Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media"

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Team Id= Team-591233

Project Overview

Social media services connect people around the world, where they communicate by sharing content, photos, videos, posting live opinions and comments, and following their friends.
Social networks are characterized by speed, volume, value, variety and authenticity, the 5 Vs of Big Data. Therefore, big data analysis techniques and frameworks are often leveraged in social network analysis. With the growing development of social media, social data analysis to describe and find communication patterns between users and understand their behavior has attracted much attention.
In this project, we demonstrate how big data analytics meets social media and provide a comprehensive review of analytical approaches to big data on social media. Furthermore, Big Data analytics methods are classified into two main categories: content-oriented approaches and network-oriented approaches. The main ideas, evaluation parameters, tools, evaluation methods, advantages and disadvantages are also discussed in detail. Finally, in this project we will discuss open challenges and future directions worthy of further exploration.

Purpose of Social media:

Social media analytics is the name of a subset of data analytics related solely to social media.
In 2021, about 4.5 billion people use social networks, more than half of the world's population.
By studying the actions, clicks and responses of social media users, businesses and other organizations with an online presence can use this data to gauge interest, spot trends direction and provide better products to their consumers. Many social media channels are now offered by organizations, such as LinkedIn, Twitter, YouTube, Instagram, Reddit, TikTok, and Facebook, among many others. The social media analytics process involves monitoring, collecting, and analyzing social media data. By researching the strategies your organization or business is currently using on these social networks, it is possible to determine which efforts are working and which are not. This provides businesses with a way to better optimize their time, resources and money and can lead to more informed business decisions. Here are some ways social media analysts better understand and target their audiences based on their social media presence: Social listening includes monitoring various social media channels to detect opportunities as well as problems. Various social media analytics tools are used for this purpose, combining listening and reporting in overall performance analysis.
Designed software platform used for social media analysis. They function similarly to web search engines and rely on data collected from web crawlers and search queries. The located fragmented texts are loaded into the database, classified into categories, and examined to extract useful information. Cluster analysis is essential for uncovering hidden conversations as well as surprising insights. To do this, it suggests connections between words or expressions that often appear together. This information can then shed light on new topics and opportunities. Visualizations and dashboards provide a way to summarize, visualize, and share results. Since information presented visually tends to be easier to understand and remember for stakeholders, data visualization ensures that even those without a technical background can grasp complex information easily and quickly.
Behavioral analytics is a powerful tool that allows users to gather knowledge about the interests of social network users based on the types of behavior attributed to them, such as potential users, users or detractors. This makes it possible to create tailored messages for these users to satisfy or modify their impressions. Segment divides social media users into categories such as gender, age, and geography to identify influencers within each category. Once we understand who the influencers are on key topics, we can take steps to deliver more targeted initiatives and responses.

Literature Survey

Existing Problem

Missed insights and trends: Without data analytics, valuable insights and trends in social media discussions may go unnoticed. This can lead to a lack of understanding of customer preferences, market trends and emerging opportunities.

Ineffective decision making: Data analysis provides the basis for informed decision making. Without analyzing social media data, businesses may make decisions based on incomplete information, leading to suboptimal strategies and results.

Inadequate customer engagement: Social media platforms are important in customer engagement. Not analyzing social media data means missing out on the opportunity to understand and respond to customer needs, concerns, and feedback, leading to a diminished customer experience.

Competitive Disadvantage: Competitors who actively analyze social media data gain a competitive advantage by staying ahead of trends, understanding market sentiment, and adjusting their strategies accordingly fit.
Failure to engage in data analytics puts an organization at a disadvantage in the competitive landscape.

Brand reputation management: Social media is a powerful tool for shaping and managing brand reputation. Without analyzing social media data, businesses may overlook negative sentiments or emerging issues, which could damage their reputation if not resolved quickly.

Risk of Missed Opportunity: Social media data often contains signals about upcoming opportunities, partnerships or collaborations. Not analyzing this data means potentially missing out on collaborations, partnerships or trends that could benefit the organization.

Security and Crisis Management: Social media can be a source of information about security threats, crises, or public relations issues.
Without analyzing this data, organizations risk being unprepared to effectively manage and respond to such situations.

Lack of personalization: Personalization is key to today's marketing and customer engagement strategies. Not analyzing social media data means missing out on opportunities to personalize content, recommendations, and interactions based on user preferences and behavior.

In short, the problem of not analyzing social media data is a missed opportunity to gain valuable insights, make informed decisions, effectively engage with customers, and stay relevant.
compete in the dynamic social media landscape.

References

https://www.nobledesktop.com/classes-near-me/blog/data-analytics-in-social-media-marketing#:~:text=It%20is%20used%20for%20problem,spot%20trends%2C%20and%20improve%20offerings.

https://www.sciencedirect.com/science/article/pii/S0736585320301763#s0120

https://scholar.google.co.in/scholar?q=data+analytics+on+social+media+problem+overview&hl=en&as_sdt=0&as_vis=1&oi=scholart

https://emplifi.io/resources/blog/social-media-analytics-the-complete-guide

Problem Statement Definition

In an era dominated by digital interactions, the lack of systematic analysis of social media data poses a significant challenge for individuals, businesses and organizations. Failure to take advantage of the vast information available on social media platforms will result in missed opportunities to make informed decisions, reduce customer engagement, and harm your competitive advantage. The lack of a comprehensive analytics framework prevents the extraction of valuable information, trends and sentiments from the growing number of conversations on social networks, hindering the ability to adjust strategy, manage portfolio brand reputation and leadership in a rapidly changing landscape. Addressing this problem is imperative to exploit the full potential of social media as a dynamic source of information and maintain its relevance in an interconnected, data-driven world.

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Functional Requirements

User engagement analytics: Implement features to analyze user engagement metrics such as likes, shares, comments, and click-through rates. Track content popularity over time and identify factors that influence engagement. Provides insights into the demographics and behavior of engaged users.

Influencer identification and impact analysis: Developing algorithms to identify influencers in the social media space. Evaluating the impact of influencer collaborations on brand awareness and user engagement. Measure the reach and effectiveness of influencer-generated content.

Trend detection and prediction: Integrating machine learning models to detect trends in social media discussions. Predict future trends based on historical data and user behavior patterns. Allows users to configure alerts on emerging trends related to their interests or industry.

Cross-platform integration: Ensures compatibility with multiple social media platforms to provide comprehensive analytics. Integrate data from various sources, such as Twitter, Instagram, Facebook, and LinkedIn. Enables cross-platform comparisons to identify overall trends and audience behavior across different social networks.

Data Collection and Integration: Define methods for collecting data from various social media platforms. Ensure integration with APIs and third-party tools for seamless data retrieval. Specify the frequency and volume of data collection to meet analysis needs.

Data Cleaning and Preprocessing: Implement mechanisms to clean and preprocess raw social media data. Handle missing or incomplete data to ensure accuracy in analysis. Standardize formats and resolve inconsistencies to achieve consistency.

Sentiment analysis and classification: Develop sentiment analysis algorithms to determine the emotional tone of social media posts.
Implement classification models to classify content based on predefined criteria (e.g. positive, negative, neutral). Ensures adaptability to language developments and current topics.

Visualization and Reporting: Create interactive and informative visualizations to explore data. Generate regular reports summarizing key insights and trends. Provides customizable dashboards that allow users to track specific metrics and KPIs.

Non-Functional Requirements:

Scalability: Ensure the system can handle increasing volumes of social media data as user and content databases grow. Deploy scalable storage solutions and distributed computing capabilities for efficient processing. The system design can scale horizontally seamlessly to accommodate higher workloads.

Data security and privacy: Implement strong security measures to protect sensitive user data and comply with data privacy regulations. Use encryption methods for data in transit and at rest. Identify access control and authentication mechanisms to limit unauthorized access to social network data.

Performance and Responsiveness: Optimize algorithms and data processing to deliver timely results. Set acceptable response times for queries and analysis tasks. Perform performance testing to identify and resolve system bottlenecks.

Usability and User Experience: Design an intuitive and user-friendly interface for a social media data analytics platform. Ensure responsiveness and a seamless user experience, even with large datasets. Provide documentation and training resources for users to effectively navigate and utilize the analysis tools.

Reliability and Availability: Implement redundant systems and backup mechanisms to ensure continuous availability of social media data analysis services. Define acceptable downtime and establish procedures for system recovery in case of failures. Monitor system health and performance to proactively address potential issues.

Compliance and Governance: Adhere to legal and regulatory requirements governing the collection and analysis of social media data. Implement audit trails and logging mechanisms to track data access and changes for compliance purposes. Establish data governance policies to ensure ethical use and handling of user data.

Interoperability: Design the system to integrate seamlessly with other tools and systems commonly used in the organization. Support standard data formats and communication protocols to facilitate interoperability. Ensures compatibility with commonly used analytics and business intelligence platforms.

Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	Team-591233
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	What are the effects of Social media platforms? Discussing the pros and cons of social media
2.	Idea / Solution description	• To balance out negative content, promote the creation and sharing of uplifting, educational, and inspirational content. • Put strict anti- cyberbullying procedures in place on social networking sites, including reporting tools and prompt policy enforcement. • Track and restrict screen time using digital wellness tools and applications to assist people in limiting excessive use.
3.	Novelty / Uniqueness	Uniqueness in our platform is the short video format and its ability to make creator content on the go.
4.	Social Impact / Customer Satisfaction	Very positive
5.	Business Model (Revenue Model)	Providing companies advertising rights for a fee each time a user interacts with an ad
6.	Scalability of the Solution	This product reach to millions who are connected to the internet age groups ranging from 15-50

Project Design Phase-II
Technology Stack (Architecture & Stack)

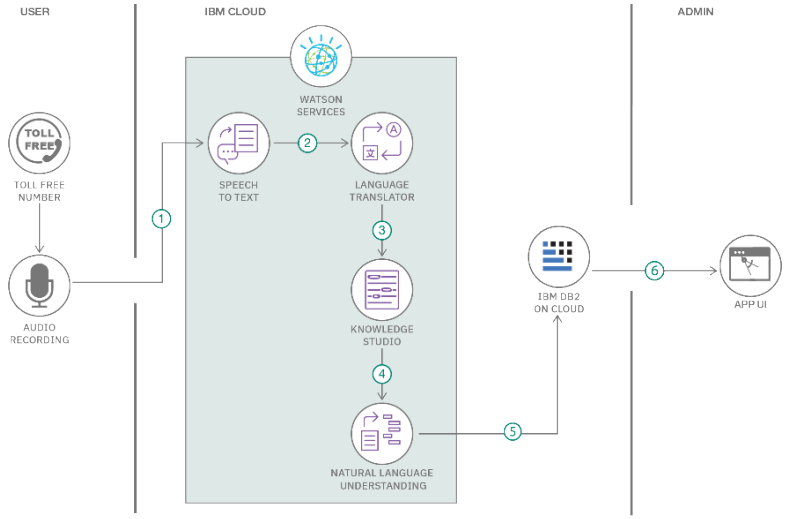
Date	03 October 2022
Team ID	Team-591233
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media"
Maximum Marks	4 Marks

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

Example: Order processing during pandemics for offline mode

Reference: https://developer.ibm.com/patterns/ai-powered-backend-system-for-order-processing-during-pandemics/



Guidelines:

1. Include all the processes (As an application logic / Technology Block)
2. Provide infrastructural demarcation (Local / Cloud)
3. Indicate external interfaces (third party API's etc.)
4. Indicate Data Storage components / services
5. Indicate interface to machine learning models (if applicable)

Table-1 : Components & Technologies:

S.No	Component	Description	Technology
1.	User Interface	How user interacts with application	HTML, CSS, JavaScript,Python,R
2.	Application Logic-1	Logic for a process in the application	Python
3.	Application Logic-2	Logic for a process in the application	IBM Watson STT service
4.	Application Logic-3	Logic for a process in the application	IBM Watson Assistant
5.	Database	Data Type, Configurations etc.	MySQL, NoSQL, Oracle
6.	Cloud Database	Database Service on Cloud	IBM DB2, IBM Cloudant, Cassandra
7.	File Storage	File storage requirements	Local Filesystem
8.	External API-1	Purpose of External API used in the application	Hootsuite, Graph API
9.	External API-2	Purpose of External API used in the application	Aadhar API, etc.
10.	Machine Learning Model	Purpose of Machine Learning Model	Natural Language Processing, Clustering, Naive Bayes
11.	Infrastructure (Server / Cloud)	Application Deployment on Local System / CloudLocal Server Configuration: Cloud Server Configuration :	Local cloud storage, amazon web services.

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Open-Source Frameworks	List the open-source frameworks used	Moodle, GNU Social
2.	Security Implementations	List all the security / access controls implemented,use of firewalls etc.	e.g. SHA-256, Encryptions, IAMControls, OWASP etc.
3.	Scalable Architecture	Justify the scalability of architecture (3 – tier,Micro-services)	Serverless Computing, Monitoring and Analytics Tools
4.	Availability	Justify the availability of application (e.g. use ofload balancers, distributed servers etc.)	Akamai, Cloudflare, or Amazon CloudFront
5.	Performance	Design consideration for the performance of theapplication (number of requests per sec, use of Cache, use of CDN's) etc.	CDNs, In-Memory Databases(Redis or Memcached)

References:

https://c4model.com/

https://developer.ibm.com/patterns/online-order-processing-system-during-pandemic/

https://www.ibm.com/cloud/architecture

https://aws.amazon.com/architecture

https://medium.com/the-internal-startup/how-to-draw-useful-technical-architecture-diagrams-2d20c9fda90d

Project Planning Phase

Project Planning Template (Product Backlog, Sprint Planning, Stories, Story points)

Date	18 October 2022
Team ID	Team-591233
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media"
Maximum Marks	8 Marks

Product Backlog, Sprint Schedule, and Estimation (4 Marks)

Use the below template to create product backlog and sprint schedule

Sprint	**Functional Requirement (Epic)**	**User Story Number**	**User Story / Task**	**Story Points**	**Priority**	**Team Members**
Sprint-1	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	2	High	Saiteja
Sprint-1		USN-2	As a user, I will receive confirmation email once I have registered for the application	1	High	Saiteja
Sprint-1		USN-3	As a user, I can register for the application through Facebook	2	Low	Saiteja
Sprint-1		USN-4	As a user, I can register for the application through Gmail	2	Medium	Saiteja
Sprint-2	Login	USN-5	As a user, I can log into the application by entering email & password	1	High	Varun
Sprint-2		6 USN	As a user I can log into the application using google account	2	High	Varun
Sprint-2		-7 USN	As a user I can log into the application using iCloud account	1	low	Varun

Sprint-2		8 USN	As a user I can log into the application using Outlook account	1	Medium	Varun
Sprint-2		-9 USN	As a user I can log into the application using your own username and password	2	Medium	Varun
Sprint-3	Advertisment	-10 USN	As a business ads can be seen on the dashboard	2	High	Arin
Sprint-3		11 USN	As a business ads can be seen on the short form video	2	High	Arin
Sprint-3		12 USN	As a small business ads can be seen on the Posts	2	High	Arin
Sprint-3		13 USN	As a small business ads can be seen as commercials	1	Low	Arin

Project Tracker, Velocity & Burn-down Chart: (4 Marks)

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	10	6 Days	24 Oct 2022	27 Oct 2022	10	27 Oct 2022
Sprint-2	10	6 Days	31 Oct 2022	05 Nov 2022	10	05 Nov 2022
Sprint-3	10	6 Days	07 Nov 2022	12 Nov 2022	10	12 Nov 2022

Velocity:
Imagine we have a 10-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

$$AV = \frac{sprint\ duration}{velocity} = \frac{20}{10} = 2$$

Burndown Chart:

A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.

https://www.visual-paradigm.com/scrum/scrum-burndown-chart/

https://www.atlassian.com/agile/tutorials/burndown-charts

Reference:

https://www.atlassian.com/agile/project-management https://

www.atlassian.com/agile/tutorials/how-to-do-scrum-with-jira-software https://

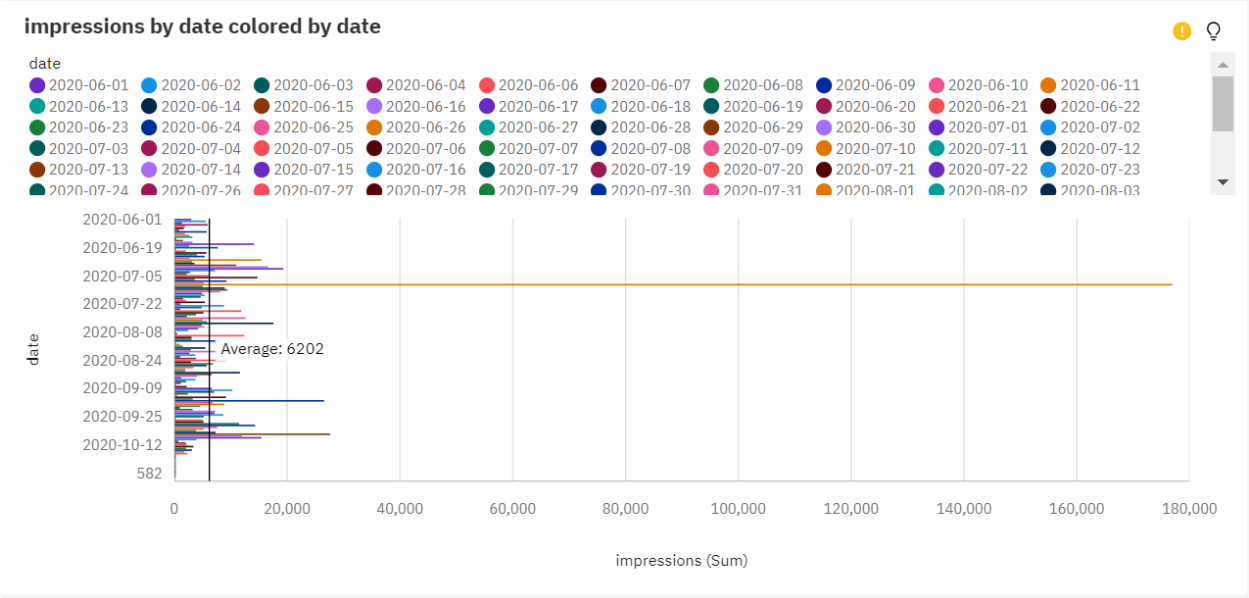
www.atlassian.com/agile/tutorials/epics https://www.atlassian.com/agile/

tutorials/sprints https://www.atlassian.com/agile/project-management/

estimation https://www.atlassian.com/agile/tutorials/burndown-charts

Visualizations

Visulaization-1



Analytics

Insights

Show average value

The average value of impressions is 6202.
An invalid data record was encountered in impressions and excluded from the analysis.

Details

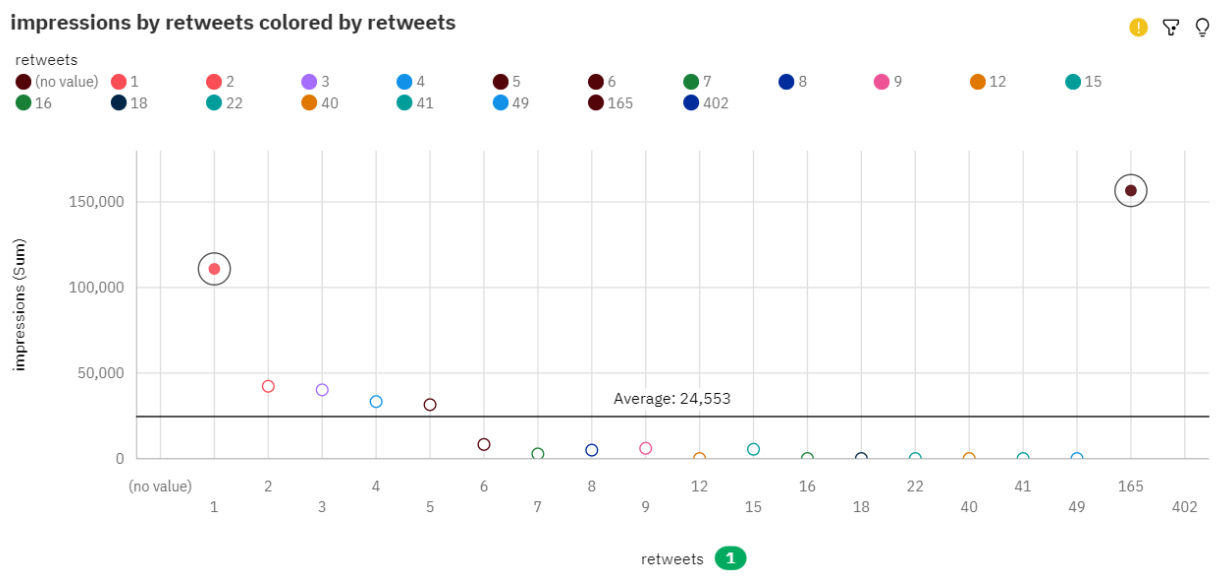
Over all **dates** and **dates**, the sum of **impressions** is nearly 912 thousand.

The summed values of **impressions** range from 0.0109 to nearly 177 thousand.

impressions is unusually high when the combination of **date** and **date** is 2020-07-10 and 2020-07-10.

For **impressions**, the most significant value of **date** is 2020-07-10, whose respective **impressions** values add up to nearly 177 thousand, or 19.4 % of the total.

Visualization-2



Details

impressions is unusually high when **retweets** is 165 and 1.

Over all values of **retweets** and **retweets**, the sum of **impressions** is almost 442 thousand.

The summed values of **impressions** range from 0.04814 to nearly 157 thousand.

impressions is unusually high when the combinations of **retweets** and **retweets** are 165 and 165 and 1 and 1.

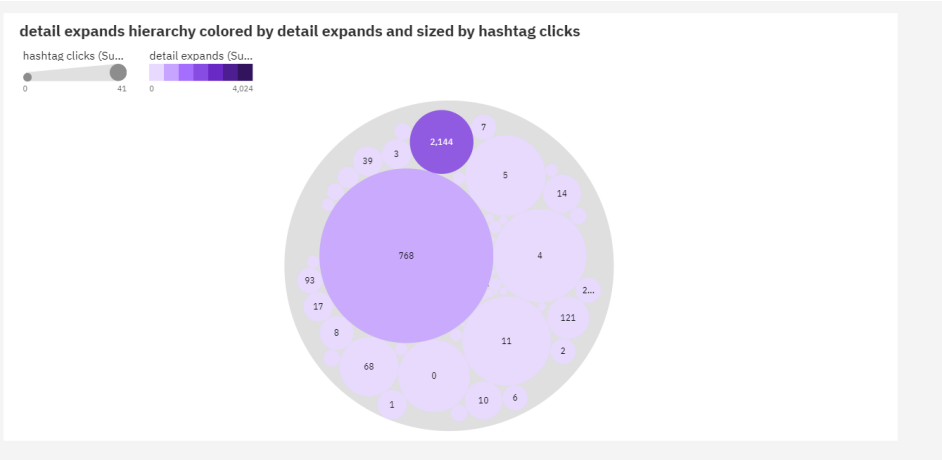
For **impressions**, the most significant values of **retweets** are 165 and 1, whose respective **impressions** values add up to almost 268 thousand, or 60.5 % of the total.

Analytics

Insights

Show average value

The average value of impressions is 24,553.
An invalid data record was encountered in impressions and excluded from the analysis.



Details

Over all **detail expands**, the sum of **hashtag clicks** is 307.

hashtag clicks ranges from 0, when **detail expands** is 24, to 41, when **detail expands** is 768.

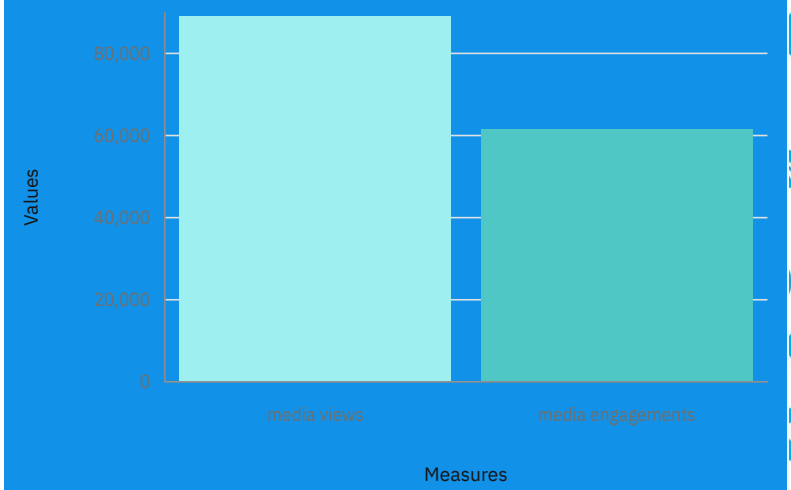
retweets, replies, email tweet and likes 3

retweets	replies	email tweet	likes
1,106	1,674	2,053	8,187.01

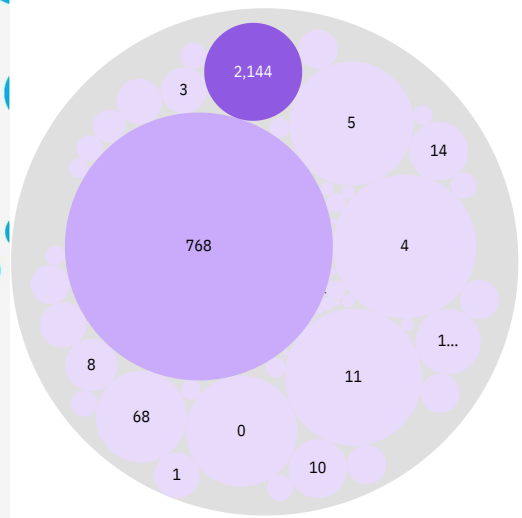
Tab 1

Impressions by date

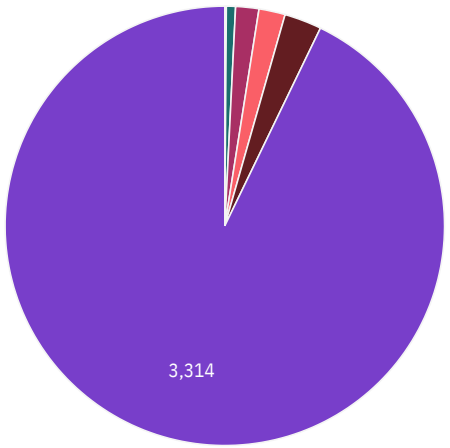
media views, media engagements



hierarchy chart



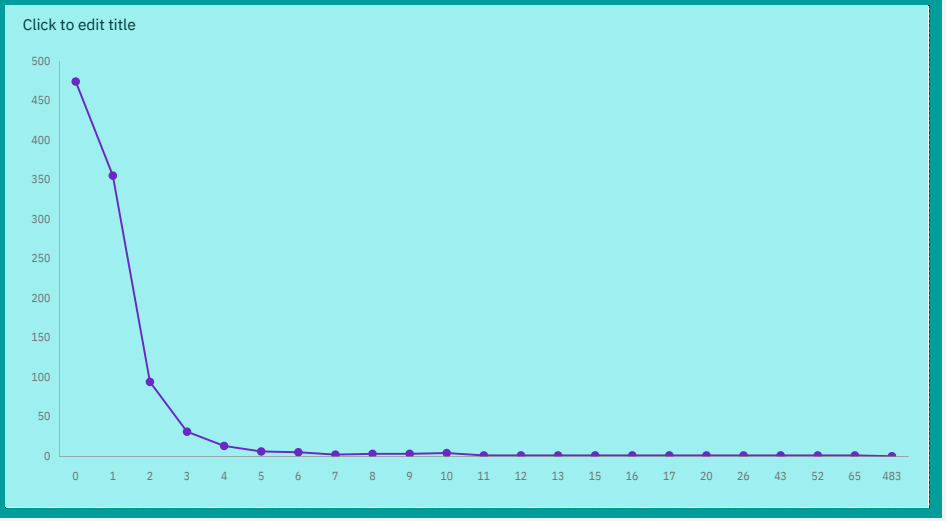
url clicks by dial phone



Dissecting Social media's Landscape

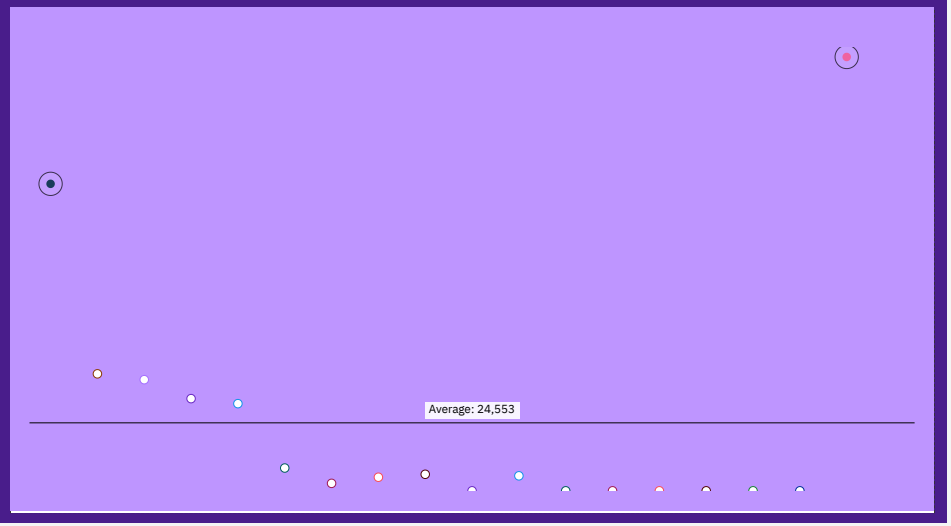
Engagement rate by Replies

- This visualization tells us the Engagement by replies
- As we clearly see the engagements start of very high and then the replies starts rolling in slowly



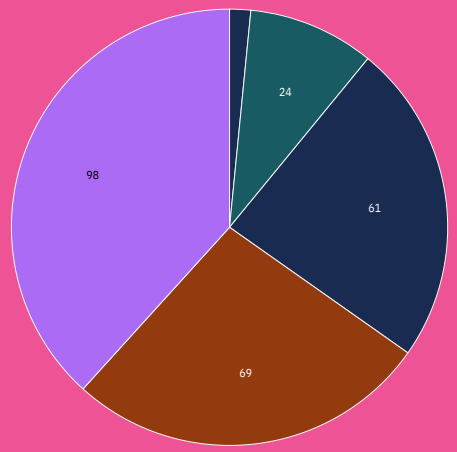
Impressions by Retweets

- This is a line graph that plots the relation between impressions and retweets.
- As we can see the impressions starts of high and then as time goes replies reduce
- Average is about 24,553

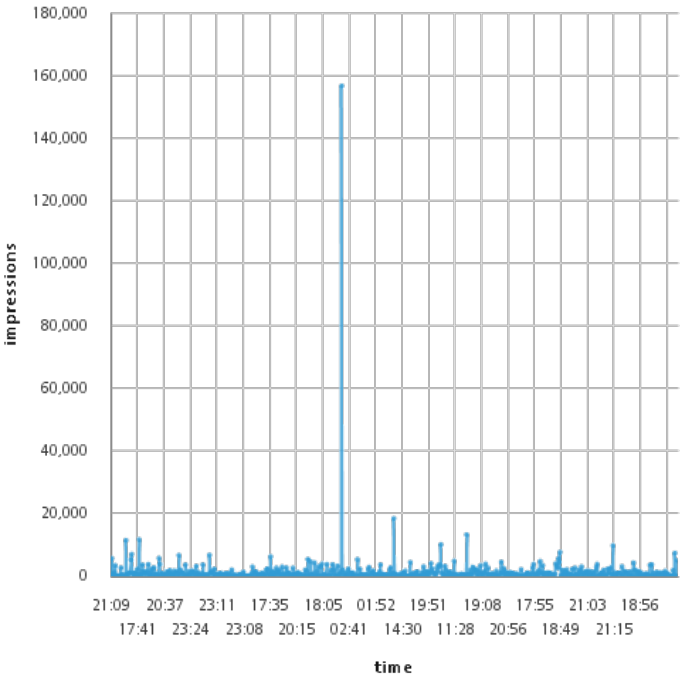


Url clicks by dial phone

- This pie chart represents the Url clicks by dial phone
- The most url clicks are 98 from 381



Thank you!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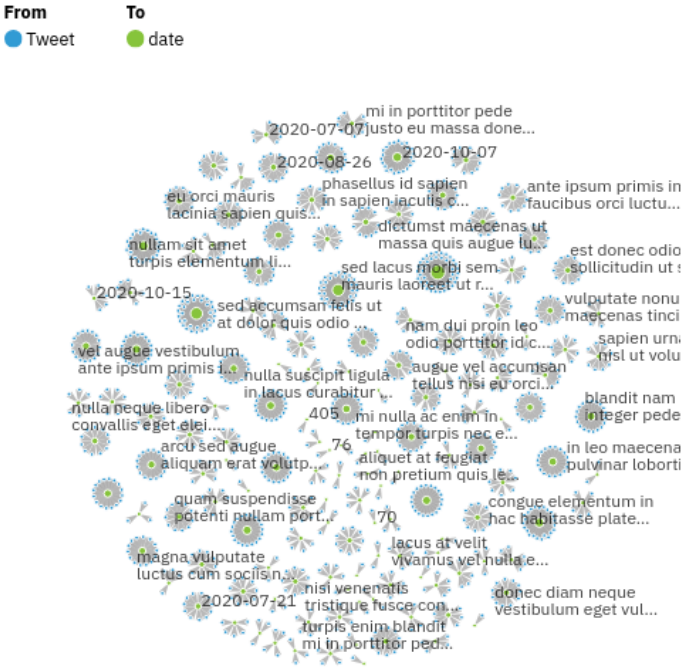
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Project Development Phase
Model Performance Test

Date	10 November 2022
Team ID	Team-591233
Project Name	Dissecting the digital Landscape: A Comprehensive Analysis of Social media
Maximum Marks	10 Marks

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Values
1.	Dashboard design	4
2.	Data Responsiveness	3
3.	Amount Data to Rendered (DB2 Metrics)	3
4.	Utilization of Data Filters	2
5.	Effective User Story	5
6.	Descriptive Reports	2

Advantages and Disadvantages of Social media platforms

Advantages:

Global connectivity: Social media enables instant communication and connection on a global scale, eliminating geographical barriers. Individuals can communicate with friends, family, and colleagues regardless of their location.

Information sharing and awareness: Social networks provide a powerful platform for sharing real-time information, news and updates.

It facilitates the rapid dissemination of information, raising awareness about important issues and events.

Business and Marketing Opportunities:

Social media platforms offer profitable marketing opportunities for businesses. They can interact with large audiences, promote products or services, and build brand awareness.

Community Building:

Social networks promote the creation of online communities based on shared interests, hobbies, or purposes. This allows individuals to connect with like-minded people and create support networks.

Real-time communication:

Social networks allow instant communication through messages, comments and live features. This real-time interaction improves interpersonal relationships and facilitates quick response.

Educational Resources:

Social media platforms serve as valuable educational resources. Users can access a wealth of educational content, join discussion groups, and take online courses to enhance their knowledge.

Disadvantages:

Privacy concerns: Social networks raise significant privacy concerns when users share personal information. There is a risk of data breaches, identity theft, and misuse of personal data by malicious entities.

Cyberbullying and harassment:

Cons: Social media platforms can be a breeding ground for online bullying, harassment and abuse. Individuals may experience emotional distress and compromised mental health.

Addiction and waste of time:

Using social networks too much can lead to addiction, affecting work productivity and mental health. Users may spend a lot of time scrolling through feeds, leading to procrastination and neglect of real responsibilities.

Spread of misinformation: Social networks facilitate the rapid spread of misinformation and fake news. False stories can spread quickly, leading to misunderstanding, panic and social division.

Comparison and mental health issues: Social media often fosters a culture of comparison, leading to feelings of inadequacy and low self-esteem. Regular exposure to idealized and curated content can contribute to mental health problems.

Security threats and scams:

Social media is vulnerable to a variety of security threats, including phishing scams and malware distribution harmful. Users can fall victim to scams, compromising their personal and financial information.

Conclusion

In the contemporary landscape, the analysis of social media data emerges as a cornerstone for understanding, adapting, and excelling in the digital realm.

As we traverse the vast expanse of social platforms, the imperative to extract meaningful insights becomes not just an advantage but a necessity for individuals, businesses, and organizations alike.

The journey into social media data analysis unveils a tapestry of opportunities and challenges.

Through the lens of data analysis, the digital cacophony transforms into a symphony of trends, sentiments, and user behaviors.

It provides a roadmap for informed decision-making, guiding businesses to navigate the dynamic terrain of consumer preferences and market dynamics.

At its core, social media data analysis is a quest for understanding.

It's about deciphering the subtle nuances in user engagements, identifying the pulse of public sentiment, and predicting the ebbs and flows of trends.

The absence of such analysis relegates entities to a state of digital myopia, where opportunities remain obscured, and risks linger unnoticed.

One of the paramount realizations in this journey is the power of adaptability.

Social media is not static; it's a living, breathing entity shaped by the whims of its users.

Analytics becomes the compass, guiding organizations to adjust their marketing strategies, product offerings, and communication styles in real time.

Failure to pay attention to these ideas will cause companies to take a reactive stance in a sector that rewards proactiveness.

Beyond commerce, social media analytics is also the guardian of brand reputation.

It acts as a watchdog, alerting organizations to murmurs of discontent, compliments, and the consequences of potential crises.

Not listening to these signals will cause your reputation to be damaged, easily affected by the changing winds of public opinion.

Additionally, the social media data landscape is filled with missed connections and collaborations.

Analytics not only reveals individual preferences but also the overall pulse of the community and market.

Organizations, armed with this knowledge, can forge alliances, partnerships and collaborations to impact the hearts of their audiences.

However, in this expedition through the digital realm, there is no shortage of challenges.

Privacy concerns, ethical considerations, and the sheer volume of data present obstacles that require careful navigation.

Finding the delicate balance between harnessing the power of data and respecting user privacy has become an art form in itself.

In summary, analyzing social media data is not a simple technological task; it is a strategic imperative.

It's about deciphering the language of the digital age, turning tweets and posts into actionable insights, and navigating the ever-changing currents of online discourse.

As we find ourselves at the intersection of algorithms and human interaction, the ability to learn from social media data is key to opening the door to innovation, competitiveness, and growth.

sustainable growth.

The journey continues and the insights gathered will shape the success stories in the digital chapters to come.

Future Scope

The future of social media is poised for dynamic evolution, driven by emerging technologies and shifting user preferences. Augmented and virtual reality integration promises immersive experiences, while the persistence of ephemeral content reflects a trend towards spontaneity and authenticity. Niche and micro-communities are likely to gain prominence, fostering deeper connections based on shared interests. Artificial Intelligence (AI) and chatbots will enhance user experiences, offering personalized content and streamlined interactions. Blockchain may contribute to improved security and trust, giving users more control over their data. Social commerce will see increased integration, allowing users to shop seamlessly across their favorite platforms. The future will also see a greater focus on mental health and wellbeing, with platforms investing in features aimed at promoting positive interactions. Video content will continue to dominate, with a focus on short-form videos, live streaming, and advanced editing tools. In summary, the future scope of social media involves a multifaceted landscape, including technological advancements and user-centric innovations.

Empathy map to understand the uses and affects of social media

Who are the primary users of social media platforms, and what are their demographics, interests, and behaviors?

Demographics:

- Social media users span various age groups, with the majority falling between 18 to 49 years old.
- Usage is distributed fairly evenly among genders, with some variations on specific platforms.
- Many users have at least some college education.

Interests:

- Users often share personal updates, news, and multimedia content.
- They follow topics of interest, connect with friends and family, and engage with content from influencers.
- Users show interest in entertainment, travel, fashion, and lifestyle content.

What do people think about social media ?

Advantages Social Media

1.)Individuals to engage with people worldwide through global communication and connection

2.)Users can access and share news, trends, and valuable information quickly and easily.

3.)Businesses can increase brand visibility by using this method to reach and engage with their target audience at a cost-effective level.

4.)Social media aids in the formation of online communities and support networks, fostering connections and discussions.

Disadvantages Social Media

Users may face privacy issues, as personal data can be exploited or misused.

Overuse can lead to anxiety, depression, and addiction, impacting mental well-being.

Social media can spread false information rapidly, leading to misinformation.

It provides a platform for cyberbullying and harassment, posing risks to people

Users predominantly access social media through mobile apps on their smartphones and tablets due to the convenience and portability these devices offer.

social media platforms through smart TVs and other internet-connected devices, enhancing the multimedia experience by viewing content on larger screens.

Desktop and laptop computers remain a popular choice for accessing social media, particularly for work-related activities and content creation

Where do users access social media? Are they primarily using mobile apps, desktop websites, or specific platforms like Facebook, Twitter, or Instagram?

When do users spend the most time on social media, and are there specific moments or events that drive their activity on these platforms?

In terms of specific times of day, social media usage is typically highest in the morning and evening. This is likely due to the fact that people often use social media to check in with friends and family at the start and end of their day.

Social media usage also tends to increase on weekends and holidays. This is likely because people have more free time during these times to browse social media.

Why do users turn to social media, and what are their main goals and motivations when using these platforms? What needs or desires are they looking to fulfill through their social media interactions?

They use these platforms for information and entertainment, with the goal of staying updated

Users turn to social media for social connection and interaction, seeking to stay in touch with friends and family, and expand their social networks

social media can serve as a platform for brand building and networking.

What kind of content do users typically engage with on social media, and what emotions or reactions do they express in response to different types of posts or interactions?

On social media, users react positively to inspiring, educational, entertaining, or nostalgic content with 'likes,' 'hearts,' and 'shares.' Conversely, sensitive or tragic posts often trigger 'angry' or 'sad' emojis. Comments range from supportive to divisive, reflecting content tone and subject matter

Trending challenges and hashtags drive user engagement as people aim to participate and remain current.

User-generated content, like testimonials and reviews, fosters trust and community engagement online.

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

What are the effects of Social media platforms? Discussing the pros and cons of social media

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

- Track and restrict screen time using digital wellness tools and applications to assist people in limiting excessive use.
- Encourage people to talk about mental health and offer resources to assist them in dealing with the emotional consequences of social media.
- To promote responsible use of social media and educate critical thinking skills, implement media literacy programs in communities and schools.

Person 2

- Facilitate the creation of welcoming groups where people can share their social media-related struggles and experiences and get support when needed.
- Urge social media companies to provide users more control over their content feeds so as to lessen the likelihood of echo chambers and false information.
- Advocate and encourage sensible government rules to safeguard users' privacy, advance transparency, and guarantee social media businesses efficiently address dangerous content.

Person 3

- Put strict anti-cyberbullying procedures in place on social networking sites, including reporting tools and prompt policy enforcement.
- Encourage people to set reasonable screen time restrictions, especially for kids and teenagers, and to engage in offline activities.
- To balance out negative content, promote the creation and sharing of uplifting, educational, and inspirational content.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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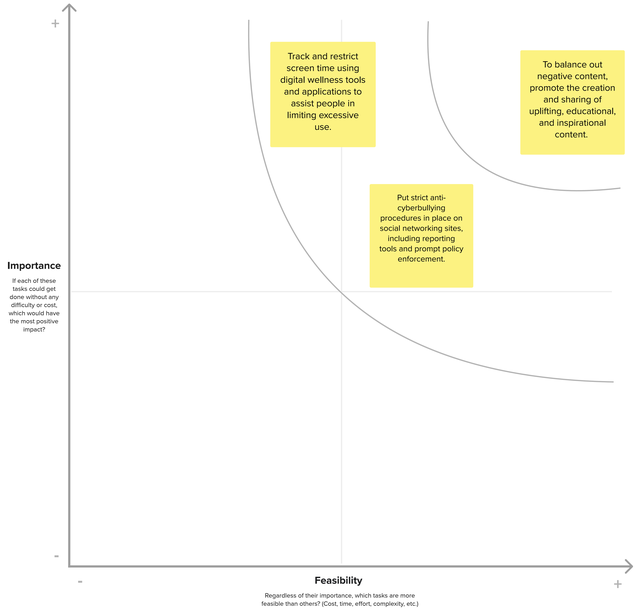
4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.