

Youth, Identity, and Self- Representation in Indian Digital Spaces

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Abstract: *This research paper examines how Indian youth construct identity and engage in self-representation across digital platforms such as Instagram, YouTube, Snapchat, and emerging social apps. These digital spaces allow young people to explore identity, negotiate social belonging, express individuality, and participate in cultural dialogues. As smartphones and social media become essential components of youth culture, digital spaces now act as psychosocial arenas where young individuals experiment with aesthetics, values, social roles, gender expression, and public personas. Guided by the BJMC GGSIPU 2025–26 curriculum outcomes—which emphasize digital literacy, media psychology, cultural communication, and ethical digital engagement—this study investigates the patterns, motivations, and implications of youth self-representation online. Findings reveal that while digital platforms empower creative expression and identity exploration, they also introduce social pressures, performative expectations, and mental health risks related to comparison culture and curated self-presentation. The research highlights how digital spaces empower expression while also introducing challenges related to social pressure, performativity, and digital well-being.*

Keywords: Youth identity, self-representation, digital spaces, Indian social media, digital culture, GGSIPU BJMC outcomes.

