

Understand the Uses of Social Media to Gen Z for Sharing and Learning New Skills

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Abstract: *The rise of social media has transformed the ways in which knowledge is distributed and learned, especially among Gen Z. This study investigates how social media platforms enable the sharing of skills and learning, emphasizing the tools, features, and opportunities for collaboration they provide. The study also explores the difficulties encountered by users in utilizing these platforms for educational aims. The results underscore the increasing significance of social media as an active learning environment while tackling issues related to misinformation and online distractions. It also emphasizes the difficulties brought by misinformation, distractions, and excessive content, which can impede effective learning.*

Keywords: Gen Z, Social Media, Skill-Sharing, Learning, Digital Platforms, Collaboration, Challenges, Education