

Social media has become an integral part of daily life for billions of people around the world. Social media has also been associated with political polarization, as echo chambers form and users are increasingly exposed to ideologically homogenous content. Social media is a double-edged sword, reflecting the complexity of human interactions in the digital age. Additionally, platforms like TikTok have been propelled by creators and influencers who harness the medium's reach to connect with audiences, often creating viral content that shapes cultural trends. Mark Zuckerberg, co-founder of Facebook, is undoubtedly one of the most influential; his platform not only revolutionized personal communication but also transformed marketing, journalism, and even political campaigning. Empower Activism and Social Movements: Platforms like Twitter and Instagram have been instrumental in movements like Black Lives Matter and #MeToo, allowing activists to mobilize support and raise awareness for social justice causes in ways that were not possible before. Artists, musicians, writers, and photographers have flourished, often gaining significant followings and recognition thanks to the shareability of their content. As technology advanced, more structured platforms began to evolve. 2.3.3