AI 4 ALL

Youth Solidarity Through Ethical Tech & Digital Inclusion

AI & social media
(for youth)

EUROPEAN SOLIDARITY CORPS

Agência Nacional
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Corpo Europeu de Solidariedade

AI & Social Media in our Daily Lives



AI and social media are deeply connected to how we experience the digital world every day, shaping what we see, how we interact, and how we understand ourselves and others online.

- **AI and social media are already part of everyday life**
  From scrolling and messaging to studying and entertainment.
- **They influence what we see, like, share, and believe**
  Content is selected based on our behaviour, not by chance.
- **AI helps shape trends, opinions, and online behaviour**
  What becomes popular is often boosted by algorithms.
- **Our feeds are personalised - they are not neutral or random**
  Each person sees a different version of social media.

What is AI?

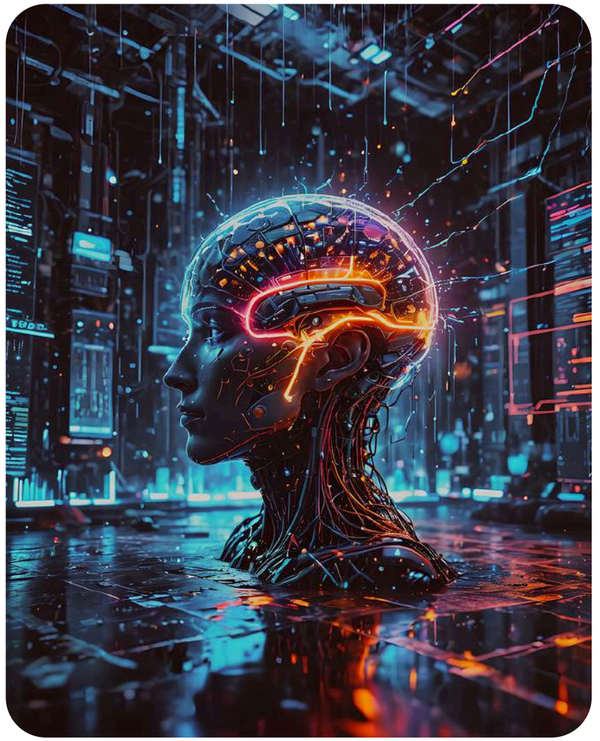
Artificial Intelligence (AI) is when computer systems are able to perform tasks that usually require human intelligence.

AI can:

- learn from data and patterns
- solve problems
- make decisions
- understand and use language

AI learns from data and adapts over time - it does not just follow fixed rules.

AI is not human, but it can imitate some human abilities.



AI in Everyday Life

AI is already part of our daily routines, often in ways we don’t even notice.

- **Voice assistants** (Siri, Alexa) - help with questions, reminders, music, and daily tasks
- **Search engines & recommendations** (Google, YouTube) - suggest information, videos, and content based on past searches and behaviour
- **Social media & content filters** (TikTok, Instagram) - decide what posts, videos, and trends appear on our feeds.
- **AI chatbots and tools** (ChatGPT) - help with studying, writing, brainstorming, and answering questions
- **Translation and writing tools** - support communication, schoolwork, and content creation
- **Filters, image, and video editing tools** - modify photos and videos, shaping how content looks online



How AI Works on Social Media

Analyses likes, views, shares, and time spent

AI tracks what you engage with and how long you stay on content

Learns habits and interests

Over time, it builds a profile of what you enjoy, avoid, or react to

Personalises your feed

Each user sees a different version of social media

Advantages & Disadvantages of AI

Advantages

- **Automation & efficiency:** AI help save time on repetitive tasks, making everyday activities easier
- **Support for learning and studying:** Helps explain school topics, generate ideas, and support homework and projects
- **Creativity & productivity tools:** Supports writing, design, music, and content creation for social media or school
- **Personalisation:** Adapts content, recommendations, and feeds to individual interests
- **Accessibility:** Supports translation, voice tools, and access for people with different abilities

Disadvantages

- **Errors and misinformation:** AI can give incorrect or misleading information, especially online
- **Bias and ethical concerns:** AI can reflect bias and affect privacy and fairness
- **Over-reliance:** Depending too much on AI can reduce critical thinking and learning skills
- **Lack of human context:** AI does not understand emotions, values, or real-life situations
- **Impact on jobs and skills:** AI may change future jobs and the skills young people will need

Advantages & Disadvantages of Social Media

Advantages

- **Connection and community:** helps young people stay in touch, make friends, and feel part of groups
- **Self-expression:** allows users to share ideas, creativity, opinions, and identity
- **Opportunities and visibility:** allows young people to show their skills and work, grow a personal brand, find job opportunities, and support business and career development
- **Civic engagement and social awareness:** helps young people raise awareness, support causes, join campaigns, and take part in fundraising and social action

Disadvantages

- **Comparison culture:** constantly comparing yourself to others can affect confidence and self-esteem
- **Pressure to perform:** feeling the need to look perfect, post often, and get likes
- **Fear of Missing Out (FOMO):** the fear of missing something important can lead to constantly checking notifications, stories, and messages, which can affect mental health
- **Loss of Privacy:** personal information and content can be shared or misused
- **Mental health impact:** overuse and online pressure can increase stress and anxiety

The “Fake Reality” of Social Media

What we see online is not real life - it is carefully edited, selected, and sometimes staged to look better than reality

- **People only post the best (and sometimes fake) moments** - holidays, achievements, perfect meals and photos - struggles and bad days are rarely shown.
- **Filters, AI, and visual manipulation** - photos and videos are edited, filtered, or staged to create unrealistic beauty and lifestyle standards.
- **Likes reward perfection** - the more “perfect” something looks, the more attention it gets.
- **Online life vs real life** - someone’s feed does not show their real problems, doubts, or failures.

this can lead to

The “Fake Reality” of Social Media

Frustration & Self-Doubt

Comparing yourself to social media is comparing yourself to an illusion

Why is it so Hard to Stop Scrolling?

Apps are designed to:

- Grab your attention →
- Trigger dopamine →
- Create habits →

This can lead to:

-  Less focus
-  More anxiety
-  Feeling “stuck” online

Take Back Control

What Can You Do?

- Turn off notifications
- Follow positive accounts
- Take screen breaks
- Don’t compare lives
- Talk to someone



Real Impact on Young People

Mental Health

anxiety, low mood, body image pressure

Cognitive Development

focus, critical thinking, learning

Fake Content

deepfakes, cyberbullying, misinformation

Addiction

dopamine loops, screen dependence

Digital Identity & Footprint

- **Posts can last forever -** even if you delete it, screenshots and backups may still exist
- **AI can reuse your images and voice -** photos, videos, and voice recordings can be copied, edited, or turned into fake content
- **Your online identity matters -** future schools, employers, and others may see what you share today
- **Privacy depends on your choices -** once something is public, you lose control over where it goes and who uses it

Positive Opportunities

Social Support

Staying connected and feeling supported

- Online communities can help young people feel less alone
- Support groups and safe spaces exist for mental health, identity, and hobbies
- Friends and peers can offer emotional support through messages and chats

Learning Tools

Using AI to study and grow

- AI tools can explain difficult topics
- Helps with homework, revision, and project ideas
- Translation and writing tools support language learning
- Educational videos and tutorials make learning more accessible

Accessibility

Making technology more inclusive

- Voice assistants help people with disabilities
- Subtitles, text-to-speach, and translation remove barriers
- Easier access to information for everyone

Recommendations & Smart Use



Be a smart digital user

- Be mindful - pay attention to how much time you spend online
- Set limits – Use app timers and take breaks
- Verify info – Check sources before sharing
- Prioritize offline life – Protect real friendships and activities



Digital literacy

- Understand how AI and algorithms influence content
- Protect your privacy and data
- Think critically before believing or sharing



Ethical design & platforms

- Safer algorithms and content moderation
- Strong privacy protection
- Age-appropriate tools

Recommendations & Smart Use



Family & adult support

- Open conversations at gome
- Guidance without control
- Support when problems happen

Research & Policy

- Youth-centred rules
- More studies on digital impact
- Protection of young user’s rights

Your Power Online



AI and social media are tools, not enemies.

When we understand how they work, we can use them in positive and healthy ways.

- **Awareness = power** - knowing how AI and platforms influence us helps us make better choices
- **Balance matters more than restriction** - it's not about quiting social media, but about using it wisely
- **Youth deserve ethical and supportive technology** - platforms should protect well-being, privacy, and mental health

Our goal is not to fear technology, but to use it with confidence, responsibility, and purpose.

Thank you
for the attention

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