**Social Media's Effects on People and Society: A Systematic Review of the Literature and Its Future Directions**

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***Abstract***— **Social media has changed how people engage, communicate, and get information . The understanding and description of the world around us have been profoundly impacted by the advent of social media, with more than half of the world's population utilizing different social networking platforms like Facebook, Twitter, and Instagram.**

**This paper provides a review of academic studies assessing the social, economic, political, and cultural effects of social media. Analyzing the impact of social media on various disciplines involving sociology, communication studies, psychology, marketing, and public policy. This analysis reveals various ways that social media is transforming interpersonal interactions, organizational behavior, media convergence, and cultural productions. The paper also offers actionable advice for academics, professionals, and policymakers who are interested in learning more about the social media phenomenon.**

***Keywords*** — **Social media, Dophamine,addiction,**

1. **Introduction**

Through a wide range of devices, e.g., smartphones, tablets, laptops, desktop computers and gaming consoles, young people now have access to digitally created content that they've never had before. Today's media landscape is bigger, and more diverse compared to any other in recent memory. Online entertainment is a key element of this biological system. The umbrella term ‘social media' applies to all digital applications or services that enable users to interact with each other. Youngsters in the US

presently utilize the web "almost persistently" to the tune of 46%, up from 24% in 2015 [1].

The wide use of digital media makes a remarkable world, where guardians, specialists, legislators, and youth should be able to explore. This media environment has created several new dangers and issues for young people's mental health, but it has also provided several unique opportunities and advantages. [2]. Studies conclude that young people use social media to express negative attitudes and behavior[3]. A good example of social media is email, text, blogs, message boards, connection sites, games, and social networking websites. In addition, interactive participation and digital platforms are included. [4]

To support the development of internet communication and information sharing over the last ten years, networking platforms were set up. The following seven social networking sites are used by 97% of teenagers between the ages of 13 and 17: YouTube (85%), Instagram (72%), Snapchat (69%), Facebook (51%), Twitter (32%), Tumblr (9%), and Reddit (7%) are the sites where young people invest the most energy online [5]. Recent research on the relationship between online communities and depression has discovered a common connection between the use of social networks by teenagers and depression of great importance [6]. Although there are some areas where these findings differ and the quality of evidence is insufficient to support a high degree of correlation between screen time and mental health issues, they nevertheless have considerable importance in this area.

1. **Literature Review**

The effect of social media entertainment on psychological well-being has yielded clashing results. The literature review's findings suggested three important debate topics: a) the effects that social media have on mental health; b) personal relationships; and c) the polarization of political opinion.

1. Effects That Social Media Have on Mental Health

One of the most crucial aspects of social networking is chatting. As a social network, chats are an efficient means of communication among social media users. One of the factors contributing to the rise in mental health issues among people who use social media platforms is that they engage in incessant conversation with other people without being aware of their physical presence. The outcome is expanded depression, which is a typical reason for mental downfall.

Ads and browsing posts are both part of social media. By allowing users to emphasize their positive qualities while suppressing their negative ones, social media posts frequently present falsehoods. Young people might not comprehend this idea, and they might believe that there is something wrong with them because their posts do not look as good as those of their friends.

A person's mental health can be affected by how many followers they have and how many people respond to their posts. Clients who update their virtual entertainment pages more every now and again get more criticism as preferences and remarks. Because it boosts the authors' self-esteem, this feedback is crucial. Additionally, people are more likely to experience emotional distress if they receive negative feedback on their social media posts. The review affirms that devices that help youngsters in looking at social standings jeopardize their psychological wellness. [ 7]

1. Effects That Social Media Have on Personal Relationships

Some users experience feelings of anxiety and sadness because of the addictive nature of social media, which increases the likelihood that their relationships will suffer in the long run. They won't be able to have honest conversations with coworkers, partners, or even family members because of these mental health issues. They might disregard the emotions, expectations, and experiences of those around them, eventually losing interest in activities that used to be enjoyable. The affected individuals will continue to rely solely on various social media platforms for comfort. People who delay seeking therapy run the risk of developing mental health issues and ultimately failing in life.

Negative relationships between siblings, parents, and their children can result from prolonged use of social media. There won't be many opportunities for the affected to improve their interpersonal skills and communicate effectively. The level of bonding will decrease over time, posing a threat to the relationship's stability. The individuals in this connection are unable to engage in long-term social interaction due to the presence of these issues. For instance, some individuals may cease to share solutions to common issues. Others may have difficulty comprehending social cues and expectations. [8]

1. Effects That Social Media Have on Polarization Of Political Opinion.

There is a widespread belief that as time passes, we become increasingly trapped in "filter bubbles" on the internet, only being exposed to viewpoints with which we already agree. This is in accordance with a bigger collection of mental exploration on tendency to look for predetermined feedback, which shows that we are more inclined to search out and agree with thoughts that help our current convictions. It could be easier to stand by listening to associations or individuals who support our own perspectives if we select our number one news sources and cautiously curate our online entertainment accounts.

Cass Sunstein, Bone Sharot, and partners have shown the channel bubble hypothesis in a lovely manner in the lab. The authors looked at who participants would ask for assistance classifying geometric shapes, which is clearly a political task. In fact, this study found that, despite contradictory evidence, participants preferred to seek guidance from those who shared their political views, reasoning that such individuals must be more knowledgeable!

It's a good idea that standing by listening to "the opposite side" will diminish polarization if following individuals via web-based entertainment who share your perspectives does the inverse. However, a recent investigation essentially revealed the opposite.

To follow a Twitter bot that would repost content from the opposite side, Christopher Bail and partners from Duke College selected many leftists and conservatives who were dynamic on Twitter and paid them to do as such. After one month of exposure, Democrats' attitudes remained roughly the same, while Republicans became more conservative than they were at the beginning of the study! This finding indicates that rather than being isolated from opposing viewpoints by filter bubbles, exposure to such viewpoints may fuel polarization in the United States.

There are many ways to interpret this outcome. For example, it's conceivable that members were answering the messages they experienced on Twitter straightforwardly, but at the same time it's conceivable that they were just responding to the couriers as opposed to the message. To put it another way, the issues are less important than group membership. Regardless of the interpretation, this study suggests that additional research is required to fully comprehend the extent to which filter bubbles may contribute to political polarization.

Levi Boxell and colleagues' research provided a simpler test for the impact of the Internet: Is there a connection between the rise in polarization and social media use? Boxell and associates analyzed polarization in the U.S. for different age gatherings and, curiously, found that it was most noteworthy among more seasoned people (75+), who utilize the Web and virtual entertainment the least.

This suggests that on the off chance that the Web is cultivating polarization, it could do such in a less immediate way. Yet, considering that virtual entertainment movement has progressively become news in numerous customary newsrooms, this backhanded impact is possible. As a matter of fact, Trump has shown remarkable progress in using his Twitter action to rule the customary news media (television and print).

This language itself becomes news as columnists change tweets into titles that could actuate fear on the "opposite side." Thus, the consistent pattern of media reporting starts to lean toward data that is more troublesome and sincerely charged.

Intergroup contact, according to Gordon Allport's "contact hypothesis," lessens prejudice. There are huge limitations to this thought, however, as per many years of examination. Although it is true that contact between groups tends to improve cooperation and reduce prejudice, the degree to which this is true may depend on important contextual factors like the nature of the conflict and whether the groups are equal or share a common goal. Allport says that more contact can sometimes lead to bigger problems. That appears to be the situation on Twitter.[10]

**III.METHODOLOGY AND TECHNOLOGY**

This area covers the statistical study and working of the algorithms of social media platforms like TikTok and Facebook.

The 1st case is a statistical study of TikTok vs Facebook based on the following factors:

* User Engagement region wise
* Age Demographics
* Gender Demographics
* Cumulative Downloads

1. Facebook’s Statistics

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1. Age Demographics [13]

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1. User Engagement region wise [15]

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1. TikTok’s Statistics

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1. Age Demographics [12]

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1. User Engagement region wise [12]

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1. Gender Demographics for Facebook and TikTok. [12][13]

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1. Cumulative Downloads for Facebook and TikTok. [17]

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This section gives a flow of the algorithm which is used in Facebook and TikTok.

1. Working Of Facebook’s Algorithm [14]

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1. Working Of TikTok’s Algorithm

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**IV.RESULTS AND FUTURE DIRECTIONS**

Through our research, the following factors have emerged:

Effects on the mind: According to the literature review, social media use is linked to several psychological outcomes, including elevated feelings of loneliness, depression, anxiety, and low self-esteem. Additionally, it might investigate how elements like social comparison, cyberbullying, and excessive social media use affect these outcomes [10].

Social interactions: The analysis may show that social media platforms have both favorable and unfavorable effects on interpersonal relationships. On the one hand, they can help with community development, communication, and connections. On the other side, they might cause a decline in face-to-face communication, a decline in social abilities, and a rise in social isolation [10].

Media literacy and information consumption: The review may emphasize how social media affects how and where information is consumed and shared. It might look at topics like misinformation, echo chambers, filter bubbles, and their effects on public opinion, political polarization, and societal divisions. The value of media literacy in using social media platforms could also be discussed [11].

We have read, studied, and understood how a simple notification can result in a dopamine hit and provide a social media junkie the same feeling as it would for a drug addict who abuses drugs.

Experimental use, regular use, reliance, and dangerous dependence are the four phases of addiction.

Let's use drug use as an illustration. Although you have never used drugs, you have heard about them, and now there is peer pressure to do so. Addiction's first stage is characterized by experimental use.

The second stage, frequent use, has now begun because you enjoyed the sensation and found it enjoyable.

You now need it to survive and can't live without it. Dependency is the third stage, and it is at this point.

The more you use it, the worse you feel, and the more rules you break. The final stage of addiction, unhealthy dependency, is this.

This Research focuses on using these findings and providing solutions that would help regulate the problem of excessive social media usage and engagement by providing solid debate points for creating a responsible platform design that does not aim to keep the users engaged continuously. We aim to leverage the power of AI and ML to counter the negative effect of social media to utilize it's positive points.

It is essential for the involvement of parents and care givers to firstly understand the hazards of social media and to then set boundaries, healthy digital habits and screen time to educate their children about the cons of social media and to play an active role in education how to use social media in a responsible way.

**V.CONCLUSION**

In conclusion, social media is not always the enemy. When utilized responsibly, it can be a powerful instrument for productivity with virtually endless applications for individuals.

Platforms like Facebook, Instagram, and TikTok have had a significant impact due to the rise of social networking sites in terms of the excessive use of social media that has led to mental health difficulties in the younger generation, leaving them to feel lonely, isolated, and depressed. Their mindset and overall health have been impacted, which has spread to their interpersonal interactions as well. Due to its pervasiveness in fostering misinformation, political polarization, and media literacy, it has also had an impact on society.

Therefore, to reduce the amount of stress caused by the content produced and posted on these platforms, internet time should be restricted and managed.

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