

Digital Discourse: An Interdisciplinary Analysis of Social Media Trends and Theories

Dr. Padmini Jain, Assistant Professor, School of Journalism and New Media Studies, Indira Gandhi National Open University, New Delhi

Abhishek Kumar Rai. Research Scholar, SOJNMS, IGNOU

Abstract

This systematic review explores the field of social media focusing on the theories, methods, and trends that form our knowledge of the way humans use digital platforms. This paper hints that the most popular theory used in social media research is Uses and Gratifications. It is also observed that the most dominant methods used are the Content Analysis and Survey method. While quantitative methods were heavily used, interviews add qualitative depth to the studies. The interdisciplinary nature of social media research stems from the inclusion of theories from psychology, disaster management and defence studies. Lack of theoretical framework in environmental and psychological studies was also observed. Themes like body image, addiction, and political campaigns reflect societal relevance of such academic work. In conclusion, this systematic review of 30 papers portrays the dynamic and adaptable nature of social media studies as it seeks to resolve the complexities of our virtual world.

Keywords: Social media; Digital media research; Research Trends; SLR; Systematic Literature Review

Introduction

In this dynamic virtual world, social media platforms have gained momentum in shaping the manner individuals connect, reciprocate emotions, and interact with each other. The evolution of these platforms gives upward thrust to literature exploring the complex interaction between users of such platforms. This systematic review embarks on a comprehensive exploration of this literature, with aim to discuss three essential dimensions: theoretical frameworks, methodologies employed in social media studies, and the identification of latest trends that explains the contemporary world these prosumers. As the digital surroundings continue to expand, understanding the foundational theories, examining methodological, and identifying emerging trends becomes paramount. By synthesizing insights from diverse areas, this research endeavors to offer a holistic perspective at the of social media research, offering useful implications for students, practitioners, and policymakers engaged in navigating the multifaceted realm of on-line communication.

Kerlinger and Lee (2000) provide a clear definition of a theory by stating that it is essentially a structured framework made up of interconnected concepts, precise definitions, and statements. The primary purpose of a theory is to offer a systematic perspective on various phenomena by outlining relationships among different factors, known as variables. In simpler terms, a theory helps us understand and predict real-world events or occurrences by explaining how these variables are linked and how they influence each other. Essentially, it's like a roadmap that guides researchers in foreseeing outcomes based on specific factors, allowing for a better grasp of the subject under study.

A theoretical framework serves as a conceptual structure that establishes theories and concepts from experts in a specific field, forming a foundation for data analysis and result interpretation in research. It is not a summary of personal opinions but a synthesis of ideas from influential figures in the field, guiding the researcher in understanding and addressing their research question. According to Swanson (2013), the theoretical framework is essential for supporting the

theory of a research study, offering a lens through which data is examined, analyzed, and findings are interpreted. It includes insights from leaders in the field, providing academic viewpoint and skills to analyze data in research proposals or theses. (Kivunja, p 43) Philosophical foundation also helps in developing proper theoretical framework. (Jiayin Qi et al.)

A conceptual framework is comprehensive execution of your entire research. It encompasses your ideas about selecting the research topic, defining the problem, formulating research questions, reviewing relevant literature, applying theories, choosing methodology, outlining methods, procedures, and instruments. It also includes planning for data analysis, interpretation of findings, and the formulation of recommendations and conclusions (Ravitch & Riggan, 2017).

Essentially, the conceptual framework represents the logical road map of one's entire research project. Describing it as a logical conceptualization emphasizes that it is reflective and operational component important to the entire research process. (Kivunja) Defining the concept of theory remains divisive (Ridder, 2017). For this study, the term theory is defined as "a statement of concepts and their interrelationships that show how and why a phenomenon occurs" (Corley & Gioia, 2011, p. 12). Some seminal works highlight three fundamental features: (a) inclusion of elements identifying key components of the phenomenon, (b) provision of explanations for the relationships between elements, and (c) acknowledgment of temporal and contextual influences affecting theory generalizability (Ridder, 2017). The utility of a theory lies in its ability to explain, make sense of, and provide order to complex situations (Griffin, 2012). Researchers' philosophical orientations, such as positivism or constructivism, shape how they engage with theory—some test theories quantitatively, while others, like qualitative researchers, employ grounded theory (Griffin, 2012).

In the domain of online social media research, the strategic utilization of theories assume critical importance. The dynamics of online platforms demand the construction of original theories. The dynamic nature of online platforms, characterized by global connectivity and multidirectional communication, provides researchers with a distinctive opportunity to advance theories. Assessing the current landscape of social media research, previous studies (Abeza et al., 2015; Filo et al., 2015) highlight the necessity for a more integrated application of theory. While a systematic review of recent literature is encouraged, the current discussion emphasizes the pressing need to enhance theory utilization in online social media research.

Theoretical Framework

Traditional Social Media Theories:

- **Uses and Gratifications Theory (UGT):** Developed by Elihu Katz, Jay Blumler, and Michael Gurevitch, UGT explores how individuals actively choose media to fulfill specific needs and gratifications. Applied in social media research, it helps understand why users engage with various platforms and the gratifications they seek, such as information, entertainment, or social connection.
- **Two-Step Flow Theory:** Introduced by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet, this theory posits that media influence operates through opinion leaders who first receive information and then influence others. In social media, opinion leaders, or influencers, play a crucial role in shaping opinions and disseminating information.
- **Diffusion of Innovations Theory:** Propounded by Everett Rogers, this theory examines how new ideas, products, or practices spread through a social system over time. In social media, it helps analyze the adoption and diffusion of innovations, understanding how certain content or trends gain popularity and become widely accepted.

- **Media Dependency Theory:** Developed by Sandra Ball-Rokeach and Melvin DeFleur, this theory suggests that individuals rely on media to meet their needs and goals, creating dependencies. In the context of social media, users depend on platforms for information, entertainment, and social interaction, shaping their perceptions and behaviors.
- **Social Identity Theory:** Henri Tajfel's Social Identity Theory explores how individuals categorize themselves and others into social groups, affecting their behavior and perceptions. In social media, users align with online communities, forming virtual identities and influencing interactions based on shared interests or affiliations.

New Social Media Theories:

- **Networked Individualism:** Proposed by Barry Wellman, this theory describes the shift from traditional social groups to networked societies where individuals connect through various online networks. In social media, users exhibit networked individualism by maintaining diverse online connections, influencing their social interactions and information exchange.
- **Social Information Processing Theory (SIP):** Developed by Joseph Walther, SIP focuses on how individuals develop relationships online when lacking nonverbal cues. In social media, users adapt to virtual communication, building relationships based on textual cues and shared information.
- **Affordance Theory:** Coined by James J. Gibson and later applied to technology by Donald Norman, this theory suggests that the design of a technology platform influences its use. In social media, affordance theory helps analyze how platform features shape user behavior and interactions.
- **Cultural Convergence Theory:** Proposed by Henry Jenkins, this theory explores the merging of popular culture and participatory fan cultures facilitated by digital media. In social media, cultural convergence is evident through user-generated content, memes, and participatory fan communities.
- **Algorithmic Culture:** Introduced by Ted Striphas, this theory examines the impact of algorithms on shaping cultural production and consumption. In social media, algorithms dictate content visibility, influencing user experiences and shaping the information individuals are exposed to.

Integration of Traditional and New Theories in Social Media Research:

Contemporary social media studies often involve a mixture of traditional and new theories to comprehensively recognize the complicated dynamics of on-line interactions. The Uses and Gratifications Theory remains applicable in assessing why users turn to social media. The Two-Step Flow Theory finds utility in influencer advertising where positive customers act as intermediaries influencing the broader target audience.

The Diffusion of Innovations Theory helps explain viral content and traits throughout social media platforms, dropping light on the elements influencing adoption costs. Concurrently, the Media Dependency Theory remains important in expertise how customers depend on social media for facts, enjoyment, and social interaction, shaping their online dependencies.

Social media's role in shaping character and organization identities aligns with the ideas of Social Identity Theory. Users form virtual communities, growing a sense of belonging and influencing their online behaviors. On the opposite hand, the idea of Networked Individualism captures the cutting-edge shift from conventional social structures to a extra decentralized, interconnected on-line society.

The Social Information Processing Theory is important in examining how people form and keep relationships in the absence of physical cues, that is especially applicable in the context of social media interactions. Simultaneously, Affordance Theory contributes to understanding how platform design impacts consumer conduct and engagement on social media.

Cultural Convergence Theory performs a function in studying the intersection of famous and participatory cultures inside social media areas. Finally, the concept of Algorithmic Culture is pivotal in unraveling the influence of algorithms on content visibility and user reviews within the ever-increasing digital panorama.

In practice, social media researchers employ these theories to explore topics starting from person behavior and content diffusion to the effect of algorithms on data publicity. The integration of both conventional and new theories ensures a nuanced and holistic understanding of the problematic dynamics shaping the virtual social sphere.

Research Questions

1. What social media theories have been prominently utilized in recent research, particularly those published after the COVID-19 pandemic?
2. What methodologies are commonly employed in studies investigating social media theories in the post-COVID-19 era?
3. What recent trends are observed in social media research, with a focus on studies conducted after the COVID-19 pandemic?

Research Methodology

To make comprehensive enquiries for selecting appropriate studies for this review paper, a scientific literature evaluation was carried out with the usage of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method (Moher et al., 2015). The PRISMA method helped in arriving at a checklist to synthesize educational literature in an accurate and reliable way.

Categorization of social media theories was made through a meticulous article search. Discrepancies springing up at some stage in the assessment manner have been efficaciously resolved because of the clean definitions of phrases and the usage of collectively special constructs in the systematic evaluation method. Following the formulation of evaluate questions, the established order of inclusion/exclusion criteria, dedication of search terms, observe selection, evaluation of risk of bias, statistics extraction, and identity of data evaluation approaches had been cautiously undertaken. This systematic and established technique was employed to ensure a rigorous and dependable synthesis of statistics, aligning with the overarching objective of this studies enterprise.

Search Terms

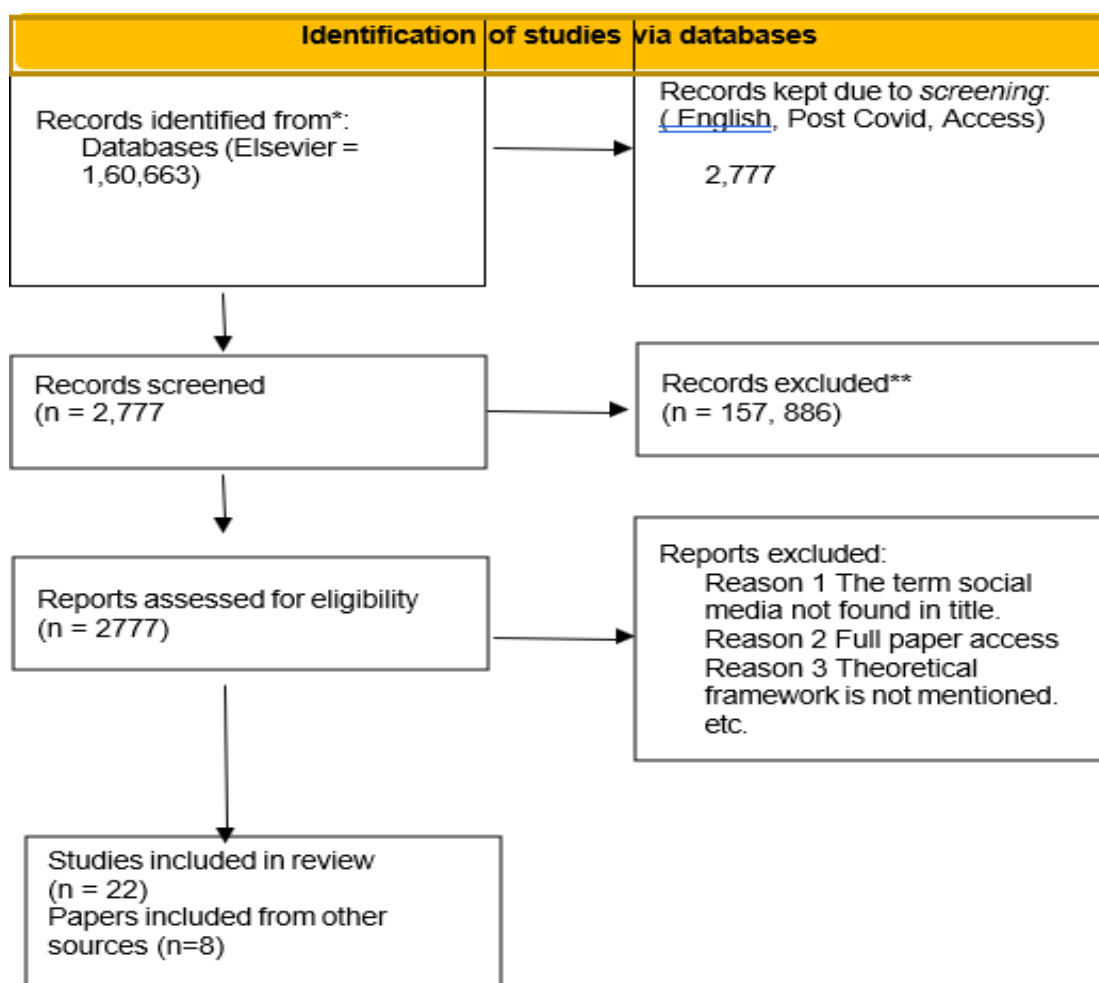
For the complete exploration of social media theories in my assessment paper, researcher employed centered search phrases in the SCOPUS database, focusing in general on "SOCIAL MEDIA" and "SOCIAL MEDIA PLATFORMS." These phrases had been decided on to ensure inclusivity in capturing a wide spectrum of literature related to social media theories. SCOPUS, a good and multidisciplinary database, allowed for an intensive examination of scholarly articles, convention proceedings, and other relevant assets. The planned preference of search terms aimed to encompass numerous views and theoretical frameworks associated with social media, facilitating a nuanced understanding of the concern count. This systematic approach in making use of particular search

phrases inside the SCOPUS database contributes to the robustness and comprehensiveness of my evaluate paper, allowing the identification and synthesis of key theories shaping discourse in the realm of social media research.

Inclusion Criteria

- **Language:** Articles ought to be written in English to ensure accessibility and comprehension.
- **Publication Date:** Only works posted after 2023 are considered, ensuring relevance to latest tendencies inside the subject of social media.
- **Title Inclusion:** Selected articles need to explicitly encompass the term "social media" in their titles, emphasizing an instantaneous relevance to the research attention.
- **Abstract Relevance:** The inclusion of articles is contingent upon the relevance of their abstracts, ensuring alignment with the scope and goals of the studies.
- **Full Text Availability:** Only articles with full-text accessibility might be taken into consideration, ensuring the supply of complete statistics for thorough analysis.
- **Theoretical Framework:** Selected articles must explicitly mention the theoretical framework employed, providing a basis for the synthesis and assessment of social media theories within the research undertaking. This criterion pursuits to make certain a focused and major exploration of theoretical views within the selected literature.

Prisma Chart



Data Collection Table

S. NO.	Title	Journal	Objective	Theory	Method	Finding
1.	Do symbols and device matter? The effects of symbol choice of fake news flags and device on human interaction with fake news on social media platforms	Computers in Human Behavior	Extent to which fake news flag interacts with fake news post.	Dual process theory	Experimental method	Extremely effective but also depends on the type of device used.
2.	The dark side of social media platforms: A situation-organism- behaviour-consequence approach	Technological Forecasting and Social Change	impact of usage on mental health physical wellbeing	SOBC Framework	Survey Method	Can be addictive and hamper inter personal communication
3.	Predicting the use of visually oriented social media: The role of psychological well-being, body image concerns and sought appearance gratifications	Computers in Human Behavior	identifying parameters of self-gratification analysing impact of public acceptance on behaviour	UGT	Survey Method	Self-image is increasingly becoming dependent on the public sharing and perception of the viewers
4.	Effectiveness of B2B social media marketing: The effect of message source and message content on social media engagement	Industrial Marketing Management	parameters of effectiveness in B2B marketing	Social Media engagement theory	Content Analysis and Experimental Method	Trades largely benefit from digital marketing and social media
5.	Benefits and risks of LGBT social media use for sexual and gender minority individuals: An investigation of psychosocial mechanisms of LGBT social media use and well-being	Computers in Human Behavior	finding out the extent to which the LGBT community relates to communities on digital media	UGT	Survey	for this community social media add science a tool of acceptance and self-expression due to anonymity of identity
6.	May I have your Attention, please? An eye tracking study on emotional social media comments	Computers in Human Behavior	using psychological tools to analyse attention grabbing elements on social media pages	SOBC Framework	Survey	reduced attention spans add patience because of seeking immediate gratification
7.	Environmental factors to maximize social media engagement: A comprehensive framework	Journal of Retailing and Consumer Services	analysing the factors beyond internal self that enhance the use of such platforms	Social Cognitive Theory	Content Analysis	marketing efforts are excessively leading to social media usage
8.	Social media- induced fear of missing out (FOMO) and social	Journal of Business Research	studying the psychological wellbeing of users	Selective Attention Theory	Experimental eye tracking design	increasing attention to the self and excessive craving for public

	media fatigue: The role of narcissism, comparison and disclosure					acceptance by the users
9.	Unpacking the relationship between technological conflicts, dissatisfaction, and social media discontinuance intention: An integrated theoretical perspective	Acta Psychology	exploring the perception off to conflict behaviour and technological know how	Expectancy disconfirmation Theory	Survey Method	usage of dark web identified sources can pose risks to psychological and social wellbeing
10.	How has social media been affecting problem- solving in organizations undergoing Lean Production implementation? A multi-case study - ScienceDirect	Journal of Industrial Information on Integration n	uncovering the organisational benefits of using social media by employees and management	Information manipulation Theory	Case Study	organizational commitment and job satisfaction can be increased using social media platforms judiciously
11.	Informational vs. emotional B2B firm-generated- content on social media engagement: Computerized visual and textual content analysis - ScienceDirect	Industrial Marketing g Managemen t	finding out the trends and benefits of digital engagement in business enhancement	Elaboration Likelihood Model	Content Analysis	Social media is used for information seeking behaviour by new users and first-time explorer
12.	How does digital entrepreneurship education promote entrepreneurial intention? The role of social media and entrepreneurial intuition	Social Sciences & Humanities Open	analysing the benefits of educational videos on youth who seek self employment	Social Cognitive Theory	Survey	new age startups and ambitious you benefit from educational programs own employment
13.	A computer- assisted textual analysis of 10,191 rape news headlines shared on social media	Social Sciences & Humanities Open	finding out the premium hope sensitive news on social media	Framing Theory	Content Analysis	sensitive news one social media is shared via click baits
14.	Understanding the role of social media usage and health self-efficacy in the processing of COVID-19 rumors: A SOR perspective - ScienceDirect	Data and Information Managemen t	understanding self efficacy self acceptance self perception and self depiction	SOR Framework	Survey	fake news and rumours r believed as true. Found to have serious health implications
15.	Social media engagement in the maritime industry during the pandemic	Technologi cal Forecasting and Social	focus on specific technology oriented industries as cases	UGT	Content Analysis	technical industries benefitted by digital usage during the pandemic

		Change				
16.	Government Digital Transformation: Understanding the Role of Government social media - ScienceDirect	Government Information Quarterly	focus on e governance initiatives public perceptions utility and efficacy	Cultivation Theory	Survey	e governance initiatives are helping the government connect to the public in positive manner
17	Actual purchases on Instagram Live Shopping: The influence of live shopping engagement and information technology affordance	Asia Pacific Management Review	impact of influencer marketing use of new trends	Information Tech affordance Theory	Survey and Interview	influencers and live shopping are gaming fans with increase in followers and users
18	eWOM via the TikTok application and its influence on the purchase intention of some intimate products	Asia Pacific Management Review	studying aspirational values of TikTok video makers	Elaboration likelihood model	Survey	social media influencers exercise huge influence on the audience and their purchase behaviour
19.	Social media wellbeing: Perceived wellbeing amidst social media use in Norway	Social Sciences & Humanities Open	physical health and mental health study	UGT	In depth Interview	on need for training on social media ecology
20.	The relationship between social media use, social media types, and job performance amongst faculty in Kenya private universities - ScienceDirect	Heliyon	organizational parameters like job performance and job satisfaction	Social Capital Theory	Survey	job performance was not found to have any correlation with social media usage
21.	Does social media affect performance in e-commerce business? The role of customer management	Journal of open innovation	analysing the benefits of social media for businesses	Resource based view Theory	Content Analysis	customer acquisition and retention increase with social media efforts
22.	How is the effect of social media on the intention to outdoor recreations? A study using personal social connections as a moderator.	Heliyon	physical wellbeing mental health and social behaviour - impact of social media usage	Motivation Theory	Value Expectation Theory	activities suffer a degrees due to involvement in mobile phones oriented social media
23.	The ‘#tag Generation’: social media and Youth Participation in the 2019 General Election in Nigeria	African Development	How youth participate in general election?	Content Analysis and Interview	UGT	Youth was active and framed agenda too.
24.	Dealing with the COVID- 19 crisis: Theoretical application of social media analytics in government crisis	Public relation Review	how to use social media strategically in government public relations through machine learning.	Content Analysis	SMCC Model and Attribution Model	Attribution of crisis on Federal government.

	management					
25.	Social media celebrities and new world order. What drives purchasing behavior among social media	Journal of retailing	Does social media celebrities make people buy things?	Content analysis	Celebrity influence Model	There is significant connection.
26.	Frontiers social media Technologies Used for Education: An Empirical Study on TAM Model During the COVID-19 Pandemic	Front Education on	How social media is used for education?	Survey	Technology acceptance Model	Use of SPSS to find a connection
27.	Is Social Media a New Type of Social Support? Social Media Use in Spain during the COVID- 19 Pandemic: A Mixed Methods Study	International Journal of Environmental Research	How people used social media during pandemic?	Survey and Interview	UGT	WhatsApp is used the most.
28.	Fake news and COVID-19: modelling the predictors of fake news sharing among social media users - ScienceDirect	Telecommunications Information	Why people search for fake news?	Survey Method	UGT	Altruism is the main cause.
29.	Project MUSE - Social Media Framing in the Global Health Crisis: Pro-Democracy Versus Pro-Regime Opinion Leaders During the COVID-19 Pandemic in Hong Kong	The China review	How pro-democracy leaders framed pandemic	Content Analysis	Framing Theory	Leaders blamed administration for the lack of support.
30.	What makes user-generated content more helpful on social media platforms? Insights from creator interactivity perspective	Information Processing & Management	To study moderation by user generated content. (UGC)	UGT	Content Analysis	Moderators add so many functions to make UGC interactive.

Data Analysis

RQ 1 : Theories Used in Social Media Research

THEORY	FREQUENCY
Uses and Gratifications	8
Elaboration Likelihood Model	4

SOBC	2
Social Cognitive Theory	2
Framing	1
Dual Process Theory	1
Social Media Engagement Theory	1
Selective Attention	1
Expectancy Disconfirmation	1
Information Manipulation	1
SOR	1
Cultivation	1
Information Technology Affordance	1
Social Capital Theory	1
Resource Based View Theory	1
Motivation Theory	1
SMCC	1
Attribution Model	1
Celebrity Influence Model	1

In examining the landscape of social media research, a noteworthy pattern emerged in the utilization of theoretical frameworks. The Uses and Gratifications Theory stood out prominently, featuring in 25.3% of the analyzed papers. This theory, pioneered by Elihu Katz, Jay Blumler, and Michael Gurevitch, continues to play a pivotal role in understanding the motivations behind individuals' engagement with social media platforms. Following closely, the Elaboration Likelihood Model demonstrated significance, appearing in 12.9% of the papers. Developed by Richard E. Petty and John Cacioppo, this model is instrumental in comprehending the varying degrees of cognitive processing that individuals employ when exposed to persuasive messages in the context of social media. Additionally, the Social Identity Theory of Computer-Mediated Communication (SOBC) and the Social Cognitive Theory each accounted for 2.31% of the papers, emphasizing their relevance in explaining online behavior and interaction. Notably, the remaining 15 papers demonstrated a diverse range of theories chosen based on the specific needs and focus areas of the individual studies, showcasing the flexibility and adaptability of theoretical frameworks within the dynamic field of social media research.

RQ:2 Methodologies Used in Social Media Research

METHODOLOGY	FREQUENCY
Survey	13
Content Analysis	12
Case Study	1
Experimental Method	3
Interview	4

In the comprehensive analysis of methodologies employed in the examined social media research papers, a clear trend emerged, highlighting the diverse approaches embraced by researchers. The survey method emerged as the predominant choice, with 39% of the papers opting for this approach. Surveys, known for their ability to collect large-scale quantitative data, demonstrated their popularity in capturing broad insights into social media phenomena. Following closely, the content analysis method was employed by 36% of the papers, reflecting the significance of systematically analyzing

textual or visual content for deriving meaningful patterns and conclusions in the realm of social media. Notably, case study and experimental methods saw relatively lower usage, indicating a lesser preference for in-depth qualitative investigations or controlled experiments in this field.

Interestingly, the interview method was utilized by 12% of the papers, often in conjunction with other methods. This integration suggests a recognition of the complementary strengths of qualitative data gathering through interviews alongside the quantitative validity provided by other methods. The prominence of quantitative methodologies mentions the emphasis on statistical analysis and numerical insights in deciphering the complex dynamics of social media. This nuanced exploration of methodologies not only showcases the methodological diversity within social media research but also reflects the field's responsiveness to the multifaceted nature of the phenomena under investigation.

RQ: 3 Recent Trends in Social Media Research

Recent tendencies in social media research screen a regular prominence of the Uses and Gratifications Theory (UGT) within the theoretical framework panorama. Researchers widely adopt UGT, pioneered by means of Elihu Katz, Jay Blumler, and Michael Gurevitch, as a foundational lens to apprehend why individuals interact with social media structures and the gratifications they are seeking for. The robustness of UGT in explaining user motivations attests to its enduring relevance in the hastily evolving digital panorama.

Methodologically, survey and content material analysis processes have emerged as dominant tools in social media research. Surveys, with their capability to accumulate massive-scale quantitative information, and content material analysis, permitting systematic examination of textual and visible content, are instrumental in extracting significant insights from the giant and dynamic world of social media. Furthermore, various fields inclusive of psychology, catastrophe control, media studies, and terrorism research actively engage with social media, indicating its interdisciplinary significance. However, a substantial hole exists inside the incorporation of theoretical frameworks in environmental studies and some psychology papers, suggesting an area for potential growth. Themes consisting of frame image, dependency, and political campaigns dominate the studies panorama, reflecting the evolving concerns and societal effect of social media on person and collective conduct.

Interpretation of Results

The exploration of social media research unfolds a compelling narrative, unveiling interesting patterns in the adoption of theoretical frameworks. The complexities of the Uses and Gratifications Theory (UGT) at 25% underscores its enduring importance, elucidating the motivations propelling people into the geographical regions of social media. Pioneered by means of Katz, Blumler, and Gurevitch, UGT continues to function as a foundational lens, unraveling the intricacies of person engagement. The Elaboration Likelihood Model, featured in 12% of papers, crafted by using Petty and Cacioppo, provides perception into cognitive processing, enriching our understanding of persuasive messages inside the social media context. Meanwhile, the Social Identity Theory of Computer-Mediated Communication (SOBC) and the Social Cognitive Theory, each at 2.31%, make contributions nuanced views to the exploration of on-line behavior. The remaining 15 papers show off the dynamism of social media studies, adopting numerous theories tailored to unique observe wishes.

Methodologically, the landscape unfolds with survey and content material evaluation techniques claiming prominence. Surveys, decided on by 39% of researchers, exemplify their utility in taking pictures huge quantitative insights. Content analysis, hired by way of 36%, systematically dissects textual and visible content, extracting meaningful styles in the dynamic social media sphere.

Interestingly, the lesser-used case examines and experimental strategies hint at a main desire for quantitative strategies. Interviews, at 12%, turn out to be a precious complement, presenting qualitative depth alongside quantitative rigor. The preeminence of quantitative methodologies alerts a commitment to statistical precision, reflecting the sector's adaptability in navigating the multifaceted nature of social media phenomena.

Recent tendencies elucidate the chronic dominance of UGT in theoretical frameworks, reaffirming its relevance in know-how the ever-evolving social media landscape. The methodological choice for surveys and content material evaluation mirrors the sector's reliance on large-scale quantitative records for comprehensive insights. The interdisciplinary engagement of fields like psychology, disaster control, media research, and terrorism studies with social media underscores its pervasive affect. However, the discernible gap in theoretical frameworks within environmental research and psychology papers indicates unexplored avenues for destiny increase. Thematic exploration into body image, dependency, and political campaigns reflects the evolving societal concerns formed with the aid of the pervasive effect of social media on character and collective behaviors. In essence, the synthesis of theories, methodologies, and recent developments underscores the dynamic and adaptive nature of social media studies because it endeavors to get to the bottom of the complicated tapestry of our digital interconnectedness.

Conclusion

To summarize, reviewing the social media research studies, we see that much research use a concept called Uses and Gratifications Theory, which enables understand why humans use social media. The survey approach, in which human beings' solution questions, and content analysis, wherein researchers examine what's stated or shown, are the popular ways to gather statistics. People especially use numbers and statistics to apprehend social media, but interviews also play a role for a deeper understanding. Social media studies aren't handiest about technology but additionally includes psychology, failures, media, and terrorism. Still, there may be room to explore extra about the environment and sure elements of psychology. Themes like framed photos, addiction, and political campaigns are common topics, showing how social media affects our lives. Overall, social media research is always changing and adapting, seeking to parent out the complicated ways we use and are stimulated with the aid of structures like Facebook, Instagram, and others.

References

- Al-Zaman, Md. S. (2023). A computer-assisted textual analysis of 10,191 rape news headlines shared on social media. *Social Sciences & Humanities Open*, 7(1), 100437. <https://doi.org/10.1016/j.ssaho.2023.100437>
- Balaji, M. S., Behl, A., Jain, K., Baabdullah, A. M., Giannakis, M., Shankar, A., & Dwivedi, Y. K. (2023). Effectiveness of B2B social media marketing: The effect of message source and message content on social media engagement. *Industrial Marketing Management*, 113, 243–257. <https://doi.org/10.1016/j.indmarman.2023.06.011>
- Chan, R. C. H. (2023). Benefits and risks of LGBT social media use for sexual and gender minority individuals: An investigation of psychosocial mechanisms of LGBT social media use and well-being. *Computers in Human Behavior*, 139, 107531. <https://doi.org/10.1016/j.chb.2022.107531>
- Chon, M.-G., & Kim, S. (2022). Dealing with the COVID-19 crisis: Theoretical application of social media analytics in government crisis management. *Public Relations Review*, 48(3), 102201. <https://doi.org/10.1016/j.pubrev.2022.102201>
- Dutt, B. (2023). Social media wellbeing: Perceived wellbeing amidst social media use in Norway. *Social Sciences & Humanities Open*, 7(1), 100436. <https://doi.org/10.1016/j.ssaho.2023.100436>
- Fake news and COVID-19: Modelling the predictors of fake news sharing among social media users—ScienceDirect. (n.d.). Retrieved January 29, 2024, from <https://www.sciencedirect.com/science/article/pii/S0736585320301349>

- Figl, K., Kießling, S., & Remus, U. (2023). Do symbol and device matter? The effects of symbol choice of fake news flags and device on human interaction with fake news on social media platforms. *Computers in Human Behavior*, 144, 107704. <https://doi.org/10.1016/j.chb.2023.107704>
- Fitriani, N., Setiawan, D., Aryani, Y. A., & Arifin, T. (2023). Does social media affect performance in e-commerce business? The role of customer management. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(4), 100171. <https://doi.org/10.1016/j.joitmc.2023.100171>
- Frontiers | Social Media Technologies Used for Education: An Empirical Study on TAM Model During the COVID-19 Pandemic. (n.d.). Retrieved January 29, 2024, from <https://www.frontiersin.org/articles/10.3389/feduc.2022.882831/full>
- Government Digital Transformation: Understanding the Role of Government Social Media—ScienceDirect. (n.d.). Retrieved January 29, 2024, from <https://www.sciencedirect.com/science/article/pii/S0740624X22001113>
- How has social media been affecting problem-solving in organizations undergoing Lean Production implementation? A multi-case study—ScienceDirect. (n.d.). Retrieved January 29, 2024, from <https://www.sciencedirect.com/science/article/pii/S2452414X23000882>
- Hung, W.-T., & Liou, G.-B. (2023). How is the effect of social media on intention to outdoor recreations? A study using personal social connections as a moderator. *Heliyon*, 9(11), e22268. <https://doi.org/10.1016/j.heliyon.2023.e22268>
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Informational vs. Emotional B2B firm-generated-content on social media engagement: Computerized visual and textual content analysis—ScienceDirect. (n.d.). Retrieved January 29, 2024, from <https://www.sciencedirect.com/science/article/pii/S0019850123000664>
- Jabeen, F., Tandon, A., Azad, N., Islam, A. K. M. N., & Pereira, V. (2023). The dark side of social media platforms: A situation-organism-behaviour-consequence approach. *Technological Forecasting and Social Change*, 186, 122104. <https://doi.org/10.1016/j.techfore.2022.122104>
- Jabeen, F., Tandon, A., Sithipolvanichgul, J., Srivastava, S., & Dhir, A. (2023). Social media-induced fear of missing out (FoMO) and social media fatigue: The role of narcissism, comparison and disclosure. *Journal of Business Research*, 159, 113693. <https://doi.org/10.1016/j.jbusres.2023.113693>
- Jiayin Qi, Monod, E., Fang, B., & Deng, S. (2018). Theories of Social Media: Philosophical Foundations. *Engineering*, 4(1), 94–102. <https://doi.org/10.1016/j.eng.2018.02.009>
- Kivunja, C. (2018). Distinguishing between Theory, Theoretical Framework, and Conceptual Framework: A Systematic Review of Lessons from the Field. *International Journal of Higher Education*, 7(6), 44–53.
- Koh, L. Y., Ng, C., Wang, X., & Yuen, K. F. (2023). Social media engagement in the maritime industry during the pandemic. *Technological Forecasting and Social Change*, 192, 122553. <https://doi.org/10.1016/j.techfore.2023.122553>
- Kohout, S., Kruikemeier, S., & Bakker, B. N. (2023). May I have your Attention, please? An eye tracking study on emotional social media comments. *Computers in Human Behavior*, 139, 107495. <https://doi.org/10.1016/j.chb.2022.107495>
- Obisesan, O. F. (2022). The ‘#tag Generation’: Social Media and Youth Participation in the 2019 General Election in Nigeria. *Africa Development / Afrique et Développement*, 47(2), 107–146.
- Reimer, T. (2023). Environmental factors to maximize social media engagement: A comprehensive framework. *Journal of Retailing and Consumer Services*, 75, 103458. <https://doi.org/10.1016/j.jretconser.2023.103458>
- Rosen, A. O., Holmes, A. L., Balluerka, N., Hidalgo, M. D., Gorostiaga, A., Gómez-Benito, J., & Huedo-Medina, T. B. (2022). Is Social Media a New Type of Social Support? Social Media Use in Spain during the COVID-19 Pandemic: A Mixed Methods Study. *International Journal of Environmental Research and Public Health*, 19(7), 3952. <https://doi.org/10.3390/ijerph19073952>
- Saffanah, L., Handayani, P. W., & Sunarso, F. P. (2023). Actual purchases on Instagram Live Shopping: The influence of live shopping engagement and information technology affordance. *Asia Pacific Management Review*, 28(2), 204–214. <https://doi.org/10.1016/j.apmr.2022.09.002>

- Tan, F., Liu, J., Alvi, A., Luqman, A., Shahzad, F., & Sajjad, A. (2023). Unpacking the relationship between technological conflicts, dissatisfaction, and social media discontinuance intention: An integrated theoretical perspective. *Acta Psychologica*, 238, 103965. <https://doi.org/10.1016/j.actpsy.2023.103965>
- The relationship between social media use, social media types, and job performance amongst faculty in Kenya private universities—ScienceDirect. (n.d.). Retrieved January 29, 2024, from <https://www.sciencedirect.com/science/article/pii/S240584402310154X>
- Understanding the role of social media usage and health self-efficacy in the processing of COVID-19 rumors: A SOR perspective—ScienceDirect. (n.d.). Retrieved January 29, 2024, from <https://www.sciencedirect.com/science/article/pii/S2543925123000177>
- van Oosten, J. M. F., Vandenbosch, L., & Peter, J. (2023). Predicting the use of visually oriented social media: The role of psychological well-being, body image concerns and sought appearance gratifications. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2023.107730>
- Wahab, H. K. A., Tao, M., Tandon, A., Ashfaq, M., & Dhir, A. (2022). Social media celebrities and new world order. What drives purchasing behavior among social media followers? *Journal of Retailing and Consumer Services*, 68, 103076. <https://doi.org/10.1016/j.jretconser.2022.103076>
- Wibowo, A., Narmaditya, B. S., Suparno, Sebayang, K. D. A., Mukhtar, S., & Shafiai, M. H. M. (2023). How does digital entrepreneurship education promote entrepreneurial intention? The role of social media and entrepreneurial intuition. *Social Sciences & Humanities Open*, 8(1), 100681. <https://doi.org/10.1016/j.ssaho.2023.100681>
- Ying-ho Kwong. (2023, August). Social media framing in the global health crisis: Pro-democracy versus pro-regime opinion leaders during the COVID-19 pandemic in Hong Kong. *Project MUSE*. Retrieved from <https://muse.jhu.edu/article/905453>
- Zhuang, W., Zeng, Q., Zhang, Y., Liu, C., & Fan, W. (2023). What makes user-generated content more helpful on social media platforms? Insights from creator interactivity perspective. *Information Processing & Management*, 60(2), 103201. <https://doi.org/10.1016/j.ipm.2022.103201>