

of Russia in the US Presidential election is done via the internet and social media. The political interference which were possible just with muscular power or with some time could be done by technological advancement, but now the impact of social media on such a sensitive part of democratic system really makes us to think that social media has outpaced the technology.

Social media facilitates a virtual form of interaction. The term virtual is used to describe things that are not real, but which take on the important qualities of the real. When playing a computer war game, for example, we can experience excitement, frustration and tension, but we can never be injured. In fact, the creators of virtual war games argue that the virtual experience is better than the real one, because the dangers connected to the real experience are removed. In the same way, interactions via social media make visitors feel connected without the difficulties and complexities of face-to-face interactions. Compared to interactions with computers, interactions with human counterparts require more emotional involvement, cognitive effort, and brain activation. When we are not in the mood to exercise these resources, we too often choose the easier, virtual option.

A sort of new empowerment is also seen in the average person for civic action. Essentially, social media is democracy in action as it allows for anyone to now have a voice and influence the discourse within their society the way they see fit. This has provided every individual a sense of outreach and understanding of the crucial and important matters. People nowadays have become more aware about their surroundings.

The social media has also helped in people to create sensitivity about matters trivial as a citizen and a part of society. For example during the lockdown phase everyone was connected through social media and helped each other by spreading the messages for the people in need. The issues such as gender sensitization, women empowerment, #me too movement, social outrage against sexual assault cases, the survival stories of acid victim survivors came into picture with the help of social media. It has become a platform to change the perception and mindset of people.

The created echo chamber and fake news also impacts the society and psychology of the people which later on leads to the intolerance in the society. What many forget though, is that the domains where these individuals voice their opinion are mediums that rely on the traffic and active sharing of content for it to be seen by others. This means that it is up to a vast amount of people in the public sphere to be sharing this content to disseminate these messages. It is not simply one person forcing everyone to pay attention to their views—it is through simple voluntary action from all of the viewers of a viral video to make it viral in the first place.

How is our use of social media impacting our well-being? How is it changing our relationships with friends and family? And what is the relationship between social media use and mental health? We can explore psychological aspect of social media through certain questions for example why we like, post and comment on various platforms. We do this because we want to maintain relationships. When we favorite and like each other's posts, we add value to the relationship, and reinforce that closeness. We also create a reciprocity effect. We feel obliged to give back to people who have given to us, even in a small way. We want to even up the scales. Sometimes social media and life moves so fast that we want things to slow down. This is where nostalgia comes in, and this longing for the past can be an amazing strategy for modern social media marketing. Nostalgia is universal across all cultures and it gives us a sense of social connectedness, feelings of being loved and protected.

Psychology plays an important role in social media's success and it is influencing how business owners are using the various social media channels to market their products and services. People react to content that touches them on an emotional and/or personal level. If you make sure to offer content that is arranged in a format that is easy to follow, presented clearly and logically and has emotional elements, people will pay attention and will want to continue engaging. Using content that is relevant and has a personal feel to it is a very intelligent choice when it comes to your online marketing campaign.