IMPACT OF SOCIAL MEDIA ON TEENAGERS

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Abstract. In todays rapidly developing internet-dependent world full of technological *advances. Although, teenagers on social media platforms much of their time observing the lives and images, leading to constant comparisons, which can damage self-esteem and body damage .The article provides information about negative consequences associated with social media overuse. In the vast expanse of the digital landscape, where pixels dance across screens and virtual connections span continents, lies a realm that holds immense sway over the hearts and minds of the young: social media. With its siren call of likes, shares, and comments, social media has emerged as both a beacon of connectivity and a crucible of influence, shaping the attitudes, behaviors, and identities of an entire generation. As the digital natives of today navigate the uncharted waters of the online world, the profound impact of social media on young people has become a subject of intense scrutiny and debate.*

Keywords: *social media, damage, overuse.*

Introduction.

How do social media affect teenagers? Like any form of technology, social media has both advantages and disadvantages. And when it comes to the social media effects on teens, there are significant pros and cons to take into account. On the plus side, platforms like TikTok, Telegram, Instagram, and Snapchat can be lifesavers for teens who feel isolated or marginalized. In addition, social media helped teens feel more connected and not as lonely during the pandemic. But the impact of social media on youth can also be significantly detrimental to mental health. In particular, social media and teen depression are closely linked. Furthermore, overuse of the apps exposes teens to cyberbullying, body image issues, and tech addiction, and results in less time spent doing healthy, real-world activities. And while the majority of parents believe they know what their child is posting on social media, most of teenagers are hiding their online behavior. Yet, beneath the glossy veneer of virtual connection lies a darker underbelly– a realm fraught with peril and pitfalls. From cyber bullying to social comparison, social media exposes young people to a myriad of risks to their mental, emotional, and social well-being. The relentless pursuit of validation through likes and followers can fuel a relentless cycle of anxiety, self-doubt, and insecurity, as young people measure their worth against the meticulously curate images of their peers. The pressure to present a flawless facade can lead to a distorted sense of

reality, where the line between authenticity and artifice blurs, and the quest for perfection becomes an insatiable quest.

Beneficial sites

One appealing benefit of social media is its ability to connect people across geographical boundaries. Platforms like Facebook, Twitter, and Instagram have facilitated constant relationships, enabling individuals to stay in touch with friends and family regardless of distance. Put simply, social media serves as powerful tool for sharing photos, videos, and events, not to mention its communicational facilities, such as texting and video calling, thereby strengthening and nurturing relationships that may otherwise decrease by location Social media offers many use cases spanning business, branding, personal branding and other spheres: Moreover, social media's omnipresence in the lives of young people has profound implications for their cognitive development and interpersonal relationships. The constant barrage of notifications, alerts, and updates can hijack attention spans, impede critical thinking, and erode the ability to engage in deep, meaningful interactions. As digital natives grow up in a world where likes and rewets serve as proxies for social approval, the nuances of face-to-face communication and emotional expression may become increasingly elusive, leading to a generation ill-equipped to navigate the complexities of human connection. Yet, despite these challenges, social media also holds the promise of positive transformation and empowerment. From grassroots activism to digital advocacy, young people are harnessing the power of social media to amplify their voices, catalyze social change, and challenge the status quo.

Business Promotion: Entrepreneurs, influencers, and professionals leverage social media to promote their products, services, and personal brand. It helps display their portfolio, skills, and expertise to attract clients.

Brand Building: Companies use social platforms for digital marketing like paid ad campaign to increase brand awareness, engage customers, handle customer service queries, and boost sales. From startups to big brands across industries and niches, social channels are indispensable for brand building

Personal Branding: Professionals across fields use social networking to showcase their work, achievements, and skills to industry connections. Personal branding on social media helps them network, and find jobs and freelance projects.

Massive Impact across Sectors: Social media affects diverse sectors like media, entertainment, tourism, retail, education, and policymaking enabling discussions and change. Social media's immense business potential and personal branding prospects impact industries extensively.

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 .(Akintola Ismail ,2021)

Challenges.

In addition to personal connections, social media has played a pivotal role in disseminating information quickly and efficiently. New stories, trends, and global events reach a broader audience within moments, creating a more interconnected world. Networking sites like Twitter have emerged as real-time news sources, often breaking stories even before traditional media outlets, whereby this unprecedented speed and accessibility have enabled individuals to stay informed about both local and global occurrences. It is a method of disseminating, ignominious or conflicting Details about through digital Platform. This is a Major Online risk to all Teenagers. The phrase "cyber bullying" is often used interchange with "online harassment". "Cyber bullying" is a widespread phenomenon that can result in serious psychological consequences such as despair, anxiety, severe

Isolation and unfortunately suicide (T. Goma 1 and G. Shankar 2021) The 2023 earthquake in Turkey serves as a notable example of how social media platforms provided up-to-the-minute updates on the situation. Nevertheless, the rapid spread of information on social media can also give rise to misinformation and the propagation of fake news. The lack of fact-checking and sensationalized content can pose significant challenges to the reliability of information circulating online. This issue was exemplified by COVID 19 as false information about the virus, treatments, and unverified remedies spread widely on social networking sites, exacerbating public fear and anxiety. Social media impact extends across various fields, showcasing the broad-reaching implications of digital connectivity: Social media can destroy someone's prestige and dignity through fake account in social media and spreading fake and vogues news. Recently enrolling defamation lawsuit has increased excessively for social media propaganda worldwide. The government is enacting updated cybercrime law to prevent fake propaganda.(M M Kobirruzzaman,2018)

What purpose do you use social sites?

Media & Entertainment: Platforms like Facebook, YouTube, Instagram, and TikTok disrupt traditional media allowing creativity and engagement. However, issues like piracy and copyright violations can arise. When content is easily shared, it's also easily copied or used without permission. The result of these issues often leads to financial losses for original content creators, which can discourage them from creating new works. Moreover, the platforms themselves sometimes face legal

action from copyright holders and may implement more stringent content monitoring and copyright enforcement measures to mitigate these problems.

Retail: Social media enables personalized marketing. However, customers may get swayed by influencers giving negative reviews. The immediate result can be a drop in consumer trust, which might deter potential customers from purchasing a product or service.

Tourism: Image-sharing and reviews help attract tourists globally to locations. However, excessive social media usage during vacations has downsides. When too many tourists visit a location because of its popularity on social media, it can lead to overcrowding, environmental degradation, and a diminished experience for visitors. This phenomenon, sometimes called "over-tourism," can strain local infrastructure and disrupt community life.

Education: Students and teachers leverage social media for collaboration and knowledge sharing. But it can also cause distractions and questionable content. The presence of non-educational content and the potential for endless scrolling can divert students' attention away from their studies. Furthermore, the risk of encountering misleading or inappropriate information can be problematic for both students and educators..

Policymaking: Twitter and Face book facilitate discussions driving policy changes. But the spread of fake news leading to tensions is a rising concern. The spread of false information can lead to public confusion and misinformed opinions, which can exacerbate tensions and lead to polarized communities. In some cases, it may even influence the outcome of important decisions and policy formulations based on misinformation.

Conclusion.

In conclusion, the impact of social media is multifaceted, with both positive and negative aspects to consider. Although it has enhanced connectivity and facilitated information dissemination, the drawbacks such as social disconnection and disinformation cannot be overlooked. Therefore, it is imperative to strike a balance that minimizes the merits of it while mitigating its adverse consequences on individuals and society as a whole. In the final analysis, the influence of social media on young people is as vast and multifaceted as the digital ecosystem itself. As they navigate the complexities of the online world, they are confronted with a dizzying array of opportunities and challenges, shaping their identities, relationships, and aspirations in ways both profound and profound. Yet, amidst the cacophony of likes and shares, rewets and comments, lays a glimmer of hope – a vision of a future where

social media serves not as a battleground of validation and comparison, but as a catalyst for connection, empathy, and empowerment. As the digital natives of today chart their course through the Digital frontier, they hold the power to shape the destiny of the online world– and, in turn, the destiny of us all.

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