EASY ACCESS TO SOCIAL MEDIA INTERMEDIARIES & OTT CONTENT:

A NEGATIVE IMPACT ON THE CHILDREN AND YOUNGSTER.

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&

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Abstract

Nowadays 90% of students and youngsters use smartphones for education, research and entertainment which is why most young population and children engage themselves on social media and other platforms not only for education but also for entertainment. Wide access to content and flexibility of time attracting to both youngsters and children to connect. Elevated engagement in social media increases screen time and invite various medical problems in youngsters and kids. Presently kids are experiencing slip disorders because of high screen time and addiction to the particular platform. They suffering from mental health issues because of excessive social media use for instance, continuously comparing themselves with other because of social media platforms lack of social communication skills because they are connect with thousands of people virtually but no physical connection. Their academic performance are also very low because of this social media obsession. Violent and explicit contact made youngsters desensitized and empathy. Youngsters also Face problem in maintaining relationships because they are mostly connected on social media rather than connecting directly. The young generation compares themselves with other people and suffers from high anxiety issues. They compare themselves with other socially and economically rich people and it distracts them from their goals of life. According to me, it is high time to impose laws and divide this wide social media content into various frames so children and youngsters can separate themselves from harmful content.

Key words:- children, youngsters, Social Media Intermediaries, OTT, health issues, disorder.

Introduction

The reach of social media and OTTs boosts

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The compulsion of online access

Adverse effect on the development of children.

Negativity influences the lifestyle of youngsters.

Requirement of regulatory mechanism

Conclusions

1. Introduction

Development of world is now connected with development of social media and ott platforms. We are entering a new era of Artificial Intelligence and Technology advancement where mechanism of application decide which type of content or which type of entertainment viewers watch. Wide range of entertainment videos movies and series are available on various online platforms. Affordability of Internet attract so many new spectators towards this type of platforms. 15 years before handful of people use online services they use mails and corporate applications only but today there is an application for everything.

Humans are naturally social species that depend on the companionship of others to thrive in life. Thus, while being socially linked with others helps alleviate stress, worry, and melancholy, a lack of social connection can pose major threats to one's mental health.[3] Mental health is represented as a state of well-being in which individuals recognize their potential, successfully navigate daily challenges, perform effectively at work, and make a substantial difference in the lives of others.[4] There is currently debate over the benefits and drawbacks of social media on mental health. Social networking is an important part of safeguarding our mental health. Mental health, health behavior, physical health, and mortality risk are all affected by the quantity and quality of social contacts. Numerous studies on social media's effects have been conducted, and it has been proposed that prolonged use of social media sites like Facebook may be linked to negative manifestations and symptoms of depression, anxiety, and stress.[5]

One of the most important distinctions that can be made between the various sorts is whether the usage is social. When it comes to understanding and evaluating all these different applications of digital technology, there are a lot of obstacles to overcome. Combining all digital acts into a single predictor of pleasure would, from both a philosophical and an empirical one, invariably result in a reduction in accuracy. It is the right time to cover all

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[3] Mohamad M, Juahir H, Ali NAM, Kamarudin MKA, Karim F, Badarilah N. J Developing health status index using factor analysis. Fundam Appl Sci.

[4] Social media use and its connection to mental health: a systematic revie saasw. Karim F, Oyewande AA, Abdalla LF, Chaudhry Ehsanullah R, Khan S. Cureus.

[5] Is social media bad for mental health and wellbeing? Exploring the perspectives of adolescents. O'Reilly M, Dogra N, Whiteman N, Hughes J, Eruyar S, Reilly P. Clin Child Psychol Psychiatry. Pub made Google scoller.

social media and OTG platforms under one umbrella and impose some regulations to maintain a peaceful and less toxic environment on social media platforms by imposing laws.

2. The reach of social media and OTTs boosts

The reach of social media and OTTs (Over-the-top platforms) has boosted significantly due to various factors some of the main factors discussed below this provided detailed information how reach of social media and otitis increased rapidly to understand white spreading problem of different content posted rapidly on social media and emergence created to control online content

1. Increased internet incursion

Digital infrastructure, internet connectivity, and access to the internet - all of these metrics are seeing improvements in recent times. This attract people of all age to connect an enjoy themselves which different type of online content children and youngsters are widely connected through social media platform and enjoy various contain on ott platform[6].

2. Smartphone adoption

Widespread use of smartphones has made it easier for people to access social media and OTthe Ts on the go India's smartphone market witnessed a robust 10% year-over-year growth in the first quarter of 2024, according to a recent report by Cyber Media Research (CMR). This surge is primarily attributed to a significant increase in 5G smartphone shipments, which now account for 70% of the market, marking a 91% growth from the previous year.[7]It give boost in users of social media and ott platforms this people are just go with the flow without any deep knowledge. So they view only feed content on any social media or ott platform's algorithm.

3. Diversity of content:

There is anything for everyone on social media notification from this wide range of diversity and excess of content from various part of Globe attract more viewers towards this type of platform rather than traditional media. Social media and OTTs offer a wide range of content, catering to diverse interests and preferences.

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[6] Robot Garg on Improving internet access: An explainer https://internetfreedom.in/improving-internet-access-an-explainer last access on

[7] Poonam sing on India's Smartphone Market Surge by 10% in Q1 2024, Fueled by 5G and Premium Devices: CMR Report https://www.voicendata.com/news/indias-smartphone-market-surge-by-10-in-q1-2024-fueled-by-5g-and-premium-devices-cmr-report-4579679

4. Personalised content.

Algorithms used by social media and OTTs provide users with personalized content, increasing engagement Personalization is the customization of content to the individual through engagement in information filtering, classifying, prioritizing, and adjusting. It can be explicit using direct user inputs, or implicit by drawing on inferences created by the data. Targeting is a form of personalization. Based on profiling, viewers are targeted with individualized content expected to have a specific impact on their decisions or behavior. Recommending works by filtering, ranking, and prioritizing content is another form of personalization. Filtering can operate based on popularity, or it can be semantic (based on users' previous online behavior) and collaborative (based on the preferences of segmented audiences to which users belong)[8]. Machine-learning personalization utilizes algorithms and predictive analytics to dynamically present the most relevant content or experience for each visitor. Machine-learning personalization provides a more scalable way to achieve unique experiences for individuals, rather than segments of people.

5. Interactive features

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. The social media platforms allow the digital users to communicate with each other have conversations, share information and create content. Social media are interactive internet-based platforms. User-generated content such as text, posts, comments, digital photos, videos, and data generated through all online interactions is the lifeblood of social media. Users create service-specific profiles for the websites or apps that are designed and maintained by the social media organization. Social media helps increase online social networks by connecting a user's profile with those of other individuals or groups.[9] Social media and OTTs offer interactive features like comments, likes, and shares, encouraging user participation.

6. Influencer marketing

Social media influencers promote products and services, expanding the reach of social media and OTTs. Influencer marketing has evolved significantly over the past decade. It has expanded beyond celebrities to include social media influencers who foster authentic connections and influence purchase decisions and brand reputation. Understanding the types of influencers, from mega to nano, is crucial for brands to choose the right partners. [10]This user are actually a bar of product which open the app or connect with this type of media to buy necessary things for themselves

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[8] Bhushan Balki on OTT Personalization An AI/ML Game-Changer pp.2 on www.globallogic.com
[9] https://www.staysafeonline.in/concept/social-media-and-its-features# last access on 12 Apr 2024 at 12:00 p.m.
[10]Shantomoy Ray on rising social media influencer on June 2024 https://sproutsocial.com/insights/influencer-marketing/last access on 16 Apr 2024 at 2:15 p.m.

7. Universal excess

The rise of social media has become a global phenomenon and transformed the way people interact with each other. Living in the digital age, networks and channels have been established for citizens across the world to communicate information and participate in global issues.[11] People can use social media to form relationships for personal, political, and business reasons. Social media allows people to share ideas and information with each other. For example, 46% of internet users worldwide get their news through social Media .Social media has created networks and channels for people to communicate and participate in global issues. Social media and OTTs are accessible from anywhere, making them a global phenomenon.

8. Free or low-cost

Setting up an OTT service is cost-effective. If any one already have the infrastructure and resources to produce content. Owner can use your existing content to get started with OTT.[12] they share the same benefit with the users most wanted he platforms are provide nominal fees or some of them are totally free this attracts more people to see content on social media and OTT social media and OTTs are free or low-cost, making them accessible to a large audience.

9. Constant evolution

Social media and OTTs continuously evolve, adding new features and improving user experience. This platforms are continuously adding some new feature and evolve old features to engage more people on that platform for example the add some features such as like, comment, and share features of shopping and sharing things to others which encourage people to visit their platform again and again

10. Become part of day to day life

Industries share media that forms are able to connect individual with family and friends. That is why they become part of day to the life and people visit the platform again and again to feel connected with there near once. Ott platforms also provide content which stick you to the screen long series and back to back episodes are there which makes viewers addicted so anyone come over and visit the platform again for new and better content.

The boosted reach of social media and OTTs has transformed the way we communicate, access information, and consume entertainment.

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[11]**W**ang, Y., & Zhang, P. (2020). Public Diplomacy. Foundations for Global Engagement in the Digital Age, written by Nicholas J. Cull. The Hague Journal of Diplomacy, 15(3), 457-458 last accecc on 1 Mar 2024 at 4:00p.m.

[12] Dave Angna and Gokul on 5 reasons why ott cheap. pp3 on vanity articles

3. The compulsion of online access

Youngsters and kids are depending on such type of online services online classes are there. For example, extra curriculum activate classes of kids or skills and development classes of youngsters are boosting online. That is why it is very much important to understand how it is important to access a social media and OTT platform are never from Children's and youngsters

1. Why Online access is considered compulsory for students ?

Online access provide removed learning facilities to students India is developing country it is not possible for everyone to access higher education at place so online education provide better option of remote learning online excess of various materials and books also provide a great and enhance to source of knowledge to every student some content are digital. Online platforms help students in various research and assignment in project works also it increase the resource ability of students nowadays timing of school submission of assignments timing of extra classes and an extra curricular activities all are scheduled online, all information delivered on messaging app like WhatsApp so it is impossible for parents to keep away children from online access. This engaged more and more kids on various online platforms now they have their own device and access of all online platforms that is why most students and kids are on various social media platforms and they are using different types of OTP platforms for their entertainment.

Children are not well aware of the various effects of online content on the mind parents can't take control of their children most parents don't know about any child security on their phones most parents are uneducated so they don't have much knowledge about this type of safety that is why small children also watch very abusive and highly aggressive content on online platform.

2. Importance of online access for youngsters

Young generations are dependent on social media and online platforms some of their decorated career with IT sectors and that is why it is noted all the possibilities to separate youngsters to Delhi from the social media social media intermediary in ott platforms are key sources for some youngsters to create their own successful career besides that it provides avoid pet form to share their creative ideas and show that creative content to others.It's no surprise that social media has captivated the minds and attention of America's adolescent population. This has become even more pronounced during the pandemic when the social lives of teens became mostly digital. But adolescence is the second biggest period of brain development and growth and, because of that, social media can have a big impact on the adolescent brain. A recent study published in the Journal of the American Medical Association (JAMA) revealed that teens who use social media more than three hours per day may be at heightened risk for mental health problems. Since the pandemic, there has been an uptick in depression and anxiety among teens, specifically low self-esteem, disordered eating, body image issues and suicidal thoughts. "Social media is designed to hook our brains, and teens are especially susceptible to its

addictiveness," says Nancy DeAngelis, CRNP, Director of Behavioral Health, Jefferson Health - Abington. Being aware of the addictiveness of social media and how to help your teens struggling with its effects is crucial.[13]

4. Adverse effect on the development of children.

Social media has become ubiquitous in modern childhood, profoundly influencing various aspects of children's lives, including their mental health, behaviour, and social development. Parents and caregivers must grasp the intricate ways in which social media can affect their children's well-being.

1. Psychological Effects:

Excessive social media usage can lead to increased anxiety, depression, and diminished self-esteem among children. The constant exposure to idealized lifestyles fosters comparisons, contributing to feelings of inadequacy. Cyberbullying exacerbates psychological distress, compromising a child's mental well-being.[14]

2. Behavioural Changes:

Prolonged social media engagement alters a child's behaviour, resulting in diminished attention spans and disrupted sleep patterns. Exposure to aggressive online content may lead to mimicked negative behaviours, affecting behaviour both online and offline.

3. Impact on Social Skills:

While offering virtual connectivity, social media can impede the development of real-life social skills. Excessive online time detracts from face-to-face interactions, hindering a child's ability to engage meaningfully offline, impacting empathy and communication skills.

4. Cognitive Development:

Excessive social media exposure adversely affects cognitive development in children, impacting attentional control, memory, and academic performance.

5. Body Image and Eating Disorders:

Social media promotes unrealistic beauty standards, leading to body dissatisfaction and an increased risk of eating disorders, particularly among adolescents. Filtered images distort children's perceptions of their bodies, contributing to unhealthy behaviours.

6. Online sexual content

Children's exposure to online sexual content has been the topic of much debate, with concerns raised about children's consumption of pornography and their inappropriate messages about body image, gender norms and

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[13] Sarah Miller on The Addictiveness of Social Media: How Teens Get Hooked on last access on 10 Sep 2024 at 2:15 a.m.
[14] https://meruinternationalschool.com/blog/how-social-media-impacting-your-child-well-being/ last access on 12 Aug 2024 at 4: 15 a.m.

sexual behaviour. The easy access to adult content and its potentially harmful impact on children's development has given rise to calls for better access controls and age verification.[15]

7. Disinformation

Going online to access information for learning and discovery and using the internet for schoolwork are the main daily activities for nearly all children across Europe. Over 30% of children said they do this daily, according to EU Kids Online. However, against increased concerns about the prevalence of mis/disinformation online, children encountering false and misleading content during their use of social media presents another key content related risk. According to a Eurobarometer survey on fake news and disinformation in Europe, in every country, at least half of respondents say they come across fake news at least once a week. More than a third of respondents (37%) say they come across fake news daily or almost every day (European Commission, 2018). However, children's experiences of encountering such disinformation remain relatively underresearched, with few cross-national studies available. As a result, young people may be considered more at risk than adults and more likely to be influenced by disinformation due to their predominant online news consumption and the fact that their cognitive capacities are still evolving.

8. Cyberbullying

Another critical aspect of internet usage affecting children's emotional well-being is the risk of cyberbullying. Unlike traditional bullying, cyberbullying can occur at any time and in a much more public manner, leaving the victim feeling helpless and exposed. The anonymity and distance provided by digital platforms can embolden bullies to be more aggressive and hurtful than they might be in person. Children are at risk of cyberbullying, which has been linked to suicide and depression

9. Addiction

Children are particularly susceptible to this — staring at their screen for countless hours, they become addicted, depressed, and plagued by anxiety. Losing control over their own behaviour, they neglect other activities. A problem so serious that politicians need to intervene.[16]

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[15] Brain o Nail on The influence of social media on the development of children and young people Anna DEMBEK, Kinga OSTAŃSKA, Stéphanie DUPONTpp22 last access on 10 sep 2024 on 6:30 p.m.

[16] Pascal Schneiders on Banning children's social media use: A wave of symbolic regulations, but at what cost? Pp3 last access on 11 oct 2024 at 12:00 a.m.

media use can distract kids from important tasks, interfere with homework time, and hurt school performance. It can limit quality family time and make kids feel lonely or isolated.

	Content Child as receiver (of mass productions)	Contact Child as participant (adult-initiated activity)	Conduct Child as actor (perpetrator/victim)
Aggressive	Violent/gory content	Harassment stalking	Bullying, hostile peer activity
Sexual	Pornographic content	'Grooming', sexual abuse on meeting strangers	Sexual harassment, 'sexting'
Values	Racist/hateful content	Ideological persuasion	Potentially harmful user-generated content
Commercial	Advertising, embedded marketing	Personal data exploitation	Gambling, copyright infringement

Source Source: UK Council for Child Internet Safety, Children's online activities, risks and safety. A literature review by the UKCCIS Evidence Group, October 2017, p 26

This data declared information about the content viewed by children nowadays it is very much important to notice that if develop country like you give a literacy rate is very high children are still facing this type of problem on online and social media so and developing country like India where children are totally unguided about this type of content how parents only can protect their children from this harmful content where they are also not enough educated protect their child from this type of harassments

5. Negativity influences the lifestyle of youngsters.

As mentioned about youngsters can't make themselves totally apart from social media's and OTP platforms. Youngster nurture their career with these platforms. On the other side of coin that are many negative effectsp of social media and ott platform come out during the time. These made youngsters and remove them away from the original goals of life.

1. Physical health and activity

A limited amount of evidence was received on how social media and screen-use might have an impact on the physical health of young people. The literature in this area has tended to assume that negative, physical health effects arise from digital technologies 'displacing' other activities that are deemed more "valuable", such as exercise, socialising face-to-face, or reading a book.88 Writing in the British Medical Journal, Dr Vaughan Bell and colleagues noted that "low levels of physical activity associated with the passive use of digital technology have been linked to obesity and diabetes"

2. Sleep disorders

One in five respondents to the Royal Society for Public Health's survey reported that they "wake up during the night to check messages on social media". The RSPH stated that this had a negative impact on young people's health and well-being since a "lack of sleep leaves young people three times more likely to feel constantly tired at school than their classmates who don't use social media during the night".95 A recent study conducted in the USA reported that those children who undertook at least 60 minutes of physical activity daily, had between 9 and 11 hours sleep per night, and spent two hours or less using screens 'recreationally' had "superior global cognition"

3. Mental health and wellbeing.

The Office for National Statistics reported that, based on data from 2011 and 2012, children who spent more than three hours on "social websites" on a normal school night were "more than twice as likely to show symptoms of mental ill-health" compared to those who spent no time, or less than three hours, on such websites.116 What is unclear from the ONS statistics is the direction of the relationship; it could be, for example, that someone already experiencing a mental health problem is more likely to use social media. 73. Some of the most recent data on this issue comes from NHS Digital's survey of the Mental health of children and young people in England, published in November 2018. It found that 11 to 19 years olds with a "mental disorder" were more likely to use social media every day (87.3%) than those without a disorder (77%) and were also more likely to be on social media for longer.117 Rates of daily social media usage also varied by type of disorder; 90.4% of those with emotional disorders used social media daily, while 68.0% of those with neurodevelopmental disorders, such as hyperactivity disorder and autism spectrum disorder, did so.118 Again, these statistics do not provide the direction of the relationship; they are indicators of an association.

4. Hate speech

"Online hate" and "hate speech" was another type of upsetting content highlighted in our evidence. The UK Safer Internet Centre cited its 2016 report, based on a survey with 1,500 13–18 year olds, in which 82% said they had witnessed 'online hate'—that they had "seen or heard offensive, mean or threatening behaviour targeted at or about someone based on their race, religion, disability, gender, sexual orientation or transgender identity". Furthermore, almost a quarter (24%) said they had been the target of online hate in the last year because of their race, religion, sexual orientation, disability, gender or transgender identity". Facebook told us that in the first quarter of 2018, it had removed "2.5 million pieces of hate speech" from its platform. Hate speech, and particularly the German Government's approach to tack

5. Violence.

Closely linked to 'online hate' is violent content and particularly the incitement of violence via social media. Speaking to The Times in March 2018, the Metropolitan Police Commissioner, Cressida Dick, stated that there

was "definitely something about the impact of social media in terms of people being able to go from slightly angry with each other to 'fight' very quickly", adding that social media "revs people up".Martin Hewitt, Assistant Commissioner at the Metropolitan Police, went into more detail in oral evidence.

6. Advertising

Mr Thomas was not the only witness to raise concerns about advertising via social media, albeit in a different context to gang-violence. Both young people and parents highlighted their experiences of children being exposed to, and targeted by, unsuitable advertisements. Orlaith, a young person, told us that a big issue for her was the "advertising on websites of other websites that are inappropriate", while Becca, another young person, was concerned about "demeaning images towards women, which often pop up on websites and things, and the impact that that can have on what is normal to young people". One parent outlined how, after his child had logged into an "anime cartoon channel", he was receiving "pop ups and advertising" that "directed him to [unsuitable] content", including pornography.

7. Fake news and 'deep fakes'

There was an awareness among the young people we heard from of 'fake news', though less so of 'deep fake' imagery and videos. The latter is a computer-generated replica of a person—be it a picture or video—usually doing or saying something that they have never, in real life, said or done. Though there is no agreed definition of 'fake news', Jack, a young person who gave evidence to our inquiry, likened it to the spread of "crazy stories" via social media, adding that it was: so easy to write anything and then it is instantly validated by the fact that someone else will read it and someone else will like it, and then, to you, that means it is real, so you are creating something or basically you think something is real because other people think it is real. For Jack, this meant that he was "sceptical about everything [he] reads", while Becca, another young person who spoke to us, thought that young people were "much more aware now" of fake news.

6. Requirement of regulatory mechanism

Social media platforms must exercise greater diligence in content moderation and promptly remove inappropriate content. This includes harmful content like hate speech, misinformation, and explicit material. Social media platforms must establish a mechanism for users to lodge complaints about content and moderation. Government must provide guidelines appoint a Chief Compliance Officer, a Nodal Contact Person, and a Grievance Officer in India. Government must establish a mechanism for users to lodge complaints about content and moderation. government need to pass new Lotus strength and the bifurcation of white spread content on online media and OTP plot forms so children and youngster decide by themselves which content are useful for them and which contain are harmful for them.

7. Conclusion

Today is the new era of artificial intelligence starting all young generation and children around the social media platform. It is impossible to imagine a life of student without any social media or OTD platform. Government need to interrupt in this platform and strengthen the law to make this platform more efficient and useful for kids and youngsters. So that kids nurture themselves for a future and youngster learn new skills and developed themselves for new opportunities in career. All they harmful things mention about our only clear by intervention of government's safe regulatory mechanism because self regulatory machanism are lacking behind in India. This will emerge the future of India in a right way.

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