



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

Social media

B. ANURAJ
R. ASWIN
M. KAVIRAJ
B. PRAVEEN KUMAR

Examples include
facebook,
instagram, twitter,
linkedin, tiktok

Social media
allows users to
connect and
share content
online

Used for
personal,
professional,
business
proposes

Billions of
people use
social media
globally

Helps stay
connected
meet new
people share
information

Algorithms
personalize
news feeds
and ads

Excessive
use linked to
loneliness
depression

Drawbacks
include
misinformation
cyberbullying