

Abstract:

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Social media platforms like Twitter have become integral components of modern communication, facilitating instant dissemination of information and fostering global connectivity. Twitter, in particular, enables users to share brief messages known as tweets, limited to 280 characters, to express opinions, share news, engage in discussions, and connect with others. This microblogging platform has evolved into a powerful tool for individuals, businesses, and organizations to broadcast messages, engage with audiences, and participate in trending topics. Twitter's features such as hashtags, retweets, and mentions facilitate content discovery and amplification, enabling information to spread rapidly across diverse user networks. However, Twitter's influence extends beyond personal communication, with its role in shaping public discourse, mobilizing social movements, and influencing political narratives. Despite its benefits, Twitter also faces challenges related to misinformation, harassment, and algorithmic biases, raising concerns about its impact on society and democracy. Understanding the dynamics of Twitter as a social media platform is crucial for comprehending its influence on communication, information dissemination, and societal interactions in the digital age.

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