



Social media: The Usefulness and Aftermath on Society

Banita*, Rimple Kaul

Banita, Ph.D Scholar, Department of Business Management, Dr Y S Parmar University of Horticulture and Forestry, Nauni, Solan, HP-173230 (INDIA)

Rimple Kaul, Ph.D Scholar, Department of Basic Sciences, Dr Y S Parmar University of Horticulture and Forestry, Nauni, Solan, HP-173230 (INDIA)

Abstract: The main purpose of this article is to inspect the impact of social media applications on society. Social media is rising at its' best-ever rate in developing countries such as India. People are associated globally and through online observations, they participate in each other's lives. The present article covers various aspects of social media along with its positive and negative effects. The major focus has been laid over the different facets like the impacts on youngsters, education, health, business, society, and interpersonal communication and relationships. Throughout this paper, we will describe how social media will affect the entire society and have arrived at the conclusion that social media has various impacts on different fields that go hand in hand. Once people have a greater awareness of the advantages and cons of social media, as well as how to use it to their advantage, we are confident that they will be able to become less dependent on it and make better use of it.

Keywords: Social media, youngsters, Health, Education, Society, Business, interpersonal communication.

INTRODUCTION

Today's society is heavily influenced by social media, and technology is becoming a part of everyone's daily life (Raghavendra et al., 2018). In recent decades, social media has had an unprecedented impact on people's lives (Goel and Gupta, 2020). It has transformed how individuals, organisations, and communities create, share, and use information (Baccarella, 2018). People build social networks and relationships online to connect with other who share similar interests, backgrounds, activities, or real-life connections (Akram and Kumar, 2018). Social media connects people to their society through documentaries. Social media helps people learn about other countries' cultures (Kumarasamy and Srinivasan, 2017). People are always connected through social media. Most of us can't live without social media. We spend each waking second interacting with and learning from it (Phoon, 2017). Social media is an online resource for sharing video, photos, text, ideas, personal insight, humour, opinion, news, or gossip (Drury, 2008).

Social networking sites make it easy to share useful information (Nagan and Khoi, 2022). Social media has removed most communication barriers and created a decentralised channel. It allows common-interest groups to collaborate and encourages creativity (Amedie, 2015). This has changed our interactions with friends and private/public organisations. Social media platforms are a new platform where people, governments, and even organisations can interact socially, commercially, educationally, and politically and easily exchange information, products, thoughts, and services (Alalwan, 2018). Social media allow us to stay in touch with our friends and family, gain new knowledge, and develop new interests. Social media can be utilised professionally to expand our knowledge of a field and build a professional network by connecting with other professionals. From business point of view, it allows for audience engagement, customer feedback, and brand elevation (Akram and Kumar, 2018).

The phrase "social media" was coined in 1994 (Bercovici, 2010). Social media has transformed people's lifestyles recently. Social media includes many social networking sites as well as blogs, so people can connect without any trouble with each other (Siddiqui and Singh, 2016). YouTube, Facebook, WhatsApp, Twitter, LinkedIn, WeChat, Instagram, Pinterest, etc. are popular social media websites (Pivec and Macek, 2019). Different social media site ranked based on active monthly users worldwide is mentioned in Table 1. Ishaku et al., (2018) said that social media is key communication and information-sharing tool. Its development has impacted learning, teaching, communication, and research positively and negatively. Social media tools have also allowed citizens to exchange information and advice with their neighbor's (Oh e al., 2013), promote events to search for lost pets, and aid the government when needed (Alryalat et al., 2017).

Rapid growth in social networking sites along with decreasing complexities result in more user-friendly apps for young and old (**Abdullah, 2010**). From January 2021 to January 2022, the number of global social media users increased from 4.22 billion to 4.62 billion. This is a year-over-year increase of 10.1% in global social media usage. Now in double digits, the social growth in the year 2021-22 is far stronger than the pre-pandemic depression of 2018-2020, with new innovations and platforms driving the upward trend. (<https://www.smartinsights.com/>). Social Media adoption and use (Global Overview) and its growth is increasing year after year. **Table 2 and Table 3** displays data pertaining to the adoption, use and rise in social media users. Despite social media's many benefits, it also has many downsides. Social media can lead to emotional and psychological issues by creating a false perception of online "connections" and flimsy friendships. Social media addiction can take away family or personal time and diminish interpersonal skills, leading to antisocial behavior (**Amedie and Jacob, 2015**). Fear of missing out, gaming addiction, internet addiction disorder, social media addiction, phantom vibration syndrome, digital pouting, etc. (**Adnan, 2020**). Social media has turned out to be a tool for predators, criminals, and terrorists to commit crime acts which are against the law (**Amedie and Jacob, 2015**). In this global information war, social media is being weaponized.

RESEARCH METHODOLOGY:

This study exclusively evaluated empirical English-language papers that matched the phrases "Social media" on the websites of well-known scientific journals (i.e. peer reviewed), including Google Scholar, Emerald Insight, Scopus, Taylor and Francis, Elsevier, Wiley, and Sage. After that, every piece of data was carefully scrutinized to avoid duplication. For additional research, we acquired the whole citation, including the author, year, title, and abstract. During this phase, a comprehensive reading was performed to classify the material. Therefore, empirical research that was peer-reviewed were efficiently gathered and categorized. The literature review method requires us to review the abstracts of eighty to ninety papers to determine their usefulness to the research issue.

SOCIAL MEDIA'S IMPACT ON SOCIETY

In this article, the focus is on research evidence from various scholars in different environments that demonstrates the impact of social media on different aspects of society. While researching social media's influence on society, we found many topics to explore. Social media's impact on society is a broad topic, so we'll focus on six key aspects: -

1) Social media's effects on youngsters

Social media is often referred to as a lifeline for 'socializing' amongst youth (**Sahu et al., 2021**). Social media has turned into a daily part of human existence, as people interact and communicate with family, friends, and groups via various media and gadgets. It's a cool new tool for youth (**Siddiqui and Singh, 2016**). Not only are young people using mobile phones, web services, and other sites, but the older generation is also using social media to communicate and get information. **Sharma and Shukla (2016)** found that young people utilize social media since they don't have time to meet in person. Young people have the uppermost social media usage rates of any age group, in international and socio-economic situations, and spend most of their time on social media (**Third et al., 2017**).

Positive Impacts:

At present time social media became the strong tool for young people since it gives them a platform to be heard, which helps them become engaged and responsible citizens and raise their voice and opinions on numerous subjects (**Zafar, 2020**). Social media connects families and kids (**Zhang et al., 2021**). Many youngsters are socially awkward. In social media individuals expand their social circle and make new pals (**Shahjahan and Chisty, 2014**). Social networking services help kids, who lack traditional relationships, to find online support. Today's youth choose social networking sites for knowledge and advice (**Suad et al., 2020**). They can acquire job advice on social media. Social media has emerged as an integral part of student life (**Panigrahi, 2019**).

Negative impacts:

WhatsApp, Facebook, etc. distract young kids from completing tasks and hurt their language skills (**Tafesse, 2022**). It affects their class focus (**Yeboah and Ewur, 2014**), social media also affects pupils' academic achievement (**Sharma and Shukla, 2016**). Immature teens may become cybercrime or cyberbullying victims. It affects them emotionally and mentally, causing frustration, depression, and suicide (**Tilak and Sundke, 2021**). Despite this, unlawful behavior's including kidnapping, murder, and robbery can be easily carried out using social media (**Mmaka et al., 2021**). Adults purposefully target teens, attract them, and lure them to meet them, according to authorities. Overusing social media, not participating in real life activities, young people live mainly in the virtual world. Social media alters brain structure and cognitive habits (**Bhati and Bansal, 2019**). Teens act aggressively because of meaningless blogging. The Indian government banned 300 nude websites in 2019, yet 30% of India's smartphone users are women. (www.cnbcvt18.com) (2016). Internet addiction is a modern concern, according to data (**Panigrahi, 2019**). Youth who use social media excessively may develop sentiments of loneliness and isolation (**Smith et al., 2021**).

2) Social media's effects on medical and health

Social media is great tool for health knowledge management (**Ghalavand, 2020**). Social media platforms allow Health Care Professionals communicate information, interact with the public, promote health, and educate the public and colleagues (**Saud et al., 2020**). Health care professionals make use of social media to grow their professional networks, improve health outcomes, learn about new discoveries and news, and motivate and inform their patients. Social media allows the public, patients, and health-care practitioners a platform to speak about health issues, which may improve health outcomes (**Moorhead et al., 2013**). Social media is important in health promotion, research, marketing and branding for individuals and practices, and recruitment (**Farsi, 2021**). Social media empowers patients by enhancing their knowledge and allowing them to manage their own health care (**Denecke et al., 2018**). Physicians join internet portals to read news stories, explore medical development, listen to experts, and discuss patient issues with colleagues (**Mroz et al., 2021**).

They can discuss practice management difficulties, disseminate research, advertise their practices, and advocate for health. Using social media to engage with patients, many doctors have improved clinical treatment (**Ventola, 2014**). Healthcare consultants improve healthcare for many residents and clients, empowering them, their families, and communities. Data from mobile devices, including as smartphones, wearable technology, low-cost diagnostic instruments, and wirelessly connected standards, provide a more accurate picture of people's health state and therapies (**Khadim et al., 2020**). **Meng e al., (2021)** found that physicians share health knowledge online (e.g., health articles) to build their online reputations and attract more people for paid health services, generating economic rewards.

Social networks are a free and effective way for health-care institutions to engage patients through institutional and informal posts, images, and videos (**Heldman et al., 2013**). They provide interactive surroundings in which clinics can be in touch with patients in real time, engaging them in ongoing dialogues beyond doctor consultations that allow healthcare information to be provided, treatments to be followed up, and questions to be answered, making processes more efficient and customer oriented, and facilitating the development of closer patient relationships (**Pianese and Belfiore, 2021; Nobre et al., 2019**).

Positive effects:

Social media changes the character and speed of health-related interactions between individuals and health organisations (**Kamel et al., 2016**). Online doctor consultations are easy and convenient (**Gyorffy et al., 2020**). Public cost and quality ratings contribute to improved healthcare recommendations. Social media health alternatives raise public health awareness (**Bhambere, 2022**). Many users reveal personal delicate information on social networks because they don't comprehend the hazards or know what tools and privacy policies are accessible (**Pianese and Belfiore, 2021**). Numerous social networks also provide needed data to health researchers (**Akram, 2018**) therefore we can expect more medical and health care improvements for humans in the near future. Healthcare industries were first affected by COVID-19, suffering many obstacles. As countries now have control systems to reduce COVID19 spread, they are reopening economies so the population may resume their normal lifestyle. To prevent a "re-emergence" of the disease, each country's healthcare sector must be equipped with innovative solutions (**Siriwardhana et al., 2021**). Social media changes the character and speed of health-related interactions between individuals and health organisations (**Kamel et al., 2016**). With social media, it's easy to communicate doctor's ideas and prescriptions about diseases and symptoms with family, friends, and colleagues (**Akram and Kumar, 2017**). Online doctor consultations are easy and convenient (**Gyrffy et al., 2020**). Public cost and quality ratings contribute to improved healthcare recommendations. Social media health alternatives raise public health awareness. (**Bhambere, 2022**). It helps health services prioritise urgent situations and supports health-related issues. Numerous social networks also provide needed data to health researchers (**Akram, 2018**), therefore we can expect more medical and health care improvements for humans in the near future.

Negative effects:

Information silos and echo chamber effects enhance the spreading of health-related disinformation. Social media feeds are specifically curated and tailored to individual beliefs, partisan bias, and identity (**Chou et al., 2018**). During the Ebola outbreak in 2014, social media rumours fostered resentment toward health personnel, hindering control efforts (**Jones and Elbagir, 2018**). Social media's participatory character, transparency, and frequent information interchange can lead to more inaccurate information than other media (**Guidry et al., 2017**), leading to inappropriate self-diagnosis. This must be considered and acted on to prevent future embezzlement or illegal conduct. Most studies have shown a rare adoption of social networks by health-care organisations, especially due to a bad managerial culture (**Thackeray et al., 2012; Goncalves, 2020**). Many users' depiction confidential information on social networks because they don't comprehend the hazards or know what tools and privacy policies are accessible (**Pianese and Belfiore, 2021**).

3) Social media's effects on Education

Technology has transformed the way educators educate and students learn because it can enhance the quality of education (**Abbas et al., 2019**). Social networking technologies enable global information sharing (**Ahmed et al., 2008**). Students should be taught to make use of social media in a better and more inventive way because in most educational settings it's only used for texting and messaging (**Kalia G, 2013**). Social media improves student collaboration and groupwork. Social media allows students to exchange information and interact in real time like Facebook, WhatsApp, Orkut, and Instagram (**Siddiqui and Singh 2016**). Again, practical work must replace paperwork. Students can blog for themselves and professors to improve their knowledge (**Kalia G, 2013**). Social networking sites also provide online exams that help pupils' knowledge. **Rinaldo et al., (2011)** found that Twitter is

a powerful pedagogical tool. Higher education educators are interested in using social media as a teaching tool (Tess, 2013). Pedagogical theories support the social media usage to increase student learning (Rahman et al., 2020), while technological adoption theories explain how faculty members are using social media to improve student learning (Giannakos and Vlamos, 2012).

Positive impact:

Social media generates digital traces, "machine-readable traces that our increasingly self-documenting and self-archiving environment leaves behind" (Nigel, 2016). Active learning immerses students in their own learning processes, requiring them to use higher order thinking to critically evaluate content, make connections to prior knowledge, and take control of and reflect on meta cognitive strategies. Active learning is essential to education and the design of best pedagogical practises (Bransford et al., 2000). On social media, students can develop multimodal material and claim ownership through their profiles, enhancing autonomy and involvement in learning (Greenhow et al., 2019). Social media boost up student enthusiasm and participation in numerous subjects (Schwarz and Caduri, 2016). Social media "enable people to participate as agents in their own learning" (Moje, 2016). Social media can reinvent scholarly communication (e.g., peer review) and educational research approaches (e.g., use of digital trace data). Social media integration in education improves student and teacher learning (collaboration, active learning) (e.g., community building, resource exchange, individualization). Effective education policy impacts K-12, research, and teacher education. Social media firms, academic institutions, and politicians should establish flexible, exploratory, longitudinal, and designed-based social media policies. Social media facilitates student collaboration, which fosters critical thinking and tasks (Kirschner et al., 2009). Social media can help students connect within and outside the classroom. Students are encouraged to collaborate in teams, express themselves, broaden their viewpoints, and understand their roles in a global, digital society (Greenhow et al., 2009).

Negative impacts:

Social media offers many potentials for scholarly communication, but it also has critiques (Greenhow et al., 2019). Scholarly usage of media might have detrimental implications. Several women scholars have experienced online harassment (Veletsianos et al., 2018), demonstrating social media benefits aren't fairly dispersed. Unnecessary social media use hurts students' physical and psychological well-being since they don't relax and eat properly (Akram, 2017). The more time students spend online, the less time they have to interact face-to-face, reducing their social skills. Digitalization, the replacement of face-to-face exchanges with digital interactions, is transforming higher education and altering the false dilemma; institutions face new difficulties and opportunities (Márquez-Ramos, 2021). They couldn't communicate and socialise successfully face-to-face. As students rely increasingly on web and social media information, they lose learning, wisdom, and research skills (Akram, 2017). Despite social media's unique capacity for fostering students' learning, not all students utilise these channels for academic purposes (Akinwalere, 2022).

4) Social media's effects on business

Social media have changed how firms interact with the market and society, generating new possibilities and problems for marketing, operations, finance, and HR (Aral et al., 2013). Today, all industries use social networking sites progressively (Al Amin et al., 2020). Ecommerce businesses can benefit from social media campaigns (Rahman, 2015). Social media is popular worldwide. Facebook, Google+, Twitter, YouTube, LinkedIn, Flickr, Instagram, and MailChimp were chosen for this research. These platforms were chosen because these are widely used by businesses. Each and every social media technology has different capabilities and benefits utilised to increase customer. Social media helps companies communicate with and connect with their stakeholders (Siddiqui and Singh 2016). Social networking networks can promote businesses. Many businesses advertise on social media to attract the most clients, and customers can engage with the business on a more personal level. Social media can assist an organisation develop and expand a new brand and launch new items, for example. It gives the firm a voice that may be created through informal conversation (William, 2012). Organizations can design a strategy to support and promote themselves through social media. If businesses employ efficient social media tools and the correct tactics, they can quickly reach their target customers and develop loyal, long-term connections. Usage of social media in effective way can increase buyers' trust in the ability, honesty, and generosity of salespeople; thus, integrity and generosity increase client loyalty. In addition, a buyer's faith in benevolence can lower purchase risk and indirectly boost customer loyalty (Zhang and Li, 2019).

Positive impacts:

Social media allows companies to reach targeted customers for free, requiring only time and effort. Social networking helps firms build long-term client relationships. Entrepreneurs make use of social media to develop a network of supporters, which aids in business growth. Social media helps businesses learn their audience's likes and dislikes and promote themselves. Social media platforms provide valuable services to attract new customers. It helps customers understand products. Digital marketers have even more options to reach new consumers in novel ways as social media platforms continue to expand (<https://www.smartinsights.com/>).

Negative impacts:

In business, social media isn't wholly innocuous because many followers are free to publish their perspective and opinion on certain organisations, and any negative comment can lead to its collapse. Because of hacking, many of the large organisations have collapsed. The wrong internet brand strategy might cause a company viral social trouble. Engaging with social media is time-

consuming. As a company, you should designate someone to always promote your profile and pages with essential content. Most companies have problems measuring social media advertising results (**Siddiqui and Singh, 2016**).

5) Social media's effects on community

Social media has a significant impact on our society (**Neelamalar and Chitra, 2009**). Popular social networking platforms have changed how individuals communicate, think, and socialise online. These networking sites allow people to reunite with old acquaintances and coworkers. It helps users make new acquaintances and share photos, audio, and videos. Social media has revolutionised society's lifestyle and way of thinking. Social media's rising popularity has transformed our experiences of selfhood, relationships, and privacy. More than half of the globe now uses social media (58.4%) 4.62 billion individuals use social media, 424 million new users in the last year. The average amount of time spent on social media each day is 2h 27m. Facebook, Twitter, and Instagram are major social networking networks that allow users to publish images, share posts, and 'tweet' and 'like' other people's content. While using social media for any purpose, users must remember their cultural values, ethics, and social standards (**Jeesmitha, 2019**).

Positive impacts:

People can share knowledge and advice on social media (**Oh et al., 2013**). It allows people meet online and share ideas when they can't meet in person. Social media allows bloggers and writers to effortlessly connect with clients. Social sites unite people on a large platform to achieve specified goals and benefit society. Social media raises awareness and keeps our society informed. Social media networks quickly give global news. Thus, social media can be utilised for good causes now and in the future. The public is using social media to aid others by donating to needy people and assisting them immediately (**Ahmed et al., 2008**).

Negative impacts:

Despite of the advantageous usage of social media in society, several terrorists also use social media for opportunistic decision making in volatile environments (**Oh et al., 2011**). Social media addicts fritter a lot of time online, reducing their focus. Social media can end someone's prominence quickly by propagating a fake tale online. People sometimes distribute violent stuff that can negatively affect people's behavior, especially younger people.

6) Social media's effects on interpersonal communication and relationships

While it is necessary to comprehend the social media's effects on individuals and society, it is equally significant to evaluate how it influences interpersonal communication and relationships. It plays a significant role in establish and maintaining connections. In order to evaluate the influence of social media in case of interpersonal communication and relationships, it is necessary to consider both the benefits and drawbacks so that we may comprehend the full extent of social media's usefulness (**Phoon, 2017**).

Positive Influence:

The most fundamental advantage of social media is connecting. People from different places can build interpersonal communication as they can connect with anyone, despite of the location and religion. The beauty of social media is that it allows us to connect with everyone in order to learn, talk, and exchange ideas, as well as form good connections. Slowly, face-to-face communication time with others is being replaced by screen-to-screen communication time, which impairs people's ability to know others as actual people (**Drago, 2015**). There is a favourable correlation between the social media use and communication because the diversity of social networking sites enables users to engage with others of varying age, gender, nationality, religion, and cultural or political backgrounds (**Scheufele et al., 2004**).

Negative influence

If social media is considered as person's preferred mode of contact, it has the potential to diminish their ability to talk face-to-face or confront one another (**Drago, 2015**). As social media assist in establishing and publicising relationships, it also leads to many forms of societal involvement and other negative outcomes, such as stalking, cyberbullying, and online harassment (**Kwan and Skoric, 2013**). Moreover, according to **Valenzuela et al., (2014)**, social media use has been positively associated with marital dissatisfaction and poor marital quality. When surveillance is used to keep a watchful eye on a spouse, especially when it becomes a regular part of everyday life, it can be detrimental to the relationships (**Elphinston and Noller, 2011**). Information-sharing behavior patterns on social media have an impact on intimate relationships between couples (**Mpepo 2017**).

Conclusion

With the increasing usage of technology, social media has turned into an integral part of everyone's daily routine. Different fields are affected differently by social media, as mentioned in the text. Globally, people are becoming dependent on these technologies. Social media has enlarged the rate of cooperation and collaboration among student's at all educational levels. Additionally, it connects people around the globe. Moreover, commercial entities use social media in a number of ways to enhance their performance. Another facet of social media, however, has spawned a plethora of curses for humanity, since social media may create health problems and influence our societies. It allows individual to form fictitious identities or superficial relationships and

has become the primary recruitment tool for criminals in the United States. Personal information is no longer secure because it can be unlawfully stolen and released via the internet. Some Twitter or Face book accounts can also be hacked by any programmer who can then post content that could affect the individual's life. Moreover, there are a number of instances in which individuals conduct fraud exclusively through internet networking. Once people have a greater awareness of the advantages and cons of social media, as well as how to use it to their advantage, we are confident that they will be able to become less dependent on it and make better use of it. Although this may not always be the case, we sincerely hope that, as a society, we can regulate the misuse and overuse of social media, as opposed to allowing it to govern humanity. Indeed, we as a whole are in charge of the narrative, and we are the ones who can bring about a shift for a better future by utilising the benefits of such emerging technology and not misusing them.

Suggestions

We live in a technological environment where we can utilise social media effectively. The social media's future is optimistic. But the responsibility of social media users is increasing, from the information a student posts on their Facebook page to the reckless use of Twitter to tweet biased or unconfirmed news or reports of events. Carelessness can damage a single individual or millions of people. The opportunity to use each social networking service is concurrent with the obligation to be responsible for its intended purpose. It enables us to think internationally, participate globally, and advocate globally while doing locally. Additionally, every few years a new social media site sweeps over the world, making it necessary that we adapt. The youths need to be instructed on how to make use of social media to reduce time wasted on chatting and other useless activities and organise social events for people to engage and mingle in person to avoid a generation without face-to-face communication skills. Schools and government institutions should make use of social media to reach youth as they mainly spent most of their time using social media. Utilization of social media is advantageous, but should be controlled to prevent addiction. For the improvement and betterment of society, people must be made far more aware of the effective use of social media, as well as their potential misuse, cybercrimes, and online frauds.

Table 1: Number of monthly active users ranks the most popular social networks worldwide as of January 2022. (In millions)

Applications	Active Monthly Users
Facebook	2910
You tube	2562
WhatsApp	2000
Instagram	1478
Weixin/ WeChat	1263
TikTok	1000
Facebook Messenger	988
Douyin	600
QQ	574
Sina Weibo	573
Kuaishou	573
Snapchat	557
Telegram	550
Pinterest	444
Twitter	436
Reddit	430
Quora	300

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/0>

Table 2: Social Media usage and adoption (Global overview)

Number of social media users	4.62 billion
Quarter on Quarter change in social media users	+1.7% (+77 Million)
Year on Year change in social media users	+10.1 (+424 Million)
Average daily time spent using social media	2 Hours 27 Minutes (+1.4%)
Average number of social platforms used each month	7.5
Social media users Vs. Total population	58.4%
Social media users vs. population Age 13+	74.8%
Social media users vs. Total internet users	93.4%

Female Social media users vs. Total social media users	46.1%
Male social media users vs. total social media users	53.9%

<https://www.smartinsights.com/wp-content/uploads/2022/01/Social-media-usage-overview-2022.png>

Table 3: Social media users over time (In millions)

Year	Users (In Millions)	Increase Rate
Jan 2012	1482	
Jan 2013	1720	16.0%
Jan 2014	1857	+7.9%
Jan 2015	2078	+11.9%
Jan 2016	2307	+11.0%
Jan 2017	2789	+20.9%
Jan 2018	3196	+14.6%
Jan 2019	3461	+8.3%
Jan 2020	3709	+7.2%
Jan 2021	4199	+13.2%
Jan 2022	4623	+10.1%

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

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