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

Pratiksha Ananta Kokat, Sakshi Shekhar Salunke, Dr. Archana Aher

MIT Arts Commerce and Science College, Alandi, Pune, India

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

I. INTRODUCTION

Social media has transformed from a means of communication into a strong platform for learning and skill development. Generation Z, the initial cohort to be raised completely in the digital age, utilizes these platforms not only for connection but also to acquire new skills and exchange knowledge. Through YouTube tutorials and TikTok tips, social media platforms accommodate various learning preferences, providing content in visual, written, and interactive formats.

This study examines how social media facilitates skill-sharing within Gen Z, pinpointing the leading platforms, exploring collaborative approaches, and tackling the obstacles encountered. By grasping these dynamics, educators, policymakers, and platform creators can more effectively leverage social media's capabilities to improve learning experiences in a digital-first environment.

In the modern interconnected world, social media serves not only as a channel for communication and entertainment but has also evolved into a fundamental resource for education and skill-sharing, especially among Gen Z. Being digital natives, this generation has effortlessly woven social media into their everyday routines, utilizing it as a means for personal growth and career advancement.

OBJECTIVES :-
- To Analyze Gen Z uses Social Media for Learning.
- To Identify Popular Platforms for Skill-Sharing.
- To Study Peer Collaboration through Social Media.
- To Identify Challenges in using Social Media for Learning.

II. METHODOLOGY

This Method is used to show the Collection of Data as well as Survey. In both the Data I got Maximum Respondent in Survey.

PRIMARY DATA :-

Primary Data is Collected from 100 Respondents through Survey Method.

SECONDARY DATA :-

Secondary Data is Collected from Books, E-Journals. Magazines, Articles, Survey Reports, Published Literature, etc.

III. LITERATURE REVIEW

The influence of social media on skill enhancement has emerged as a significant field of research, especially concerning Generation Z (Gen Z), the first genuine digital natives.

1. Social Media as an Educational Resource

Social media has changed how people obtain and disseminate information. A study by Junco (2012) indicates that social media platforms create a dynamic setting for informal and formal learning, enabling users to gain knowledge through videos, tutorials, group conversations, and expert advice. Gen Z, being well-versed and at ease with digital tools, utilizes these platforms to gain various skills such as coding, design, photography, and entrepreneurship (Ramsay et al., 2020).

2. Learning Among Peers

An important element of Gen Z's engagement with social media for skill-sharing is learning from one another. A study conducted by Greenhow and Lewin (2016) indicates that social media allows users to engage in a collaborative learning setting, where people can exchange experiences, give suggestions, and offer feedback. Websites such as Reddit and Discord provide spaces where users participate in conversations, exchange information, and gain knowledge from each other. This team-oriented setting promotes a greater comprehension of topics and supports skill advancement through practical applications.

3. Difficulties in Utilizing Social Media for Educational Purposes

Although social media offers advantages, there are difficulties linked to its use in education. According to Duggan (2015), the challenges of information overload and identifying trustworthy sources are major barriers. The casual character of social media may also result in misinformation or partial learning experiences, particularly if individuals depend on unverified information. Additionally, social media sites can be a distraction, diminishing the efficiency of learning if not utilized thoughtfully (Bohn, 2019).

GEN Z USES SOCIAL MEDIA FOR LEARNING :-

1. Access to Varied Resources :- Gen Z utilizes platforms such as YouTube, TikTok, Instagram, and LinkedIn to obtain educational materials that include tutorials and instructional videos, as well as industry-related information, thereby improving their learning journey.

2. Peer Learning and Collaboration :- Social media creates environments for group conversations, teamwork, and knowledge exchange, enabling Gen Z to learn from peers instantly via platforms such as Reddit, Facebook groups, or Discord.

3. Influencers and Authorities :- Educational influencers and specialists on platforms such as Instagram and YouTube significantly influence Gen Z's education by providing concise, captivating content across diverse areas.

4. Engaging Learning :- Platforms such as Instagram, TikTok, and YouTube promote engaging learning by allowing users to take part in polls, quizzes, and challenges, enhancing the learning experience.

5. Microlearning :- Generation Z typically favors receiving information in brief, manageable segments, a pattern enabled by the rapid content formats of social media, such as short clips, stories, and posts.

6. Access to Latest Trends :- Social media enables Gen Z to remain informed about current trends, industry advancements, and news, facilitating the application of their knowledge to practical scenarios.

7. Skill Enhancement :- Numerous social media platforms provide avenues for practical skill enhancement, like coding tasks on GitHub, photography advice on Instagram, or design lessons on Pinterest.

POPULAR PLATFORMS FOR SKILLS-SHARING :-

1. YouTube :- A premier site for instructional and learning videos covering a range of skills, from technical to artistic domains.

2. LinkedIn Learning :- Provides professional training and skill enhancement, particularly in business, marketing, and technology.

3. Udemy :- A platform for courses where educators teach various skills on topics such as coding and self-improvement.

4. Reddit :- Communities (subreddits) such as r/learnprogramming and r/DIY offer spaces for users to exchange advice and assist one another in learning.

5. Tik-Tok :- Brief videos providing fast advice and techniques for different abilities, particularly in artistic and practical fields.

6. GitHub :- A space for developers to exchange code, collaborate on projects, and gain insights from the work of others.

7. Discord :- Utilized by numerous communities to converse, exchange, and work together on skills, particularly in gaming, programming, and technology.

8. Pinterest :- Provides visual instructions and resources covering a variety of subjects, from DIY projects to professional skills.

PEER COLLABORATION THROUGH SOCIAL MEDIA :-

1. Group Conversations :- Platforms such as Facebook groups, Reddit, and Discord enable people to work together, pose inquiries, and exchange information instantly, promoting a feeling of community and mutual learning among peers.

2. Crowdsourcing Concepts :- Social media enables crowdsourcing, allowing individuals to contribute to solutions or innovative processes, like in design contests or technology development conversations on GitHub.

3. Content Co-Creation :- User collaboration on platforms such as TikTok and Instagram enables individuals to co-create content, exchange tips, and acquire new skills through shared videos, posts, and live streams.

4. Study Groups :- Students form study groups on platforms such as WhatsApp, Telegram, and Discord to exchange resources, tackle problems, and collaboratively prepare for exams, boosting group learning.

5. Skill Exchange :- Social media allows individuals to swap skills, for instance, providing coding lessons in return for graphic design training, frequently organized through platforms like LinkedIn or Facebook groups.

6. Immediate Feedback :- Colleagues offer prompt feedback and proposals on one another's projects, whether they are coding tasks on GitHub, design concepts on Dribbble, or writing drafts in Reddit's writing groups.

7. Networking Prospects :- Sites such as LinkedIn and Twitter facilitate partnerships by linking people in their profession, resulting in job openings, mentorship, and joint ventures.

CHALLENGES IN USING SOCIAL MEDIA FOR LEARNING :-

1. Information Overload :- The extensive content available on social media can inundate users, complicating the process of distinguishing useful educational materials from distractions.

2. Absence of Organization :- Learning through social media tends to be casual and disorganized, potentially obstructing thorough or systematic comprehension when compared to conventional educational settings.

3. Misinformation :- Unconfirmed or inaccurate details can circulate rapidly on social media, resulting in misunderstandings or erroneous knowledge.

4. Distractions :- Social media sites are created for amusement, which can result in distractions, hindering learners from concentrating on educational material.

5. Quality Control :- Not every piece of content on social media is trustworthy or of high quality, and students might find it challenging to evaluate the credibility of sources.

6. Absence of Engagement :- Although passive content consumption is typical, it often fails to encourage the active participation, practice, or cooperation that deeper learning necessitates.

7. Privacy Issues :- Disclosing personal details or participating in educational conversations on social media may result in privacy risks or vulnerability to cyberbullying.

IV. DATA ANALYSIS AND INTERPRETATION

Data Analysis & Interpretation is analyzing data to identify patterns and draw conclusions.
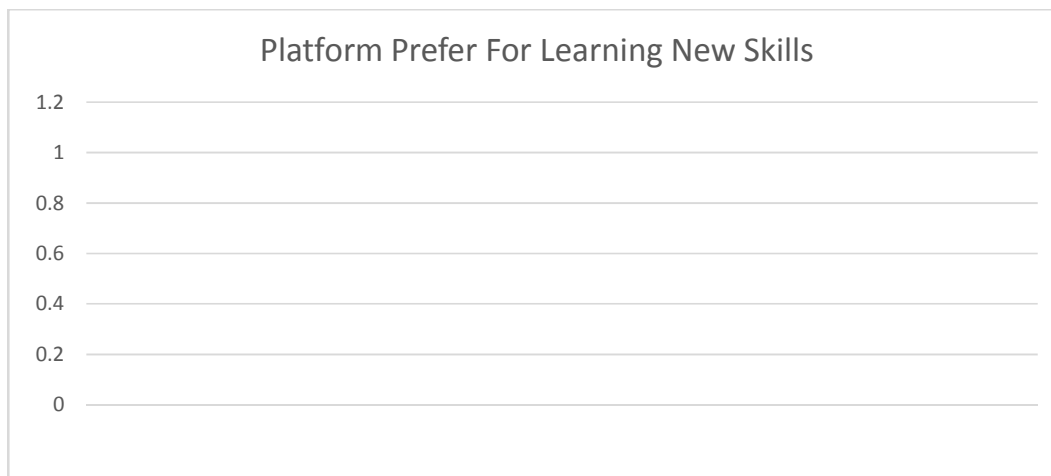
Social media for Gen Z: Used for learning and sharing skills through tutorials and interaction.

Table 1: Platform Prefer For Learning New Skills

Sr. No.	Particulars	No. Of Respondents	Percentage %

1.	You Tube	20	20%
2.	Instagram	28	28%
3.	Linkedin	37	37%
4.	Google Scholar	15	15%
	Total	100	100%

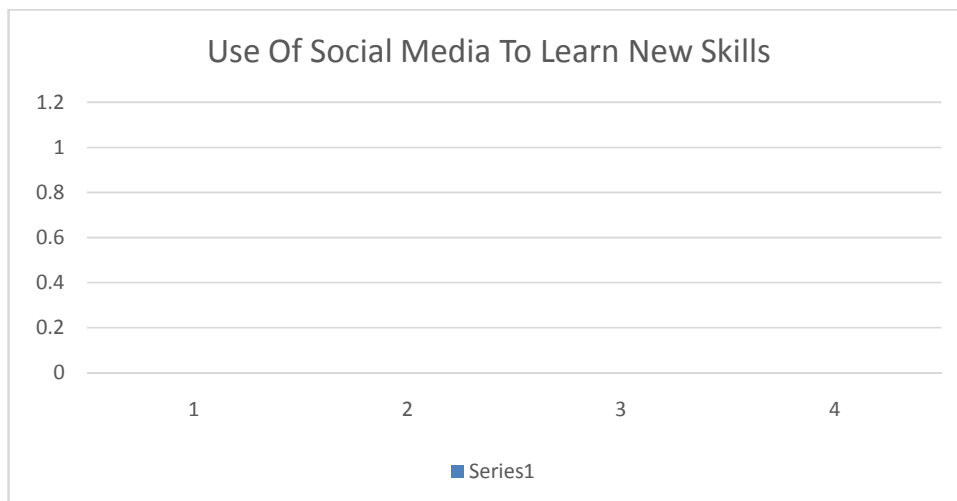**Graph 1**

Platform Prefer For Learning New Skills

According to Table 1 and Graph 1, the data shows the preferred platforms for learning new skills, with LinkedIn being the most popular at 37%, followed by Instagram at 28%, YouTube at 20%, and Google Scholar at 15%.

Table 2: Use Of Social Media To Learn New Skills

Sr. No.	Particulars	No. Of Respondents	Percentage %
1.	Daily	67	67%
2.	Weekly	19	19%
3.	Occasionally	12	12%
4.	Rarely	2	2%
	Total	100	100%

Graph 2

Use Of Social Media To Learn New Skills

According to Table 2 and Graph 2, the data shows that most respondents (67%) use social media daily to learn new skills, with 19% using it weekly, 12% occasionally, and only 2% rarely. This indicates that social media is a frequently utilized platform for skill acquisition.

Table 3: Motivate To Use Social Media

Sr. No.	Particulars	No. Of Respondents	Percentage %
1.	Ease of Access	26	26%
2.	Variety of Content	32	32%
3.	Interactive Learning	29	29%
4.	PEER Recommendation	13	13%
	Total	100	100%

Graph 3
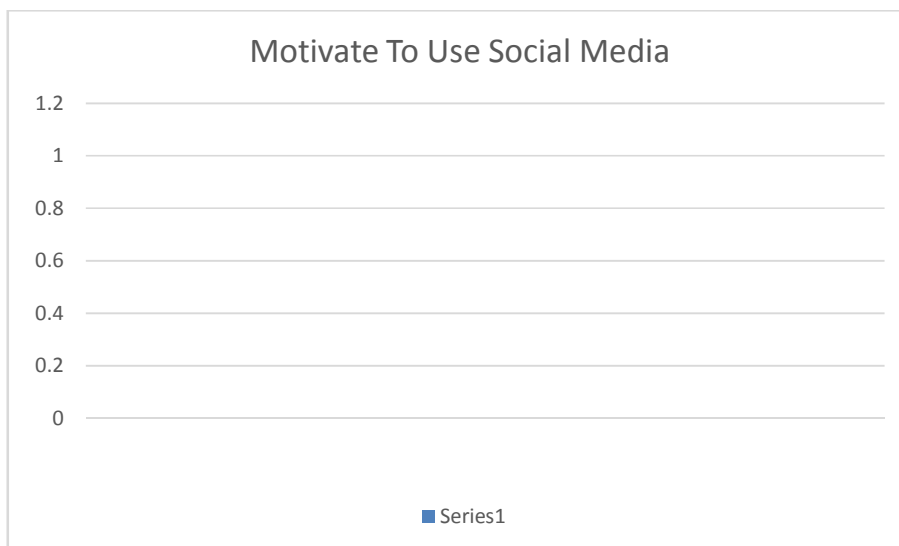
According to Table 3 and Graph 3, the survey results show that 32% of respondents preferred the variety of content, while 29% valued interactive learning. Ease of access was important to 26%, and 13% were influenced by peer recommendations.

Table 4: Skill Sharing Post On Social Media

Sr. No.	Particulars	No. Of Respondents	Percentage %
1.	Like or Save the Post	42	42%
2.	Comment on the Post	32	32%
3.	Share it with Others	24	24%
4.	Take no Action	2	2%
	Total	100	100%

According to Table 4 and Graph 4,the data shown that most respondent 42% of people like or save posts, 32% comment, 24% share, and 2% take no action.

Table 5: Peer Collaboration You Engage In Social Media

Sr. No.	Particulars	No. Of Respondents	Percentage %
1.	Group Discussion	40	40%
2.	Sharing Resources or Tips	31	31%
3.	Collaborative Projects	27	27%
4.	None	2	2%
	Total	100	100%

Graph 5

Peer Collaboration You Engage in Social Media

According to Table 5 and Graph 5, the data shown 40% engage in group discussions, 31% share resources or tips, 27% work on collaborative projects, and 2% do none of these.

Table 6: Groups To Collaborate with Peers

Sr.No.	Particulars	No. Of Respondents	Percentage
1.	Yes, frequently	29	29%
2.	Yes, occasionally	27	27%
3.	No, but I'm interested	24	24%
4.	No, not interested	28	28%
	Total	100	100%

Graph 6

Groups to Collaborate With Peers

■ Series1

According to Table 6 and Graph 6, the survey shows that 29% collaborate frequently, 27% occasionally, 24% are interested but don't, and 28% are not interested in collaborating.

Table 7:Challenges Faces By Using Social Media

Sr. No.	Particulars	No. Of Respondents	Percentage
1.	Distraction Content	63	63%
2.	Difficulty verifying information authenticity	17	17%
3.	Lack of in-depth content	15	15%
4.	Privacy Concerns	4	4%
5.	Others	1	1%
	Total	100	100%

Graph 7


Challenges Faces by Using Social Media

According to Table 7 and Graph 7, the majority of social media users face challenges with distraction content (63%), followed by difficulty verifying information authenticity (17%). Other concerns include lack of in-depth content (15%) and privacy issues (4%).

Table 8: Improvement While using Social Media

Sr.No.	Particulars	No. Of Respondents	Percentage
1.	More Credible Sources	57	57%
2.	Better Content Organisations	23	23%
3.	Enhanced peer collaboration tools	15	15%
4.	Others	5	5%
	Total	100	100%

Graph 8

Improvement While using Social Media

Series1
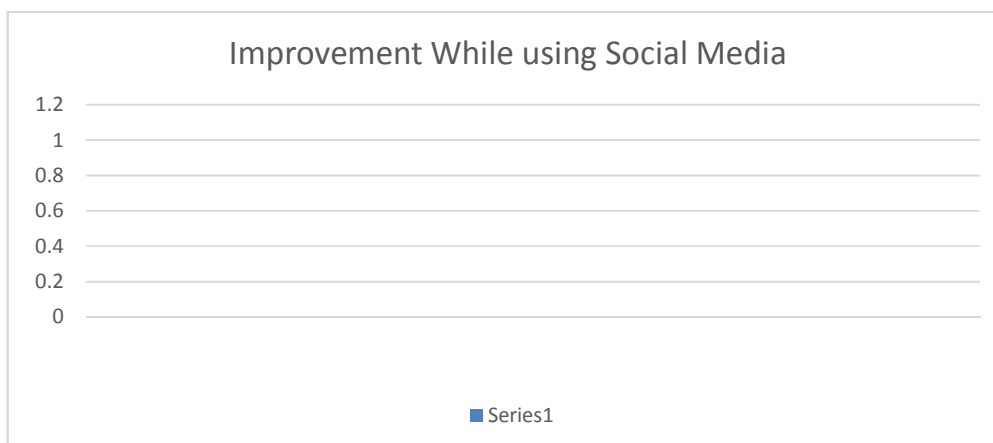
According to Table 8 and Graph 8, the data shown 57% of respondents want more credible sources, 23% prefer better content organization, and 15% seek enhanced peer collaboration tools.

Table 9: Manange Distraction On Social Media

Sr.No.	Particulars	No. Of Respondents	Percentage
1.	Use app Blockers or timer	30	30%
2.	Follow only educational content creator	37	37%
3.	Create a dedicated schedule	26	26%
4.	Others	7	7%
	Total	100	100%

According to Table 9 and Graph 9, most respondents manage social media distractions by following educational content (37%), using app blockers (30%), or creating a schedule (26%).

V. FINDINGS

Finding meaning is about discovering purpose and value in life through experiences, relationships, and personal growth.

- 37% of respondents prefer using the platform for learning new skills.
- 67% of respondents use social media for learning new skills.
- 32% of respondents are motivated to use social media.
- 42% of respondents share posts related to skills on social media.
- 40% of respondents are engaged in peer collaboration on social media.
- 29% of respondents join groups to collaborate with peers.
- 63% of respondents face challenges while using social media.
- 57% of respondents make improvements while using social media.
- 37% of respondents manage distractions on social media.

VI. SUGGESTIONS

- Gen Z can explore niche communities on platforms like Reddit and Discord to find specialized content and like-minded learners.
- By sharing their own learning journey and projects, Gen Z can receive feedback and improve their skills through peer interactions.
- Gen Z should seek out platforms that offer hands-on learning, such as GitHub for coding or Behance for design, to practice skills actively.
- Regularly engaging with educational hashtags and trends on platforms like Twitter and Instagram can help discover new learning opportunities.
- Gen Z should join online webinars, virtual conferences, or live streams hosted on platforms like YouTube or LinkedIn for real-time learning experiences.
- Utilize social media to remain informed about the newest industry trends and innovations, aiding in the application of knowledge to practical scenarios.
- Gen Z ought to take advantage of bookmarking and saving tools on social media to systematically arrange and revisit valuable educational materials.

VII. CONCLUSION

In summary, Gen Z has greatly changed the way they acquire and share new skills via social media, making use of these platforms to explore abundant educational resources, connect with various communities, and work together with their peers. Through the selection of material from trustworthy sources and engaging in interactive educational experiences, they can cultivate both hands-on and theoretical abilities in different areas. To fully reap the advantages, Gen Z should equilibrate their social media engagement, steer clear of distractions, and verify the trustworthiness of the information they take in. By adopting the correct strategy, social media acts as a robust instrument that not only enhances self-directed learning but also promotes collaboration, networking, and development in a progressively digital environment.

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