Adolescents' Self-development Amid Social Media Dominance: Challenges of Parenting in Bangladesh Perspective

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Abstract

Adolescents' self-development is a harmonized process attained by instilling physical, cognitive, social, emotional and ethical attributes in them. But the recent domination of 'Social Media' on the society has set barriers for the parents to breed those attributes to the adolescents. This study firstly attempts to uncover how social media is affecting adolescents to stimulate their self-development attributes. Afterwards, it critically examines the effects of social media dominance on 'parenting'. This is an exploratory and descriptive research. The research findings show that inappropriate digital literacy, unsuitable parenting style and inconsistency in work-life balance of the parents are the core challenges that hinder adolescents' self-development. Moreover, the overall moral decay of the society in this 'social media' obsessive community also acts as the major barrier against good parenting practices. To offset those challenges, the research proposes a three-dimensional methodology encircling a suggestive parenting approach, institutional drive and individual self-awareness. The combination will implant harmonious self-development attributes to the adolescents and protect them from the unknown adversaries of online world through 'Social Media'.

Keywords: Social media, Adolescent, Development, Parenting

1. Introduction

The adolescent period marks the beginning of human reproductive lifespan within the transitional period between late childhood and early adulthood (Lerner and Steinberg, 2004).This development period of adolescents stimulates them with the sense of personal identity for comparing their potentials in the social world (Coleman and Hendry, 1990). But the landscape of the recent social world has molded its dimension with the process of invention and necessity of mankind. The rapid technological shift in the world is transfiguring the present social world from typical social interaction to 'isolated screen time communication' in the form of 'Social Media' networking. Thereby, mutual relationship and interaction of the adolescents of the present world are more committed towards the social media platform. The adolescents of Bangladesh are not an exception to such platform and progressively pursuing similar nature of social media driven 'social hood'.

But 'social media' is now a complex periphery that though explores few constructive features but exposes more detrimental psychological characteristics (Allen et al., 2014). As an outcome, deficiency in counteractive steps to such detrimental social media usage may severely affect the adolescents'development (Bryant, 2018). With the infectious social media usage, adolescents are prone to privacy exploitation, defective social relationship,

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offensive behaviour or even susceptible to perilous web strangers (UNICEF, 2017 and Undiyaundeye, 2014). Therefore, parents are more concerned to protect their children from the world of unseen risks.

Again, to offset the new challenges for protecting the children, parents need considerable knowledge of the new pattern of socialization and online experiences. In Bangladesh, most of the parents do not have the digital literacy to even understand the severity of the crisis their children face or likely to encounter. The aftermath of the knowledge cavity between the parents and children forms a relationship with mistrust, misperception and inattention. Again, the parents often stay hesitant to reciprocate to their children's technological demand or even remain doubtful how to address a victim of social media aggression. As a result, the domination of social media poses challenges to the parents to protect their children. Parents are incalculably struggling to nurture their adolescents with their typical nature of 'Parenthood' in the complex fencing of 'Social Media'.

Hence, it becomes pertinent to analyze how social media dominance is affecting the parenting to breed self-development attributes to the adolescents' in the context of Bangladesh.

2. Objective and Research Questions

The objective of the study is to evaluate how the domination of social media is affecting the adolescents' self-development and posing challenges for parenting from Bangladesh perspective. To attain this objective, this research attempts to answer following specific research questions:

- What are the attributes of adolescents' self-development?
- How is social media dominance affecting the self-development of adolescents'?
- What are the challenges of parenting in nurturing the self-development attributes to adolescents?
- How to offset those challenges in this era of 'Social Media Obsession'?

3. Literature Review

Gentry and Mary (2002) projected five essential attributes of adolescents' harmonious development: physical, cognitive, emotional, social and behavioural development. Though he categorized the moral development under cognitive development, Piaget (1965) and Craig (1989) prioritized moral or ethical development over other attributes. Bryant (2018) notified how the usage of social media can pose a challenge on the physical, social, emotional and cognitive development of adolescents. Allen (2014) precisely described three core elements to develop the adolescents: psychosocial comfort, individuality and the sense of belonging. The author argued that social bonding coined through the social media world hosts paradoxical isolation and fragile relationship.

Livingstone et al. (2015) illustrated that the risks encountered in social media fall into three categories: content, contact and conduct risks. The content risk is the situation when a child encounters inappropriate and unbecoming content in social media. Contact risk is where a child contributes to filthy communication for inappropriate contact, sexual needs, radicalization etc. Conduct risk is adolescents' behaviour that contributes to unsafe content or expose to creating hateful materials and distributing unusual contents.

Ahn (2011) argued that adolescents use social media as prolific users but gradually the dark side of social networking sites (SNS) exploit their innocence. The researcher examined the relationship within SNS, societal safety, adolescents' privacy and their psychological needs. Baccarella et al. (2018) drafted a 'honeycomb framework of seven functional building blocks' to uncover the dark side of social media. The dark domain encompasses privacy exploitation, late-night browsing, cyberbullying, confidentiality breach etc.

Faruq et al. (2017) conducted research on how social networking is increasingly infecting the health issues of Bangladeshi teenagers. The researchers discovered that the addictive nature of status update, comments counting etc are prone to a sharp decline of brain's ability. The author informed that the lack of face to face social interaction can raise the sensitivity to cancer, diabetes, dementia, heart diseases, rheumatoid rheumatism, lupus etc.

Amedie (2015) conveyed that social media forms an isolated pattern of addiction which may lead an individual to diminish the inter-personal relationship. The author comprehended that the gradual dependency on the uncensored social media will shrink the social consistency, propagate antisocial attitudes and may endanger the societal ethical values.

UNICEF (2017), in the research article 'Child in Digital World', described how social media platform makes a debatable stand between the opportunity for children's digital connectivity and a threat to their development. The study further identified parents' lack of adequate knowledge or time to combat the challenges their children meet online.

Again, considering the situational perspective, researchers suggested implanting several parenting strategies for adolescents. There are four categories of parenting styles the parents adopt: authoritative, authoritarian, uninvolved and permissive (Baumrind, 1991, 1996). Authoritative parenting combines higher affection and disciplinary limit characterized by strong family bonding. Authoritarian parenting focuses on strict control with acceptable affection for children. The uninvolved parenting neglects their role as parents and avoids taking responsibilities of the children. Finally, permissive parenting extends excessive freedom and prioritize care and needs with very lower control for the children. (Chou & Lee, 2017; Tur-Porcar, 2017).

The report of EUROPOL (2016) illustrates that social networking allows internet offenders to conceal their digital footprint and steal the victims' social media contents. The offenders fascinate the victim under a trap for exposing their personal contents in the insecure platform. This report advised the parents and teachers to address the digital complications of adolescents with patience and technical wisdom.

The analysis of the earlier literature unveils how the stimulating features of social media are turning into an addiction to the adolescents and draining their attributes of self-development. Those studies unveiled how the future trend of social media is likely to pose challenges for the parents to apply proper parenting style. Analysis of literature guided the researcher to first evaluate the adverse effects of adolescents' social media addiction and then assess different parenting styles to meet those challenges. The author explored that no complete research pinpointed the challenges of parenting in developing the adolescents in Bangladesh perspective. Even, none of the researchers conducted any study on the parents of Bangladesh to formulate ways to groom the adolescents in this era of social media dominance which is the main focus of this research. Therefore, this is a primary research.

4. Hypothesis and Conceptual Framework

The study unveiled significant 'challenges of parenting in nurturing present adolescents' self-development' as the core problem of the research. The analysis further explored the outcome of the current 'social media dominance' as one of the overriding factors that intensifies the problem. It divulged the fact that overcoming or aggravating the parenting challenges mostly depends on the scale of 'social media dominance'. Here, the 'challenges of parenting' is the dependent variable and 'Social Media dominance' is the independent variable. The study assessed the problem statement, the objective of the research, related literature review and consulted the variables to speculate following hypothesis: 'The social media dominance is affecting the parenting in nurturing adolescents' self-development'.

The research pinpointed the indicators of 'social media dominance' in three different scenarios: (1) Content- adolescents as social media users becoming the general recipient of its adverse effect, (2) Contact-adolescents being regular users becoming participants of the evil activities through social media and (3) Conduct- adolescents becoming the target victim or actor of the aggressive activities of social media .The study further analyzed whether those indicators of social media dominance affects the attributes of adolescents' self-development. Conceptual framework of the research is portrayed bellow:
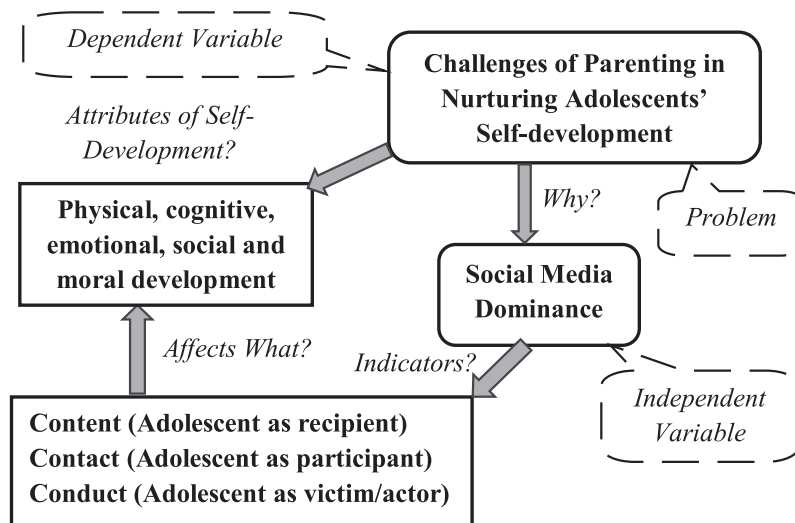

Figure 1: Conceptual Framework (Source: The researcher's construct)

5. Research Design and Methodology

5.1 Research Design

The study is based on exploratory and descriptive research design combining qualitative and quantitative approach. A qualitative approach has been used to gain insights about the attributes of self-development and indicators of social media dominance. The study converted qualitative information to quantitative findings for analysis and classified them based on the objectives. Quantitative research has been used to build a relationship between the attributes of self-development and the effects of social media dominance. Again, the quantitative research analyzed the challenges of parenting and measured the relationship strength between effects of social media on adolescents' self-development and challenges of parenting.

5.2 Target Population and Sampling

Adolescent students of both gender within the age group of 12-16 years and preferably parents of the same adolescents are the target population of the study. Parents using 'smart-phone' with minimum 'Secondary School Certificate (SSC)' educational qualification were taken as the samples of the study. The study conducted the survey on three types of respondents: adolescent students, parents and teachers.The author used stratified sampling technique to get data from all the regions of the country. The researcher divided the respondents into four strata based on the geographical regions of the country (i.e. northern, southern, eastern and western regions).Within each stratum, the researcher used judgmental sampling method to select adolescent students and parents of the selected schools. The researcher used non-probability sampling technique to select 8 teachers for the Key Informant Interview (KII) session. Out of randomly selected 308 students and 186 parents, 206 students and 135 parents could complete the survey. Thus, a total of 341 error-free survey results was included in the analysis.

5.3 Data Collection and Measurement Tools

The study used both primary and secondary data for analysis. Primary data was collected through questionnaires, interviews and interactions. Secondary sources included related websites, dissertations, books, journals, periodicals, daily newspapers and other related documents. The author selected two co-educational secondary schools each from eastern, western and northern regions of Bangladesh and two boys' school from the southern region. Therefore, dissimilarities in opinions prevailed. Yet, the participants were impartial in expressing their opinions. To analyze the level of social media influence over the lifestyle of adolescents, the study collected data on the frequency they visit and duration they typically spend daily on social media sites.

The researcher organized 04 focus group discussions (FGD) in total for the parents and the adolescents separately covering all the regions of the country. In FGD, parents were briefed about the fundamentals of social media and adolescents' self-development attributes stated by the researchers and scholars. From FGD, they identified eight major attributes of the adolescents' self-development. Later, those attributes were tested by significance outlined from the chi-square formula.

Afterwards, the content analysis of the study revealed present and future likely conse-quences of social media dominance on adolescents. The researcher further compared the result of the analysis with responses of the participants from parents through open-ended questionnaires. Subsequently, adolescents' top adverse effects caused by social media were verified by personal interview of randomly selected 12 parents and 12 adolescents from the samples. Later, the study weighed the effect of each consequence on all the attributes of adolescents' self-development and validated the level of significance by 'Pearson Chi-square Test'.

Then, the researcher portrayed four realistic scenarios pertaining to social media domi-nance effects on adolescents. The study revealed the practical challenges of parenting and unveiled preference of parenting style both from parents' and adolescents' perspective. Subsequently, the content analysis and responses from both parents' and adolescents pinpointed the challenges of parenting and reckoned the scopes to offset those challenges.

To validate any indistinctness of data analysis, the study used the knowledge and experi-enced-based opinion of 8 teachers and 12 parents in the personal interview as qualitative information. The study constructed questionnaires on the Likert scale and analyzed the data by IBM Statistical Package for the Social Sciences (SPSS)-version 20.

6. Findings and Analysis

6.1 Demographic Profile:

Table1: Demographic Profile of the Participants

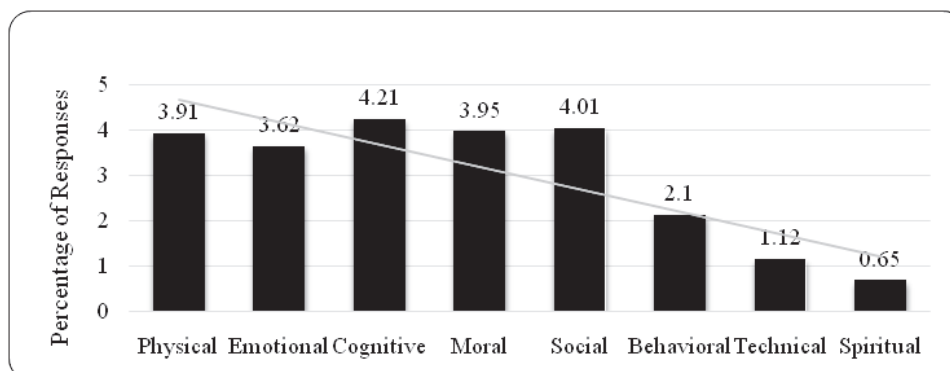|	Eastern Region	Western Region	Northern Region	Southern Region
School Description	Co-education	Co-education	Co-education	Boys' school
Student Participants	49	41	63	53
Parent Participants	36	32	35	42
Age of Adolescents	12–13 years	14–15 years	12–14 years	12–16 years
Age of Parents	30-48 Years	32-55 Years	32-51 Years	33-53 Years
Gender (Students)	Male: 65%; Female:35%	Male:66% Female:34%	Male: 56% Female: 44%	Male: 100%
Religion	95% Muslim 5% Hindu	92% Muslim 8% Hindu	85% Muslim 15% Hindu	86% Muslim 14% Hindu

Source: Fieldwork, 2019

6.2 Adolescents' Social Media Usage Analysis

The modal score for the frequency of social media visit was up to 13 times a day. The equivalent modal scores extended from 1 to 2 hours during holidays. According to the time they spent on the internet, the most popular sites in this sample were Facebook (61%), YouTube (16%), WhatsApp (13%), IMO (6%) and Viber (4%). Again, 57% of the sample said Facebook, 22% said YouTube, 10% said WhatsApp and 3% said IMO is the most frequently visited social media site. The responses from the participants exemplify that a large number of the adolescents of Bangladesh are using internet only for visiting social media sites and passing a substantial amount of time in the 'social media network'.

6.3 Attributes of Adolescents' Self Development

The study identified the attributes of adolescents' self-development both by statistical and qualitative analysis. Some attributes of adolescents' self-development varied between survey findings and qualitative verdicts. Amongst all attributes, the survey picked the most influential attributes setting a benchmark of mean value over 3.5 on the average responses from the respondents. The survey analysis unveils that the behavioural, technological and spiritual mean average score is less than the researcher's benchmark value. The eventual chronology of the attributes from the analysis is: cognitive, social, moral, physical and emotional development.

Source: Field Research, 2019

Figure 2: Mean Value of Adolescents' Self Development Attributes

6.4   Effects of Social Media Dominance on Adolescents

6.4.1 Typical Effects on Adolescents

The following table shows the typical consequences the adolescents face as an effect of social media dominance:

Table 2: Typical Harm of ICT and Social Media Dominance

Nature of Consequences	Content: Child as recipient	Contact: Child as a participant in adult-initiated activity	Conduct: Child as victim / actor
Aggression and violence	* Self-harm * Suicidal content * Exposure to violent content	* Radicalization * Ideological persuasion * Hate speech	* Cyberbullying, stalking and harassment * Violent peer activity
Sexual abuse	* Unwanted/harmful exposure to pornographic content	* Sexual harassment * Sexual solicitation * Sexual grooming	* Production and consumption of child abuse material * Child-produced indecent images
Commercial exploitation	* Embedded marketing * Online gambling	* Violation and misuse of personal data * Hacking * Fraud and theft * Sexual extortion	* Live streaming of child sexual abuse * Sexual exploitation of children * Trafficking for sexual exploitation

Source: Burton, Patrick, Brian O'Neill and Monica Bulger, A Global Review of Evidence of What Works in Preventing ICT-related Violence, Abuse and Exploitation of Children in Promoting Digital Citizenship, forthcoming.

6.4.2 Emerging Effects

Child Abuse

Amongst the most significant dangers of adolescents, according to the NetClean Report (2016), the foremost challenge to combat the risk of adolescents' social media use is the continuously evolving nature of digital technology. The popular expansion of peer-to-peer networks (P2P) among social media users for exchanging self-generated sexually explicit material is still an impending challenge. Again, the Dark Web activists are using social media platform to victimize innocent adolescents. The Dark Web facilitators are hacking, collecting, victimizing and marketing the child sexual abuse material (CSAM).

Cryptocurrency Transactions

Again, one of the most approaching factors is the growing use of online transactions by cryptocurrencies or anonymous payment systems through social media. This end-to-end encrypted platform poses a real problem for law enforcement agencies to gather evidences of child abuse content that does not require downloading, and even if downloaded, can be inaccessible or quickly wiped out by pre-installed software (EUROPOL, 2016, pp. 24–27).

Exploiting Human Weakness

The social media designers confessed that most of the networking sites exploit the weaknesses of the human brain to create addiction (Wong, 2017). They try to grab users' attention to social media and keep it for as long as possible to tap into psychological biases and vulnerabilities. The aim is to exploit the hidden desire of social admiration and fear of

rejection. Adolescents, rarely realize the potential negative impacts on their privacy and compromise the family and social security (UNICEF, 2017).
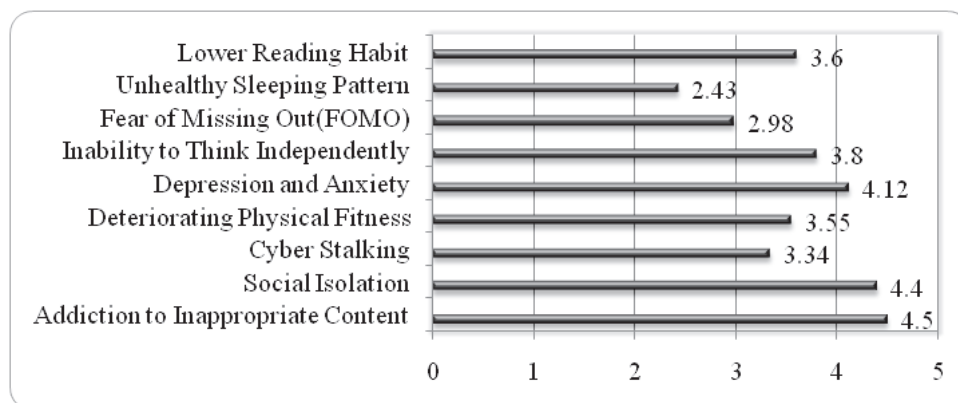
The data of 'typical harm of ICT and social media dominance' shown in table 2 confirms that the effects of social media usually upset adolescents in the form of recipient, participant and victim or actor. The outcome of such consequences vividly impedes the development of the cognitive domain, obstructs the emotional flow and repels the physical harmony. Besides, the aftermath of such a preference to promote isolation through social media interaction, societal development also deters. Most significantly, the growing advocacy for child abuse, immoral transaction opportunities with cryptocurrency by the dark web activists questions the ethical development in the online world. Thereby, the effect of social media uses pose challenges to the total self-development package of adolescents.

6.4.3 Analysis of the Findings

The survey analysis on the effect of social media illustrates that 88% of the adolescent respondents remain distressed in a fear of exploiting their privacy breach. Besides, 86% of the female adolescents remain worried about harassment, online discrimination and cyberbullying which make them hesitant to use social media. 86% of the respondents expressed their anxieties on potential exposure to hacking, viruses, or accessing inappropriate or suspicious websites. 76% of the participants remain restrained of encountering annoying or disturbing content–such as violence, unsolicited advertising and indecent pop-out. 91% of the participants think that their parents stay worried about their studies in the time they spend on digital devices. But 97% of the participants comprehended that parents' anxieties ascended out of affection to keep them safe from the 'dark side' of the social media world.

6.5 Major Consequences of Social Media Dominance

To find the major consequences of social media dominance, the study extracted quantitative responses from the participants. The following survey result identified only score rating over 3.5 out of 5 as the most common consequences of Social Media Dominance:
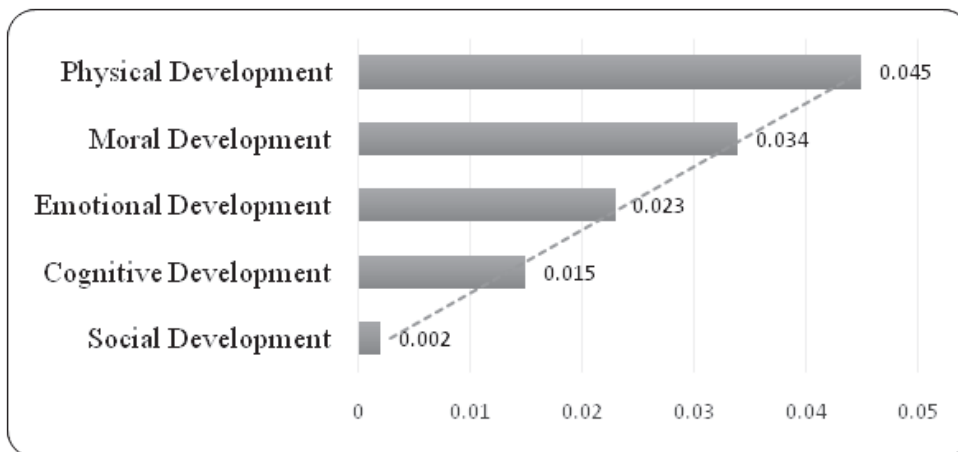

Source: Field Research, 2019

Figure 3: Mean Value of Consequences of Social Media Dominance

Considering the benchmark set for the survey, the most frequent consequences of aggressive social media use are: addiction to inappropriate content, social isolation, deteriorating physical fitness, depression and anxiety, inability to think independently and lower reading habit.

6.6 Effects on Adolescents' Self-development Attributes

The researcher assessed the effects of every consequence of social media dominance on all the attributes of adolescents' self-development. The findings reveal that every single consequence of social media dominance has significant effects on the attributes of adolescents' self-development. However, to underpin an accurate result, the analysis used 'Pearson Chi-square Test' at the level of $p=<.05$. The following figure shows the mean significant value of the effect of all social media dominance on the attributes of self-development. The survey result confirms that all the responses are positively significant.

Source: Field Research, 2019

Figure 4. Mean Level of Significance of Social Media Dominance on
Adolescents' Self-Development

6.7 Challenges of Parenting

6.7.1 Responses in Challenging Situations

To underline the challenges of parenting, the researcher developed four realistic scenarios the adolescents usually face while using social media. According to the merit of the scenarios, the researcher provided a list of likely responses for quantifying the response data. At last, the respondent parents assessed all four scenarios and selected their preferred parenting style.

Scenario 1: One of the popular daily newspapers of Bangladesh posted a news report against a 'social media' site that usually engages the adolescents in cyberbullying and secret violent gaming. You know that your child frequently visits that site. As a parent, how you will react to that scenario?

Scenario 2: You get feedback from relatives and peers about your child's 'Facebook' posting content in the form of a success story/ emotional status/ selfies etc. In reality, you know that most of those are false and fabricated. You observe that he/she is pretending to represent him/herself which actually he/she is not. You also got evidential proof of your child representing false 'gender' identity using a false 'peer photo' as his/her profile picture. How do you react to this dishonesty of 'false identity'?

Scenario 3: You get evidential information that your child's one of the shared private pictures is compromised and went viral in the social media network. Your child is now shattered and scared of parents and school. He/she is always keeping him/her isolated from peers. Being the parents, how do you tackle this scenario?

Scenario 4: After monitoring the unusual behaviour and late-night browsing of your child, you have got evidential proof that your child regularly visits adult contents of social media. How do you protect your child from this situation?

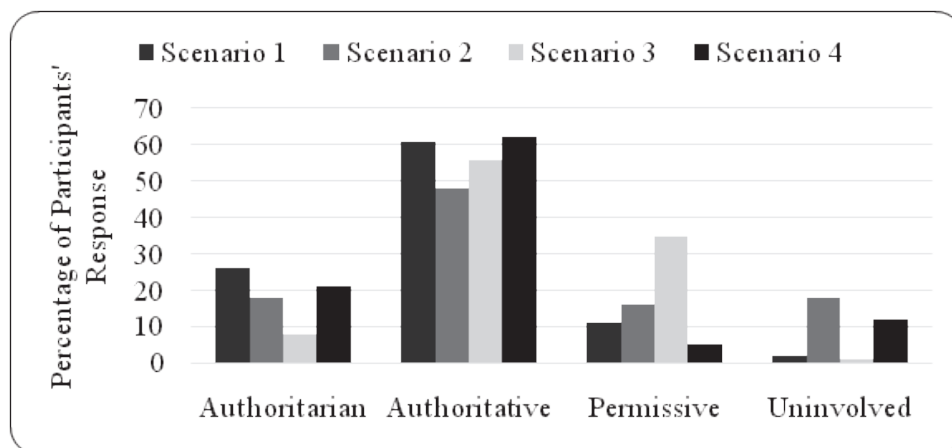The list of likely responses to the scenarios are as follows:

Table 3: Likely Responses from Parents on the Given Scenario

Likely Responses from Parents	Parenting Style on Response
Since you have less online experience, you ignore it	Uninvolved
Explain the potential dangers to be safe online	Authoritative
Discuss with other parents and act on how they react	Permissive
Explain and limit time on that social media site	Authoritative
Stop him/her visiting that site anymore	Authoritarian
Join the social media site as a friend	Permissive
Monitor his/her activity on the site	Authoritarian
Avoid the unwanted event to discuss	Uninvolved
Explain the potential effects of being dishonest	Authoritative
Ask to explain the objective of being dishonest	Authoritative
Communicate with law enforcing agencies	Authoritative/ Authoritarian
Give more time to your children	Authoritative, Permissive
Enforce to stop using social media/digital devices	Authoritarian

Source: Field Research, 2019

Analysis of the Situational Response

The survey analysis illustrates that most of the respondent parents preferred the authoritative parenting style to deal with the scenarios. But many parents preferred different parenting strategies based on the situational perspective. In scenario 1, 26% of the respondents opted to act in the authoritarian style, 61% in the authoritative, 11% in the permissive and 2% in the uninvolved parenting style. In scenario 2, 18% of the respondents wanted authoritarian style, 48% authoritative, 16% permissive and 18% wanted to follow uninvolved parenting style. It illustrates that there are many parents who do not want to get involved in their child's 'social media' behaviour. In scenario 3, 8% of the respondents opted to act in the authoritarian style, 56% in authoritative, 35% in permissive and 1% in uninvolved parenting style. This illustrates that, when the child is victimized, most of the parents want to soften the situation with the submissive gesture. In scenario 4, 21% of the respondents picked the authoritarian style, 62% authoritative, 5% permissive and 12% uninvolved parenting style. From the response analysis, the following figure shows the statistical data on preferred parenting style:

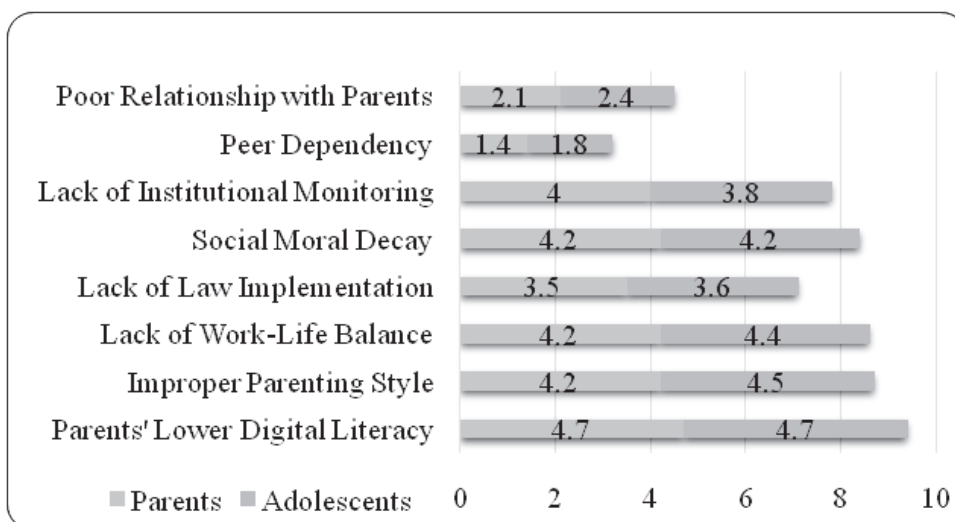

Source: Field Research, 2019

Figure 5: Parents' Preferred Parenting Style

The respondents' statistics show that there is a number of parents who are not even worried about their children's addiction to inappropriate contents. In FGD, the parents' forum talked about the effectiveness of different parenting styles. They confessed that for tackling most of the situation prevailing in the online world, 'authoritative' parenting style is a better choice.

6.7.2 Analysis on the Challenges of Parenting

To find out the major challenges of parenting under social media dominance, the researcher asked both closed and open-ended questions to the parents. During the interview session, many adolescent participants submitted their urge for 'time' from their parents. They confessed that they observe a gradual decline of 'social connectivity' in their parents' life.

They also expressed that nurturing the habit of regular counselling from their parents on their 'online life' will reduce their dependency on using social media sites. However, the researcher finally asked the adolescent respondents about the weaknesses and shortfalls their parents possess in supporting them. Notably, all the participants admitted that, in the Bangladesh perspective, 'lack of digital literacy' is unquestionably the most predominant challenge of parenting to encounter the online crunch of adolescents. The study identified a total of ten major challenges and rated on a scale of 5. The result of the survey is stated below:

Source: Field Research, 2019

Figure 6: Responses from Parents and Adolescents on the Challenges of Parenting

The survey illustrates that few enlisted challenges like a fragile relationship with parents and their peer dependency have a score below the benchmark of 3. As a result, the analysis settled six core challenges of parenting because of social media: lack of parents' digital literacy, poor work-life balance, degradation of societal moral value, lack of institutional monitoring, inappropriate parenting style and sluggish implementation of social media law.

7. Recommendations

Adaptable Parenting Approaches

From the statistical and empirical analysis, it is eminent that parents must modify their parenting approach to safeguard the new generation from the evils of social media dominance. Parents of this era must attain digital literacy, ensure a healthy work-life-balance, inhabit respect for individuality, inculcate social responsibilities and offer regular inspirational counseling to their children for bringing harmony in family life. Finally, an 'Authoritative Parenting' style can act as the most effective tool for the parents to groom the adolescents in the changing scenario of social media aggression.

Institutional Drive

Bangladesh Education and Information Ministry must work together to conduct regular 'social media' awareness and digital literacy program for children, parents and teachers. The program should teach ways to manage online information, create content and use online safety measures from the emerging threats. Bangladesh Law Ministry may strictly implement the laws against crimes related to digital pilferage, misappropriation of social media and child victimization.

Self-Awareness Program

Parents and teachers of the educational institutes must regularly counsel the adolescents against the inappropriate use of social media with ethical and religious teaching. Educational institutions can organize seminars, play late, debate competitions, motivational speech by sports or cultural celebrities to make the adolescents aware of the dark side of social media. Both parents and teachers must instill self-awareness attitude to the adolescents and inform them about the consequences of becoming a victim of social media misuse.

8. Conclusion

Adolescents' self-development is the combination of harmony in their physical, social, cognitive, emotional and moral domain. But the contemporary craze to the realm of 'Social Media Network' in the world, particularly in Bangladesh, has changed the definition of typical 'societal form' of livelihood. Involving in the 'social media' addiction, the adolescents are confronting privacy vulnerability, cyberbullying, trolls, toxic comparisons, anti-social idioms etc. Thereby, the self-development process of the adolescents is trembling in this complex environment. Now, parents being the accountable mentors for the self-development of the adolescents are struggling to comply with this technological shift. The parenting is fronting unfamiliar pattern of situation, conduct and response from the adolescents. The factual scenario of the adolescents of Bangladesh in using 'social media' illustrates a typical pattern of parenting challenges prevailing in the world. In evolving the revealed traits to the adolescents, inferior digital literacy, unfitting parenting strategy, the discrepancy in work-life balance and moral degradation of the society are the key challenges of parenting. A triangular solution platform encompassing appropriate parenting strategies, institutional discipline and infusing self-awareness can diminish those encounters. Therefore, implementation of the law against online crime and institutional moral teaching can play a complementary role against the parenting challenges. More precisely, implanting authoritative parenting style, enriching internet security awareness knowledge and teaching children on how to respond and report if victimized by the adverse effects of 'Social Media' can alleviate the challenges of parenting. In this study, the researcher suggested 'Adaptable Parenting Approaches' for adolescents in the changing context of the 'social media' dominant online world. Further, this 'Adaptable Parenting Approaches' offer multiple research avenues for the academicians and the practitioners, especially in the domain of HRM and Social Science.

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