

Impact of Social Media on Society

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Abstract: *The emergence of social media has revolutionized how individuals communicate, interact, and engage with information in the 21st century. This paper examines the multifaceted impact of social media on society, exploring its historical evolution, positive contributions, and detrimental consequences. Drawing upon interdisciplinary research from psychology, sociology, communication studies, and political science, the study highlights both the transformative and problematic dimensions of social media. The analysis identifies four main positive contributions: enhanced global connectivity, civic engagement, economic empowerment, and democratization of knowledge. It also examines five major areas of concern: mental health decline, misinformation, cyberbullying, data exploitation, and sociocultural fragmentation. Through various case studies, this paper demonstrates the complex interplay between digital technologies, human behavior, and societal transformation. The discussion emphasizes the necessity of balancing innovation and regulation through digital literacy, ethical governance, and responsible innovation. Ultimately, the paper concludes that social media's future depends on humanity's capacity to integrate technological progress with democratic values and human well-being*

Keywords: Social media, digital society, digital governance, online communication etc