

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. It has bridged gaps, allowing individuals to form communities based on shared interests, regardless of geographical constraints. 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. Other notable figures include Jack Dorsey, co-founder of Twitter, who pioneered the microblogging concept that allows for rapid, concise public discourse.