CHAPTER I
INTRODUCTION

1.2 Background of the Study

Due to technological development, the way people interact and communicate has changed significantly. The emergence of social media platforms has provided opportunities for people to connect with one another quickly and easily. The use of social media has become a part of daily life for many people, allowing them to share information, opinions, and experiences. This chapter discusses the implications of social media use and provides an overview of the research questions and objectives of this study. The chapter also presents the methodology used in the research and outlines the expected outcomes.
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