DIGITAL COMMUNICATION AND ITS IMPACT ON STUDENTS' HEALTH DURING COVID-19

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Abstract: Digital media has surpassed traditional media as the most widely used medium. It allows single-handed access to a variety of digital equipment. We can transition from video to audio and from audio to web link with a single click. Today, it is gaining popularity among both youngsters and adults. The research will evaluate the influence of digital media use on children's mental health and the repercussions. Communication, which is an integral aspect of life, may also be facilitated by modern technologies. The current state of affairs imposes additional strain on our minds. This results in a lack of focus and poor sleeping habits; these are also side effects of employing several long-distance interpersonal connection sites. We are gradually annihilating ourselves more honestly. Consuming late-night munchies, drinking little water, sleeping late, and slumping are all examples of this age's catastrophe. The fundamental arrangement, or what we refer to as blood, is a source of energy in our bodies. It provides important nutrients to our muscles, allowing them to move and exert force when necessary. Television educational programming can be beneficial if it is well-designed and age-appropriate. Academic successes are possible when well-designed instructional content is available. Without a doubt, digital media also has a beneficial effect. Individuals, particularly children, should spend a significant amount of time in front of the television throughout their early years, but social media platforms such as YouTube have mostly supplanted television. YouTube is presently the finest website for children's content. A quantitative study technique was used to ascertain the effect of digital media communication on children's health. This study demonstrates that social media has a detrimental influence on kids. Positive correlation between social media and unethical behavior discovered. Additionally, this study examined the impact of digital media on youngsters. A quantitative study was conducted to ascertain the effect of digital media communication on children's health. Finally, our research demonstrates the enormous influence of digital media on children's health, as more youngsters admit to being hooked to digital media and are confronted with significant physical and mental health problems. They experience significant sleep disturbances and are often bothered by studying. In summary, digital media make students and youngsters drowsy and frequently result in procrastination.

1. Introduction

Social media websites provide us various facilities like music, movies, sports, gaming etc. Social media provide us the openness to give feedback and participate in the program. Participating in social media content also enhance our conversation skills[1]. Web based life advance our life phenomenally. Creation of a cell phone is one of the simpler approaches to get to web based life sites on your fingertips. Internet based life raise progression in training area. With the assistance of this advanced media, we can give best information to oppressed populaces. In any case, on opposite side educator's objections about the understudies, they like to invest more energy in web-based life sites for no particular reason that is the reason the scholarly endures. Guardians who work exceptionally moms they gave less time to their kids, these outcomes in fixation towards medication and wrongdoings[2]. Progression of advanced media in instructive framework is giving wide scope of offices to encourage everybody around the globe but at the same time is giving the reaction that the understudies are not focusing towards their scholastic. Moves ought to be made for the understudy's consideration is diminishing towards at scholastic[3]. New advanced media is useful for organizations. Correspondence in this time became simpler and numerous wellbeing efforts can go the world over. Force off web can give information about all that you need[4]. Social media can also be a way to promote health.

Different online sessions can be done to deliver messages. This can also resolve mental health problems. Those who people use social media extremely are facing mental health issues.[5] Today's generation is likely spend time on social media. Some research shows that the children spent almost 2 hours using screen media daily, including television, laptops, DVDs, computers, video games, and mobile devices. Adult spent most of their time on social websites like Facebook, Twitter, Instagram, Snap chat and WhatS app. Children's spending time on smartphones I'd increasing very rapidly. Digital media technologies makes everyone closer towards their family and friends. These technologies help us to maintain contact with our long distance friends. Through this families spent time together watching movies and playing games.[6] Nowadays children use digital gadgets on daily basis. New digital classrooms are also offering digital learning on new technologies. Internet facility help the children to search the academic related material in an easy way. Internet also helps to complete research, assignments and projects on time. Digital media provide us easy access of social sites. Where negative content of violence are also present like in video games. Fighting videos can also suppress our personality.[7] New digital classroom are evolved enormously. Classroom learning based on story tales like "Little Red Riding Hood" and "The lion king" are more productive. According to research children's and teen spend around 4-6 hours per day on digital media. Advancement in the digital media expand our generation gap. Facebook is one of the best sites which provide us many new features almost every day.[8] Nowadays children more likely to spend time on Social media sites. Digital Media is playing a great role by providing us communication and entertainment.[9] Communication is the best way to promote health. Entertainment industry working hard to promote health, through health related content. Health communicators are working hard to overcome the usage of smoking, drugs and eating habits. Communication strategies are found very effective in changing behaviors. Death by heart diseases, cancer, pulmonary diseases, and injuries are the main reason of not taking care of health.[10] Wellbeing is a fundamental need of life. In the event that you need to live a sound, you should concentrate on your wellbeing. On the off chance that you are sound individual you expected to be glad individual and need to carry on with a fruitful existence with high expectations. Digital media is the best way to spend your leisure time enjoying. Diverse effect of social sites are also seen among children's. Educational strategies also evolved with advancement of digital media.[11] You feel everything around you acknowledging, supporting and empowering you. Wellbeing ought to be kept up by eating great and sound food. Air contamination is one of the ecological condition which cause destructive impacts on people like transferable infections and food borne ailments.

Smart TV and digital computers were also the source of information, emerging digital technologies are now responsible for experience and development. New media is too attractive for everyone.[12] Today's children are facing various problem because of digital media. Different development and mental health disorders are common. Sometimes responses leads to disappointment and anxiety. Parents and caregivers should understand the needs of the children. Coming generation will be completely digital generation. Media should present age appropriate content to develop the sense of responsibility and maturity.[13] Social estimations of little networks reflects in there individuals. Human services for rustic networks are not up to Mark[14]. Dental issues are so normal these days. The greater part of the youngsters has rotted teeth result into terrible appearance and for stomach. In light of dental issues absorption additionally endures [15]. Mental disorders such as Generalized Anxiety Disorder (GAD), panic disorder, social anxiety disorder or Obsessive Compulsive Disorder (OCD are very harmful for health. Users who spends majority of time on social media are likely to have poor mental health and psychological distress. When the expectations hurts its result into low self- esteem, social anxiety and self-consciousness.[16] New digital media provide new level to literacy and education. Quick access and fast communication is also responsible for spreading rumors. This is also reflect the thinking and concepts behind the rumors. Different opinion can also be the reason of false news.[17] Communication is a right of everyone. The right to be heard and develop cultural identity. When communication is clear and strong one can share its needs and opinions. Communication provides children more confidence, self-esteem and develop problem solving skills.[18] Violent media content result into aggressive behavior. Sometimes these behaviors can become extreme violence. Websites should provide the children related content and easy access.[20]

When well-designed educational content is present academic achievements can be made. [21] How we act mirror our condition. Relies upon our body need, in the event that we need to live sound we should take more water. Social media is the vital source to connect with your family and friends. Social media also provide us the way to make new friends. Social media make us updated about everything. Social media makes communication more easy, where we can share feelings and thoughts. Children spending time on digital media is more than the time sped on television. This also shows that screen time is increasing day by day.[22] Digital media are also responsible for mental health problems. Excessive use can result negative well-being and personality. Playing videogames makes sleep quality poorer. Mental health leads towards anxiety and personality disorders. Today's generation is aware of every digital technology. Research shows that people spend almost 30 hours

per week on internet which is increasing with the passage of time.[23]

Students wellness test is likewise present for focusing on cardio respiratory, musculoskeletal, body synthesis and different wellness segments[24]. Fine and gross engine aptitudes of the kids' can likewise improve by physical wellness spryness and body coordination. At the point when the youngsters what order on this abilities they can comprehend about your wellbeing and security[25]. Involving too much in social media can affect the overall wellbeing. Communication which is source of interaction, should be clear and genuine. Disrupted communication can result in to social anxiety and stress. At the point when we walk our muscles become abbreviate and protract to make us push ahead. In the event that our eating routine isn't acceptable, bones and muscles will likewise endure. [26] Exercise is significant for us all, ought to be accomplished for 10-15 mins. Activities can be a piece of certain exercises like doing hacking wood and pitching feed. Activities ought to be finished with the best possible power and speed. Children's physical, mental, emotional and social needs should be fulfilled in a right manner. Every child grow in a different way but experiences the same stages of development. Every child is unique in its own way. [27] Vigorous activities are excellent for your pulse. Since including in vigorous exercise can upgrade your oxygen take-up. Ability based activities are significant for the development of an entire body parity and deftness response. Exercise is the most ideal approach to make a human sound. Developing kids needs to play which will bring about solid people. Physical movement builds up our heart and cerebrum capacities. Exercises like cruising, swimming; angling, horse riding, and bowling are the best for cleaning abilities and creating wellness. Media and family plays a vital role in developing children personality. Violent video games should be suppressed in children's. Wellbeing correspondence programs are buckling down, arranging and systems are made to comprehend the requirements of the individuals[28]. Food hues are extremely hurtful for everybody. Utilization of characteristic items like milk and dairy items ought to be upgraded[29]. The admission of salt is extremely damaging for us all[30]. Undesirable and ill-advised eating regimen additionally result into a heftiness, hypertension, atherosclerosis, ischemia, coronary illness, myocardial contamination, cerebrovascular infection, stroke, diabetes mellitus, osteoporosis, liver cirrhosis and dental caries. Poor sustenance additionally impacts stomach wellbeing[31].

2. Literature Review

Guardians and educators ought to grow great comprehension with the children's, to become trust, guardians and educators need to make themselves mindful of the innovation, its uses, and its entanglements.[32] Playing of computer games is utilized as a substitute for ordinary physical movement, the positive relationship between game play and stoutness is unquestionably conceivable; time spent staring at the TV or just resting, computer game play can serve to all the more decidedly influence vitality use.[33] Expanded utilization of cell phones has been accounted for to be related with latent forceful, unprotected, socially contradiction, fixation, dependence, and tension.[34] It is essential to record young people's commitment with food and drink marks via web-based networking media.[35] Information on the exceptional qualities and image frameworks of media decide how every medium can best be utilized by kids and how the data introduced is differentially handled. Correspondences media depend on various types of image frameworks thus furnish youngsters with various types of arranged learning openings. [36] Web based life, for example, Facebook, YouTube, Pinterest, Twitter and Instagram offer guardians the chance to transfer their own material and react to, clergyman, tag or offer others' substance. The development of web-based social networking since the early long stretches of this century has furnished more up to date methods of interfacing with different guardians and trading individual subtleties of pregnancy and child rearing encounters.[37] As new media platforms and social media have been incorporated into children's media diets, hours spent in TV viewing have slowly decreased over the past 2 decades.[38] Numerous potential reasons why a Facebook client may tend to get discouraged, as there are various components that may lead a previously discouraged individual to begin to utilize or build their utilization of SNS.[39] The most widely supported physical health correlates of traditional media use, such as TV viewing, computer usage, and video game play, are child obesity and poorer sleep health.[40] Explicit depiction of self-injury on social media is common, as shown by site content studies that found photographs or live videos of self-injurious behavior, many of which had no warnings about graphic content.[41] New Generation is such a great amount of reliant on computerized media so we can likewise called them advanced age.[42] Internet based life giving us the stage to share our encounters and thoughts. Our loved ones are additionally present where we feel progressively good and secure.[43] Creating social correspondence gives us involvement with dynamic and thoughts.[44] In the realm of a computerized innovation our learning style is additionally developing.[45] Guardians and educators ought to grow great comprehension with the children's, to become trust, guardians and educators need to make themselves mindful of the innovation, its uses, and its entanglements

Advanced media is such a great amount of intriguing in varying social statuses. Computerized Progression gives us how the learning can be all the more fascinating, gaming with brimming with fun and energy, Webcasts, digital broadcasts, and YouTube recordings are likewise present to manage us. [46]Web based life sites likewise picking up intrigue youngsters by giving them the essential information about the stature, weight, diet, nourishment, quality and physical exercises.[47] Digital technologies such as laptops, tablets and mobile devices are providing more knowledge.[48] Advanced gadgets are likewise making us all the more simple approach to speak with our friends and family sound calling, video calling, sending love messages and sharing pictures.[49] We are living in a time where we have genuine character and another is social personality.[50] Through this social disposition the majority of the encounters will turn into the piece of genuine character.[51] The separation among young men and young ladies is likewise now diminishing in light of media assessment.[52] Wellbeing is one of the essential needs of life. One ought to be sound intellectually and truly both.[53] Guardians and educators ought to grow great comprehension with the children's, to become trust, guardians and educators need to make themselves mindful of the innovation, its uses, and its entanglements.

Internet based life sites simply like YouTube most loved site of every one particularly of children's.[54] Thusly instructor likewise feels energized and vigorous in educating.[55] In early years individuals and uniquely kids should sit in front of the TV as a large portion of their time however these days' social sites like YouTube supplant with TV. YouTube is currently the best site for all the children's.[56] Broad communications have indicated different consequences for youngsters' turn of events. As on one hand indicating uplifting disposition in overall advancement in children's, physical, mental and social wellbeing.[57] Brands are on the whole standing out enough to be noticed and changing our reasoning.[58] The impacts of tobacco, smoking or liquor can be seen on media. Unique messages and ad are likewise running everywhere throughout the social sites like liquor slaughters, smoking is damaging for wellbeing, and so forth.[59]

WHO is doing wonderful job taking care of nutritional diet for everyone. Malnutrition is one of the worst conditions of our world. [60]Absence of physical action will bring about ceaseless infections. One ought to include in a physical action for in any event 15 minutes.[61] One of the reasons for weight is additionally the advanced media, giving an excessive amount of solace prompts overweight.[62] A decent life results from the solid life, Including in the physical exercises can beat the impacts of cardiovascular sicknesses, diabetes, stroke, liver illnesses, and etc.[63] Youth corpulence drives ischemia maladies, stroke, dysglycemia and different scatters.[64] Childhood obesity leads ischemia diseases, stroke, dysglycemia and other disorders.[65] Involving in a proper physical activity you can avoid the risk of injury and other health disorders.[66] Physical activity not only supports our physical fitness but also our mental, social, behavioral and cognitive performances. [67]Physical activity result into support for the society and community.[68] Physical activity is very important for everyone. Physical activity environment will result balance, muscular endurance, cardiovascular endurance, flexibility, agility, power.[69] When you involve physical activity you feel good mind become fresh and you feel more productive, as a student you have a good academic performances.[70] Physical activity is very important for all. Children's participation in sports should be check with great responsibility.[71] Participation in sports or physical activities, will leads towards all time health advantages.[72] Some of the children's are facing hand and eye coordination problems.[73] Preschoolers need more gross motor development.[74] Children should physically engage in some activities.[75] Children's should be involved in activity which will be longer and have intensity from moderate to vigorous.[76] Involving in a physical activity help us to maintain our musculoskeletal system, digestion, sensory motor integration, motor skills and especially for physical and mental cognitive development.[77] Physical exercises are the bundle of different medical advantages.[78] There should be a positive educator and understudy relationship; instructor ought to furnish best information with affection and care.[79] Educators are profoundly liable for student's development.[80] Study halls ought to be as per the need of the understudies.[81] Teachers guide the students how to behave socially, cognitively, and physically. Positive relationship results into effective understudies with extraordinary future.[82] Instructor is the second parent for the understudies.[83] Educator conduct will be liable for the result from understudies.[84] According to body composition boys are differ from the girls.[85] Gender differences shows females are lesser active then males.[86] Girls tend to participate less in physical activities as compared to the boys.[87] Relationship among real exercises yet its advantages, mentors must think yet chart exercises in which so progressively best outcome will occur out.[88] Instructors are conveying their essential abilities to the understudies for the best result in them.[89] In Classroom advanced media ought to be put to create understudies more enthusiasm to pick up information.[90]

3. Theoretical Perspective

This research determined the significance of the following theories: -

Reinforcement Theory (Joseph clipper-1960)

Media has the power to influence on peoples mind to some extent. In this research, we have to apply media school children and observe the behavioral change.

Diffusion of Innovation (Everett Rogers, 1962)

By applying this research, we will observe how the diffusion of innovation takes place. This will help us to know the adaptability rate among children.

Attitude Change Theory (Carl Hovland and Walter Weiss)

This research will help to design and present the message for the future. It will be observed that what factors influence on the attitude of respondents

4. Hypothesis

H1-This social media campaign will help to improve mental, and physical fitness of school children
H2-The real health and fitness occurring in school children are affected due to social media usage by school children

5. Methodology

When it comes to adopt the research methodology we have to cross examine its impact on two different variables. Furthermore a quantitative research method applied to observe the impact of digital media communication on children health. A sampling of different children adopted by visiting schools of Karachi different districts. Around 350 students participated to answer the questions. The result shows that usage of digital media gives positive impact when it is not exceeded to 2 hours a day. A Research Design is made in way that cross sampling of Quantitative Research result is used to observe the impact of digital media communication on children health. Qualitative research designs based on activities, ideas, customs, beliefs.

6. Findings & Discussion

This study shows that the effects of social media on students are negative. Relationship between social media and unethical behavior found positive. Present study also conducted to search the effects of digital media on children's.[91] This study shows that, in this era everyone has social media account on Instagram and face book. Usage of digital media can effects adversely on moral, social, emotional, motor and language development.[92] This study shows that students using digital media result in to various diverse behaviors in academics and overall development.[93] Results shows that children who spend time on digital technologies suffer various problems. Their life satisfaction becomes less.[94] The results of this work prove that students who tends to spent major time on digital media likely to suffer in the personal deployment.[95] Present study is conducted on children's to find the impacts of digital media on health, reviewing different articles proves that digital media effects children overall development and wellbeing.

Results reveal that majority of people like to eat while watching TV. Study also clears that eating preference based on advertisements. Most of the consumption of food is fast food and because of this BMI level is also disturbed. Low inactivity is also the cause of misbalance BMI.[96] This study shows that engaging in social media result into various mental disorders. Young who likely to spend time on social media will also face problems like, anxiety, depression, and social complex and psychological distress. Present study is also conducted on children's to find the impacts of digital media on health. Different articles prove that digital media affects children strongly, advertisements make us attractive towards foods. Junk food advertisements are also eye catchy for everyone. Unhealthy consumption also results into various physical and mental disorders. Anxiety, sleep deprivation, nervousness and hypertension are also the result of using digital media highly. Study shows that involving in social media sites result into both negative and positive experiences and behaviors. This study reveals that media provide various benefits of intellectual and emotional development with various risk in functional and societal development too. This study shows that social media provides benefits as well as harm to young children. Children physical and psychological health and development also get affected. This research shows that social media is used for health promotion campaigns, and also enhanced healthy lifestyle. This study is produce to find the digital media impacts on children health. Researches shows that digital media effects children both rightly and wrongly. It also depends on how you use the technologies for what purposes. Using digital media for studies can result in to good academics achievements. On the other side using these technologies for gaming and socializing can also result into negative personality.

7. Conclusion

It's important that social workers, parents, teachers, and individuals in general are being introspective as to how we and those around us, children in particular, may be affected by the use of social media. Online life interest likewise can offer young people further advantages that reach out into their perspective on self, network, and the world, including open doors for network commitment through fund-raising for a noble cause and chipping in for nearby occasions, including political and generous occasions and development of thoughts from the formation of websites, digital recordings, recordings, and gaming locales. There is impressive proof that more significant levels of screen time is related with an assortment of wellbeing hurts, undesirable For sway on other wellbeing results is to a great extent powerless. Guardians and schools ought to urge their youngsters to build the physical action, social support and not to depend on ads for purchasing food items for the better way of life. Media companies should fund and distribute ongoing campaigns to educate consumers about both the negative and positive uses of media, and to encourage kids to limit the time they spend in front of a screen.[106] Extreme screen use is related with negative physical, mental and social wellbeing attributes just as learning and conduct burdens for kids and young people, while time outside and in contact with nature underpins wellbeing and prosperity. Programming choices ought to be made with potential results to the review crowd remember. At the point when savagery is Present, there ought to be sufficient admonitions like requirement for parental direction made Physicians should make guardians and schools media educated.

8. Recommendations:

In order to make positive use of digital communication it is needed that use of internet should be restricted to limited websites and apps. As children mental age grows simultaneously with their physical growth therefore positive mental approach is needed. Psychiatrist says that aggressive behavior of student can be controlled by controlling social media usage. It is therefore recommended to check and balance the internet usage. The proper nutrition (diet) and exercise will only give fruitful result if it is not affected by excessive rays of smart phones. The usage not only leads towards insomnia but also make children lethargic and less interested to study. One more recommendation is to build specific apps for student which not only fill their thirst of using internet but also help them in grooming their skills and personality. This can be done using student centered approached of learning theory where curriculum is designed keeping in view the interest of students and not the teachers. Also it is among the duty of parent to control the usage of digital media among their children. With proper usage digital media student can get better performance not just academically but also mentally.

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