

IMPACT OF SOCIAL MEDIA ON YOUTH

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Abstract:

The evaluation of social media has transformed the communication, self-expression & interaction patterns of young people. This study investigates the complex effects of social media on youth, analyzing both its beneficial and detrimental impacts while proposing potential solutions. Social media is a group of Internet based applications that construct on the ideological and mechanical foundations of Web 2.0 which allow the creation & exchange of user-generated content. Andrefas Kaplan & Michael Haenlein (2010). Through a comprehensive review of appropriate research and existing literature, the study aims to illuminate the various ways social media influences the lives of young individuals.

The positive aspects of social media are probably in its ability to strengthen communication and foster connections, creating a sense of community and belonging among (public)users. These platforms offer a vast array of information and educational resources, enabling young people to explore different viewpoints and acquire knowledge. Furthermore, social media serves as a significant catalyst for social awareness, promoting involvement and encouraging youth to become agents of change within their communities.

Conversely, the negative impact of social media usage is also significant. Over use of social media can contribute to mental health challenges such as anxiety, depression, and feelings of inadequacy, often intensified by a culture of comparison and unrealistic expectations prevalent and extensive on these platforms. Issues like cyberbullying and privacy threats present serious dangers to young individuals, affecting their emotional health and safety. A balanced approach is necessary to harness social media's benefits while minimizing its risks. By promoting awareness and responsible usage, youth can navigate the digital world effectively without compromising their personal and academic growth.

Keywords: Self-expression, Technological foundation, Strengthen communication, Information and educational resources, Cyberbullying and privacy threat

Introduction:

In today's digital age social media has become integral & powerful digital tool, especially among youth, revolutionizing how they learn, communicate, and engage with the world. In Pakistan, over 57 million people actively use Facebook, showing the growing impacts of these platforms. While social media supports education, business, and awareness, its excessive use is frightening. Youth are increasingly or gradually isolated, facing physical inactivity and mental health issues. Consistent online engagement limits real-life interactions and social skills. These changes raise concerns about long-term impacts. This article highlights the positive and negative effects of social media on Pakistani youth and highlights the need for balanced usage of social media.

Literature Review:

Youth form comfortable and social connections with the communities they exist. One significant outcome of these platforms is student academic success, and many longitudinal studies have shown that excessive time rather than out-weight time on social media has a negative impact on students. It was observed that 82.6% of young people believe that social media has a strong influence on their social behavior. Many young people use the internet before or after everything they do and, in combination with their social friends, become less social, rather than dealing with their peers. The majority of young people use social media more than social reasons. Social networking websites have some impact on the vocabulary of young people. 65% of respondents believe that social media can connect with other socially connected people, while 33% agree that young people will not use social networking sites after running or for granted, but rather engage in conversations with social friends and become less involved. (Dr. A jesu kulandairaj, 2014)

1. Social Connections and Relationship:

Social media has revolutionized the way young people connect and interact with others. Platforms like Facebook, Twitter, Instagram, and WhatsApp allow users to stay in touch with friends, family, and even strangers who share common interests. For today's youth, especially those going through emotional or psychological conversions, the ability to form and maintain relationships online provide emotional security and support.

In the context of marginalized communities such as the LGBTQ, social media acts as a safe refuge. These individuals often face prejudice, discrimination or isolation in their physical environments. Through online communities, they find acceptance, understanding, and a voice. This support system take apart significantly to their mental well-being.

In Punjab, particularly in both urban and rural areas, social media has played an important role in connecting wide-range communities. It has bridged gaps between ethnic, linguistic, and religious groups by allowing people to engage & participate in healthy online discussions, cultural exchanges, and collaborations. In the case of point, youth from different backgrounds participate in digital forums, share regional art and poetry, and discuss societal issues in a constructive manner.

Key Benefits:

- 1) Elevate emotional well-being through peer support.
- 2) Strengthens inclusiveness and reduces feelings of isolation.
- 3) Established intercultural understanding and tolerance.
- 4) Helps youth sustain relationships despite physical distance.

2. Youth as Digital Creators and Positive Influencers:

In today's digital era, youth are evolving from passive consumers of online content to active digital creators and influencers. Social media platforms such as YouTube, TikTok, Instagram, and Facebook offer young individuals the tools and space to express themselves, share their experiences, and inspire others. This shift has allowed many young people to establish their online identity while contributing positively to the lives of their peers.

Across countries like Pakistan and India, youth are increasingly creating content that promotes healthy lifestyles, academic motivation, emotional well-being, entrepreneurship, and social awareness. For instance, a university student in Lahore may use Instagram to share effective study techniques, while a young entrepreneur in Mumbai might post videos on startup tips or financial literacy. These creators not only encourage others but also build their own skills in the process.

Moreover, social media enables underrepresented voices including girls from rural areas, individuals with disabilities, and minority communities to share their unique stories and talents. As digital creators, they often bring attention to important social issues, such as gender equality, environmental sustainability, and mental health awareness.

Through content creation, young individuals develop:

- Communication and storytelling skills.
- Confidence and self-expression.
- Leadership and responsibility.
- Digital and entrepreneurial competencies.

This positive engagement with social media fosters a culture of motivation, creativity, and community building. By becoming influencers in their own right, youth are shaping digital spaces that reflect authentic experiences and positive values.

Key Benefits:

- 1) Encourages youth to take on leadership roles online.
- 2) Fosters constructive dialogue and community support.

- 3) Opens up creative and professional opportunities.
- 4) Cultivates a culture of inspiration and growth.

3. Financial Empowerment through Digital Marketing, Freelancing, and Online Trading:

Digital platforms have opened new pathways for financial freedom. Through digital marketing, individuals can promote products and services to specific audiences, constructing trust and brand visibility. Freelancing gives flexible income streams in areas like content creation, graphic design, and programming. In addition, online trading provides access to financial markets, allowing youth to develop investment skills and earn independently & freely. These opportunities equip individuals especially in regions like Pakistan—to build sustainable livelihoods using technology and digital tools.

Digital marketing, in particular, has emerged as a highly-demand field. Youth are actively working as:

- ✓ Social Media Managers
- ✓ SEO Specialists
- ✓ Content Writers
- ✓ Affiliate Marketers
- ✓ Email Marketing Experts
- ✓ PPC (Pay-Per-Click) Advertiser

In parallel, freelancing is also flourishing. Platforms like Fiverr, Upwork, Freelancer, and Guru allow individuals to offer skills like:

- Graphic design
- Content writing
- Virtual assistance
- Website development
- Video editing and more

Moreover, financial literacy among youth is rising due to the availability of online trading platforms. Apps like Binance, MetaTrader 4, OctaFX, and KuCoin have made it possible for educated youth to participate in:

- Forex trading
- Cryptocurrency investment
- Stock market analysis
- Commodities and CFD trading

This growing financial participation is not only developing income but also fostering a strong entrepreneurial mindset. Students and graduates are establishing & introducing digital startups, running e-commerce stores, or develop personal finance portfolios, making them contributors to the digital economy. (Sunitha kuppuswamy, 2012)

Key Advantages:

- 1) Strengthen self-reliance and job creation
- 2) Encourages professional skill enhancement
- 3) Connects youth to the global market
- 4) Decrease dependency on traditional employment structures.

4. Academic Enrichment through E-Learning Platforms:

Social media has arisen as a valuable asset in the realm of E-learning, significantly contributing to academic development among youth. Digital platforms such as YouTube, Instagram, and LinkedIn Learning now serve as additional educational resources, providing students with flexible, self-paced access to quality content across diverse subjects. These platforms support a more personalized learning experience, supportive varied learning styles through visual, auditory, and interactive formats.

A key innovation enhancing this digital learning environment is gamification—the strategic integration of game-design elements such as points, levels, rewards, and leaderboards into educational contexts. When applied effectively, gamification increases student motivation, maintain engagement, and encourages consistent participation in online academic activities. This approach support a sense of achievement, prompting learners to set academic goals, collaborate in virtual spaces, and complete tasks with enthusiasm.

By integrating engaging and learner-centered strategies, social media is not only improving educational accessibility but also habits of independent learning and academic discipline & maintenance. In this way, it plays an encouraging role in strengthening the educational journey of today's digitally connected youth

5. Digital Activism of youth & Social Change:

In the digital age, social media has emerged as a transformative vehicle for youth-led activism & social reform. Platforms such as Twitter (now X), Instagram, and Facebook have revolutionized the way young individuals interact with civic issues, enabling them to voice their concerns, mobilize support, and drive meaningful conversations across borders. These platforms are no longer limited to social interaction; they now function as virtual stages where youth advocate for human rights, environmental justice, gender equality, and educational access.

In South Asian societies, particularly in Pakistan and India, youth have effectively utilized social media to launch and amplify campaigns around critical social issues. Initiatives such as #MeToo, #ClimateStrike, and #JusticeForZainab are prime examples of movements that gained national and international traction through digital platforms. These cases demonstrate the power of collective online mobilization to challenge societal norms, influence public policy, and hold institutions accountable.

Furthermore, social media fosters digital literacy and civic participation by exposing youth to diverse perspectives, encouraging critical thinking, and promoting responsible dialogue. In regions like Punjab, digital activism has provided marginalized communities with visibility and voice, enabling youth to participate in governance, promote interfaith harmony, and advocate for educational reforms.

6. Global status of social media users/ Global overview of social media user:

From 2025 onwards, YouTube has been a significant hub for both user engagement and advertising. With around 2.7 billion active users each month, it surpasses other important platforms such as Facebook, WhatsApp, Instagram and more. When it comes to advertisement & YouTube's potential range is expanded to 2.53 billion users per month. That means it has over 2.28 billion people on Facebook. While Instagram continues with an ad range of 1.7

billion people, Tikkok reaches 1.59 billion users. LinkedIn reports 12 billion displays. However, this number is based on the total members of registered members, not the monthly active users

Here the table to show the global status of social media:

Serial no:	Social Media Platforms	Active Users Index Percentage	Total Reported
1.	Youtube	100.0%	2.53B
2.	Facebook	82.2%	2.28B
3.	Instagram	72.2%	1.74B
4.	Tiktok	48.3%	1.59B
5.	Messenger	47.8%	947M

6.	Snapchat	24.5%	709M
7.	Whatsapp	86.1%	3.2B
8.	Reddit	6.7%	606M
9.	LinkedIn	30%	1.20B
10.	Pinterest	13.7%	340M

<https://datareportal.com/social-media-users>

7. Global Exposure and Cultural Exchange

In the digital age, social media has emerged as a powerful medium for cultural immersion and global connectivity, particularly for the youth. Platforms such as Instagram, YouTube, TikTok, and Reddit offer real-time access to a diverse spectrum of cultures, traditions, and worldviews. Through multimedia content, virtual interactions, and collaborative projects, young users are exposed to a wide array of cultural narratives and lived experiences that transcend national boundaries.

This continuous intercultural engagement nurtures tolerance, broadens perspectives, and fosters global awareness. Youth not only observe but actively participate in cultural dialogues exploring foreign languages, traditional practices, and international customs through informal yet impactful means. For example, a student in Pakistan might engage with educational content from Finland, explore African music trends, or learn about Indigenous communities in Australia. All within minutes. These exchanges challenge stereotypes and reduce ethnocentric attitudes by promoting respect for diversity.

Furthermore, educational institutions increasingly incorporate social media into global learning frameworks, enabling students to participate in virtual exchange programs, digital storytelling initiatives, and cross-border collaborations. Such experiences enhance intercultural communication skills and promote values of inclusivity, empathy, and mutual understanding.

In essence, social media plays a pivotal role in shaping globally competent individuals youth who are not only aware of but also capable of contributing meaningfully to an interconnected world

8. Encourages Self-Expression and Confidence

Social media has developed into a potent platform for youth inner representation. It allows users to freely show their ideas, original works, and life experiences & thoughts in ways that are significantly vaster than those found in standard means of communication. Today's youth have more chances & opportunities than ever to explore and display who they are, whether it is through blogging, digital art, sharing videos, or participating in online groups or circles.

These platforms can be particularly advantageous for people who are socially anxious & shy. They provide an environment that makes it simpler to be susceptible and heard. Young people might feel identified, appreciated, and connected when they receive likes, comments, or even just a simple "I relate to this" from someone. They develop inner power, determination and confidence as they come across like-minded individuals and helpful groups.

Social media has the power to boast growth, self-belief, and the bravery to speak up it can do more than just provide entertainment, given the correct direction and a little self-awareness. Young people use it to find themselves & learn to be confident in their voices rather than only scrolling through content.

9. Leisure and Stress Relief

In today's energetic and performance-driven environment, young individuals often experience high levels of stress and anxiety. Social media serves as a classical & engaging tool that offers a temporary escape from such pressures. The availability of personalized

content ranging from motivational videos, comedy reels, and music clips to relaxing ASMR and health-oriented content caters to varied emotional needs and preferences.

These platforms not only serve as submissive sources of relaxation but also encourage active participation in creative trends, online games, and community challenges, which can uplift mood and create a sense of success & achievement. Moreover, the algorithmic nature of social media assures that users are often shown content aligned with their interests, increasing user satisfaction and emotional regulation.

When used in moderation and with digital perception this type of engagement contributes to improved mental health outcomes by reducing feelings of loneliness, enhancing coping mechanisms, and promoting a positive digital environment. Thus, social media, beyond being a platform for interaction plays a significant role in nurturing emotional well-being in youth through attainable & relatable entertainment experiences.

10. The Impact of Cyberbullying on Youth:

In nowadays technologically advanced world, cyberbullying has become extensive mental health risk, especially for teenagers Cyberbullying illustrated as the use of digital media to threaten, harm, irritate & annoy others, cyberbullying goes beyond traditional bullying by utilizing the internet's confidentiality & widespread reach. Unlike verbal or physical bullying it occurs at any time & in any place, often making it difficult for victims to escape its effects.

Cyberbullying behaviors comprise spreading false rumors, sharing harmful content & publicly humiliating others on social media platforms. On the other hand to face-to-face bullying, the anonymous nature of online harassment invigorates perpetrators, making it harder for victims to respond or seek help. Social media sites & platforms, such as Instagram, Snapchat, and TikTok, have unfortunately become hotspots for cyberbullying, where young people are usually exposed to negative comments, ridicule, dishonor or online shaming.

In 2023, the Pew Research Center reported that 60% of American teenagers experience cyberbullying which includes body east feasts & false rumors, as well as giving permission for offensive names. Numerous cases have not been reported due to victims' fear of counter-reaction or social exclusion & isolation.

A significant body of research highlights the connection between cyberbullying & youth mental health issues, including depression, anxiety, isolation, & tragically suicidal thoughts. A 2017 study by the National Institutes of Health (NIH) found that teenagers who experienced cyberbullying regularly reported higher levels of emotional distress. To illustrate, a study covering 43 countries by the World Health Organization (WHO) revealed that victims of cyberbullying had a significantly higher possibility of developing mental health problems, including low self-esteem & suicidal ideation.

In real life, the experiences of cyberbullying victims are usually hidden behind closed screens. A typical example can be seen in the case of Megan Meier, a 13-year-old girl from Missouri, who became the victim of cyberbullying on MySpace. Megan, who was targeted by a fabricated online persona, struggled with emotional distress & ultimately took her life in 2006. Her case serves as a tragic reminder of how the digital world can aggravate real-world issues.

The anonymous nature of cyberbullying makes it even harder for victims to know who their tormentors are, leaving them feeling trapped & powerless. The psychological pressure of constant online harassment can severely effects their self-worth & overall well-being.

As online engagement continues to grow addressing cyberbullying requires more than just awareness. It demands targeted interceding stronger policies & comprehensive mental health support systems to protect vulnerable youth in the digital world. (debroah richard, 2015)

11. Promotion of Unhealthy Products on Social Media

In the modern technological age, social media platforms have developed into powerful marketing arenas not just for positive messaging, but also for commercial gains, often at the expense of youth health. Companies selling unhealthy products such as sugary drinks, fast food, alcohol, and even tobacco are increasingly targeting teenagers through perceptibly appealing and emotionally engaging content. Dunlop, Freeman, & Jones (2016) observed that these brands skillfully design ads that merges into the everyday content youth consume, such as memes, short videos, and influencer collaborations. This makes it difficult for young viewers to distinguish between entertainment & advertising.

These delicate marketing techniques are especially concerning because adolescents are in a critical stage of physical and psychological development. Their decision-making skills & critical thinking are still maturing, making them more fragile to persuasive content. Ongoing exposure to such advertisements can influence their preferences, increase cravings, normalize unhealthy consumption patterns, & ultimately contribute to long-term health issues such as obesity, poor dietary habits, and even early substance use.

What makes the influence more alarming is the invisible nature of these promotions they don't feel like traditional ads, so young users hardly question them. Over time, this can change their perception of what is 'normal' or 'cool,' linking unhealthy products with fun, popularity, or success — all without recognizing they are being marketed to.

12. Effect of Social Media on Youth Mental Wellbeing:

Social media has quickly acquired to be a indicating constrain within the lives of youthful people, mostly for youngsters. Whereas it offers moment communication and amusement, its unrestricted and intemperate operate postures genuine dangers to youth mental wellbeing, which is regularly ignored in our digitally-driven society.

One of the foremost undeniable mental concerns is the rise in uneasiness & discouragement among young people who spend delayed hours on stages like Instagram, TikTok, and Snapchat. Agreeing to Riehm et al. (2019), teenagers with higher screen time appear expanded signs of enthusiastic trouble, counting temperament swings, crabbiness & tireless pity.

One of the concerning issue is social comparison. Youths as often as possible compare their lives to the carefully organized pictures and accomplishments of others online. These comparisons can trigger moo self-worth, body disappointment & sentiments of incompetence particularly when youthful clients feel they do not degree up to the improbable guidelines frequently seen on social media.

Approval dependence is additionally rising as a genuine mental wellbeing hazard. Numerous high schoolers start to liken their self-esteem & self-respect with the number of likes, offers, or comments they get. When desires & ambitions aren't met, it comes about in enthusiastic flimsiness, disappointment, and self-doubt. This steady require for endorsement creates a delicate mental state where self-worth is scarcely characterized.

The marvel of FOMO (Fear of Lost Out) has been connected to enhance stretch & enthusiastic weakness. As teenagers witness peers posting approximately occasions, accomplishments or social gatherings they may feel avoided or cleared out behind, which can lead to anxiety, rest unsettling influences, & persistent unease.

Furthermore, addictive behavior designs caused by algorithm-driven substance & persistent looking over are driving to passionate mental exhaustion. As high schoolers spend additional & extra time online, they ended up less locked in with real-life adapting components, which decline their mental strength.

In creating social orders like Pakistan, where mental well-being education keeps moo, these issues frequently go unidentified or are stigmatized. Numerous youth quietly endure from

mental unsettling influence without proficient provide assistance expanding their defenselessness to long-term passionate harm.

13. Physical Health Concerns:

Spending long hours on social media can take a toll on young people's bodies in more ways than one. When youth spend most of their time scrolling through apps and engaging with online content, they often miss out on the exercise and movement their bodies need. Over time, this lackⁱ of physical activity can lead to weight gain and a reduced level of cardiovascular fitness, which may eventually contribute to serious conditions like high blood pressure and diabetes. Additionally, long periods spent sitting in non-ideal positions can result in persistent neck, back, and shoulder pain.

Another significant concern is sleep disruption. Many young users tend to sacrifice sleep to keep up with the endless stream of online updates—a habit sometimes known as “vamping.” This consistent loss of sleep not only leaves them feeling exhausted during the day but also weakens their immune system, making it harder to fight off common illnesses. In the long run, disrupted sleep patterns can affect both mental focus and overall health.

In urban areas such as Lahore, this issue is particularly noticeable. Young individuals are increasingly choosing indoor digital pursuits over outdoor activities, which not only reduces their opportunities for exercise but also limits their exposure to the benefits of fresh air and social interaction. This lifestyle shift can set the stage for chronic health problems later in life.

Supporting these observations, recent studies have shown that high levels of social media use are associated with increased markers of inflammation (such as elevated C-reactive protein levels) and more frequent reports of physical discomfort. Moreover, excessive screen time is directly linked to a decrease in physical activity, which further raises the risk of obesity and related health complications.

Given these findings, it becomes crucial for families, educators, and communities to work together to foster a healthy balance between digital engagement and physical activity. Simple measures like planning regular outdoor activities, participating in sports, or even incorporating short walks into the daily routine can help young people counteract the negative effects of prolonged screen time and build a healthier, more active lifestyle. (deborh richards, 2014)

14. Social and emotional developmental disorders due to excessive use on social media:

Adolescence is an important stage for the development of social and emotional skills that play an important role in the design of future relationships and coping mechanisms of an individual. In any case, the emergence of social media will change the way young people deal with the world, leading to a decrease in sensible personal interactions. Social media platforms such as Facebook, Instagram, and Twitter provide virtual connections with the same level of passionate commitment or interpersonal learning that provides personal communication. As a result, young people miss the opportunity to develop important social skills. B. Practice of understanding and empathy for nonverbal information.

The time spent on these platforms can limit the true social interactions of young people and block their emotional development. This lack of personal communication prevents young people from mastering a variety of social contexts, building empathy and experiencing the full scope of social scenarios to resolve conflicts. Furthermore, social media often encourages comparisons. This makes teenagers like! We evaluate self-respect based on external verification such as:

This constant exposure to an ideal version of another person's life can lead to uncertainty, fear, and social isolation.

Research shows that young people who use social media at large tend to feel lonely because online connections cannot replace the depth of their actual relationships. A study published in 2020 by the Journal of Youth and Adolescents found that overuse of social media among young people is associated with a significant increase in loneliness and emotional stress. This digital separation hinders the ability to form lasting and authentic relationships in real life.

15. The Dark Side of Social Media Addiction in Youth:

Social media platforms are extremely attractive and are a feature that encourages users to spend more time. Just like any other addictive activity, this continuous use of the internet encourages dependence. Young people in these models in particular may lead to essential use of the device.

Technology dependent physical health problems, poor learning performance, and mental illness among young people involved in many negative outcomes. A significant consequence is to reduce physical activity. Longer screen times can often lead to young people giving up on movement and freedom, leading to obesity, cardiovascular problems, and general physical degradation. Additionally, blue light is emitted from the screen that interferes with the body's natural sleep cycle, leading to lack of sleep and insomnia.

The psychological impact of social media dependence is also surprising. Taste is a constant challenger for young people, who frequently express their feelings about anxiety or depression and lack of experience. The pressure to present an organized version of your life can exacerbate these issues and leave you with a sense of self-consciousness that distorts them. These addictive behaviors also affect learning responsibility, as students are interested in checking notifications instead of focusing on their research. Technical dependence improves, but this can lead to real-world relationships and hinder the development of essential life skills.

A 2019 Journal of Youth Research study shows that young people spend more than four hours a day on social networks that feel more anxious, depressed and academic. These results highlight the mounting concerns about the negative consequences of technology reliance on younger generations.

16. Negative Impact of Social Media on Education:

Social media has extensively changed the way youth get exposed to information & education. Today young people often depend on social media platforms for news and updates to replace traditional resources such as books & newspapers. This shift has different negative repercussions.

- ✓ Thus, they generally overlook the vital function of these sites and instead to explore into unproductive web-browsing that could destabilize educational outcomes.
- ✓ You can contact digital network or platforms like Facebook & Whatsapp to get information that leads to potential misinformation. This can have a negative influence on understanding important topics as it may depends on inaccurate or wrong data.
- ✓ The consistent urge to check notifications and scroll through feeds can lead to scattered attention areas, making it challenging & complicated for students to concentrate or attain focus on their research. This distraction can further obstruct & restrict your academic achievements.

Academic Performance Concerns:

When social media is developed & refined, many students have more difficulty in harmonizing social interactions with educational modes & responsibility. Content interruptions can lead to reduced academic commitments and lower grades & scores, as students can prioritize interactions with social media compared to research.

On the whole, social media provides connectivity & information. This is a crucial challenge for young people. This underscores the importance of careful use & the need for strategies to reduce its negative outcomes & fallouts.

17. Suggestions to Regulate Online Risks:

The security of young people from the harmful effects of social media overuse requires a comprehensive approach that involves multiple stakeholders and strategies. Here is a breakdown of the most important measures for regulation and support:

- Guidelines & Regulatory System Conditions

Governments and social media companies need to work together to determine clear and enforceable guidelines that protect users from harmful content and cyberbullying. For example, countries such as Australia have introduced strict regulations banning minors under the age of 16 on important social media platforms that carry substantial penalties for non-compliance. In the United States, states such as Connecticut and Utah have issued laws requiring parents' consent and age checks for teenagers.

- Digital literacy & education

It is extremely important to strengthen young people with digital literacy. Educational institutions should integrate programs that teach students the positive and negative impacts of social media, and promote balanced and critical engagement with their digital platforms. This approach helps promote informed use habits and promote responsible online behavior.

- Active Parent Participation

Parents are extremely important to lead their child's online activities. Through monitoring screen time and open discussions about secure internet practices, parents help their children develop healthy digital habits. With a limit decision such as B, limiting screen time before bed prevents excessive use and does not affect sleep or physical activity.

- Community Engagement

Local communities can play an important role by holding workshops and seminars to raise awareness of safe digital practices. These initiatives will help young people make healthy decisions while using social media. Community commitments promote collective measures to mitigate risks associated with social media.

- Technical intervention

Technical solutions such as apps that monitor screen time and use filters provide practical tools for managing harmful substance digital habits. By developing and using such tools, users can adjust their online life and reduce the negative effects of excessive screen exposure. Regions such as Pakistan are increasingly interested in developing these tools to support healthier digital behavior.

By implementing these approaches, we can create a safer digital world where young people can benefit from social media and reduce risk. (Dr. A jesu kulandairaj, 2014)

18. The Future of Social Media 2025:

In 2025, social media will experience faster growth than ever before. What I started to get in touch with friends became a key force in communication, marketing and trade. Facebook, Instagram, and X (already known as Twitter) have evolved into powerful tools for content trade, online commerce, or community structure.

- Social Media Evolution

Social media was once related with things related to personal updates. Today, it is a room for news, amusement, branding, learning, and client loyalty. It is the key to staying relevant in a digital world when technology is available and users are eagerly anticipating it.

- Artificial Intelligence and Automation

Social media will increasingly be affected by AI until it promotes more intelligent ads, personalized content, and a smoother user experience. Using the stage, we predict what users want to see, and our dedication becomes more targeted. Automation tools such as chatbots can streamline client service and content decrease, helping brands connect faster and more efficiently.

- Social Commerce and E-Commerce Integration

Social Media quickly merged with e-Commerce. Features like Instagram Shops and Facebook Marketplaces are just the starting. In the close future, shopping is becoming more common through social stages. Users can buy products from influencers, live streams and branded posts without leaving the app. This seamless experience avoids the way to buy online.

- Mental Health and Well-being

If social media continues to grow, it too has a mental health impact. It builds connections, but can also cause stress and fear. The stage is enter to prioritize improving the use of user in the crime monitoring tools to manage screen time, combat cyberbullying, and promote online wellness in the future. The future is about balancing digital engagement with emotional wells.

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Conclusion:

Social -Networking -Website has proven to be a powerful tool for communication, connection and social commitment. Despite their positive aspects, such as raising awareness, encouraging participation, and advocating for young people's voices, they also have negative impacts that must be taken into account. These platforms have a personal and social impact on young people, as well as influencing their user behavior. Young people should be informed of responsible use to ensure a positive impact. Social media can encourage healthier habits, stronger bonds, and better generations if used cautiously.

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