

Chapter 13

Social Media Revolution: Unravelling the Threads of Connectivity and Influence

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ABSTRACT

The chapter explores the transformative journey of social media and its impact on contemporary society, highlighting both challenges and opportunities. From its origins to its global ubiquity, social media has redefined communication, transcending geographical and cultural barriers. While it empowers global sharing and creativity, it also raises issues like privacy breaches, data security, and misinformation. Despite these challenges, social media drives social movements, political engagement, and revolutionizes marketing. It influences agriculture by spreading innovative techniques and bioinformatics by enhancing research collaboration. Emerging technologies like AR, VR, and AI will further shape its future. Integrating bioinformatics and agricultural analytics into social media can address global challenges, fostering positive societal change and connectivity.

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1. INTRODUCTION

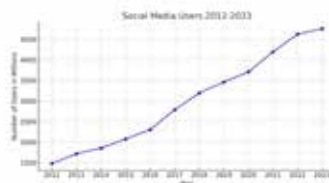
Social media has become an essential component of our digital environment, transforming how individuals, businesses, and communities interact and communicate. Social media refers to internet platforms and programs that enable people to create, share, and swap material. It comprises a variety of services such as social networking sites (e.g., Facebook and Twitter), photo-sharing platforms (e.g., Instagram), professional networks (e.g., LinkedIn), and multimedia platforms (e.g., YouTube and TikTok).

Social media lets people connect and communicate across ideological, cultural, and geographic divides in today's globally interconnected globe. Social media has completely changed the way we engage with like-minded communities, network with colleagues, and maintain relationships with friends and family. Moreover, the ubiquity of social media in our daily lives has reshaped various aspects of society, from how we consume news and information to how we conduct business and participate in civic discourse. As we delve deeper into the complexities and nuances of social media, it becomes increasingly clear that its impact extends far beyond individual interactions, influencing everything from political mobilization and cultural trends to economic dynamics and social norms (Varghese 2024) (Farooq et al. 2021).

1.1. Innovations in Social Media

Social media may trace its roots back to the early days of the internet, when message boards and online communities were in their infancy. However, the contemporary form of social media did not materialize until the late 1990s and early 2000s, at which point websites like Six Degrees became popular, allowing users to create profiles and engage with one other.

Figure 1. Evolution of social media



Midway through the 2000s, social media underwent a dramatic shift with the adoption of Web 2.0 technology, which ushered in an era of interactive communication and user-generated content. The emergence of Facebook, Twitter, YouTube,

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