

About the Book

The book *Sustainable Development in the Era of Artificial Intelligence* is a scholarly compilation of research papers that were presented during the **International Conference on Multidisciplinary Perspective towards Sustainability in the Era of Artificial Intelligence**. This prestigious event was organized by the Department of Humanities and Social Sciences, Integral University, Lucknow, on March 5-6, 2024.

The conference brought together researchers, academicians, and practitioners from diverse disciplines to explore the intricate interplay between **sustainability** and **artificial intelligence (AI)**. It served as a dynamic platform to discuss emerging challenges and opportunities associated with integrating AI into sustainable development strategies.

The book encapsulates a rich variety of perspectives, addressing critical themes such as AI-driven innovations for environmental conservation, the role of technology in advancing social equity, and the ethical dimensions of AI in governance and policymaking. With its interdisciplinary approach, the publication not only highlights groundbreaking research but also underscores the potential of AI as a transformative tool for achieving sustainable development goals (SDGs).

This volume is an invaluable resource for scholars, policymakers, and industry professionals seeking to understand and contribute to the growing discourse on sustainable development in the age of AI. It reflects the commitment of Integral University to fostering academic excellence and promoting a future-oriented dialogue on global challenges.



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Sustainable Development in the
Era of Artificial Intelligence

Edited by
• Zeba Aqil • Khurshed Alam • Tahir Hussain Ansari



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Chapter 17

The Impact of New Media on Youths in the Age of Globalisation: A Study of Youths in Aligarh

DR. FAIZAN HAQUE

Abstract

This paper aims to understand how new media (Facebook, Instagram, Twitter, WhatsApp, and Snapchat) have impacted the young generation in India. Globalisation has greatly shrunk the world, and the availability of new media globally has exacerbated its impacts. All programs, websites, or blogs that allow people all over the world to interact online, exchange ideas, and make video calls, among many other functions, are considered new media. Almost half of the world's population is thought to be active on Facebook and Instagram. Social media has a significant influence on society and stakeholders, and it fosters the creation of virtual communities. New media began as an interaction between people using new forms of technology, and the conversations became increasingly public. Marx said that a change in mode of production (technology) would bring about a change in social relationships, and since a couple of decades, we have been observing how our relationships have changed. It affects our social life both positively and negatively. It also has to be responsible for the rise of mental health problems among young people since it has so thoroughly intoxicated the more youthful members of society that they possess complete dependence on these platforms. This paper is primarily based on the information and content analysis gathered through a critical analysis of available related literature and interviews with youths who are more active and access more frequently on social networking sites.

Keywords: Globalization, New media, Technology, Society, Virtual Community, Young Generation

Introduction

The impact of new media on social transformation must be crucial in both academic research and public discussions concerning globalisation and youth. Media like the Internet, computers, mobile phones, etc. are frequently regarded as one of the main drivers of the