

Social media platforms, which include popular websites like Facebook, Twitter, Instagram, and TikTok, have fundamentally changed the way individuals communicate and interact with one another. In the past, people primarily relied on face-to-face conversations, telephone calls, and written correspondence to stay in touch with family and friends. However, the rise of social media has enabled instantaneous communication across vast distances, allowing users to post status updates, share images and videos, and engage with others in real-time, no matter where they are located. These platforms have also created new opportunities for businesses to reach a global audience, build brand awareness, and engage with customers in innovative ways. Through targeted advertisements, businesses can now promote their products and services to individuals who are most likely to be interested, based on user behavior and preferences. Additionally, social media influencers have emerged as powerful marketing tools, leveraging their large online followings to endorse products and shape consumer behavior. Despite these advantages, social media has been criticized for its negative effects on mental health, especially among young people. Studies have shown that excessive use of social media can contribute to feelings of loneliness, anxiety, and depression, as users compare themselves to others and seek validation through likes, comments, and shares. Furthermore, the spread of misinformation and fake news on social media has become a significant concern, as false or misleading information can be shared rapidly and widely, potentially influencing public opinion and political outcomes.