

The Social and Psychological Impact of Social Media Algorithms

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Abstract: *This research explores the social and psychological implications of social media algorithms. It investigates the formation of filter bubbles and echo chambers, their impact on individual beliefs, and the resulting polarization. The paper also delves into how algorithms affect self-esteem, body image, and addiction tendencies. It examines emotional contagion, data privacy concerns, and trust issues. Additionally, it considers cross-cultural and demographic variations in algorithm impacts. In summary, this research sheds light on the intricate interplay between social media algorithms and user well-being, providing insights for promoting healthier online interactions.*

Keywords: Social, media, algorithms, Filter, bubbles, Self-esteem, Emotional, contagion, Algorithmic transparency