

**Ideation Phase**  
**Define the Problem Statements**

DATE	30 OCTOBER 2023
TEAM ID	NM2023TMID06909
PROJECT NAME	Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media
MAXIMUM MARKS	2 MARKS

**Problem Statement:**

The digital landscape has witnessed an unprecedented proliferation of social media platforms over the past few decades, transforming the way people communicate, share information, and engage with one another. This evolving landscape presents a complex web of opportunities and challenges, making it imperative to conduct a comprehensive analysis of social media to better understand its impact on society, individuals, and organizations. This problem statement aims to highlight the need for in-depth research and analysis in this area.

Problem Statement	Customer Perspective	Objective	Challenges Faced	Underlying Cause	Resulting Emotion
PS-1: Social Media Engagement Metrics	Social Media Analysts	Improve Measurement	Inconsistent Metrics	Algorithm Variability	Frustration
PS-2: Online Safety and Privacy Concerns	General Users	Ensure Privacy	Data Breaches & Misuse	Insufficient Security	Insecurity
PS-3: Content Moderation and Censorship Policies	Platform Administrators	Enhance Moderation	Balancing Free Speech	Legal Compliance	Dilemma
PS-4: Influencer Marketing Effectiveness Marketing Professionals	Enhance ROI	Saturated Markets	Ad Saturation		Nil

PS-5: Mental Health and Social Media Usage Healthcare Professionals	Minimize Harmful Impact	Cyberbullying & Addiction	Accessibility Issues	Concern and Distress	Nil
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