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SOCIAL MEDIA AND ITS IMPACT ON THE YOUNG GENERATION

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Social media make a significant contribution on online that connects a group of community that interact and exchange knowledge. Some extensively used social platforms such as Facebook, Wikipedia, Twitter, WhatsApp, Pinterest, LinkedIn, Instagram, and Reddit. These not just social networking platforms but also where people can share their details with the people and community. Company owners will also sell their goods via social media and earn crowdfunding.[1]

Nowadays, social media has become one of the most important part of our daily life. Especially, it is very popular among young-minds. It is obvious that in the last twenty years' social media has been developing and even now becoming more popular day by day.

If twenty-ten years ago it was impossible to communicate with people from other countries online, now people are able to do it whenever they want. The development of social networks affects many aspects of our lives, but this influence is especially noticeable in the behavior of the younger generation. The effects can sometimes be positive and sometimes be negative, usually, it depends on an individual's physical state and time people spend online.[2]

Using social media gives a lot of opportunities for growing-minds. For example, it becomes easier to find and communicate with people who have same interests, discuss interesting themes and share opinions. Teenagers are also aware of all the news and situations that are happening around the world. One of the most important advantage of using social networks is that young generation learn something new every day and expand not only their circle of friends, but also their knowledge of the world around them.

However, social media also has number of downsides. To begin with, many researchers show that after using social media people lose their concentration. It becomes difficult to read books and do homework, because teenagers always are distracted by their mobile phones. That's why they cheat on their exams. Using social networks also made cheating easier. Most teens use social media to cheat in exams. This is because of the availability of applications that allow them read and copy materials from the social media. Most of them no longer work hard in their assignments or do not spend much time to read since they can easily access exam materials from the social media. This is usually not right since it makes exams to lose its meaning and purpose. Another disadvantage of social networks is cyber bullying [3]. Social media is a platform where all people can share their photos, opinions and post different stuff about their life, but the problem is that social media cannot protect a user from spreading personal information and stop other users from writing mean comments. All these things can have a determine effect on

people's life, especially, the immature psyche of the growing generation can be affected.

Here are some statistics that were done on social media.

The average time spent by the people per day on the social network is 1.72 hours

For the teenagers, the numbers are much higher which is up to 27 hours per week Social media has become a very important part of life for many young generations in today's

world. There are many young people who keep on engaging themselves with social media without even caring to think about what would be the impact of Social Media on youth. The effects can sometimes be positive and sometimes be negative but mostly they are negative if it is not integrated with a business or professional goal.[4]

It is a huge concern for most of the people in today's world as what is more important?

Is the concern with "Facebook" friends more important than those with whom we are interacting face to face in our daily lives? What can be the long-term impact of social media on youth today?

There are a lot of positive aspects but there are many danger as well that come with the use of the sites like Twitter, Facebook, Pinterest, Linked In, Tumblr, Google +, Gaming sites, Instagram and blogs. If we want to make some right and true choices then we must dig inside and research the topic thoroughly.

Here are five ways which one can say that technology is having a positive influence on youth.[5]

Positive Impact of Social Media on Youth

It keeps connected to their friends when they are not able to see each other always when they want to

Social media keeps you updates about the important things that are going across the globe currently or maybe in your locality. It is a great benefit to know about everything just by the simple click of your finger.

The youths have the perfect place to express themselves in such a way in which they won't be allowed to do in public. This is something which makes the youth feel better about them and they hold some position in society.

It helps you in developing social skills and the best part is that a number of friendships can begin from the social website. Youths generally like make new friends and know about others as much as they can. All of this is possible with the social media platform

One more interesting impact of social media on youth is that it feels fun to interact with peers rather than talking to them face to face

Now, we tell you five ways that we all have seen technology is having a negative influence on the young generation.

Negative Impact of Social Media on Youth

People of today's generation give so much importance to social media nowadays that it has become their priority. They love being in the social media sites and forget about all the things that should come first for them like family, sports and schools

In the platforms of social media, we can only see the virtual side of the person. This means we can only see the side which they want they want to show us. Many people try to portray themselves to others which they are not at all

Young people have this habit of bullying their peers which is ok to some extent. But when it comes to cyber bullying, it affects a lot to the other peer as this can be on the newsfeed of any person and can go viral easily. Sometimes such things can lead to depression as well as suicidal thoughts

There are some young people who are very easy to get influenced. They may feel the need to change their appearance physically and compare themselves to every next person they see in the social media

There is a very strong temptation in social media. It can become an addiction for the youth and begin to side-track them

List of used literature

- 1 BohatALA [<https://bohatala.com/impact-of-social-media-on-teenagers/>]
- 2 Marketing91 [<https://www.marketing91.com/impact-of-social-media-on-youth/>]
- 3 https://www.researchgate.net/publication/347437746_Impact_of_Social_Media_on_Youth
- 4 Boyd, D. Hargittai, E. Schultz, J. & Palfrey, J. (October 31, 2011). Why parents help their children lie to Facebook about age: Unintended consequences of the 'Children's Online Privacy Protection Act' First Monday, 16(11). <http://www.uic.edu/htbinCyberbullying>. (2011).
- 5 Merriam-Webster.com. Retrieved November 2, 2011

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