

THE IMPACT OF NEW CONTENT FORMAT OF SOCIAL MEDIA ON YOUTH



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This is to certify that **ASHISH DEHARE**, a student in the 4th semester of Master of Arts (M.A.) Journalism and Mass Communication at the department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur, (C.G.) has successfully completed his Dissertation on “**The Impact of new content format of social media on youth**”

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Chapter. 1-

INTRODUCTION

In the contemporary digital landscape, social media has emerged as an unparalleled platform for communication, self-expression, and connection. The proliferation of social media platforms, each catering to diverse interests and demographics, has ushered in an era of unprecedented connectivity. However, the rapid evolution of new social media content has engendered debates concerning its impact on the youth – a segment particularly susceptible to its influences. This comprehensive analysis delves into the multifaceted implications of new social media content on the youth, exploring both the positive and negative dimensions. By scrutinizing the effects on mental health, social interactions, self-identity, and information consumption, this study aims to provide a nuanced understanding of how the youth navigate and internalize the influx of content.

Background and Context

In recent years, the proliferation of social media platforms has transformed the way individuals, especially the youth, interact, communicate, and consume information. The youth demographic, often defined as individuals between the ages of 15 and 24, represents a significant portion of social media users. With the advent of new content formats, such as short-form videos, live streaming, augmented reality filters, and interactive stories, social media has evolved from being a mere communication tool to a complex ecosystem of content creation and consumption. This rapid evolution has raised important questions about the implications of new social media content on the psychological, social, and cognitive development of youth..