Social media has changed the way people communicate, work, and spend their free time. For young generations, platforms like Instagram, TikTok, and YouTube are not just tools for entertainment but also spaces for learning, building careers, and expressing identity. However, the influence of social media is a double-edged sword.

On the positive side, social media allows young people to connect with peers around the world. A student in Serbia can easily communicate with a classmate in Japan, share knowledge, and discover new cultures. Educational content is also widely available – from video lectures and tutorials to online communities where students help each other with learning. Many young people even start small businesses by promoting their art, skills, or products through social networks.

On the negative side, social media can lead to addiction. Constant scrolling, likes, and comments create a cycle of dopamine that makes users spend hours online without real benefit. Another problem is the unrealistic image of life presented by influencers. Young people often compare themselves with idealized photos and videos, which can cause low self-esteem, anxiety, and even depression.

Cyberbullying is another serious issue. The anonymity of the internet sometimes encourages people to insult, threaten, or manipulate others. Young people who are victims of online bullying often feel isolated and helpless.

In conclusion, social media is neither entirely good nor bad – its influence depends on how it is used. If young people learn to use social media responsibly, it can be a powerful tool for education and creativity. But if it is used excessively and without critical thinking, it can cause serious psychological and social problems.