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Social Media and Its Impact: For Self and the Social Order

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ABSTRACT:

Social media nowadays is an important topic for everyone to confer and absorbs into everyone's lives. Some see social media as an extensive practice that helps them to unwind and search on any information. Still, many don't think that it would be a promotion tactic or political proficiency and may spoil people's mental health in some way. Nevertheless, these are the unfavorable effects social media would bring to self and the society without people realizing it. Social media definitely causes obsession, which is one of the only some things that people identify as the harmful impact of social media, other than it would also cause low self-worth because public usually tries to find a sense of value on the internet, bar when things go to a diverse trend, it will harm their sense of worth in many ways. More rarely, promotion companies or politicians will usually use data collecting companies to assist them maneuver people's manners and use it to make companies' brand and politicians more powerful and use strategies to make themselves seem more upright on social media. This paper is intended to demonstrate how social media is starting to impact self and the society by using the way of literature review.

Keywords: Social medial, Influence, Social, Individuals, Marketing, Politic.

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