Negative Outcomes When Media Replaces Institution Of Family In Child Socialization

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Internet defines socialization as; "Socialization refers to the lifelong process of inheriting and disseminating norms, customs, and ideologies, providing an individual with the skills and habits necessary for participating within his or her own society". Thereby Child socialization could be simply stated as a transitional period where a child is transformed in to social being.

This research is done to find out the (negative) effects media and electronic appliances can play in the life of children, if electronic appliances become agents of socialization replacing family if not monitored in appropriate ways. As a result leading to 'indoor generation' who are unhealthy and more self-centered. This research that was carried out in urban and rurban areas explicitly brings out the fact that child socialization is problematic if not handled with much attention.

Media and electronic appliances replacing parents, siblings and other members have caused diverse outcomes in children. Electronic devices like phones and tabs also cartoons have great impacts in children. Importantly resulting in a weaker identity of who s/he is. Lack of understanding of ones' self, no values for social bonds, anger, irritation, fascinations overpowering realism were the other major outcomes and the cause for this is discussed below.

This research was carried out in the year 2017-18 by direct observations, discussions and interviews done at a number of households in and around Kandy and selected areas in Colombo. Young mothers with pre schooling children interviewed.

Keywords: electronic gadgets; family; media and socialization