

McAfee. In their books, such as «The Second Machine Age», they acknowledge the disruptive potential of AI but emphasize that the key to prosperity lies in adaptation and finding new forms of human-machine collaboration. They speak of the need to invest in «human capital».

3. The «Economic and Societal Transformation» Camp (Structural View). This group focuses on the idea that the problem lies not so much in the technology itself, but in the socio-economic institutions that are unprepared for such rapid changes. Argument: Even if AI creates overall prosperity, the transition period will be painful. A sharp divide will emerge between the owners of capital/AI developers and the rest of the population. This necessitates a re-evaluation of concepts such as labor, income, and social safety nets. Leading researcher: Ian Goldin. He explores future risks, including technological ones. He emphasizes that technological progress is outpacing our capacity for social and political adaptation, which creates threats to stability and necessitates new systems of governance.

Thus, the key problem is that technological progress is outpacing society's ability to adapt, while experts' predictions are radically divided – ranging from scenarios of mass unemployment to confidence in successful societal adaptation.

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THE INFLUENCE OF SOCIAL MEDIA ON THE FORMATION OF MODERN YOUTH IDENTITY

Влияние социальных сетей на формирование идентичности современной молодежи

In today's era of accelerated digital innovation and pervasive media integration, social networking platforms have evolved into an inseparable component of contemporary youth culture. They exert a profound influence on how young people construct and understand their personal and social identities. Platforms such as Instagram, TikTok, and

YouTube are now used not merely for leisure, but as arenas for self-expression, social validation, and the pursuit of meaning within a highly networked society. This paper explores the multifaceted impact of social media on the identity development of young people, examining both empowering and problematic dimensions, and emphasizing the role of digital literacy as a foundation for mindful participation in the online environment.

Within the digital context, identity can be viewed as a fluid and performative construct – a self-image that individuals continuously negotiate and project through online interactions. Social media platforms provide vast possibilities for self-presentation: posting photos, videos, or short texts enables users to design an idealized digital persona. While this process fosters creativity, visibility, and confidence, it simultaneously heightens emotional dependency on external feedback and peer approval. An increasing number of adolescents tie their sense of self-worth to quantifiable indicators such as «likes» and comments, illustrating the broader shift from internal self-acceptance toward socially mediated validation [1].

Online communities and peer networks further shape this process by offering a sense of belonging, emotional support, and opportunities for shared learning. Such virtual spaces can help reduce isolation and stimulate motivation for personal growth. However, the same environments often evolve into so-called «echo chambers», limiting exposure to diverse opinions and discouraging critical reflection. Consequently, some young users may struggle to form independent perspectives on social, cultural, or political realities.

Equally significant is the influence of digital opinion leaders and emerging online trends on youth values and aspirations. Influencers function as contemporary role models who redefine what success, beauty, and happiness mean in a media-saturated culture. Although these figures can inspire self-improvement and civic engagement, they also contribute to the normalization of consumerism and the propagation of unattainable ideals. As Boyd [2] argues, the digital sphere constitutes a «networked public», where acts of self-expression are increasingly entangled with mechanisms of branding, marketing, and identity commodification.

Overall, the impact of social media on youth identity formation is deeply complex and inherently paradoxical. On one hand, it broadens creative horizons and enables self-exploration; on the other, it fosters dependence on external validation and intensifies social anxiety. Developing digital literacy – including critical awareness, emotional regulation, and ethical online behavior – is essential for ensuring a balanced and autonomous sense of self in the digital age.

In conclusion, social media should not be perceived solely as communication tools, but as transformative social environments that shape the way young people connect, learn, and define themselves. The central challenge for educators and policymakers lies in guiding youth toward the conscious and constructive use of digital platforms. When approached critically and creatively, social networks can serve not as sources of psychological pressure, but as catalysts for empathy, self-realization, and the growth of a reflective, resilient generation.

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THE IMPACT OF MOBILE PHONE USE ON HUMAN HEALTH

Влияние использования мобильных телефонов на здоровье человека

With the advent of smartphones, their usage has significantly increased, and they have become an integral part of modern lives and our daily lives in general. Mobile devices offer a wide range of features, making them almost impossible to replace, from communication and entertainment to navigation and education. This widespread use raises an important question: what are the consequences of such extensive use for human health?

In this study, we went deeper into this question by analyzing the available data and offering strategies to minimize potential risks.

Impact on Physical Health

Mobile phones emit non-ionizing frequency (RF) radiation. This radiation is classified as «potentially carcinogenic to humans», but there is currently no conclusive evidence linking it to cancer. Therefore, more research is needed. One significant physical health impact of using mobile devices is sleep disorders. The blue light emitted by phone screens can interfere with the production of melatonin, a hormone that regulates sleep cycles. This can lead to difficulty falling asleep, shorter sleep duration and poor sleep quality. Frequent use of mobile phones can also lead to musculoskeletal disorders, such as «typing neck», a condition caused by prolonged forward head bending while using screens. Additionally, excessive typing or page flipping can lead to repetitive strain injuries (RSI). These conditions can cause chronic pain and discomfort in the neck, shoulders, and arms. Prolonged use of mobile phones can lead to eye strain, which manifests itself through symptoms such as dryness, blurred vision, and headaches.

Impact on mental health

The constant internet connection provided by mobile phones can lead to increased stress levels. The addiction to mobile phones, also known as «nomophobia» (the fear of being without a mobile phone), is causing increasing concern. This addiction manifests