

Executive summary

The social media in the globalised world has been increasing and making an effect on the daily lives of the people. Social media like Facebook, YouTube, WhatsApp, Snapchat, has shown a tremendous growth. Along with this availability of internet and mobile phones has made it easy to access the social media. In today's time even adolescence with their ability to use or access to mobile phones have been able to access and utilise media in various formats. This shows the need to understand the use of social media by the adolescence and the parental measures taken to deal with it.

Chapter 1 deals with understanding how the prevalence of social media has increased. It shows half the world population uses social media. In India 31% of the adolescence are social media users. They mainly use Facebook and Instagram to stay in touch with a friends and communicate with them.

Chapter 2 This chapter deals with the review of various literature related directly or indirectly to the content of the present research. Literature surveyed under this study shows the various platforms used by the adolescents. It shows the importance of parents keeping track of the online activities by the children to keep them safe. But shows a gap in terms of parental support helping adolescents cope with social media pressure.

Chapter 3 deals with research methodology. This study was done on parents and adolescent between the age group of 13 to 20 years. This survey was done in Thane City and various schools based in Thane. The survey was done based on random sampling on 100 respondents (50 adolescence + 50 parents). It tried to find out how adolescence used media and parental measures used.

Chapter 4 & 5 .The finding shows parents should use a participatory approach towards the adolescence. The parental support by face to face talk and trust shown towards the adolescence helps them to understand the use of media and how it should be fruitfully utilised. It also lead to understand similar study should be done in semi urban and rural areas. And most importantly use of social media by parents need to be taken for understanding overall impact of social media on family.

