
Impact of Social Media on Youth

media has become one of the most important tools in today's world. There wasn't so much social media a decade ago, but today the world cannot live without an important component of life like social media”.

Guess As a form of mass communication that enables us to interact with people all over the world, social which section of society is most influenced by social media?

Without a doubt it's the youth, the youth of the country who have become tech-savvy, their life revolves around social media. Today they are having massive amounts of media consumption every day. After COVID-19, the internet has become more accessible to students & with more internet came more accessibility to social media.

Social media is just like a coin that has two sides which comes with its own set of advantages and disadvantages. The benefits are many, first and foremost it allows people to interact with each other from faraway places & blurs the miles of distance between them.

It provides a platform to showcase their talent to the world, people are running their commercial businesses solely online without any physical outlets & it's paying off handsomely as well. All in all, it is serving its basic purpose which is making a virtual social environment for people to interact.

But let me delve deeper into this, is it the only aspect that social media serves?

No, it has negative aspects to it as well. The youth today is having an overtly extreme amount of media consumption. They are exposed to many such things which they shouldn't be. Unfortunately, social media today is propagating ideal beauty standards, a way of life that the youth is getting influenced by. Many are going down the lines of depression when they cannot attain that standard. They feel dejected, alone, and defeated in their lives.

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