

4. New Generation is learning unprecedented <sup>Date</sup> 20 skills from social media

### Outline

#### 1. Introduction

Thesis statement: Social media has pushed the new generation to take up ~~some~~ profound new skills. This has manifested in multifarious positive implications. However, to encourage greater adoption of skills, some well thought-out and targeted solutions should be adopted

#### 2. Multifarious skills adopted from social media

#### 3. Reasons for the new generation adopting unprecedented skills from social media

- (a) Far-reaching impact of globalisation
- (b) Advent and adoption of AI
- (c) Overpopulation forced individuals to compete for limited resources
- (d) Need to earn in foreign currency in the face of depleting local currency value
- (e) Social cohesion on social media
- (f) Presence and power of virtual economy

#### 4. Positive manifestations of new skills learnt on social media by the new generation

- (a) Means to economic uplift of nations
- (b) Ability to keep up with pace of the world
- (c) Escape cycling of poverty
- (d) Enrichment of data-sharing and collaborative economy
- (e) Advancement of the education sector

#### 5. Ways to promote further adoption of new skills through social media

- (a) Encouraging government policies with regards to free social media





- (b) Provision of internet services
- (c) Facilitation of liberalism and globalization
- (d) Ease job criteria from academic to practical skills
- (e) Collaboration with religious clerics to encourage social media
- (f) Bring women into the fold of social media

## 6. Conclusion

### ESSAY

Forms of communication and entertainment have entered the world through the revolving door. Each generation saw a new profoundly different means of communication from letters to via post, telegrams, radio, telephones and now e-mails and videocalls.

### ESSAY

While many forms and mediums of social media have come and gone, the true impact of social media was felt with the inception of Facebook. What started off as a simple platform for entertainment and communication, soon became an all-encompassing <sup>driver</sup> ~~medium~~ of socialisation, employment and politics. This precipitated into the enlargement and advancement of the social media industry with new platforms developed for specific purposes. Instagram emerged for content-creators and facilitated new forms of entrepreneurship. ~~and~~ business LinkedIn emerged as a means



to form professional connections and learn specific skills for professional development. This entire wave of social media in the 21st century short span of less than 20 years completely shifted how civilizations function and interact. Skills that were vital for ~~our~~ survival and progress were no longer applicable as the younger generation had to pick up, rather quickly, new unprecedented skills to form part of the global community. The reasons for this include globalisation, advent of Artificial intelligence and the need to earn in stronger foreign currencies to survive the economic downturn in indigenous economies. The adoption of these unprecedented skills had ~~multifaceted~~ profound positive impacts which include economic uplift of nations, ~~economic~~ social integration and advancement of social sectors ~~like~~ such as education. However, social media is constantly evolving and changing the social world which needs to be taken advantage of through adoption of a liberal mindset, introduction of friendly government policies and inclusion of women into social media. Overall, ~~the new generation has~~ social media has pushed the new generation to take up profound new skills. This has manifested in multifarious positive implications. However, to encourage greater adoption of skills, some well-thought-out and targeted solutions should be adopted.

In order to keep up with the break-neck pace of the world, ~~so~~ skills need to be adopted that coincide with individual



development and national progress overall. Now, trends have emerged of up- and- coming skills that are needed by the younger generation. These include social media management, content creation, communication through a multi-mode medium and technological skills.

More people in the younger generation are aware of ~~the~~ <sup>current</sup> world events and this enables them to communicate with others, keeping in mind the forces at play. For instance, Chat GPT-3 is a recent development in the AI, which was Individuals were made aware of it through social media and quickly developed skills to use it in their daily lives to keep pace with the global community. Another skill that has become key for success of businesses is social media marketing. The younger generation has developed the skill and know-how to coincide with social media algorithms in order to promote products and services effectively. All in all, social media has pushed the younger generation to learn ~~or~~ unprecedented skills unlike older generations and this trend will only see an upward trajectory.

The far-reaching impact of globalisation has culminated into younger generations adopting unprecedented skills from social media. Globalisation has led to time-space compression which has meant that skills ~~are~~ <sup>should</sup> no longer cater to local but global needs. The reason why the youth has adopted these unprecedented skills is because it is required by the global community at large ~~and~~ and individuals would lose out



if they don't keep up with new trending skills (John Baylis, *The Globalisation of World Politics*, 1997). For instance, individuals are required to have LinkedIn accounts that are well-maintained for most formal-sector jobs. Without it, they may create a bad impression and lose out on an employment opportunity. Hence, globalisation has forced the youth to take up skills to keep pace with the world at large.

The advent of ~~AI~~ and adoption of AI meant that the younger generation ~~now~~ had another addition on their roster of skills to be adopted from social media. Social media ~~typed~~ influenced and sensationalised AI which culminated into individuals adopting skills to coincide with AI. AI ~~fed~~ bled into every facet of human existence such as the economy, military, politics and education which meant that adoption became vital to survive. ~~For instance,~~ (Henry Kissinger, *The Age of AI and Our Human Future*, 2011). For instance, the younger generation ~~learns~~ learnt political campaigning through creating slogans, manifestos and even songs ~~or~~ through artificial intelligence whose general adoption was fuelled by social media. Therefore, ~~the~~ the advent and adoption of AI led to adoption of skills through social media.

Unfortunately, the world population has been on an exponential upward trajectory



~~in~~ which has meant that skills need to be adopted  
~~to~~ ~~learn~~ from social media to compete for limited resources.  
 The global population has only a finite number  
 of resources and every individual would have to  
 outdo the other to win those resources. Unprecedented  
 skills are required through social media to ensure  
 that the most capable and able individual  
 obtains the resource. For example, one who can  
 successfully gain clients through effective social  
 media marketing would take away from those  
 who don't possess <sup>social media</sup> marketing skills. Overall, the  
~~eight~~ ~~8 billion~~ people on earth need to develop  
~~a vast array of skills~~ world population reaching  
 going over 8 billion has meant that the youth  
 needs to develop a vast array of skills to ~~comp~~ from  
 social media to compete for limited resources.

Global economic recession has meant that  
 the younger generation needs to earn stronger  
 foreign currencies by brushing up on skills learnt  
 from social media. The world, post-pandemic, has  
 struggled to attain economic stability with  
 developing countries suffering the most. This trend  
 led to a need to ~~develop~~ gain unprecedented  
 skills ~~or~~ <sup>from</sup> social media. The youth has had to  
 become resourceful and ~~start~~ to scavenge  
 opportunities on social media employment  
 platforms. For instance, many professionals  
 have profiles on freelance mediums such  
 as Fiverr and Upwork to earn in  
 US dollars or Great British Pound. Hence,  
 a need to earn in foreign currency has been  
 the reason to learn unprecedented skills.



Through social media

A society in the virtual realm influences the younger generation to adopt skills ~~on~~ through social media. The social media platforms ~~are~~ contain a community of individuals connected ~~to~~ perpetually and constantly influencing each other. If one social media influencer takes up the pursuit of a particular skill, others soon follow. For instance, many ~~individuals~~ young people took up trading equities during the pandemic which led to the rise of prices of ~~an~~ ~~equities~~ equities such as GME (Game Stop). The power of social media influenced the younger generation to trade particular shares on the stock exchange. Ergo, the ~~younger~~ <sup>new</sup> generation has ~~is~~ learning unprecedented skills on social media through influencing factors of the virtual community.

The virtual economy has emerged as a powerful entity to which has attracted the new generation to learn new skills on social media. The new generation would like to reap the ~~gen~~ benefits of the virtual economy as it has only expanded in scope - driven by social media. Social media has allowed the new generation to form part of the virtual labour force ~~and~~ ~~not~~ ~~allow~~ which ensures that they ~~are~~ ~~not~~ ~~left~~ ~~behind~~. don't have to leave the comfort of their homes. For instance, the new generation has picked up the skill of 'flipping' products on Facebook marketplace i.e. take unwanted products




and find buyers around the world. This has led to the new generation being inspired to adopt new unprecedented skills ~~or~~ <sup>from</sup> social media.

One positive implication of the new generation adopting unprecedented skills on social media is ~~having~~ <sup>the means</sup> the economic uplift of struggling nations. Developing nations with newer generations being added to their pool of national population ~~have~~ <sup>have</sup> been able to ~~start~~ come up in the economic ranks through ~~the~~ skills attainment through social media. The ~~young~~ new generation realises the power of social media on an individual basis and also on a national basis. Thus, countries such as India were able to come up to the status of a global economic powerhouse through the upskilling of the newer generation from social media. Many individuals fuelled the economy through learning ~~entre~~ business strategies and social media marketing on social media. Ergo, many developing countries have uplifted their national economies through social media. The newer generation adopted ~~unprecedented~~ unprecedented skills from social media.

Nations have been able to keep pace with the break-neck progress of the world through attainment of skills by newer generations. ~~The~~ countries that ~~are~~ have an able, ~~and~~ willing and motivated new generation have managed to keep up with others as social media constantly updates them with the



latest developments. Developing nations in particular have benefited from this as they were given an equal platform as the rest of the world compared to the other debilitated means of progress. For example, South Africa was able to encourage the younger generation to adopt new skills on social media ~~of~~ even after the apartheid which created a stumbling block to economic development. This culminated into the country being economically powerful enough to join BRICS. Therefore, nations and individuals are able to compete and keep pace with the world through social media and the ~~new~~ <sup>new</sup> generation learning skills from it.

Undoubtedly, the cycle of poverty is difficult to escape but the new generation adopting new skills from social media has led to some breaking the cycle. Individuals <sup>have</sup> ~~can~~ now achieved upward social mobility <sup>when</sup> of they play their cards right and adopt smart work instead of hard work. The skills learnt through social media have meant that one does not require a formal education ~~of~~ to become successful. For instance, Addison Rae, a ~~see~~ TikTok star, was able to go from rags to riches by picking up trending dances and becoming famous. These skills were learnt on social media which were a form of entertainment that enabled her to become a multi-millionaire. Hence, the cycle of poverty ~~can be~~ has become ~~a thing~~ escapable through by 



The new generation learning skills on social media.

Another positive implication of this phenomenon has been the enrichment of data-sharing and the collaborative economy. Social media is a unification of data created by ~~its~~ its users which has expanded free data content and collaboration worldwide. Benefits are no longer restricted to one individual or group and information cannot be gate-kept. For example, Brilleen Mauro highlighted the ~~unleashed~~ increasing trend of collaboration on social media precipitating other outlets such as ~~these~~ and which further increased collaboration amongst a wider community (2030: How Today's Trends will collide and reshape the future of everything, 2020). Ergo, the new generation learning skills on social media has enriched data-sharing and collaboration.

Far-reaching positive developments have been felt in the education sector through the new generation adopting ~~an~~ a multitude of skills ~~on~~ through social media. The new generation has developed a more analytical and critical approach to information and a 'work' culture has emerged which has changed the education sector. <sup>A world of</sup> Information ~~can be attained by typing a few words online~~. A world of information is available on social media platforms including ways to use Chat-GPT-3 for research. For



distance; ~~the~~ the new generation can now ~~now~~ conduct targeted research and make presentations quickly while utilizing the time saved on critical analysis of Topics (Natasha Berg, Should we let students use Chat GPT? xTEDTalks, 2023). Therefore, social media has facilitated skills to be learnt by the new generation that has led to the advancement of the education sector.

To encourage the adoption of more skills by the new generation, through social media, the ~~government~~ government policies should encourage ~~free~~ ~~expression~~ use of social media. Government policies should limit restrictions and bans on social media that disrupt the flow of skills enrichment. Social media has been victim to arbitrary censorship and restrictions in many countries that discourage adoption and should be avoided. For instance, China has banned WhatsApp which discourages the new generation from its usage and global integration. Hence, government policies should encourage the use ~~and~~ of social media and enhancement of unprecedented skills in the new generation.

Internet and social media go hand-in-hand ~~and~~ which entails the necessity of internet provision. Once internet is provided users would automatically find their way to social media, creating a ripple effect that would lead to the attainment of unprecedented





skills. ~~ff~~ Internet usage is below the desired level in developing countries which means social media usage is also low. For ~~example~~ To elaborate, a strong correlation is seen on Statista as in October 2023, internet users were 5.3 billion whereas social media users were 4.95 billion ([www.statista.com](http://www.statista.com)). Therefore, internet provision would encourage social media usage and attainment of unprecedented skills ~~or~~ from social media.

To facilitate skills enrichment via social media, liberal values and globalisation should be encouraged. The new generation should be encouraged to come out of their shells and explore the world virtually through social media. Liberal values and globalisation entail that the new generation will not feel threatened by new cultures and ways of life and livelihood. For instance, neo-liberalism adopts the principles of internationalism and ~~total~~ collaboration, which means that all would be encouraged to ~~be~~ mutually benefit from each other through social media. ~~More~~ Overall, neo-liberal value adoption and encouragement of globalisation would lead to the ~~overall~~ <sup>an</sup> overall increase in attaining multiple skills through social media.

Inadvertently, job descriptions have changed to include more practical skills which should be encouraged. Jobs ~~are~~ many jobs require skills that ~~are~~ learnt can be learnt on social media rather than in a ~~or~~ classroom through academic



study. Places of employment should lean into practical skills over academic qualifications as the former come more in handy. For example, Tesla and Google have reduced the need for specific academic credentials in some divisions with more practical skills learnt on social media such as social media marketing. This is also highlighted by Neda Mulji who highlights the need for practical skills rather than academic knowledge as the former is more important for employment (Skills vacuum, 2023). All in all, practical skills should be given preference <sup>over academic skills</sup> to encourage more the new generation to pick up skills from social media in an individual capacity.

If religion forms the basis of national ideology in some nations and through collaboration with religious clerics, the new generation could be encouraged to adopt new skills from social media. Religion influences individuals deeply and could be used as a tool of fulfilling the national objective of progress. Religious clerics could be encouraged to preach attainment of new skills to keep pace with the world and for the advancement of the people. For instance, Nikhat Sattar ~~highlighted~~ highlighted the need for progress through ~~hard work~~ hard work which is encouraged in Islam. Moreover, Muslims must be progress to be successful as Allah says in the Quran "Verily! Allah will not change the condition of a people until they change



that which is in their hearts" (13:11). Ergo, with collaboration with religious elites, the new generation could be encouraged to increase their skills from social media.

Lastly, women should be encouraged to join social media and attain unprecedented skills. Women are largely absent in the virtual realm in many countries which discourages other women as they have no role model. Through encouraging women to join social media, other women will follow suit and also adopt ~~any~~ a multitude of skills on social media. For example, Malala Yousafzai is a strong influential force for women to join social media and empower themselves like her. She has used social media to gain traction and enhance her communication skills to raise voice against female oppression and subjugation. Therefore, women should be encouraged to join social media and attain unprecedented skills in the new generation.

In conclusion, social media is a tool which has altered the nature and scope of skills attained by the new generation. These skills are vital for survival and progress. With each new generation, presence and utilization has become mandatory. The reasons for the new generation leaning towards adopting unprecedented skills <sup>from</sup> social media are the far-reaching impact of globalisation, the advent and adoption of AI and the



presence and power of the virtual economy. ~~These skills have~~ This phenomenon has manifested in positive developments such as the economic uplift of nations, escaping the cycle of poverty and advancement of the education sector. From here on out, the adoption of skills by the new generation can be encouraged by government policies, provision of internet services and collaboration with religious scholars and clerics. Overall, the new generation has developed a mentality of constant evolution and progress through the all-encompassing nature of social media and ease of information.