



Role of social media on inculcating life skills amongst Gen Z

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Abstract:

Generation Z, born in the mid-1990s to early 2010s, has grown up in a digitally linked world where social media platforms play a substantial role in their daily lives. This research paper explores the impact of social media on the development and inculcation of life skills among Generation Z. It is critical to recognize the Digital age values and mold youth accordingly. Proposed research is descriptive in nature, primary data is collected from 200 respondents using convenience sampling method. Through an analysis of existing literature, experiential studies, and theoretical frameworks, this paper aims to shed light on how social media platforms can both positively and negatively influence the acquisition of life skills. Understanding this dynamic relationship is crucial for educators, parents, and policymakers to effectively support the holistic development of Generation Z in the digital age.

Key Words: Gen Z, Life skills, Social Media, Digital age values

1. Introduction:

Generation Z, often referred to as digital natives, has been shaped by the proliferation of social media platforms. As they navigate adolescence and young adulthood, social media plays a substantial role in their social interactions, information consumption, and identity formation. This paper aims to inspect in what way social media influences the acquisition of life skills among Generation Z, focusing on both the opportunities and challenges posed by digital connectivity (Khanam, 2022).

Generation Z has been known as "millennial on steroids." they are the influencers of tomorrow and they're going to conjointly amend the manner savvy leaders have interaction and inspired their staff. Generation Z is considerably different than X and Y generations in many ways. they are currently between 3-23 years old. They are more technology savvy, demanding, stressed and they also have huge potential and energy. As they spend majority of the time on social media, it is of importance to understand the influence of Social media in inculcating life skills (Dwivedi and Qasim, 2017).

1.1. Understanding Life Skills:

Before delving into the role of social media, it is essential to define what constitutes life skills. Life skills encompass a broad range of abilities that enable individuals to effectively navigate several traits of life, including personal,

academic, and professional domains. Examples of life skills include communication, critical thinking, problem-solving, decision-making, empathy, resilience, and digital literacy (Sachdev, 2015)

As per UNICEF, Life Skills are a behavior development approach designed to address balance of three areas of Knowledge, Attitude and Skills.

The ten core Life Skills are: 1. Self-awareness, 2. Critical thinking, 3. Creative thinking, 4. Decision making, 5. Problem Solving, 6. Effective communication, 7. Interpersonal relationship, 8. Empathy, 9. Coping with stress, 10. Coping with emotion (WHO; 1997)

1.2. The Impact of Social Media on Life Skills:

a. Communication Skills: Social media platforms provide opportunities for Generation Z to communicate with peers, express themselves, and retain in collaborative endeavors. However, excessive reliance on digital communication may hinder the development of face-to-face communication skills and the capacity to interpret nonverbal cues.

b. Critical Thinking and Digital Literacy: Exposure to vast amounts of material on social media requires Generation Z to critically evaluate sources, discern misinformation, and develop digital literacy skills. However, the prevalence of echo chambers and confirmation bias on social media can impede critical thinking and foster polarized viewpoints.

c. Empathy and Social Awareness: social media accelerates connections with diverse individuals and communities, fostering empathy and social awareness among Generation Z. However, cyberbullying, and online annoyance can undermine empathy and exacerbate social tensions.

d. Resilience and Coping Mechanisms: Social media exposes Generation Z to curated depictions of others' lives, leading to comparisons and feelings of inadequacy. Developing resilience and healthy coping mechanisms is essential to navigate the pressures of social media.

e. Creativity and Innovation: Social media platforms aid as outlets for self-expression, creativity, and innovation. Generation Z can leverage these platforms to showcase their talents, collaborate on creative projects, and explore new ideas.

2. Need of Study

studying the role of social media in inculcating life skills is critical for recognizing its impact on various aspects of human development and well-being. This research can update tactics for harnessing the encouraging aspects of social media while allaying its potential negative consequences. Today youth spend maximum time on social media, it has greater impact on their over all behaviour and attitude. By recognizing the complex interplay between social media and life skills, strategies can be created to empower Generation Z to thrive in the digital age.

3. Research Methodology:

3.1 Objectives of Study:

1. To investigate the perception of gen Z towards effect of social media in influencing the life skills.
2. To identify the influence of social media on life skills values in gen Z.

3.2 Hypothesis:

H0: Gender wise there is no difference in perception of Gen Z for influence of social media on inculcating the life skills

H1: Gender wise there is difference in perception of Gen Z for influence of social media on inculcating the life skills.

H0: There is no significant impact of social media processing on the life skills in gen Z.

H2: There is a significant impact of social media processing on the life skills in gen Z.

3.3 Research Methodology

Descriptive research methodology implemented for anticipated research. Research was carried to investigate the impact of social media on inculcating values in gen Z. Variables contemplated for investigation are influence of social media, critical thinking, ethics, time Management, Productivity, problem solving, media processing, etc. were incorporated in the Questionnaire.

Sample size And Sampling Techniques

Convenience sampling technique was used for the proposed investigation. A sample size of 200 respondents was considered from the KDMC region.

Questionnaire Development and Data collection:

To assess the validity of the tool, cronbach alpha, split half and spearman Brown's tests were calculated to measure the internal consistency and reliability of the instrument. The cronbach alfa came as 0.803, thus the instrument was considered as reliable for the study. Split half reliability was estimated as 0.834 which is adequate in magnitude hence the questionnaire is reliable and internally consistent. Spearman brown correlation was calculated as 0.715 hence the Questionnaire is considered as internally correlated and reliable. Primary data was gathered through Questionnaire. Data is collected from Journal, Websites, Research papers, Reference books, etc. Data analysis was done using vassarstats software. For review of literature research papers of last five years was considered.

4. Review of literature

Studying the function of social media in inculcating life skills is crucial due to several reasons like *Dominance of Social Media*: Social media platforms have developed integral parts of human beings lives, especially for younger generations. Recognizing how these platforms impact behavior and learning is essential (Bhowmick and Madhu, 2020). *Impact on Communication Skills*: Social media platforms often serve as primary communication channels. Studying their impact on communication skills such as active listening, empathy, and conflict resolution is essential (Khanam, 2022). *Digital Literacy*: Social media usage requires digital literacy skills. Investigating how social media can enhance or hinder digital literacy development is important in a digitally-driven world. *Critical Thinking and Information Evaluation*: With the abundance of information available on social media, users need critical thinking skills to discern credible sources from misinformation. Studying how social media affects critical thinking skills is vital (Bhowmick and Madhu, 2020). *Identity Formation*: Social media platforms play a sizable role in shaping individual identities. Understanding how social media impacts self-esteem, self-awareness, and identity development is crucial for fostering healthy psychological growth (Khanam, 2022) *Relationship Building and Social Skills*: Social media offers platforms

for networking and relationship-building. Studying its impact on social skills such as empathy, collaboration, and networking is important for personal and professional development. *Time Management and Productivity*: Extreme social media usage can lead to time management issues and reduced productivity. Researching strategies to relieve these adverse effects while leveraging social media for skill development is necessary (Bhowmick and Madhu, 2020). *Mental Health and Well-being*: Social media use has been linked to mental health issues such as anxiety, depression, and loneliness. Understanding the correlation between social media usage patterns and mental well-being is essential for developing interventions and support systems (Khanam, 2022). *Ethical and Responsible Behavior*: social media presents ethical dilemmas and challenges regarding privacy, online etiquette, and digital citizenship. Studying how social media influences ethical decision-making and responsible online behavior is crucial for promoting a positive online culture. *Educational Opportunities*: Social media platforms offer various educational resources and opportunities for skill development. Exploring the effectiveness of utilizing social media for educational purposes and lifelong learning is important for maximizing its potential benefits. (Bhowmick and Madhu, 2020)

Social Media processing plays important role on influencing Gen Z. Components of Social media processing are *Exposure to Social Media, Content Consumption, Interaction and Engagement, Critical Evaluation, Social Comparison and Identity Formation*. This process influences self-esteem, resilience, and coping mechanisms, impacting individuals' overall well-being and identity formation (Arjun and Juna, 2015)

5. Data Analysis:

5.1) To understand the gender wise perception of GenZ towards influence of social media on life skills, Chi-Square analysis was done, output of the analysis is as given below:

	Highly Influenced	Influenced	Neutral	Not Influenced	Highly not Influenced
Male	56	74	5	42	23
Female	61	70	10	32	27

(Source: Primary Data)

Chi-Square	Df	P
0.09	1	0.764

(Source: Data analysis Output)

Interpretation: Chi-Square value obtained is 0.09 at d.f 1 and P value 0.764. As P value is greater than 0.05 we accept H₀: Gender wise there is no difference in perception of Gen Z for influence of social media on inculcating the life skills. Majority of the respondents do accept that there is the influence of social media on inculcating the life skills in Gen Z, but as compared to males, females do not consider social media completely responsible for inculcating life skills in Gen Z.

5.2) To analyze the influence of social media processing on life skills like Creative thinking, Interpersonal relationship, Decision making, Problem solving and coping with stress 5X5 Contingency table analysis was done, output of the test is as follows:

	Creative thinking	Interpersonal relationship	Decision making	Problem Solving	Coping with stress	P value
Exposure to Social Media	33	56	36	28	47	0.045
Content Consumption	52	45	23	37	43	0.042
Interaction and Engagement	52	49	22	35	42	0.006
Critical Evaluation	61	23	46	38	32	0.003
Social Comparison	25	48	50	34	43	0.0283

(Source: Primary Data)

As the P value obtained is less than 0.05 we accept H2: There is a significant impact of social media processing on the life skills in gen Z. It is observed that there is the major influence of Social media processing on Creative thinking, interpersonal relationship and Decision making, followed by coping with stress and problem solving.

6. Result:

From the research it is evident that even GenZ realize and accept that there is a influence of social media in inculcating the life skills. Social media processing which consists of exposure to social media, content consumption, interaction and engagement, critical evaluation, social comparison have impact on Creative thinking, interpersonal relationship and Decision making, followed by coping with stress and problem solving. Thus is it important to monitor and promote positive engagement with social media as these skills contribute to individuals' personal growth, academic success, and professional competence.

7. Conclusion:

Social media has become an fundamental part of the lives of Generation Z, shaping their interactions, perceptions, and behaviors. While social media reports prospects for the development of life skills, it also poses challenges that involves thoughtful navigation. By understanding the complex interplay between social media and life skills, stakeholders can work together to empower Generation Z to thrive in the digital age.

8. Managerial implications:

Educators, parents, and policymakers play a critical role in guiding Generation Z towards constructive encounter with social media while fostering the advance of life skills. Strategies for Promoting Positive Engagement:

1. Incorporating digital literacy and media literacy education into school curricula.
2. Encouraging critical thinking and reflection on social media usage.
3. Promoting positive online behavior and digital citizenship.
4. Facilitating open discussions about the opportunities and challenges of social media.
5. Providing support networks and resources for dealing with cyberbullying and online harassment.

6. Encouraging offline activities and face-to-face interactions to complement online engagement.

9. Limitation and Future Scope of Study:

Reasons such as individual differences, platform diversity, evolving technological landscape, and potential for harm (e.g., cyberbullying, misinformation) should be considered in succeeding study. This study was done with the sample size of 200; it can be done on the large sample size which can give furthermore deep insights. The proposed study was carried out in KDMC region and it can be carried out in few more cities or nationwide to understand the influence of social media in inculcating life skills in GenZ.

10. References

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