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**«THE YOUTH OF TODAY:
ARE WE BLOGGERS, TIK-TOKERS OR SMART GENERATION? »**

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Abstract: This paper is devoted to the investigation of modern youth and their connection with social platforms. This topic is especially relevant today, as this generation will have a huge impact on the future of our country. The article discusses the advantages and disadvantages of today's generation. We have started the study of this issue at our home university in Zhezkazgan and now we are in progress of our research at Eastern Mediterranean University in Cyprus where we are studying within the program of academic exchange of students.

Key words: *the era of social media, "smart generation", social media platforms, new opportunities, unique challenges.*

The youth of today is a generation that has grown up in the era of social media, smartphones, and instant gratification. Sometimes they are called digital generation, Alpha generation (Gen Alpha for short), Zoomers. In some highly developed countries, they are familiar with the products of artificial intelligence (AI). [1] They have access to a wealth of information and entertainment at their fingertips, and this has shaped their preferences and interests. As a result, the youth of today are often associated with being bloggers, Tik-tokers, or part of the "smart generation." In this essay, we will explore what these terms mean and what they say about the youth of today.

The rise of social media platforms like Facebook, Twitter, and Instagram has given birth to a new form of content creation: blogging. Today, anyone can create a blog and share their thoughts, opinions, and experiences with the world. This has led to a proliferation of bloggers, who range from amateur enthusiasts to professional journalists. Many young people today are attracted to blogging as a way to express themselves and connect with others who share their interests. This has also given rise to a new form of entrepreneurship, where bloggers can make money through advertising, sponsorships, and other forms of monetization. [2]

Another popular platform among young people today is TikTok. This video-sharing app has become a cultural phenomenon, with millions of users creating and sharing short videos that showcase their creativity, humor, and talent. TikTok has given rise to a new form of content creation that is centered around short-form video, and it has become an important platform for young people to express themselves and connect with others. TikTok has also created new opportunities for

social media influencers, who can monetize their content through sponsorships, partnerships, and other forms of advertising.

The youth of today is often referred to as the "smart generation" because of their reliance on technology and their ability to navigate the digital world with ease. [3] This generation has grown up with smartphones, tablets, and other connected devices, and they are comfortable using technology to communicate, learn, and socialize. They are also more digitally literate than previous generations, and they are able to access and evaluate information more effectively. This has made them more independent and self-sufficient, and it has given them an edge in the job market, where digital skills are increasingly in demand.

This generation has many advantages, such as access to a wealth of information and opportunities, but also faces unique challenges and disadvantages. In this essay, we will explore both the advantages and disadvantages of the youth of today.

Advantages:

One of the greatest advantages of the youth of today is their access to information. With the internet and social media, young people can easily access a wealth of knowledge on any topic they choose. This means they can learn about new subjects, explore different ideas and cultures, and discover new interests. This has helped them to become more knowledgeable, open-minded, and tolerant of diverse perspectives.

Another advantage of the youth of today is their ability to connect with others. Social media and other digital platforms have made it easier than ever for young people to connect with others from around the world. This has created new opportunities for networking, socializing, and collaboration, allowing young people to build relationships with others who share their interests and passions.

Additionally, the youth of today has access to a wide range of opportunities and resources. They have access to educational resources and job opportunities that were not available to previous generations. Many young people today are pursuing higher education and have access to programs and training that can help them build successful careers. [4]

Disadvantages:

However, there are also some unique challenges and disadvantages that the youth of today faces. One of the biggest challenges is the impact of social media on their mental health. Social media has been linked to depression, anxiety, and other mental health issues in young people. The pressure to present a perfect image, the fear of missing out, and the constant comparisons to others on social media can lead to negative self-esteem and a lack of confidence.

Another disadvantage of the youth of today is their over-reliance on technology. This generation has grown up with smartphones, tablets, and other connected devices, and they have become reliant on them for communication, entertainment, and information. This has led to a decrease in face-to-face communication and social skills, and an increase in sedentary lifestyles, leading to obesity and other health problems.

In conclusion, the youth of today is a generation that is defined by its relationship with technology and social media. They are bloggers, Tik-tokers, and part of the "smart generation," and these labels reflect their interests, values, and skills. While there are some concerns about the impact of social media on young people, there are also many opportunities for them to express themselves, connect with others, and build successful careers. They have access to a wealth of information, networking opportunities, and resources, but also face challenges related to mental health, over-reliance on technology. The key is to strike a balance between the benefits and risks of social media and to encourage young people to use technology in a responsible and constructive way. It is important for society to support them with resources and opportunities to help them build successful and fulfilling lives.

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