

MASS MEDIA'S ETHICAL IMPACT ON CHILDREN

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ABSTRACT

The phenomenon of media since its emergence has been influential on people and the society. The size of this effect has changed in direct proportion to the accessibility level of the media. While the media activities which took place only in written form in the first periods were effective on very few people, the formation of audio and visual media structures over time had expanded the influence of the media. Today, the media has gained the feature of being effective on large masses, thanks to the ease of access, interaction feature and the conveniences provided in these areas of the social media structures created in the virtual environment. The social media structure plays a decisive role on the individual and then on the social structure. Although this determination is sometimes unconsciously, in general it is an undeniable fact that the media has a directing effect on society.

When it comes to the effects of communication tools, one of the most discussed issues is the effect of media content on children. It is accepted that since the child has not reached full maturity both physically and mentally, he is more open to influences and needs special protection from the effects that may harm his development. In the context of the media, the protection of children shows a dual structure: protecting children from the exposure to content that may harm their development and protecting children who are the subject of the media content. While providing the aforementioned protections is tried to be realized by laws, on the other hand, solutions are sought with ethical rules to the problems that arise.

Key words: Media, child, morality, psychology.



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INTRODUCTION

Ethics, which is defined as the criteria that individuals generally use to distinguish between right and wrong, has gradually become one of the important research topics of social sciences. The main reason for this is that ethics deals with rules about how individuals should behave or what they should and should not do. Developments in technology due to globalization have deeply affected all areas of social life. In this context, the state-citizen relationship has started to change and as a natural consequence of this, citizens have started to adopt a more active and critical approach towards the state and its institutions, as well as the public bureaucracy.

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Sometimes, there may be violent preferences in social media, and since children are in the period of receiving all messages, it is inevitable that they will receive negative messages as well. Here again, the biggest duty that needs to be taken is by parents. The cartoon characters they watch may enter the world of our children over time, causing them to break away from real life. This affects our children in very different ways at all ages.

Until recently, children were introduced to the media and computer at a later age, while today's children meet with a phone, tablet or television when they are 5 or 6 months old. This greatly affects the development of our children. We put the phone in the hands of our children, who are trying to get to know our world gradually, and prevent their development. Thanks to the developing technology and smart phones, cartoons are the savior of mothers and fathers almost everywhere.

When this is the case, cartoons have become indispensable for children. Cartoons affect our children so much that while accepting the main characters as role models, they begin to exhibit the same behaviors. However, we parents have a great role in choosing cartoons in this regard.

1. CHILDREN'S ETHICAL DEVELOPMENT

TODAY

Early childhood education and special education have an important place in child development and education. The first years are critical years in which child development is rapid. One of the developments whose foundation was laid in these early development years is the ethical development. Ethical development; aims to adapt the individual to the environment he lives in by gaining the value judgments of the society and to form his own principles and value judgments. This system of values develops the individual over time. The characteristics of cognitive development and moral development periods emerge in parallel with each other. As the cognitive development of children in early childhood increases, their ethical development progresses in parallel. When pre-school education institutions are examined closely, there is a need for information on supporting the ethical development. In this critical period when children's personalities are rapidly shaped, they help them learn the rules of nature and the intricacies of social life in line with the interests, rights and freedoms of other individuals as well as themselves. The social learning experiences provided to the child and the models that he sees as examples are effective in moral development. The happiness of the society, the provision of justice and equality in the society, ethical rules and ethical education should be given to people in every part of the society. In this module, you will be able to help children's development in this area effectively by learning the moral development characteristics of children. Guided by the sample activities and tools given on moral development, you will gain new knowledge and skills in order to prepare original tools by choosing the appropriate activity and using your creativity.¹

The pre-school period, when children are just beginning to realize the rights and feelings of others, is an important beginning for moral development. As children expand their social experience as well as the development of their cognition and language, they are increasingly able to express their thoughts ethically independently. Studies have shown that babies develop awareness of social and moral rules from the first years of their lives. Based on people's explanations of their intentions, the three-year-olds say, that a malicious person deserves more punishment than a well-meaning person. When children make social judgments given the

information he uses about consequences and behavior, two important points stand out. First, children do not judge the person causing bad consequences harshly when their intentions are not clear. Second, both outcomes and intentions are significantly affected by children's deliberate inferences. Children around the age of 4 can tell when someone is lying. While children at this age approve of telling the truth, they do not approve of lying even when it is not noticed.

In early childhood ethics begins with a focus on harming one self and others. Ethics of the young children is not yet structured by a mutual understanding of justice. Therefore, children have difficulty in making ethical judgments when the needs of more than one person are in danger. For example, even if a person has ethically logical reason for stealing and lying, they are more likely than older children to claim that such actions are always wrong. As children's understanding of social cooperation develops, their ideas about what to do when people's desires and aspirations conflict also change. This shift is in the direction of finding balanced solutions to interpersonal problems such as increasing levels of right, honesty and justice, where both sides mutually benefit.

Piaget argued that cognition and language support preschool children's ethical understanding, but social experiences are also very important in ethical development. According to him, ethical development requires individuals to develop beliefs about how they should treat others and to make judgments accordingly. These judgments arise from children's experiences of social interaction with the adults and peers. Parents are the most important and the first models in upbringing the children. As they are important for all areas of development, they also have an important place in formation of the character, the acquisition of values, the emergence of ethical emotion, behavior and cognition.²

Praising good behavior is one half of fostering moral behavior, while reacting to bad behavior is the other half. When children cause harm (when they commit a crime), they experience one or two kinds of moral feelings: shame or guilt. These emotions are often thought to be used interchangeably, but according to research by psychologist June Price Tangney, these emotions have very different causes and consequences. Shame is the feeling of "I am a bad person" while guilt is the feeling of "I did something bad". Shame is having a negative opinion of one's core

personality, which is very destructive. Shame makes the child feel small and worthless. In this case, children prefer either aggression or escaping from the environment. Guilt, on the contrary, is having a negative opinion about the behavior and can be compensated with a good behavior. When children feel guilty, they feel remorse and remorse, empathize with the person they hurt and try to make up for what they did. In an experiment led by psychologist Karen Caplovitz Barret, parents measured their 2-3-year-old children's tendencies to feel shame and guilt. They gave each of the children a rag doll and their legs were severed while the children were playing alone. The children with a tendency to shame ran away from the researcher and did not admit that they had cut off the baby's leg. The children with a tendency to guilt tried to fix the doll, they did not escape from the researcher and tried to explain how it happened. Embarrassed children avoided, guilt-ridden children tried to make amends.

If we want our children to be helpful, we must teach them to experience guilt rather than shame when they misbehave. He found that the feeling of shame arises when parents get angry, withdraw their love, and try to show their power by threatening to punish the child.

2. MEDIA'S ETHICAL NORMS

According to experts, it has been revealed that the widespread use of social media has caused irreversible damage to the indispensable values of the society. Psychiatrist Prof. Dr. Nevzat Tarhan said that "social media has started to change moral norms seriously. Our society has forgotten to be ashamed, thanks to Facebook and Twitter. Internal control is not innate, but later shaped by social teachings, and social media has begun to change these social teachings". It also erodes ethical norms. In addition, it has a disruptive effect on human relations and harms the sense of privacy. People think first and then do. Whereas, the opposite happens in social networking sites. People do first, think later. There is a greater risk for impatient, impetuous people with a lack of attention. Because it's natural, people lie more easily. As a result, people's sense of respect and privacy is impaired. It also has an encouraging effect as it makes it easier to turn to crime. Children encounter the sexuality earlier by means of the internet. Thus, the excitability of children increases, children should be taught the

limits of privacy at a young age and privacy education should be given to the child in the family. A child who learns the moral rules and the importance of privacy at home will always continue to protect these values in his life. He will determine his time and boundaries in social media in a healthy way according to these measures and will benefit from social media in a positive way. 1

But it seems that in the digital world, it doesn't take long for any tool to deviate from its main function. As the popularity of Youtube increased, the concept of a youtuber, which was especially used by elementary school children, came into our lives. What are our children watching: It is not educational or instructive at all, it does not contribute to the productivity or education of children. While the channel increases the number of subscribers and advertising revenue, children leave their most precious time and mind to those channels that they think are free. Worse still, many kids try to become youtubers by following the trend and starting a channel. Some parents are also trying to create a youtuber from their own children and make money on it.

The culture of altruism, which has been on the rise in the digital age, and the commercial and technological effects of the internet have destroyed privacy. Interestingly, people no longer want their private lives to be under their protection. What they want now is for as many people as possible to witness their private lives and even their daily routines.

Moreover, no one cares whether what is presented is right or wrong, useful or useless, as long as it has spectacle value.

The increase in published videos is based on this situation. Social media is a big market, everyone wants their share of the pie. The shortest way to this is to be popular.

3. CHILD INTIMACY LIMITS

Another point is to teach children the limits of privacy at a young age. The limits of intimacy are not learned through words or advice. If the child is walking around the family wearing a beach outfit or a nightclub outfit, the child cannot learn the limit of privacy in this family. He accepts this as natural and cannot develop safe behavior because he cannot say no because he cannot set limits when he enters other environments.

Therefore, the limits of privacy should be taught in the family. There are families who live with the toilet door or bathroom door open and the bedroom open. There are families without special borders and this unfortunately affects our children negatively. Accordingly, it is important for children to feel that their dignity and consent, which is the basis of privacy, is respected, which everyone who uses or shares children's photos should give priority to these concepts.

4. THE EFFECT OF PHOTOS UPLOADED ON SOCIAL MEDIA

Stating that the photos uploaded to social media platforms are almost permanent digital tattoos, the author emphasizes that the children should get permission to share in the digital environment. Considering that social media has become a fact of life and some of its gains are taken into account, it does not seem likely to expect parents to leave social media completely. Social media is a lifesaver, especially for young mothers who need support and understanding. Sharing photos of their children on social media turns into a communication tool with other adults for mothers who are raising their children in a busy work schedule and in a lonely environment. However, in this process, parents need to take into account the possible negative effects of the photos they share on their children. Indeed, in the coming years, children may feel shame, anxiety and discomfort due to the shared content.

Moreover, not every child who is dissatisfied with the public's access to their photos cannot object to this situation by opposing their parents. Therefore, due to the content shared without consent, parents can damage their relations with their children.

Recently, the children of some bloggers and Instagram stars have become more recognizable than the children of closest friends and relatives. So much so that it is no longer strange to see these children sleeping, shouting in anger, having a bath or changing their diapers. Even blurry, black-and-white ultrasound images are shared after their children are born, before the umbilical cord is cut or before their digital archive is created without their knowledge. For the sake of increasing the number of followers, it has long been considered inappropriate for parents to share such photos on social media and earn income from these shares. However, this issue has attracted attention especially recently. Sometimes even

showing a photo in our family album to guests disturbs our children, who have reached a certain level of consciousness, while informing ourselves and then our children about how detectable and vulnerable the footprints they leave in the online world will make, and taking some simple precautions. Getting it will make a big difference.

Expressing that he does not agree with the idea that today's children are raised without a sense of intimacy, Livingstone adds that only the conditions of privacy have changed as a result of both the children's own actions and the attitudes of others. According to this, It is important for children to feel that their dignity and consent, which are at the core of privacy, are respected, which everyone who uses or shares children's photos should prioritize these concepts. Von Lob, who conveys that they learn the behaviors of children in the digital environment from their parents, who are the primary role models, draws attention to the importance of parents' exemplary behavior. In this context, parents who satisfy their need for socialization, being seen and approved through their social media posts about their children cause them to learn their sharing as a form of approval as a bad example to their children. It seems unlikely to expect them to leave social media completely. Social media is a lifesaver, especially for young mothers who need support and understanding. Sharing photos of their children on social media turns into a communication tool with other adults for mothers who are raising their children in a busy work schedule and in a lonely environment. However, in this process, parents need to take into account the possible negative effects of the photos they share on their children. Indeed, in the coming years, children may feel shame, anxiety and discomfort due to the shared content. Moreover, not every child who is dissatisfied with the public's access to their photos cannot object to this situation by opposing their parents. Therefore, due to the content shared without consent, parents can damage their relations with their children. It is critical that they pay attention to the content of the photos and in which digital media they are shared.⁹

CONCLUSION.

When the addiction is mentioned, everyone shudders, the worst scenes unfold before our eyes. We rate dependencies according to ourselves and decide for the worst. As addiction, most of the society first thinks about drugs, then addictions such as alcohol, cigarettes and gambling. Unfortunately, we do not take the addiction of our age, which is seen in a new and large audience, very seriously.

If it is foreseen that the digital environments that constantly reach new individuals will affect the whole world population in the coming years, all healthcare professionals, especially physicians, should have information about all the new diseases of this digital age described in detail above, increase their equipment regarding the defined diagnostic criteria and treatment protocols, raise awareness on the subject. their possession is inevitable. Because I think that there will be an increase in the number of applications due to the new diseases of the digital age in our polyclinics.

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