Review Article On Impact Of Media On Behaviour

Dr.Dinesh Kumar

Assistant Professor

Department Of Psychology

R.C.S College

Manjhaul

Abstract

In the 21st century, we can admit whether we are making steady progress or sinking deeper into the gloom of the world. Social media is one of many things that have positive and negative effects on our lives. People were affected in such a way that they are unsure whether they are living their lives as they should be or whether they just want their lives to be driven by social media. They have become lost in the virtual world due to excessive use of social media. The primary objective of this study is to investigate how social media influences human behavior. We have reviewed and compiled relevant social media-related literature in order to accomplish our goal of studying the impact of social media. Customers' acceptance of cultures and products has been significantly influenced by the media, according to this study. This study also looks into how customers' attitudes and behaviors change when they accept something. This study, in particular, examines the mental and behavioral shifts brought about by a cultural wave. This study investigates the factors that influence people's willingness to alter their behavior following media exposure. This study focuses on three specific areas:

1) How product and cultural awareness are affected by a cultural wave;

2) How people perceive a cultural wave and their attitudes and behaviors; and

3) How strongly people's attitudes toward acculturation influence attitudes and behaviors.

This study identifies managerial and theoretical implications through various statistical analyses. Questions pertaining to the positive and negative effects of media will be asked in this research.

Keywords: Human Brain, Mass Media, Social Behavior, Social Media, Communication

Introduction

The way people now live is different from how they did in the past. We can now entertain ourselves with such innovations and begin to use those technologies on a day-to-day basis as a result of numerous technological advancements. There are a lot of technologies in the 21st century, but social media is the primary technology that has had a big impact on everyone's lives

and is consuming everyone. In 2013, the internet was used by approximately three billion people, or 39 percent of the world's population. According to Zeitel-Bank (2014), only 31% of the population in developing nations appeared to use the internet, compared to 77% in developed nations. In 2022, we will have approximately five billion internet users and approximately 4.65 billion active social media users. We can see how much social media has influenced the generation that we live in from this widespread use. Everyone spends the majority of their time on social media. In the past, people who live far away communicated via email, which could take weeks or even months to reach their recipients. Similarly, people met their loved ones at their homes, but social media is now being used in this manner as well. People who used to meet their loved ones in person now do so via social media platforms such as Facebook, Skype, WhatsApp, Instagram, Snapchat, TikTok, YouTube, and others. Aside from that, social media plays a significant role in the health industry because it encourages sharing and interaction between health organizations and personnel, particularly during pandemic outbreaks like sudden accidents (Goodness Chinazor, 2021). How a person uses social media in his or her daily life is up to them. It can be used by a person for self-pity, education, and social interaction. However, his health may also be harmed if he uses social media too much. Media overuse can result in eye weakness, fatigue, headaches, and other symptoms. According to a number of studies on the effects of social media, prolonged use of platforms like Facebook, Instagram, Snapchat, and YouTube may lead to depression, anxiety, and stress. In addition, excessive use of social media may make people nonsocial and less likely to interact with others because they continue to converse with others on online platforms and do not realize how important face-to-face or social interaction is (Alexander Muacevic).

Literature Review

By influencing audiences' acceptance of programs and willingness to alter their behavior, the media play a significant role in changing attitudes and behaviors. Nabi and Sullivan (2001) made an attempt to predict consumer behavior by focusing on the effects of the media, such as cues, in addition to the ideas of important beliefs and attitudes. In addition, Jeffres, Atkin, and Neuendorf (2001) investigated the connection between media use, such as watching television, and measures that claim to differentiate television shows from reality. The factors of 1) how to accept a new behavior, 2) how to reject a potentially undesirable behavior, 3) how to modify a current behavior, and 4) how to abandon an old undesirable behavior can also be used to explain changes

in attitudes and behaviors (Kotler and Lee, 2008). The findings of this study suggest that the media have had an impact on a wide range of factors and issues, including national image, cultural acceptance, relationships between nations, and national branding. According to Peart (2010), media can and do influence societies, cultures, and identities by addressing relationships between nations, national branding through cultures, and cultural imperialism and backlash. Lee (2011) also stated that media can and do do this. Socio-cultural, experiential, symbolic, and ideological aspects of consumption also explain the impact of the media, as the media portray a variety of cultural and national symbolic images. The media's influence on the spread of the Korean wave to other cultures is the focus of this study. According to Ravina (2010), the development of international recognition of South Korean culture (hallyu) can be seen in the Korean wave, which consists of pop music and television series. In 1997, when Korean entertainment and culture became increasingly popular in China, journalists in Beijing created this term (Lee, 2011). Based on popular culture as a societal and cultural movement, the Korean wave is now a comprehensive approach to Korean culture as a whole and an enthusiastic embrace of it (Kang, 2011). As a result, the Korean wave is now used as a symbol of Korean culture's identity in a globalized world. It also helps to create a new cultural wave and makes it easier for Asian countries to actively exchange popular culture (Kang, 2011). Mariani (2008) claims that the Korean wave has increased travel to South Korea and increased consumption of Korean goods and services. This phenomenon has spread throughout the world, particularly among teenagers, who value South Korean popular culture, such as games, music, and television drama, and embrace a number of aspects of Korea, such as its culture, products, and people (Mariani, 2008). According to Ko (2010), the boom in interest in South Korean pop culture has come to be known as the Korean wave. Cosmetics, fashion items, and electronics from South Korea are being imported into more countries, including China and Vietnam. Indonesia is one area where this phenomenon is spreading. Through the effects of hallyu, this study aims to examine the acceptance of Korean culture and products. This study primarily investigates some stimuli that influence the acceptance of the culture and products in order to accomplish the purpose of the study. This paper focuses on three specific areas: 1) the factors that influence people's willingness to alter their behavior, 2) the impact of the cultural wave on product awareness and culture, and 3) the connection between cultural wave perception and behavioral and attitude shifts. The development of media was guided by technological advancements with

the goal of enhancing knowledge, creativity, and innovation. At Colombia University in 1960, Joseph Klapper was concerned that common people overestimated the power of the media. He developed what he referred to as phenominist theory. Using this theory as support, he added that, in comparison to other social and psychological factors like group membership, social status, strongly held beliefs, education, and so on, the media rarely exert any influence. However, it is now clear that there is a connection between the media and the behavior of young people. As a result, information can instantly reach every target audience and group, causing shifts and trends. According to a 2005 Kaiser Family Foundation study, youths' lives are heavily influenced by the media. Their bedrooms, as well as their homes, are overflowing with media. They are frequently among the initial users of personal computers and the primary target of much of the Internet's content. Tapscott (1998) refers to the youth as the "Net Generation" when he talks about growing up in a digital environment. The main characteristics of the "N-Gen" culture are: independence, intellectual and emotional openness, freedom of expression and strong opinions, ingenuity, curiosity, inclusion, concern for maturity, immediateness, and sensitivity to corporate interest, authentication, and trust 1998 Tapscott). Because of this, the media plays such an important role in the lives of young people, and the young people themselves, who are constantly and overly dependent on the media, adapt to it, which has an effect on their activities and behavior. According to Berson and Berson (2005), young people are active agents who are able to create, manipulate, adapt, and disseminate ideas and products through communication technologies. During adolescence, a child's capacity to make life choices is still in its infancy. 2005, Berson and Berson). In fact, young people have frequently been viewed as particularly at risk for risky behaviors like drinking or using drugs. As a result, this technology's development has also led to risky online behavior. Not only has the extensive description and explanation of unwanted content been viewed as a serious risk, much like pornographic advertisements, but also the participation in and opportunity to join controversial groups. Youth may feel validated and encouraged to practice this kind of material because they can identify strongly with it. Wolak and others,2003). Bullying is one other dangerous online behavior. As a result, youth's access to cutting-edge technology has made harassment among peers virtually nonexistent. Online bullying is a new form of bullying (Li, 2006). This is related to Marshall Mcluhan's 1962 Technological Determinism Theory, which states that media technology influences how individuals in a society think, feel, and act, as well as how society functions as we move from

one technological age to another (Tribal-literate-print-electronic-social media). It goes on to explain that people learn, feel, and think the same way we do because of the messages they receive thanks to current technology. The developed senses are then brought into everyday life, and people want to use them again. More specifically, the intensive or high levels of online participation or internet use have been linked to online risk in relation to our objective. However, the internet alone cannot anticipate risk. This was stated in Harvard University's (2008) report, Enhancing Child Safety and Online Technologies. From a developmental point of view, it is possible to argue that youth internet use strains cognitive resources and overwhelms children's capacity for thoughtful decision-making due to the multiple sensory inputs. As a result, media has a variety of effects on youth.

Theoretical Backgrounds

There are many theories about how the media affect different cultures. Different researchers have used the theory of reasoned action to talk about causes that affect behavior. Behavior, intention, attitude, and subjective norms are the theory of reasoned action's main constructs. Gerbner's (1969) cultivation theory also supports the connection between culture and the media. According to the theory, its focus shifts depending on how the media affect a person's perceptions of their own social reality. Gerbner claims that a particular concern about the potential impact that television programming might have on people's worldviews and the behaviors that go along with them led Gerbner to develop cultivation theory. According to Nabi and Sulivan (2001), cultivation theory is also a theory of media effects. They say that television is the most common source of socialization and information about everyday life in our society and that most television programming has similar storytelling features. According to Nabi and Sulivan (2001), cultivation theory determined that watching television influences beliefs and perceptions of the real world. In addition, cultural indicators were addressed by Morgan and Shanahan (2010), such as cultivation analysis, which is defined as the study of the relationship between the institutional process, message system, public assumptions, images, and policies, and institutional process analysis, which involves investigating the institution that produces the media content. There are four categories of influence on consumer behavior, according to Manrai and Manrai (2011). specifically, 1) cultural influences, 2) personal factors, 3) social factors, and 4) psychological factors; The final three are the results of culture. Furthermore, there are two fundamental components that make up culture itself: specifically, things like food, clothing, art, etc. and

abstract elements (such as values, habits, and behavior) According to Arnould and Thompson (2005), the term "Consumer Culture Theory" also refers to a group of theoretical perspectives that examine the dynamic connections that exist between consumer actions, the market, and cultural meanings.

Hypotheses Development

According to Mariani (2008), a cultural wave is one that, as depicted in the media, results in an increase in product consumption, interest in the culture of, and travel to the country of origin. This phenomenon has made people all over the world, especially teenagers, appreciate certain aspects of popular culture like games, music, TV shows, and products (Mariani, 2008). Due to the media, many people alter their preferences. This study specifically hypothesizes that the spread of the cultural wave has also significantly altered attitudes and behaviors. This study therefore proposes that people's perceptions and preferences are influenced by a movement, particularly a cultural wave. This study looks at the affective and cognitive aspects of the media and the likelihood that people will change their preferences as a result based on this consideration. This study suggests four major causes of the cultural wave, as depicted in Figure 1, which may result in a willingness to alter one's behavior and attitudes. In addition, this study suggests that consumers may also be affected by their perceptions of pop/soundtracks and actors and actresses.

The Effects Of Product Awareness On Public Attitudes In General

The cultural boom has an effect on the formation and evolution of product and company image. Numerous businesses have offered sponsorship by lending the main actor or actress mobile phones or other products that can be used in dramas. According to Belch and Belch (2007), one of the trends that is transforming the media landscape is the use of product placement in place of television commercials. Product placement has been widely used and explained. Chan (2012) expressed that item position is acquiring consideration in the advertising area because of media discontinuity and expanding customer complexity. In a theoretically grounded manner, Gregorio and Sung (2010) addressed the effect of product placement on attitudes and related behavior. According to Gregorio and Sung (2010), research into people's attitudes toward product placement has also revealed generally favorable perceptions of the practice as a whole. The effects of product placement in international-market soap operas have been the focus of this particular study. In this study, however, customers' acceptance of international brands featured in

soap operas received less attention. Practical studies have shown that soap operas and other forms of media can increase a mobile phone brand's market share (Naripan, 2011). Fashion, music, and film are all affected by this phenomenon of media impact, which elevates prominent products like mobile phones, cosmetics, and clothing. As a result, this study hypothesizes that people's willingness to purchase goods associated with or made in the corresponding nation is positively correlated with how they perceive products featured in the media.

H1: The general attitudes toward the products featured in the media are positively correlated with perceptions of product awareness.
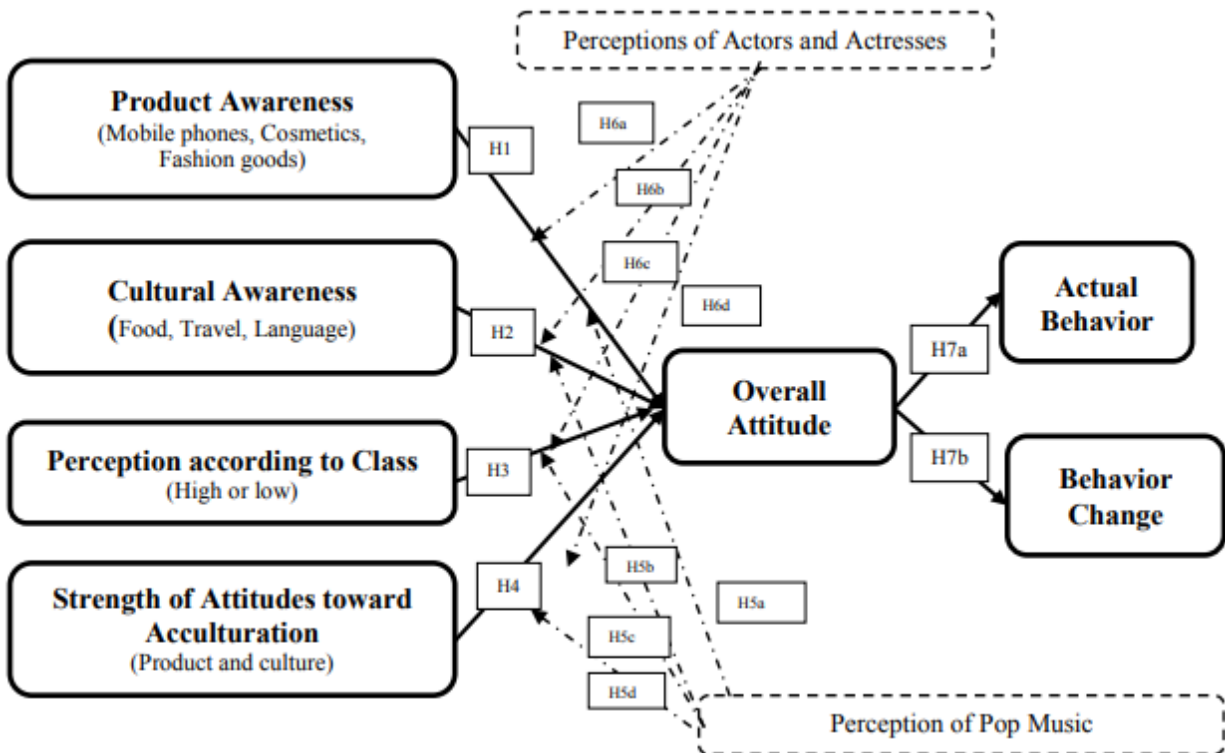
The Effects Of Culture Awareness On Overall Attitudes

Culture influences how people choose, interpret, process, and use information, according to previous research. According to Triandis (1994), the cultural elements that were investigated included dress codes, particular technological innovations, methods of obtaining food, economic activities, patterns of social interaction and child rearing, strategies for resolving conflicts, beliefs and behaviors, and communication patterns. The purpose of this study is to determine whether the way the cultural wave is presented in the media has a significant impact on the development of cultural awareness regarding aspects like food, language, and nation. People begin to look for, become familiar with, and enjoy culturally symbolic items like food, as well as

related events. According to Mariani (2008), one fan of a soap opera stated, "from the way they talk, to their food, they are close to culture." People also become interested in learning the language used in the media, which is another effect. Cognitive process models have been used to theoretically explain how customers perceive information, such as culture, through the media. According to Shrum (2009), media effects can be explained by the development of cognitive process models. According to research, the best way to describe social cognition is as an orientation toward the cognitive processes that take place in social situations. Previous research has proposed social cognition research and theories that focus on a "black box" that operates between a stimulus (such as information) and a response (such as judgment) to explain how audiences' awareness of cultures is affected by the media. Consequently, this study hypothesizes that media exposure to the stimulus, or cultural wave, influences response, or acceptance of the culture.

H2: The media's perception of the cultural wave is positively correlated with attitudes toward the adoption of the culture as a whole.

The Impact Of Respondents' Social Class On Their Perceptions of the Cultural Wave's Suitability On Their Overall Attitudes

Various pieces of research have examined the influence that Hollywood movies and music have over various societies. The effects have varied depending on the cultural context, especially in contexts where class is perceived, like Indonesia. In Indonesia, where the middle class more readily absorbs other cultures, such as East Asian pop culture, than Hollywood movies and music, there is unquestionably a class bias. Many urban middle-class youth enjoy watching East Asian television images and narratives of active characters enjoying a materially comfortable and elegant life style because the middle class views East Asian pop culture as an alternative expression of modernity and pop culture to those produced in the major centers of the entertainment industry in the West. As a result, the focus of the following hypothesis is a measure of how the cultural wave affects people's willingness to change in a society that values class.

H3: Positive correlation exists between attitude as a whole and perception of higher social class, which has more positive perceptions of the cultural wave.

The Spread Of A Cultural Wave Has A Significant Impact On Attitude And Behavior

Because of the strength of the attitude toward acculturation. However, because acculturation to a new society occurs at various rates and levels, the rates of acceptance of individuals in such

accepting areas vary. According to Seo, Phillips, Jang, and Kim (2012), some individuals adjust to a new culture more quickly than others. According to Class, Castro, and Ramirez (2011), acculturation is typically a social cultural process in which members of one cultural group adopt the beliefs and behaviors of another group. Acculturation, as defined by Lee and Tse (1994), is a cultural exchange initiated by the merger of two or more distinct systems. It can be sped up by internal adaptation or the acceptance of diverse traits or forms, or it can be sped up by environmental or statistical changes brought on by the collision of two cultures. As a result, this study hypothesizes that the Korean wave had an impact on acculturation, cultural acceptance, and product acceptance.

H4: Positive correlation exists between overall attitude and perceptions of higher views of acculturation.

The Cultural Wave's Impact On Actors And Actresses And Pop Music Perception
The cultural wave has had an impact on a variety of areas, including the rise in popularity and acceptance of songs or soundtracks used in movies and television shows. Songs and singers are increasingly being recognized. This has become an essential part of the daily entertainment program in many countries. In addition, people watch movies and dramas every day on big and small screens, in movie theaters, or privately on television with regular programs or DVDs, whether they are legal or illegal. This suggests that audiences are becoming acquainted with the new culture's way of life. As a result, viewers look for information about the lives of the actors and actresses, try to live like their idols, and eventually collect items that look like their idols. As a result, the following relationships between affection for the participating actors and actresses and perceptions of pop/soundtracks are hypothesized in this study.

H5a: Perceptions of pop/soundtracks have a positive impact on the willingness to change one's attitude and the perception of products associated with the cultural wave.

H5b: Perceptions of pop/soundtracks have a positive impact on the willingness to change one's attitude and the perception of culture associated with the cultural wave.

H5c: Pop/soundtrack perceptions positively influence respondents' willingness to change their attitudes and perceptions of the cultural wave's suitability for their social class.

H5d: Perceptions of music and soundtracks have a positive impact on attitudes toward acculturation to the cultural wave and willingness to change.

H6a: Perceptions of actors and actresses have a positive impact on the willingness to change one's attitude and the perception of products associated with the cultural wave.

H6b: The perception of actors and actresses has a positive impact on the willingness to change one's attitude and the perception of culture associated with the cultural wave.

H6c: The respondents' perceptions of actors and actresses have a positive impact on their willingness to change their attitudes and their perceptions of the cultural wave's suitability for their social class.

H6d: Perceptions of actors and actresses have a positive impact on the strength of one's attitude toward acculturation to the cultural wave and the willingness to change one's attitude.

The American Marketing Association defines consumer behavior as the dynamic interaction of affect, cognition, and behavior in an environment where human beings exchange aspects of their lives (Mooij, 2004). The effectiveness of overall attitudes on actual behavior and behavior change According to Triandis (1994), the term "ecology" refers to the study of human behavior and culture in relation to the physical environments in which they live. The connection between audience perceptions of media products and subsequent behaviors is also explained by cultivation theory. The influence that the mass media have on how people construct social reality is the subject of cultivation theory. Additionally, considering the connection between audience perception and behavioral outcomes is supported by social action theory. This study hypothesizes, taking these factors into account, that the degree to which the audience perceives and participates in the media influences attitudes and behavior. The purpose of this paper is to determine if there is a connection between audiences' perceptions, overall attitudes, and the consequences of their actions.

H7a: Overall attitude and actual behavior are positively correlated.

H7b: Overall attitude and behavioral change are positively correlated.

Methodology

This study looked at how the cultural wave affected people's attitudes and behaviors as well as their acceptance of Korean culture and products. Product and cultural awareness, respondents' perceptions of the cultural wave's suitability for their social class, as well as attitudes and acculturation to culture and behavior, are the focus of this study. This study looked at the connections between the cultural wave's causes and attitudes, as well as the connections between actual and potential behavior and how people saw actors, actresses, pop music, and soundtracks.

The goal was to figure out how effective the study was. This study used both online and offline methods to collect data. This study used the Qualtrics-powered system for online data collection and used stratified sampling to collect data based on the percentage of customers based on their gender, age, education, income, job field, and residence location. There are both multiple-choice and multi-item scales in a survey questionnaire. This study used multi-item scales, including a Likert scale format, to measure each construct. According to Cho (2011), this study used a 5-point scale, with higher numbers representing higher levels of feelings, like "strongly agree." Particularly, this study measured how the Korean wave affected Indonesians. There were four sections to the questionnaire; namely, perceptions and comprehension of the Korean wave, understanding of the Korean wave, attitudes and behaviors toward the Korean wave, and demographic information. The purpose of this was to test the independent variables (product awareness, cultural awareness, perception of suitability for respondents' social class, and strength of attitudes toward acculturation) and the dependent variables (overall attitudes and behavior). The researchers selected approximately 39 major items to represent the major constructs, such as factors that influence overall attitude and behavior, following the review and pilot study. The focus of this quantitative study, which employs a descriptive survey approach, is on social media and its effects on people. In order to accomplish this, we have conducted research that will enable us to determine a person's attitude, behavior, and time spent on social media. We will also be able to learn about the positive and negative effects of social media on humans and how it affects education. Therefore, in order to advance the research, we asked some questions about the effects of social media to a group of people who had been exposed to sufficient mass media. We have created a survey to inquire about the crucial questions that will enable us to visualize the research's demographics. We have selected ten questions to meet our requirements for data collection and research. We have kept it short so that we can collect as much data as possible from the horizon. The characteristics, methods, and instruments that we used to finish our research are discussed in detail below.

Result

Table 1. demonstrates the number of subjects whose behavior changes in response to media time. This table is based on the second and fifth questions from the questionnaire, respectively (as shown in Appendix 2). This table shows that 10 of the 17 subjects don't change their behavior when they spend less than two hours on media.

Time Spent on Media Change in Behaviour	Less than 2 hrs	2 – 4 hrs	4 – 8 hrs	More than 8 hrs	Total no. Of Subjects
Not at all	10	09	02	01	22
Very low	02	07	02	00	11
Moderate	05	14	05	00	24
Very high	00	01	00	02	03
Total	17	31	09	03	60

Two subjects experience very little change, five subjects experience moderate change, and none of the subjects experience very high change. Similarly, nine of the 31 subjects do not alter their behavior after spending two to four hours on media. Seven subjects experience very little change, fourteen subjects experience moderate change, and only one subject experiences very high change. Similarly, two of the nine subjects do not alter their behavior when they spend four to eight hours on media. Two subjects experience very little change, five subjects experience moderate change, and none of the subjects experience very high change. Similarly, when the remaining three subjects spend more than eight hours on media, only one of them exhibits any behavioral change. While the behavior of the other two subjects drastically shifts. Out of the total 60 subjects, 38 (11+24+03) experience the overall change in behavior caused by media, regardless of how high or low it is. However, 27 (24+3) out of 60 subjects are moderately or highly affected by media, and 12 (9+3) out of 60 subjects access media for extended periods of time.

Discussion
Findings
The purpose of this study was to determine whether youth's behavior changes as a result of media exposure and the length of time they spend consuming it. It was anticipated that the youth's excessive reliance on, use of, and exposure to the media would have a significant impact on their behavior. After thorough analysis, it was determined that the youth in this study have very little influence on their behavior from the media. Only 45% of the subjects were found to be only moderately or very highly affected by the media, and only 28.36% of the subjects were found to be mostly connected with the contents of the media and to put them into practice. In addition, only 12 out of 60 subjects, or 20% of the total, used media for extended periods of time. Young people also do not spend much time on media. However, it cannot be denied that the subjects' behavior was affected by the media, whether in a significant way or not, as 63.33

percent of them changed. Therefore, based on the findings, it is possible to draw the conclusion that the initial hypothesis was incorrect. Youth do not have a significant influence on their behavior as a result of media consumption or dependence, nor are they surrounded by it. However, the second hypothesis that there is a connection between the amount of time spent consuming media and its impact on human behavior is true, as 7 out of 12 subjects, or 58.33% of the total, were significantly influenced by media. Since the majority of subjects do not use media for extended periods of time and are not significantly influenced by media, the findings suggest that these subjects' behavior does not change significantly. As a result, this study will accept the second hypothesis and reject the first.

Hypothesis

Theoretical Implication

The Technological Determinism Theory, developed by Marshall Mcluhan in 1962, is partially supported by this study's findings. Media technology, according to this theory, influences how individuals in a society think, feel, and behave as well as how the society functions as we move through technological epochs. It goes on to explain that these media contents teach us to feel, develop our senses, and use them in our lives. However, this theory did not account for a significant time factor. Even the results point to this time factor—that the amount of time we spend consuming media has a direct impact on our behavior. This was explained by the fact that online risk has been linked to extensive or high levels of participation or internet use. However, the internet alone cannot anticipate risk. This was stated in Harvard University's (2008) report, Enhancing Child Safety and Online Technologies. Youth typically learn activities from media with ease due to their high media participation. According to Bandura (1986), a lot of what you learn is learned through the media. His theory states that in order for vicarious learning to occur, four processes must take place: Behavioural Production, Attention, the Representational Process, and Motivational Process Social learning theory says that viewers are more likely to act aggressively if they watch violence in the media, remember it, practice it, and are somehow motivated to do so. This is shown in Table 1, which shows that 5 out of 9 subjects who used media for 4 to 8 hours experienced moderate behavior change, and 2 out of 3 subjects who used media for more than 8 hours experienced very high behavior change. The findings indicate that because the subjects used the media for shorter periods of time, they were less likely to be influenced by it, which may explain why their behavior was less affected.

Conclusion

The study's findings offer fascinating insights into the media-induced behavior shift. Media clearly has an impact on a person's behavior. In addition, as we anticipated, time plays a significant role in transferring the effects of media to humans and altering their behavior. It is evident that this behavioral effect is greater on the individual the longer they access the media. As a result, the research's outcomes have diverged from the initial hypothesis. The report contradicts the notion that the youth are excessively dependent and surrounded by media. The impact of media on youth behavior was low due to the short amount of time they spend accessing it. Additionally, those who are not mature enough to distinguish between the media-created virtual world and the real world are impacted by the media. In order to lessen the impact of the media, it is necessary to comprehend this distinction. The youth may be less affected by this media-created world because they are more mature and capable of understanding this difference than children and adolescents. However, the research may also have some limitations, such as demographic or technological limitations or a small sample size, which may make it difficult to apply the findings to the entire youth population. More precise outcomes may result from additional research that takes into account the aforementioned restrictions.

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