

# **Impact of Social Media on Youth Identity and Social Relationships**

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**Abstract:** *The youth has made social media a major aspect of their day-to-day lives, and it has greatly influenced their lifestyles, behavior, and socialization. This paper examines how social media has affected the identity construction and social relationships among the youths (15-25 years old). A quantitative research design was utilized and the research data was gathered using 150 respondents by administration of structured questionnaires. The survey was done on the patterns of social media use, self-perception, peer influence and the quality of interpersonal relationships. Interpretation of the data showed that the social media has a mixed outcome, being both affirming, socially connected and open minded, and causing identity confusion, social comparison, and face-to-face performance. The young (15-17 years) participants had high online social bonds and average identity clarity, and the older (21-25 years) youth had better identity awareness and lower real-life social ties. The research points out that education and social media literacy programs are imperative to promote responsible social media use. Knowing the multifaceted nature of the connection between online interaction, identity, and social interactions, educators, parents, and policymakers can help youngsters to build positive self-perception and interpersonal relationships in an online-connected world*

**Keywords:** Social media, Youth, Formation of identity, Social relationships, Self-perception, Peer influence, Digital literacy