

The use of social media by youth in contemporary Albania and its impact on their perceptions of the world

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Introduction

The poster analyzes youth transformation in Albania considering the practice of use of social media. It looks on how use of social media has transformed the perception of the world in the eyes of Albanian youth.

Materials and methods

This paper uses existing literature and incorporates empirical evidence from observations of the content used in the social media and interviews. I was interested in the framings youth in Albania attach to international issues. The research was conducted with students of Epoka University, Tirana.

Results

“Social media” became transformative element in the way how the Albanian children of the 1990s would define themselves in the second and third decade of post-communism. The social media has increased the ability of the people to identify themselves with issues beyond the national borders. **The youth, as users of the social media, became early on closely connected to internationalizing and Europeanizing Albania.** The evidence shows that as the youth has become increasingly engaged with the world through the use of social media, they have been able reproduce their perceptions of the world but also to establish new perceptions. The views of the youth on three important issues:

- 1. Albania’s membership in EU:** Economic and political difficulties in Albania reinforce conviction among the Albanian youth that Albania cannot solve them without EU membership.
- 2. The exit of UK from EU (Brexit):** Youth orientation to the issue is characterized with commitment to ideal of EU and their fear that Brexit may damage Albania’s EU membership prospects as Albania will loose one of the supporters of the country’s EU membership.
- 3. Refugees in Europe:** The youth called for opening of borders to refugees and their integration in host countries.

Conclusions

With the use of social media, the youth outlook has increasingly become European and international. International and European issues have come to dominate the discussions among the Albanian youth.

Literature cited

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