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# Behind the Lens: The Drawbacks of Media Exposure to Young Children's Social Development

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ABSTRACT: Media exposure to young children is concerning in today's digital age. Although children can learn from media, excessive exposure can have alarming consequences. This systematic literature review aimed to determine the drawbacks of media exposure to young children's social development. The review attained four thematic points: Having Poor Sleeping Habits, Dealing with Aggressive Behaviors and Social Isolation, Interfering with Social Skills Development and Emotional Regulation, and Distorting Reality Perception and Weakening Attention Span through Media Sensationalism. Early media exposure to young children is one of the main reasons why there are negative impacts on children's overall well-being. To address these issues, educators, parents, and guardians should promote proper handling and monitoring of children's media access so that families can identify their child's behavior and how to mitigate this pressing issue. The media may affect the children in the long run as it can also affect their academic performance. Hence, it is not a platform for children; they should not be exposed to any media platforms at an early age.

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#### **KEYWORDS:**

Media Exposure, Philippines, Review, Social Development, Young Children.

#### INTRODUCTION

As the world adapts to social media, excessive screen time has increased, particularly during the worldwide pandemic when governments mandated that everyone, especially children, stay home. Nowadays, more children than before have been exposed to media for a long time at extremely young ages because of media gadgets; 90% of kids are under two years old. Media exposure can result in the loss of time for creative play and parental interaction, which are essential for children's social development (Kim et al., 2023). Media gadgets are convenient for enabling communication and performing specific ordinary chores; it is nearly hard to resist utilizing them daily. The same goes for young children surrounded by displays with internet access (del Dujo et al., 2021).

In China, a survey conducted on 3 to 6-year-olds in 35 kindergartens resulted in 57.3% of the Children being exposed to digital screens on technological devices for over two hours per day. Because of too much media exposure in the early years of childhood, children's health is continuously affected, becoming a widespread occurrence enough to get our attention. Considering that most babies are now exposed to the media at such a young age, investigating the influence of media on children's continuous health development is reasonable (Liu et al., 2021).

Moreover, through years of online activity, the Philippines is one of the top media consumers in the world. It is stated in this study that the connection between screen usage and the psychological development of children is complicated and has both positive and negative results. Excessive use of devices by children has been linked to dangers for concentration problems, developmental delays, lower academic performance, eating cycles, and sleep cycles. Furthermore, there is evidence that extended screen time exposure is connected to the children's subsequent teenagers' lower quality of life and bad diets (Dy et al., 2023).

Additionally, this study is anchored on the Social Learning Theory of Bandura (1977), which explains how the media easily influences people. The theory predicts that children will pay attention and retain in memory the behavior and information they hear and see in media and that knowledge will be put directly into their behaviors. The theory also states that attention and retention are

the foundation of learning processes. Individuals whose influence is impactful are likely to attract observers' attention, who will serve as role models and be the ones they will imitate.

Also, Huesmann (1986) states that media consumption contributes to children's brains, mainly the child's behavior. It provides major foresight that early childhood exposure to violent television may be particularly significant to young children's development because young children lack knowledge of various kinds of social conflict or problem scenarios. As a result, they are less likely to have strategic minds than older kids.

Besides, the study is grounded in Astington, Harris, and Olson's (1988) theory, which states that children start comprehending the mental states of those around them when they are four. This theory suggests that children exposed to the media at an early age may also be influenced by dangerous or malicious actions displayed in the media. Children who are regularly exposed to media content may pick up possibly harmful behaviors like violence, deception, or risky activities along with prosocial and educational messages.

While global and national studies have thoroughly examined the disadvantages of media exposure to young children, there remains a significant gap in understanding the experiences of media exposure to young children, particularly to those whose health is affected by exposure to media at an early age, such as loss of time for creative play, loss of time for parental interaction, development delays, lower academic performance, eating cycles, and sleep cycle. This gap is crucial to address, as the impact of exposure to media on young children affects their development, resulting in the decline of their future.

Generally, the importance of this study lies in its potential to raise awareness among individuals, especially parents/guardians. By offering insightful data, this study enlightens and educates families facing difficulties with the development and well-being of their children exposed early to media. In addition, this study is essential for resolving the present issue and developing new strategies to support families worldwide. Thus, providing the necessary information to address the problem of the study will also benefit the researchers.

This study aligns with the United Nations' Sustainable Development Goal (SDG) 3 - Good Health and Well-being and 4 - Quality Education, which aims to guarantee healthy lives at all ages and inclusive, equitable quality education moting lifelong learning opportunities for all.

#### **METHOD**

### **Research Design**

The study employed a systematic literature review (SLR) as a qualitative methodology to study the drawbacks of media exposure to young children's social development issues. The systematic literature review is an intentional process for finding, assessing, and summarizing prior research on a particular topic. To find all relevant research on the topic of interest, a thorough search is done across multiple databases, academic journals, and other sources. The systematic review's approach should be clearly stated, and the criteria should be fully specified before the investigation. Other researchers can replicate this thorough and transparent search by accessing various databases and grey literature sources. This entails developing a detailed search strain and emphasizing finding answers to a particular problem (Dewey & Drahota, 2016).

### RESULTS AND DISCUSSION

The following claims and reliable information based on the findings from the chosen papers were highlighted in this study, as shown in Table 1.

This review attained four thematic points about the drawbacks of media exposure to young children: *Having Poor Sleeping Habits, Dealing with Aggressive Behaviors and Social Isolation, Interfering with Social Skills Development and Emotional Regulation, and Distorting Reality Perception and Weakening Attention Span through Media Sensationalism.* Early media exposure to young children is one of the main reasons why there are negative impacts on children's overall well-being. Even though the media is beneficial for expanding their intellect, the effects of too much media exposure always fall short in the eyes of everyone, especially parents. Furthermore, young children are exposed to media because they are given early access to gadgets. The idea of each theme presented in this study has the potential to raise awareness among parents and young children.

#### Having Poor Sleeping Habits

The first theme generated during the data gathering is that media exposure to Young Children leads to poor sleeping habits. This means that media can affect a child's sleeping habits and may lead to sleep deprivation. This is because the media, especially

for children, is very addictive. The media is an open platform; anything can be uploaded, including inappropriate content children may view. Viewing inappropriate content will negatively affect the children's psychological and mental health, leading to an unhealthy sleep habit.

Moreover, the study of Lin et al. (2022) showed that most toddlers in mainland China did not meet the World Health Organization's (WHO) screen time guidelines. Infants and toddlers who spent more time on screens slept less at night. The study emphasized that early childhood screen time can interfere with the development of regular sleep habits, which could result in long-term behavioral and cognitive problems. It also highlighted how crucial it is to restrict screen usage in the early years of childhood development in order to improve sleep quality and general well-being.

Chandranaik et al. (2024) also supported the theme, stating that most children have poor sleeping habits, with digital media use prevalent. Approximately 30 minutes of digital media before bed is associated with poor sleeping habits. The natural sleep-wake cycle is disturbed when excessive screen time and media exposure before bed are combined. This can lead to sleep deprivation and other negative effects that significantly impact children's health and development, thereby impeding the learning process (Genelza, 2024).

With this, it is essential not to undervalue the influence that media consumption has on kids' sleeping patterns. The media can greatly influence children's sleep patterns if not well observed. To prevent excessive screen time from endangering children's mental, psychological, and physical health, parents must play a crucial role in monitoring and directing children's media usage.

#### Dealing with Aggressive Behaviors and Social Isolation

The second theme developed during data gathering is that young children's media exposure resulted in dealing with aggressive behaviors and social Isolation. This explains that media exposure influences the child's emotional, social, and developmental growth, where a child shows aggressiveness, such as hitting, yelling, and other disruptive behavior, and isolates themselves from social events. Technology has advanced so much recently that even screen-based content has been rising yearly. This means that young children are becoming more exposed to the media than before.

Furthermore, this was supported by Kumar et al. (2023), who stated that excessive screen time usage can positively and negatively impact children's development. However, their study results show that excessive screen time usage can negatively affect children's development, impair their comprehension and aggressive behavior, and hinder social and emotional competence. This means that early media exposure to young children greatly impacts their lives as they grow.

In addition, Coutinho et al. (2020) examined how children with neurodevelopmental diagnoses had been exposed to and had access to mobile devices. They also examined the social and emotional consequences of this with interaction, particularly in the context of social isolation. With the rise of media gadgets, parents often turn to these devices to keep their children occupied, especially in busy moments. This makes it difficult for young children to develop social skills, and it can lead to a preference for virtual communication rather than face-to-face interactions.

Hence, early media exposure to young children significantly impacts many aspects of young children's healthy development, leading to problems such as aggressive behavior and social isolation. As the child grows, their life will get harder to manage if they are too much exposed to the media. Therefore, controlling media exposure is essential to ensure the children's healthier growth development and social skills.

### Interfering with Social Skills Development and Emotional Regulation

The third theme analyzed during the data gathering is that media exposure to young children interferes with their social skills development and emotional regulation. This hypothesized that media exposure can also affect the children's social skills development and emotional regulation, wherein the child limits real-world social interaction and struggles to manage their emotions healthily. At such a critical stage of development, their relationship with media exposure has begun to increase; this means that too much exposure to media can affect the child's overall well-being as they grow.

Moreover, this was supported by Kim, MD et al. (2023), that if the children are exposed to the media at an early age, they lose the time to interact with their parents and cannot play creatively, which can hurt social development. Excessive screen time can limit opportunities for children to engage in face-to-face social interactions, which are critical for developing communication skills. This explains that when young children spend too much exposure to the media, it can make them more distant from the real world because they might begin prioritizing virtual experiences over real ones.

In addition, Nabi and Wolfers (2022) examined the association between media exposure and emotional and behavioral problems. The study found that too much screen usage may cause problems with social interaction and emotional control. They highlighted the significance of balancing media use and in-person social interactions to reduce these negative impacts and encourage healthy emotional development. Hence, media exposure leads to drawbacks in the emotional behaviors of a child (Genelza, 2024).

Thus, excessive screen time for young children greatly impacts child development, including social skills development and emotional regulation. Addressing this issue is crucial, as too much exposure to media can hinder children's overall growth. Hence, this helps young children by fostering well-rounded social and emotional development.

### Distorting Reality Perception and Weakening Attention Span through Media Sensationalism

The fourth theme produced during the data gathering is that media exposure to young children can alter how they perceive the real world. This represented that the media can contain exaggerated and biased content distracting children from the real world. Content creators' techniques to keep viewers interested through sensationalized media, like fast-paced TV series or videos, eyecatching images, rapid cuts, and overstimulating information, lead young children to be addicted and have a shorter attention span at an early age.

Also, Al-Ali et al. (2018) Evaluated parents' perspectives on how violent media affects children's aggressive behavior. Jordanian parents' knowledge and opinions regarding media's impact on children were recorded in this study. A large number of parents thought that their kids' increased aggression and behavioral problems were caused by their exposure to violent media. Parents conveyed worries about how such material would affect their kids' behavior in the long run.

On top of that, the findings of Gabrielle McHarg et al. (2020) support a rising body of research on links between toddler executive function (EF) and screen-based digital media exposure. The possible negative impacts of increased digital media exposure in toddlerhood on cognitive development were highlighted. Kids who spend more time on screens experience delays in critical executive function abilities like memory, problem-solving, and shorter attention spans.

Therefore, the way the world is portrayed through the media has a big impact on how kids view the world. Children exposed to sensationalized or exaggerated content may grow up with a distorted perception of the world, frequently seeing it as more hostile or dangerous than it is. The overstimulation from the fast-paced contents of media can lead to the shortening of attention span in children. This eventually leads to problems in their daily lives and difficulties in other aspects of life that call for concentration and focus.

Table 1: List of Literature on the Drawbacks of Media Exposure to Young Children

Authors	Title of the Study	Locale	Method	Results and	Recommendatio	Themes
				Discussion	ns	
Pablo E.	Impact of	Chile,	Quantitativ	The study showed	Parents should	Having Poor
Brockmann,	Television on the	South	e	that having a TV	have control over	Sleeping
Blanca Diaz,	Quality of sleep-in	America		set in the child's	and restrictions	Habits
Felipe Damiani,	Preschool			bedroom and	on the TV	
Luis Villarroel,	Children			being exposed to	programs that	
Felipe Núñez, &				more hours of TV	their children	
Oliviero Bruni				were connected	watch. Poor	
(2015)				with a significant	parental limit	
				decrease in young	setting may lead	
				children's sleep	to excessive TV	
				quality. The	and electronic	
				exposure to TV	media exposure	
				had a significant	and irregular	
				impact on sleep	sleep habits.	
				terrors,		
				nightmares, sleep		
				talking, and		

		ı	<u>,                                      </u>		
				weariness upon awakening.	
Dinesh Kaimal, Ravi Teja Sajja, & Farzan	Investigating the Effects of Social Media Usage on	Texas	Quantitativ e	Findings indicate a possible correlation	The use of specialized subjects and
Sasangohar (2017)  Bozhi Chen, Rob	Sleep Quality  Screen viewing	Singapore	Quantitativ	between social media use and sleep quality. The study's results do not statistically support the theory that using social media before bed directly impacts sleep quality. However, the data does show a between social media consumption and sleep quality.  Researchers	adjustment for normal stress and mood fluctuations that may potentially impact sleep quality is recommended to isolate social media's impact.  Collaboration
M. van Dam, Chuen Seng Tan, Hwee Ling Chua, Pey Gein Wong, Jonathan Y. Bernard, & Falk Müller- Riemenschneider (2019)	behavior and sleep duration among children aged two and below		е	discovered that long screen exposure is associated with shorter sleep duration in children aged two and under. Children aged 6 months and under showed stronger associations than children aged 7 to 24 months.	among caregivers, teachers, and healthcare professionals is crucial to reducing screen device use among young children. Nevertheless, further research is needed to confirm their observations and to develop effective intervention strategies for reducing SV among young children.
Aiman El Asam, Mythanna Samara, & Philip Terry (2019)	Problematic internet use and mental health among British children and adolescents	United Kingdom	Quantitativ e	The results showed that 1,814 young participants from UK schools' Problematic Internet Use (PIU) test results showed that males were more likely to score higher than females. That meant children's negligence and	There is an urgent need to develop intervention strategies to address this problem.  Everyone must remember that the internet is a medium that needs to be utilized correctly.

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Betul Keles, Niall McCrae & Annmarie Grealish (2020)	A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents	London, United Kingdom	Qualitative	obsession with the internet resulted in negative impacts on daily routines, such as eating and sleeping habits, and psychosomatic issues.  Throughout the 13 investigations, depression was often the measured outcome of exposure to media. Time spent on social media and addictive or problematic use were the main risk factors for depression, anxiety, and psychological distress that emerged from this review.		
Yumin Lin, Xueqin Zhang, Yinying Huang, Zhiwei Jia, Jing Chen, Wanling Hou, Lili Zhao, Guiyan Wang & Jiemin Zhu (2022)	Relationships between screen viewing and sleep quality for infants and toddlers in China: A cross- sectional study	China	Quantitativ	This study showed that most toddlers in mainland China did not meet the World Health Organization's (WHO) screen time guidelines. Infants and toddlers who spent more time on screens slept less overall and at night—excessive TV viewing time negatively correlated with newborns' total sleep time.	To improve young children's sleep quality and promote their development, education programs on children's screen viewing, providing other educational materials instead of screening, more outdoor exercises and indoor parent-child activities, early sleep, restricting TV and smartphone use, and screen coviewing are required.	

Çağla ÖZDEMİR & Süleyman KELEŞ (2023)	The Relationship of Screen Exposure with Sleep Quality and Self-Regulation Skills in Preschool Children	Turkey	Quantitativ e	Findings show that excessive screen time in preschool children has been linked to sleep issues and poor self-regulation, including delayed speech development, a lack of physical activity, obesity, attention deficit, hyperactivity, and decreased cognitive capabilities.	Following the American Academy of Pediatrics (AAP) guideline, screen time should be reduced to about 1 hour per weekday and 3 hours on the weekends for children aged 2-5 years. We must limit their screen time so that their self-regulation abilities and sleeping habits will improve.	
Doreswamy Chandranaik, Jagdish Prasad Goyal, Kuldeep Singh, & Prawin Kumar (2024)	Association of digital media use with sleep habits in school children: A cross-sectional study	India	Quantitativ	The study found that most children have poor sleeping habits, with prevalent digital media use. Approximately half of the children surveyed use digital media for at least 2 hours daily. In addition, using digital media 30 minutes before sleep is associated with poor sleep habits.	Public awareness of the effects of excessive digital media use in school is the need of the hour. The duration of safe digital media use for children is still debatable.  However, the American Academy of Pediatrics (AAP) recommends less than 1–2 hours per day of media use in children.	
Katherine G. Hanson (2017)	The Influence of Early Media Exposure on Children's Development and Learning	USA	Quantitativ e	It was found that co-viewing television during infancy negatively impacted children's executive function skills and academic achievement into middle childhood. Children who co-viewed with their parents during infancy were	Parents must do three main ways to regulate their children: restricted mediation, active mediation, and co-viewing. Nathanson (2001) also found that different tactics for controlling children's television intake	Dealing with Aggressive Behaviors and Social Isolation

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				likelier to exhibit	led to diverse	
				poorer working	outcomes.	
				memory,		
				academic		
				performance, and		
				language skills.		
Rafi Antar (2019)	Exploring the Use	Finland	Qualitative	The findings of	All of us are	
	of Electronic			this study	exposed to	
	Media in Young			demonstrate that	electronic media,	
	Children's Lives			exposure to	which has	
	and its Effects on			electronic media	become an	
	Brain			changes multiple	everyday	
	Development			brain regions,	necessity.	
	2 C verepinent			which impacts	However, many	
				children's	of us are unaware	
				behavioral,	of how media can	
				cognitive, and	affect us when	
				socio-affective	overused. We	
				development.	must have time to	
				Children's	reflect on	
				electronic media	ourselves and	
				usage is still	engage in more	
				debatable despite	manual activities	
				its obvious impact	rather than doing	
					_	
				on brain development.	everything online.	
				development.	omme.	
Franzina	Mobile media	Mumbai,	Quantitativ	Examined how	Clinicians and	
Coutinho, Gauri	exposure and use	India	e	children with	other caregivers	
Saxena, Akansha	in children aged	Ilidia	C	neurodevelopment	must teach	
Shah, Shantanu	zero to five years			al diagnoses had	children how to	
Tilak, Neelu	with diagnosed			been exposed to		
Desai, & Vrajesh	neurodevelopment			and had access to	responsibly and	
	al disability			mobile media	healthfully. This	
Udani (2020)	ai disability			devices. It was	involves	
				also observed that	establishing	
				social isolation	appropriate	
				caused these	limits, regulating	
				youngsters to rely	usage, and	
				on screens to	offering useful	
				make up for the	examples of	
				lack of connection	media-based	
				in their lives.	interaction and	
Estima Clark	A ====:::4:::	T., 4!	O	Th 1	communication.	
Fatima Shirly	Association of	India	Quantitativ	The study	Pediatricians	
Anitha,	digital media		e	analyzed 348	must investigate	
Udayakumar	exposure and addiction with			children aged 1½	children's media	
Narasimhan,				to 5 years and 265	consumption	
Abhinayaa	child development and behavior: A			beyond 5 and 12 vears. No	during regular visits because it	
Janakiraman, Nivetha	cross-sectional			4.00		
					has consequences	
Janakarajan, &	study			found in behavioral	for their	
Priyadharshini Tamilselvan					development and behavior. Given	
				problems or		
(2021)				screen media	that there are no	

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Sudher Kumar   Effects of   India   Qualitative   Indiagnal   California   Califo	Sudheer Kumar   Effects of   India   Qualitative   Findings say that   Excessive screen time led to parental concerns in communications, problem-solving, and personal-social   development.   Time on Child   Development Angelopment Angelopment   Parents should set   Parents should bet   Parents should							
Sudheer Kumar Ku	Sudheer Kumar Muppalla, Sravya Vuppalpala, Sravya					addiction based on gender or family	Indian recommendations	
Sudheer Kumar   Effects of   India   Qualitative   Findings say that   Parents should create   India   Parents   P	Sudheer Kumar Muppalla, Sravya Vuppalpati, Apeksha Reddy Pulliahgaru, & Himabindu Sreeninasulu (2023)  Song Meixuan (2024)  Song Meixuan (2024)  Meixuan (2024					•		
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Sudheer Kumar   Fiffects   India   Qualitative   Findings say that   research to enhance digital literacy safely.	Sudheer Kumar   Effects of Muppalla, Sravya   Excessive Screen   Time on Child   Development. An Upullaingaru, & Himshindu   Development. An Upullaingaru, & Himshindu   Sreenivasulu (2023)					*		
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Sudheer Kumar Muppalla, Sravya Vuppalapali, Sravya Vuppalaparu, & Himabindu Sreenivasulu (2023)  Social  Qualitative Findings say that excessive screen media usage in children by controlling their screen and learning. However, studies have shown excessive screen time academic outcomes.  Song Meixuan (2024)  Song Meixuan  Assessing the impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's cognition and social development  Singapore impact of social media exposure on children's correctivities that improve mental and social development  Method  The study stated Method  The study stated Method  The study stated that the large quantity of information on social media can cause information overload in young children, limiting their creativity and critical thinking. Additionally, young children and content to promote social and content to promote soc	Sudheer Kumar Heffects of India Qualitative Findings say that excessive screen media usage in children sum cample for young children by controlling their screen in media usage in children selective and Strategies for Management (2023)  Wippalapati, Apeksha Reddy Pulliahgaru, Wippalapati, Apeksha Reddy (2023)  Wippalapati, Apeksha Reddy (2024)  Winabindu Streenivasulu (2023)  Winabindu (2023)  Winabindu (2023)  Winabindu (2024)  Winabindu (2						_	
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Caroli, Igor between mass media and the be aware of the	Margherita	addressing the link			between social	stakeholders must	
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Radziewicz-	media and the			increasing obesity	impact that mass	
Winnicki, Paulina	increase in obesity			in kids epidemic	media can have	
Nowicka, Daniel	among European			in Europe was	on children's	
Weghuber, David	children: The			examined in this	excessive and	
Neubauer, Łukasz	European			study. It was	unregulated	
Dembinski,	Academy of			found that parents	exposure to	
Francis P.	Paediatrics (EAP)			and society	media. Providing	
Crawley, Martin	and The European			needed a better	scientific data	
White, & Adamos	Childhood			knowledge of how	regarding the	
Hadjipanayis	Obesity Group			social media	possible health	
(2017)	(ECOG)			affects eating	risks associated	
(2017)	consensus			patterns and that	with excessive or	
	statement			there was	improper mass	
	Statement			evidence of a	media exposure	
				strong correlation	should also be a	
				between	part of health	
					1	
				childhood media	protection	
				exposure and	programs.	
				obesity rates		
				across European		
				countries.		
Candice Wolf,	Children's	United	Quantitativ	The negative	Schools may get	
Seth Wolf,	Environmental	States of	e	effects of the	involved by	
Miriam Weiss, &	Health in the	America		current culture of	assigning kids to	
Gustavo Nino	Digital Era:			early screen	turn off their	
(2018)	Understanding			exposure are	technology one	
	Early Screen			numerous and	day a week.	
	Exposure as a			must be addressed	Parents must	
	Preventable Risk			as technology	monitor and	
	Factor for Obesity			continues to	restrict their	
	and Sleep			invade and	children's access	
	Disorders			dominate social	to all forms of	
				interactions. In	screens. While	
				this study, it is	Physicians must	
				shown that early	enquire, educate,	
				screen exposure	and assist	
				has been linked to	families in	
				negative health	developing media	
				matters, especially	usage strategies.	
				higher levels of	wange attenegrees	
				obesity.		
Hyoung Yoon	Electronic Media	Republic of	Quantitativ	Most children in	Reducing screen	Distorting
Chang, Eun-Jin	Exposure and Use	Korea	e	Korea live in	time during the	Reality
Park, Hee-Jeong	among Toddlers	120104		home	weekend can be a	Perception
Yoo, Jee won Lee,	among roddicts			environments	crucial goal in	and
& Yunmi Shin				using digital	mediation.	Weakening
(2017)				devices, with TV	Doctors and	Attention
(2017)						
				and smartphones	mental health	Span through Media
				being the most	professionals	
				popular. The study	should educate	Sensationalis
				found that 39% of	parents about the	m
				toddlers use TV	influence of	
				daily, while 23.4%	media exposure	
				use smartphones	on their children	
1					and make them	

	1					
				for over an hour	aware of its	
N. 11. 36	D I	.1	0	on weekends.	importance.	
Nahla Mansour	Parents'	Ar-ramtha,	Quantitativ	Evaluated parents'	Increasing	
Al-Ali, Hadeel	Knowledge and	Jordan	е	perspectives on	parents'	
Said Yaghy,	Beliefs about the			how violent media	awareness of	
Khulood K.	Impact of			affects kids'	evidence-based	
Shattnawi &	Exposure to			aggressive	media programs	
Noha M. Al-	Media Violence			behavior.	may have a	
Shdayfat (2018)	on Children's			Jordanian parents'	positive	
	Aggression			knowledge and	behavioral effect	
				opinions	on kids. Parents	
				regarding media's	must participate	
				impact on children	in an educational	
				were recorded in	health promotion	
				this study.	program that teaches them how	
					to manage and limit their	
					children's exposure to video	
					games and	
					television shows.	
Gabrielle	Screen Time and	Birmingha	Quantitativ	Findings support a	In today's world,	
McHarg, Andrew	Executive	m, United	e	rising body of	parents,	
D. Ribner, Rory T.	Function in	Kingdom	C	research on links	guardians, and	
Devine & Claire	Toddlerhood: A	Kingdom		between toddler	teachers should	
Hughes (2020)	Longitudinal			executive function	use care when	
Trugines (2020)	Study			(EF) and screen-	exposing small	
	Study			based digital	infants to large	
				media exposure.	quantities of	
				The results	screen time.	
				highlighted the	Understanding	
				possible negative	digital media's	
				impacts of		
				increased digital	cognition is vital	
				media exposure in	to support those	
				toddlerhood on	who care for	
				cognitive	children.	
				development.	Additionally,	
					increased screen	
					time is associated	
					with increased	
					sedentary	
					behavior and	
					obesity.	
Elena Bozzala,	The Use of Social	Italy	Qualitative	Children	Families should	
Giulia Spina,	Media in Children			increasingly use	educate their	
Rino Agostiniani,	and Adolescents:			social media,	children about the	
Sarah Barni,	Scoping Review			especially during	dangers and risks	
Rocco Russo,	on the Potential			the COVID-19	of having	
Elena Scarpato,	Risks			pandemic, when	children online.	
Antonio Di				some parents tend	Educated	
Mauro, Anotnella				to let their	individuals, such	
Vita Di Stefano,				children be on	as medical	
Cinthia Caruso,				screen all the time.	professionals,	

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	Т	l			. 1	
Giovanni				This study showed	must teach	
Corsello, and				how social media	families how to	
Annamaria				is useful, but	handle social	
Staiano. (2022)				excessive or	media.	
				improper use may	Specifically,	
				increase the risk of	pediatricians	
				health issues.	should include	
					reminders of the	
					impacts of	
					children's	
					excessive access	
					to media during	
					check-up visits.	
Regil Sriandila &	Childhood	Indonesia	Quantitativ	Researchers found	Parents should	
Dadan Suryana	Exploring the		e	that parents of	monitor	
(2023)	Impact of Digital			young children	smartphone usage	
	Devices on Social			often use their	to set a good	
	Development in			smartphones when	example for their	
	Young Children			their children are	children. So that	
				around. This	gadgets as	
				results in children	technological	
				getting fatigued,	advances can still	
				dissatisfied, angry,	be used, and their	
				and enraged. In	obsession will not	
				addition, the study	interfere with	
				shows that	young children's	
				frequent use of	social	
				electronic devices	development as	
				can cause	social beings.	
				dependence,	sour somes.	
				which can result in		
				addictive patterns		
				of behavior.		
				of deliavior.		

As stated in the literature above, there are numerous drawbacks to early media exposure to children, such as having poor sleeping habits. Firstly, the media is an open platform where everyone who has access to it can post appropriate and inappropriate content. Secondly, exposure to inappropriate media content can disrupt the children's sleeping cycle, causing an unhealthy sleeping habit. Lastly, the media can be addicting, especially to children who are still in their developmental stage. To address these issues, educators should promote proper handling and monitoring of children's media access, where families can identify their child's behavior and how to mitigate this pressing concern.

With this, professionals and those who influence children must ensure what is best for future generations, especially since we live in a world where technology is a staple. Raising awareness and being educated about this problem can improve our future societies. These factors clearly show the urge for us to spread awareness. Communities have been established where some are concerned with the negative effects of media exposure on young children. Furthermore, young children should be guided as the media is one of the main reasons for unusual experiences in children's lives.

#### CONCLUSION

Considering all the research studies and information examined in this review it demonstrates how much influence media use has on kids' development. Children can sometimes be exposed to inappropriate content because the media is an open platform, which can harm their overall well-being.

Additionally, children who are exposed to the media too much may experience sleep deprivation and find it hard to return to a normal sleep schedule. Moreover, children who consume too much media are more likely to encounter explicit violent and aggressive behaviors that are posted in the media, which children may be able to replicate in real life. Social isolation may deepen,

making it worse for them to approach and converse normally with the people around them. Thus, children or young learners who spend too much time on the screens may spend less and less time trying to create a conversation, which can significantly affect how the children develop social interaction skills (Genelza, 2022).

With this, children who spend too much time on the media suffer from way more than just psychological and physical health. Monitoring how much screen time children receive from the media can help them be more creative and develop their critical thinking. Children may become mindless consumers of the media rather than using their curiosity and creativity to learn new things and explore, which limits the growth and development of children. Children's academic performance may be affected in the long run if the child consumes too much unusual and inappropriate media content, which may deteriorate their independent thinking.

Furthermore, continuous and addictive media consumption can lead to a poor and unhealthy lifestyle, leading to a sedentary lifestyle, and this can also lead to the child having poor life decisions. Children who are addicted to the media are more likely to eat unhealthy junk foods and are more likely to be physically inactive, which increases the possibility of the child being obese and other health complications. In addition to hurting their physical health, children who spend too much time on the screens are more likely to be moodier and have mood swings and breakdowns, which further worsens mental health problems like depression, anxiety, etc.

Lastly, a huge portion of the media is not meant for children to see, which may negatively impact their development. The media can easily fool a child and be met with unrealistic expectations and unreasonable body perceptions. Thus, children's self-esteem can be affected, and they become more sensitive to public opinions when they get older, which can seriously affect their emotional health.

With all this, the media is a dangerous platform for children. They should not have access to the media at such an early age. As discussed above, the media can negatively affect the child's overall development, cognitive thinking, and health. The media may affect the children in the long run as the media can also affect the children's academic performance. Therefore, the media is not a platform for children, and children should not be exposed to it at an early age.

#### RECOMMENDATION

Media exposure to young children is concerning in today's digital age. Although children can learn from media, excessive exposure can have alarming consequences. Young children should engage more in non-screen activities, such as playing with friends and families, reading, writing, drawing, and much more, to embrace healthy cognitive and social development. This is essential for children to explore various aspects of life rather than being overly exposed to media. This exploration will be beneficial to their future decision-making.

Moreover, young children exposed to media nowadays do not have proper supervision from adults, leading to too much media exposure than the average. Schools and policymakers should promote global cooperation by establishing guidelines for balanced media use to support future generations. Through this, it could potentially create change in children's daily routines.

Finally, media exposure to young children leads to numerous drawbacks in their lives. However, it all starts with the parents. Adults are said to be the role models of children. Hence, parent's control and how parents monitor their children have a big influence on children's growth. The following are effective parenting techniques: setting a good example by limiting their own screen time, especially when the kids are around, limiting their children's screen time, spending much time exploring things with them, involving them in social events, and much more. Additionally, we can contribute to changing and improving the future by increasing people's awareness of this issue.

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