

# The Algorithm Effect: How Social Media Shapes Your Thinking

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**Abstract:** Social media platforms like Instagram, TikTok, Facebook, and YouTube utilize complex algorithms to personalize content, maximize user engagement, and increase time spent on the platform. These algorithms are designed to show users content that aligns with their interests and past behavior, creating an immersive experience. However, beyond engagement, these algorithms significantly impact cognitive functions, attention span, emotional well-being, and decision-making processes.

This study aims to explore how social media algorithms influence brain function, focusing on their effects on dopamine-driven reward mechanisms, attention economy, reinforcement of biases, and overall mental health. The research will analyze both the positive and negative consequences of algorithm-driven content exposure, providing insights into how these digital environments shape human psychology and behavior.

By conducting surveys, analyzing user engagement patterns, and reviewing existing research, this study will offer recommendations for users, policymakers, and digital marketers to create a healthier interaction with social media platforms.

**Keywords:** Social media

