Review Article

The influence of social media usage on the ethical and moral behavior of high school adolescents

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KEYWORDS	ABSTRACT
social media adolescents ethics and morality	This study is a systematic literature review aimed at examining the influence of social media usage on the ethical and moral behavior of high school adolescents, focusing on literature published in the last 10 years (2013-2024) and indexed by Scopus, DOAJ, and Google Scholar. The results of the study indicate that social media usage has a significant impact on adolescents' perceptions of ethical and moral norms in their social interactions. Additionally, the findings highlight the importance of parental involvement in shaping adolescents' ethical attitudes towards social media usage. These findings underscore the need for a deeper understanding of the impact of social media on adolescent moral development and the crucial role of parents in guiding adolescents in responsible social media usage.

1. INTRODUCTION

The prevalence of social media usage among high school adolescents has become a major concern in research on teenage online behavior (Larasati & Sunarto, 2020). In recent years, there has been a significant increase in the usage of social media platforms such as Instagram, Facebook, Twitter, and TikTok among teenagers. According to recent surveys, the majority of high school adolescents have social media accounts and spend a significant amount of time each day interacting and sharing content on these platforms (Nasionalita & Nugroho, 2020). This phenomenon indicates a shift in adolescent behavior from offline to online interactions, which has significant implications for their social and psychological development.

The development of information technology has provided extensive opportunities for adolescents to be active on various social media platforms (Alamsyah et al., 2024). Alongside technological advancements, adolescents can now easily access the internet through various devices such as smartphones, tablets, and laptops. The presence of social media platforms like Instagram, Facebook, Twitter, and TikTok provides adolescents with opportunities to engage in various online activities, including sharing content, interacting with peers, and following the latest trends (Zuhdiniati et al., 2023)(Zaputri, 2021). Thus, the development of information technology has been a driver for adolescent participation in the online realm, ultimately shaping their behavioral patterns and social interactions on an unprecedented scale.

Adolescent behavior in interacting and sharing content on social media demonstrates significant diversity. Adolescents often utilize these platforms to disseminate photos, videos,

statuses, and personal opinions (Wiyono & Muhid, 2020)(Hidajat et al., 2015). This activity is not limited to one-on-one dialogue but also involves participation in various groups, communities, and online discussions. In this framework, social media is not only used as a communication tool but also as a space to shape digital identity, self-expression, and expand social networks. However, the use of social media also influences the patterns of communication and social interaction among adolescents. Social media provides a platform for non-verbal interaction, facilitates rapid communication, and provides space for expression free from time and place constraints. This may affect how adolescents communicate and interact in real life, where some studies indicate a tendency to prefer online communication over face-to-face interactions (Putri & Wahyudi, 2022). Moreover, social media can also reinforce or alter the dynamics of social relationships, facilitate the formation of groups with similar interests and views, and change the patterns of adolescent socializing and activities in the real world.

The use of social media influences adolescents' ethical judgments (Du, 2023)(Pratiwi & Rianto, 2023)(Rizvi & Shekhani, 2023)(Kholisoh et al., 2023)(Gupta et al., 2022). When adolescents are overly engaged with platforms like Instagram and TikTok, it can have negative impacts on their physical and mental health, including issues such as depression, anxiety, jealousy, and dissatisfaction with oneself. Studies indicate that adolescents generally have good ethical attitudes towards social media usage, but further approaches and education on bioethics are still needed. Additionally, the high prevalence of social media and internet addiction among adolescents underscores the importance of recognizing signs of danger and implementing strategies to monitor and control excessive social media usage. Although ethical social media usage can enhance communication and self-confidence, risks such as cyberbullying and negative impacts on mental health emphasize the need for adolescents to use social media wisely.

Social media significantly impacts the values and morals of adolescents. Studies show that excessive social media usage can have negative effects on the moral construction of adolescents, resulting in issues such as depression and anxiety (Du, 2023). The social environment, including mass media, plays a crucial role in shaping students' morals and self-identity (Mat Daud et al., 2023). Research also indicates a strong relationship between attitudes towards social media and perceptions of its impacts on values, where some values such as solidarity and patriotism increase while others such as empathy and respect decrease with the intensity of social media usage (KOÇ & KOÇ, 2023). Influencers on platforms like Instagram, Twitter, and YouTube influence adolescent behavior and values by setting trends and serving as role models for them (Lozano-Blasco et al., 2023). Moreover, social media usage has been shown to influence student morals, with a significant correlation observed between social media usage and moral values in some studies (A'zizah, 2023).

Research on the influence of social media usage on the ethical and moral behavior of high school adolescents identifies several gaps. While there is evidence that excessive social media usage can have negative effects on the moral construction of adolescents, leading to physical and mental health problems (Du, 2023), there is still a lack of empirical evidence regarding the potential role of social media in adolescent suicide cases (Pratiwi & Rianto, 2023). Additionally, research highlights the importance of enhancing digital literacy and supporting responsible social media usage among young generations, involving parents, healthcare professionals, and educators (Zhou, 2023). Furthermore, ethical aspects of social media usage among high school students indicate a high level of ethical attitudes, underscoring the need for further exploration of the ethical responsibilities held by young social media users (Achmad et al., 2023). These gaps emphasize the importance of further investigation into the ethical and moral implications of social media usage on adolescents.

Based on the synthesized research findings from multiple sources, several gaps can be identified in research on the influence of social media usage on the ethical and moral behavior of high school adolescents. One apparent gap is the lack of empirical evidence on the direct relationship between social media usage and adolescent suicide behavior. Although some studies indicate that excessive social media usage can have negative effects on adolescent mental health, including issues such as depression and anxiety, specific correlations with

suicide behavior still require further research (Pratiwi & Rianto, 2023). Therefore, further research delving into the potential role of social media in adolescent suicide cases will provide a more comprehensive understanding of the impact of social media on adolescent mental well-being.

Additionally, there is a gap in understanding the complexity of ethical responsibilities held by adolescents in using social media. While some studies indicate high levels of ethical attitudes among adolescents towards social media usage (Achmad et al., 2023), further exploration of unexplored ethical aspects is still needed. This highlights the need for more in-depth research to understand adolescents' perspectives on ethics in the context of social media usage, thereby providing better guidance in developing effective approaches to digital literacy and responsible social media usage.

Furthermore, in the context of a systematic literature review approach to exploring the influence of social media usage on the ethical and moral behavior of high school adolescents, it is important to consider the diversity of methodologies and populations in existing research. Some studies may use different research designs or sample from different populations, which can result in heterogeneous findings. Therefore, when synthesizing research, it is necessary to account for these differences and attempt to identify consistency in findings as well as potential factors that may explain differences in research outcomes. Overall, understanding the impact of social media usage on the ethical and moral behavior of adolescents still requires broader and more in-depth research. By identifying these gaps, further research is expected to make a more significant contribution to developing a comprehensive understanding and effective approaches in managing adolescent social media usage to achieve desired goals.

2. METHOD

This research aims to investigate the impact of social media usage on the ethical and moral behavior of high school adolescents. Data sources were obtained through literature searches conducted in academic databases such as DOAJ, Google Scholar, and Scopus, as well as through reference searches from relevant articles. The researchers collected studies discussing the topic from 2013 to 2024. Inclusion criteria for this study included research that addressed the influence of social media on the ethical and moral behavior of adolescents, using various methodologies such as qualitative, quantitative, or mixed-method approaches. Conversely, studies that did not focus on high school adolescents, were not relevant to the research topic, or were not available in English or Indonesian were excluded from this study.
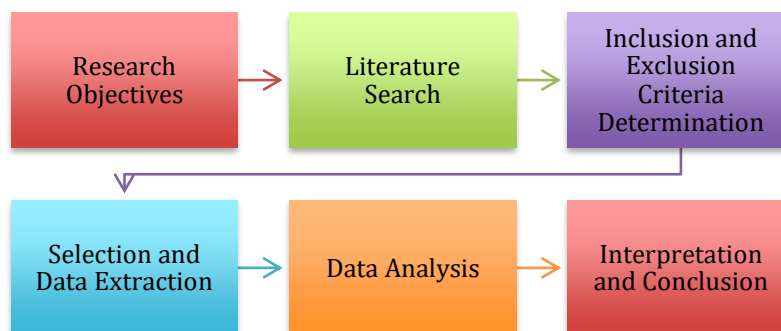

Figure 1. Research Methodology Steps

After identifying studies that met the inclusion criteria, a systematic selection and data extraction process was conducted by reviewing the titles, abstracts, and full texts of each study. Extracted data included information about the study design, sample population, key findings, and implications of the research findings on adolescent ethical and moral behavior. This data was then thematically analyzed to identify major patterns in the influence of social media usage on adolescent ethical and moral behavior. The analysis aimed to formulate conclusions that aligned with the research objective, which is to understand the implications of these behavioral

patterns on adolescent mental well-being and moral development. The research method steps conducted are as follows, as shown in Figure 1.

3. RESULTS AND DISCUSSION

In the context of the current digital era, the use of social media has become a phenomenon that dominates teenagers' social interactions. In several studies, it was revealed that social media has a significant impact on teenagers' perceptions of ethical and moral norms in their social interactions (1). Although there are positive impacts such as facilitating social connectivity and access to information, social media also has negative impacts such as decreased empathy and feelings of social isolation (2). Furthermore, social media use also influences the moral development of adolescents, with several studies showing a decrease in moral awareness and an increase in unethical behavior (2). In an effort to form teenagers' ethical attitudes regarding the use of social media, the role of parents, educators and the social environment is very important (3). They serve as models and mentors in helping youth understand the moral consequences of online interactions, as well as developing the ability to differentiate between ethical and unethical behavior in digital environments. Overall it can be summarized in Table 1.

Table 1. Summary of focal areas and insights on social media use for teenagers and its impact

No	Field or Focus	Authors	Insights or Research Variables
1	Impact of Social Media Usage on Adolescents	Du (2023), Saharani et al. (2022), Leobisa et al. (2023), Firdonsyah & Tyas (2021), Chen (2023), Zhou (2023)	a. The influence of excessive social media usage on adolescents' physical and psychological health. b. Its negative impact on moral values and the dissemination of inappropriate content.
2	Implications of Social Media Usage on Adolescents	KOÇ & KOÇ (2023), Aisyah Fitriah et al. (2023)	a. Positive implications including increased solidarity, participation, and empathy. b. Negative implications including a decrease in values such as love, respect, and responsibility.
3	Role of Parents, Educators, and Social Environment	Pratiwi & Rianto (2023), Grigorescu & Baiasu (2023), Mardliyah & Soekamto (2021), Tantri et al. (2023)	a. The importance of parental guidance in promoting responsible social media usage. b. Educators' support in integrating ethical values.

In Table 1, it is evident that the research outcomes can be grouped into three main focuses: the impact of social media usage on adolescents' perceptions of ethical and moral norms in social interactions, the implications of social media usage on adolescents' moral development, and the role of parents, educators, and the social environment in shaping adolescents' ethical attitudes. This provides a comprehensive overview of the complexity of the interaction between social media and adolescent moral development.

Impact of Social Media Usage on Adolescents' Perception of Ethical and Moral Norms in Social Interactions

Social media significantly impacts adolescents' perception of ethical and moral norms in their social interactions. Excessive social media usage by adolescents has negative effects on their physical and psychological health, thus negatively influencing their moral construction (Du, 2023). The presence of social media enables the rapid and unrestricted dissemination of information, imposing ethical responsibility on its users, including the younger generation (Pan et al., 2023). Violations of ethical norms often occur on social media platforms, highlighting the importance of ethical standards to protect users' rights and privacy (Pratiwi & Rianto, 2023). High school students demonstrate awareness of bioethical issues, emphasizing the need to integrate relevant ethical issues into mainstream curricula to address

adolescents' perceptions of ethical issues related to social media usage (Grigorescu & Baiasu, 2023).

Social media usage significantly affects adolescents' perception of ethical and moral norms in their social interactions (Saharani et al., 2022). This impact can lead to a decline in moral values, as evidenced by the dissemination of inappropriate content and misinformation (Leobisa et al., 2023). To address this, it is crucial to provide education to adolescents about the risks associated with social media and how to use it wisely (Firdonsyah & Tyas, 2021). This education can be delivered through various channels, including religious teachings and family guidance (Mardliyah & Soekamto, 2021).

The research findings indicate that social media usage has a significant impact on adolescents' perceptions of ethical and moral norms in their social interactions. Negative effects such as a decrease in moral values can be observed from the dissemination of inappropriate content and misinformation on social media platforms (Leobisa et al., 2023). This underscores that excessive exposure to social media without proper supervision can alter adolescents' perceptions of ethics and morals. Additionally, high school students' awareness of bioethical issues highlights the need for better education about ethics and morality, especially in the context of social media usage (Grigorescu & Baiasu, 2023). This study emphasizes that intensive social media usage requires a better understanding and education about ethics and morality to avoid its negative impacts. The research findings suggest that social media usage has complex effects on adolescents' perceptions of ethical and moral norms in their social interactions. While social media facilitates connectivity and access to information, negative impacts such as a decline in moral values and ethical violations can also arise. This study highlights the need for better education on ethical and responsible social media usage, as well as the need for strong ethical standards in the digital environment.

Positive and Negative Impacts of Social Media Usage on Adolescent Moral Development

The utilization of social media among adolescents carries both positive and negative implications for their moral development (Du, 2023)(Koç & Koç, 2023)(Aisyah Fitriah et al., 2023)(Chen, 2023)(Zhou, 2023). Positive impacts include increased solidarity, participation, patriotism, empathy, and environmental concern, as well as the cultivation of socialization skills and empathy. However, there are also negative consequences such as a decline in values like love, respect, honesty, responsibility, and perseverance. Excessive social media usage can negatively affect adolescents' mental health, leading to anxiety, depression, and social isolation, which in turn can hinder their moral development. Additionally, social media addiction can disrupt sleep, cause anxiety, and depression, thereby affecting academic performance and social interactions. Understanding these implications is crucial for guiding adolescents in using social media responsibly and promoting positive moral development.

Social media usage has both positive and negative impacts on adolescent moral development. On the positive side, social media can enhance empathy and understanding of others (Jamun, 2018). However, it can also lead to a decrease in respect for others (Mardliyah & Soekamto, 2021). To address these issues, it is important for educators and parents to play a role in shaping positive moral development (MS, 2022)(Royani, 2019). This can be achieved through integrating moral education into school curricula and using positive role models as well as ethical communication.

The positive impact of social media usage on adolescent moral development, such as increased empathy and concern for the environment, suggests that social media has the potential as a tool to build stronger social relations and promote positive social values. However, negative impacts such as a decline in respect and other moral values indicate that social media usage also poses risks to adolescent moral development. Factors such as social media addiction and lack of parental supervision can exacerbate these negative effects. The aforementioned studies provide a deeper understanding of the implications of social media usage on adolescent moral development. However, further research is needed to comprehensively understand the mechanisms through which social media affects adolescent moral development. Additionally,

future studies should consider the roles of parents, schools, and other environmental factors in mitigating the impacts of social media usage on adolescent moral development.

The Role of Parents, Educators, and Social Environment in Shaping Adolescents' Ethical Attitudes Regarding Social Media Usage

The role of parents, educators, and the social environment plays a central role in shaping adolescents' ethical attitudes towards the utilization of social media (Tantri et al., 2023). Parents are expected to reinforce their role by providing guidance to adolescents regarding responsible social media usage, sexual education, and strengthening spiritual aspects. Meanwhile, educators from various backgrounds, both formal and non-formal, are expected to provide support and guidance in facing the realities of the digital world (Pan et al., 2023). Additionally, the social environment influences adolescents' views on bioethical issues related to social media usage and patient rights (Rizvi & Shekhani, 2023). Furthermore, the significant impact of social media on adolescents' desire to present themselves is also a concern, where planned behavior theory and media usage frequency can influence their behavior (Waty et al., 2022). Moreover, risks associated with social media, such as cyberbullying and other psychological risks, highlight the need for education to enhance digital literacy among parents, healthcare professionals, and educators (Balt et al., 2023).

The roles of parents, educators, and the social environment in shaping ethical attitudes towards social media usage among adolescents are of great importance (Rahmat et al., 2019)(Jemikan, 2018). The role of parents is particularly crucial in providing emotional support and guidance that can influence adolescents' ethical behavior (Rahmat et al., 2019). On the other hand, educators can contribute by instilling values and ethical principles in their students (Jemikan, 2018). The social environment, including peers and society, also plays a role in shaping ethical attitudes (Firmansyah, 2021). Therefore, collaboration between parents, educators, and the social environment is essential in supporting ethical behavior in adolescents, especially in the context of social media usage.

Research findings indicate that the role of parents is significant in shaping adolescents' ethical attitudes towards social media usage. By providing responsible guidance, sexual education, and strengthening spiritual aspects, parents can help adolescents gain a deeper understanding of the consequences of social media usage and teach them responsible behavior within it. Educators also have a crucial role in providing support and guidance to adolescents in navigating the realities of the digital world, thereby helping them develop ethical behavior in using social media. The social environment, including the influence of peers and society, also contributes to shaping adolescents' attitudes towards social media usage by providing diverse perspectives on bioethical issues and patient rights. This research emphasizes the importance of collaboration between parents, educators, and the social environment in shaping adolescents' ethical attitudes regarding social media usage. However, it is important to note that this research may not cover all factors that influence adolescents' ethical attitudes towards social media, such as cultural, economic, or technological factors. Additionally, it is acknowledged that the roles of parents, educators, and the social environment may vary depending on the social and cultural contexts present.

In Figure 2, conclusions and interpretations regarding the impact of social media usage on adolescents and the role of parents, educators, and the social environment in shaping their ethical attitudes can be drawn. First, social media usage significantly influences adolescents' perceptions of ethical and moral norms in social interactions. It was found that excessive social media usage has the potential to decrease adolescents' moral values and trigger ethical norm violations on those platforms. Therefore, appropriate education is needed for adolescents to understand the risks associated with social media usage and how to use it wisely. Second, there are both positive and negative implications of social media usage on adolescents' moral development. While social media can enhance solidarity and empathy, it can also diminish moral values such as love and responsibility. Hence, it is important for educators and parents

to participate in shaping positive moral development for adolescents, both through integrating moral education into the school curriculum and by setting good examples.
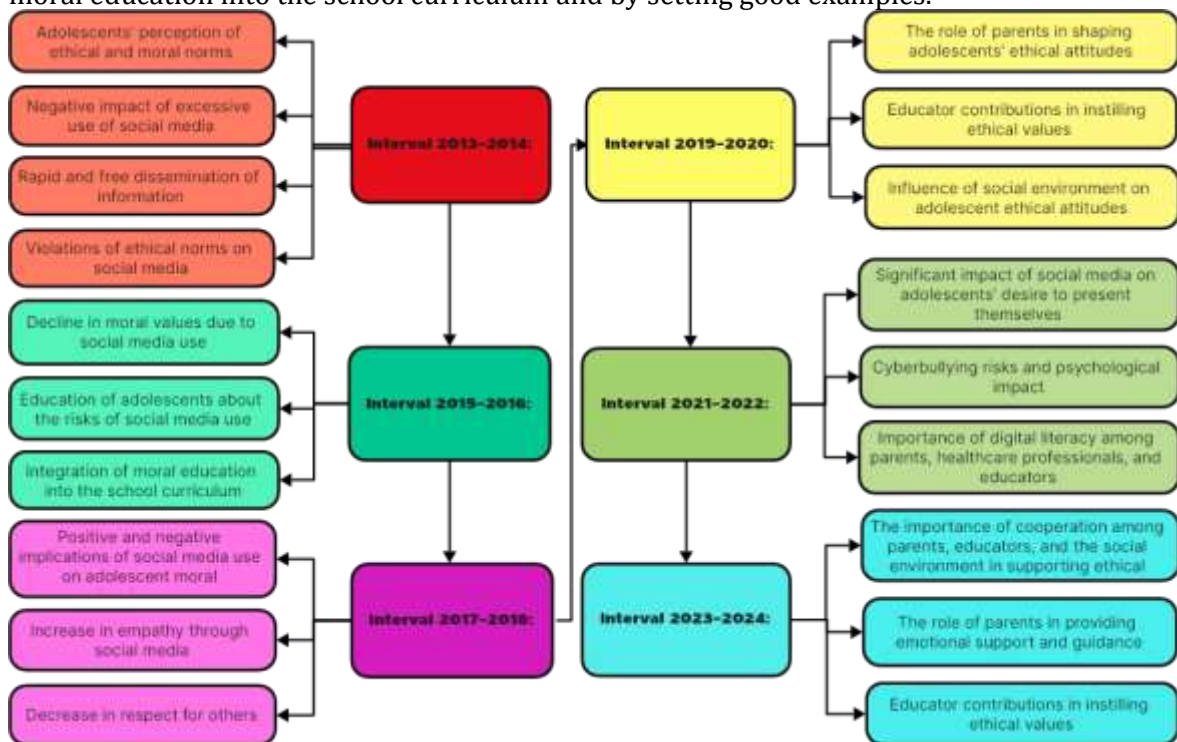

Figure 2. Research Variables

Third, the roles of parents, educators, and the social environment are crucial in shaping adolescents' ethical attitudes regarding social media usage. Parents are expected to provide guidance on responsible social media usage to adolescents, while educators can offer support and guidance in navigating the digital world. Additionally, the social environment, including peers and society, influences adolescents' views on ethical issues related to social media. Therefore, collaboration among parents, educators, and the social environment is key to supporting ethical behavior among adolescents in using social media. Overall, social media usage has complex impacts on adolescents' moral development and requires a holistic approach from various stakeholders to ensure responsible usage and positive ethical attitudes. Parents, educators, and the social environment must work together to provide the necessary guidance, education, and support for adolescents in facing the challenges arising from social media usage.

4. CONCLUSION

Based on the evaluation of the mentioned research findings, it can be concluded that social media usage has a significant impact on adolescents' perceptions of ethical and moral norms in social interactions. Despite its negative impacts, such as the decline in moral values due to the dissemination of inappropriate content and misinformation observed on social media, there are also positive impacts, such as increased empathy and environmental concern. However, it is crucial for education and families to provide better understanding of ethics and morals, as well as appropriate guidance in social media usage so that adolescents can develop responsible and ethical behaviors in the digital environment. The role of parents and educators in guiding adolescents in using social media responsibly and promoting positive moral values is essential. Nevertheless, there is a lack of literature on the specific influence of cultural, economic, and technological factors on adolescents' ethical attitudes towards social media usage. Therefore, urgent research topic to be conducted in the future is "The Influence of Cultural, Economic, and Technological Contexts on Adolescents' Ethical Attitudes in Social Media Usage: A Holistic Review." This research is expected to provide a more comprehensive

understanding of the factors influencing adolescents' ethical attitudes towards social media and to provide more effective guidance for parents, educators, and society in shaping responsible behavior in the digital world.

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