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***Analysis of the impact
of social media
on the millennial***

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Abstract:

Social media is an increasingly important part of modern life. Social media refers to web-based services that allow people to interact and communicate with colleagues, and friends, strangers. Social networking sites include YouTube, Instagram, Twitter and Facebook, blogs, Flickr, and a variety of other web-based messaging applications. Millennials are people who were born between the years 1980 and 2000. Digital Natives and Generation Y are two terms used to describe them. "Millennials and Generation Z" grew up in a world where digital technology was commonplace in almost every country. Social media, on the other hand, is a useful tool for having to interact with one another and exchanging information. of the Millennial generation's digital social media usage experiences and feelings.

Keywords:

Social media, the Millennial generation, Generation Z, Social networking, effective communication