Social Media Impact on Children and the Violation of their Rights

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By/

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Introduction

Modern technological developments in the mid-nineties of the last century brought about a real revolution in the world of communication. The Internet spread throughout the globe, linking all parts of the world and paving the way for all societies to converge, acquaintance and exchange opinions, ideas, and desires. Each internet surfer benefited from this network and the multimedia available on it. It became the best way to achieve communication between individuals and groups. Then websites, personal blogs, and conversation networks appeared, which changed the form of media and its content. It created a kind of communication between its owners and users on the one hand, and the users themselves on the other.

Social networking sites emerged as a product of the tremendous development in the Internet. These sites have known great fame, remarkable spread and expansion in the use of social media in recent years. Social networking sites have emerged as a station that has changed the traditions of its users and has become inevitable in society. Children, as a segment of this society, have also been affected by this new phenomenon, including the content presented. The greatest burden in the process of socialization falls on the family and school, especially during the first years of human life. There is no way to isolate them from society as they are two forms of social construction that interact and are affected by it.

With the emergence of smartphones and their low cost and ease, we see a pre-school child mastering the use of social communication with flexibility, Because the pressures of life are increasing on parents, and the fact that traditional media are no longer as attractive as before, parents have increasingly relied on their smartphones as a tool to entertain children at any time and place. The child's continued exposure to these sites with all their different contents means that the smartphone has started to replace parents. Thus, it became a source of socialization,

the use of social media as a modern social and cultural phenomenon has resulted in a set of positive and negative effects in the educational, social, psychological and health fields. The content created by users on social networking sites for children raises controversy and concerns, whether on the part of parents or education experts who fear that children will be affected

by what they see. This will reflect on their behavior, morals, and habits, and take over their upbringing.

The report discussed this matter through several axes represented by the definition of social networking sites, and the clarification of the negative educational, educational, social, psychological, and health effects of their use on the child, and the study of the violation of children's rights by their exploitation in social media channels by their families, and the psychological and social impact resulting from this exploitation. Presenting some examples of the exploitation of children in social media channels by their families, clarifying the role of the state in protecting children's rights and making some recommendations.

Definition of social media:

Social media is defined as applications and websites that are used to communicate with others, and disseminate information across the World Wide Web, using multiple types of devices, such as computers, tablets, or even smart phones. They allow their users to interact with other users such as family and friends, through what is shared on them, such as pictures, blogs, videos, and other things provided by social media, such as games. The use of these means is not limited to individual and personal use. Most large companies have accounts on various social media, where they use them to reach customers and interact with them, place ads, and even provide various support services. Social media is based on the principle of exchanging ideas and information and building virtual communities. It has changed the way we live and added new ways that help facilitate much of our work.

The concept of social media became popular during the early twentieth century, referring to a range of complex relationships between members of the social system at all levels, from personal to international relations.

It is worth noting that there are approximately three billion users of social media around the world. It is designed to allow individuals who use them to share their content efficiently, quickly, and in real time. Th real time feature is also possibly a reason for changing people way of life, and the ways they perform their work. Examples of these platforms include Facebook, Twitter, Snapchat, Instagram, WhatsApp, and YouTube. Some of them are more

professional such as LinkedIn. They may include blogs such as WordPress and Blogger. In order to make the best use of these platforms, especially in the professional aspect, it is necessary to realize the advantages of these platforms and avoid their negatives.

Negative Effects of Social Networking Sites on Children:

1- Educational and Behavioral Effects:

The development in information and communication technology and the spread of social media have led to the introduction and inclusion of a range of educational applications and processes in social media. These applications varied to include blogs, sharing tools and special platforms for exchanging images, information, audio and videos. Current research has indicated that the use of social media as an educational tool can lead to increased student participation as a result of their habituation to participate in social media. It develops their relationships with their peers, and creates a virtual community of learners, which contributed to enhancing critical thinking and developing students' individual abilities and skills.

The student's attraction to social media comes for many reasons. The most important of which is Searching for information that can be easily accessed in an unsafe and unreliable way. This reduces their abilities to learn effective academic research. Students who participate frequently in social media activities during study have a lack of concentration and distraction. They lose an important aspect of real human communication skills and waste long time in what does not benefit them and may even negatively affect them, physically and mentally.

The danger of social media lies when it is not properly invested in the educational field, The utilization of social media for in the education process by students and teachers is very low despite the availability of the infrastructure. This reflects in its entirety that both teachers and students use social media to interact with others and for purposes other than education, although they believe that this use will enhance their experiences in education.

A study indicated that the use of social media has a negative impact on the academic achievement of children. The more hours spent on social media and the older the mother, the greater the negative effects resulting from

social networking sites, and the greater their negative impact on the academic achievement of children.
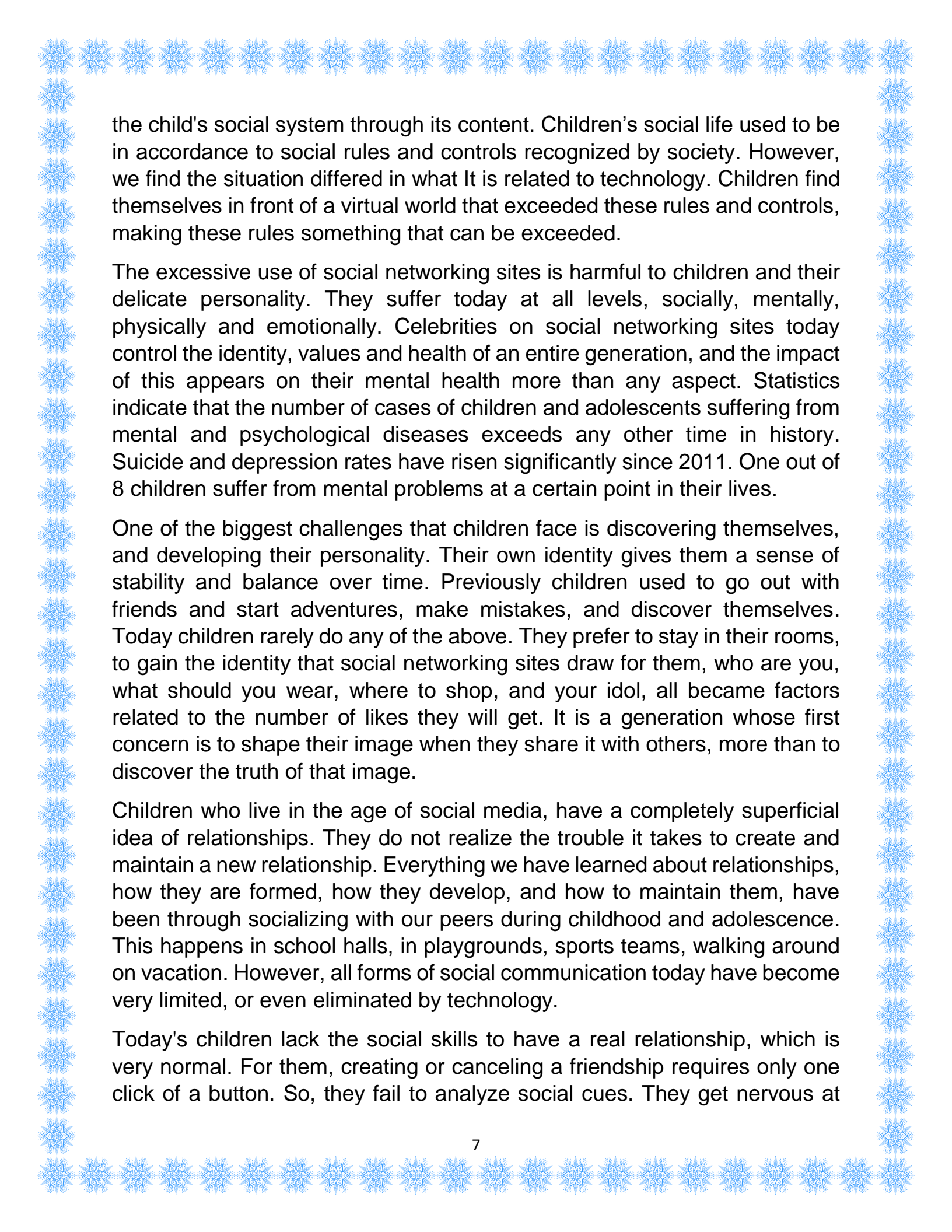
Children's upbringing is also affected by the concepts and terms that they receive from social media instead of acquiring them from the values of his surroundings, families and society. Their electronic openness, especially to different cultures and customs, exposes them to pornographic culture, and distorts their childhood. This undermines their self-confidence. Thus, children grow up improperly, affecting their behaviors with themselves and their surroundings.

Before social networking sites and the Internet, children acquired their values from the family, the school and society. Now, there are alternatives to these social institutions. Even more than that, their role has declined significantly. They have been replaced by technological devices. Children are raised and brought up by television and its satellite channels, Internet and social media from Facebook, Twitter and YouTube.

Children's use of social media has negative physical, psychological, social and cultural effects without ignoring its positive effects. There has been a noticeable and rapid increase in the use of social networks, especially Facebook, by different age groups, especially among young people. The risks are great and dangerous in the absence of control over social networking sites, from parents on their children. The parents' shortcomings may be due to lack of culture or knowledge of the risks and negative effects these sites have on their children.

2- Social and Psychological Effects:

The technical revolution that touched the structure of societies in the modern era has become the target of many social and psychological scientific studies. Despite what social media represented today as a source of intellectual cultural wealth, it has become a clear challenge to the methods of socialization in most human societies. It now has a major role in the social development of society groups, whether directly or indirectly. The family as a basic institution in this development found itself facing a great challenge in the face of the social and psychological effects resulting from the spread and accelerated use of social media. It became a participating element of social groups and has an important part in the formation of the social, value and behavioral system of the child. It participated with parents to build and form

the child's social system through its content. Children's social life used to be in accordance to social rules and controls recognized by society. However, we find the situation differed in what It is related to technology. Children find themselves in front of a virtual world that exceeded these rules and controls, making these rules something that can be exceeded.
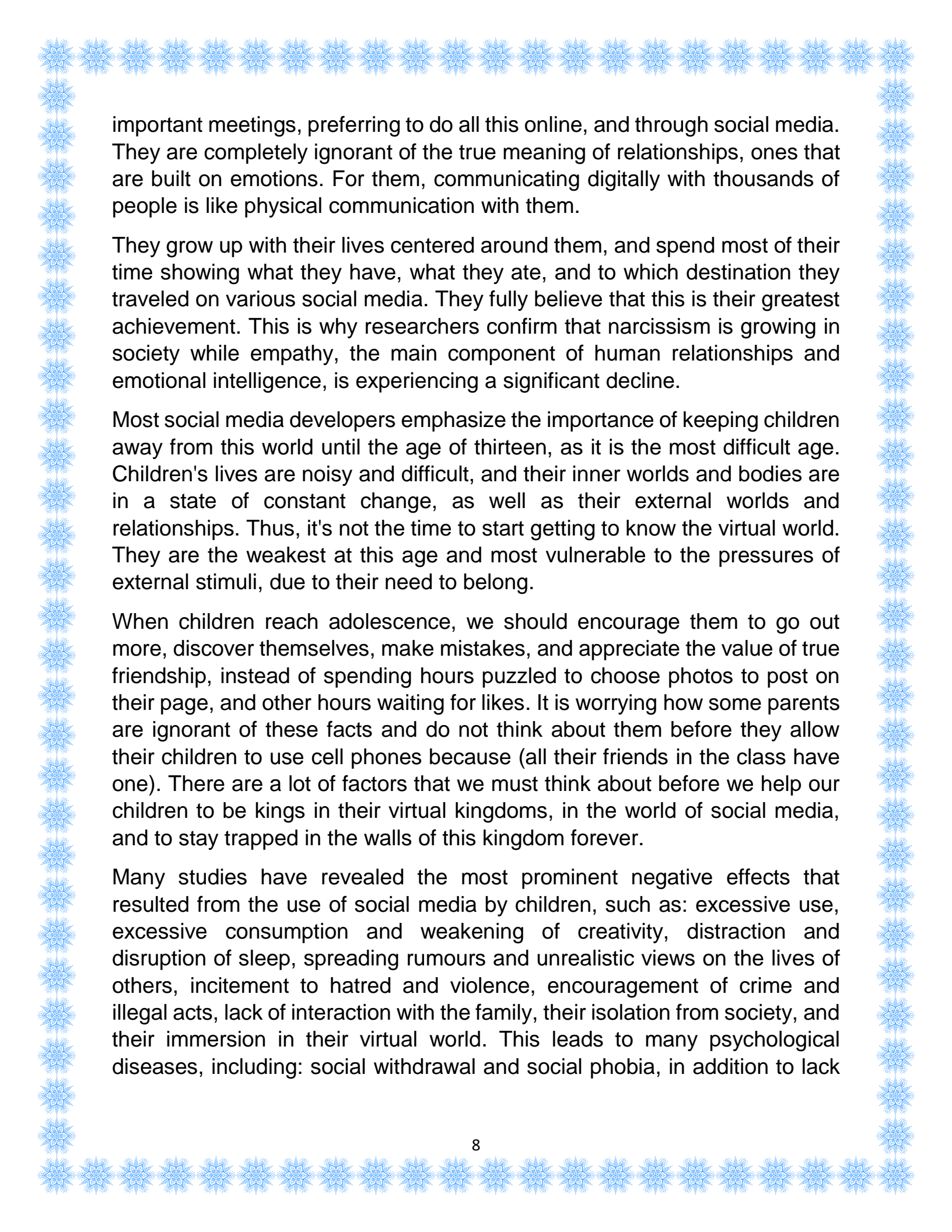
The excessive use of social networking sites is harmful to children and their delicate personality. They suffer today at all levels, socially, mentally, physically and emotionally. Celebrities on social networking sites today control the identity, values and health of an entire generation, and the impact of this appears on their mental health more than any aspect. Statistics indicate that the number of cases of children and adolescents suffering from mental and psychological diseases exceeds any other time in history. Suicide and depression rates have risen significantly since 2011. One out of 8 children suffer from mental problems at a certain point in their lives.

One of the biggest challenges that children face is discovering themselves, and developing their personality. Their own identity gives them a sense of stability and balance over time. Previously children used to go out with friends and start adventures, make mistakes, and discover themselves. Today children rarely do any of the above. They prefer to stay in their rooms, to gain the identity that social networking sites draw for them, who are you, what should you wear, where to shop, and your idol, all became factors related to the number of likes they will get. It is a generation whose first concern is to shape their image when they share it with others, more than to discover the truth of that image.

Children who live in the age of social media, have a completely superficial idea of relationships. They do not realize the trouble it takes to create and maintain a new relationship. Everything we have learned about relationships, how they are formed, how they develop, and how to maintain them, have been through socializing with our peers during childhood and adolescence. This happens in school halls, in playgrounds, sports teams, walking around on vacation. However, all forms of social communication today have become very limited, or even eliminated by technology.

Today's children lack the social skills to have a real relationship, which is very normal. For them, creating or canceling a friendship requires only one click of a button. So, they fail to analyze social cues. They get nervous at

important meetings, preferring to do all this online, and through social media. They are completely ignorant of the true meaning of relationships, ones that are built on emotions. For them, communicating digitally with thousands of people is like physical communication with them.

They grow up with their lives centered around them, and spend most of their time showing what they have, what they ate, and to which destination they traveled on various social media. They fully believe that this is their greatest achievement. This is why researchers confirm that narcissism is growing in society while empathy, the main component of human relationships and emotional intelligence, is experiencing a significant decline.

Most social media developers emphasize the importance of keeping children away from this world until the age of thirteen, as it is the most difficult age. Children's lives are noisy and difficult, and their inner worlds and bodies are in a state of constant change, as well as their external worlds and relationships. Thus, it's not the time to start getting to know the virtual world. They are the weakest at this age and most vulnerable to the pressures of external stimuli, due to their need to belong.

When children reach adolescence, we should encourage them to go out more, discover themselves, make mistakes, and appreciate the value of true friendship, instead of spending hours puzzled to choose photos to post on their page, and other hours waiting for likes. It is worrying how some parents are ignorant of these facts and do not think about them before they allow their children to use cell phones because (all their friends in the class have one). There are a lot of factors that we must think about before we help our children to be kings in their virtual kingdoms, in the world of social media, and to stay trapped in the walls of this kingdom forever.

Many studies have revealed the most prominent negative effects that resulted from the use of social media by children, such as: excessive use, excessive consumption and weakening of creativity, distraction and disruption of sleep, spreading rumours and unrealistic views on the lives of others, incitement to hatred and violence, encouragement of crime and illegal acts, lack of interaction with the family, their isolation from society, and their immersion in their virtual world. This leads to many psychological diseases, including: social withdrawal and social phobia, in addition to lack

of self-confidence, ease of being deceived by appearances, and lack of self-expression.

It is considered one of the causes of family disintegration and addiction, which contributes to a feeling of lethargy, laziness and the risk of exposure to inappropriate materials. Children need the love, affection and attention of the parents, as well as the establishment of friendships. Unfortunately, Internet addiction causes children to distance themselves from their parents and suffer from an excessive lack of tenderness.

These platforms have become ways to waste time because of the forms of entertainment it provides. In addition to that, they easily affect children as they include all segments and groups of society without exception. Social media invades the privacy of individuals, promotes rumors, weakens social and family relations, and facilitates the process of kidnapping, murder and theft as a result of the oversharing of its users of their lives and their whereabouts.

Social media has enabled its users to create false identities and superficial relationships. It caused some members of society to become depressed. It is a major recruitment tool for criminals and terrorists. Extremist and terrorist groups use social media as a tool for recruitment and affiliation. They often target individuals who suffer from isolation and emotional problems.

At times, social media endangers social cohesion and destroys traditional value systems. It has become a major contribution to the process of socialization, the transfer, promotion and instilling of values, by virtue of being a means of cultural communication. When children are exposed to media, they are like a piece of sponge that absorbs what they are exposed to. Thus, the media has more influence than other institutions on upbringing. Most research has shown that children imitate the violence and aggression they see on television. Moreover, the depiction of anxiety on media increase anxiety in children. One of the clear effects of the media on the socialization of children is the spread of indifferent behavior and values that sometimes are a reflect the culture of different societies.

It is important to note that children respond directly to emotionally stimulating events depicted by social media. Excessive viewing of videos and images leads to behavioral problems in children, such as aggressive behavior, aggressive thoughts, angry feelings, reduced helping behaviors, increased

fear, cheating, lying, stealing and screaming. They also learn violent behaviors by "good" people they admire. Thus, they end up in chaos and inability to understand right and wrong.

Moreover, they may be exposed to harmful media content related to smoking, alcoholic advertising, and sexual content that the child often associates with positive and acceptable behaviors. Crimes are also being promoted through social media which threatens the future of the current generation, with new forms of crimes such as identity theft and child pornography.
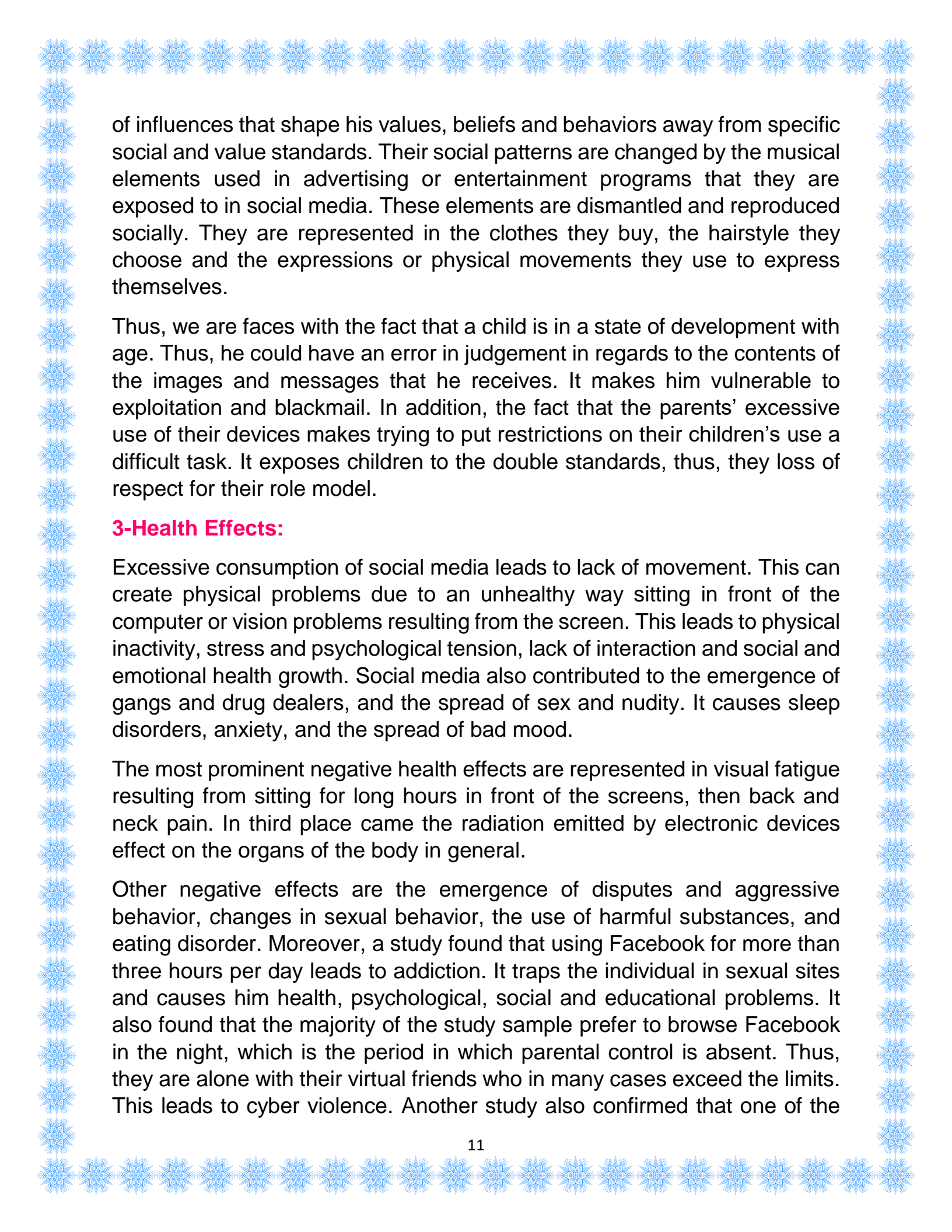
Children are exposed to cyberbullying, which leads to increased anxiety, depression, low self-esteem and dropping out of school. It could even drive them to end their own lives. For example, the Blue Whale application, which motivated some to commit suicide. Another challenge which recently spread on Tik Tok entitled The Blackout/ Muzzling Breath Challenge. The challenge requires children and adolescents to suffocate themselves, make movements that reduce the entry of oxygen into the brain, and then the person loses consciousness. The challenge emerged before in 2021, and resulted in five deaths of children between the ages of 10 and 13 due to practicing this challenge. Many adolescents practice this challenge for fun, without paying attention to the risks that may result, claiming that this challenge makes them feel pleasant and different feelings. This challenge may result in loss of consciousness, speech, or affected movement, and may lead to death, and has led to the death of dozens of adolescents previously.

To add to that, the wrong use of technology and social media leads to many risks as a result of sharing personal information, lack of privacy, or publishing false information on themselves or others. This may endanger their privacy, as they leave behind evidence on every site they visit. This is called the continuous collective record of an individual's electronic activity.

Some teenagers may post inappropriate messages, photos, and videos without understanding that once something is on the internet, it stays on the internet, it cannot be completely removed. As a result, future jobs and college admissions are at risk. Random online activity can make children and teens more vulnerable to marketers and scammers.

Nowadays, we find the child in a virtual space in which he spends his time and interacts with its components without guidance. This makes him a victim

of influences that shape his values, beliefs and behaviors away from specific social and value standards. Their social patterns are changed by the musical elements used in advertising or entertainment programs that they are exposed to in social media. These elements are dismantled and reproduced socially. They are represented in the clothes they buy, the hairstyle they choose and the expressions or physical movements they use to express themselves.
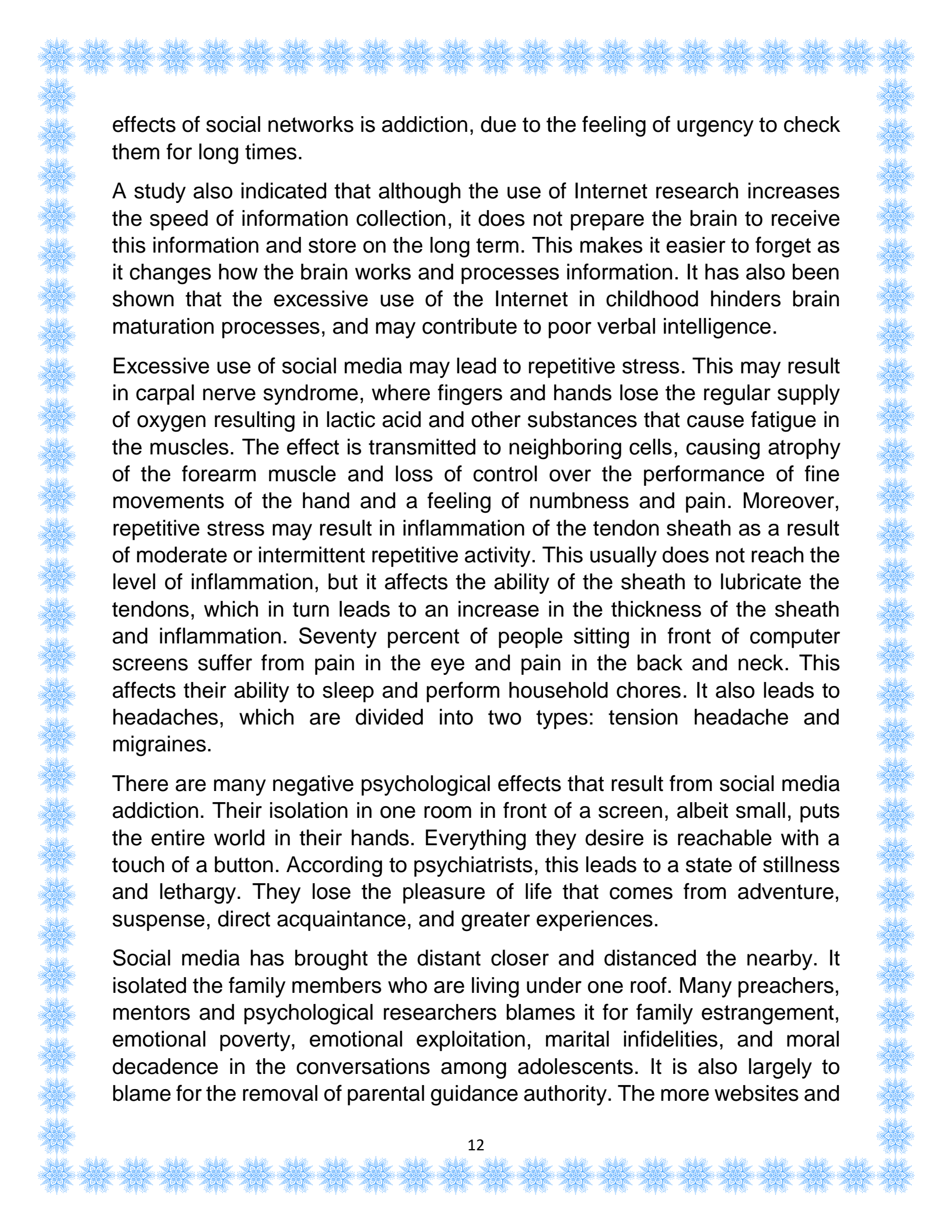
Thus, we are faces with the fact that a child is in a state of development with age. Thus, he could have an error in judgement in regards to the contents of the images and messages that he receives. It makes him vulnerable to exploitation and blackmail. In addition, the fact that the parents' excessive use of their devices makes trying to put restrictions on their children's use a difficult task. It exposes children to the double standards, thus, they loss of respect for their role model.

3-Health Effects:

Excessive consumption of social media leads to lack of movement. This can create physical problems due to an unhealthy way sitting in front of the computer or vision problems resulting from the screen. This leads to physical inactivity, stress and psychological tension, lack of interaction and social and emotional health growth. Social media also contributed to the emergence of gangs and drug dealers, and the spread of sex and nudity. It causes sleep disorders, anxiety, and the spread of bad mood.

The most prominent negative health effects are represented in visual fatigue resulting from sitting for long hours in front of the screens, then back and neck pain. In third place came the radiation emitted by electronic devices effect on the organs of the body in general.

Other negative effects are the emergence of disputes and aggressive behavior, changes in sexual behavior, the use of harmful substances, and eating disorder. Moreover, a study found that using Facebook for more than three hours per day leads to addiction. It traps the individual in sexual sites and causes him health, psychological, social and educational problems. It also found that the majority of the study sample prefer to browse Facebook in the night, which is the period in which parental control is absent. Thus, they are alone with their virtual friends who in many cases exceed the limits. This leads to cyber violence. Another study also confirmed that one of the

effects of social networks is addiction, due to the feeling of urgency to check them for long times.

A study also indicated that although the use of Internet research increases the speed of information collection, it does not prepare the brain to receive this information and store on the long term. This makes it easier to forget as it changes how the brain works and processes information. It has also been shown that the excessive use of the Internet in childhood hinders brain maturation processes, and may contribute to poor verbal intelligence.

Excessive use of social media may lead to repetitive stress. This may result in carpal nerve syndrome, where fingers and hands lose the regular supply of oxygen resulting in lactic acid and other substances that cause fatigue in the muscles. The effect is transmitted to neighboring cells, causing atrophy of the forearm muscle and loss of control over the performance of fine movements of the hand and a feeling of numbness and pain. Moreover, repetitive stress may result in inflammation of the tendon sheath as a result of moderate or intermittent repetitive activity. This usually does not reach the level of inflammation, but it affects the ability of the sheath to lubricate the tendons, which in turn leads to an increase in the thickness of the sheath and inflammation. Seventy percent of people sitting in front of computer screens suffer from pain in the eye and pain in the back and neck. This affects their ability to sleep and perform household chores. It also leads to headaches, which are divided into two types: tension headache and migraines.

There are many negative psychological effects that result from social media addiction. Their isolation in one room in front of a screen, albeit small, puts the entire world in their hands. Everything they desire is reachable with a touch of a button. According to psychiatrists, this leads to a state of stillness and lethargy. They lose the pleasure of life that comes from adventure, suspense, direct acquaintance, and greater experiences.

Social media has brought the distant closer and distanced the nearby. It isolated the family members who are living under one roof. Many preachers, mentors and psychological researchers blames it for family estrangement, emotional poverty, emotional exploitation, marital infidelities, and moral decadence in the conversations among adolescents. It is also largely to blame for the removal of parental guidance authority. The more websites and

content are available, the poorer choices are being made. The ignorance of families of the extent of the problem exacerbates it.

Child Exploitation on social media and its Violation of Children's Rights:

A major problem has arisen in the Egyptian society. Children are being used by their parents to make profit through YouTube and other social networking sites. In the quest to trend and seek quick profit, social media have recently witnessed many parents who distanced themselves from the meaning of parenthood and are exploiting and defaming their children. They publish videos of their daily lives, violating the privacy of their children to appeal to viewers.

The problem did not stop at showing their children to a large audience without their consent, exposing them to positive or negative reactions. They now create an account solely for the child. Now, the child is swept in the wave, busy making a profit from views. Social media violated the children's lives and takes advantage of their time and innocence in the most beautiful times of their lives to make money for his parents.

Applications such as Tik Tok also contributed to child trafficking. It also gave the parents a new way to increase their earning and fame at the expense of children. Sometimes, they do not even realize that their actions violate the child's rights to live his life normally like other children. Many parents who took this new path and included their children in their content, have achieved millions by exploiting the child. They teach the child to master the role in front of the camera and repeat again and again. Many accuse these parents of fabricating dialogues and scenes with their children for views.

What we see from the channels that children lead on social media platforms, especially YouTube, is a new type of child labor. One in elegant clothes and shiny shoes. It is a labor that depends on fame to make profit, the fame of a child who gets many views. It becomes a tool to promote products, whatever their type and source. This is exactly what links the child to work, but in a twisted way, as there are a lot of advertising revenues that will return to his family with profit. Remarkably, most of the families that use child labor in the virtual world are not poor, unlike child labor in the real world.
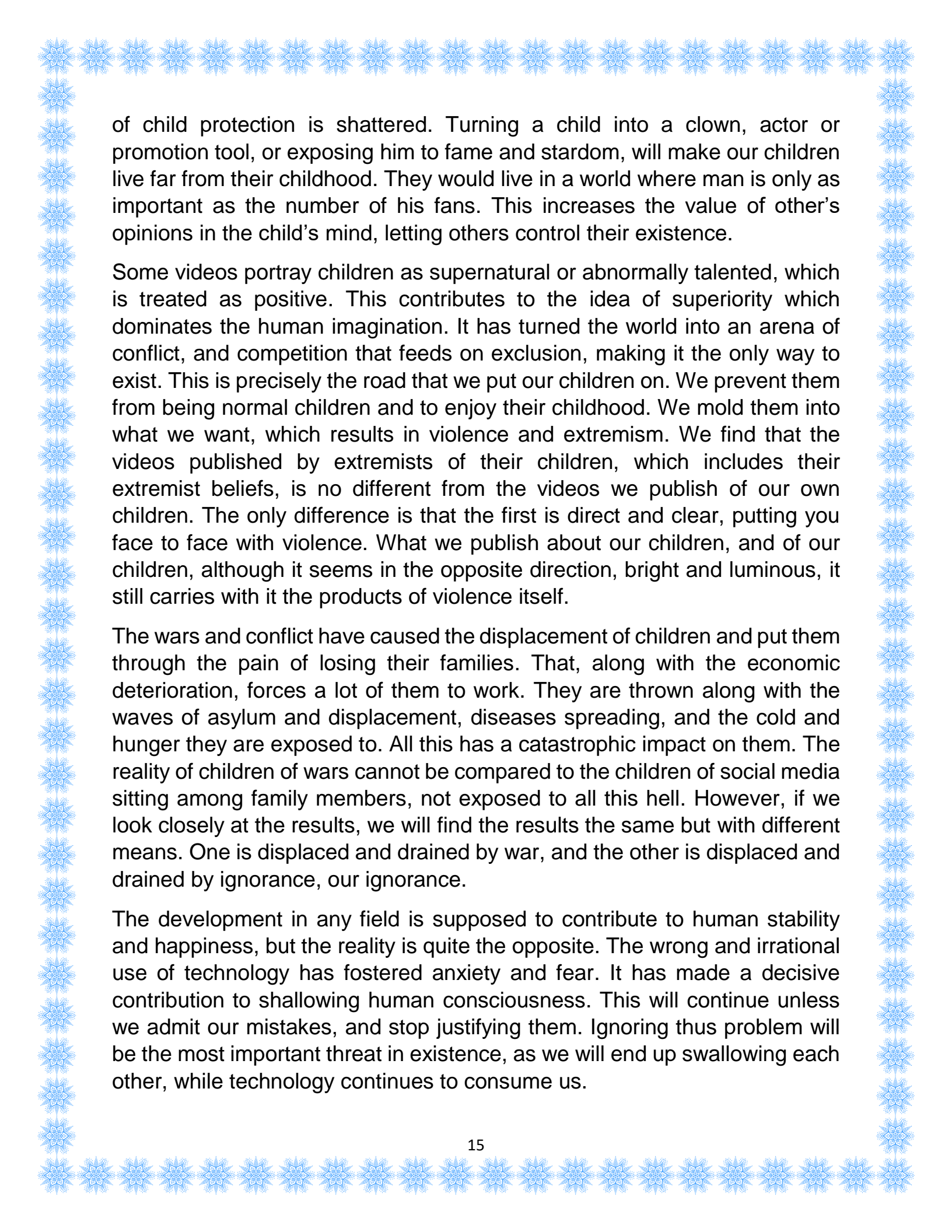
This labor is evidence of the contradiction between children's rights and greed. Fame and profit are now goals in social reality. Although the idea of material gain through social media in our societies is still limited to certain groups, and has not yet achieved a wide spread, what is currently happening is extremely dangerous and widespread. Most of the videos that these parents share, have no purpose other than entertainment. They often make the child a laughing stock and a target for bullying. They are not interested in his feelings and emotions. In other videos parents use their children to transmit their ideologies through them, especially political and religious.

It is not surprising that they turn their children into a laughing stock for others through the virtual world, or use them as a tool for material gain, fame, to pass on their ideologies, or to compensate for their inferiority, as this is a reflection of the real world. People sees the child as a doll that can be moved however they want, and say whatever they want. They hide behind incorrect justifications. They justifying material gain through social media, under the pretext that it is important for the child to know early on the value of the money he earns with his own effort. Others claim these videos are to share his joys with others, that there is no material gain behind them. Others argue that their child's talents should see the light through platforms that have become essential in our lives. Some even argue that they only do this as a way of documentation and archiving.

Whatever justifications are presented, they are still violating three articles in the Convention on the Rights of the Child: in terms of child labor, lack of respect for his privacy, and exploitation, especially the last item. Any justification will not fall outside the circle of exploitation, even if it is unintentional. The child has not yet had sufficient awareness to decide whether this is positive or bad, they are unable to consent. Their capacity as parents that they hide behind loses its legitimacy as long as they cannot properly take care of the child. Continuing to treat talent as more important than the child, will end in losing the talent and even the child.

Even though this type of labor gets social acceptance, as it does not require effort as in traditional labor, this acceptability does not allow us, in any way, to make children pay our bills. After all, no matter what kind of work they do, no matter how harmless it seems, they are working for us instead of us working for them. Thus, the strongest principle in any education, the principle
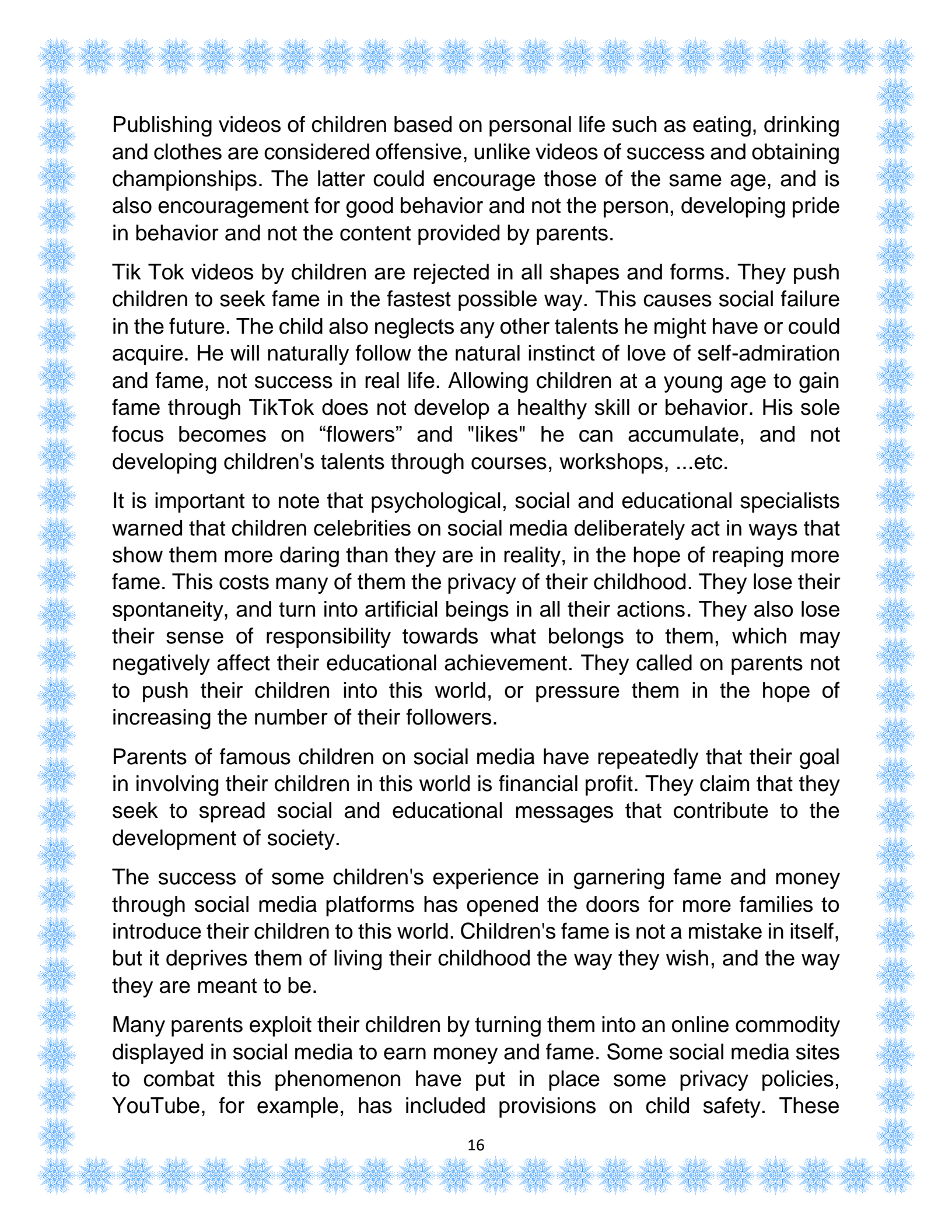
of child protection is shattered. Turning a child into a clown, actor or promotion tool, or exposing him to fame and stardom, will make our children live far from their childhood. They would live in a world where man is only as important as the number of his fans. This increases the value of other's opinions in the child's mind, letting others control their existence.

Some videos portray children as supernatural or abnormally talented, which is treated as positive. This contributes to the idea of superiority which dominates the human imagination. It has turned the world into an arena of conflict, and competition that feeds on exclusion, making it the only way to exist. This is precisely the road that we put our children on. We prevent them from being normal children and to enjoy their childhood. We mold them into what we want, which results in violence and extremism. We find that the videos published by extremists of their children, which includes their extremist beliefs, is no different from the videos we publish of our own children. The only difference is that the first is direct and clear, putting you face to face with violence. What we publish about our children, and of our children, although it seems in the opposite direction, bright and luminous, it still carries with it the products of violence itself.

The wars and conflict have caused the displacement of children and put them through the pain of losing their families. That, along with the economic deterioration, forces a lot of them to work. They are thrown along with the waves of asylum and displacement, diseases spreading, and the cold and hunger they are exposed to. All this has a catastrophic impact on them. The reality of children of wars cannot be compared to the children of social media sitting among family members, not exposed to all this hell. However, if we look closely at the results, we will find the results the same but with different means. One is displaced and drained by war, and the other is displaced and drained by ignorance, our ignorance.

The development in any field is supposed to contribute to human stability and happiness, but the reality is quite the opposite. The wrong and irrational use of technology has fostered anxiety and fear. It has made a decisive contribution to shallowing human consciousness. This will continue unless we admit our mistakes, and stop justifying them. Ignoring thus problem will be the most important threat in existence, as we will end up swallowing each other, while technology continues to consume us.

Publishing videos of children based on personal life such as eating, drinking and clothes are considered offensive, unlike videos of success and obtaining championships. The latter could encourage those of the same age, and is also encouragement for good behavior and not the person, developing pride in behavior and not the content provided by parents.

Tik Tok videos by children are rejected in all shapes and forms. They push children to seek fame in the fastest possible way. This causes social failure in the future. The child also neglects any other talents he might have or could acquire. He will naturally follow the natural instinct of love of self-admiration and fame, not success in real life. Allowing children at a young age to gain fame through TikTok does not develop a healthy skill or behavior. His sole focus becomes on "flowers" and "likes" he can accumulate, and not developing children's talents through courses, workshops, ...etc.

It is important to note that psychological, social and educational specialists warned that children celebrities on social media deliberately act in ways that show them more daring than they are in reality, in the hope of reaping more fame. This costs many of them the privacy of their childhood. They lose their spontaneity, and turn into artificial beings in all their actions. They also lose their sense of responsibility towards what belongs to them, which may negatively affect their educational achievement. They called on parents not to push their children into this world, or pressure them in the hope of increasing the number of their followers.

Parents of famous children on social media have repeatedly that their goal in involving their children in this world is financial profit. They claim that they seek to spread social and educational messages that contribute to the development of society.

The success of some children's experience in garnering fame and money through social media platforms has opened the doors for more families to introduce their children to this world. Children's fame is not a mistake in itself, but it deprives them of living their childhood the way they wish, and the way they are meant to be.

Many parents exploit their children by turning them into an online commodity displayed in social media to earn money and fame. Some social media sites to combat this phenomenon have put in place some privacy policies, YouTube, for example, has included provisions on child safety. These

include: Prohibition of the publication of videos of harmful situations that may lead to injury, including dangerous stunts, dares, or pranks. In contrast, the popular video platform has not completely restricted uploading of child-abusive videos in adult content. Specialists considered this a clear contradiction. The phrase: "Some users considered this content offensive and inappropriate" displayed by YouTube, is a space for people to watch these videos.

Technology has given many people freedom to use it without punishment or deterrence. This has made them focus to the weakest link in the family, children. People enjoy watching their crying moments, perhaps more than their laughter. Some may justify using their children on any of the social media platforms that they are merely sharing their daily lives. However. the child does not realize the validity of this, and is not able to choose for himself. He found his life owned by others. He was pushed to enter the conflict of the work environment, competition, survival for those who convince followers more and who sells more without metrics because tastes differ.
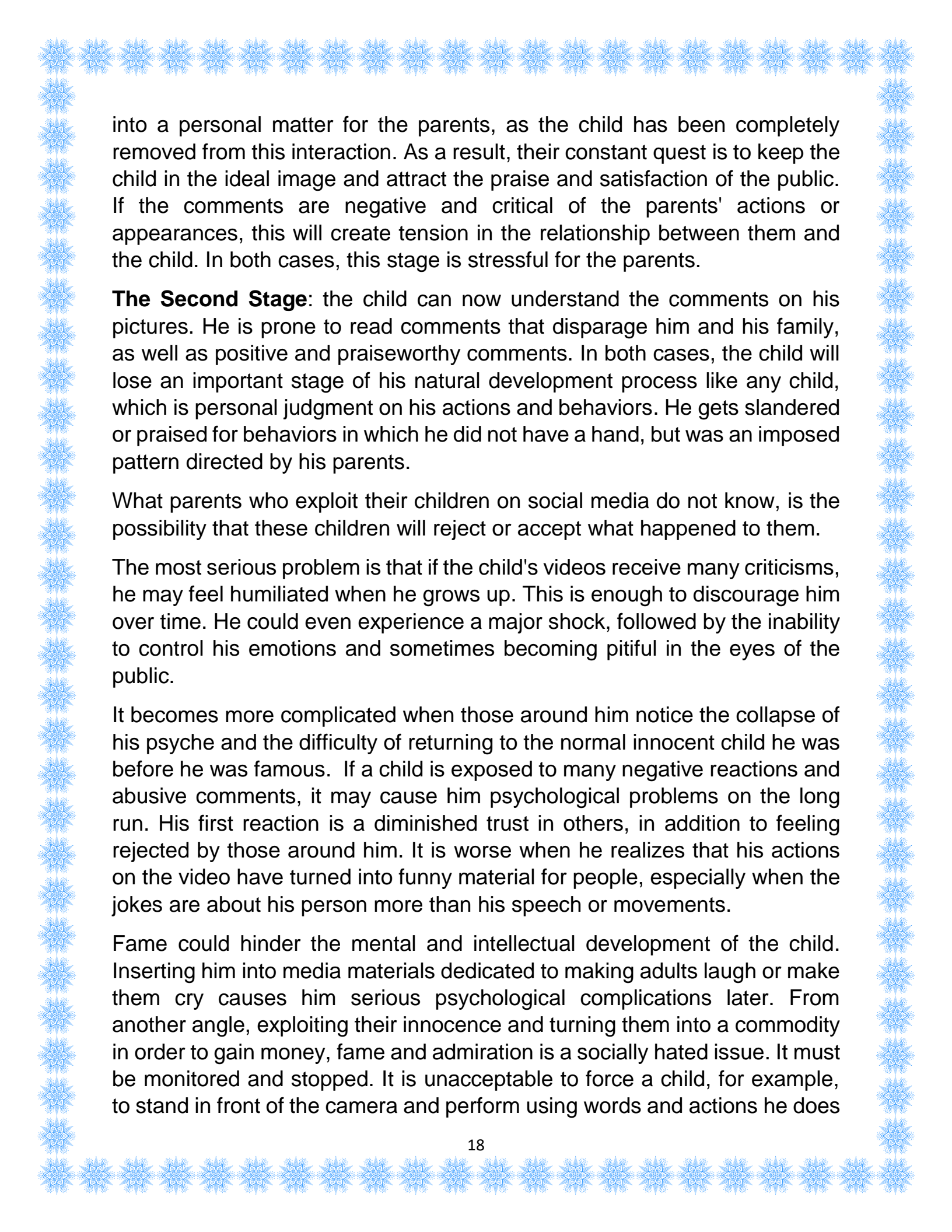
There is no correct name for employing children's lives and any behavior issued by them and publishing them on Tik Tok or YouTube for financial gain or family fame through it, except "illegal exploitation" or "commodification" to achieve views or trend and be the talk of the media and people. The exploitation of children on social media to gain followers, and the marketing of products for material profit, is a type of child labor, regardless of how elegant and sweet it seems.

The Psychosocial Impact on Children:

On the psychological level, fame may pose a great danger to the child. Identity formation in its early stages is a very complex process. Exposing the child to fame is something we are not used to, especially since we are new to communication sites. Thus, the issue of children's fame and revealing their lives to the public, and despite the lack of research and studies available about this, we do not lack the ability to approach the matter by thinking about the consequences of this phenomenon.

The results of this phenomenon can be divided into two stages:

The First Stage: the child is unable to fully comprehend the public response. The child's parents take over this task. Therefore, praise or criticism turns

into a personal matter for the parents, as the child has been completely removed from this interaction. As a result, their constant quest is to keep the child in the ideal image and attract the praise and satisfaction of the public. If the comments are negative and critical of the parents' actions or appearances, this will create tension in the relationship between them and the child. In both cases, this stage is stressful for the parents.
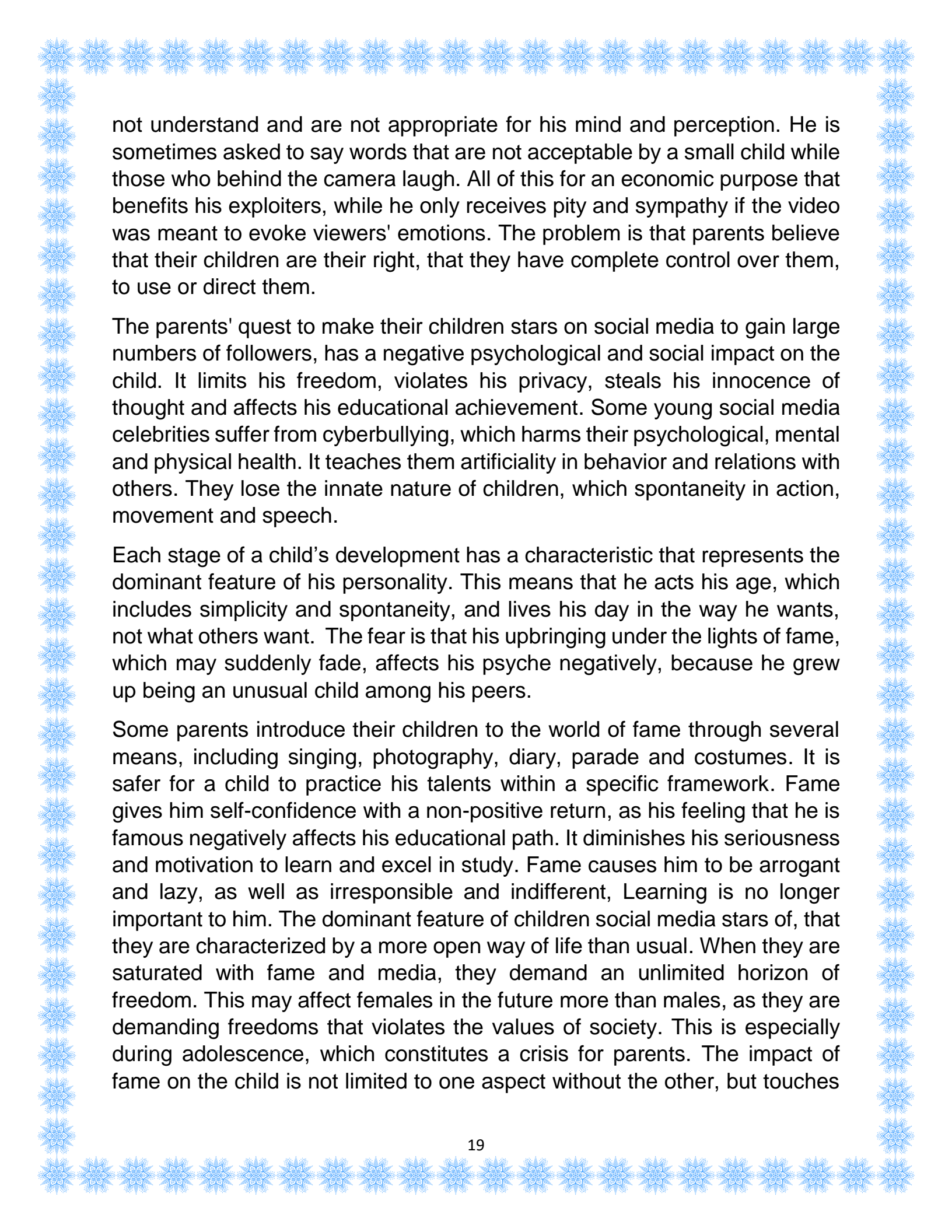
The Second Stage: the child can now understand the comments on his pictures. He is prone to read comments that disparage him and his family, as well as positive and praiseworthy comments. In both cases, the child will lose an important stage of his natural development process like any child, which is personal judgment on his actions and behaviors. He gets slandered or praised for behaviors in which he did not have a hand, but was an imposed pattern directed by his parents.

What parents who exploit their children on social media do not know, is the possibility that these children will reject or accept what happened to them.

The most serious problem is that if the child's videos receive many criticisms, he may feel humiliated when he grows up. This is enough to discourage him over time. He could even experience a major shock, followed by the inability to control his emotions and sometimes becoming pitiful in the eyes of the public.

It becomes more complicated when those around him notice the collapse of his psyche and the difficulty of returning to the normal innocent child he was before he was famous. If a child is exposed to many negative reactions and abusive comments, it may cause him psychological problems on the long run. His first reaction is a diminished trust in others, in addition to feeling rejected by those around him. It is worse when he realizes that his actions on the video have turned into funny material for people, especially when the jokes are about his person more than his speech or movements.

Fame could hinder the mental and intellectual development of the child. Inserting him into media materials dedicated to making adults laugh or make them cry causes him serious psychological complications later. From another angle, exploiting their innocence and turning them into a commodity in order to gain money, fame and admiration is a socially hated issue. It must be monitored and stopped. It is unacceptable to force a child, for example, to stand in front of the camera and perform using words and actions he does

not understand and are not appropriate for his mind and perception. He is sometimes asked to say words that are not acceptable by a small child while those who behind the camera laugh. All of this for an economic purpose that benefits his exploiters, while he only receives pity and sympathy if the video was meant to evoke viewers' emotions. The problem is that parents believe that their children are their right, that they have complete control over them, to use or direct them.

The parents' quest to make their children stars on social media to gain large numbers of followers, has a negative psychological and social impact on the child. It limits his freedom, violates his privacy, steals his innocence of thought and affects his educational achievement. Some young social media celebrities suffer from cyberbullying, which harms their psychological, mental and physical health. It teaches them artificiality in behavior and relations with others. They lose the innate nature of children, which spontaneity in action, movement and speech.

Each stage of a child's development has a characteristic that represents the dominant feature of his personality. This means that he acts his age, which includes simplicity and spontaneity, and lives his day in the way he wants, not what others want. The fear is that his upbringing under the lights of fame, which may suddenly fade, affects his psyche negatively, because he grew up being an unusual child among his peers.

Some parents introduce their children to the world of fame through several means, including singing, photography, diary, parade and costumes. It is safer for a child to practice his talents within a specific framework. Fame gives him self-confidence with a non-positive return, as his feeling that he is famous negatively affects his educational path. It diminishes his seriousness and motivation to learn and excel in study. Fame causes him to be arrogant and lazy, as well as irresponsible and indifferent, Learning is no longer important to him. The dominant feature of children social media stars of, that they are characterized by a more open way of life than usual. When they are saturated with fame and media, they demand an unlimited horizon of freedom. This may affect females in the future more than males, as they are demanding freedoms that violates the values of society. This is especially during adolescence, which constitutes a crisis for parents. The impact of fame on the child is not limited to one aspect without the other, but touches

the details of his entire life. This is evident in his choice of friends, who he makes sure are of the same or higher class.

Such exploitation destroys children psychologically, and infects them with psychological, sexual and behavioral disorders. Many children develop behavioral disorders, including lying imaginatively that he becomes a scammer, whether by exploiting a disease or through a fake story. This teaches the child to swindle.

The education that the child receives at a young age to identify what is permissible and not allowed, halal, haram, rejected and acceptable, sets limits and a ceiling through which the child performs specific behaviors that he does not exceed. The absence of this ceiling opens the way for the child to do wrong actions, thus obtaining an abnormal personality from which behaviors against the law are expected.

The child is psychologically distorted. Some of them become understandably arrogant. They may stay away from studying and useful things that give them real value. The exploitation of the child at an early age makes him believe that anything can be bought or sold, that money can buy anything. He becomes frustrated when society does not give him the appreciation he was waiting for, the fame he was waiting for. When he grows up and discovers that he was being exploited, his relationship with his family is distorted. It is also possible that they will be subjected to harassment and blackmail later, that negatively affects their psychology. They are at risk of falling victim to the identity theft from cybercriminals. They take pictures and publish them on their own accounts with fake identities. Moreover, publishing children's photos is a violation of privacy, especially as they are published without their consent or awareness.

It could be said that this issue is different when dealing with gifted children. However, even if there is talent, there must be a supervisory part. It should not reach the commercial form that we find on social media platforms. In general, there are other ways and places to promote children's talents, such as the Opera House, culture centers and youth centers.

These children are at great risk from commercial exploitation, as they lack the legal right to the profits they generate, or safe working conditions and protection through labor laws. They are also exposed to more psychological and social harm due to being exposed to such widespread criticism. They

suffer from great psychological and educational harm by supporting them in providing such content instead of directing them to support their talents. This prompted many international human rights defenders to denounce and demand the enactment of laws that protect the physical and psychological rights of these children, in a way that does not conflict with the freedom of parents to raise their children.

Regardless of the parental supervision over their children social media celebrities, they do not comprehend its profound influences on their children's childhood. They neither remain as young as children should nor mature like adults, making them young adults.

Despite all the penalties that can occur to those who exploit a minor for financial gain, the presentation of children to social media platforms is subtle and discreet. We must realize that the child's involvement in the world of social media is a sacrifice of their childhood, and financial; exploitation of them. How does the child become a source of livelihood for his family, while all the Charters guaranteed him the right to food, education and treatment.

Examples of Families Exploiting Children on social media for Profit:

– Basant, the seven-year-old girl, who appeared in the program Sabaya Al-Shams, and was a shock to followers of social networking sites far from Tik Tok applications, and YouTube. She became famous during the past few months with videos that always bear the name 'Basant roasts so-and-so'. She has a lot of fans, despite her crude style that was not met with admiration outside of Tik Tok. However, it is unfair not to acknowledge her wit, her talent for acting and imitation, and her masterful performance in her videos, which if properly directed, would not have been criticized so much on social media.

After this uproar, criticism and negative comments that mock Basant's style and morals that Basant was subjected to after her episode, the girl recorded a video with a journalist while she was crying. She was affected by the negative comments and insults she read, directed at her and her parents. This affected the psychological state of this child. The reason why this child is exposed to all these crises, bullying and psychological harm in the first place, is her family. They exploited her, exposing her to

criticism on social media and distorting her childhood and innocence in order to earn money through her and her talent.

- The Farfusha family page on Tik Tok with its owner Dina Sami. It is followed by about a million and a half. She is accompanied by her daughter Farida in most of them, who is not more than five years of age. She often appears talking to her father or mother in an inappropriate manner. In an alleged dispute with her mother, her father tries to intervene to defend her, and she responded to him, saying: 'none of your business, go mind your own business'. In another video, she spoke as if she is an adult about the 'infidelity' of the child Ziad and how he's talking to another girl. She exclaimed that this prompted her to get with another boy she does not even love. She then went on a rant about how she hates men and that they are all traitors. Many other TikTok children dance with weapons to Mahrajanat songs, and speak in a lowly manner.

- Since the baby was still in her mother's womb, the blogger Halim and his wife, the blogger Amal, created a social media account for their daughter. They downloaded her ultrasound pictures. The account also has pictures of the mother while she is pregnant, and ultrasounds of the fetus in different positions in the mother's womb. It has over 100 thousand followers. The father and mother even write comments from the baby's account on their own pictures, and reply to them. Many people circulated a picture of these comments and exclaimed that this is not normal behavior.

- Social media was in uproar because of the couple, "Ahmed Hassan and Zainab". They posted videos of their little girl, who was not more than a few days of age. They were accused of exploiting and endangering a child for profit and high viewership rates, on their YouTube channel.
The Egyptian YouTuber shocked his followers after publishing a video in which their baby appears crying. The mother painted her face in black to prank her infant daughter which scared the little girl. She kept crying and screaming from the shock of seeing her mother like that. She even moved away from her mother for fear of approaching her. What the public noticed was the reaction of the mother to the crying. She kept laughing at her

daughter's crying and screaming, not even considering the state of extreme fear that she felt.

In other videos they beat her until she cried, just to achieve the highest viewership rates on social networking sites. This angered social media users, prompting them to appeal to the competent authorities of child protection to save the child from the irresponsible actions of her parents. This is hardly the first time that the parents of the child, Eileen, put her in terrifying situations that threaten her health and wellbeing. They exploited her since birth by filming her in a number of clips in order to gain likes for fame to make money.

It is worth noting that blogger Ahmed Hassan and his wife Zainab have previously faced charges of exploiting their child for financial gain and endangering her, because of the pranks they pull on their daughter Elaine and using her in generate money and views for the videos.

The Public Prosecution ordered the arrest of the defendants for interrogation, and assigned a social expert to the Child Helpline to prepare a report on the condition of the child victim and the extent of her exposure to danger and any form of economic or commercial exploitation. It was confirmed in an initial report that the defendants exploited their child commercially and exposed her to psychological abuse and danger. It was recommended that she be handed over to her paternal grandmother until the investigations are completed and a final report is filed on the child's condition and the necessary recommendations towards her care.

– Omnia Stars began her story by publishing videos on YouTube, as she teaches the social media users how to give their children intramuscular injection easily and painlessly. She uses her own children, a girl and a boy, to showcase on them how to give the injections and suppository.

The strange thing was the titles that she puts on her videos, taking advantage of her children's bodies for quick profit from their videos, Omnia Stars, deliberately put, from her point of view, attractive titles for videos. However, all of them are shocking and disgusting. How can a mother offer to millions of viewers videos showing private body parts of her children. For example, she wrote the title " intramuscular injection for a small and sweet girl", and " intramuscular injection for a cute little girl". She also depicts scenes of giving intramuscular injections and suppositories to her children. They are usually crying and screaming, in

order to teach mothers how to give "injections and suppositories" to their children, which provoked anger, social media users.

It is obvious that she is targeting pedophiles with her content and weird titles. Pedophiles are those who have sexual feelings towards children. Some pedphiles choose to watch children content, deeming it as legal way to relieve themselves. This is a serious mental illness that affects a magnitude of people. Some of them act ion their feelings. We find them on the news accused of sexual harassment of a child or child rape.

Many viewers have repeatedly warned her of the crime she is committing against her children. They wrote a lot of comments to her, attacking her immoral content and abnormal titles. Many reports and complaints have been made on the Facebook page of the National Council for Childhood and Motherhood, demanding that they act quickly. The Council, in turn, filed a complaint with the Public Prosecution against Omnia Stars, on charges of child exploitation and endangerment.

- The videos of the Egyptian child Sandy, filmed by her grandmother, through their Facebook page, Sandy Show, have achieved a great spread. Sandy's popularity is due to public criticism of her behavior within the videos, which her grandmother encourages. Some followers accused Sandy's grandmother of cruelty towards the child.

- Hamdi and Wafa are a couple of social media celebrities, who present family content on their platform. They film their so-called "day routine", them preparing food, doing challenges and pranks, and buying clothes for children.
Till now it seems to be harmless to the child, however the children appear in the filming almost daily. When they are filming, the eldest girl bears the responsibility of the rest of her siblings, despite the fact that she is only a child exactly like them, no matter how older she is. Their eldest daughter was filmed saying that she wishes to marry a man who treats her like her father treats her mother, when she is a child of only 12 years.

Psychological experts considered that early fame for children is deadly. The child who begins his fame early believes that everything is easy, thus, he does not make the necessary effort to reach success.

They added: «We find children who were acting in their childhood and achieved success at a young age. Looking at the condition of these children, we find that they did not succeed as adults. Their childhood success does not necessarily mean success when they are adults. On the contrary, it distracts them from continuing to succeed and from making the necessary effort to reach success.

Egyptian Efforts to Protect Children's Rights:

– Amani.com Campaign:

The National Council for Childhood and Motherhood (NCCM) launched the "Amani.com" campaign to protect girls and children from online violence, in cooperation with UNICEF, funded by the European Union. The first phase of the campaign aims to raise awareness among children, parents, and caregivers of procedures and measures related to protecting children and young people from new threats they may face in the online world, or exposure to harmful content, or abuse, as well as providing means to report these crimes, which are represented in: Child Helpline 16000. The campaign aims to address the issue of protecting children and young people on cyberspace. Exposure to violence is a matter of great concern and anger due to the nature of online content that can be accessed indefinitely, in addition to the lack of awareness among adults and children about the dangers of the Internet.

– Anti-Bullying Law:

President Abdel Fattah El-Sisi issued Law No. 189 of 2020 amending some provisions of the Penal Code promulgated by Law No. 58 of 1937, after the approval of the House of Representatives. According to the new amendment ratified by President El-Sisi, the punishment for bullying was intensified by approving imprisonment for a period of no less than 6 months, and a fine of not less than 10,000 pounds and no more than 30,000 pounds, or one of these two penalties.

– #I_Am_Against_Bullying

In April 2018, the National Council for Childhood and Motherhood launched a campaign on social networks to protect children from online bullying, with the hashtag #I_Am_Against_Bullying. The campaign comes under the

umbrella of the "Program to expand access to education and protect children at risk" implemented by UNICEF and funded by the European Union.

Dr. Azza El-Ashmawy, Secretary General of the National Council for Childhood and Motherhood, stated: "The joint campaign aims to educate children and adolescents and empower them, by introducing them to online safety guidelines and procedures, through attractive content. The campaign also deals with providing answers to questions from parents and caregivers about what can be done to protect children from harm online." She added: "with young children becoming increasingly online, it is our responsibility to ensure they are protected from all forms of cyberbullying."

Cyberbullying includes: posting or sending emails with texts, pictures or videos intended to hurt, threaten, or spread rumors about another person through a variety of digital platforms, such as online social networks and chat rooms, blogging, instant messaging, and text messaging.

- Other Laws that Protect the Children's Rights:

- The penalty for endangering the life of a child, according to **article 92 of the Penal Code and the Human Trafficking Law,** passed in 2010, is up to six months in prison, while the penalty is up to five years in prison if the child is proven to have suffered sexual, commercial, or economic exploitation.
- **Article 96 of the Egyptian Child Law No. 12 of 1996, as amended by Law No. 126 of 2008**, includes cases in which a child is endanger and the integrity of the child's upbringing is threatened. It defines these cases as "endangering his security, morals, health or life, or if the conditions of his upbringing in the family, school, care institutions or others would expose him to danger or he was exposed to neglect, abuse, violence, exploitation or homelessness."
- **Article 97 of the Egyptian Child Law,** which states that a general committee for the protection of children shall be established in each governorate, headed by the governor and with the membership of the directors of the security directorates concerned with social affairs and health, a representative of civil society institutions concerned with childhood affairs and whoever the governor deems appropriate.

This committee is responsible for formulating the general policy for child protection in the governorate and following up the implementation of these policies.

A subcommittee for the protection of children shall be formed in the department of each police station, which shall be issued by a decision of the General Committee. Its composition should include security, social, psychological, medical and educational elements, provided that the number of its members shall not be less than five and not more than seven members, including the President.

The child protection sub-committees are responsible for monitoring all cases of exposure to danger, providing the necessary preventive and curative intervention for all such cases, and following up on the measures taken.

- Subject to the provisions of **Article 144** of this Law, the National Council for Childhood and Motherhood shall establish a General Child Rescue Department. It is to receive complaints from children and adults and to address them in such a way as to save the child from all violence, danger or neglect. The Department includes in its membership representatives of the Ministries of Justice, Interior, Social Solidarity and Local Development selected by the competent ministers, representatives of civil society organizations selected by the Secretary-General of the Council, and whoever the Secretary-General deems necessary.

  The Child Rescue Department has the powers to request an investigation into the reports received by it, follow up the results of the investigations, and send reports of what is revealed to it to the competent authorities.

- **Article 99** states that the child protection sub-committees may receive complaints about cases of endangerment of the child, and may, in this case, summon the child, his parents, his guardian or the person responsible for him and listen to their statements about the facts subject of the complaint.

  The Committee shall examine the complaint and work to remove its causes. If it is unable to do so, it shall submit a report of the incident and the procedures taken therein to the General Committee for Child Protection (or the Child Prosecution), to take the necessary legal measures.

- The exploitation of children is criminalized in **Article No. 80 of the Constitution,** which stipulates the state's obligation to protect children from all forms of violence, abuse, and sexual and commercial exploitation. It is also criminalized in **Article No. 291 of the Penal Code**, which It is prohibited to violate the right of a child to protection from trafficking or from sexual, commercial or economic exploitation, and is forced labor for a period not less than five (5) years and a fine of not less than fifty thousand(50,000) pounds, and not exceeding two hundred thousand (200,000) pounds, anyone who buys or sells a child, or offers a child for sale, or anyone who delivers or accepts or transfers a child as a slave, or exploits the child sexually or commercially, or exploits the child in forced labor, or other illegal purposes", and **the Child Law** also provides for cases of endangerment of the child, including trafficking
- **Chapter IV of the Labor Law**, which was finally approved by the Senate, specified the organization of child labor, and the provisions of the law set prohibitions and controls for child labor. The employment of children under the age of 15 is prohibited, with the possibility of training them when they reached 14 years. It obligated the employer who employs a child under 16 to give him a card stating his work for him. It prohibited the parents or the child's guardian from employing the child in violation of the provisions of this law.

The end

The child represents the basic building block in the social construction. His personality determines the features of society due to its characteristics in the childhood, through which the identity is formed. His view of his social environment is determined by his interest and contact with others since childhood. Children must enjoy their full rights; however, many have their rights violated. In today's world, which is driven by the use of new communication technologies and the Internet in relationships. Social networks have in turn been able to attract children, influence their daily behaviors, connect them to society and violate their rights. Thanks to its various services and distinctive characteristics, it has become a daily habit for children to use all the time wherever they go.

The concept of socialization has changed in the age of technology. The process of raising a child is no longer limited to traditional institutions, but
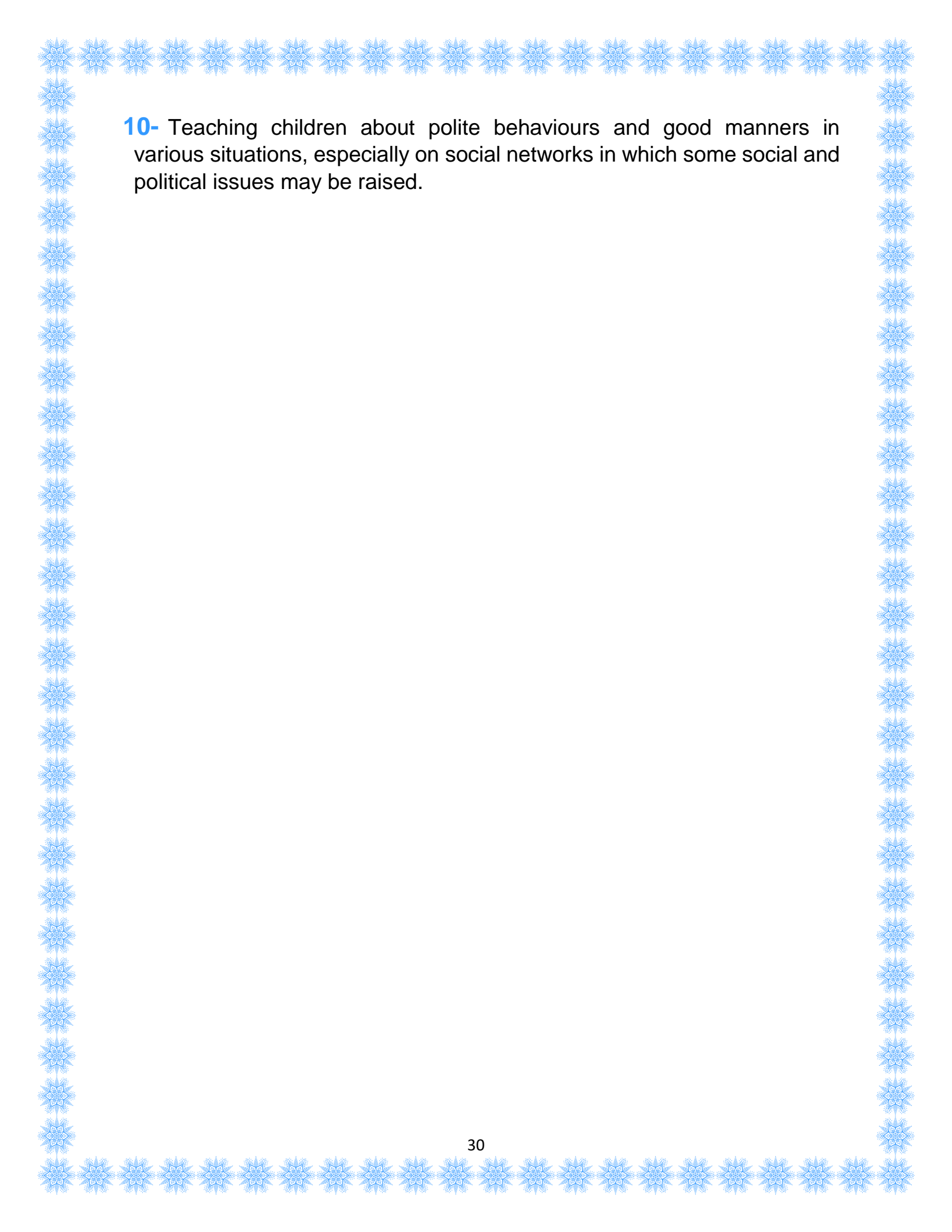
has extended to social networks in virtual reality, where sites such as Facebook, Twitter and YouTube compete with the family, school and society.

Social networking sites have significant and influential effects, negative or positive, on children and adolescents. Therefore, the family should take the largest and most important role in monitoring their children who use social networking sites. Giving children complete freedom to use these sites for indefinite times will negatively affect them. They should also avoid exploiting children in their content that they post on social media. Other institutions, especially the ones responsible for upbringing, should pay attention to educating children and adolescents about the correct use of social networking sites.

Recommendations:

1- Delaying children's ownership of modern mobile phones as much as possible, and setting agreed conditions in consulting them that limit isolation and involvement in these sites.

2- Finding alternatives of attractive, recreational and voluntary activities for adolescents and children within the family.

3- Teaching children what is right and wrong, supervising them and guiding them to use this technology for good. Parents must avoid exploiting them in contents on social media in order to obtain profit and fame under the pretext of their talent and violating their right to childhood.

4- Helping children learn how to keep personal information private, especially from strangers, as some people are not who they claim to be.

5- Reminding children that what happens online stays forever and is hard to delete (messages, photos, videos).

6- Teaching children to always respect the personal information of friends and family and not to share any information about others that may cause them any embarrassment or harm.

7- Paying attention to signs of distress in the child, such as: withdrawal, annoyance, or obsession with online activities.

8- Setting time limits for using social networking websites and encouraging the child to play in the real world.

9- Refraining from using technology as a means of pressure, reward or blackmail.

10- Teaching children about polite behaviours and good manners in various situations, especially on social networks in which some social and political issues may be raised.