

Influence of Social Media Usage of New Mothers on Quality of Child Care

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Abstract

There is a view among common people is, when the parents are using social media, especially the mother's usage gives negative impact on child rearing practice. As per the results of some research, we came to know that, when the parents using social media, they will have stress, depression and mental health issues. This study aimed to understand the influence of social media usage of new mothers on quality of child care. One hundred and thirty new mothers were taken as sample in the beginning to know how many new mothers are using social media. Finally, 120 new mothers who are using social media were taken for in-depth analysis excluding ten of them were not using social media for some valid reasons. Semi-structured interview method has been adopted to collect the relevant data for this research. Out of 120 sample, only ten percentage of new mothers are using Social Media for Health information even though they have small child/children. The remaining mothers are using it for other purposes, such as cooking, entertainments etc. Fifty percentage of young mothers are using Social media for more than three hours. This kind of attitude makes the other members of the family to get irritated. So that they are dissatisfied with the quality of Child care of new mothers.

Key Words: Social Media, New Mothers, Influence, Semi-structured Interview, Child Care, Health Information, Family members etc...

Introduction

People use various social media platforms such as YouTube, WhatsApp, Twitter, Instagram, Facebook, LinkedIn etc. When they use it for basic requirement like, communication and information, then no issues. But while they start using excessively for entertainment, then it creates problems in family life. Studies conducted recently on reflexive usage of Social media of adults related with shoddy consequences Escobar-Viera C.G et.al (2018) and Yue Z., Zhang R., Xiao J. (2022) ,And equally, result of Janicke Bowles S.H., (2022) revealed that, inspirational information helps people to reduce stress, depression and creates feelings of togetherness. In the beginning parents are using social media for information and linking with each other.

Over a period of time, the usage automatically increases which associated with better outcomes of family health **Baker B., Yang I (2018)**. Child care is an art for mothers. Just feeding on time is not child care, it is about being an emotionally supportive person. New mothers are not realising that, child care during earlier stages is crucial and significant. Because, they are well versed in using technology and if they are working mother, they need to concentrate on the job. Apart from that, they are very keen in social media. These kind of attitudes of new mothers may affect the overall development of the new born babies. Because of this issue, there may be a possibilities of dispute among family members. So, these kind of researches may give some awareness among new mothers to improve their child care quality.

Need and Significance of the Study

It is a common opinion that, after invading of smart phones, there is no conversation, no sharing of thought and discussion among family members. They are living on their own world with smart phone. But, when we concentrate on child care, we need to focus on mothers than the other members of the family. Because mother's role is crucial for overall development of children. Most of the mothers use mobile phones only for contact in the beginning. But, over a period of time they started using to know many information related to health, cooking. But, when they start using if for entertainment makes a difference in child care quality. It is not a mistake when they use only when they have leisure time. But, they will be using social media even though they need to take care about their children. This is the common view of their family members. Any habit can be changed only before they addicted to it. They know that, they have important work including child care, but they cannot come out of it quickly. The other side view is, because of social media, the mothers can gain more knowledge about healthy food for children and other members, and health care information, relationship etc which helps to run the family in a smooth way. Hence the investigator interested to know the fact, whether the influence is positive or negative on the quality of child rearing practice. And how the family members are perceiving the mother about child rearing practice? Child care is not only about feeding on time and providing all facilities, but also, they should be a role model for their children in all aspects of life. So, this investigation, tilted as "Influence of Social Media Usage of New Mothers on Quality of Child Care".

Sample and Methods

There are one hundred and thirty new mothers who have child/children aged between one month and 3 years were taken as sample for this investigation. Out of 130 mothers, 10 were not using social media. So, the 120 mothers who are using social media were taken for deeper analysis. Since, it is a semi-structured interview method, used five standard questions and some other information also collected through unstructured questions raised, based on their response.

Research Questions

- Are the mothers of young babies using social media?
- What are the purposes of mothers using social media?
- Are the mothers of young children using social media daily for a longer duration?
- Do the family members gets satisfied about the child care quality of mothers?

Objectives

- To recognize the percentage of new mothers using social media
- To understand the purpose of using social media of mothers
- To find out the duration of using social media of mothers per day
- To identify the quality of mother's child care as per the opinion of family members

Hypotheses

- **H₁**- The percentage of new mothers using social media is Nil
- **H₂**- The purpose of mothers using social media is only for child care
- **H₃** - The duration of using social media of mothers per day is low
- **H₄** - The quality of mother's child care is highly satisfied as per the opinion of family Members.

Analysis of the Scores

Table-No.1 Illustrating the Percentage of Mothers Using Social Media (H₁)

Sample	Mothers Usage of Social Media		Total
	Using	Not Using	
Number	120	10	130
Percentage	92.3%	7.7 %	100 %

The above Table (No.1) indicates that, only 7.7 % of new mothers are not using social media. 92.3 % of the mothers are using social media. Hence the Hypothesis H₁ is rejected.

Table-No.2 Illustrating the Purpose of Using Social Media (H₂)

Sample	Purpose of Using Social Media				Total
	Only for Health	Only for Cooking	Only for Entertainment	For All Purpose	
Number	12	17	19	72	120
Percentage	10 %	14 %	16 %	60 %	100%

The above Table (No.2) indicates that, only 10 % of new mothers are using social media for health information. 14 % of the mothers are using social media only for cooking. 16 % are using only for entertainment. 60 % of new mothers are using it for all purpose including these aspects. Hence the Hypothesis H₂ is rejected.

Table-No.3 Illustrating the Duration of Using Social Media per day (H₃)

Sample	Duration of Using Social Media/Day			Total
	Below 2 hrs	2-3 hrs	More than 3 hrs	
Number	24	36	60	120
Percentage	20 %	30 %	50 %	100 %

The above Table (No.3) indicates that, only 20 % of new mothers are using social media for less than two hours. 30 % of the mothers are using social media only for a duration of two to three hours. 50 % are using for more than three hours. Hence the Hypothesis H₃ is rejected.

Table-No.4 Illustrating the Opinion of Family Members about the Child Care Quality of Mothers (H₄)

Sample	Quality of Mother's Child Care			Total
	Poor	Moderate	Excellent	
Number	95	25	00	120
Percentage	79 %	21 %	00 %	100 %

The above Table (No.4) indicates that, 79 % of the family members of new mothers are says that, the child care attitude is poor. 21 % of the family members of new mothers says that, the child care attitude is moderate. None of the family members says that,

the child care quality of new mother is excellent. It means that, they are not highly satisfied. Hence the Hypothesis H₄ is rejected.

Discussion

Out of 130 sample, only 10 of the mothers are not interested in social media. 92.3 % of mothers are using social media, even though they have small baby/babies. Only ten percentage of new mothers are using Social Media for Health information. 50 percentage of young mothers are using Social media for more than three hours. This kind of attitude makes the other members of the family to get irritated. So that they feel the quality of Child care is miserable. **Duggan.M. (2023)** identified that mothers are passionate in using social media than fathers. **Eliza Olpin, et.al., (2023)** recognized that family health outcomes is negatively associated with parental use of social media for entertainment. **Bryan.M.A et.al., (2020)** found that Social Media have been widely used by parents and children in the family. It becomes the portion of family and brings a new communication network for parenting, health and life style. According to **Frey.E et.al.,(2022)** some of the parents are not able to understand health information received through social media, because of discrepancies, contradiction in views and misperception by users. **McDaniel B.T.(2019)**viewed that, extreme consumption of social media content made the parents overwhelmed by disruption and comparison and life becomes challenge for them. **Archer C., and Kao K.-T(2018)** found that, social networks are associated with better health outcomes for families. **Procentese F., et al (2019)** says that Social media platforms are becoming an assimilated part of human life. So that, it is essential to help parents to understand the actual welfare and issues of their participation and, maybe even more notable thing is, how to use social media as an instrument to endorse the happiness and security of their family.

Recommendations

1. Mothers should not be addicted for Social media, especially in front of Children at-least they should stop using social media
2. Mothers should be a role model for their children. So it is suggested to read books in front of the children
3. Watching unwanted videos and messages should be avoided
4. Any information which is good for health of babies only can be followed for child rearing practice
5. Watching videos and audios with high noise will affects the children's behaviour. It is better to avoid watching videos with audio.
6. Total attention of mother's should be on children to make them feel that they are protective

7. Understand that, child care given by mothers gives an impact on child's overall development.
8. Give attention to elders of the family when they required your help instead spending time in the social media.
9. Don't share your family secrets with any social media friends
10. Too much of screen time affects your eyes.
11. Understand the concept that, every action will have a consequence. Addiction to social media will create problem in life.
12. Don't spoil your mental piece, because of Social media

Conclusion:

Children gift for the parents are given by nature. Today's children only shaping the future society. If the children are not perfect in any one or many aspects of life, it definitely affects our mental piece and creates problem in the society. Children always will watch the parents and imitate the same without putting any effort. Social media is inseparable from human life. It occupies and arrests human mind. But we must be very careful. We can use Social media but should not be addicted to it. Family environment should be favourable for children. Otherwise, it gradually paves the way for delinquency of your children. Being a role model for our children gives us a satisfactory and fulfilled life for you. When you are a perfect role model, then you need not point out anyone else as a role model for your children. When a new mother using social media for more than three hours per day, definitely it irritates the other family members. It is the expression of many elders of the families interviewed. Hence, through this research we can understand that, most of the young mothers are using social media without giving required attention to their babies. This kind of attitude has to be changed, and proper child rearing practices have to be followed by every mothers to develop positive mental and physical wellbeing of their progenies.

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