



RESEARCH PAPER

An Investigation of the Impact of Parental Media Mediation on Social Media Addiction and Perceived Child Rearing Practices among Adolescents

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ABSTRACT

This study aimed to explore the influence of parental media mediation on social media addiction and perceived child-rearing practices among adolescents in Pakistan. With the pervasive use of social media among adolescents, understanding the role of parental mediation becomes crucial in mitigating potential negative effects. This study addresses this gap by investigating the impact of parental mediation on social media addiction and its implications for child-rearing practices. Utilizing a quantitative correlational approach, data were gathered from 253 adolescents aged 11 to 17 years using convenient sampling. Questionnaires assessing parental media mediation, social media addiction, and perceived child-rearing practices were employed. Data analysis was conducted using SPSS. Positive associations were found between perceived parental mediation and problematic social media use, particularly in instances of seeking self-improvement or support. Notably, children's subjective well-being was not determined by smartphone usage, potentially due to parental mediation. This research underscores the importance of parental mediation in addressing social media addiction among adolescents. Future studies should explore the alignment between adolescents' perceptions of parental mediation and parents' actual behaviors.

KEYWORDS Parental Media Mediation, Perceived Child-Rearing Practices, Social Media Addiction
Introduction

Parents have a significant impact on how their children use tablets and cellphones. Parental control over their children's interaction with media is generally referred to as parental mediation (Livingstone & Helsper, 2008). Four different approaches of parental mediation of their children's Internet and mobile device use were suggested by a European Union study: According to Livingstone, Haddon, Vincent, Mascheroni, and Ólafsson (2014), there are four types of mediation when it comes to Internet use: (1) active mediation, where parents discuss about Internet content; (2) active mediation for Internet safety, where parents encourage safer and responsible uses of the Internet; (3) restrictive mediation, where parents set rules that limit and regulate time spent online and online activities; and (4) monitoring/technical mediation, where parents use software and technical tools to filter, restrict, and monitor their children's online activities.

Research indicates that children may be shielded from excessive Internet use and negative online experiences by their parents through active and restrictive parental mediation (Kalmus, Blinka, & Ólafsson, 2015). Adolescent Internet addiction was linked to decreases with restrictive mediation (Chang, et al., 2015; Chng, Li, Liau, & Khoo, 2015). According to Chen and Chng (2016), parental active and restrictive mediations were negatively predictive of impulsivity and favorably predictive of an adolescent's online self-regulation. Furthermore, parental mediation was linked to parents' perceptions of the

severity of their kids' smartphone addiction (Hwang & Jeong, 2015). On the other hand, there was a positive correlation found between parents' excessive usage of mobile devices (Terras & Ramsay, 2016) and their own smartphone addiction (Hwang & Jeong, 2015).

The popular social media of today is quite hard to identify. McCay-Peet and Quan-Haas (2017) provided one of the most thorough definitions. By enabling people, groups, and organizations to work together, connect, communicate, and build communities via the creation, modification, sharing, and formation of user-generated content, social media is defined as a web-based platform. In terms of technology, social media is described as an online collection of tools that facilitate the production of user-generated, intellectual, technical, and Web 2.0 material as well as communication between users (Muzaffar, et al. 2019; Kaplan & Haenlein, 2010).

People now use social media on a regular basis, and it appears that teens and young adults utilize it the most (Marengo et al., 2018, Rideout & Robb, 2018, Settanni et al., 2018, Kemp, 2017). The adolescents of today were raised in a digital age and are accustomed to having computers, the internet, video games, cell phones, and other handheld electronics everywhere they go—at home, at school, and almost everywhere else in their life. Like family, peers, and school, Subrahmanyam and Smahel (2011) contend that the digital world need to be viewed as an additional social environment in the development of adolescents. Given the prevalence of teenage use of social media platforms like Facebook and YouTube (Banyai et al., 2017; Lenhart, Purcel, Smith, & Zickuhr, 2010). Teenagers who use social media excessively run the risk of experiencing negative consequences and becoming addicted (Muzaffar, et. al 2020; Alabi, 2013; Andreassen, Tosheim, Brunborg, & Pallesen, 2012; Griffiths, Pontes, & Kuss, 2016; Pelling & White, 2009; Sofiah, Omar, Bolong, & Osman, 2011; Wilson, Fornasier, & White, 2010).

There is enough data to conclude that a child's growth is significantly impacted by their parenting style, even if there isn't one conclusive and all-encompassing theory of parenting and how it affects development (Thergaonkar & Wadkar, 2007). Models Parental behaviors have been emphasized as having a central role in explaining the development and maintenance of childhood disorders (Clarke, Cooper, & Creswell, 2013). Parents have a significant influence on the emotional health of their children, especially in the early years of life (Gar, Hudson, & Rapee, 2005). Researchers are becoming more and more interested in the significance of parenting, how it affects children's development, and how family experiences interact with genetic factors to shape a child's behavior and developmental outcomes (Collins, Maccoby, Steinberg, Hetherington, & Bornstein, 2000).

Child rearing practices are influenced by culture. Parents' upbringing and cultural background frequently influence the kind of parenting approach they use. However, Western cultural values and assumptions have shaped mainstream conceptions of parenting. Pictures related to parenting, as the majority of studies on parenting approaches originate in Western nations. The impacts of socio-cultural diversity in parenting and its influence on the child have not been sufficiently addressed because of the belief that parenting has a universal meaning (Van Campen & Russell, 2010). Parenting techniques are much more significant since Pakistan is a culture of Eastern and religious importance, and fathers and mothers have an important and clear role in the development and maturation of their children (Duggan, 2015).

In the context of Pakistan, this study primarily seeks to assess the influence of parental media mediation on social media addiction and perceived behaviors related to child-rearing practices. The purpose of the study is to ascertain the frequency with which young individuals engage in media restriction or engage in active discussions regarding their media usage. It is crucial to have a deep understanding of the increasing dependency on social media among teenagers and its impact on the perception of child rehabilitation methods. This study aims to investigate the impact of different parental mediation

approaches on reducing children's media consumption and how parental mediation influences the amount of time children spend on specific media platforms.

Literature Review

The study conducted by Mi et al. (2023) investigated the correlation between parental talking style and mobile phone addiction among Chinese junior high school kids. Additionally, the study explored the mediating factors involved in this association. The study examines the significance of parent-child cohesion and the moderating influence of friendship quality on this association. The results of our study indicate that parental phubbing is not only directly linked to mobile phone addiction, but also indirectly through the influence of parent-child cohesion and the impact of friendship quality.

Over the past few years, social media has become an integral aspect of our lives, including among children. Since the onset of the COVID-19 pandemic, there has been a significant surge in the use of media devices and internet connectivity. Adolescents independently access the Internet to primarily engage with social media platforms, including Instagram, TikTok, and YouTube is a popular online video-sharing platform. During the period of "lockdown", the utilization of the Internet facilitated communication with peers and the continuation of activities such as school teaching. Nevertheless, it is important to acknowledge that media consumption can have negative repercussions, particularly among the most susceptible individuals, such as young people. The objective of the evaluation is to examine the hazards associated with the use of social media by children and adolescents, identifying indicators of emerging issues and providing preventive advice (Bozzola et al., 2022).

Mun and Lee (2021) Limited knowledge exists regarding the mechanisms that contribute to parental smartphone addiction (PSA) and adolescent smartphone addiction (ASA). This study aimed to determine if PSA (Parental Self-Agency) may be used to predict ASA (Adolescent Self-Agency). Additionally, it explored the potential mediating effects of parental rejection (PR) and adolescent depression (ADP) in a sample of 4,415 parent-child dyads. The analysis of a serial multiple-mediator model revealed that PSA had a favorable effect on ASA ($B = 0.13$, $SE = 0.02$, $95\% CI = 0.09-0.16$). Furthermore, it was found that both PR and ADP played a sequential role in mediating the relationship between PSA and ASA. The coefficient (B) was 0.01, with a 95% bootstrap confidence interval (CI) ranging from 0.01 to 0.02. The implications of the findings and suggestions for future research are examined.

Ramos and Tus (2020) The study examined the firsthand experiences of unmarried moms in the upbringing of their children. The study seeks to ascertain the coping mechanisms employed by single mothers in order to enhance the quality of life for both their children and themselves. The study's findings indicate that financial difficulties and feelings of loneliness are the primary challenges and experiences faced by single mothers. Belief, assistance from relatives and community, and their employment are crucial factors in managing their circumstances and aiding their survival. It instilled a sense of self-confidence in them, enabling them to effectively fulfill their role as single mothers, while also demonstrating reliability and self-reliance.

Parenting is a fluid and evolving process that is shaped by socio-cultural influences. This element plays a significant role in the development of children and the occurrence of psychological disorders in childhood. Research examining the correlation Research on the relationship between parenting styles and child outcomes in India is scarce. This study seeks to examine research undertaken in Western countries and India to investigate cultural variations in parenting techniques and their effects. Our research revealed that, contrary to the expected cultural variations between the Western world and India, the impact of parenting styles on children seems to be consistent across cultures. Additionally, we found that culture does not play a role in moderating the relationship between parenting style and

child outcome. Authoritative parenting approaches have been found to yield superior outcomes compared to authoritarian and neglectful/uninvolved parenting styles in both Western countries and India. (Sahithya *et al.*, 2019).

According to Aksan and Akbay (2019), this research investigation aims to examine the relationship between smartphone addiction, fear of missing out (FoMO), and perceived social and academic ability, and their impact on social media addiction among high school students. The study found that smartphone addiction, fear of missing out, and perceived academic competence are significant predictors of social media addiction among high school students. According to Aksan and Akbay (2019), when students experience a decrease in their smartphone addiction level and fear of missing out, as well as an improvement in their perceived academic ability, their smartphone addiction levels fall.

The study conducted by Chang *et al.* (2019) aimed to determine the incidence of smartphone addiction in youngsters in Taiwan and investigate the factors associated with it. A grand total of 2,621 fifth-grade kids and 2,468 parents participated in the study, representing 30 primary schools in Taipei, Taiwan. The findings indicated that fifth-grade pupils allocated a total of 11 hours per week utilizing either cellphones or tablets. 15.2% of fifth-grade pupils were found to have smartphone addiction. The results of the multivariate analysis indicated that parents with high levels of risk perception and mediation efficacy were more inclined to enforce stricter mediation of their children's Internet and mobile device usage. Furthermore, the findings of the multivariate analysis indicated that children who exhibited subpar academic performance, depression, possessed smartphones, engaged in frequent smartphone/tablet gaming, regularly utilized social networking sites (SNSs) and instant messaging, had limited parental restrictive mediation, and reported lower levels of Internet safety literacy were more prone to developing smartphone addiction.

Since parents in Asia are more likely than Western parents to value interdependence, parents in the former cultural groups hold more authoritarian attitudes than parents in the latter groups, contributing to socialization practices that favor authoritarian parenting style (Lansford *et al.*, 2018). KAYA *et al.* (2018), the task of raising children has become more intricate due to the recent alterations brought about by digital technologies in the everyday routines of families. Consumers of digital media are presented with both new learning opportunities and threats at the same time. Particularly, children and teenagers are vulnerable to digital hazards. Parents are responsible for facilitating their children's adjustment to digital life. The findings indicated that parents possessed awareness regarding digital hazards and were implementing preventive measures against such dangers. In addition, based on the results of content analysis, parents employed various parenting practices and required education on the potential risks and benefits of digital media for their children.

Based on the study provided by Kemp (2018), it is evident that 39% of the global population and 54% of Turkey's population are active users of social media on mobile devices. Given that social media is predominantly accessed through mobile devices, it may be asserted that excessive smartphone usage can lead to addictive tendencies. In a comprehensive survey, Andreassen *et al.* (2016) found that the majority of individuals accessed social networking sites mostly using cellphones. Child-rearing practices, such as employing an excessively protective parenting style, were found to have a negative impact on children. The presence of overprotection was a reliable indicator for the occurrence of anxiety disorders, regardless of the cultural group. It was determined to be a substantial. The study conducted by Orgilés *et al.* (2018) found that there is a mediator in the association between maternal trait anxiety and child separation anxiety.

Subrahmanyam and Smahel (2011) argue that the digital environment should be regarded as a social setting in adolescent development, alongside family, peers, and school. Given the prevalence of social media platforms like YouTube and Facebook among teenagers (Banyai *et al.*, 2017; Lenhart, Purcel, Smith, & Zickuhr, 2010), Adolescents engaging in social

media practices may be exposed to detrimental effects and face increased susceptibility to addiction (Alabi, 2013; Andreassen, Tosheim, Brunborg, & Pallesen, 2012; Griffiths, Pontes, & Kuss, 2016; Pelling & White, 2009; Sofiah, Omar, Bolong, & Osman, 2011; Wilson, Fornasier, & White, 2010).

Exhibited a tendency to display externalizing and internalizing difficulties, violent behaviors, and were susceptible to developing eating disorders and obsessive-compulsive disorder (OCD) (Braza et al., 2015; Enten & Golan, 2009; La Torre-Cruz et al., 2014; Mannarini et al., 2018; Stulb et al., 2019; Timpano et al., 2010). In addition, they exhibited elevated levels of depersonalization and anxiety, and were more prone to reporting symptoms of depression (Eun et al., 2018; King et al., 2016; Mousavi et al., 2016; Wolfradt et al., 2003). The prognosis for children with authoritarian parents was unfavorable. They experienced anxiety, exhibited reduced emotional functioning and psychological adaptability, and were susceptible to stressful situations (Williams, Ciarrochi, & Heaven, 2012; Wolfradt et al., 2003). The aforementioned children.

The studies examining the causes of social media addiction have shown the importance of technology-related elements in producing these outcomes. Griffiths and his colleagues focus on studying social media addiction as a form of digital addiction. They highlight that smartphone addiction and the "Fear of Missing Out" (FoMO) are potential risk factors for social media addiction (Griffiths & Kuss, 2017; Griffiths et al., 2014). The study revealed a persistent correlation between parental rejection, physical punishment, and bad behavioral adjustment in children. The study found a correlation between this factor and increased levels of anxiety, depression, and social phobia (Lieb et al., 2000; Mousavi et al., 2016). There was a considerable correlation between a greater degree of rejection and/or animosity among fathers and somatization (Lackner, Gudleski, & Blanchard, 2004).

Due to the frequently used social media by adolescents and parents" uncertainty about social mediation, a study provides an in-depth understanding of the parental mediation of the use of social media for teenagers and the need for parents for literacy in social media about decisions about a certain mediation strategy, to benefit families, youths and so on.

Hypotheses

- There would be a significant correlation between social media addiction and perceived child-rearing practices among adolescents.
- Parental Media Mediation will significantly impact Social Media Addiction among young adolescents.
- Parental Media Mediation will significantly impact Child Rearing Practices among young adolescents.
- Male young adolescents will have high social media addiction as compared to females.

Material and Methods

The purpose of the study is to determine the frequency with which young adolescences engage in media control or engage in active discussions regarding their media usage. It is crucial to have a deep understanding of the increasing dependency on social media among teenagers and its impact on the perception of child rehabilitation methods. This study aims to investigate the impact of different parental mediation approaches on reducing children's media consumption and how parental mediation influences the amount of time children spend on specific media platforms.

Nature of the study

The presented study would be conducted through a quantitative correlational research design.

Population

The population that was selected for the study were students from the country’s public intermediate and high schools. The students were selected from different schools in the Vehari district. The population comprised of girls and boys. The participants were 253 adolescents age range of 11-17 years the study sample was informed about the nature of the study and their permission was obtained verbally and written paper was filled by them

Sample

The sample of my study consists of 253 students from different schools. The data were collected from both male and female age range of my sample was 11 to 17.

Research Tool

The research used a survey questionnaire as a tool to gather relevant data. Researchers approached this according to the information needed.

- Social Media Addiction Scale (SMAS) (Sahin,2018)
- Perceived parental Media mediation scale (PPMMS) (Valkenburg, 2013)
- and EMBUC in the translated version (Muris,2003)

Data Collection

A standardized questionnaire was created to collect the student's responses. For the evaluation of their parental media mediation and perceived child-rearing practices and its impact on social media addiction students we asked to complete the Social Media Addiction Scale (SMAS) (Sahin,2018), Perceived parental Media mediation scale (PPMMS) (Valkenburg, 2013), and EMBUC in the translated version (Muris,2003). The research related to social media addiction was conducted from October 2020 to September 2021 after obtaining all institutional approval. The participants were 253 adolescents age range of 11-17 years. The students were selected from different schools in the Vehari district. Students were initially questioned as to whether they were willing to attend the research. Each student was given this questionnaire and educated about the entire procedure. In around 20 minutes, a majority of the students finished the survey.

Analysis of Data

IBM 24th software has evaluated data. For all demographic data, average and standard deviation, frequency, and percentage were examined. One-way variance analysis, regression, and independent t-test samples were performed. To detect correlations between variables, PLS was executed.

Table 1
Correlation matrix between social media addiction and child rearing practices

Mainrestriction	Controllingrestriction	Autonomoussupportives triction	Incosistantrestriction	Mainactivenessmediation	Controllingactivenessmediatio n	Autonomoussupportiveact ivenessmediation	Virtualtolerance	Virtualcommunication	Virtualproblem	Virtualinformation
1	.127*	.209**	.153*	.335**	.138*	.035	-.063	-.200**	-.057	.013

MAINRESTRICTI ON	.043	.001	.015	.000	.029	.576	.319	.001	.363	.840
	253	253	252	253	253	253	253	253	253	253
CONTROLLINGRE STRICTION	1	.145*	.202**	.111	.281**	.154*	.110	.174**	.116	.050
		.021	.001	.078	.000	.014	.080	.005	.067	.429
		253	252	253	253	253	253	253	253	253
AUTONOMOUSS UPTIVERESTRI CTION		1	.524**	.118	.220**	.191**	.146*	.146*	.170**	.183**
			.000	.061	.000	.002	.020	.021	.007	.004
			252	253	253	253	253	253	253	253
INCOSISTANTRES TRITION			1	.152*	.141*	.178**	.185**	.182**	.228**	.230**
				.016	.026	.005	.003	.004	.000	.000
				252	252	252	252	252	252	252
MAINACTIVEME DIATION				1	.247**	.208**	.097	-.030	-.151*	.059
					.000	.001	.123	.636	.016	.348
					253	253	253	253	253	253
CONTROLLINGAC TIVEMEDIATION					1	.434**	.207**	.141*	.093	.184**
						.000	.001	.025	.139	.003
						253	253	253	253	253
AUTONOMOUSS UPTIVERACTIV EMEDIATION						1	.138*	.007	.062	.286**
							.028	.913	.326	.000
							253	253	253	253
VIRTUALTOLRENC E							1	.474**	.416**	.270**
								.000	.000	.000
								253	253	253
VIRTUALCOMM UNICATION								1	.449**	.315**
									.000	.000
									253	253
VIRTUALPROBLE M									1	.363**
										.000
										253
VIRTUALINFORM ATION										1

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

Description

Virtual tolerance has a significant effect on anxious rearing with a mean(22.8792) p value (0.030) virtual communication has a significant effect on emotional warmth, overprotection, rejection, and anxious rearing with a mean (23.8893,18.3953,4.9407,22.8972) p-value (0.009,0.030,0.01,0.044) virtual problem has a significant effect on overprotection and anxious rearing with a mean(18.3953,22.8972)p-value(0.020,0.008)virtual information has a significant effect on emotional warmth ,rejection and anxious rearing with a mean ((23.8893,4.9407,8972) p-value (0.056,0.063,0.031).

Table 2
Linear Regression for social media addiction based on Parental media mediation

Variable	B	SE B	β	p
Parental Media Mediation	.243	.069	.216	<.001

The above showed that Parental media mediation with B(.243) ,SEB (.069) , β .216) , F(12.284),R2(.047) which means that Social media addiction predicts the Perceived child rearing practices with low magnitude (.047).

Table 3
Linear regression for social media addiction based on parental media mediation

Variable	B	SE B	β	p
Parental Media Mediation	.025	.109	.014	.822

The above showed that Parental media mediation with B(.025) ,SEB (.109) , β (.014) , F(.052**),R2(.000) which means that Social media addiction predicts the Perceived child rearing practices with low magnitude (.000).

Table 4
Independent sample t-test for gender and virtual tolerance

Variable	Male n=133		Female n=120		T	P	95%CI		Cohen's D
	Mean	SD	Mean	SD			LL	UL	
Virtual tolerance	14.4436	3.46938	13.9500	3.31751	1.154	.862	-.34710	1.33432	0.1436

This table demonstrated the relationship between genders Virtual tolerance with male mean 14.4436 and S.D 3.46938 and female Mean 13.9500 and S.D 3.31751 with $t=1.154$, $p=.862$, Cohen's d 0.14542. P-value shows that there is no significant relationship between gender and Virtual tolerance.

Conclusion

The research investigated parental media mediation and perceived child-rearing practices were considered to find their association with social media addiction. Results revealed the presence of social media addiction among the majority of the study sample. Our findings showed that children's imaginal experiences with smartphone usage fail to determine subjective well-being, this situation could be due to parental mediation. In Pakistan, parents are usually authoritarian in their parenting style (Zaman, 2014) and therefore, they actively mediate in children's smartphone usage through active and restrictive mediation strategies (Sasson&Mesch, 2019).

When parents observe negative effects in their children such as experiencing the state of fantasy, role-projection, and escapism then they impose restrictions on their screen time or limit the activity that is mostly engaged by their children. There is also a correlation between social media use and poor perceptions about child-rearing practices in the modern age. This study looks at how social media can affect your child and how parents can be better equipped to deal with their use of social media. Based on our results, a number of recommendations can be made. For parents, an important recommendation lies in the importance of dialogue and involvement. We advise parents to be more invested in and involved with their children's activities on social media. Adolescents should therefore be assisted in their social media use, especially since this phase in their lives implies more risk-taking behavior and a search for their own identity (Kroger, 2007; Maccoby, 2007).

Recommendations

- Further researchers should take a large sample size and cover more schools in a local region and several other cities of Pakistan.
- Education about the importance of parental media mediation and perceived child-rearing practices.
- The interview method can also be done to study the depth of variables.
- Other variables which may impact social media addiction should also be taken into account.

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