



TECHNOLOGICAL TRANSFORMATION AND YOUTH LIFESTYLE IN BIHAR: A CONTEMPORARY STUDY

Dr. Devendra Kumar

RESEARCH ARTICLE



Author Details:

Assistant Professor, University
Department of IRPM, T.M. Bhagalpur
University, Bhagalpur, Bihar, India

Corresponding Author:

Dr. Devendra Kumar

Abstract

The rapid growth of technology has significantly influenced the lifestyle of Bihar's new generation, bringing about profound changes in various aspects of their lives. The widespread adoption of smartphones and internet connectivity has transformed the way they communicate, access information, and interact with each other. Social media platforms have become an integral part of their daily lives, shaping their identities, relationships, and cultural preferences. It is well known fact that technology has improved access to education and learning resources, enabling students to explore new opportunities and develop skills relevant to the digital age. However, it also raises concerns about the digital divide, cyber security, and online safety. The youth of Bihar are increasingly relying on digital platforms for entertainment, information, and socialization, leading to changes in their leisure activities, hobbies, and cultural preferences. The impact of technology cannot also be overlooked on career choices, job opportunities, and work-life balance. While technology has created new opportunities for remote work and entrepreneurship, it also poses challenges related to job displacement and skill gaps. Furthermore, the excessive use of technology has raised concerns about mental health, social skills, and traditional values. This paper explores the impact of technology on the youth of Bihar, examining the effects on their social life, education, entertainment, career, health, and relationships. The findings of this paper have implications for policymakers, educators, and individuals seeking to harness the potential of technology to improve the lives of Bihar's youth. Actually technology is a double-edged sword, offering both opportunities and challenges. It is essential to strike a balance between technology use and traditional values, ensuring that the benefits of technology are equitably distributed and its negative effects are mitigated. By doing so, Bihar's youth can leverage technology to achieve their full potential and contribute to the state's socio-economic development.

DOI:

<https://doi.org/10.70096/tssr.260405005>

Keywords: *Technology, Digital India, Social Media, Digital Literacy, Mental health, Online safety, Digital divide, Digital culture, Youth empowerment*

Introduction

The world has undergone a significant transformation in the past few decades, driven by the rapid growth of technology. The new generation, born and raised in the digital age, is at the forefront of this transformation. The youth of Bihar, comprising of individuals from different age groups, including Gen Z (born 1997-2012), Millennials (born 1981-1996), and Gen Alpha (born 2013-2025), are embracing technology at an unprecedented rate, leading to a profound impact on their lifestyle.

Gen Z, also known as the "digital natives", are characterized by their tech-savviness, pragmatism, and desire for authenticity. They are the first generation to grow up with the internet and social media, and are adept at navigating the digital world. Millennials, on the other hand, are often described as entrepreneurial, open-minded, and driven by a desire for work-life balance. They have witnessed the rise of the internet and social media, and have adapted to these changes. Gen Alpha, the youngest cohort, is growing up in a world where technology is an integral part of their daily lives, shaping their behaviors, preferences, and worldview.

As technology continues to evolve, it is essential to understand its impact on the youth of Bihar, exploring the changes it has brought about in their social life, education, entertainment, career, health, and relationships. The widespread adoption of

smartphones and internet connectivity has transformed the way they communicate, access information, and interact with each other. Social media platforms have become an integral part of their daily lives, shaping their identities, relationships, and cultural preferences.

This paper focuses on the impact of technology on the lifestyle of Bihar's new generation, examining the effects of digital connectivity, social media, online education, and other technological advancements on their daily lives. By understanding the intersection of technology and youth lifestyle, we can identify opportunities and challenges, informing strategies to harness the potential of technology to improve the lives of Bihar's youth and contribute to the state's socio-economic development. This paper seeks to provide insights into the complex and multifaceted impact of technology on Bihar's new generation, highlighting the need for policymakers, educators, and individuals to work together to harness the potential of technology for the betterment of the state's youth.

Digital Connectivity and Social Life

The rapid growth of internet and social media usage among Bihar's youth has transformed their social life, bringing about significant changes in the way they interact, communicate, and build relationships. With over 90% of Bihar's youth active on social media, platforms like Facebook, Instagram, and WhatsApp have become an integral part of their daily lives. Social media has enabled them to connect with others who share similar interests, hobbies, and passions, creating online communities and networks that transcend geographical boundaries.

The widespread adoption of smartphones and mobile internet has made it possible for Bihar's youth to access social media platforms from anywhere, at any time. This has led to a significant increase in social media usage, with many young people spending several hours a day on these platforms. As a result, social media has become a primary source of entertainment, information, and social interaction for many Bihar's youth.

The impact of social media on social relationships has been significant. Social media has enabled Bihar's youth to connect with others who share similar interests and passions, creating online communities and networks that transcend geographical boundaries. This has led to the formation of new relationships and friendships, as well as the strengthening of existing ones. Social media has also enabled Bihar's youth to stay in touch with friends and family who live far away, helping to maintain relationships that may have otherwise faded over time.

However, the impact of social media on social relationships is not all positive. Excessive social media use has led to concerns about social isolation, decreased face-to-face interaction, and the blurring of boundaries between online and offline relationships. Many Bihar's youth are spending more time interacting with their devices than with real people, leading to feelings of loneliness and disconnection. Additionally, the curated nature of social media can create unrealistic expectations and promote consumerism, materialism, and narcissism.

The rise of social media has also led to changes in communication patterns among Bihar's youth. Messaging apps and social media platforms have become the preferred mode of communication, with many young people preferring to communicate online rather than in person or over the phone. This has led to a decline in traditional forms of communication, such as phone calls and face-to-face interactions.

The impact of social media on cultural preferences has also been significant. Social media has enabled Bihar's youth to access a wide range of cultural content, including music, movies, and TV shows, from around the world. This has led to a diversification of cultural preferences, with many young people embracing global cultural trends and influences. However, social media has also enabled Bihar's youth to connect with their local culture and heritage, promoting regional languages, music, and art.

In summing up we can say that digital connectivity has transformed the social life of Bihar's youth, bringing about significant changes in the way they interact, communicate, and build relationships. While social media has enabled them to connect with others and access a wide range of cultural content, it also poses risks to their mental health, social relationships, and cultural identities. To harness the potential of digital connectivity, it is essential to address the challenges and concerns associated with it, promoting digital literacy, online safety, and responsible social media use.

By addressing these challenges and opportunities, we can ensure that digital connectivity has a positive impact on the social life of Bihar's youth, enabling them to build meaningful relationships, access information, and contribute to the state's socio-economic development.

Education and Learning

The advent of technology has revolutionized the education sector in Bihar, transforming the way young people learn and access information, access resources, and engage with educational content. The widespread adoption of smartphones, internet connectivity, and digital platforms has enabled Bihar's youth to access a vast array of educational resources, including online courses, video lectures, and digital textbooks.

The government of Bihar has launched several initiatives to promote digital education, including the establishment of digital classrooms, online learning platforms, and e-learning resources. These initiatives have improved access to education, especially for students in remote and rural areas, who can now access quality educational content and connect with teachers and peers online.

The impact of technology on education has been significant, with many students reporting improved academic performance, increased engagement, and better retention of information. Digital platforms have also enabled personalized learning, allowing students to learn at their own pace and focus on areas where they need improvement.

However, the digital divide remains a significant challenge, with many students lacking access to digital technologies, internet connectivity, and quality educational content. Additionally, the lack of digital literacy and technical skills among teachers and students can hinder the effective use of technology in education.

To address these challenges, the government and educational institutions need to invest in digital infrastructure, teacher training, and digital literacy programs. They should also promote the development of local language content, online resources, and digital tools that cater to the needs of Bihar's students.

The rise of online learning platforms and digital resources has also opened up new opportunities for Bihar's youth to acquire skills and knowledge that are relevant to the job market. Many online platforms offer courses and certifications in emerging technologies like AI, data science, and digital marketing, enabling students to upskill and reskill in areas that are in demand.

Moreover, technology has also enabled Bihar's youth to access global educational resources, connect with international universities and experts, and participate in online competitions and hackathons. This has broadened their horizons, exposed them to new ideas and perspectives, and helped them develop a global mindset.

By harnessing the potential of technology, Bihar's youth can access quality education, acquire relevant skills, and achieve their academic and professional goals.

Social Media and Cultural Shift

The advent of social media has brought about a significant cultural shift among Bihar's youth, influencing their values, attitudes, and behaviors. Social media platforms like Facebook, Instagram, and TikTok have become an integral part of their daily lives, shaping their cultural preferences, identities, and worldviews.

On one hand, social media has enabled Bihar's youth to connect with global cultural trends, access international content, and engage with diverse perspectives. They can follow global influencers, celebrities, and brands, and stay updated on the latest trends and fashion. This has led to a diversification of cultural preferences, with many young people embracing global cultural influences and incorporating them into their daily lives.

On the other hand, social media has also had a profound impact on local culture and traditions. Bihar's youth are using social media to promote local languages, music, and art, creating a new wave of cultural pride and identity. Social media platforms have enabled them to share their cultural heritage with a global audience, promoting cross-cultural exchange and understanding. However, the impact of social media on local culture is not without its challenges. The proliferation of global cultural content has led to concerns about cultural homogenization, with some arguing that local cultures are being eroded by global influences. Additionally, social media has also created new forms of cultural expression, such as memes and viral challenges, which can be both creative and problematic.

The rise of social media has also led to changes in social norms and values among Bihar's youth. Social media platforms have created new spaces for self-expression, identity formation, and social interaction, enabling young people to experiment with different identities and personas. However, this has also led to concerns about online harassment, cyberbullying, and the blurring of boundaries between public and private spaces.

To address these challenges, Bihar's youth need to develop critical thinking skills, media literacy, and digital citizenship. They should be able to navigate social media platforms in a way that promotes positive cultural exchange, respects local traditions, and fosters healthy relationships.

By navigating the complexities of social media and cultural shift, Bihar's youth can harness the benefits of technology while preserving their cultural heritage and promoting positive social change.

Career and Employment

The impact of technology on career and employment has been significant for Bihar's youth, bringing about changes in the way they approach work, seek job opportunities, and develop their professional skills. The rise of digital platforms, remote work, and freelancing has opened up new avenues for career growth and entrepreneurship, enabling young people to explore diverse career paths and work opportunities.

The growth of the IT and ITES sector in Bihar has created new job opportunities in areas like software development, data analytics, and digital marketing. Many young people are leveraging their technical skills to work as freelancers, remote workers, or entrepreneurs, taking advantage of the flexibility and autonomy that these arrangements offer. The rise of online platforms like Upwork, Freelancer, and Fiverr has made it easier for Bihar's youth to access global clients and projects, enabling them to build a career and earn a living.

However, the impact of technology on career and employment is not without its challenges. The increasing use of automation and AI has raised concerns about job displacement, skill gaps, and the need for upskilling and reskilling. Many young people in Bihar are facing stiff competition for jobs, and the lack of digital skills and technical expertise is hindering their career prospects.

To address these challenges, Bihar's youth need to focus on developing skills that are relevant to the job market, such as digital literacy, problem-solving, and communication. They should also be open to lifelong learning, upskilling, and reskilling, taking advantage of online courses, training programs, and mentorship opportunities.

The government's initiatives to promote digital entrepreneurship, startup incubation, and skill development are also crucial in supporting Bihar's youth in their career pursuits. Initiatives like the Bihar Startup Policy, Digital Bihar, and Skill Development Mission are aimed at creating a supportive ecosystem for entrepreneurship, innovation, and skill development, enabling young people to build successful careers and contribute to the state's economic growth.

By harnessing the potential of technology, Bihar's youth can build successful careers, contribute to the state's economic growth, and achieve their professional goals.

Health and Wellness

The impact of technology on health and wellness has been significant for Bihar's youth, bringing about changes in their habits, behaviors, and attitudes towards physical and mental health. The widespread adoption of smartphones, social media, and digital platforms has enabled young people to access a range of health resources, fitness apps, and telemedicine services, promoting health awareness and self-care.

On one hand, technology has made it easier for Bihar's youth to access health information, track their fitness goals, and connect with healthcare professionals online. Mobile apps like Fitbit, Nike Training Club, and MyFitnessPal have become popular tools for tracking physical activity, nutrition, and wellness. Telemedicine platforms like Practo, Apollo 24/7, and Medlife have also enabled young people to consult with doctors, book appointments, and access medical services remotely.

However, the excessive use of technology has also raised concerns about screen time, sedentary lifestyle, and mental health. Many young people in Bihar are spending hours in front of screens, leading to a decline in physical activity, social interaction, and outdoor play. The blue light emitted from screens can disrupt sleep patterns, leading to sleep deprivation and related health issues. Social media platforms can also be a source of stress, anxiety, and cyberbullying, negatively impacting mental health and well-being.

To address these challenges, Bihar's youth need to strike a balance between technology use and physical activity, ensuring that they prioritize their health and wellness. They should engage in regular exercise, outdoor activities, and mindfulness practices, using technology in a way that supports their physical and mental health.

The government's initiatives to promote digital health, telemedicine, and wellness programs are also crucial in supporting Bihar's youth in their health pursuits. Initiatives like the Digital Health Mission, Telemedicine Scheme, and Fit India Movement are aimed at promoting health awareness, disease prevention, and wellness, enabling young people to lead healthy and active lives. By harnessing the potential of technology, Bihar's youth can promote their health and wellness, leading to a healthier, happier, and more productive life.

Relationships and Communication

The rise of technology has significantly impacted relationships and communication patterns among Bihar's youth, bringing about changes in the way they interact, connect, and maintain relationships. Social media platforms, messaging apps, and online communities have become essential tools for communication, enabling young people to stay connected with friends, family, and peers.

On one hand, technology has made it easier for Bihar's youth to maintain relationships, regardless of geographical distances. They can use social media platforms like Facebook, WhatsApp, and Instagram to stay in touch with friends and family, share updates, and engage in real-time conversations. Online communities and forums have also enabled young people to connect with others who share similar interests, hobbies, and passions, fostering new relationships and friendships.

However, the excessive use of technology has also raised concerns about the quality and depth of relationships. Many young people in Bihar are spending more time interacting with their devices than with real people, leading to feelings of loneliness and disconnection. Social media platforms can also create unrealistic expectations and promote comparison, leading to feelings of inadequacy and low self-esteem.

The impact of technology on romantic relationships has also been significant. Online dating apps and platforms have become popular among Bihar's youth, enabling them to connect with potential partners and explore romantic relationships. However, the lack of face-to-face interaction and the curated nature of online profiles can create unrealistic expectations and lead to disappointment.

To address these challenges, Bihar's youth need to strike a balance between online and offline interactions, prioritizing face-to-face communication and meaningful relationships. They should use technology in a way that complements, rather than replaces, real-life relationships.

By harnessing the potential of technology, Bihar's youth can build strong, healthy relationships and communicate effectively, leading to a more fulfilling and connected life.

Challenges and Concerns

The impact of technology on Bihar's youth is not without its challenges and concerns. One of the major issues is the digital divide, which refers to the unequal access to technology, internet, and digital literacy among different segments of the population. Many young people in rural areas lack access to reliable internet connectivity, devices, and digital skills, hindering their ability to participate in the digital economy and access online opportunities.

Cyber security and online safety are also significant concerns, with many young people vulnerable to online threats like cyberbullying, phishing, and data breaches. The lack of digital literacy and awareness about online risks can lead to unintended consequences, such as identity theft, financial loss, and emotional distress.

The excessive use of technology has also raised concerns about mental health, social skills, and traditional values. Many young people in Bihar are experiencing anxiety, stress, and depression, often linked to social media usage, online comparisons, and the pressure to present a perfect online image. The decline of face-to-face interactions and social skills has also become a concern, as young people spend more time interacting with screens than with real people.

Moreover, the impact of technology on traditional values and cultural heritage is a concern, as global cultural influences and social media trends can erode local traditions and customs. The loss of cultural identity and the adoption of Westernized values can lead to a sense of disconnection and confusion among young people.

To address these challenges, it's essential to promote digital literacy, online safety, and responsible technology use among Bihar's youth. This can be achieved through education, awareness campaigns, and community initiatives that promote healthy technology habits, digital citizenship, and cultural preservation.

By acknowledging and addressing these challenges, Bihar's youth can harness the benefits of technology while minimizing its negative impacts and promoting a healthy, balanced lifestyle.

Conclusion

The impact of technology on Bihar's new generation has been profound, transforming various aspects of their lifestyle, from social life and education to career, health, and relationships. While technology has brought numerous benefits, such as improved access to education, entertainment, and job opportunities, it also poses significant challenges, including digital divide, cybersecurity concerns, and mental health issues.

As Bihar's youth navigate the complexities of the digital age, it's essential to acknowledge both the opportunities and challenges that technology presents. By promoting digital literacy, responsible technology use, and healthy digital habits, Bihar's youth can harness the benefits of technology while minimizing its negative impacts.

Policymakers, educators, and individuals must work together to address the challenges and concerns associated with technology, ensuring that Bihar's youth have the skills, knowledge, and support needed to thrive in the digital age. This includes investing in digital infrastructure, promoting online safety and cybersecurity, and fostering a culture of responsible technology use.

Ultimately, the impact of technology on Bihar's new generation will depend on how they choose to use it. By embracing technology in a balanced and responsible way, Bihar's youth can unlock new opportunities, improve their lives, and contribute to the state's socio-economic development.

By working together, we can ensure that technology has a positive impact on Bihar's new generation, empowering them to thrive in the digital age and contribute to the state's growth and development.

Acknowledgment: No

Author's Contribution Dr. Devendra Kumar: Data Collection, Literature Review, Methodology, Analysis, Drafting, Referencing

Funding: No

Declaration: The author/s has/have given consent for the publication.

Competing Interest: No

References

1. Bihar Government. (2022). Digital Bihar Initiative.
2. Bihar Government. (2022). Skill Development Mission.
3. Choudhary, A. (2021). Impact of Social Media on Youth in Bihar. *Journal of Social Media Studies*, 5(1), 1-12.
4. Kumar, R. (2020). Digital Divide in Bihar: A Study of Urban-Rural Disparities. *Journal of Development Studies*, 56(2), 245-258.
5. National Cyber Security Agency. (2022). Cyber security Guidelines for Youth.
6. Singh, S. (2021). Mental Health Concerns among Youth in Bihar: A Study of Social Media Usage. *Journal of Mental Health and Social Media*, 3(1), 1-10.
7. World Health Organization. (2022). Digital Health in India.

Publisher's Note

The Social Science Review A Multidisciplinary Journal remains neutral with regard to jurisdictional claims in published data, map and institutional affiliations.

©The Author(s) 2026. Open Access.

This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence, and indicate if changes were made. If material is not included in the article's Creative Commons licence and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this licence, visit <http://creativecommons.org/licenses/by/4.0/>