



SOCIAL MEDIA AND CHANGING PATTERNS OF SOCIAL INTERACTION

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ABSTRACT

Social media has become an important part of contemporary social life and has significantly influenced the ways in which people communicate, maintain relationships, share information, and participate in communities. Platforms such as social networking sites, messaging applications, video-sharing services, and online discussion forums have made communication faster, more accessible, and less dependent on geographical distance. Individuals can maintain contact with family members, friends, colleagues, and wider social networks through digital platforms. Social media has also created new spaces for self-expression, identity formation, entertainment, learning, and community participation. These developments have changed traditional patterns of face-to-face interaction and introduced new forms of digital communication. The present study examines how social media is influencing interpersonal relationships and everyday social interaction. It focuses on changes in communication habits, frequency of interaction, relationship formation, information sharing, and participation in online communities. The study also considers how age, education, occupation, and patterns of internet use may influence people's experiences of social media.

The study further explores both the opportunities and challenges associated with changing patterns of social interaction through social media. Digital platforms can strengthen relationships by allowing people to communicate regularly despite physical distance and can help individuals find communities based on shared interests and experiences. At the same time, excessive dependence on online communication may reduce opportunities for direct interpersonal interaction and may affect the quality of some relationships. Issues such as privacy concerns, cyber bullying, misinformation, online conflict, social comparison, and digital dependency have also become important areas of discussion. Social media can influence how individuals present themselves, respond to others, and develop perceptions of social acceptance and belonging. The study therefore views social media as a complex social phenomenon that can both strengthen and transform interpersonal connections. Understanding these changes is important for examining contemporary social relationships and the development of digital society. The study emphasizes the need for responsible and balanced use of social media, digital literacy, awareness of online safety, and meaningful interaction both online and offline.

KEYWORDS: Social Media, Social Interaction, Digital Communication, Online Relationships, Social Networking, Digital Society, Interpersonal Communication, Virtual Communities, Online Identity, Social



Connectivity, Communication Patterns, Digital Culture, Youth and Social Media, Social Relationships, Online Communities, Social Change, Information Sharing.

INTRODUCTION

Social media has become an important part of contemporary society and has transformed the ways in which people communicate, develop relationships, share information, and participate in social life. The rapid expansion of smartphones, affordable internet services, and digital platforms has made online communication a routine part of everyday life. Platforms such as social networking sites, messaging applications, video-sharing services, and online discussion communities allow individuals to communicate across geographical boundaries and maintain relationships over long distances. Social media has reduced the dependence of communication on physical proximity and has created new opportunities for people to connect with family members, friends, colleagues, and communities. It has also provided spaces for self-expression, entertainment, education, professional networking, and the exchange of ideas. Young people in particular frequently use digital platforms as part of their daily communication and social activities. These developments have contributed to significant changes in traditional patterns of interpersonal interaction and have created new forms of social participation.

The influence of social media extends beyond communication and affects the quality, frequency, and nature of social relationships. Online interactions can help people maintain existing relationships, develop new friendships, participate in communities based on shared interests, and receive emotional or informational support. At the same time, increased dependence on digital communication may change patterns of face-to-face interaction and influence how individuals experience relationships and social belonging. Issues such as privacy, cyberbullying, misinformation, online conflicts, social comparison, and excessive use of digital platforms have become important concerns. Social media also allows individuals to present particular versions of themselves to online audiences, influencing processes of identity formation and social recognition. The changing nature of interaction therefore involves both opportunities and challenges. Understanding these changes is important for sociology because social interaction is a fundamental component of social organization and community life. The present study examines how social media is reshaping interpersonal communication, relationships, community participation, and everyday social behaviour, while considering the need for responsible digital engagement and a healthy balance between online and offline interaction.

AIMS AND OBJECTIVES:

The main aim of this study is to examine the role of **social media in changing patterns of social interaction** in contemporary society. Social media has transformed the ways individuals communicate, establish relationships, exchange information, and participate in communities. The study aims to understand how digital platforms influence interpersonal communication and how online interaction is becoming integrated into everyday social life. It seeks to examine the changing frequency and nature of communication between family members, friends, colleagues, and wider social networks. The study also aims to understand how social media enables people to maintain relationships across geographical distances and develop new connections based on shared interests. It examines the role of social media in self-expression, identity formation, entertainment, education, and community participation. The study further considers differences in social media use according to age, education, occupation, and patterns of internet access. It seeks to understand whether online communication complements traditional face-to-face interaction or contributes to changes in established forms of interpersonal relationships.

The major objectives of the study are to examine the relationship between social media use and patterns of interpersonal communication; to understand how digital platforms influence family and friendship relationships; to study the role of social media in creating and maintaining online communities; to examine changes in face-to-face interaction associated with increased digital communication; to understand how social media influences self-expression and online identity; to study the role of social media in information sharing and social awareness; to examine how young people use social media for communication and social participation; to identify the positive opportunities created by online interaction; to examine challenges such as privacy concerns, cyberbullying, misinformation, online conflicts, and excessive use; to understand the influence of social media on feelings of social connection and belonging; to examine differences in social media experiences among different social groups; and to suggest ways of promoting responsible, balanced, and meaningful use of social media. Overall, the study aims to provide a sociological understanding of how digital communication is transforming interpersonal relationships and patterns of social interaction in contemporary society.

REVIEW OF LITERATURE:

The literature on **social media and changing patterns of social interaction** indicates that digital technologies have significantly transformed the ways individuals communicate and maintain relationships. Early studies of computer-mediated communication examined how the internet could overcome geographical barriers and create new forms of interaction. With the expansion of social networking platforms, researchers have increasingly explored how online communication influences interpersonal relationships, identity, community formation, and everyday behaviour. Boyd and Ellison (2007) described social network sites as platforms that allow individuals to construct profiles, establish connections, and view their networks, highlighting the importance of digital spaces in contemporary social life. Castells (2010) discussed the emergence of network societies in which communication and social relationships are increasingly organized through interconnected digital networks. Research has also shown that social media can help individuals maintain existing relationships, reconnect with distant contacts, and develop new communities based on common interests. Online communication provides opportunities for rapid information exchange, self-expression, social support, entertainment, and participation in collective activities. Studies have particularly examined the experiences of young people, who often use social media as an important part of their everyday communication and social interaction.

At the same time, the literature identifies several challenges associated with the increasing use of social media. Research has examined whether frequent online interaction changes the quality or frequency of face-to-face communication and how digital communication may influence feelings of social connection and loneliness. Some studies have identified positive associations between social media use and maintaining social networks, while others have drawn attention to excessive use, social comparison, online conflict, cyberbullying, privacy concerns, and exposure to misinformation. Turkle (2011) examined concerns surrounding technology-mediated communication and the changing nature of conversation and interpersonal connection. Recent scholarship has also emphasized that the effects of social media depend on how platforms are used, the type of relationships involved, individual circumstances, and the social context. In the Indian context, increasing smartphone and internet use has expanded opportunities for digital communication across geographical and social boundaries, while differences in digital access and literacy remain important considerations. Overall, the literature presents social media as a complex social phenomenon that can strengthen existing relationships and create new forms of interaction while also introducing challenges to privacy, communication quality, and social well-being. These studies provide a

useful foundation for examining how social media is reshaping patterns of social interaction in contemporary society.

RESEARCH METHODOLOGY:

The present study adopts a **descriptive and analytical research methodology** to examine how social media is influencing changing patterns of social interaction in contemporary society. The study focuses on the ways individuals use social media platforms for communication, relationship building, information sharing, self-expression, entertainment, and participation in online communities. Both **primary and secondary sources of data** may be used. Primary data can be collected through questionnaires, interviews, and discussions with selected respondents who regularly use social media. Secondary data can be obtained from books, academic journals, research papers, reports, and reliable digital sources related to social media and communication. The sample may include respondents from different age groups, genders, educational backgrounds, occupations, and socioeconomic categories to understand variations in social media use. The questionnaire may include questions concerning frequency of social media use, preferred platforms, purposes of use, online and offline communication, family and friendship relationships, community participation, and perceptions of social interaction. Questions may also examine privacy, cyberbullying, misinformation, online conflicts, and the perceived effects of frequent social media use. Participation should be voluntary, and confidentiality and informed consent should be maintained throughout the research process.

The collected information will be **organized, classified, and analyzed using quantitative and qualitative methods**. Quantitative responses may be presented through frequencies, percentages, tables, and charts to identify patterns in social media usage and communication behaviour. Qualitative responses from interviews and open-ended questions may be analyzed thematically to understand participants' experiences and perceptions of changing social relationships. The study may compare patterns across age groups, gender, educational levels, occupations, and other relevant social categories. Important variables may include frequency of social media use, duration of use, purpose of use, number and type of online connections, face-to-face interaction, family communication, friendship patterns, and participation in online communities. The study also examines both positive and negative aspects of digital interaction, including relationship maintenance, social support, information exchange, online identity, privacy concerns, cyberbullying, misinformation, and excessive use. The findings will be interpreted in relation to the objectives of the study and relevant sociological perspectives on social interaction and digital society. Limitations such as sample size, geographical coverage, self-reported responses, and rapidly changing social media trends should be considered when interpreting the findings. Overall, the methodology provides a systematic framework for understanding how social media is transforming interpersonal relationships and patterns of social interaction.

STATEMENT OF THE PROBLEM:

Social media has become an important part of everyday life and has significantly changed the way people communicate and interact with one another. Platforms such as Facebook, Instagram, WhatsApp, YouTube, X, and other digital networking applications provide individuals with opportunities to communicate instantly, share information, express opinions, maintain relationships, and participate in online communities. Although social media has made communication faster and easier, it has also introduced changes in traditional patterns of social interaction. Face-to-face communication is increasingly accompanied or replaced by online conversations, text messages, video calls, comments, and reactions. People can maintain relationships across geographical boundaries, reconnect with old friends, and develop

new social networks based on common interests. At the same time, differences in the frequency and manner of social media use may influence family relationships, friendships, community participation, and interpersonal communication. Young people in particular spend considerable time on digital platforms, making social media an important environment for communication, identity formation, entertainment, and social participation. Therefore, it is necessary to examine how increasing dependence on social media is influencing the nature, frequency, quality, and direction of social interaction in contemporary society.

The problem is not limited to increased digital communication but also concerns the **social consequences of changing interaction patterns**. Excessive use of social media may reduce opportunities for direct interpersonal communication, create misunderstandings, encourage social comparison, and contribute to conflicts or feelings of isolation among some users. Concerns related to privacy, cyberbullying, misinformation, online harassment, fake identities, and excessive screen time have also become important issues in the study of digital interaction. At the same time, social media can provide social support, strengthen existing relationships, facilitate community formation, spread useful information, and create opportunities for individuals to participate in social activities. These contrasting possibilities make it difficult to understand social media simply as either beneficial or harmful. The impact may differ according to age, gender, education, occupation, socioeconomic background, digital literacy, purpose of use, and the type of relationships maintained online. The central problem of the present study is therefore to understand how social media is reshaping patterns of social interaction, how online and offline forms of communication are connected, and what opportunities and challenges emerge from these changing patterns. The study seeks to provide a sociological understanding of the transformation of interpersonal relationships and communication in the context of an increasingly digital society.

NEED OF THE STUDY:

The rapid growth of social media has created significant changes in the ways individuals communicate, build relationships, and participate in social life. Digital platforms have become an important part of everyday communication, particularly among young people, students, professionals, and urban populations. People can now communicate instantly through messages, voice calls, video calls, comments, and online groups, regardless of geographical distance. This development has created new opportunities for maintaining relationships, sharing information, expressing ideas, developing communities, and receiving social support. However, the increasing dependence on digital communication also raises important sociological questions about the quality and nature of interpersonal relationships. Traditional face-to-face interaction is increasingly connected with online interaction, creating new patterns of communication within families, friendship groups, educational institutions, workplaces, and communities. Therefore, there is a need to study how social media is changing everyday social interaction and how individuals adjust their relationships and communication practices within an increasingly digital environment. Understanding these changes is important for examining broader processes of social change, modernization, technological development, and transformation of social relationships.

The study is also needed because social media has both positive and challenging dimensions that require careful examination. It can strengthen relationships by helping people remain connected, especially when they live in different places, and can provide opportunities for social participation, information exchange, learning, entertainment, and community building. At the same time, excessive or inappropriate use may create communication problems, reduce direct interaction, encourage social comparison, and contribute to privacy concerns, cyberbullying, misinformation, online conflicts, and dependence on digital platforms. These effects may differ according to age, gender, education, occupation, socioeconomic conditions, digital literacy, and patterns of social media use. Studying these differences can provide a better

understanding of how digital technology influences social relationships and individual behaviour. The study is therefore important for students, researchers, educators, families, and social institutions seeking to understand contemporary patterns of communication. It can also contribute to awareness about responsible social media use, healthy relationships, digital literacy, privacy, and balanced online and offline interaction. Overall, the study is necessary to understand the changing nature of social interaction and the wider social consequences of the increasing integration of social media into everyday life.

Further Suggestions for Research:

Future research on social media and changing patterns of social interaction can examine the subject across different age groups, social backgrounds, educational levels, occupations, and geographical regions. Comparative studies between rural and urban populations can provide useful insights into differences in digital access, social media usage, communication practices, and online relationships. Researchers can also conduct longitudinal studies to understand how prolonged social media use influences interpersonal relationships and communication patterns over time. Special attention may be given to young people because social media plays an important role in their educational, social, and personal lives. Future studies can examine the relationship between social media use and family communication, friendship patterns, peer relationships, community participation, and face-to-face interaction. Research can also compare different social media platforms to understand how platform features influence communication behaviour. Qualitative studies involving interviews, focus groups, and personal experiences can provide deeper understanding of how individuals perceive online relationships and digital communities. Researchers may also explore differences in social media behaviour based on gender, socioeconomic background, digital literacy, and access to technology.

Further research should also examine emerging challenges associated with the rapid development of digital communication. Studies can investigate the effects of excessive social media use, online conflict, cyberbullying, misinformation, privacy concerns, social comparison, and digital dependency on social relationships and everyday behaviour. Researchers can explore how individuals manage their online identities and how digital communication influences self-expression, social acceptance, and belonging. Future studies may also examine the role of social media in building communities, supporting individuals during difficult situations, organizing social activities, and encouraging participation in collective initiatives. More research is needed on digital literacy and responsible social media use, particularly among young users and students. Interdisciplinary research combining sociology, psychology, communication studies, education, and technology studies can provide a broader understanding of the subject. Researchers should also consider rapidly changing technologies such as artificial intelligence, short-video platforms, virtual communities, and emerging digital communication tools. Larger and more diverse samples, reliable research instruments, and mixed-method approaches can improve the quality of future studies. Such research can contribute to a deeper sociological understanding of how technological change is transforming social relationships and patterns of interaction in contemporary society.

Scope and Limitations

The scope of the present study is to examine the changing patterns of social interaction associated with the increasing use of social media in contemporary society. The study focuses on how digital platforms influence communication, interpersonal relationships, family interactions, friendships, peer relationships, and participation in online communities. It considers different purposes of social media use, including communication, information sharing, entertainment, education, self-expression, and social networking. The study may include respondents from different age groups, genders, educational backgrounds, occupations,

and socioeconomic categories to understand variations in social media behaviour. It also examines the relationship between online and face-to-face interaction and considers how individuals maintain social connections through digital communication. The study covers both positive and challenging aspects of social media, including relationship maintenance, social support, community formation, information exchange, privacy concerns, cyberbullying, misinformation, excessive use, and changes in communication habits. The study can provide useful insights for students, researchers, educators, families, and social institutions interested in understanding digital communication and contemporary social change. It also provides a sociological perspective on the transformation of interpersonal relationships in an increasingly connected digital society.

The study has certain limitations that should be considered while interpreting its findings. The number of respondents and geographical area covered may be limited, which can restrict the generalization of the findings to the wider population. Social media platforms and their features change rapidly, so patterns of use identified during the study may change over time. Much of the information may depend on respondents' self-reported experiences, and some participants may not accurately remember or disclose the amount of time they spend on social media. Differences in internet access, digital literacy, socioeconomic conditions, and personal preferences may also influence responses. The study may not cover every social media platform or every aspect of digital communication because of limitations of time and resources. Measuring the quality of social relationships and the emotional effects of online interaction can also be difficult because these experiences vary from person to person. The study focuses primarily on social interaction and therefore may not provide a detailed examination of other technological, economic, or psychological dimensions of social media. Despite these limitations, the study provides a useful framework for understanding major changes in communication and social relationships and can serve as a foundation for further research on social media and social interaction.

Scope of the Study:

The present study focuses on the role of social media in transforming patterns of social interaction in contemporary society. It examines how platforms such as social networking sites, messaging applications, video-sharing platforms, and online communities have changed the ways individuals communicate and maintain relationships. The study covers different forms of interaction, including communication among family members, friends, classmates, colleagues, and wider social groups. It explores the use of social media for interpersonal communication, information sharing, entertainment, education, self-expression, social networking, and community participation. The study also considers the changing relationship between online and face-to-face interaction and examines how digital communication has become integrated into everyday social life. Particular attention may be given to young people and other frequent social media users because digital platforms have become an important part of their communication practices. The study can examine differences in social media use according to age, gender, education, occupation, socioeconomic background, and geographical location. It also considers how social media enables people to maintain relationships across geographical boundaries and develop connections based on shared interests and experiences.

The scope of the study also includes the positive and challenging dimensions of changing social interaction through social media. It examines how digital platforms can support relationship maintenance, social networking, social support, information exchange, community formation, and opportunities for self-expression. At the same time, the study considers issues such as reduced face-to-face interaction, excessive social media use, privacy concerns, cyberbullying, misinformation, online conflicts, and changes in interpersonal communication. The study may further explore the influence of social media on family

communication, friendship networks, peer relationships, and participation in online communities. It provides an opportunity to understand how individuals negotiate their identities and relationships in both online and offline environments. The study is relevant to sociology because changes in communication technology can influence social relationships, group behaviour, cultural practices, and patterns of community participation. The findings may be useful to students, researchers, educators, families, and social organizations seeking to understand contemporary digital society. Overall, the scope of the study extends from individual communication practices to broader changes in social relationships and interaction patterns associated with the growing importance of social media.

Findings:

The study indicates that social media has become an important part of everyday social interaction and communication. Individuals use social media platforms for maintaining relationships, sharing information, entertainment, education, self-expression, and participation in online communities. The findings suggest that communication has become faster, more convenient, and less restricted by geographical distance. People are able to remain connected with family members, friends, classmates, colleagues, and other social groups through instant messages, voice calls, video calls, and online groups. Social media also provides opportunities for individuals to reconnect with people from their past and develop new relationships based on common interests. Young people, in particular, frequently use digital platforms as part of their daily communication and social activities. The study further finds that online interaction has become closely connected with offline relationships, rather than existing completely separately from them. Social media is also used for expressing opinions, sharing personal experiences, participating in discussions, and receiving social support. These patterns demonstrate that digital communication has contributed to significant changes in the frequency, speed, and form of social interaction in contemporary society.

The findings also reveal that the influence of social media on social interaction includes several challenges. Frequent or excessive use of social media may reduce the time available for direct face-to-face communication and can sometimes affect the quality of interpersonal interaction. The study identifies concerns related to privacy, cyberbullying, misinformation, online conflicts, social comparison, and excessive dependence on digital communication. Some users may experience misunderstandings because online messages often lack the emotional and non-verbal cues available during direct communication. At the same time, social media can strengthen relationships by allowing individuals to communicate regularly despite physical distance and by creating supportive online communities. The findings suggest that the effects of social media differ according to the purpose and pattern of use, individual circumstances, digital literacy, and social environment. Social media therefore cannot be understood only as a replacement for traditional interaction; rather, it has created a combination of online and offline forms of communication. Overall, the study finds that social media is reshaping interpersonal relationships, communication habits, community participation, and everyday social behaviour, making digital interaction an important dimension of contemporary social life.

Discussion:

The findings of the study demonstrate that social media has significantly influenced the patterns and processes of social interaction in contemporary society. Digital platforms have made communication faster, easier, and more accessible, allowing individuals to maintain relationships across geographical and social boundaries. Social media provides opportunities for people to communicate with family members, friends, classmates, colleagues, and wider social networks through messages, voice calls, video calls, online

groups, and other forms of digital communication. This transformation indicates that social interaction is no longer limited to physical spaces such as homes, schools, workplaces, and community settings. Online spaces have become important environments where individuals exchange information, express opinions, develop relationships, and participate in social activities. The findings also show that social media can strengthen existing relationships by enabling frequent communication and helping individuals remain connected despite physical distance. It can also facilitate the formation of communities based on common interests, experiences, or social concerns. These developments demonstrate the growing importance of digital communication in shaping everyday social relationships and patterns of interaction.

At the same time, the findings indicate that the changing nature of social interaction involves both opportunities and challenges. Increased dependence on digital communication may sometimes reduce direct face-to-face interaction and influence the quality of interpersonal relationships. Problems such as privacy concerns, cyberbullying, misinformation, online misunderstandings, social comparison, and excessive use can create difficulties for individuals and social groups. However, these effects are not uniform, and the impact of social media depends on how it is used, the purpose of interaction, individual circumstances, and the social environment. Social media may complement traditional forms of interaction rather than simply replace them, creating a combination of online and offline relationships. The discussion therefore highlights the need to understand digital interaction as an important part of wider social change. Individuals increasingly manage relationships across both physical and virtual spaces, while families, educational institutions, workplaces, and communities adapt to new communication practices. Responsible use, digital literacy, awareness of privacy, and balanced online and offline interaction can help individuals benefit from social media while reducing potential difficulties. Overall, the study suggests that social media is contributing to a significant transformation in communication, relationship formation, community participation, and everyday social behaviour.

CONCLUSION:

Social media has become an important part of contemporary social life and has significantly transformed the ways individuals communicate and interact with one another. The study concludes that digital platforms have made communication faster, more convenient, and less dependent on geographical distance. Individuals can maintain relationships with family members, friends, classmates, colleagues, and wider social networks through messages, voice calls, video calls, and online communities. Social media has also created new opportunities for information sharing, self-expression, entertainment, education, social support, and community participation. The growing use of digital platforms demonstrates that social interaction is increasingly taking place across both online and offline environments. People are developing new communication habits and adapting traditional relationships to digital spaces. Young people, in particular, have become active participants in these changing patterns of interaction, making social media an important part of their everyday social experiences. The study therefore recognizes social media as an important factor contributing to the transformation of interpersonal relationships and communication practices in contemporary society.

However, the study also concludes that the increasing use of social media presents several challenges that require careful attention. Excessive dependence on digital communication may reduce opportunities for face-to-face interaction, while privacy concerns, cyberbullying, misinformation, online conflicts, social comparison, and misunderstandings can affect social relationships. At the same time, social media can strengthen relationships by helping individuals remain connected across distance and by providing spaces for social support and community formation. Therefore, the influence of social media cannot be understood as entirely positive or negative; its effects depend on patterns of use, individual

circumstances, digital literacy, and the social context in which it is used. A balanced approach to online and offline interaction is important for maintaining meaningful relationships. Awareness of privacy, responsible communication, critical evaluation of information, and appropriate digital behaviour can contribute to healthier social interaction. Overall, social media represents an important dimension of social change, reshaping communication, relationships, identity, and community participation. Understanding these changes is essential for developing a socially responsible and digitally aware society.

RECOMMENDATIONS:

The study recommends promoting **balanced and responsible use of social media** to maintain healthy patterns of social interaction. Individuals should be encouraged to use digital platforms for meaningful communication, education, information sharing, social support, and community participation while avoiding excessive and unnecessary use. Families should encourage regular face-to-face communication and shared activities so that online interaction does not completely replace direct interpersonal relationships. Educational institutions can provide digital literacy programmes that help students understand responsible social media use, online communication, privacy protection, and critical evaluation of information. Young people should be encouraged to develop healthy communication habits and maintain an appropriate balance between online and offline relationships. Users should be made aware of the importance of protecting personal information, using strong privacy settings, and avoiding unnecessary disclosure of sensitive details on social media platforms. Awareness programmes can also address cyberbullying, online harassment, misinformation, fake accounts, and harmful online behaviour. Individuals should think carefully before sharing or forwarding information and should verify information from reliable sources before accepting it as factual. These measures can help create safer and more constructive digital environments.

Further, social institutions, educators, researchers, and community organizations should work together to understand the changing nature of digital social interaction. Schools and colleges can organize workshops on digital citizenship, online ethics, privacy, cyber safety, and respectful communication. Parents and guardians should maintain open communication with young people about their social media experiences without unnecessarily restricting constructive digital engagement. Social media users should be encouraged to use technology to strengthen relationships rather than allowing digital communication to replace meaningful personal interaction. Researchers should conduct further studies involving diverse age groups, rural and urban populations, and different socioeconomic backgrounds to understand variations in social media behaviour. More attention should also be given to the experiences of individuals who have limited digital access or digital literacy. Social media platforms and relevant organizations should promote safer communication practices and provide accessible mechanisms for addressing harmful online behaviour. Regular assessment of changing digital trends is also necessary because social media technologies continue to evolve rapidly. Overall, responsible use, digital literacy, privacy awareness, respectful communication, and a healthy balance between online and offline interaction should be promoted to support positive social relationships in the digital age.

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