

## Negative Impacts of Mass Media on Social and Psychological life of Human Beings

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### ABSTRACT

Evidence gathered via this research clearly demonstrates that violence has been displayed through mass media, such as television, the internet, video games, mobile phones, and other computer networks, from the second half of the 20th century (1960). The likelihood of violent behavior in viewers' mentalities and social lives is increased by programs like war serials, pornographic flicks, and dramas that all depict such programs that are against the moral and ethical ideals of culture. As the violence in the real environment increases, they increase the risk of abuse. In the current review, the evidence of these studies has been critically evaluated, based on the social and psychological factors that have been developed. These elucidations show how the dangers of violence might have negative short- or long-term impacts. The level of impact of media violence is compared to a few other known social issues in order to assess how serious these risks are, how urgently they need to be addressed, and how to eradicate them.

The fundamental function of the mass media in our society in the 20th and 21st centuries has been to impose certain beliefs on our culture and way of life, despite the fact that information and media are now seen as the fourth pillar of democracy. These days, it's easy to access and use violent programs, which have taken over our daily lives. They also experience mental and social problems as a result of the disruption of our social and psychological order system. Even the mainstream media has a big influence on the morals, attitudes, and behaviors of our young people.

**Keywords:** Mass Media, Electronic Devices, Negative Impact, Social Problems, Psychological Problems

## **Introduction**

Man cannot live in isolation since he is a social animal. As a result, his activities not only have an impact on him but also on society as a whole. This paper provides a succinct description of media as well as an analysis of how it affects people's social and psychological well-being. The different impacts of media on a person, his family, and society are underlined throughout this literature. (Mehraj, H. K., Bhat, A. N., & Mehraj, H. R. 2014). According to a review of the sparse empirical and theoretical literature, social service and mental health consumers are currently portrayed in the media as being particularly violent, dangerous, and criminal. This is in spite of scientific data showing a decrease in the frequency of killings committed by people with mental health issues during the previous 40 years. Such inaccurate portrayals significantly exacerbate the public's stigma, ostracism, harassment, and mistreatment of these people. (Cutcliffe, J. R., & Hannigan, B. 2001).

Studies look at the frequency, accuracy, and effects of media representations of mental illness. Several studies of the frequency and content of media depictions have been conducted, and the results are consistent with clinical findings that mental illness is widely represented in the mass media, particularly the entertainment media, and that these images tend to be inaccurate and unpleasant. However, due to limitations like the research' age and the uneven emphasis placed on psychiatry, psychology, and mental illness, there is still a need for new such investigations.

Studies on the precise impact of such representations provide evidence for the idea that media depictions of mental illness, even those in entertainment form, can significantly alter views regarding mental disease and treatment. Even though they are few in number, these investigations have only demonstrated the fleeting effects of particular representations. Further research is needed to demonstrate the long-term effects and overall influence of numerous, repeated media depictions. (Wahl, O. F. 1992).

The mass media has the ability to arouse, elicit emotional responses, and even change violent tendencies, among other psychological states. When referring to the media in general, the word "mood" is frequently employed. Individuals decide which media to watch or listen to base on their current emotional or mood states and their expectations of how the media will affect or change those states. Viewers want to be moved emotionally, and the mass media are geared to do just that.

Harris (2004) suggested that this might be the case because viewers' emotional experiences through the mass media can be vicarious. Viewers can feel various feelings from the perspective of the bachelor or the female contestants when watching a dating program on television, such as the Bachelor. If a hero in a movie feels terrified, the spectator could likewise feel roused and terrified. (Barlett, C. P., & Gentile, D. A. 2010).

Information and the media are referred to as the fourth pillar. Social media has had an impact on many sectors of society in both positive and negative ways. Social media use has fundamentally altered how people interact and communicate online. There are positive benefits on business, politics, and society in addition to some negative ones, such as cyberbullying, privacy issues, and fake news.

Understanding the imperial investigation of violence in the electronic media as a threat to society requires an understanding of why and how violent media produces antagonism. In reality, the psychological justifications for why media violence poses such a danger are already well-established. This theory also explains why observing aggression among friends,

relatives, and other people makes the spectator more likely to engage in aggressive behavior. (Viswanath, K., Ramanadhan, S., & Kontos, E. Z. 2007).

Given the enormous influence that the media has on society, it is crucial to comprehend the psycho-social mechanisms by which symbolic communication influences human thought, affect, and behavior. (Bandura, A. 2009).

### **Research methodology**

It is library research that has made extensive use of authentic books, articles and internet reliable sources and Pashto literature books have also been used, which have been incorporated into various areas of research.

### **Literature Review**

Any form of media that disseminates information to a large audience is referred to as mass media. There are several roles the media can fill. It can be reused to relieve anxiety and restlessness as well as provide knowledge, entertainment, and pleasure. (Jahangir, S. F., Nawaz, N., & Khan, N. 2014).

Because this issue affects not only our civilization but the entire world, numerous authors have written about the detrimental impacts of mass media on a person's mental and psychological well-being in a variety of languages. According to researchers who conducted research in this area: Since the second half of the 20th century (1960s), which evidence has been gathered through the research conducted in this area, it is crystal clear that television, the Internet, video games, mobile phones, and other violent programs on visual media, such as war serials, movies, and dramas, all shows against the national culture, have a wide impact on the audience and increase the risk of violent behavior in people. Television has a clear effect on the mental and social life of a person. In the field of the effects of television on the psyche, Gerbner and his colleagues have conducted many investigations and researches in American society, most of them on the effects of television on children (Stein and Friedrich, 1975).

The spread of violent programs has a special role in social media and especially television. The above-mentioned scholars (Gerber and colleagues) have proven that in Western societies, films and serials related to sexual harassment, physical harassment and other violence are broadcast on television. Spreading is the main reason for the emergence of these actions in Western societies and many incidents are cited from this, also eighty percent of violence in children and being pushed to it occurs in television serials, movies, cartoons and others. In general, what is seen in television serials usually affects people's behavior (Heusman, Meuse, Pidolski, & Irwin, 2003).

Evidence has shown that frequent and long-term exposure to violent television programs is associated with persistent violence in children and adults. Anderson and Bushman also refer to the research of Johnson and her colleagues and say that, in fact, violent media shows have a great impact on children and adults (Anderson and Bushman, 2002).

In addition to this, in another study, significant evidence has proved that the root of violence in each individual grows day by day from childhood, and with the passage of time, the characteristics of violence become stable until adulthood (Husman, 1986).

According to each person's capacity for perception, the media has diverse effects. For instance, while the media is viewed by some as a means of promoting various cultures to

different audiences, it is regarded as a crucial resource by those studying politics. Yet, in the business world, elements like audience size, composition, and individual preferences and choices are seen as crucial indications to boost sales in the commercial market. From the perspective of a religious leader, media could be seen as risk factors for youth since it fosters a culture of crime and violence. In today's environment, the goal of viewing the media from various angles is crucial since it affects everyone's life and the construction of vital societal foundations. (Lawrence & DeFleur, 1995).

### **Importance of Media**

The rising use of social media is changing how news is produced, distributed, and discussed. But as of now, we only have a rough idea of (1) how important social media are as news sources compared to other media, (2) how many people use them to find news, (3) how many uses them to engage in more interactive forms of news use, and (4) whether these developments are similar across countries with otherwise comparable levels of technological development. (Nielsen, R. K., & Schrøder, K. C. 2014).

Social networking is currently one of the "best possibilities" for a product to connect with potential customers. Local social networking websites offer a platform for social interaction. These new media acquire the trust of customers by developing closer connections with them. Community web marketing has been the new norm for many firms since the start of the season. More than ever, marketers are considering a variety of social media options and beginning to put new social programs into action. Both online community marketing and the companies that use it have advanced. One cannot afford to fully avoid social media sites if a rival is generating buzz with its offerings.

Even if it's great, the social media trend is taking off and developing at an annoyingly rapid pace. Social media promotion is a promising technique for promotions, and foreign companies have embraced it to support their marketing initiatives. (Sajid, S. I. 2016).

The mass media serves as the primary medium for communication between and among the general public. One of the most popular means of mass communication is the newspaper, radio, television, the internet, and magazines which is utilized more frequently. Feelings and thoughts are transmitted from one person to another through communication. They convey their ideas, emotions, and impressions to others, and others understand them (Nicholson, W. 1809).

The term "journalism" is taken from the scriptures and in the dictionary refers to a book or magazine. It is used to describe items that are routinely released in printed form, according to Dr. Abdul Salam Khurshid.

Journalism is called journalism in English and it is taken from a journal, which is called a record book of daily affairs, and the people who prepare the journal are called journalists, so today radio and television are also included in journalism. And all of them use the word communication, information or media.

British in cyclopedia British in cyclopedia wrote about the media:

Making common or sharing of something between two or among several persons or groups or people.

Some time ago, the issue was raised that executive strength alone is not enough for the safety and security of countries and the social media roles are also necessary for it. The theory of political action has also been adopted. Today, in international relations, there is a lot of

emphasis on the relations between countries. Electronic development has brought a revolution in the world and the relations between countries have improved with the help of information. Solve the problems, new developments improve the relations between the countries and raise the following triple themes: globalization, creating an atmosphere of mistrust between the states, and the increasing influence of the international system. (Malik. A and Tamgin, 2015).

### **Types of media**

Today's era, which is also known as the era of technology, uses a variety of devices to send and receive messages.

#### **A- Electronic media:**

Electronic media such as radio, television, internet, tape, CD, DVD, e-mail, voice message, picture message, dish, cable, etc. Radio and television are of special importance because illiterate people can also use them.

In this media, various programs are published and information is given to the public. In the past, when someone went to a village and then returned, he would give the people information about his journey, and people would sit around him and talk.

He heard it, but nowadays, information from all over the world is brought to people through radio and television. People in urban centers and certain nearby areas also utilize the Internet to quickly educate themselves about the outside world.

#### **B- Print media:**

Newspapers, magazines, books, periodicals, magazines, journals, manuscripts, etc. are tools of print media, they also provide information and information to the people, but only those who know how to read and write can use them. A convenience that does not require electricity and can be studied at any time.

#### **C - Visual media**

Signs, theater, paintings, sculptures, etc. are visual media tools, with the help of these media, information is presented in an entertaining manner, and thousands of people see the signs hanging or install on the road and get information from them. They come and get a lot of information from it in an entertaining way.

In his book *Comparative Politics*, Almond divided the media into four types:

**A** - Face-to-face informal communication: information, rumors and news are transmitted orally from one area to another.

**B** - Non-political social structures: transmission of government messages to the people by tribal leaders, chiefs, religious leaders and others and reaching the ears of the younger generation.

**C** - Political interdependence structure: Government agencies and officials provide the political leaders with the opportunity to communicate the guidelines for implementing their policies in the regions. In this way, political leaders are very important because the residents of the regions get information from them.

**D**- Special media: such as books, magazines, radios, television, newspapers, etc., which are the best means of information delivery in educated societies. (Malik, A and Tamgin, 2015)

### **Factors which lead to emergence of media**

At present, the media is like the blood in the veins of the body, on the basis of which the necessary food items are delivered to different parts of the body, the same is the media,

which as the fourth force or pillar, governments and systems use for the success of their activities. It uses and weakens the opposite side. If there is no media, the level of communication and communication will return to its previous downward state, and after months, years, years and centuries, the people of one society will not be aware of the conditions and developments of another society. Propaganda, social development, scientific development, national development, talking about the universe, communication, dissemination of cultures, sharing of experiences and even response have direct and indirect relationship with the media.

Man is a social being, he always wants to know about his situation and about the condition of others and share his information with them, for this he always tries to develop new tools and modern methods. It always wants to have relations with the rest of the world, and as a village to inform the world that this is not possible without the media. (Giddens, 2003)

### **Psyche and social Security**

Social security is the principle that the people of every society make various sacrifices to achieve. They have very little time for other activities (meeting friends, entertainment, sleep, household chores, seeing relatives) and so on. Societies are lagging behind people in social relations and especially in maintaining physical kinship and family relations, because they spend most of their time watching social media and don't have enough time for other activities. . On the contrary, those societies where the activities of mass media are limited and not easily accessible, the people have strong social cohesion and are always in direct contact with each other. (Giddens, 2003)

### **Factors influencing the Psyche**

The soul and spiritual dimensions are more sensitive than other aspects of life and the whole life of a person is affected by this atmosphere.

Humans always use all their material possibilities for the balance, health and safety of the mental world and social atmosphere, and it is considered a very sensitive part of this world.

Since some people interpret it as soul and some interpret it as behavior, then the purpose of this article is the second meaning that human beings are always trying to improve their human behavior and conduct their affairs. Choose such strategies and set goals for yourself that determine the value of doing humane actions and perform every action in life based on the level of value. To prevent the fall and on the other hand, every action will be done with beauty according to a special way. (David Altheide, 1976)

The spiritual aspect of human life, it is always called before the material aspect. Compared to the material aspect, it occurs under the influence of many factors and it changes and ups and downs based on the effectiveness of them. The reason is that one of these factors in today's world is the media.

The media, which today is called the fourth and most important force in addition to the three powers of the state, is used as a means of social order and comprehensive political development, and thus always in one way or another to achieve the goals of the state. Actions are taken for the purpose of acquisition, with low consumption and without human waste, government goals are achieved only on the basis of economic costs, that's why it is given a lot

of attention today. The intellectual war, which is an advanced and sensitive type of war today, is going on rapidly through the media, and every member of the society is affected by it in some way, and every person has been affected by it or is on the verge of being affected. In this way, it is controlled, promoted and intensified because today every person is connected to social media in one way or another and wants to make his life according to it by watching and liking different cultural models through the media.

This method of discussion is used to discuss and debate hundreds of similar topics, including advertisements, propaganda, cultural dissemination, religious and religious publications, intensifying linguistic and innovative issues, metallization for the purpose of carrying out political plans, metallization for the establishment of a prosperous society, and many more, carries, which has a significant impact on the modification of behavior. (Huesmann, L. R., Moise-Titus, J., Podolski, C. L., & Eron, L. D. 2003).

Hence, in conclusion, it can be concluded that, in comparison to everything else, the media has a very evident impact on the change of the current and social and psychological part of society. This change causes the movement to be discovered and directed in either a positive or negative direction.

### **The effects of television on the brain**

There is no doubt that watching television affects a person's mental health. Gerbner and his colleagues have performed numerous studies and examinations into the psychological consequences of television in American society, with the majority of them focusing on the effects of TV on kids. (Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. 2002).

The spread of violent programs has a special role in social media and especially television. The above-mentioned scholars (Gerber and colleagues) have proven that in Western societies, films and serials related to sexual harassment, physical harassment and other violence are broadcast on television. Spreading is the main reason for the emergence of these actions in Western societies and many incidents are cited from this, also eighty percent of violence in children and being pushed to it occurs in television series, movies, cartoons and others. In general, what is seen in television series usually affects people's lives. (Almond, G. A. 1974).

In 1972, Gerbner's analysis had so many painful results that analysts could not give the analysis a reliable rating. Obviously, TV fictions and their broadcasts feature murders, riots or rebellions, beatings, gunshots, and other physical violence. He says: When a child watches even ordinary television, he observes a large part of violence, which leads to the addition of violence. (David Altheide, 1976).

Evidence has shown that frequent and long-term exposure to violent television programs is associated with persistent violence in children and adults. Anderson and Bushman also refer to Johnson and her colleagues' research and say that, in fact, violent media shows have a profound effect on children and adults. (Anderson, C. A., & Bushman, B. J. 2002).

In addition to this, in another study, significant evidence has proven that the root of violence in each individual grows day by day from childhood, and with the passage of time, the characteristics of violence become stable until adulthood. (Huesmann, L. R. 1986). Media (television) as an element of social and psychological behavior. The media is something based on which the actions and experiences of the people of one society are directly transferred to

the people of another society and it causes a kind of movement in them. Television is a means of cultural transmission on the basis of which people get information about the cultures of the past and other regions.

Also, there are television broadcasts based on which the realities of the society are explored and brought to the ears and minds of the people. Television and media often show the reality to people on a higher scale than the truth, and because it is often objective, people are willing to accept it quickly, which makes people think of the appearance of the imaginary world and its pursuit. Based on it, innovations and discoveries are made and the society is brought from a traditional and simple state to a new and complex state (Giddens, 2003).

### **Social Problems**

Use of social media can have a negative impact on your self-confidence and life. Even when you are aware that the images you see on social media are phony or exaggerated, they can nonetheless leave you feeling unsatisfied with your life and your abilities. The media's influence and power have grown dramatically over the past 50 years, as has its influence on the general people. At initially, there was simply the telegraph as a source of news and information. As a result of technological developments, several media, including radio, newspapers, magazines, television, websites, and even mobile applications, have been created.

Understanding how the media influences individuals is essential because of how well it has assimilated into culture and daily life. In the modern world, the media has an impact on every facet of life, including the politics, entertainment, and even the aesthetics. According to media psychology, the term "mass media influence" describes how the media influences people's behaviors, attitudes, and thoughts. This result could either be negative or positive. (<https://www.nimcj.org/blog-detail/how-mass-media-influence-our-society.html>)

As a result of the negative effects of the media on society, people may encounter poverty, crime, nudity, violence, bad mental and physical health conditions, and other catastrophic outcomes. For instance, it's quite uncommon for a crowd to attack innocent people after being upset by rumors that have propagated online. These unreported news headlines are the best example of how the mainstream media negatively affects society. However, incidences of youngsters shooting unarmed citizens are viewed as one of the most harmful effects of mass media on kids since kids regularly become engaged in unpleasant news stories, action movies, and video games. (Gauntlett, D. 1998).

### **Psychological Problem's**

The mass media has the ability to arouse, elicit emotional responses, and even change violent tendencies, among other psychological states. When referring to the media in general, the word "mood" is frequently employed. Individuals decide which media to watch or listen to base on their current emotional or mood states and their expectations of how the media will affect or change those states. Viewers want to be moved emotionally, and the mass media are geared to do just that. Harris (2004) hypothesized that this might be the case because viewers' emotional experiences in the mass media can be vicariously recreated. Viewers can feel various feelings from the perspective of the bachelor or the female contestants when watching a dating program on television, such as the Bachelor.



If a movie's hero is afraid, the spectator might likewise feel awakened and afraid. (Barlett, C. P., & Gentile, D. A. 2010).

Studies look at the frequency, accuracy, and impact of media representations of mental illness. Many studies on the frequency and content of media depictions have been conducted, and the results are consistent with clinical findings that mental illness is frequently represented in the mass media, particularly the entertainment media, and that these pictures tend to be inaccurate and unpleasant. However, due to limitations like the research' age and the uneven emphasis placed on psychiatry, psychology, and mental illness, there is still a need for new such investigations. Studies on the precise impact of such representations provide evidence for the idea that media depictions of mental illness, even those in entertainment form, can significantly alter views regarding mental disease and treatment.

Even though they are few in number, these investigations have only demonstrated the fleeting effects of particular representations. Further research is needed to demonstrate the overall impact and long-term effects of frequent, repeated media depictions.. (Wahl, O. F. 1992).

According to studies, frequent usage of social media is substantially linked to a higher likelihood of experiencing anxiety, hopelessness, loneliness, and even suicide thoughts. (Seabrook, E. M., Kern, M. L., & Rickard, N. S. 2016).

### **The mechanisms and measures for preventing the negative effects of the media**

For the past 30 years, researchers have consistently urged more study into the ways that social support and relationships both directly and indirectly enhance physical and psychological health. According to the research, there are seven possible pathways: social comparison and impact on others, social control, role-based meaning and purpose (mattering), self-esteem, control of emotions, belonging and companionship, and perceived support accessible. These pathways can also be found in mechanisms that reduce stress. Two key types of support—emotional sustenance and active coping assistance—as well as two main kinds of supporters—significant others and those with similar experiences—all concentrate on offering various forms of aid to those in need. The best ways to lessen the harmful impacts of stressors on the body and the mind should include emotionally nourishing activities, practical assistance from close friends and family, empathy, active coping support, and peer role modeling from those who have gone through similar stuffs. (Thoits, P. A. 2011).

In order to protect the socio-psychological environment of a society from harm and the negative effects of the media, the following measures and methods should be used:

1. Avoid the broadcasting of exaggerations on social media.
2. Refraining from spreading the issues that cause disagreement and confusion between people.
3. Designing different programs for international consensus.
4. Broadcasting educational programs instead of violent serials and movies.
5. Allowing children to watch television under adult supervision or PG (Parental Guidance) principle.
6. No use of television without necessity.
7. Preventing the broadcast of terrifying programs on television.
8. Preventing the broadcasting of any series and movies related to violence.

10. Broadcasting programs of cultural strengthening in each community according to the culture of that community.
11. Existence of special mechanism and schedule for broadcasting.
12. The presence of a social media censorship committee and analysis team, which removes content that is harmful to the community.
13. Considering a special time to follow social media. (Giddens, 2003)

## Conclusion

People who are exposed to social media will be more likely to experience the detrimental effects of mass media on their social and psychological lives, which can result in poorness, criminality, nakedness, viciousness, poor physical and mental health issues, distracting them from their sleep, exposing them to peer pressure, bullying, rumors spreading, and other serious consequences. It is evident from the investigations and studies that the media's lack of analysis and control (censorship) of primary sources has had a significant impact on not just children but also on every sector of society. These all contents have a deep impact on the mental and spiritual and social aspects, which causes long-term and short-term mental, spiritual and social problems in the future. The biggest issue for teachers and parents in the society today is the effect of the spread of programs full of violence on the behavior of children and adults through the media. Young children have limited cognitive abilities to analyze and deal with violence and they can be easily deviated. Dr. Benjamin Spock advocates that children under the age of four should be protected from watching violent media programs because they are our next generation and can easily be vulnerable to any risk.

Television has permeated every sphere of society since its invention in the 1950s. Children and adults' neurological systems and sense of normalcy are destroyed by these violent programs, therefore it's important to teach adults healthy ways to watch television and protect kids and adults from its harmful consequences. This study demonstrates how the media is supporting violence, obscenity, and disorder, which is playing a more detrimental role in the current situation. Because of the immoral and violent nature of its programming, this has a negative impact on the mental, social, and psychological health of its viewers.

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