

- Social networking / Child development

Monitor children's exposure to social media reels

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SHORT-FORM video content, known as reels, are available on a variety of social media sites, including Instagram, Facebook and TikTok.

Reels typically last between 15 and 60 seconds, and may contain a range of material, such as lip syncing, dancing, comedic skits and brief educational videos.

They have grown in popularity over the last few years, especially among the younger generation. However, users must be wary of reels' negative effects, particularly on youngsters. There is evidence that too much screen usage, including watching short-form media like reels, can harm children's cognitive growth and attention span.

In children, excessive screen usage has been related to issues with attention, reduced concentration and impulse control, according to research. Screens can be very exciting and exceed the brain's capacity to handle information, which is thought to be the reason behind this.

A lack of attention span, which can make it difficult for kids to focus and concentrate, as well as potential effects on academic and social development, are just a few of the negative effects of overloading kids with information.

It can also make kids anxious and stressed, which is especially true for youngsters who do not have the cognitive or emotional resources to handle complex or painful material.

Also, their sleep patterns would be disturbed as a result of the excessive exposure to information from screens, which can negatively affect their general health and wellbeing and perhaps lead to behavioural and mental disorders.

Lastly, if children are given too much information, it may hinder their social and emotional growth since they may find it difficult to relate to others or communicate their emotions.

In general, it is critical for parents to pay attention to the information and media their kids are exposed to and to prioritise experiences and activities that support healthy growth and wellbeing.

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