

Essay: New generation is learning unprecedented skills from social media.

OUTLINE:

1- Introduction

Thesis statement: Social media has both ^{simultaneously} positive and negative effects on new generation. Young generation learns prodigious skills from social media when used responsibly. Nevertheless, its demerits can be mitigated via beneficial use, and ^{by spreading} awareness regarding its frequent use ^{in youngsters.}

2- Social media as a driving force in shaping the lives of new generation.

3- Social media as an impetus to innovation in young generation. (Thesis)

a- Develops digital literacy and communication skills.

b- Encourages creativity and content creation.

c- Promotes entrepreneurship and personal branding.

d- Hones critical thinking and information evaluation.

e- Source of global awareness and activism.

4- Ubiquity of social media ~~is~~ adversely affects young generation. (Anti-thesis)

- a- Incessant use of social media cause addiction, mental health issues and social comparisons.
- b- Personal information and content sharing on social media raise concerns about privacy.
- c- Online entrepreneurship is less reliable and scam-based.
- d- Affects academic performance in pursuit of becoming critical thinker.
- e- Rumours and baseless affairs on social media thwart mental peace.

5- Responsible use of social media paves the way for skill development and growth. ~~(Synthesis)~~ (Synthesis)

- a- Beneficial use of social media opens doors for innovation and exposure.
- b- Online interaction develops social skills.
- c- Entrepreneurs underscore credible items to thrive their business.
- d- Ambitious academic work for ensures academic excellence.
- e- Except rumours, social media is also a source of up-to-date knowledge.

6- Conclusion.

Essay:

"Social media is about sociology and psychology more than technology" (Brian Solie). This ^{saying} highlights the true nature of social media. It is the source of growth and skill development in youth. Individuals learn to socialize and acquire myriad ~~sk~~ psychological skills such as critical thinking and innovative ideas via social media. Though it is a tool of technological advancement, prima facie, it assists individual's intellectual development. Social media has both positive and negative effects on new generation, simultaneously. Young generation learns prodigious skills from social media when used responsibly. Nevertheless, its demerits can be mitigated via beneficial use and ^{by spreading} awareness regarding its frequent use in youngsters. Social media stimulates investment discoveries in new generation by promoting digital literacy, communication skills, creativity and content creation. Moreover, it breaks new grounds for e-business and critical thinking. Besides, social media enlightens people which ensues media activism. Notwithstanding, the flip side of social media proves fatal for young generation. Frequent usage of social media apps cause mental stress, addiction, low self-esteem and privacy issues. Furthermore, entrepreneurship sham, low academic performance and spread of ^{mis} information about people destroy mental health.

However, social media is worth considering for skill development if used responsibly. Inventions by products of meticulous use of social media. Efficient promotion of online items, social interaction and mobility are the academic excellence and exposure to current affairs of the world could be approached through social media platforms. Social media is a powerful tool that helps people connect and communicate with one another. It provides real-time information about what is happening in other parts of the world. Those who use social media intelligently could make most of the opportunities available today. Social networking services can be used to hone debating and discussion skills in a local, national or international context. This helps new generation to develop public ways of presenting themselves. According to reports, more than four billion people across the globe have access to social media. It is also the source of online education, entertainment, inspiration and motivation for youth amid technological innovations.

Social media has become the primary means of communication for the young generation. They are not only fluent in traditional communication but also developed a new set of skills

related to digital literacy. From crafting concise messages to understanding the nuances of online communication, young individuals are adapting to a digital language that is distinct from traditional forms of interaction. Internet users in Pakistan increased by 5.4% over the last year, 2022 (ITU, 2023). Similarly, many organizations initiated digitalization. For example, Jazz, Pakistan's largest digital operator, launched Pakistan's first 5G Hackathon in Sep, 2023. Therefore, social media acts as impetus to digitalization and communication skills.

Moreover, social media has emerged as a powerful force in developing creativity and content creation in new generation. The youngsters are honing their skills in photography, editing and content creation that captivates audiences. Various social media application are efficient in this perspective. For example, platforms like Instagram and TikTok have turned users into content creators. The ability to tell a compelling story in a short video or through visually appealing images is a skill set that is in high demands in the digital age. Besides, it fascinates people and diverts their attention to the user's creativity. Hence, social media provides platform for manifesting individual's talent.

In addition to the above, social media provides opportunity to the new generation to pursue their interests, allowing them to build a personal brand. Young people are learning to market their skills and monetizing their passions in ways that were not possible before the advent of social media. It is also the source of employment. The adoption of technology can spur job creation by 18% in the IT-BPO industry by 2025, leading to improved productivity (ADB, July 2023). Furthermore, organizations which switch to online skill-development are relatively prosperous. Organizations embracing a skill-first culture are 63% more likely to achieve business goals and financial targets (WEF, July 2023). So, businesses flourish through social media's skill development.

The abundance of content on social media requires the new generation to develop critical thinking skills. They must navigate through a sea of content discerning between credible and unreliable sources. The ability to analyze information critically and distinguish between opinions and facts is imperative in an era where misinformation and fake news are rife. For example, in order to analyze the tweets of politicians, prudence and forethought is required. Hence, Moreover, in a society where

crises are rampant, social media is the only source to remain updated and ponder upon different perspectives. Hence, social media create critical thinkers in the society.

Over and above, social media has connected the new generation to global issues, fostering a sense of awareness and activism. Young generation actively engages in social and political causes. The ability to mobilize support and raise awareness through online platforms has become a powerful tool for social change.

Black lives matter is a prime example of a movement initiated via social media to gain global recognition. Sparked by the deaths of unarmed black individuals, this movement gained momentum as countless individuals shared personal experiences, videos and information, leading to increased awareness and public engagement. Therefore, social media fosters global awareness and media activism.

However, excessive dependency and frequent usage of social media invite many ills. The constant use of social media has been linked ~~with~~ to addiction and mental health issues in new generation. In order to seek validation through likes and comments and compare oneself to others can contribute to anxiety, depression and low self-esteem. **40%** of people on social media

(Mental Health statistics, 2023)

report feeling anxious or depressed after using it. Additionally, social media platforms present curated versions of people's lives, emphasizing their positive aspects. The constant exposure to seemingly perfect lives of others can lead to social comparisons. Consequently, feelings of inadequacy and discontent are generated in young impressionable youths. 42% of people on social media report feeling discontent and more insecure about their life after using it (Mental Health statistics, 2023). Hence, negative use of social media leads to depression.

Furthermore, the sharing culture on social media raises significant privacy concerns. Young generation might unknowingly expose personal information, leading to potential threats such as identity theft, cyberstalking or the misuse of personal data. Many social media apps are prominent in this perspective. For example, Clearview AI scraped 30 billion images from Facebook without the consent of users and gave them to cops which were later used in facial recognition software in 2023. So, scam and misuse of personal data is prevalent on social media.

Entrepreneurship via social media lacks reliability and authenticity. Mere virtual

image of product is inadequate for customer's satisfaction. Chances of deceit are maximum via social media entrepreneurship. **Card testing fraud, Refund fraud and fake invoicing** are prominent examples. Moreover, the quality of product cannot be manifested through online purchasing. Additionally, technical errors can lead to losses. Sometimes, website crashes. This collapse has an impact on Twitter, Soundcloud, and so on. Resultantly, the company might suffer significant losses. Therefore, online entrepreneurship is unreliable.

Moreover, students who spend too much time on social media may struggle with time management and become less productive in classroom. Students are easily distracted from their studies by constant alerts, endless scrolling and appeal of visual material. For example, **Facebook, Twitter, Instagram** entice huge audience and cause time wastage. These applications use various tactics, such as notifications, likes and comments to keep users engaged for as long as possible. This creates fatigue and irritation in youth which directly affect their academic performance. It also has profound impact on the mindset of new generation, ~~and~~ which can lead to irreversible ramifications. Hence, responsible use of social media among youth is crucial.

for their intellectual development.

Similarly, the rise of ~~sumpress~~ and spread of mis-information on social media destroys the mental peace of individuals. Incidents of cyberbullying on social media has become a significant concern. The anonymity by these platforms can lead to increased instances of harassment, bullying and the spread of harmful content, contributing to mental health issues, including anxiety and depression. 40% women in Pakistan have been victims of cyberbullying (Paradigm Shift). Besides, politicians are always up to do something ~~to~~ harmful in order to tarnish the image of opponents. Facebook, Twitter are significant apps in this regard. So, misinformation on social media snatches mental peace of the individuals.

Nevertheless, social media plays yeoman service when used purposefully. Social media is a source of gaining knowledge and innovations. It opens new arenas of scientific developments if used passionately. People who have used it for the service of mankind have taken the great advantage of it. For example, Asfa Karim, a Pakistani child prodigy became the youngest Microsoft Certified Professional at the

age of nine. She achieved this feat after developing keen interest in computers and taught herself how to program. Therefore, social media led to innovations.

Despite myriad concerns regarding social media, it plays a role in developing social skills and empathy. Online interactions provide opportunities for individuals to understand diverse perspective and cultures. Virtual communities allow for connections with like-minded individuals, fostering a sense of belonging and empathy towards others. According to the research, online exchanges can foster individual identity and creativity, enhance respect, tolerance and allow teens to support and learn from each other (American Association for Marriage and Family). The communities and social interactions young people form online can be invaluable for bolstering and developing young people's self confidence and social skills. Hence, social media inculcates social skills.

In addition to the above, in the age of social media, authenticity is a currency. Entrepreneurs need to be genuine, transparent, and true to ~~you~~ the brand's values. Promotion of products via social media underscores credibility. The nail polish brand **Essie** is a great example of promotion through social media. The company encourages its customers to share their photos online

and gets tone of user-generated content. So, in this way ~~but~~ they ensure their products' reliability.

Besides, use of social media in educational activities fosters learning. Various perspectives of a particular topic widens students' conceptual understanding. Many applications are available today through social media which made knowledge easily accessible. **Chat GPT, Siri and Google** are information-centric apps, providing quick and ready-made knowledge. These apps can help classify, explore and evaluate critical information comprehensively. Additionally, social media can help to aid teachers in communicating with students even when they are outside of classroom. In **COVID-19**, online learning via social media proved beneficial. Use of social media platforms can provide students with unlimited resources and texts from credible sources. Hence, social media aids in academic fields.

Similarly, through internet, one can access to huge amounts of quality information, and social media is a tool to keep pace with the most recent events happening in the world. Using social media as a news source, allows users to engage with news in a variety of ways. For example, **Consume News, Discover news** and so on.

likewise, many channels on television broadens the knowledge horizon of viewers such as **Discover Pakistan**. These channels aim to raise awareness regarding geography, culture and social aspects of people. therefore, social media facilitates its users via vast coverage.

In a nutshell, while social media offers unprecedented opportunities for connection and exposure, its impact on new generation is ~~and~~ double-edged sword. Balancing the benefits with the potential drawbacks requires a nuanced understanding. Likewise, social media has undeniably played a significant role in shaping the skills and experiences of the new generation. From digital literacy to entrepreneurship, the impact is both positive and challenging. It is essential for parents, educators and society as a whole to guide young generation in harnessing the positive aspects of social media while mitigating challenges. Initiatives that promote digital literacy, responsible use and open conversations about the challenges posed by social media can empower the new generation to navigate these platforms in a healthier and more informed manner.
