

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

LIU Xu

**THE IMPACT OF SOCIAL MEDIA ON THE LIFESTYLE OF  
REPRESENTATIVES OF DIFFERENT GENERATIONS**

Master's Thesis  
ANNOTATION  
Speciality 7-06-0321-02 Communications

Academic supervisor:  
Igor V. Pinchuk  
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## ANNOTATION

Study purpose is to examine how social media influences different generations.

Objective of the study: generational cohorts (baby boomers, generation X, millennials, generation Z).

The subject of the study is how social media influences different generations, using qualitative and quantitative research methods to examine its impact on their lifestyles, behaviors, and interactions.

The significance of studying the impact of social media on the lifestyles of different generations lies in its transformative role in modern society. Social media has significantly altered cultural norms, changed communication patterns, and redefined social interactions between generations. Understanding these dynamics is essential for companies to adjust marketing strategies, for policymakers to develop effective strategies, and for individuals to overcome the complexity of digital communication. Additionally, understanding the psychological and emotional effects of social media use can help promote positive mental health outcomes and predict future trends in technology adoption and social behavior. This research has significant implications for understanding how technology influences human behavior and social evolution in the digital age.

*Keywords: social media, lifestyle, generations, communication, technology.*