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Indian Parents Behaviour towards their Children with Reference to Social Media Usage: A Case Study of Urban Family

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Abstract: ***The core objective of this research paper was to investigate the behaviour of Indian parent in the urban society towards the usage of media of their children. The main focus of this research paper was on the parents over thinking about the suspicious effect of media on their children. For the said prime objectives the researcher conducted a primary research in the urban Indian family especially on the behaviour of mother and father towards their children with reference to the media surroundings. In this study our respondents was the parents in the nuclear family of urban society in Lucknow, a fastest growing metro city of India. The researcher has collected the primary data through the structured questionnaire and secondary data through the review of various national and international research papers on the above burning issue. The population in our study was the Indian parent in the urban society of Lucknow, out of which the sample size was 29 for the research purpose. The researcher has applied the exploratory as well as descriptive research design for the blue print of this research paper. The Hypothesis was formulated on the basis of exploratory research design and then it was tested through the descriptive research design. The primary data collected data was entered in the statistical software IBM SPSS 23.0 for the data analysis and interpretation of the above said objective of this research paper. The tools applied in this paper was frequency test for the demographic data analysis and interpretation which is known as first stage analysis and t test for comparing the mean score of the opinion of mother and father behaviour towards their children usage of social media which is considered as the second stage analysis .The limitation of this study was that the respondents selected from the Indian urban family in the Lucknow city.***
Keywords: Social Media, Media Environment, Indian Parent.

I. INTRODUCTION

The topic that is a study of parents behaviour towards their children with reference to social media usage: A case study of urban family is best and burning issue of the fast changing family environment because the high usage of social media among the young children in the Indian family. There is an urgent need to investigate the situation of the various parameter of social media environment around the parents and their children. The digital era is the main cause of that situation and everyone in the country is with their smart phones whether he is a parent or a small kid. Since they don't know the proper use of social media therefore it is very necessary to investigate the case of urban Indian family about the high usage of social media by the children and to know the actual behaviour of the parents whether there is any significant difference between the mother and father opinion about the social media usage by their children. In the current digital era the children are more technology savvy than their parents therefore the children don't obey the instruction and suggestions given by their parents and don't get the benefits of the life experience of their parents about the usage of social media in true sense.

A. Significance of the Study

The benefit of this study was that the Indian parent will understand the actual condition of the social media usage by their children and also know the evil and efficient effect of the media environment on their children. This study will also benefit to the whole family to improve the environment of the surroundings by effective and efficient utilization of social media for the overall development of their children and to make them the good citizen of the country.

II. REVIEW OF LITERAURE

After reviewing various research paper, articles, journals, online library etc. the researcher has found the following research work such as

According to Cho and Cheon (2005), about 30% of the parents do not discuss these threats with their children. According to Liau et al. (2008) most parents do not workout significant administration over their children's activity on the web. Parents seem to be aware

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of such activity when the children first engage in it, and administration decreases over time. However, most parents whose child has access to the internet claim that they share or support their child on the internet, acclaim not embraced by their children. Specifically, parents instruct their kids on safe conduct on the internet and they assume that their children follow their instructions. However, the children often reveal personal information (Lenhart & Madden, 2007; Livingston & Bober, 2004).

According to Livingston and Bober (2004), a discrepancy between the large numbers of children who admit to being exposed to pornography, and a significantly smaller number of parents who are aware of their children's exposure to it. Children also report longer hours of daily use than their parents report, and admit, more often than their parents are aware of, that they are exposed to some kind of online harassment (Cho & Cheon, 2005; Liau et al. 2008; Livingston & Bober, 2004). According to Boniel-Nissim (2010), the digital gap between parents and children, may also explain why adults avoid enforcing rules and norms for safe internet conduct. Parents lack the necessary skills and knowledge, resulting in what can be interpreted as permissive behaviour.

III. OBJECTIVES

On the basis of numbers of literature reviewed and subject in-depth understanding the researcher was in a position to fill the research gap by designing the various objectives related with the topic which will cover the entire problems related to the adolescence of child in Indian nuclear family which is as follows: To study the demographic characteristics of Indian Parents in the Nuclear family of urban society.

IV. HYPOTHESIS

On the basis of our objectives, literature review and research need we have formulated the various hypothesis such as

H0: There is no significant difference of opinion between mother and father with the usage of Internet in education by their children.
H0: There is no significant difference of opinion between mother and father with the time spent on social media by their children.
H0: There is no significant difference of opinion between mother and father with the addiction of smart phones by their children.
H0: There is no significant difference of opinion between mother and father with the misbehaviour by their children.
H0: There is no significant difference of opinion between mother and father with the degradation in creativity by their children.
H0: There is no significant difference of opinion between mother and father with the smartness of our children.
H0: There is no significant difference of opinion between mother and father with the increase in knowledge of our children.
H0: There is no significant difference of opinion between mother and father with the facing life problems by our children.
H0: There is no significant difference of opinion between mother and father with the health problem of our children.
H0: There is no significant difference of opinion between mother and father with the Joint family concept for the overall development our children.

V. RESEARCH METHODOLOGY

A. Population

The population in our study was the Indian parent in urban society of Lucknow city. All the respondents are the parents such as mother and father having one or two children of age between 10 to 19 years. In this study we have not considered the joint family respondents where the environment of the joint family is totally different with the comparison to nuclear family.

B. Sampling Frame

The sampling frame in this research was the list of all the mother and father of a nuclear family in a society who are familiar with the researcher and researcher also know them very well so that researcher could get the real and correct response from them.

C. Sample Size

The sample size in the study was 29 covering the mother and father living in the urban society of lucknow a fastest growing metro city of north India.

D. Sampling Element

In our study the prime sampling element was the mother and father whosoever is available at the time the data collection process with the primary data collection tools of Interview, questionnaire and schedule method.

E. Sampling Technique

The sampling technique was used in this study was convenience as well as judgement sampling method under the technique of on-probability sampling technique which is easy to apply and the respondents will be easily available for the research purpose.

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F. Research Design

We have applied both the research design technique such as exploratory research design as well as descriptive research design. For formulating hypothesis and in-depth study we have used exploratory research design and for testing of hypothesis we have applied descriptive research design for more conclusive oriented research for decision making.

G. Data Analysis

1) *First stage Analysis-Frequency Test:* For the frequency test analysis the researcher entered the data in the SPSS 23.0 software package and applied the independent t test because there are two groups such as mother and father are the two grouping variables and ten test variables on which we have to compare the mean score value to accept or reject the null hypothesis at 5 % level of significance (95% confidence Interval). The SPSS output are generated as follows:

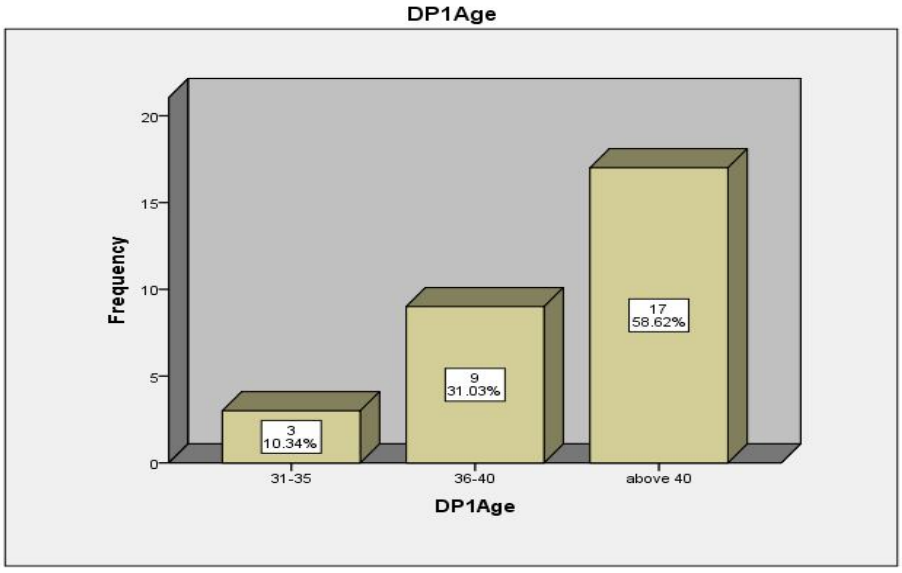
Statistics

		DP1Age	DP2Gender	DP3Profession	DP4Education	DP5Income
N	Valid	29	29	29	29	29
	Missing	0	0	0	0	0

From the above table it is clear that the total respondents are 29 in this study and there is no missing data in the data entry process. The DP1, DP2, DP3, DP4, DP5 are the demographic parents variables such as Age, Gender, Profession, Education and Income. The researcher has taken five demographic variables for the study of frequency test which is given below one by one….

DP1Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31-35	3	10.3	10.3	10.3
	36-40	9	31.0	31.0	41.4
	above 40	17	58.6	58.6	100.0
	Total	29	100.0	100.0	



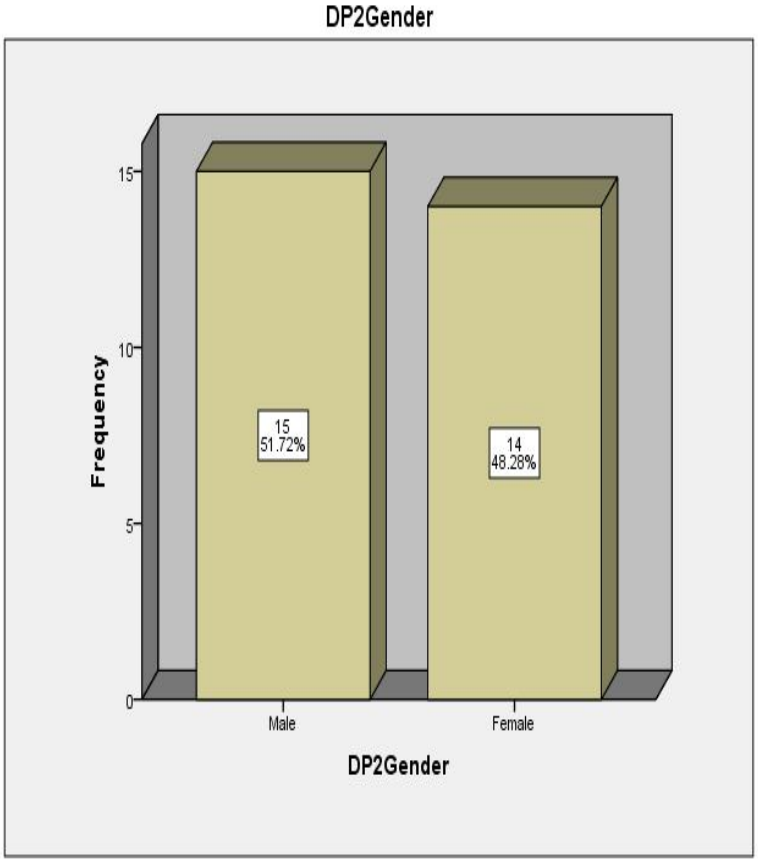
From the above table and bar chart it is clear that 58.6% respondents are above 40 years of age where as only 10.3% respondents are 31 to 35 years of age group that means our most of the respondents are mature enough to give correct information for the above study.

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DP2Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	15	51.7	51.7	51.7
	Female	14	48.3	48.3	100.0
	Total	29	100.0	100.0	

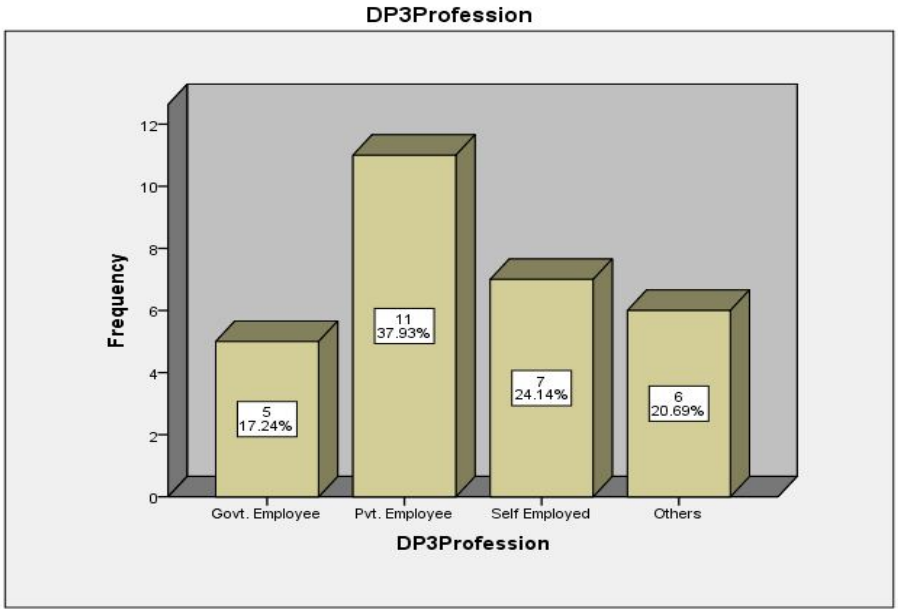


From the above table and bar chart it is clear that 51.72% respondents are male where as 48.28% respondents are female that means there is an equal proportion of response from the mother and father in this study.

DP3Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Govt. Employee	5	17.2	17.2	17.2
	Pvt. Employee	11	37.9	37.9	55.2
	Self Employed	7	24.1	24.1	79.3
	Others	6	20.7	20.7	100.0
	Total	29	100.0	100.0	

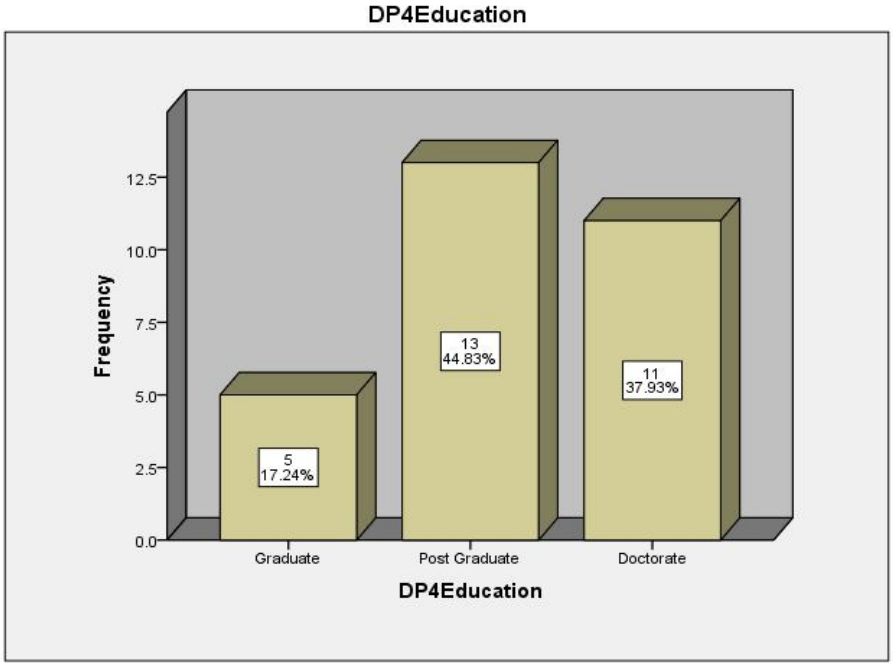
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From the above table and bar chart it is clear that most of the respondents around 37.93% are private employees and only 17.24% respondents are government employee.

DP4Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	5	17.2	17.2	17.2
	Post Graduate	13	44.8	44.8	62.1
	Doctorate	11	37.9	37.9	100.0
	Total	29	100.0	100.0	

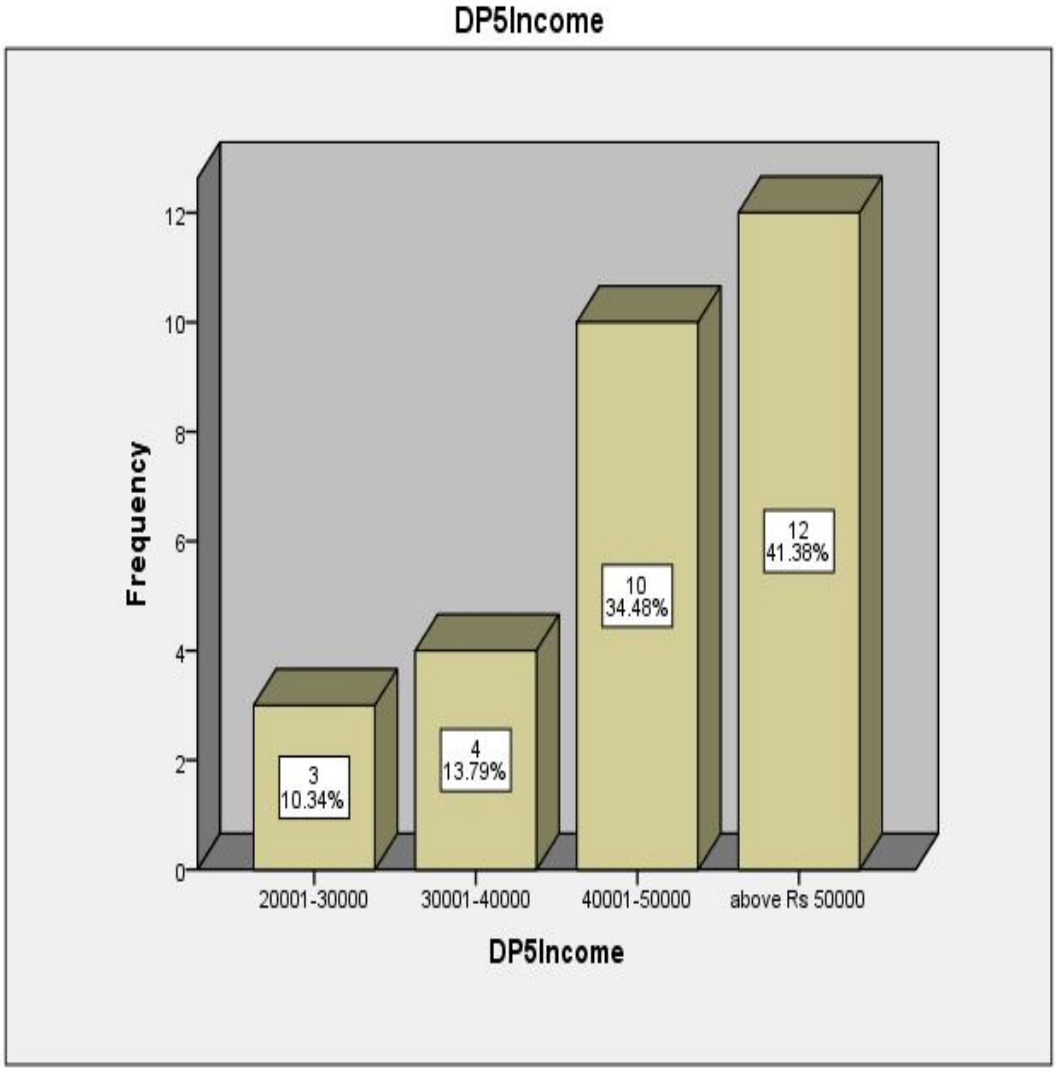


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From the above table and bar chart 44.83% respondent are Post graduate and 37.93% respondents are Doctorate that means our respondents are enough education to support the authenticity of this research work.

DP5Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20001-30000	3	10.3	10.3	10.3
	30001-40000	4	13.8	13.8	24.1
	40001-50000	10	34.5	34.5	58.6
	above Rs 50000	12	41.4	41.4	100.0
	Total	29	100.0	100.0	



From the above table and bar chart 41.38% respondent's monthly income are above Rs 50000/- whereas only 10.34% respondent's monthly are in the range of Rs 20001/- to Rs 30000/-

Second Stage Analysis- Independent T-test

Since the researcher has selected ten test variables under the opinion of parents on a 5 point scale such as 1=Strongly Agree, 2= Agree, 3= Neutral, 4= Disagree, 5= Strongly Disagree. The SPSS output are as follows:

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Group Statistics

	Parent	N	Mean	Std. Deviation	Std. Error Mean
Internet is helpful in the education of growing child.	Father	15	2.07	.961	.248
	Mother	14	1.71	.726	.194
My child spent maximum time on social media.	Father	15	3.47	1.506	.389
	Mother	14	3.14	1.406	.376
Our children are addicted to smart phones.	Father	15	2.20	1.265	.327
	Mother	14	2.71	1.383	.370
Our children misbehaving because of today's media environment.	Father	15	3.20	1.265	.327
	Mother	14	3.00	1.301	.348
Google baba decreases our children creativity.	Father	15	3.47	1.407	.363
	Mother	14	3.00	.961	.257
Social media makes our child smart in the society.	Father	15	2.20	1.207	.312
	Mother	14	2.14	.949	.254
Our children are more knowledgeable than us because of internet.	Father	15	2.53	1.356	.350
	Mother	14	2.50	1.225	.327
Today's children are week in facing life problems.	Father	15	2.67	1.345	.347
	Mother	14	2.00	.784	.210
There is a health problem in our child because of social media.	Father	15	3.33	1.234	.319
	Mother	14	2.71	1.139	.304
The Joint family was an excellent concept for the overall development of our children.	Father	15	2.33	1.397	.361
	Mother	14	2.79	1.311	.350

From the above table the mean value for father and mother is 2.07 and 1.71 on the opinion of test variable "Internet is helpful in the education of growing child." That means father opinion is near to agree whereas mother opinion is near to strongly agree with respect to test variable.

The mean value for father and mother is 3.47 and 3.14 on the opinion of test variable "My child spent maximum time on social media." That means father opinion is near to neutral whereas mother opinion is also same as father opinion.

The mean value for father and mother is 2.20 and 2.71 on the opinion of test variable "Our children are addicted to smart phones." That means father opinion is near to agree whereas mother opinion is also same as father opinion.

The mean value for father and mother is 3.20 and 3.00 on the opinion of test variable "Our children misbehaving because of today's media environment." That means father opinion is near to neutral whereas mother opinion is also same as father opinion.

The mean value for father and mother is 3.47 and 3.00 on the opinion of test variable "Google baba decreases our children creativity." That means father opinion is near to neutral whereas mother opinion is also same as father opinion.

The mean value for father and mother is 2.20 and 2.14 on the opinion of test variable "Social media makes our child smart in the society." That means father opinion is near to agree whereas mother opinion is also same as father opinion.

The mean value for father and mother is 2.53 and 2.50 on the opinion of test variable "Our children are more knowledgeable than us because of internet." That means father opinion is near to agree whereas mother opinion is also same as father opinion.

The mean value for father and mother is 2.67 and 2.00 on the opinion of test variable "Today's children are week in facing life problems." That means father opinion is near to agree whereas mother opinion is also same as father opinion.

The mean value for father and mother is 3.33 and 2.71 on the opinion of test variable "There is a health problem in our child because of social media" That means father opinion is near to neutral whereas mother opinion is also same as father opinion.

The mean value for father and mother is 2.33 and 2.79 on the opinion of test variable "The Joint family was an excellent concept for the overall development of our children" That means father opinion is near to agree whereas mother opinion is also same as father opinion.

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Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Internet is helpful in the education of growing child.	Equal variances assumed	0.018	0.894	1.108	27	0.278	0.352	0.318	-0.3	1.005
	Equal variances not assumed			1.118	25.921	0.274	0.352	0.315	-0.295	1
My child spent maximum time on social media.	Equal variances assumed	0.007	0.933	0.597	27	0.555	0.324	0.542	-0.788	1.436
	Equal variances not assumed			0.599	27	0.554	0.324	0.541	-0.786	1.433
Our children are addicted to smart phones.	Equal variances assumed	1.352	0.255	-1.05	27	0.305	-0.514	0.492	-1.523	0.494
	Equal variances not assumed			-1.04	26.325	0.307	-0.514	0.493	-1.527	0.499
Our children misbehaving because of today's media environment.	Equal variances assumed	0.306	0.585	0.42	27	0.678	0.2	0.477	-0.778	1.178
	Equal variances not assumed			0.419	26.735	0.678	0.2	0.477	-0.779	1.179
Google baba decreases our children creativity.	Equal variances assumed	3.451	0.074	1.035	27	0.31	0.467	0.451	-0.458	1.392
	Equal variances not assumed			1.049	24.809	0.304	0.467	0.445	-0.45	1.383
Social media makes our child smart in the society.	Equal variances assumed	1.495	0.232	0.141	27	0.889	0.057	0.405	-0.774	0.889
	Equal variances not assumed			0.142	26.276	0.888	0.057	0.402	-0.769	0.883
Our children are more knowledgeable than us because of internet.	Equal variances assumed	0.555	0.463	0.069	27	0.945	0.033	0.481	-0.954	1.02
	Equal variances not assumed			0.07	26.976	0.945	0.033	0.479	-0.95	1.017
Today's children are week in facing life problems.	Equal variances assumed	5.559	0.026	1.615	27	0.118	0.667	0.413	-0.181	1.514
	Equal variances not assumed			1.643	22.801	0.114	0.667	0.406	-0.173	1.506
There is a health problem in our child because of social media.	Equal variances assumed	0.664	0.422	1.401	27	0.173	0.619	0.442	-0.288	1.526
	Equal variances not assumed			1.405	26.998	0.172	0.619	0.441	-0.285	1.523
The Joint family was an excellent concept for the overall development of our children.	Equal variances assumed	0.269	0.608	-0.9	27	0.377	-0.452	0.504	-1.487	0.582
	Equal variances not assumed			-0.9	26.998	0.376	-0.452	0.503	-1.484	0.58

From the above table, look for the sig value (2 tailed) Colum under the equal variance not assumed, all the sig value (p value) (2 tailed) is less than 0.05 (commonly accepted level of significance5%), hence accept all the Null Hypothesis,

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Therefor we can conclude that at 95% confidence interval that the opinion of father and mother are same with respect to the various parameter of social media such as Internet is helpful in the education of growing child, My child spent maximum time on social media, Our children are addicted to smart phones,
Our children misbehaving because of today's media environment, Google baba decreases our children creativity, Social media makes our child smart in the society, Our children are more knowledgeable than us because of internet,
Today's children are week in facing life problems, There is a health problem in our child because of social media and The Joint family was an excellent concept for the overall development of our children.

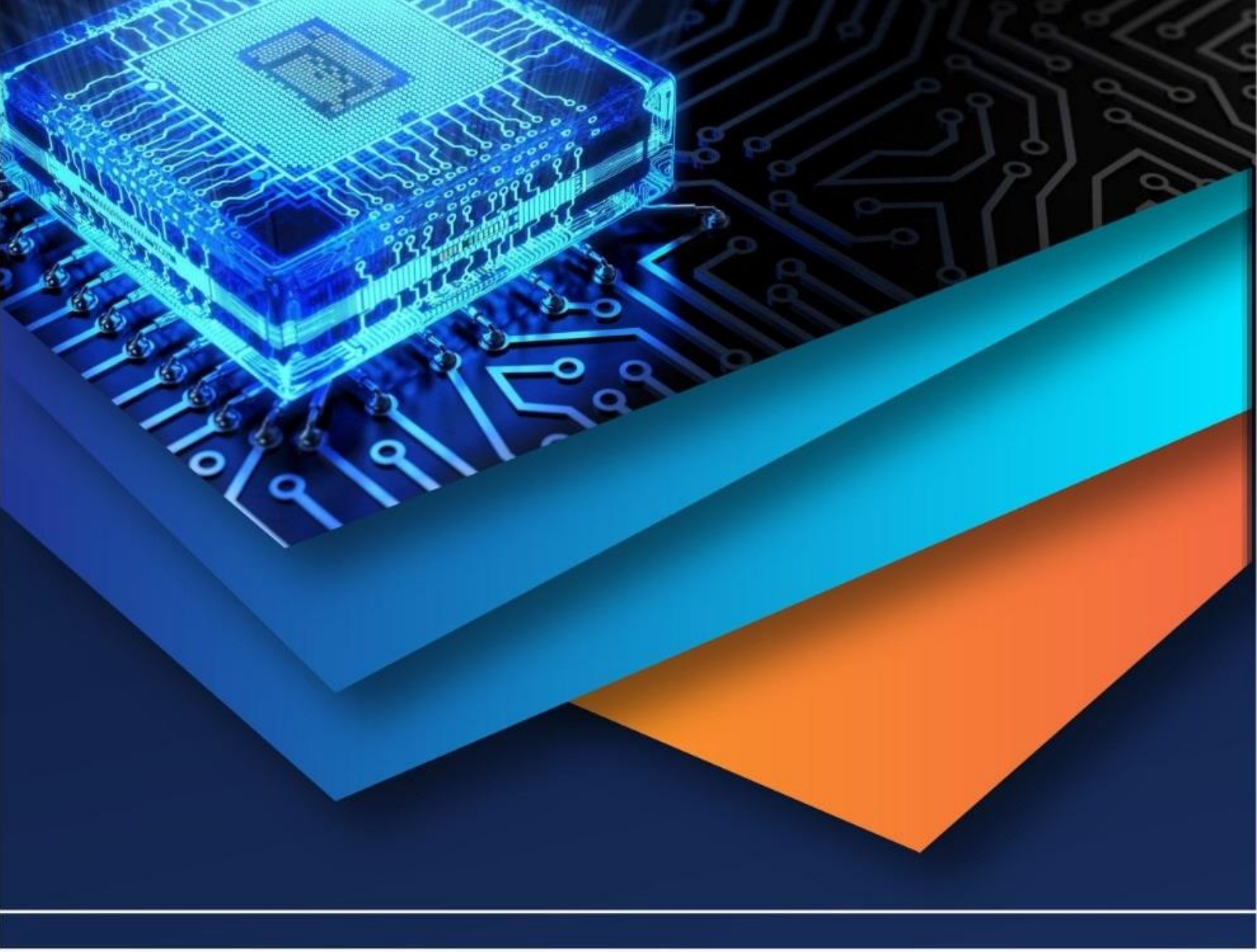
VI. RESULTS AND INTERPRITATION

The From the data analysis we can conclude that 58.6% respondents are above 40 years of age where as only 10.3% respondents are 31 to 35 years of age group that means our most of the respondents are mature enough to give correct information for the above study. 51.72% respondents are male where as 48.28% respondents are female that means there is an equal proportion of response from the mother and father in this study. Most of the respondents around 37.93% are private employees and only 17.24% respondents are government employee. 44.83% respondent is Post graduate and 37.93% respondents are Doctorate that means our respondents are enough education to support the authenticity of this research work. 41.38% respondent's monthly income are above Rs 50000/- whereas only 10.34% respondent's monthly are in the range of Rs 20001/- to Rs 30000/-.
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