

## Mobile Media Use Among Children and Youth in Asia

**Editor:** Andrew Zi Han Yee

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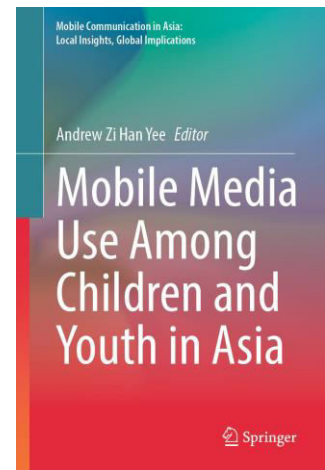
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The pervasive influence of mobile media on children and youth has garnered increasing scholarly attention, particularly in rapidly digitizing regions like Asia. *Mobile Media Use Among Children and Youth in Asia*, edited by Andrew Zi Han Yee, provides a timely and in-depth exploration of this phenomenon. By presenting diverse perspectives from researchers across the region, the volume offers a richly contextualized understanding of how mobile media shapes young people's identities, relationships, and empowerment within their sociocultural and technological environments.

The book is structured into three overarching themes - Identity, Relationships, and Empowerment - each featuring chapters that analyse different dimensions of mobile media use among Asian youth. There is an introductory chapter - Mobile Media and Asian Youths: Everything Everywhere All at Once by Andrew Zi Han Yee and Guan Peng Loy then under the theme *Identity* there are three chapters:

- *Mobile Media and Chinese K-Pop Fandom* by Meicheng Sun examines the role of mobile media in shaping fan culture and identity among Chinese K-Pop enthusiasts.
- *Co-constructing the Young Filipino Gamer* by Jonalou Labor and Cheeno Marlo Sayuno explores how mobile gaming influences youth experiences and identity formation in the Philippines.
- *Young, Famous, and Confused* by Ina Ratriyana analyzes the digital storytelling narratives of young Indonesian influencers during the COVID-19 pandemic, highlighting the interplay between self-presentation and audience engagement.

Under the theme *Relationships* there are four chapters:

- *Vietnamese Families Negotiating Glocal Intimacies* by Becky Pham discusses YouTube appropriation, home-based learning, and digital parenting ideologies in Vietnamese households.
- *Parental Mediation During COVID-19 Lockdown in Singapore* by Hee Jhee Jiow et al. examines how families in Singapore managed mobile media use during the lockdown, revealing evolving parental mediation strategies.
- *Navigating Friendship Among the Consciously Self-aware Generation* by Julienne Thesa Y. Baldo-Cubelo and Ma. Rosel S. San Pascual explores the shifting nature of friendships in the digital age and how mobile media fosters or disrupts social connections.
- *Does Gender Matter?* by Xiaodong Yang and Yijing Li investigates how different parenting styles impact parent-adolescent conflicts over mobile phone use among boys and girls, shedding light on gendered digital behaviours.

Under the theme *Empowerment* there are three chapters:

- *Empowering Young Digital Citizens* by Sharanya Shanmugam and Mark Findlay calls for increased collaboration between youth and policymakers in shaping online safety and privacy regulations.
- *Social Media Use and Political Participation Among Young People in Hong Kong* by Hang Li et al. employs structural equation analysis to examine the impact of digital platforms on youth political engagement.
- *Analysis of the Policy Context Surrounding Mobile Media Use Among Children and Young People in India* by Abza Bharadwaj

and Daljeet Arora critically evaluates India's policy landscape concerning mobile media regulation, highlighting gaps and challenges.

One of the book's key strengths is its Asia-centric focus, offering insights into how cultural norms, educational structures, and governmental policies influence mobile media engagement. The volume effectively highlights the interplay between digital technology and societal values, revealing variations in parental mediation, youth digital citizenship, and the role of social media in identity formation.

A particularly thought-provoking section of the book addresses the psychological implications of mobile media use, including concerns about digital addiction, cyberbullying, and mental health. The authors provide a balanced perspective, acknowledging the benefits of mobile connectivity—such as access to educational resources and peer support networks—while critically examining the potential risks associated with excessive and unsupervised usage.

Furthermore, the volume does not shy away from policy and governance issues. Several chapters discuss governmental and institutional responses to mobile media use among youth, advocating for evidence-based regulations that balance digital access with safeguards against online harms.

While the book offers a comprehensive exploration of mobile media use in Asia, some areas could benefit from further discussion. A comparative analysis with other global regions, such as Western or African contexts, could provide additional insights into universal versus region-specific digital challenges. Additionally, future research could delve deeper into emerging trends, such as the role of artificial intelligence in shaping children's online experiences and the impact of short-form video content.

Overall, *Mobile Media Use Among Children and Youth in Asia* is a significant contribution to media studies, digital sociology, and child development. It is essential reading for researchers, educators, policymakers, and practitioners seeking to navigate the complexities of youth digital engagement in Asia. The book successfully blends empirical research with theoretical discussions, making it both informative and engaging. As mobile media continues to redefine childhood and adolescence, this volume serves as a crucial resource for

fostering a safe and enriching digital environment for young people.

This book is Part of the book series Mobile Communication in Asia: Local Insights, Global Implications (MCALIGI). The Series Editor is Sun Sun Lim, Singapore University of Technology and Design, Singapore. The volume is available in various format and edition – in print edition in is available in hard and soft bound; in soft edition it is available in PDF and Kindle Edition which makes it more accessible and affordable as per the needs.

The editor Andrew Z. H. Yee is an Assistant Professor at the Wee Kim Wee School of Communication and Information at Nanyang Technological University. His research focuses on understanding young people's engagement with digital technology, exploring their usage patterns, motivations, and the implications for their development and well-being.

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