

New Generation is learning unprecedented skills from social media.

Outline:

1) Introduction:

(a) The invention of internet and the rise of social media

(b) What is social media?

(c) Thesis statement: The advent of social media has acquainted the new generation with unprecedented skills. Although, social media is stigmatized by certain challenges and concerns, yet, by curbing those challenges, social media can be made more efficient.

2) Unprecedented skills developed through the use of social media

(a) Digital literacy and communication skills

(b) Creativity and content creation

(c) Critical thinking and information evaluation

(d) Global awareness and activism

(e) Social skills and empathy

(f) The craze for side hustle

(g) Entrepreneurship and personal branding

3) Challenges and concerns associated with social media.

(a) Addiction and screen time

(b) Privacy concerns

(c) Social comparison and self-esteem

(d) Influence on academic performance

(e) Impact on real life relationship

(f) Cyber bullying and mental health.

(4) Remedies for curbing harmful impacts of social media

- (a) Balance between the use of social media and giving time to other important affairs.
- (b) Awareness regarding harmful impacts of social media and shedding light on the reality of those people who depict their life perfect.
- (c) Cyber criminals must be dealt with iron hands.
- (d) Parents ought to play their role of keeping their children away from the clutches of harmful impacts of social media.

5). Conclusion

- (a) "We get to live in a time that we get to use social media as a tool". (Gigi Hadid, Fashion designer)

"Essay"

The birth of internet on January 1, 1983 is considered a laudable milestone in the history of human beings' quest for seeking and spreading of information, as well as, for connecting with other people. Its invention had given impetus to the invention of other platforms used for communication, interaction, entertainment, business and other purposes which are collectively called social media. The first social media site, Six degrees, was launched in 1997. Since then, many social media applications such as Friendster, Linked in, MySpace, Facebook, Twitter, Instagram, Snapchat, TikTok, to name a few, have been launched in various years. According to Oxford Language Dictionary, social media can be defined as "websites and applications that enable users to create and share content or to participate in social networking". According to Global Social Media Statistics - Data Reportal, there are 4.95 billion social media users around the world in October 2023, equating to 61.4 percent of the total global population. New generation is learning unprecedented skills from social media such as digital literacy, communication skills, creativity.

and content creation. Moreover, they are bestowed with critical thinking through which they can evaluate the veracity of information. In addition, they become aware about global issues, in reaction to which, they indulge in activism. Furthermore, they also learn social skills, empathy and create various avenues for side hustle. However, social media is not immune to some challenges and concerns which are addiction and unnecessary scrolling. Moreover, privacy concerns, social comparison leading to the loss of self-esteem and bad influence on academic performance are also some of the ills observed by the use of social media. Furthermore, it also leads to negative impacts on real life relationship, cyber bullying, and mental health. These concerns can be nipped in the bud by adopting careful balance between the use of social media and giving time to other important affairs. In addition, awareness regarding harmful impacts of excessive use of social media and bringing those people who depict their life absolutely perfect to the limelight could go a long way in curbing its harmful impacts. Moreover, cyber criminals must be dealt with iron hands and parents should also play their due role in keeping their children at bay from the clutches of excessive use of social media. To cut it short, the advent of social media has acquainted the new generation with unprecedented skills. Although, social media is stigmatized by certain challenges and concerns, yet, by curbing those challenges, it can be made more efficient. Social media has blessed the young generation with countless skills but the most important of them are discussed in the following paragraphs.

Firstly, the young generation has acquired the skill of digital literacy and communication through the use of social media. Through various platforms regarding social media, the new generation became slowly and gradually acquainted to digital literacy which has improved their commun-

ication skills for the sake of effectively expressing their opinions and emotions to other people. These two skills are crucial to use and engage with people on social media. From writing comprehensible messages to learning how to make and account and uploading picture or share posts, it became greatly helpful in honing the digital literacy and communication skills of young generation. In short, social media has greatly enhanced these skills.

Secondly, creativity and content creation are another marvel of social media. Through the platforms like, WhatsApp, Facebook, TikTok, Instagram etc, people can edit their photos or videos and upload it. In addition, these platforms have also greatly impacted the skills of photography, videography and editing to create content, which leads to enhancement of creativity among new generation. Moreover, some social media developers have made these skills their full fledge job. In short, social media has exacerbated the skills of creativity and content creation among new generation.

Thirdly, social media has been teaching young generation about the skills of critical thinking and information evaluation. It is true that now a days that some sources of emanating information on social media are propagating disinformation and misinformation. Moreover, social media is used as a tool for propaganda. Under such circumstances, the young generation has adapted their self to such information and sharpen their skills to critically dissect and analyze such kind of information in order to separate genuine information from the false one. Furthermore, they are exposing those pages which are spreading such information. To conclude, social media has honed the skills of critical thinking and information evaluation.

Fourthly, social media has enlightened the new generation about various global issues. In addition, these platforms

have made them responsible citizens to ~~an~~ by engaging them in activism. The biggest example of current global issue is climate change. Social media has played a crucial role in making people aware about this phenomenon and its drastic impacts. Resultantly, it gave impetus to various climate activists to compel their government to take proactive measures against climate change. In a nutshell, Global ^{awareness} activism and activism are one of many skills bestowed by social media.

Finally, social media has also acquainted the young generation with social skills and empathy. It had introduced and exposed the young generation with different kinds of culture and people. Their interaction with such cultures and people have made their temperament empathetic towards them. Empathy is the end result of such interaction with diverse cultures and people. Its relevant example in the current scenario is the plight of Palestinian people by the hand of Israelis. ~~Uptill now~~ up till now, more than 25000 Palestinians have been killed by the hands of Zionist regime. People around the world have become empathetic towards their wretched situation by the help of social media. Moreover, social media ^{has} also taught the young generation about how to get socialize with diverse kind of people. Hence, social media has made people empathetic and social.

Lastly, social media has produced the craze of side hustle in the minds of young generation. It has taught them that instead of using social media for entertainment purposes, they can earn passive income by providing entertainment. In addition, young generation can also monetize and sale different products through these platforms. All they have to do is to make themselves aware about some niche. Many people have started online businesses of their own such as Lenart French, Phil Ripp and many others. These

people had started their businesses from scratch, thanks to social media. Such people use platforms like TikTok, Instagram etc for generating money. To cut it short, social media has given the young generation the skills of entrepreneurship and generating passive income.

The above mentioned paragraphs discussed about diverse skills developed by young generation through the use of social media. The following paragraphs are about challenges and concerns associated with the use of social media:

First of all, young generation has got ~~addiction~~ addicted to the ^{excessive} use of social media because of which they are exposed to harmful rays emitted by mobile phones. It is evident from the fact that young generation use social media even while attending classroom. Such kind of addiction limit the minds of young generation only to using these platforms. Moreover, this addiction wastes a lot of time of the users which could have been positively utilized in other activities such as outdoor games which leads to leadership skills, social skills etc. Hence, excessive use of social media has led to addiction and screen time.

In addition to the above mentioned concern, privacy concerns are another challenges pertaining to excessive use of social media. By uploading their photos, videos, accepting cookies while surfing certain website and certain terms and conditions, young generation, without their knowledge, expose their privacy to these various online platforms. The repercussions of such acts is that it may lead to identity theft. The young generation is in dire need of striking a balance of what so ever they upload and protecting their personal information from potential misuse. In conclusion, privacy concerns are one of many challenges vis-a-vis social media.

Moreover, the ^{use of} social media platforms has also led

social comparison and loss of self-esteem. On these platforms, people depict their life extremely perfect and flawless by uploading such pictures and videos which depicts that they had never been touch by misery and sorrow. When young generation watch such kind of pictures and videos which inspire awe, they start comparing their self with those people who had uploaded those pictures and videos which eventually, diminish their self-esteem. Resultantly, they yearn for the life of those people and become hateful of their lives. That's for why, the use of social media encourage social comparison and loss of self-esteem.

Furthermore, the most important bone of social media's excessive use is that it negatively impacts the academic performance of young generation. It has become a norm now a days that young generation do not go to bed before two o'clock because they are too busy in using social media in an excessive manner. Resultantly, the younger generation have become night owls and in the morning they get up late and miss some of their important classes at school. In addition, the excessive use of it has been making young generation averse to reading and learning their school lessons which leads to lower grades. To conclude, the excessive use of social media has made young generation averse towards seeking education.

In addition, social media has also a drastic impact on real life relationship. By excessively indulging in social media, young generation has forgotten their social behaviors and customs. They do not give enough or any time to their parents. Even when they sit with their parents, their main topic of discussion will be about the reels and funny videos which they had watched by killing their precious time. By not sitting with their parents, young generation become unaware of their culture, values, customs, and even language. In short, social media has negatively impacted social life relationship.

Lastly, the use of social media has also led to cyber bullying and mental health crisis. Cyber bullying is the use of electronic communication to harass, intimidate, manipulate, or threaten someone. A 2018 Pew Research Centre survey found 59% of teens have personally experienced abusive online behaviour. Cyber bullying on social media can be in the form of abusive comment on someone's photo, sending explicit pictures or videos to some one without their asking, sharing of personal information of someone online etc. Such kind of acts leads to mental health crisis such as anxiety, agony, loss of self-esteem, inferiority complex and many others. To cut it short, social media has given rise to enhancement of cyber bullying, leading which leads to many mental health issues.

The above mentioned paragraphs discussed about concerns vis-a-vis social media. But, these concerns can be curbed by taking following proactive measures.

First things first, a clear cut balance must be made between the use of social media and giving to other important affairs. Young generation must be taught that night is for sleep and day is for doing productive work. Moreover, they are supposed to be taught that after three or four hours of productive, which could be any thing, they can use social media for half an hour as a reward to refresh their mind. The proverbial saying, excess of every thing is bad, is relevant here. Social media should be used by young generation as a medicine, and not as a food. In this way, the concern of addiction pertaining to social media can be curbed.

Another measure is that awareness should be propagated about all the concerns and challenges regarding the use of social media. This obligation can be materialized by print media and social media itself. These platforms should take the responsibility of enlightening

the young generation about the pros and cons, causes and effects of various advantages and disadvantages of social media, and the measures which they could take to keep their self away from the harms of social media. This is one of many ways to curb the negative effects of these platforms.

In addition, social media platforms, governments, international organizations, NGOs and INGOs should take the responsibility of dealing with cyber criminals with iron hands. They should set stern penalties on the perpetrators of cyber crime or cyber-bullying. This can be done by setting up of a complaint box in every social media platform so that those people who had experienced cyber bullying could lodge complaint against those IDs from which they had experienced it. In return, their complaints should be addressed in no time by the above mentioned stakeholders. In such a way, the menace of cyber bullying can be curbed.

Finally, the negative effects of social media on young generation can also be nipped in the bud when parents play their responsible role of keeping their children away from the clutches of harmful impacts of social media. This can be materialized when both of the parents spend equal amount of time with their children. They should adopt the approach of B.F. Skinner called Operant Conditioning. This approach requires some task which is supposed to be done by a subject in order to get materials rewards, so that the subject could be encouraged to do more tasks. This approach has been testified and feasible with children. Furthermore, they can make their children aware about harmful effects of social media. In this way, by adopting these approaches, the concerns regarding social media can be eliminated.

In a nutshell, ~~it~~ ^{it} can be concluded that with the advent of social media, young generation have been made acquainted with many beneficial skills. Although, social media is stigmatized by certain challenges and concerns, yet, by eliminating those challenges, social media can be made more efficient. Young generation has been learning many skills from these platforms such as digital literacy, communication skills, creativity and content creation. Moreover, they have been developing critical thinking by evaluating various information. They have also become aware regarding global issues which has created in them an element of activism. Furthermore, they have adopted social skills, empathy, and some have even started their own online businesses. However, social media also comes with some of its advantages such as addiction, excessive screen timing, loss of privacy ^{and} social comparison which leads to diminishing self esteem. In addition, a negative influence have been identified on their academic performance. It also harmfully impacts real life relationships and lastly, social media's excessive use leads to cyber bullying. These challenges can be curbed by striking a balance between the use of social media and other necessary works, by making people aware of its harmful effects, by strictly dealing with cyber criminals and by the aid of parents in keeping their children away from harmful effects of social media. In true sense, these platforms are not inherently bad, but the way people use it justify its worth. It should be used as a tool to complement the users with dealing day to day affairs because "we get to live in a time that we get to use social media as a tool."