

The Impact of Social Media on Social Behaviour: A Double-Edged Sword

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Abstract: *Social media has changed how people interact and behave in society. It allows individuals to stay connected across distances and maintain relationships. It also acts as a platform for raising awareness and supporting movements like #MeToo. People use it to learn new skills, gain knowledge, and express their creativity. However, its effects are not entirely positive. Overuse of these platforms has reduced face-to-face communication and weakened personal connections. Many users experience anxiety and low confidence due to constant comparisons with others. The spread of false information has led to confusion and division among groups. Online harassment has caused emotional harm, while concerns about privacy and data misuse continue to grow. This paper studies how social media influences behaviour and examines its benefits and challenges. It highlights the need for responsible usage and better strategies to reduce its negative effects.*

Keywords: Connectivity, Awareness, Communication, Privacy