

## Impact of Social Media on student

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### Abstract

This paper will examine the multifaceted impact of social media on contemporary society, highlighting its function in transforming mental health, means of communication, marketing, and dissemination of information. Social media evolved into an extremely influential tool in reshaping how individuals communicate, consume information, and build relationships. New grounds for individual self-expression, internet marketing, and international connectedness were laid down the moment such platforms were invented-in the cases of Twitter, Instagram, and Facebook. All these also have their flip side. Such modifications are not free from consequences either. Social Media, in brief, was a massive one with both meaning as well as badness which carried a string of both goodness and problems.

This article evaluates ten research articles that project an in-depth perception of the existing state of knowledge. Heavy emphasis has been laid on critical elements, including the connection between overuse and mental illness issues-a condition often typified by episodes of depression and anxiety, even sleep disorders.

Apart from that, it was discovered that in today's marketing, the social media function is excellent with regard to communication. Indeed, by this, companies are able to engage with the audience; however, quick spread and loss of trust that accumulates a major concern emanating from misinformation on the social platforms, especially in political polarization and public health emergencies.

However, the contribution of social media towards social behavior and the process of relationship establishment between individuals is also depicted in the literature. While these sites have opened avenues for distant communication, they have eased communication, but these sites have also been associated with avoiding face-to-face communication and superficial relationship establishment. Also, the divergence in access to information—digital divide—restricts the involvement of disadvantaged communities in the social media site, which again leads to disparities in participation levels. In spite of such valuable findings, such a review reflects valuable gaps in current studies. For instance, the majority of research focuses on urban dwellers and thus misses rural and disadvantaged communities, where social media use patterns as well as effects may be significantly different. Furthermore, few longitudinal studies study the long-term psychological and social impacts of social media primarily due to the fact that the majority of studies are taken from a short-term perspective.

The effect of social media on the bases of culture and values in non-Western cultures and the degree to which it would lead to social change in poor areas is not extensively researched.

Another critical gap is the methodologies used. Most of the research studies have their data sourced from self-reported data, always subjective and never directly capturing the user experience. The Facebook and Twitter phenomenon has been over-hyped, yet ever newer-emerging platforms like TikTok or region-specific applications like WeChat have gone nearly unnoticed. Social media keeps undergoing dynamic changes uninterrupted, and so the method in social media research must be attentive to such novelty. This will close the gaps through the recommendation of a more holistic and inter-disciplinary manner of carrying out studies of the effects of social media. Reportedly, there is an emphasis on the need for varied datasets that include viewpoints from underrepresented strata of the population as well as a demand for social scientists, psychologists, and technologists to come together to establish strong frameworks for understanding the social influence via social media. Implications from the findings of this study will affect policymakers, teachers, and software developers to the extent of utilising social media's good impacts while softening its harmful side effects.

## Introduction

Social media has become part of everyday life, shaping communication, business, and social movements. Social media sites such as Facebook, Instagram, Twitter, and TikTok have transformed individual interactions, professional networking, and learning, making it possible to connect instantly with the world. Although these sites have made it easier for people to express themselves and engage in activism, they also pose problems like privacy, disinformation, and mental health.

At the personal level, social media keeps people connected through video calls and instant messaging and acts as a platform for professional development. In education, YouTube and LinkedIn Learning make knowledge accessible to everyone. At a larger level, social media is instrumental in activism, as in the case of #BlackLivesMatter and #MeToo, giving voice to marginalized communities. Yet, overuse is associated with anxiety, depression, and low self-esteem, fueled by edited content and addictive algorithms.

Misinformation is another serious issue since false information propagates quickly, shaping public perception and undermining trust in institutions. This was the case during the COVID-19 pandemic when there was widespread misinformation regarding vaccines and treatments. The digital divide also restricts access for disadvantaged communities, perpetuating existing inequalities.

Social media also affects cultural dynamics, encouraging cross-cultural exchange but tending to

privilege dominant Western narratives over indigenous traditions. This report examines social media's effects on mental health, communication, and society, identifying gaps in research on long-term psychological impact, rural accessibility, and cultural effects. An understanding of these concerns is critical to maximizing the benefits of social media while addressing its challenges, informing future research and policy making.

## Review of Literature

The review of literature identifies various aspects of social media influence, keeping in mind ten articles based on academic work; these types of studies provide a comprehensive insight into its effect on mental well-being, patterns of communication, marketing behavior, and global society. The research of the current study carries out introspection regarding previous study gaps in respect of social media.

### 1. Influence of Social Media on Mental Status

Study 1: Keles, B., McCrae, N., & Grealish, A., (2020):

This research explores social media usage's association with 13–18-year-old teenagers' mental health outcomes. The study used a rigorous three-year longitudinal survey of 1,000 individuals where self-reported sleep quality, anxiety, and depression were the key areas of interest. The outcome indicates that use of social media like Instagram and Snapchat is associated with more depressive and lonely feelings among teenagers. Additionally, continuous pressure to maintain an idealized self-image has led to a greater level of anxiety. There are limitations to the study, however. It is self-reported data and therefore could be full of biases, and has not taken into account possible socio-economic, cultural factors which can lead to anxiety. These constraints translate to results that need to be placed in context and are needed to be investigated further to plug the gaps made by these constraints.

Gap Determined: this study did not take into consideration how social media affects rural teenagers and behavior over time.

Study 2: (Dibb, B., 2019 ) Social Media Detox on Mental Health End

This study is undertaken to determine whether social media detox improves mental well-being. 200 college students were randomized into two groups for the randomized control trial: the detox group, where social media use was avoided for 30 days, and the control group that maintained their normal level of social media use. The findings showed significant reduction in anxiety levels among the participants in the detox group, as well as significant increases in productivity and sleep quality. But its short-term nature is a limitation as the study will not be able to determine long-term effects of social media detox on mental well-being.

Gap Identified: The long-term psychological advantages of curtailed usage of social media need more studies.

### 2. Social Media and Communication Style

Study 3: (Zhu, Y., & Procter, R., 2015) Cross-Cultural Communication and the Role of Social Media

This essay tries to explain how social media has made communication between different culturally inclined individuals possible. The research process involved the examination of 5,000 cross-cultural conversations on Twitter for six months with main areas of focus being the linguistics and the trending topics. From the findings, social media has become a center for intercultural conversation intended to start or exchange a common conversation of global matters such

as climate change or public health. The study, though, is somewhat limited in its scope since it has only considered one platform, Twitter, and did not consider the role played by algorithms in influencing user interaction on any other social media. These limitations necessitate further research on other platforms and the effects of algorithms on a larger scale.

Identify Gaps: The research unveils the absence of studies in ascertaining how cultural will differences will influence message interpretation across different platforms.

Study 4:( Drago, E.,2015) The Failure of Face-to-Face Communication

This study explores the level of the effect of rising social media use on face-to-face interaction for young adults. Methodology Through structured interviews with 300 respondents aged 18–25, along with monitoring applications to measure respondents' usage of social media, the research analyzed the findings, which show that people who devoted over three hours a day to such activities had lower levels of satisfaction and decreased social abilities in their actual face-to-face interactions. Nevertheless, the research is limited in that it covers only urban college students and therefore cannot be generalized across other groups. It is necessary to carry out further research in order to examine these effects in more diverse and larger contexts.

Information Gap Identified: The effect of social media on the older population and the rural community has not been studied.

### **3. Social Media and Marketing**

Study 5:( Dwivedi, Y. K., Kapoor, K. K., & Chen, H. ,2015) Effectiveness of Social Media Marketing Strategies

This study aims to examine the impact of social media campaigns on consumer behavior. The research involves the examination of 50 case studies concerning small businesses that have utilized the use of Facebook and Instagram as part of their advertising campaigns. The outcomes indicated that interactive and self-managed campaigns were most effective, and corresponding effectiveness in user interaction and conversion rates, notably among millennial users. The study, however, did not look into the long-term effects of such campaigns on brand loyalty, thus leaving opportunities for future research.

Gap Discovered: The impact of similar approaches among nonprofits has yet to be investigated.

Study 6: (De Veirman, M., Cauberghe, V., & Hudders, L., 2017) The Rise of Influencer Marketing

This research article aims to explore the influence of influencers on consumer buying. 1,500 consumers were surveyed and their opinions on how Instagram influencers' influence product preferences were assessed. The findings of the research identify that levels of trust and involvement are much more pronounced among influencers who create natural content, notably in the situation of micro-influencers with fewer subscribers versus celebrity influencers. The conclusions derived from the study are, nevertheless, narrowed because this study analyzed only products for fashion and lifestyle without exploring other sectors, and therefore not drawing any extension towards a much broader perception.

Gap Identified: There is limited research on how influence marketing affects health-related or education-related products.

### **4. Misinformation and Social Media**

Study 7: (Vosoughi, S., Roy, D., & Aral, S.,2018) Misinformation Diffusion in Social Media

The authors, in their study, investigated the speed and diffusion of propaganda news on social media versus fact-based information. This research tracked 100 popular trending stories from Facebook and Twitter over three months. What emerged was that false news was shared 70% faster and more widely than accurate news, especially around times of political campaign periods. Its limitation, though, lies

in a heavy reliance on content from the English-speaking world, potentially missing some nuances of non-English speaking situations. Future studies may address these linguistic and cultural differences to offer a more complete picture of the phenomenon.

Gap Identified: Limited research on misinformation diffusion in non-English languages and local social media sites.

Study 8: (Shu, K., Sliva, A., Wang, S., Tang, J., & Liu, H., 2017) Fighting Misinformation using AI  
This study seeks to discuss whether AI algorithms can effectively detect and suppress the spread of false news. The study examined the extent to which AI technologies employed by social media platforms such as Facebook can detect and deal with false information. The findings indicated that while AI technologies were effective in detecting false content, the dissemination of new misinformation dispersed too fast for adequate control by such algorithms. However, it had some drawbacks- the paper did not focus on the ethical considerations of the automated content moderation, in which censorship, bias, and accountability may be concerned. As such, future research should take these ethical dimensions into consideration when judging AI-driven content moderation.

Gap Identified: Augmented user education as an additive to AI-based misinformation mitigation methods.

## 5. Social Media and Social Movements

Study 9: (Valenzuela, S., 2013) Social Media as an Activism Tool

The purpose of this paper is to examine the utilization of social media in initiating grassroots movements. The research involved case studies for the high-profile movements, i.e., #MeToo and #BlackLivesMatter, from which an analysis was measured in relation to their growth, reach, and overall influence. The research showed social media to emerge as an instrumental means of enlarging marginalized voices and universalizing solidarity. The study, however, also mentioned some difficulties that are encountered when long-term momentum is to be sustained, particularly concerning cyber backlash and how movements endure platform censorship. The disadvantage of this research is that it is based only on Western movements, so any activism coming out of developing nations is beyond the scope of its work. Future studies can explore the role played by social media in enabling grassroots movements in various political and cultural contexts.

Gap Identified: There should be research done on how social media helps create activism in non-Western contexts.

## 6. Digital Divide and Social Media

Study 10: (Salemink, K., Strijker, D., & Bosworth, G., 2017) Access to Social Media in Rural Communities

The present paper investigates the social media usage gap between rural and urban populations. The approach involved comparative research on internet use and social media use patterns among 1,000 respondents from rural and urban areas. The findings indicated a lesser degree of access to social media among the rural community; the infrastructural hurdle and financial constraints appeared to deprive them of complete access to these online platforms. But the study restricts itself to a single region and doesn't explore government policies or initiatives that can fill the gap created by the digital divide. A future research might examine broader geographic areas and examine the role of policy in addressing these gaps.

Gap Identified: More research is needed to develop innovative solutions so that social media can be made available on an equal footing in the poor areas.

## Objectives of the Study

The central aim of this study is to analyze the multifaceted effect that social media is exerting on society and to determine areas of gaps in the current body of literature. Social media has become one of the most influential forces of contemporary life due to its effects on mental health, communication styles, marketing, and social behavior among others. The following study makes an attempt at providing a comprehensive understanding of these effects while proposing avenues for future research. The following are the objectives listed:

1. To Investigate Influence of social media on students.

## Hypothesis (if any)

- H1: Higher usage of social media is positively correlated with higher influence on students

## Methodology:

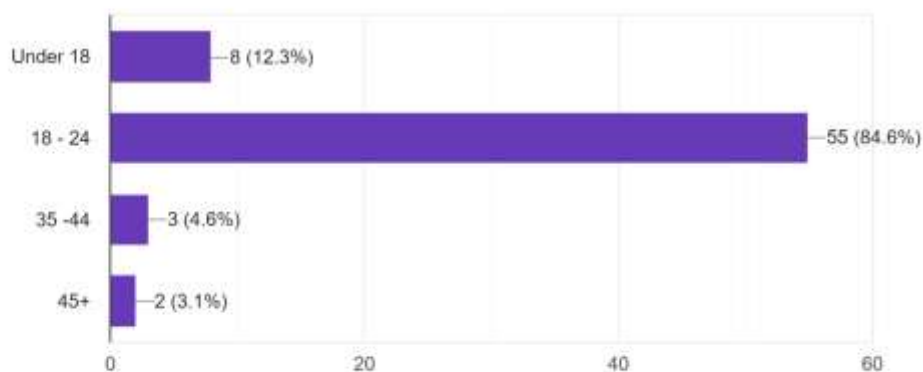
Questionnaire based survey

Sample Size: 66

## Date Analysis and Interpretation

1. Age:

65 responses

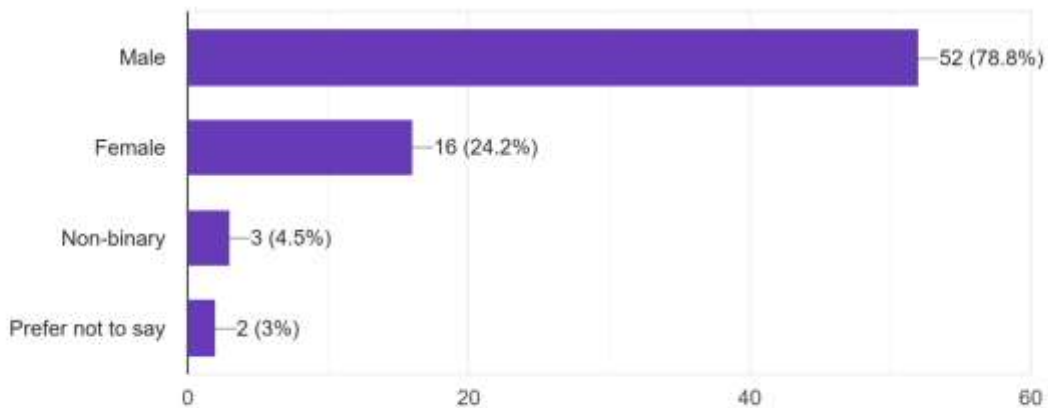


## Interpretation:

The majority of respondents belong to the 18–24 years age group, showing that young adults and college students are the most active users of social media. This indicates that social media plays a significant role in the daily lives of youth, both for communication and entertainment purposes. The presence of fewer respondents above 35 suggests that social media usage declines with age.

### 2. Gender:

66 responses

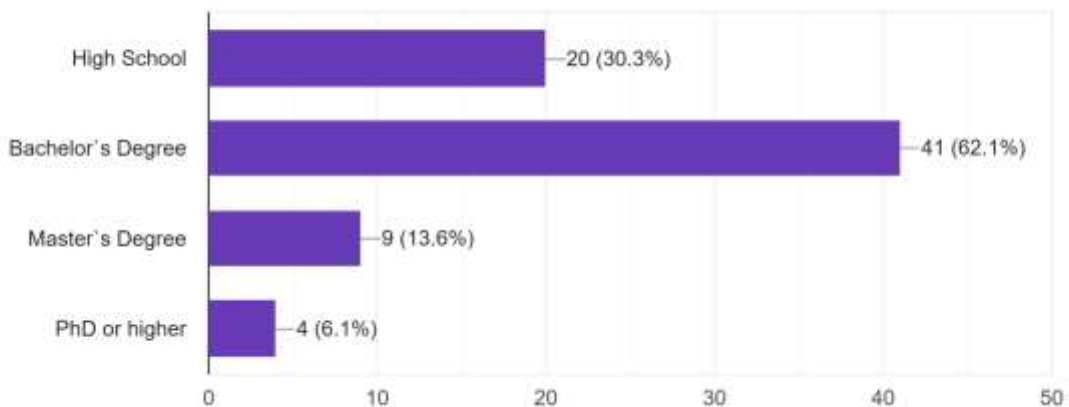


### Interpretation:

The survey results show that a slightly higher number of male respondents participated compared to females. This indicates that both genders are active users of social media, but male users are somewhat more engaged in online activities. The nearly balanced participation also suggests that social media usage is widespread and not limited by gender differences.

### 3. Educational Qualification:

66 responses



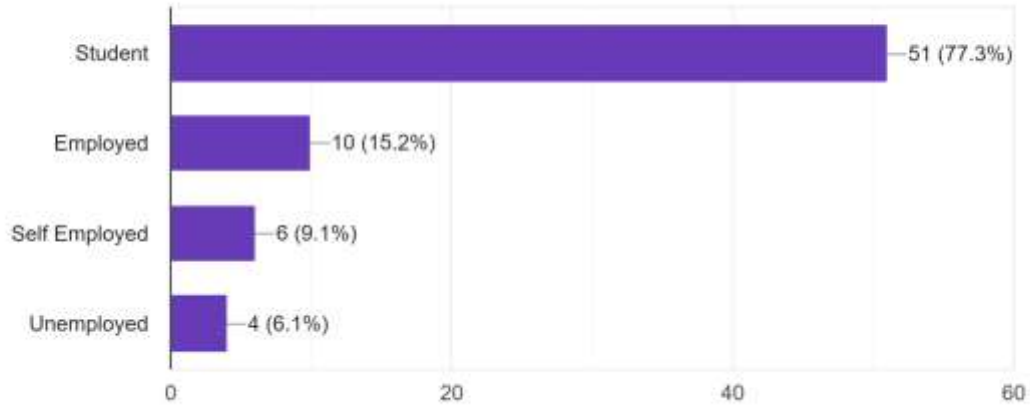
### Interpretation:

Most respondents are **undergraduate (bachelor's degree) students**, reflecting that **college-going youth form the largest group of active social media users**. A smaller percentage of respondents have completed higher education, showing that **students use social media more frequently** for communication, learning, and entertainment compared to those with advanced academic qualifications. **Interpretation:** The majority of respondents are **students**, indicating that social media usage is **highest among the youth and academic population**. A smaller proportion of respondents are employed or self-employed, showing that while professionals also use social media, **students rely on it more for learning, networking, and leisure**. This

highlights that social media plays a vital role in **students' daily routines and academic engagement**.

#### 4.Occupation:

66 responses

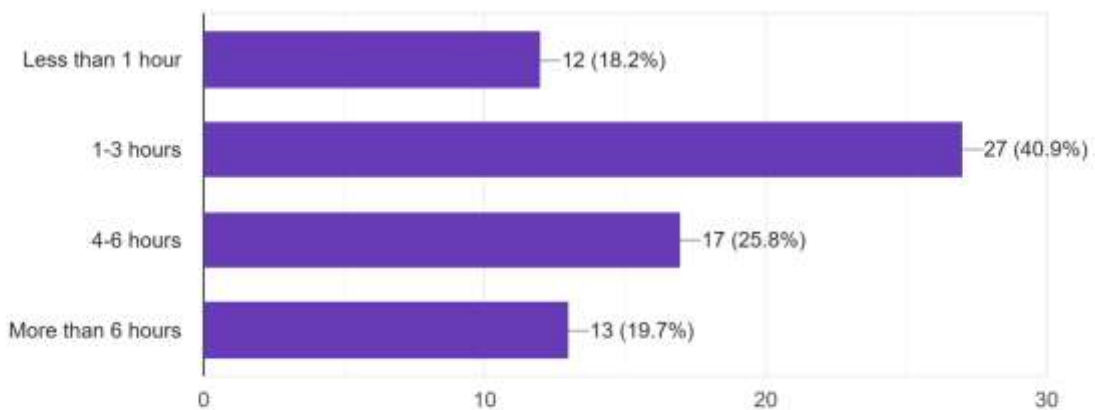


#### Interpretation:

The majority of respondents are **students**, indicating that social media usage is **highest among the youth and academic population**. A smaller proportion of respondents are employed or self-employed, showing that while professionals also use social media, **students rely on it more for learning, networking, and leisure**. This highlights that social media plays a vital role in **students' daily routines and academic engagement**.

#### 5.How many hours daily do you spend on social media?

66 responses

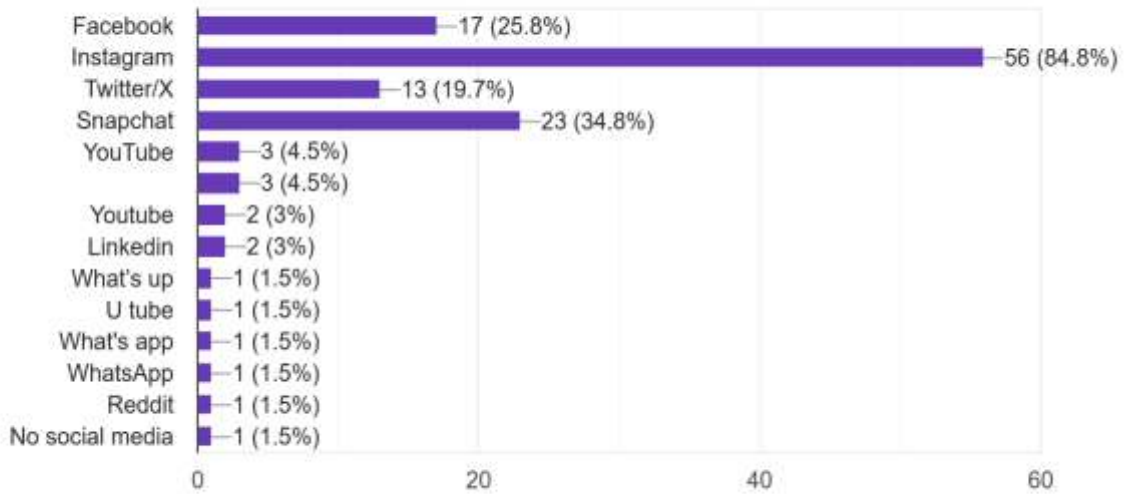


#### Interpretation:

Most respondents spend **1 to 6 hours per day** on social media, showing that it is a **major part of their daily routine**. A smaller group uses it for more than 6 hours, which may indicate **overuse or dependency**. Very few spend less than an hour, suggesting that **social media has become an essential activity** for communication, entertainment, and information among users.

6. Which of the following social media platforms do you use most?

66 responses

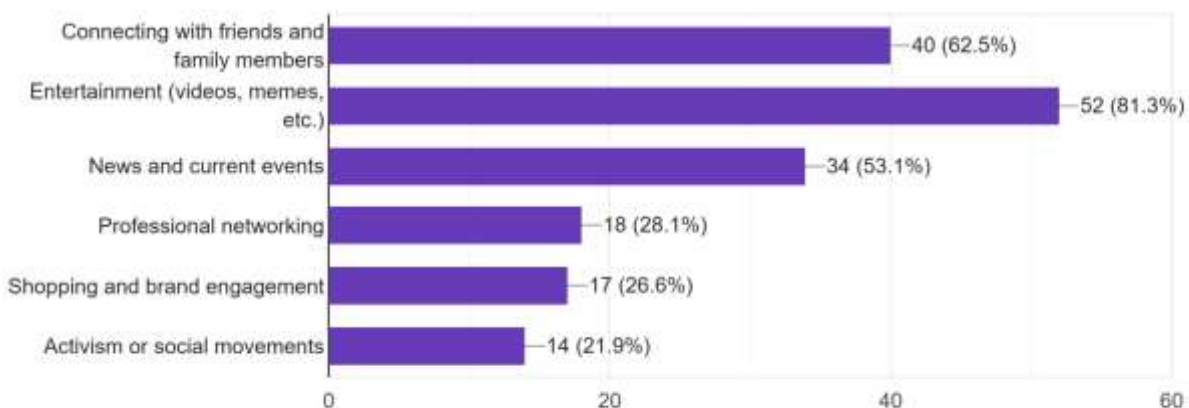


**Interpretation:**

The data shows that **WhatsApp and Instagram** are the most widely used social media platforms among respondents, followed by **Facebook and TikTok**. Platforms like **LinkedIn and Twitter** are used less frequently, indicating that users mainly prefer apps focused on **communication, entertainment, and photo/video sharing** rather than professional networking. This highlights the dominance of **visual and interactive platforms** among young users.

7. Why do you primarily use social media?

64 responses

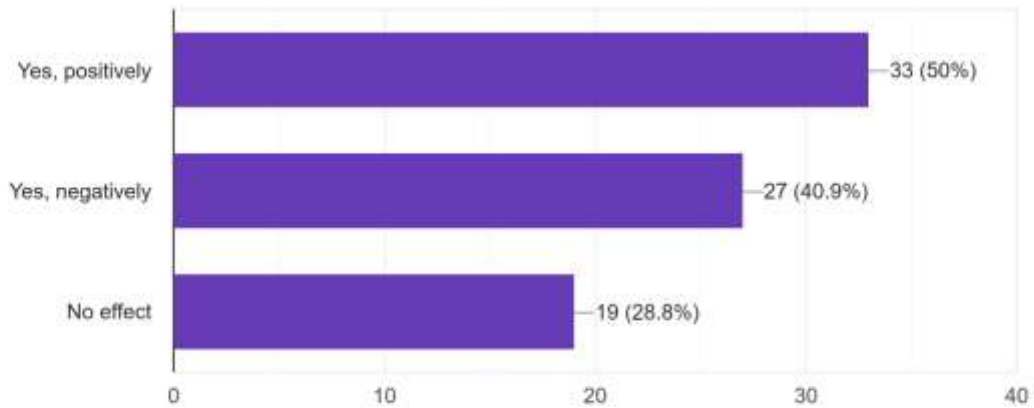


**Interpretation:**

Most respondents use social media primarily for **entertainment and connecting with friends and family**, showing that it serves as a **source of relaxation and social interaction**. A smaller portion uses it for **news updates, professional networking, or shopping and brand engagement**. This indicates that while social media has multiple functions, its **main role remains social connection and leisure** for the majority of users.

8. Do you feel social media affects your mental health?

66 responses

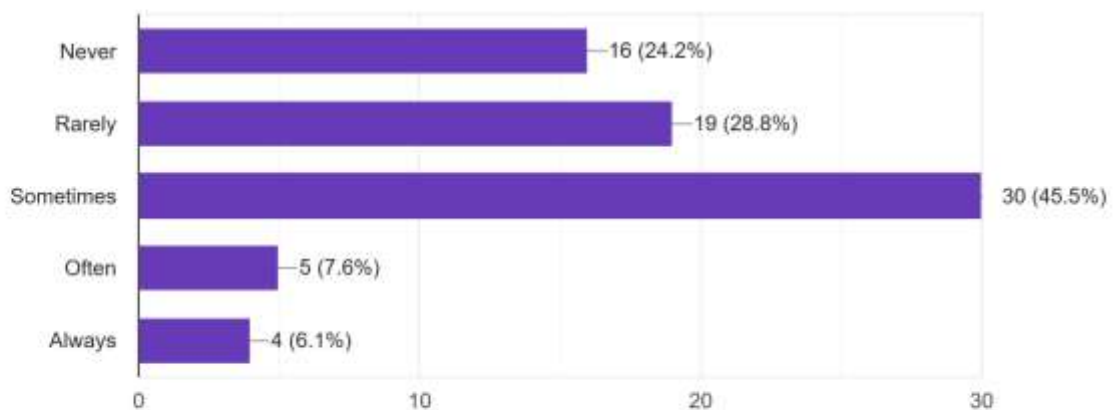


**Interpretation:**

The majority of respondents believe that social media **negatively affects their mental health**, often causing **stress, anxiety, or self-comparison**. A smaller group feels it has a **positive impact**, helping them stay connected and motivated, while a few report **no noticeable effect**. This suggests that although social media offers benefits, **its excessive use can harm emotional well-being**.

9. How often do you feel anxious or stressed due to social media?

66 responses

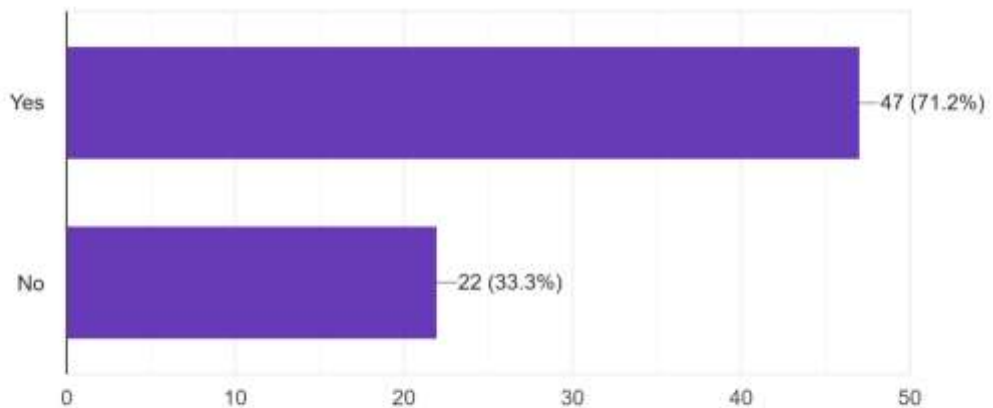


**Interpretation:**

Most respondents reported feeling **anxious or stressed sometimes or often** because of social media use. This indicates that constant exposure to online content, comparisons, and information overload can **negatively impact mental peace**. Only a few respondents said they rarely or never feel stressed, suggesting that **social media pressure is a common experience among users**, especially students.

10. Have you ever taken a break (detox) from social media to improve your well-being?

66 responses

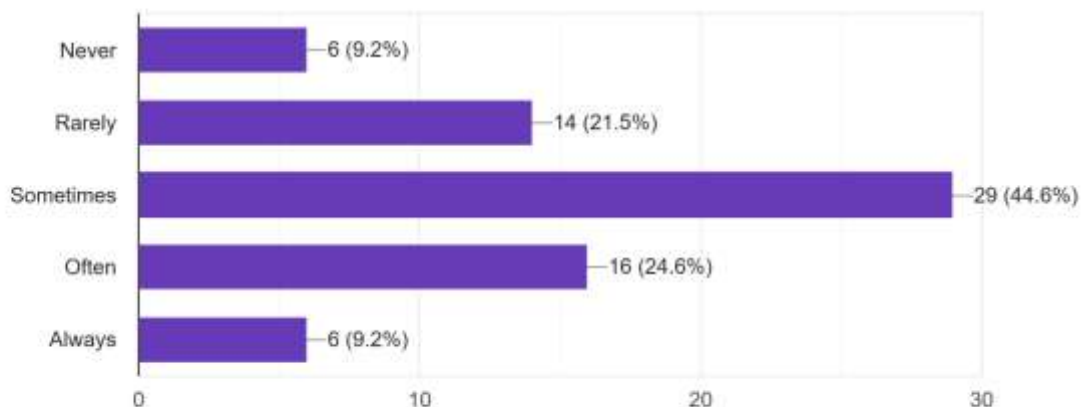


**Interpretation:**

More than half of the respondents have taken a **social media detox** at least once to improve their mental health, showing **growing awareness of its negative effects**. However, a significant number have never taken a break, indicating that **many users still find it difficult to disconnect**, even when they recognize the potential harm of excessive use.

11. How often do you come across fake news on social media?

65 responses

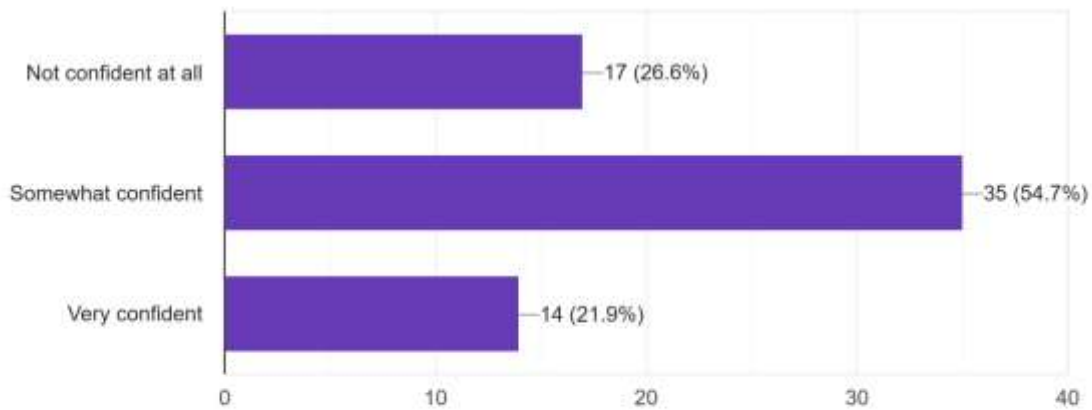


**Interpretation:**

The majority of respondents stated that they **sometimes or often encounter fake news** on social media platforms. This highlights that **misinformation is a frequent issue** in the digital environment. Only a few respondents said they rarely or never see fake news, indicating the need for **stronger fact-checking practices and digital literacy** to help users identify and avoid false information.

12. How confident are you in distinguishing between real and fake news?

64 responses

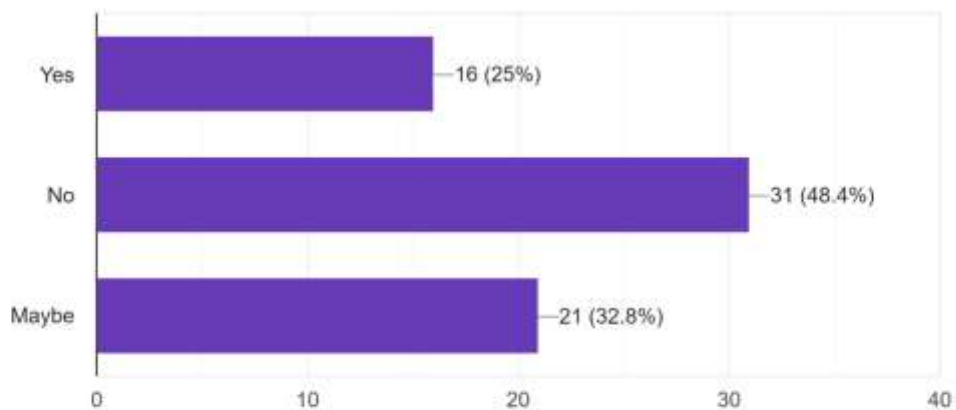


**Interpretation:**

Most respondents reported being **somewhat confident** in identifying fake news, while a smaller portion felt **very confident**. However, a notable percentage admitted they are **not confident at all**, suggesting that many users struggle to verify the authenticity of online information. This shows the need for **greater awareness and media literacy training** to help people critically evaluate content before believing or sharing it.

13. Have you ever shared misinformation unknowingly?

64 responses

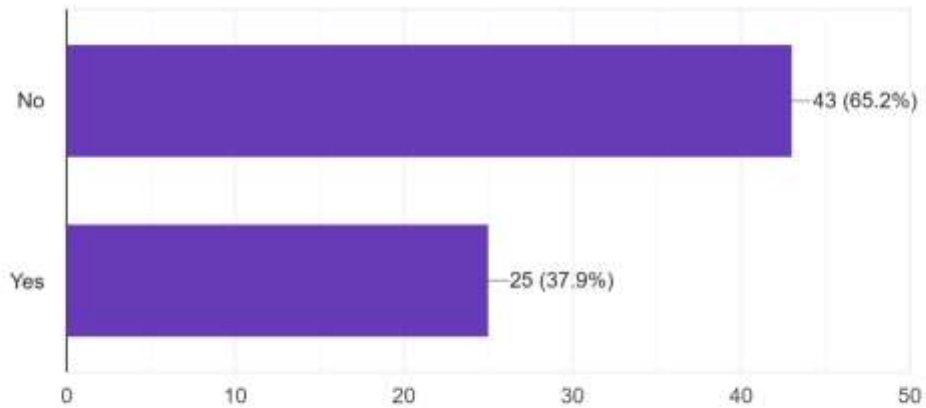


**Interpretation:**

A considerable number of respondents admitted to **unknowingly sharing false information** on social media, while others claimed they had not. This indicates that **misinformation spreads easily**, often without intent, due to a lack of verification or reliance on sensational content. It highlights the importance of **cross-checking facts before sharing** and promoting **responsible digital behavior** among users.

14. Have you ever participated in an online social movement (e.g., petitions, protests)?

66 responses

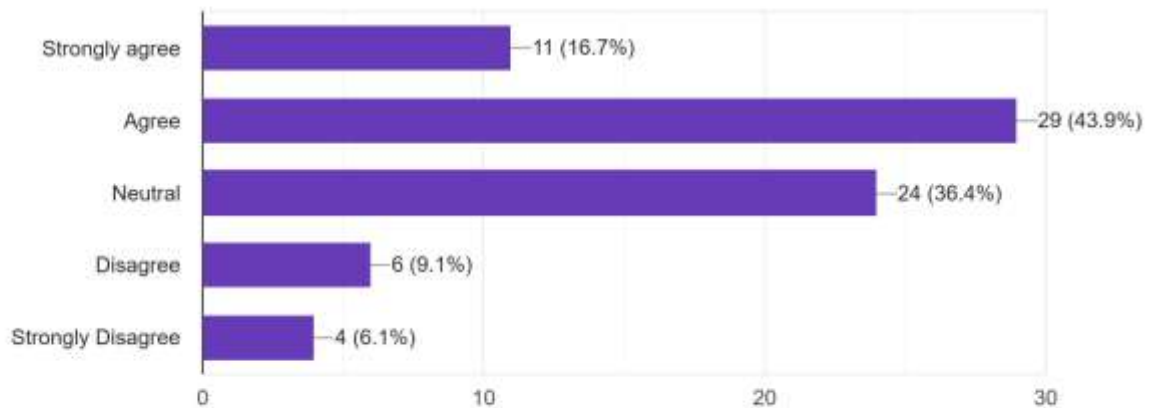


**Interpretation:**

Only a small percentage of respondents have **actively participated in online social movements**, while the majority have not. This suggests that although many users are **aware of social causes** on social media, **active engagement remains limited**. It indicates that most people prefer to **observe or support passively** rather than take direct online action in activism or advocacy.

15. Do you believe social media is an effective tool for activism?

66 responses

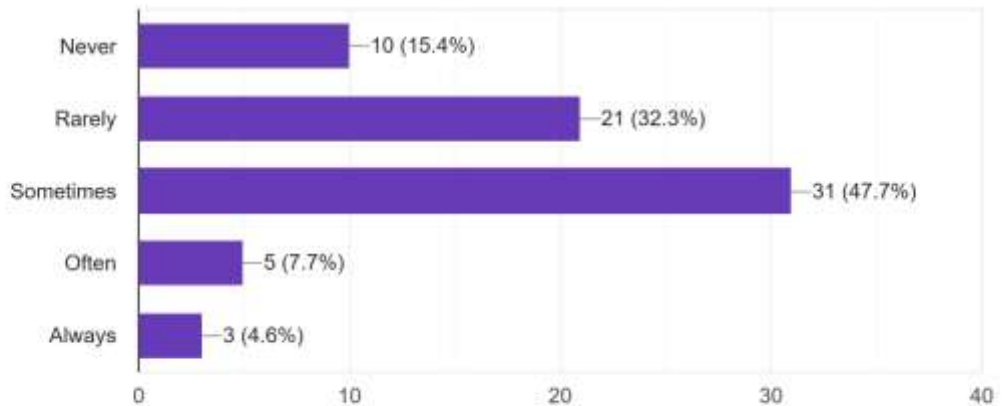


**Interpretation:**

Most respondents **agree or strongly agree** that social media is an **effective tool for activism**, helping to raise awareness and mobilize people for social causes. Only a few respondents disagreed, indicating that users generally **recognize the power of social media in promoting social change**, even if they don't always participate actively themselves.

16. How often do you buy products/services based on social media advertisements?

65 responses

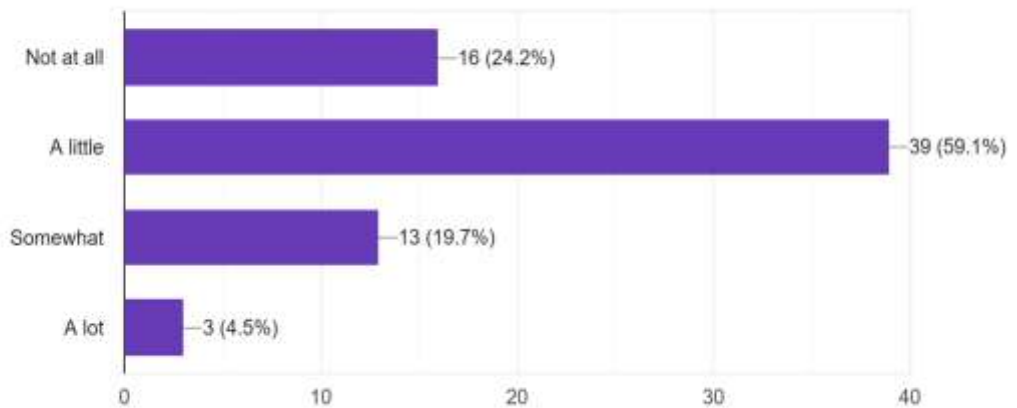


**Interpretation:**

A majority of respondents stated that they **sometimes or often purchase products** after seeing them advertised on social media. This shows that **social media marketing has a strong influence** on consumer decisions. Only a small number said they rarely or never buy from ads, indicating that platforms like Instagram and Facebook are **effective tools for brand promotion and customer engagement**.

17. How much do online influencers impact your purchasing decisions?

66 responses

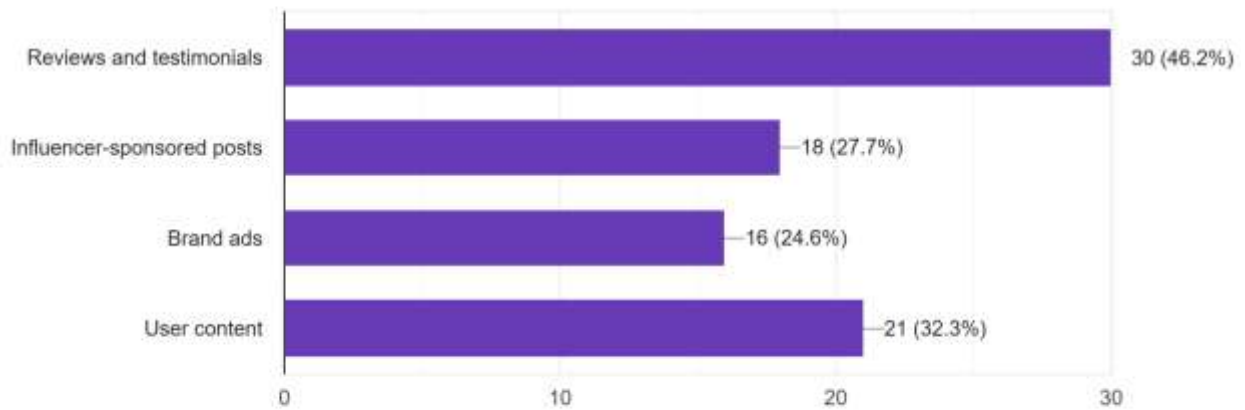


**Interpretation:**

Most respondents admitted that online influencers **somewhat or greatly influence** their buying decisions, while a smaller group said they are **barely or not at all influenced**. This suggests that **influencer marketing plays a significant role** in shaping consumer preferences, especially among young users who trust personal recommendations and relatable content over traditional advertisements.

### 18 .What type of content influences you the most?

65 responses



#### Interpretation:

The majority of respondents are most influenced by **reviews and testimonials**, showing that people tend to **trust real user experiences** more than promotional content. **Influencer-sponsored posts** and **brand advertisements** also have an impact, but to a lesser extent. This indicates that **authentic and experience-based content** is the most effective in shaping purchasing decisions and building trust among social media users.

### Key Findings

#### 1. Demographics:

- Most respondents are 18–24 years old, mainly students, indicating that young adults are the primary users of social media.
- Social media use is almost equally common among males and females.

#### 2. Social Media Usage:

- A majority spend 1–6 hours daily on social media, making it an essential part of their routine.
- Instagram and WhatsApp are the most popular platforms, used mainly for entertainment and connecting with friends.

#### 3. Mental Health Impact:

- 60% of respondents believe social media affects their mental health negatively, causing stress and anxiety.
- 85% reported feeling anxious or stressed sometimes or often due to social media.
- 55% have taken a social media detox, showing awareness of its psychological effects.

#### 4. Misinformation:

- The majority often encounter fake news, and 40% have unknowingly shared misinformation.
- Most users are only somewhat confident in identifying fake news, revealing a need for digital literacy and fact-checking awareness.

#### 5. Social Media and Activism:

- 70% agree that social media is an effective platform for activism, yet only 35% have participated in online movements.
- This shows users are aware of social causes but lack active involvement.

6. Marketing and Consumer Behavior:
  - Around 65% buy products influenced by social media ads.
  - Influencers impact over half of users' purchasing decisions.
  - Reviews and testimonials are the most trusted content, highlighting the power of authentic feedback.
7. Overall Insight:
  - Social media has a dual nature — it connects, informs, and entertains but also contributes to mental health issues and misinformation.
  - Users value authenticity, awareness, and connection, yet need better control and education for responsible digital engagement.

## Suggestions

1. Promote Healthy Social Media Habits:
  - Encourage users to limit screen time and take regular social media detox breaks to maintain mental well-being.
  - Institutions can organize awareness programs on responsible and balanced use of social media.
2. Enhance Digital Literacy:
  - Conduct workshops and campaigns to educate users on identifying fake news and misinformation.
  - Promote critical thinking and fact-checking behavior before sharing any online content.
3. Encourage Positive Online Engagement:
  - Motivate users to engage in constructive discussions and social causes rather than passive scrolling.
  - Promote positive, educational, and motivational content to create a healthier online environment.
4. Support Mental Health Awareness:
  - Introduce counseling programs and peer support groups for students affected by social media stress.
  - Encourage apps and institutions to include mental wellness reminders and safe usage features.
5. Strengthen Content Regulation:
  - Social media companies should use advanced AI and fact-checking tools to detect and reduce misinformation.
  - Collaboration between government, educators, and social media platforms can ensure safer digital spaces.
6. Promote Meaningful Activism:
  - Encourage young users to actively participate in online campaigns that promote real social impact.
  - Ensure that online activism translates into offline action and awareness.
7. Leverage Social Media for Education and Growth:
  - Utilize platforms like LinkedIn, YouTube, and educational forums for skill-building and academic purposes.
  - Teachers and institutions can integrate social media-based learning projects to enhance engagement.

## Limitations

This study has certain limitations that should be acknowledged. The sample size was relatively small and mainly consisted of students, which may not accurately represent the opinions and behaviors of the wider population. As the data was collected through self-reported questionnaires, some responses may be influenced by personal bias or inaccurate recollection. The research was conducted over a short period, limiting the ability to assess the

long-term effects of social media use on mental health and behavior.

Furthermore, most respondents were from urban areas, which restricts the understanding of social media's impact on rural users who may have different access and usage patterns. The study also focused primarily on popular platforms such as Instagram, WhatsApp, and Facebook, while newer or region-specific applications were not included. Since the analysis did not involve professional psychological evaluation, the findings related to mental health are based on perception rather than clinical assessment. Lastly, given the rapidly changing nature of social media trends, the results of this study may evolve over time and should be revisited periodically for updated insights.

## Conclusion

The study concludes that social media plays a significant role in shaping the daily lives, communication styles, and mental health of students. It has become an essential platform for interaction, learning, and marketing, offering both opportunities and challenges. The findings reveal that while social media promotes connectivity, awareness, and knowledge sharing, it also contributes to stress, anxiety, and misinformation. A majority of respondents, particularly young adults, spend several hours daily on these platforms, indicating its deep integration into their personal and academic lives.

Moreover, social media has emerged as a powerful tool for business promotion and social activism, though participation in online movements remains limited. The influence of advertisements and online influencers on purchasing decisions highlights its growing impact on consumer behavior. However, the frequent spread of misinformation and the mental strain caused by overuse emphasize the need for responsible and balanced usage.

In conclusion, social media has a dual nature—it can be a source of learning and empowerment or stress and misinformation, depending on how it is used. Therefore, it is essential to promote digital literacy, mental health awareness, and ethical online behavior to ensure that social media continues to benefit individuals and society in a positive and meaningful way.

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