

## Awareness of Parents through Digital Media among Toddler

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### Abstract

This study is conducted to identify the parents' awareness among the toddler through the digital media. This research used a qualitative methodology, by sending the questionnaire survey form to the parents for collect the data. The parents' awareness defined based on the Social Learning Theory, theorized by Albert Bandura. In this research we explore the connection that link Behavioural Learning to digital media content among toddlers and parents' awareness of this relationship. This report has demonstrated how development plays a predictive role in children's media use and preferences. It is important to track these changes in use as well as identify how these influential mobile media can affect children's lives. Most of their learning comes from interacting with their surroundings. Bandura has shown that children learn many things both good and bad simply by watching their parents, siblings, and others. Researcher had proposed the level of parents' awareness and toddler's motivation and reproduction. Recommended further studies must be access more awareness from parents through the digital media among the toddler.

**Keywords:** *Parents' Awareness, Digital Media, Education, Reproduction, Motivation*

### Introduction

Digital gizmos are on nearly every dinner table and nightstand, and even the youngest of children interact with technology on a daily basis. Because technology is so much a part of our everyday lives (S. A. B. Harun, Kasim, et al., 2020), parents have to work pretty hard to keep up

with what's out there. But more than knowing the latest must-have app or game, parents may need to reconsider how they connect with their child during technology use. This widespread connectivity in turn will bound to give impact to the development of a child that is constantly exposed to the concept of digital media as a model (S. A. B. Harun, Jinnah, et al., 2020). As the new generations are well exposed to the concept of digital media content even at the very early stage of their lives which in turn subconsciously became one of the role model in a children's life, it is important that parents or guardians take notice of their children's behavioural learning development (S. A. Harun et al., 2015, 2018). In this research we explore the connection that link Behavioural Learning to digital media content among toddlers and parents' awareness of this relationship.

Digital media is a highly polarized topic in our society, especially regarding how it might be affecting children. In a session titled "*Digital media and children: The good, the bad, and the unknown*", Jenny Radesky, MD, FAAP, assistant professor, Developmental Behavioral Pediatrics, University of Michigan Medical School, Ann Arbor, Michigan, reviewed the rapid adoption of mobile and interactive media and both the positive and negative influences on early childhood development as well as recommendations for parents to help navigate the best use of this technology with their children.

## **Literature Review**

Children been exposed or fallen prey to online predators; they also succumb to the dangers of cyber-stalking (Zakaria & Harun, 2020), harassment (ALIAS et al., n.d.), and identity theft. This often occurs because many Internet users are too trusting or are simply not aware of the dangers present in the online world. Some parents believe the easiest and most effective solution to these online dangers is to prohibit children's use of the Internet (Courage et. al 2016; Espejo 2008). Yet experts argue that not exposing children to the beneficial utilities of the Internet social networking sites included does more harm than good. After all, these sites help young people create and maintain life-long connections with others and give them a sense of community. Additionally, while children and teenagers on MySpace and similar networking websites face potential risks, most use online communities to develop real-life friendships, and not to merely communicate with strangers (Gentile et al., 2014).

## **Result and Discussion**

Based on the finding for the first category which is parents' level of awareness in relation to the threats that children are exposed to when using the internet, it can be concluded that parents' awareness are still at the medium level. Media use and child development are reciprocally linked processes. This report has demonstrated how development plays a predictive role in children's media use and preferences as well as how media use subsequently impacts development in both positive and negative ways. These reviews of the influence of child development on media usage and preferences highlights the consistent presence of any devices in children's lives across developmental stages. We also see that content preferences and taste for interactive media

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