

FACEBOOK, TWITTER, ETC.: EFFECT OF SOCIAL MEDIA ON HEALTH OF THE YOUNG

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ABSTRACT

The social media becomes the daily used object at present. Several people use social media everyday and the social media becomes an important part of their lives. The effect of the social media is very interesting. The your generation becomes one of the groups of people that heavily use the social media at present. This this chapter, the author briefly summarizes and discusses on the effect of important kinds of social media such as Twitter and Facebook on health of the young.

KEYWORDS: Social Media, Young, Health Effect.

INTRODUCTION

The social media becomes the daily used object at present. Several people use social media everyday and the social media becomes an important part of their lives. The effect of the social media is very interesting. The young generation becomes one of the groups of people that heavily use the social media at present. This chapter, the author briefly summarizes and discusses on the effect of important kinds of social media such as Twitter and Facebook on health of the young.

MAGNITUDE OF SOCIAL MEDIA USED AMONG THE YOUNG

As already mentioned, the social media is the widely used computational tool communication of the world worldwide. With the rapid growth of internet IT technology, several new online social media program have been launched for a few

years and becomes the popular Apps for the online users. It is no doubt that the young generation who are familiar to the internet will become the main user of the new social media IT technology. More than millions users of IT social media are distributed worldwide. The rapid growth of the number of internet users day by day can be expected.

An important concern is on the appropriate amount of user. Overuse, by using internet for a very long time per day, becomes a new consideration. This becomes the new issue in psychiatry. The new problem namely internet addiction is already mentioned and classified as a new clinical psychiatric disorder. Without a good control, the heavy use of social media can be seen and it can become the new problem. For the young, internet addiction is not common and the problem can be seen worldwide.

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In developing countries where the internet social media has just been implemented for a few years, the children usually addict to the internet social media and this becomes the big problem in many communities. The recent study from Thailand also showed that the school students had heavy internet addiction and waste several money on the useless social media [1]. Osborne et al. noted that “Internet can serve as a negative reinforcer for behavior in higher problem users

and that the reinforcement obtained from the alleviation of withdrawal symptoms becomes conditioned, with the color and appearance of the visited Web sites giving them a more positive value[2].” Kuss and Griffiths recently analyzed this specific phenomenon and proposed for 10 lessons learned concerning online social networking sites and addiction as presented in Table 1.

Table 1.10 Lessons learnt concerning online social networking sites and addiction proposed by Kuss and Griffiths [2].

Lessons	Details
1	social networking and social media use are not the same
2	social networking is eclectic
3	social networking is a way of being
4	individuals can become addicted to using social networking sites
5	Facebook addiction is only one example of SNS addiction
6	fear of missing out (FOMO) may be part of SNS addiction
7	smartphone addiction may be part of SNS addiction
8	nomophobia may be part of SNS addiction
9	there are sociodemographic differences in SNS addiction
10	there are methodological problems with research to date

The exact prevalence of internet addiction is an interesting issue. There are some specific interesting reports on this issue. The important reports are quoted and presented in Table 2.

Table 2. Some important reports on the prevalence of internet addiction from several countries around the world

Reports	Details
Umpai et al [1]	Umpai et al. studied the problem of the internet addiction among the primary school students in Surin province, a rural province of Thailand and found a very high prevalence [1].
Lin et al [4].	Lin et al. studied on the prevalence of internet addiction and its risk and protective factors in a representative sample of senior high school students in Taiwan [4]. Lin et al. found that the prevalence was 17.4%. Lin et al. proposed that “High impulsivity, low refusal self-efficacy of Internet use, high positive outcome expectancy of Internet use, high disapproving attitude of Internet use by others, depressive symptoms, low subjective well-being, high frequency of others' invitation to Internet use, and high virtual social support was all independently predictive in the logistic regression analysis [4].”
Tsumura et al. [5]	Tsumura et al. studied on prevalence and risk factors of internet addiction among employed adults in Japan and found that the prevalence of the problem is high.

PROS: POSITIVE HEALTH EFFECT OF THE SOCIAL MEDIA FOR THE YOUNG

A social media Apps can be useful in several ways. In health aspect, there are many useful online social media Apps. The positive impact of using those useful Apps on health of the young can be expected. Basically, the use of the internet social media is the fast way for communication at present. It is accepted as the effective way for data generalization at present. Many new internet Apps are introduced and approved to be good tools in public health. The ways that the tools can be useful include a) the database for public health reference, b) the web-based online knowledge source, c) the social platform for communication and exchange. For the young, the internet social media can be helpful for their health. At least, it is approved that the social media based e-learning is useful education methods. Sinclair et al. noted that *"The newest consumers of post-secondary education, the so-called 'digital natives', have come to expect education to be delivered in a way that offers increased usability and convenience [6]."* Sinclair et al. summarized that the social media can be effectively used as e-learning media for improve knowledge of the primary school children [6]. Hence, it is no doubt that the social media can be additional tool for development promotion of the students. Dill-Shackleford et al. noted that *"identity development, social learning about members of other groups, and both positive and negative behavioral outcomes to cultural messages about race, gender, and other social categories"* are important aspects of childhood development that social media can be useful for support and improve [7]. Primack et al. noted that the social media has a great relationship to psychosocial development and mental illness in transitional young children [8].

Focusing on the famous commonly social media tools, the author will hereby summarize on the usefulness on health of the young generation.

FACEBOOK

As a very commonly used social media, the impact of the Facebook on children can be expected. Downing et al. noted that Facebook is a useful tool in view of administration [9]. Downing et al. suggested that *"Parents enjoyed being part of their Facebook group, but their reported use of and engagement with Facebook declined over time [9]."* Facebook can be useful for communication and finding the appropriate support to some specific vulnerable children. Akard et al. recently reported their experience of using Facebook advertisements for recruiting parents of children with cancer for an online survey of web-based research preferences that can be useful in medical society [10]. In another report, Odone et al. successfully use the Facebook as the way for promoting the vaccination coverage for the young children [11].

TWITTER

Similar to Facebook, there are also some reports on the usefulness and positive impact of Twitter on health of the young. A similar application of using Twitter to Facebook for surveying and promoting the vaccination among the young children is reported [12]. Sometimes, the Twitter can also act as the social support for the children or adolescent with health problems. The good example is the use of Twitter as social support for the adolescent with the problem of pro-eating disorder [13].

CONS: NEGATIVE HEALTH EFFECT OF THE SOCIAL MEDIA FOR THE YOUNG

As already noted, there are several social media Apps at present. It is no doubt that there are many useful Apps for health aspect. On the other hand there are many useless online social media Apps. Similar to that already mentioned for the positive impact, the negative impact of using those useful Apps on health of the young can be seen as well. The best example of the unwanted

effect of the social media use is the internet addiction, which is already mentioned in this chapter. In addition, without a good control and neglecting by parent, young children might have a chance to expose to the bad content in social media such as sexual media [14].

Focusing on the famous commonly social media tools, the author will hereby summarize on the unwanted effect on health of the young generation.

FACEBOOK

As a very commonly used social media, the unwanted adverse impact of the Facebook on children can be expected. As a free communication without border, the content in Facebook sometimes has the problem. The incorrect health information might be shared and can be incorrectly followed. The unwanted behavior such as smoking might be commonly seen in Facebook and this might be used as a model by the children who use the Facebook [15]. Sometimes, the sales of disqualified health problem can also be seen on Facebook [16].

TWITTER

Similar to Facebook, there are also some reports on the unwanted adverse effect and negative impact of Twitter of Twitter on health of the young. Similar to the case of Facebook, the smoking is a focused problem that is usually spread and shared on Twitter. This is considered as an unwanted share on bad health behavior on social media [17]. Another interesting example of misuse of Twitter as social media tool that cause an unwanted health problem to many children is using Twitter for sharing anti-vaccination for the children among some parents [18].

CONCLUSION

The social media use is a common behavior of the young worldwide. Of interest, both advantage and disadvantage due to social media use are

observed. The health impact of using social media to the young user is an interesting issue that should be considered and managed. Without good control, a good social media tool can be a bad tool.

CONFLICT OF INTEREST: None

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