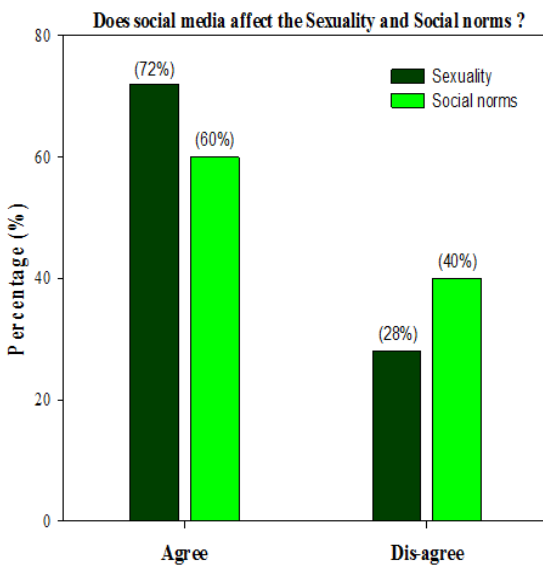
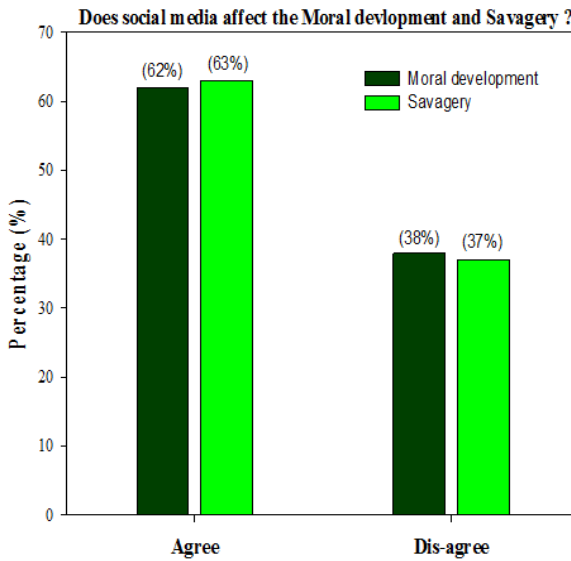


**Effects of Social Media on Moral Development, Savagery, Sexuality and Social Norms of Teenager**

About 62% and 63% of respondents agreed that social media is non-beneficial to the moral development and savagery of teenager, respectively. Nevertheless, 38% and 37% disagreed with this statement for development and savagery respectively (Figure 3). About 72% of respondents mentioned that social media promotes the sexual behaviour among teenagers. However, about 28% disagreed with current statement

(Figure 3). Over all 60% of respondents said that social media has negative effects on social norms, however, 40% disagreed with this statement (Figure 3).

**Figure 3)** The influence of extreme use of social media on moral development, savagery, sexuality and social norms of teenager. The values were finding from published studies, according to the author(s) point of view against said parameters.



## **Discussion and Conclusion**

This study was focused on different published studies on excessive and unchecked use of social media and deterioration in morality of teenagers. The social media sites, which are employed within the study tool, are Facebook, Skype, YouTube, Twitter, Instagram and MySpace. From systematic review globally, about 3.2 billion people are using social media of which 2 billion are from developing countries. As discussed above, the most common spots for online meeting with friends are social media sites such as Facebook or Instagram. Teenager females, who have met new friends online, are more likely to satisfy them via social networking (78% vs. 52% of boys), while teenager males are considerably more likely to satisfy new friends while playing games online (57% vs. 13% of girls) (Lenhart and Page, 2015).

From the meta-analysis of 42 studies, we have concluded that the unchecked and excessive use of social media has showed negative effects on health, education, morality, socialization, family norms, cultural pattern, sexuality, social norms, moral development and savagery of teenagers. These findings strongly agree with the studies (Eleuteri et al., 2017; Griffiths et al., 2014; Kim et al., 2011; Lareki et al., 2017). However, some studies are with disagreement of these findings (Lusk, 2010; Park et al., 2011).

In brief, people from different cultures can exchange and express their views and develop relations with each other (Bennett et al., 2008). With its consideration on intercultural collaboration, this research clarifies the influence of social media on social characteristics and social identity, and the effects of social media on three sections namely intercultural interaction, intercultural dialogue and intercultural relationships. As an outcome of these results more attention needs to be paid to intensify training of teenagers at school levels. Trainings should be conducted to promote the moral aspects of teenagers through their families, peers, friends, community and school etc. Social networking sites are changing the way for individuals to interact and communicate with each other. These online environments allow users to share their personal ideas with others, to make friends and network with colleagues.

Experts should be engaged with teenagers to guide them properly to boost up their skills in this area.



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