

Exploring the Impact of Social Media on Identity Formation among Adolescents

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Abstract: *Social media has become an integral part of adolescent life, significantly influencing various aspects of their development, including identity formation. This paper aims to explore the multifaceted impact of social media platforms on the identity formation process among adolescents. By examining existing literature and incorporating insights from psychological, sociological, and communication studies, this paper investigates how social media shapes adolescents' self-concept, self-esteem, and social interactions. Furthermore, it explores the role of social comparison, self-presentation, and online communities in the construction of adolescent identity. Additionally, potential positive and negative consequences of social media usage on identity development are discussed, along with implications for parents, educators, and policymakers.*

Keywords: policymakers

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