

Content Discrepancies on Social Media Pages: Addressing the Awareness of Doom-Scrolling in the Context of News and the Increasing Need for Media Literacy to Emerge in Private and Public Spheres

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Abstract:

Adolescence is a stage of life that affects not only shapes our perception of the world, but also our mental and physiological well-being, which makes it incredibly important that the kind of social media we are exposed to is regulated, unbiased, and ultimately- free from inconsistencies and discrepancies. This study reviews recent findings by the methods of Survey Research and Statistical Analysis, on how conflicting media narratives contribute to increased anxiety, confusion, and skewed perceptions among adolescents. It also addresses the role of media literacy in alleviating these issues, noting that many young individuals struggle with evaluating information credibility and identifying biases. The hypothesis- that discrepancies in media coverage have psychological effects on adolescents, is ultimately proven in the study. However, awareness of these psychological effects is not enough. It reports that while adolescents are aware of frequent disturbances in their mental and physiological reactions, and while the majority of respondents agree on the need for media literacy, there still exists a tendency to ignore and sideline this need. They continue to recognise yet disregard media discrepancies.

Keywords: Social media coverage; discrepancies; adolescents; behaviour; violent media; pop culture; media literacy and mental well-being.

INTRODUCTION

This research paper examines how inconsistencies in media coverage on social media platforms impact adolescents' psychological health in New Delhi. As social media becomes a central part of young people's lives, the varied and sometimes contradictory information they encounter can significantly affect their emotional and mental well-being. Whether it's pop *culture* news dominating every social media page (e.g., the extravagantly popular Ambani wedding in India) or stories about a cricketer's personal life, genuine and accurate news representation often gets overshadowed and obscured. Adolescents are exposed to the news that the media chooses to highlight, rather than what lies beneath the veil of glamour and aesthetics presented to them. By analysing current literature and trends, the paper aims to shed light on the psychological effects of media discrepancies and highlight the importance of enhancing social media literacy. The results are intended to inform the development of educational and intervention strategies that

can help adolescents navigate social media more effectively and build resilience. It sheds light on the following sub-topics:

- 1.1. Context and significance of social media in the lives of adolescents
- 1.2 Growing influence of social media platforms such as Facebook, Instagram, and X.com
- 1.3 Discrepancies in media coverage on social media
- 1.4 Psychological effects of inconsistent media narratives
- 1.5 Role of media literacy in navigating social media
- 1.6 Educational and Intervention Strategies
- 1.7 Specific Context of New Delhi

Context & Significance of social media in the lives of adolescents:

Social media has become a central element in the lives of young people, fundamentally shaping their communication patterns, access to information and social interactions. Popular platforms such as Instagram, Twitter and Facebook offer adolescents unprecedented opportunities to connect with their peers, share experiences and express themselves. These platforms not only serve as a means of maintaining relationships but also as the primary source of entertainment and news. The pervasive presence of social media in adolescents' daily lives reflects its significant impact on their social development and identity formation. As a result, understanding the role of social media in their lives is crucial for comprehending its broader effects on their mental and emotional well-being. This context is essential for exploring how discrepancies in media coverage can influence their perceptions and psychological states.

Growing influence of social media platforms such as Facebook, Instagram, & X.com:

Social media platforms like Facebook, Instagram, and Twitter have increasingly become central to adolescents' lives, profoundly shaping their social interactions and information consumption. Facebook facilitates extensive connectivity and content sharing, supporting both personal relationships and broader social networks. Instagram, with its focus on visual content, influences trends and self-perception through carefully curated images and stories. A broad spectrum encompasses this- such as the formation of one's identity and culture. Social media has a significant impact on how young people create their identities. Teenagers use these channels to express themselves and experiment with their identities. Through interactions with peers and exposure to a variety of content, they shape the way they see themselves. Similarly, the consumption of social media allows adolescents to evaluate their traditional cultural norms and ideas, to contrast them with others' norms, and to gain unique perspectives on the same.

Discrepancies In Media Coverage on Social Media-

In this technology-based society, it has become difficult to find a teenager who is not roaming in the virtual world or who has no account on any media platform. Almost every adolescent gets their daily information from social media pages. Ranging from the most recent news about which type of jeans just went out of trend, to the status of the political situation in the United States of America, every type of news is on every type of media platform. Yet, can it be trusted that the news received is correct? Is it from a reliable source? It is a universal fact that social media platforms prefer virality over veracity. They are more concerned with what will attract consumers than what will be fed into their minds, and their psychological state when consuming the news. This is what causes discrepancies. While formal media reports strive for a comprehensive overview that encompasses both benefits and risks, user-generated content emerges as a more emotionally charged portrayal, prioritizing personal narratives over statistical analysis. This points to the complexity of adolescents' relationship with social media (Lutzke 2019).

Psychological Effects of Inconsistent Media Narratives-

Conflicting, contradicting or entirely different narratives or coverage of the same events, problems, or subjects presented in various media platforms are referred to as inconsistent media narratives. Their causes are rooted in the sensationalism of media, societal stereotypes and prejudices, or editorial practices that are tailored to a certain narrative. Though these have existed since even before the advent of media (eg- verbal news and opinions), their reach and potentially dangerous and inimical influence has been augmented by their prevalence on social media platforms. Because of the fluid nature of social media, data, regardless of whether accurate or false—can be communicated quickly, swiftly, and often. Social Media providers also usually do not monitor the veracity or the origins of anything uploaded to their platforms. Because false information circulates quickly on social media, it presents a particularly serious problem as it is more likely to be shared or promoted than accurate data. This can lead to changes in the behaviours of adolescents. Looking at a new piece of media, or looking at several inconsistent versions of it, might influence their mindset. And, depending on the type of content it is, i.e. positive or negative, it affects their psychological well-being accordingly.

Role Of Media Literacy In Navigating Social Media-

Students who are taught media literacy are able to use the medium to create their own messages as well as to evaluate media messages critically. Their health and well-being, as well as their future participation in the political and economic life of our democracy, depends on them being media literate. Understanding media messages and the structures that support them is made easier with media literacy. It also aids in analysing how those messages have affected your thoughts, feelings, and behaviour. Through media literacy education, adolescents can build resilience against the negative influences commonly found on social media, such as materialistic pressures. It thus allows them to become more equipped to resist trends that may compromise their well-being or news that may be harmful to their mental health. Examples of such news are- extremist agendas, doomsday narratives, self-esteem issues, etc. Media literacy's role is vital in making adolescents critically evaluate the media they consume and seek out reliable sources.

Educational and intervention strategies-

Programs aimed at media literacy and responsible social media use are crucial for equipping adolescents with the skills necessary to navigate social media platforms safely. When a core part of our lives is social media, it is incredibly vital to use it efficiently and cautiously. Often, coming across content that is negative in nature can have a detrimental effect on our well-being, and on the way we perceive the rest of our surroundings. Strategies must be put in place to avoid the same. Examples include the Digital Detox Theory (Mhone 2023) where studies indicate that digital detoxification initiatives can lessen the negative impacts of social media by encouraging offline activities and cutting back on total consumption, which helps lessen feelings of worry and loneliness. Another, and more widespread strategy would be the incorporation of social media literacy into school curricula. While most of an educator's time is spent discouraging the use of these platforms, one can encourage efficient and even educational news of them as well. Such programs can include lessons on critically evaluating the credibility of information, understanding digital footprints, and recognizing the impacts of cyberbullying. What is important is to shift the mindset of people from *against* social media as a source for getting information, and to instead hold it accountable for its content.

Specific Context of New Delhi-

In New Delhi, the heart of the country of India, social media has become an integral part of adolescents' lives for various purposes, including acquiring news and information. Adolescents' social media use can

be for a variety of reasons; they could be looking for instructional information or community connection and enjoyment. Social media plays a dual role in both leisure and educational contexts, as evidenced by the fact that 32.8 per cent of teenagers use these platforms for educational reasons while 56% of them report using them for enjoyment (Gulia 2014). The distinctions between factual reporting and entertainment are frequently blurred as a result of this duality, which also affects how teenagers interact with and understand news sources, and further how they perceive the crimes happening. Engaging adolescents in civic discourse, social movements such as the Farmers' Protests and the Anti-CAA (Citizenship Amendment Act) protests have received much attention and engagement on social media platforms. And, for instance, a study showed how 'New Delhi' is called the 'Rape Capital' of India, in an article of the Harvard Gazette. This term, to some extent, normalises the increase in sexual assault cases in New Delhi. Its claims of being a 'modernised' city add to the same. Yet rape is a devastatingly serious problem, and we scroll past headlines in a marathon of doom scrolling.

RESEARCH OBJECTIVES AND QUESTIONS

- To study the psychological effects of different types of media on adolescents in New Delhi.
- To inquire into the increasing influence of both violent and disturbing media as well as pop culture or celebrity news that circles the Internet.
- To propose strategies for responsible media practices and effective media literacy education targeting adolescents in New Delhi.

HYPOTHESIS

The discrepancies in media coverage on social media pages have negative effects on adolescents in New Delhi.

REVIEW OF LITERATURE

The impact of media, particularly social media, on adolescents has become increasingly significant in recent years. Whether it is a psychological or sociological effect, the type of content, especially news-adolescents perceive has a direct correlation with the way they comprehend the world and the way their behaviours are influenced during comprehension. Susceptibility to influences of any type is heightened during the adolescent phase, and it is no surprise that potential risks of disrupting emotional health are found in the form of exposure to social media (Udom Okon Uduak,2024)

Current literature suggests a positive association between adolescent SM use with anxiety and depression. (Damodar 2022) Sensational and upsetting news items, such as those involving violence, natural disasters, political unrest, and public health emergencies, are usually included on social media news pages. Persistent exposure to such unfavourable content might exacerbate or intensify anxiety and fear. The fact that one cannot do anything for the betterment of a particular situation causes feelings of helplessness, especially in adolescents, who are still growing in terms of their emotional and cognitive resilience. In a culture that emphasises 'body culture' and 'luxury living', the constant overshoot of all this on social media pages can mislead the youth on what IS normal or desirable in their own life. It serves simply as a tool that is wielded to construct societal expectations according to the demands of the market (Tiwari 2023). We do not realise just *how* vital of an impact the consumer market has on digital media. As time moves forward, so does society. As the acceptance of the umbrella term that is LGBTQ has emerged, especially in Indian society, it is important to acknowledge the association it has with the identity

formation of adolescents online. The cultural narrative surrounding success, beauty, and social acceptance can create a toxic environment for adolescents as they navigate their identities online. (Ramos 2022). The pervasive nature of social media platforms has given rise to a unique phenomenon known as the Fear of Missing Out (FOMO) (Anguyo 2023), which contributes significantly to feelings of inadequacy and anxiety among adolescents. It further leads to comparing one's own standard of living with the ones shown on social media. From the grand Ambani weddings to the latest Porsche a 'star kid' is seen driving in, every news outlet on social media posts about it. What else would it make one feel, if not incompetent? The media chooses the facts to report, their sources, and how they interpret a story in addition to simply reporting the facts. Social Media pages rely on the type of audiences they represent, and the type of followers they have to devise the content they present. Journalism in India which had played the role of serving the nation has transformed into a full-fledged corporate business to achieve financial benefits. (Chaturvedi 2011). For example, media portrayal of social movements, such as the farmers' protests in Delhi, can display discrepancies. Some news sources emphasize the peaceful nature of the protests and the farmers' grievances, while others sensationalize violence or unrest, impacting public understanding and response to the issues raised. It all depends, ultimately, on those who are watching. Since the people are seen as a country's ultimate source of legitimacy, national political prejudice is another crucial area where differences arise. Slanted reporting on political events or projects may result from social media accounts that show favouritism towards particular political parties or ideologies. This discrepancy has the potential to distort the democratic process and impair the people's ability to make informed decisions since it disproportionately favours biased narratives over objective news in the public eye. This has especially increased due to the COVID-19 pandemic as well (Nakov 2022). A major discrepancy in social media also points to urban-rural ones. While it is true that the media cannot speak for the *extremely* poverty-stricken or simply, poor people, it can represent them to a certain extent if utilised properly. Instagram users from urban India are frequently over-represented, with urban influencers, events, and issues receiving greater attention. Conversely, rural voices are frequently disregarded or marginalised. Because the lively and diverse rural lifestyles are not as widely portrayed or praised on social media, this can result in a distorted picture of what "Indian culture" is (Curto 2022).

To combat the above-mentioned limitations, the demand for digital literacy programmes for adolescents is high. These programs typically focus on critical evaluation of online content, fostering a more discerning approach to social media use. For example, interventions that educate about the impact of social media on body image and mental health have reported improvements in adolescents' perceptions, concerning unrealistic beauty standards and peer comparison. Significant findings provided a start for this initiative (Gordon 2021). Technology is neither good nor bad in and of itself (Khalaf 2023) and the relationship between media portrayals and adolescent mental health is complex and multifaceted. Future studies and initiatives should concentrate on building young audiences' media literacy and resilience to provide them with the skills they need to better navigate the digital environment. 'Media Literacy' is one way to do this.

MATERIALS AND METHODOLOGY

The research adopted a quantitative explanatory research design to investigate the discrepancies between social media pages on adolescents. This design allows for establishing statistical relationships between the discrepancies in social media content and various adverse impacts on adolescents.

The study was conducted over the period of 3rd-26th August 2024 and focused on adolescents in the specific context of New Delhi. Consisting of 50 participants, selected through random sampling to ensure

diversity and representation across different socio-cultural environments- the survey was developed over August 2024. The criteria for inclusion stated that participants must be within the age range of 13-24 years and actively using at least one social media platform (e.g., Twitter/X, Instagram, WhatsApp).

The data collection method used was the questionnaire method. A structured questionnaire was developed, incorporating: demographic information (age, gender, school type), questions regarding the topic (e.g., aftereffects, lifestyle portrayals) and standardized scales to measure the psychological impact such as depression, anxiety, and self-esteem.

A limited sample of individuals participated in a pilot study to verify the validity and reliability of the questionnaire, which was created using references from academic journals and research papers. The questionnaire was distributed electronically through survey platforms such as Google Forms to ensure accessibility and anonymity. It included 2 sections, one with the demographic information as mentioned above and the second section with questions relating to media discrepancies and their psychological effects on adolescents.

For Data Analysis, statistical analysis was utilised to achieve the objective. The relationships between social media discrepancies and their psychological effects on adolescents were examined and interpreted in this analysis using both descriptive and inferential statistical methods. Descriptive statistics was used to summarize demographic data and social media usage patterns among participants. Inferential statistical methods were used to examine relationships between social media discrepancies and negative psychological outcomes.

The research adhered to ethical norms and considerations, including - voluntary participation, freedom to withdraw participation, informed consent, debriefing of the respondent, sharing the results of the study with the participants, and as well as the confidentiality of data sources.

LIMITATIONS & CHALLENGES

Limitations: Rarely is a study perfect. The methodology acknowledges potential limitations, such as self-reporting bias associated with questionnaire responses. This includes:

Rigidity: Once a questionnaire is distributed, making adjustments or modifications becomes challenging without jeopardizing the integrity of the existing data. This can result in the inability to tailor questions better based on initial responses or the inability to capture relevant insights from the respondents.

Response Rates: Despite careful planning, questionnaires may suffer from low response rates, which can undermine the validity of the data collected. Factors such as survey fatigue, lack of engagement from potential respondents, or timing issues can influence participation levels.

Socially Desirable/Superficial Responses: Questionnaires, such as those utilizing closed-ended questions, can lead to superficial responses. Respondents might not fully express their views, as the available options may be too restrictive or may simply go with the response that accordingly seems correct as per what the researcher may want.

Analysis: Google Forms provides some basic data analysis features, such as generating frequency tables and calculating percentages. However, it lacks the advanced statistical capabilities of dedicated statistical software packages. For example, Google Forms cannot perform complex hypothesis testing, correlation analysis, or factor analysis.

The subjectivity and complexity of each individual adolescent and the effects that inconsistent media has on them can be difficult to portray in research, considering independent variables.

Challenges: Being a high school student, it was difficult for me to get responses in time for the Data Analysis and to interpret those correctly. While all my peers were also adolescents, it was difficult to gain access to adolescent populations and obtain their consent for participation in the study.

Isolating the impact of media discrepancies from other influential factors, such as peer influence, educational background, parental control, etc. -- affecting adolescent development presents significant methodological challenges.

The dynamic and ever-changing nature of social media platforms and the evolving media landscape further complicate data collection efforts, leading to the need for proper organisational efforts to be made depending on the type, context, and content of media.

DATA ANALYSIS

Sample Size: 50 respondents

Male-Female Ratio- 13:12

Gender disaggregation:

Female	24 (48%)	
Male	26 (52%)	
Grand Total	50	

Q1 and Q1.1

- 66% follow news channels on social media while 33% do not.
- Among those who followed news channels, @hindustantimes is the most followed news channel on social media among the survey respondents with 36.36%.

Q2

- Anant Ambani-Radhika Merchant’s wedding is one of the most recent news for 36% of the respondents followed by the Israel-Palestine conflict with 32% of the respondents.

Q3

- Exposure frequency of various types of social media content (in percentage)

Frequency	Violent content	Disturbing Images	Celebrity/Pop Culture News	Political Rows
Always	18	6	46	18
Never	4	8	2	4
Often	60	52	36	40
Sometimes	18	34	16	38

- 96% - exposed to violent content on social media
- 92% - exposed to disturbing images on social media
- 98% - exposed to celebrity/pop culture news
- 96% - exposed to political rows

: Almost all (95.5%) of the respondents are exposed to various social media content.

Q4

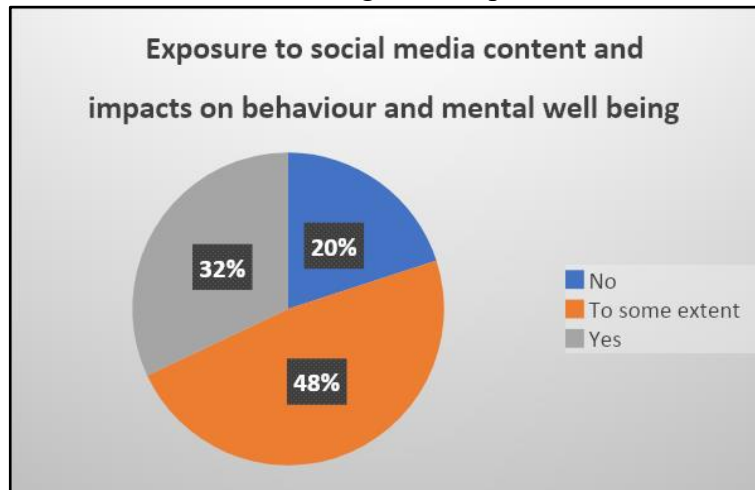
- While 32% of respondents stated that they fact-checked the news they consume with multiple resources (eg- Google News), 22% allowed for peer discussion to do the same.
- The majority, i.e. 46% of respondents, however, stated that they do not try to verify news sources.

Q5

- When asked about their confidence in the ability to differentiate between media portrayal and reality, respondents replied:
 - a. Very Confident in their ability - 38%
 - b. Somewhat Confident in their ability - 26%
 - c. Neutral in their ability - 30%
 - d. Not Confident in their ability - 6%

Q6

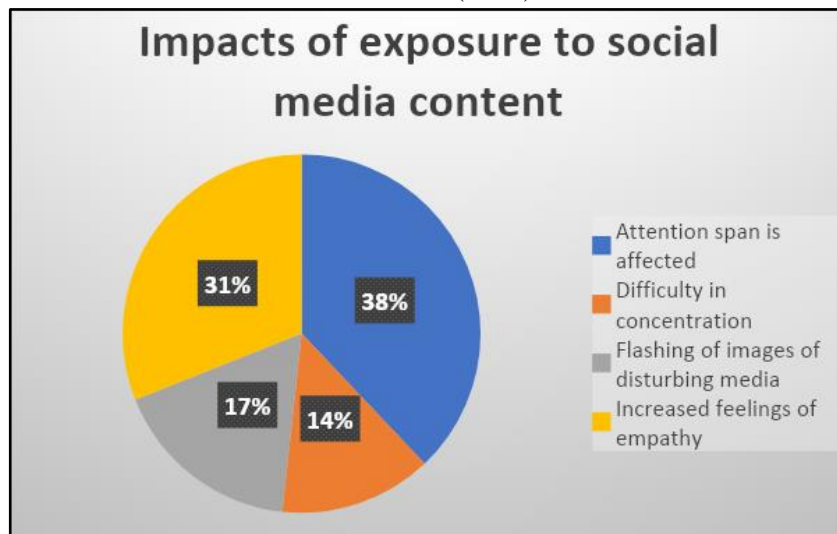
- 80% of the respondents believed that consuming news impacts one’s behaviour and mental well-being.



(Chart 1: Impact on Well-Being)

Q7

- 60% of the respondents who were exposed to violent content and disturbing images experienced changes in their emotional reactions while the rest (40%) did not.



(Chart 2: Types of exposure to media)

Q7.1

- (a) 38% of the respondents experienced their attention span affected.,
- (b) 14% experienced difficulty in concentration
- (c) 17% experienced flashes of images of disturbing images
- (d) 31% experienced increased feelings of empathy

Q8

- 58% of the respondents experienced feeling numb or indifferent to real-life violence or tragedy after frequent exposure to such type of content.

Q9

- 80% of the respondents feel that pages of pop culture (Example) evoke a feeling of comparison to one's own living standard.

Q10

- 74% of the respondents felt anxious or overwhelmed after consuming news from social media.

Q11

- Asked about the disparity in social media pages and real-life news portrayal, 46% of respondents agreed that there is a disparity as they believe so, 22% of respondents disagreed for the same, and ultimately, 32% stated that they had simply never noticed the disparities in the first place.

Q12

- 27% of those who are exposed to violent media **Agree** with the statement "I find violent and graphic media entertaining." While 4% of respondents **Strongly Agree**, 39.5% **Disagree** and 29% **Strongly Disagree**.
- Among those who believe (80%) that news influences behaviour and mental well-being, 52.5% of the respondents **Agree** with the statement, "I tend to think about a particular piece of news for the rest of my day after seeing a post about it.", and 10% **Strongly Agree** while 37.5% **Disagree** with the statement.

Q13

- 56% of the respondents believed that media literacy can help adolescents navigate social media more effectively and safely while 12% have a differing view and another 32% have a neutral viewpoint.

Q14

- Strategies to cope with negative social media content
 - A. Discussing with friends and family – 24%
 - B. Ignoring the negative content in the first place – 50%
 - C. Taking frequent breaks from social media – 26%
- Ignoring the negative content is used as a coping strategy by the majority of the respondents
- Among female respondents, the majority (41.66%) "discusses concerns with friends and family" as the main strategy to cope with negative social media content. Among the male respondents, 65.38% use "ignoring the negative content" as the topmost strategy.

Q15

Do you believe the Indian media, trendy news pages on Instagram, tend to sensationalize content, and only SOME particular content?

- 80% - of respondents felt that Indian media tends to sensationalize some particular content while 20% believed otherwise.

DISCUSSION OF ANALYSIS

The discrepancies in media coverage are vast, and this research study has clearly shown that people are indeed aware of them. Majority of respondents following news channels report that they trust The Hindustan Times as their source of information on the social media platform Instagram. The topmost type of content showcased is *Pop Culture* or *Celebrity News* (98%), followed by news regarding politics as

well as *Violent Media* (96%). As stated earlier, while the respondents are aware of discrepancies, research shows that they do not actively make an effort to combat it, with over 46% of respondents admitting they do not fact-check, 22% advocating for peer discussion, and the rest checking multiple sources for the same. Most respondents are either very confident (38%) or rather neutral (30%) in their approach to differentiating between what is portrayed online and what is actual reality. When questioned about the psychological and emotional effects that this news has on them, 20% outright said 'Yes', while the majority, i.e. 48% believe that our emotional and mental well-being is only affected 'To Some Extent' by media coverage. Focusing on the prospect of 'Violent Media', the respondents indicated that their *emotional reactions* were affected (60%) while others (40%) disagreed. Further, they stated that the prominent effects included both 'Attention Span is Affected' (38%) and 'Increased Feelings of Empathy' (31%). Others included- difficulty in concentration, flashing images, etc. When frequently exposed to such type of content, it is bound to happen that people become, per se, used to such news pieces. And the respondents acknowledged the same, with 58% agreeing to feeling numb or indifferent after continuous exposure to this content, and the rest, i.e. 42% disagreed. Next, with the prospect of 'Pop Culture' news, over 80% agreed that the extravagant show-business lifestyle evokes a feeling of comparison in the way an individual experiences their own sense of livelihood. Asked about the disparity in social media pages and real-life news portrayal, 46% of respondents agreed that there is a disparity as they believe so, 22% of respondents disagreed, and ultimately, 32% stated that they had simply never noticed the disparities in the way they perceived their media. It was also noted that male respondents, in particular, had 'Agreed' to finding violent media entertaining, and overall, however, 39.5% of respondents 'Disagree' for the same. Similarly, when inquired if they tend to think about a news article or piece after viewing it for the rest of the day, majority 'Agreed' with it (52.5%) whereas those that 'Disagreed' (37.5%) stated that the news piece only impacts them for a fleeting moment.

To bring about change in these inconsistent narratives and discrepancies, *Media Literacy*- the awareness of media bias and actively taking steps to combat it- is gaining momentum. With over 56% of respondents agreeing that proper media literacy can indeed bring lasting change in digital media, 12% disagreed with that end. The rest of the respondents took a neutral stand regarding media literacy. Exhibiting strategies to cope with the discrepancies in media coverage, respondents suggested the major strategy as 'Ignoring the negative content in the first place' (50%). This further suggests that while people are undoubtedly aware of biasedness in media, they make an active choice to ignore it and move forward. It is also exhibited mostly by male respondents. Concerning females, the strategy of 'Discussing with peers and family' (24%) prevails, signifying that the feeling of community solidarity is also prevalent in females, no matter the topic of discussion.

The focus of this research study was on Indian media, so it is only right that the most important question is asked - Does Indian Media sensationalise certain types of content over others? It is believed that actions speak louder than words, and consequently, 80% of respondents agreed to the lack of media literacy and increasing biasedness and inconsistency of social media in India, while the remaining 20% had a different and opposing outlook.

CONCLUSION

The discrepancies in media coverage are vast, and the results of the study above highlight the same. As indicated, the biasedness, inconsistencies as well as the blatant variation of showcasing of media content indeed has psychological effects on adolescents, in the specific context of New Delhi. We focused on

variables relating to two main categories of media. First, violent and disturbing media images, to which majority respondents agreed that their emotional reactions and responses do get affected by the same. Secondly, the area of pop culture or celebrity content is discussed, to which over 80% of respondents agreed that the extravagant show business lifestyle evokes a feeling of comparison in their own sense of livelihood. Both statements do display that the increasing influence of violent as well as pop culture media influences how an adolescent feels about themselves, their surroundings, as well as their viewpoint regarding the rest of the world. To combat these narratives and influences that do not, in fact, promote well-being, the concept of Media Literacy, or awareness of the media bias and actively taking steps to protect oneself from it has been gaining increased momentum. Majority respondents also agreed that a lasting change in digital media can be brought about by media literacy. Some recommendations include:

Educational Framework: Implementation of comprehensive media literacy programs within school curriculums aimed at adolescents should focus on understanding media content, recognizing biases, and critical thinking skills. Sessions could include practical activities such as analysing advertisements and news sources to differentiate between credible and non-credible information.

Parental Involvement: While no adolescent wishes for their parent to control the kind of social media they are exposed to or interact with, it is important that parents too are aware of the kinds of content that their children are exposed to, as well as on the advantages of media literacy. Parent-child interactions can develop critical as well as independent thinking in the adolescent regarding media consumption.

: It is high time we realise that technology is not an enemy, but a tool. Instead of acknowledging and simply ignoring the biased media, we should report it and make social media a place that is credible and in fact, learning-orientated too. We should leverage digital platforms and social media to disseminate media literacy resources and information. Ultimately, we should make a media that is credible, resourceful and equally regulated.

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