

The Impact of Social Media on Youth

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СІЛТЕМЕ
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Introduction

In today's world, social media has become an integral part of young people's daily lives. From the moment they wake up to the time they go to sleep, many young people spend hours on platforms like Instagram, TikTok, Telegram, and WhatsApp. These platforms can be sources of useful information, but they can also negatively impact youth's mental health, physical well-being, and lifestyle. That's why this topic is especially important to address.

How did the problem emerge?

In the past, people communicated mainly through face-to-face interactions. Today, most communication happens online. Many young people now spend their free time scrolling through social media. Over time, this has become a habit, and some have started to perceive life only through a screen. Comparing themselves to others, developing insecurities, and believing in false realities have become common. This has led to issues like cyberbullying, depression, and lack of self-confidence.

According to research conducted in 2024, over 90% of young people in Kazakhstan use social media on a daily basis. This is a very high figure.

Benefits and Drawbacks of Social Media

Benefits:

- We can gain new information and learn new things through social media.
- Many young people express their creativity by making videos or running blogs.
- They stay informed about current events and social changes.
- There are opportunities for online learning and participating in international courses.

Drawbacks:

- A significant amount of time is spent on social media, leading to poor performance at school or work.
- Seeing others' "perfect lives" can lead to dissatisfaction with one's own life.
- Sleep routines are disrupted – staying up late scrolling TikTok becomes a habit.
- Real-life relationships with friends may weaken.
- A lot of fake news and harmful content is spread on these platforms.

What should be done? (Solutions)

We cannot turn a blind eye to this issue. Each person must start with themselves:

1. Limit social media usage – for example, 1–2 hours a day is enough.
2. Parents and teachers should guide and support youth.
3. Teach digital literacy – the ability to distinguish good from harmful content online.
4. Encourage participation in productive activities like sports, arts, or reading.
5. Provide psychological support – youth helplines and counseling centers should be more available.

Conclusion

Social media is not inherently bad. What matters is how and how much we use it. If young people spend too much time online, they may drift away from real life. Therefore, everyone should manage their time wisely and use social media for their benefit. If society pays attention to this issue, our youth will have a brighter future.

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