

**DOI:** <https://doi.org/10.57125/FP.2024.09.30.05>

**How to cite:** Borysenko, O., Marukhovska-Kartunova O., Volkova, V., Baran, A., & Maraieva, U. (2024). The Influence of Social Networks on the Formation of Modern Culture and its Relationship with Philosophy. *Futurity Philosophy*, 3(3), 80-94. <https://doi.org/10.57125/FP.2024.09.30.05>

## **The Influence of Social Networks on the Formation of Modern Culture and its Relationship with Philosophy**

***Olha Borysenko***

*PhD in Art History, Docent, Ukrainian Academy of Printing, Ukraine  
<https://orcid.org/0000-0002-4289-4554>*

***Olga Marukhovska-Kartunova\****

*Candidate of Philosophical Science, Associate Professor, University of Economics and Law «KROK», Ukraine, <https://orcid.org/0000-0002-5207-0671>*

***Valeriya Volkova***

*Candidate of Pedagogical Sciences, Associate Professor, Zaporizhzhia National University, Ukraine, <https://orcid.org/0000-0001-5802-7095>*

***Andrii Baran***

*Master Student, Open international Universiti of Human Development "Ukraine", Ukraine  
<https://orcid.org/0009-0009-0203-6254>*

***Uliana Maraieva***

*Candidate of Philosophical Sciences, Docent, Uzhhorod National University, Ukraine  
<https://orcid.org/0000-0002-2600-8532>*

***\*Corresponding author: [omaruhovska@gmail.com](mailto:omaruhovska@gmail.com).***

**Received:** April 11, 2024 | **Accepted:** July 20, 2024 | **Available online:** August 12, 2024

**Abstract:** The purpose of the research is to highlight the role of social media in the dynamic processes of modern culture development. Socio-cultural progress requires effective tools that will ensure the involvement of individual and social potential. Therefore, the article aims to position social media in the paradigm of the information and digital society. The research methodology is focused on the analysis of scientific works that interpret the content and format of information and communication activity of social media resources. The synergistic approach involves the formation of relevant algorithms for broadcasting social relations based on the interaction between different institutions and correlated with philosophical and ideological guidelines. The results of the study identify a number of information and communication dimensions that define worldview and mental meanings and form practice-oriented models of engaging society in synergistic interaction through social media resources. Among the key dimensions of the functioning of social networks in the information society system are: information, technology, dynamism, flexibility, creativity, heuristics, innovation. A promising area of research into the role of social networks in the context of actualising the philosophical and synergistic discourse is the problem of public self-organisation - the integrity of the approach to understanding social activity. Thus, social networks play an important role in the implementation of the principles of functioning of the social order (local or large-scale), providing the information and communication component of social activity. At the same time, social networks are actually becoming platforms where not only certain principles or elements of social development are presented, but also where discussion activity, debate and identification of the specifics of their implementation are formed. The problem of risks associated with the use of the potential of social communication, namely, responsibility, information security, and compliance with the norms of information culture, remains a matter of debate. Philosophy has historically fulfilled the mission of reconciling innovative dimensions with the fundamental dimensions of social activity, so the mental perception of the status of social networks is no less important than their functional potential.

**Keywords:** communicative philosophy, cultural dimensions, digital broadcasting, information society, media resources, philosophy of information, social networks.

## Introduction

The media space in today's socio-cultural environment has a decisive influence on the formation of public opinion. Any problem that emerges in today's society is thoroughly covered in the information field. Traditional media in the modern world are complemented (and sometimes replaced) by innovative information and communication platforms. Social media are a vivid example of a new positioning of information in the context of perception, creation (reproduction), distribution, etc. The media elements of Facebook, Instagram, Tik-Tok, Twitter and other social networks have formed a powerful information and communication cluster capable of shaping the global policy agenda.

Luchtefeld and Jordan (2022) reveal the essence of the phenomenon of social media demand, which is that a person, not receiving adequate offline social support, finds it as an alternative in the form of online activity. The process of compensating for a real socially

oriented policy (global, national, local) is being implemented through the opportunity to engage (physically, virtually, intellectually or through banal observation) in the consideration of pressing problems of civilisation. The principles of communicative philosophy, which are based on the primacy of communication (official, professional, domestic, creative, etc.), are actually preserved, while the format of communication is transformed from live contact to virtual.

### ***Research Problem***

The scale and intensity with which social media are capturing the audience requires a response from the scientific and ideological dimension. Traditionally, psychology was the first field of study to analyse the impact of social media on individual and collective consciousness. However, the global nature and long-term prospects of the social media trend have necessitated a worldview and mental interpretation of this phenomenon.

### ***Research Focus***

Analysing the essence and functionality of the modern society 4.0, it is worth noting that certain elements of this socio-cultural paradigm require qualitatively new information support. Therefore, the algorithms of social communication are also undergoing transformations due to information activity. The problems of socio-political, socio-economic, cultural and environmental nature always remain dominant for the development of society. This necessitates the active participation of the socio-cultural space in the implementation of the principles of civilisational progress. The usual official declaration of intentions is now losing its relevance in the context of the dynamics of modern civilisational development. Therefore, the question of tools that can help organise the implementation of a strategy for the development of cultural life with the maximum possible participation of every citizen is particularly in demand.

### ***Research Aim and Research Questions***

The purpose of the article is to analyse the philosophical understanding of cultural and social development of society in the context of the rapid growth of the information and communication potential of social media. The tasks of the article are focused on determining the optimal algorithms for setting up social media in the context of information support for the process of involving society in the creation of a modern cultural paradigm. The hypothesis of the scientific research is focused on solving the problem of self-organisation as a way to actualise various dimensions of social and media activity: informativeness, communicativeness, functionality and innovation.

### ***Literature Review***

The issue of the transformation of the status of media resources in modern society has long been relevant in scientific discourse. New media formats determine a qualitatively changed model of activity of its participants. Wang et al. (2021) studied the evolution of the influence of social media on public opinion: from the period of creation of the virtual media socio-space to the time when this segment was established as the dominant information cluster. It is worth noting that new sources of data (in the context of the current study, social media)

have changed the philosophy of research on topical issues of contemporary culture (Contreras Kallens et al., 2022).

The philosophy of social media is based on the ability of a person to exercise civic engagement without expending significant effort or resources. In modern scientific research, the problem of culture-building through social media algorithms is focused on the following aspects:

- The philosophy of the need to achieve stability of the economic (Kakar & Khan, 2021) and financial systems (El Alfy et al., 2020) to release resources in shaping the cultural paradigm;

- Understanding the specifics of political (Goyanes Borah & Gil de Zúñiga, 2021) and geopolitical (Kar et al., 2021) activity in the process of determining the cultural priorities of society;

- organisational (Lee, 2017), administrative (Arkema et al., 2021), institutional (Hamid et al., 2017), infrastructural (Schnurr & Taylor, 2021) and logistical (Sultan et al., 2021) dimensions of the functioning of socio-cultural space;

- understanding the concept of civil society and its potential in addressing global issues (Nguyen et al., 2019) and the information and communication driver from social media;

- Adopting a philosophy of cultural potential (Becken et al., 2021) and global forward-looking strategies (Willekens et al., 2022);

- the need for environmentally balanced socio-cultural activity of humanity (Nekmahmud et al., 2022) and the need to respond to global challenges such as the COVID-19 pandemic (Hauer & Sood, 2020) through conscious activity on social media;

- is a psychological component of society's readiness to take active steps to transform existing socio-cultural conditions (Zheng & Ling, 2021);

Contemporary social and scientific discourse is actively considering the obstacles and contradictions associated with the involvement of social networks in the consideration of the information society development strategy. In particular, the excessive populism in the cultural environment is emphasised (Kim & Hyun Baek, 2022), which leads to the declarative nature of principles without their practical implementation. Another major problem is the high probability of misinformation (Wu & Pei, 2022) or misinterpretations on social media, which is less controlled and peer-reviewed. A separate issue is privacy in the media environment (Dhawan et al., 2022).

Scientific studies of the impact of social media on the psychology and mentality of people indicate that this format is relevant to the need for a systematic interpretation of this phenomenon and its impact on cultural development (Zafar et al., 2021). Such guidelines are of practical importance for creating awareness of the activity of culture creation. Contemporary philosophers point to the formation of the concepts of social maturity (Hanafizadeh et al., 2021) and social responsibility (Grover et al., 2019) in the context of using social media resources.

## **Research Methodology**

The study of the role of social networks is carried out to determine the potential of innovative media resources in the organisation of individual or social activity. Achieving the objectives of the article requires the use of a diverse methodological arsenal, which is designed to provide an analysis of scientific achievements on the use of social media in the cultural process. The article offers a qualitative study based on the analysis of scientific discourse on the problem of social and media activity of a person and society. The search for sources was carried out in the context of the following sampling criteria:

-Selection of literature included in the Scopus and Web of Science databases using the search and information scientific resources of the Google Scholar platform;

-key words and phrases that became the basis for information search: media resources, social networks, information culture; philosophy of culture, philosophy of communication and information.

-The period of publications that are relevant to the current study: from the period of global spread of social networks in the information space to the current realities of implementing the principles of covering cultural trends in the media space.

-The scientific works used in the study did not have clear regional and spatial restrictions, as the experience of social networks functioning both globally and in a specific social environment was taken into account.

The research methods are dominated by analytical approaches that help to determine the peculiarities of the functioning of social networks in the context of information and communication support for cultural development. The effectiveness of traditional media elements and innovative social and media concepts is compared. The modelled synergistic methodology allows us to form an understanding of the algorithms of interaction between media and society in the context of information transmission, its perception by a person and the community, and the aspect of public response to the proposed ideas.

## **Research Results**

The modern information society requires appropriate tools and mechanisms that will determine the specifics of its functioning in the context of civilisational progress. The media space is the platform where the vast majority of worldview and mental trends, tendencies and ideas that determine the meanings and values of modern society are concentrated. Media resources are being improved in the context of the development of information and digital technologies, forming new tools for information and communication activities. An important factor in the functioning of a modern media resource is the dynamics and ability to work online.

The philosophy of the freedom of social networks as an information environment and communication tools is reduced to balancing the concept of controlled chaos and the theory of dynamic and large data variables. On the one hand, people are provided with virtually unprecedented opportunities in the form of social media; on the other hand, the formation of an information culture is required. The balance between these guidelines cannot be established

by technological means, as it is achieved by social norms and collective understanding. Philosophy, on the other hand, is intended to form the value and goal orientations of the public consciousness that will correlate culture-creating activity in the context of social media activity.

The modern philosophy of the Western world is based on the principles of pluralism and multiculturalism (Marukhovska-Kartunova et al., 2023). This format requires an appropriate information space that meets the requirements of diversity and unity of culture. Such principles can be achieved with the help of resources in which society can fully perceive cultural achievements and provide them with a prompt assessment. Social networks are in fact the embodiment of the socio-cultural demand for the modern information environment.

The effectiveness of media activity depends on the completeness of three key information and communication dimensions

- Creation of information content;
- Broadcasting of information elements;
- Discussion of information flows.

The goals of cultural development, given the level of coverage of the pressing problems of modern civilisation, should be revealed holistically in the context of actualisation of all these information and communication dimensions.

Media resources have a powerful potential in the modern information society, generating content that can influence individual and collective consciousness. Recognising the global importance of cultural trends, the international community has launched a large-scale information campaign to support and accompany the transformation of civilisational development. In order to improve the effectiveness of the information dimension of a sustainable community, a philosophy of participation and activity of individuals and society in socio-cultural development is being formed.

The implementation of cultural development is significantly improved under two key conditions:

- raising public awareness of the fundamental components of the harmonious development of civilisation and the prospects for its progress:
- encouraging society to join sustainable development initiatives and contribute to the implementation of the principles of synergy between sustainability and innovation.

It is noted that the key participant of media activity is citizens who perceive, analyse and respond to the broadcast of cultural trends. Therefore, the principle of declarative strategies and formal perception of ideas is a wrong way to go in information propaganda. The information focus of cultural development ideas should be on a specific person, local community and global society.

This format perfectly matches the social media model. On the one hand, the traditional information and communication activities of media resources are preserved; on the other hand,

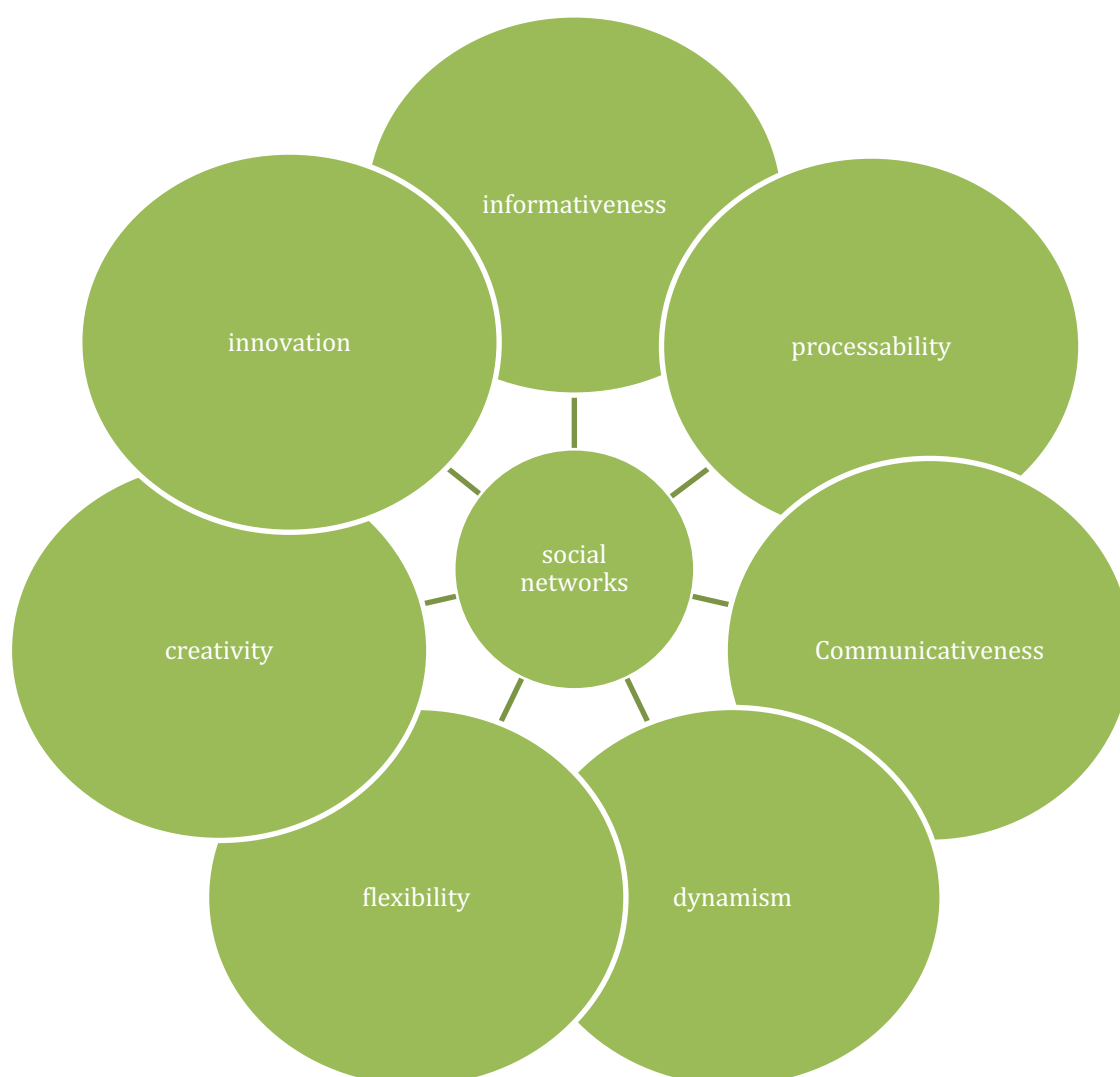
society is not only a passive consumer of culture, but also acts as an active participant who creates, implements, makes mistakes, reacts, discusses, etc.

The functional characteristics of social media (De Luca et al., 2022) allow for the rapid dissemination and scaling of information on cultural trends in the global dimension. For this purpose, a number of specific activities of social media users are used, namely: content, hashtags, links, comments, redirects, etc.

The information and communication activity of social media is characterised by a number of concepts that are designed to more fully reveal the philosophy of contemporary culture (Fig. 1).

**Figure 1**

*Conceptual dimensions of the activity of social media resources*



*Source: Authors' own research.*

From time to time, the socio-cultural space experiences periods of increased turbulence, when crisis or force majeure phenomena affect the development of all spheres of public life. It is a mistake to believe that philosophy can prevent such crises, but the level of society's readiness for unfavourable conditions will be higher. Therefore, social networks are now active broadcasters of the principles of innovation and technology, which provide the lion's share of practice-oriented cultural provision.

Today, the concept of crisis management is popular (Eismann et al., 2021), which involves the actualisation of socio-philosophical trends. The key to the success of crisis managers is the availability of tools to unite society (the function of social media) and the availability of tools for the practical implementation of crisis management strategies and practices (technologies, innovations, resources). The dominance of innovative and technological topics in the information space of social media is not accidental. The principles of innovation (Abbas et al., 2019) and technology should be clear to society so that, if necessary, they can be used on a large scale without resistance (instead, with support) from the population.

If social media are viewed solely from the perspective of technological functioning, then in this context, the philosophy of technology and the philosophy of technology are combined in the innovative dimension of the philosophy of technoscience (Echeverría, 2018). In this positioning, social media are interpreted in terms of the resource potential of digital technologies to influence cultural development.

What social media and cultural development have in common is that both concepts are based on technological progress (Pulido et al., 2018). The implementation of any social project requires energy (in physical, technological, and mental dimensions) (Corbett & Savarimuthu, 2022). For cultural trends that are global in nature, this energy should concentrate, without exaggeration, the planetary energy of civilisation. The platform for concentrating the mental component of this energy is social media, which is the place where the potential of the vast majority of humanity intersects.

The philosophy of information in the modern world is undergoing a period of transformation of its global status. Big data, search engines, artificial intelligence, social networks - this is a far from complete list of elements that radically change the way we think about the impact of information on public opinion (Ilieva & McPhearson, 2018). In the modern world, information not only shapes the opinions and ideas of society, but also has the ability to control them in the process of culture creation.

At the same time, one of the fundamental principles of social media is dynamism, since in the modern information society, the instantaneousness of content creation and broadcasting is a determining factor in its popularity (Can & Alatas, 2017). Therefore, having a positive experience of disseminating ideas on social media resources at the subject and everyday level, the philosophy of global goals or strategies is currently being promoted in the information space. In this context, it is important to understand the role of reconciling the dynamics of information and the academic nature of philosophy to form a holistic and unified cultural paradigm (Stephen & Yadav, 2020).

Flexibility implies diversity in the presentation and perception of information on social media. In the innovation cluster, the leaders of information content are constantly changing. The audience is now shifting to visualised information flows, particularly on Snapchat and Instagram (Ilbury, 2022). This leads to a greater actualisation of the innovative and creative factor in the implementation of the principles of cultural development. The philosophy states another cultural and anthropological turn in which human creativity is combined with technological and natural resources.

Creativity in terms of social media activity and human creativity in this segment is determined by the high level of individualisation of information activity (Grover et al., 2022). Despite the fact that culture is focused mainly on civilisational or societal dimensions, the key element for its implementation is human potential. Such existential and value orientations have been advocated by philosophy throughout the cultural and historical experience of mankind.

## **Discussion**

The traditional perception of the media as a broadcaster of information content is gradually losing its relevance. The modern information space is marked by an increase in the number of active participants in its territory and a revision of the level of their activity within the media format. Such transformations of the media resource cause controversy over the positioning of social media tools in the context of engaging society in global issues of civilisation. On the one hand, social media significantly expand the reach of the audience; on the other hand, the structure and consistency of information support for global aspects of human development is being lost. Once again, the scientific discourse is returning to the philosophical dichotomy of controlled chaos and the dynamics of change.

The ambiguity of society's perception of the value dimensions of culture exacerbates the controversy of the research problem (Kang 2019). Despite the fundamentality and historical tradition of cultural trends, there is a growing distrust among society of the declared development prospects based on global trends. Since social media is characterised by the possibility of feedback (and almost in real time), dissatisfaction with any discrepancies between the real state of affairs and the proclaimed principles is immediately expressed in the information space. The specifics of social media break down geographical (the Internet has no borders), linguistic (most social media and messengers have automatic translation functions built into their messages or comments), and cultural barriers to the dissemination of this information.

Another problem of synchronising cultural development and socio-media activity is the different perceptions of the efficiency of obtaining results (Sivarajah et al., 2020). Such asynchronisation is denied in the results of the current study due to the actualisation of the dynamism and flexibility of information support for cultural creation on social media. Moreover, while the strategy of cultural trends is focused on long-term goals that have a delayed, inertial nature of implementation; social media involves the voice of activity in real time and expectations of short-term results in terms of cultural achievements.

According to the results of the current study, the process of increasing information activity in the media space of social networks in the cluster of actualisation of global problems of our

time and prospects for the development of civilisation is stated. According to Al-Mulla et al. (2022), social media play an “expansive, invasive and persuasive role in shaping behaviour, actions, habits, consumption and production patterns”. Influencers act as “opinion leaders”, supporting the ideas of global development of society, emphasising the importance of the human dimension of social media. The philosophy of thought creates synergy with the philosophy of personality in a technologically attractive format.

The strategy of cultural development is focused on the dynamism of processes related to information activity. The results of the study indicate that social media support the necessary rhythm of socio-cultural development. However, some researchers see risks in this process, analysing the negative dimensions of activity in social media resources: the desire to idealise socio-cultural realities (following the example of idealising the living space of users of social media profiles) (Huang & Fan, 2022); the unwillingness of certain categories of society to adequately perceive cultural and informational content (Durmishi & Durmishi, 2022). On the other hand, the benefits of the experience of social comparison inherent in the modern virtual information space are noted (Lewin et al., 2022).

The identification of mental and psychological characteristics of social activity is interesting in terms of the prospects for studying the role of social media in promoting cultural trends. The relationship between the fear of loss (of the ability to obtain information or social status online) (FoMO) and social media fatigue (physical, psychological) (SMF) (Tandon et al., 2021) creates balances that allow

- avoiding dependence on social media;

- to remain active in the process of cultural creation and perception of cultural heritage (Hattingh et al., 2022).

The key task of social networks is to create a harmonious environment in which people can feel comfortable and have the opportunity to engage in social and cultural activities. The philosophy proposes mental characteristics to optimise the perception of the potential of social networks by individuals and society.

## **Conclusions and Implications**

The new information society 4.0 (which claims to be transformed into dimension 5.0) requires a new philosophy that will reconcile the dynamics of technological progress and the values and goals of cultural development. Philosophy in the modern socio-cultural space is focused on the following conceptual elements: technology, information and communication. It is clear that such a paradigm is based on a common format in which society perceives, broadcasts and evaluates cultural trends. This niche is confidently occupied by social media (Facebook, Instagram, Tik-Tok, Twitter), which form the information space. At the same time, the public has every chance not only to get acquainted with cultural trends, but also to ensure their implementation in the socio-cultural space. Due to the rapid development of the information society, people have the opportunity to contribute to the improvement of the philosophy of ideological and worldview principles of cultural development by broadcasting their proposals to the general public. The combination of informativeness and

communicativeness determines the practical dimension of positioning culture creation and perception of culture in social networks. The innovation, creativity, flexibility and dynamism of information and communication activity in social media shape their potential for shaping the worldview and philosophy of the modern information society.

### **Acknowledgements**

None

### **Funding**

The Authors received no funding for this research

### **Conflict of Interest**

The authors declare that they have no conflict of interest.

### **References**

- Abbas, J., Mahmood, S., Ali, H., Ali Raza, M., Ali, G., Aman, J., Bano, S., & Nurunnabi, M. (2019). The effects of corporate social responsibility practices and environmental factors through a moderating role of social media marketing on sustainable performance of business firms. *Sustainability*, 11(12), Article 3434. <https://doi.org/10.3390/su11123434>
- Al-Mulla, S., Ari, I., & Koç, M. (2022). Social media for sustainability education: gaining knowledge and skills into actions for sustainable living. *International Journal of Sustainable Development & World Ecology*, 29(5), 455-471. <https://doi.org/10.1080/13504509.2022.2036856>
- Arkema, K. K., Fisher, D. M., Wyatt, K., Wood, S. A., & Payne, H. J. (2021). Advancing sustainable development and protected area management with social media-based tourism data. *Sustainability*, 13(5), 2427. <https://doi.org/10.3390/su13052427>
- Becken, S., Friedl, H., Stantic, B., Connolly, R. M., & Chen, J. (2021). Climate crisis and flying: Social media analysis traces the rise of “flightshame”. *Journal of Sustainable Tourism*, 29(9), 1450-1469. <https://doi.org/10.1080/09669582.2020.1851699>
- Can, U., & Alatas, B. (2017). Big social network data and sustainable economic development. *Sustainability*, 9(11), Article 2027. <https://doi.org/10.3390/su9112027>
- Contreras Kallens, P., Hicks, D. J., & Jennings, C. D. (2022). Networks in philosophy: Social networks and employment in academic philosophy. *Metaphilosophy*, 53, 653-684. <https://doi.org/10.1111/meta.12591>
- Corbett, J., & Savarimuthu, B. T. (2022). From tweets to insights: A social media analysis of the emotional discourse of sustainable energy in the United States. *Energy Research & Social Science*, 89, Article 102515. <https://doi.org/10.1016/j.erss.2022.102515>
- De Luca, F., Iaia, L., Mehmood, A., & Vrontis, D. (2022). Can social media improve stakeholder engagement and communication of the Sustainable Development Goals? A cross-country

analysis. *Technological Forecasting and Social Change*, 177, Article 121525. <https://doi.org/10.1016/j.techfore.2022.121525>

Dhawan, S., Hegelich, S., Sindermann, C., & Montag, C. (2022). Re-start social media, but how? *Telematics and Informatics Reports*, 8, Article 100017. <https://doi.org/10.1016/j.teler.2022.100017>

Durmishi, L., & Durmishi, A. (2022). A philosophical assessment of social networks impact on adolescents' development in conditions of unlimited access to information. *Future Philosophy*, 1(2), 27-41. <https://doi.org/10.57125/FP.2022.06.30.03>

Echeverría, J. (2018). The philosophy of technoworlds and technopersons. In B. Laspra & J. López Cerezo (Eds.), *Spanish philosophy of technology. Philosophy of engineering and technology* (pp. 153-164). Cham: Springer. [https://doi.org/10.1007/978-3-319-71958-0\\_11](https://doi.org/10.1007/978-3-319-71958-0_11)

Eismann, K., Posegga, O., & Fischbach, K. (2021). Opening organisational learning in crisis management: On the affordances of social media. *The Journal of Strategic Information Systems*, 30(4), Article 101692. <https://doi.org/10.1016/j.jsis.2021.101692>

El Alfy, A., Darwish, K. M., & Weber, O. (2020). Corporations and sustainable development goals communication on social media: Corporate social responsibility or just another buzzword? *Sustainable Development*, 28, 1418-1430. <https://doi.org/10.1002/sd.2095>

Goyanes, M., Borah, P., & Gil de Zúñiga, H. (2021). Social media filtering and democracy: Effects of social media news use and uncivil political discussions on social media unfriendliness. *Computers in Human Behaviour*, 120, Article 106759. <https://doi.org/10.1016/j.chb.2021.106759>

Grover, P., Kumar Kar, A., & Dwivedi, Y. (2022). The evolution of social media influence - A literature review and research agenda. *International Journal of Information Management Data Insights*, 2(2), Article 100116. <https://doi.org/10.1016/j.ijime.2022.100116>

Grover, P., Kumar Kar, A., & Vigneswara Ilavarasan, P. (2019). Impact of corporate social responsibility on reputation - Insights from tweets on sustainable development goals by CEOs. *International Journal of Information Management*, 48, 39-52. <https://doi.org/10.1016/j.ijinfomgt.2019.01.009>

Hamid, S., Ijab, M. T., Sulaiman, H., Anwar, R., & Norman, A. A. (2017). Social media for environmental sustainability awareness in higher education. *International Journal of Sustainability in Higher Education*, 18(4), 474-491. <https://doi.org/10.1108/IJSHE-01-2015-0010>

Hanafizadeh, P., Shafia, S., & Bohlin, E. (2021). Exploring the consequence of social media usage on firm performance. *Digital Business*, 1(2), Article 100013. <https://doi.org/10.1016/j.digbus.2021.100013>

Hattingh, M., Dhir, A., Ractham, P., Ferraris, A., & Yahiaoui, D. (2022). Factors mediating social media-induced fear of missing out (FoMO) and social media fatigue: A comparative study

- among Instagram and Snapchat users. *Technological Forecasting and Social Change*, 185, Article 122099. <https://doi.org/10.1016/j.techfore.2022.122099>
- Hauer, M. K., & Sood, S. (2020). Using social media to communicate sustainable preventive measures and curtail misinformation. *Frontiers in Psychology*, 11, Article 568324. <https://doi.org/10.3389/fpsyg.2020.568324>
- Huang, X., & Fan, P. (2022). The dark side of social media in the workplace: A social comparison perspective. *Computers in Human Behaviour*, 136, Article 107377. <https://doi.org/10.1016/j.chb.2022.107377>
- Ilbury, C. (2022). Discourses of social media amongst youth: An ethnographic perspective. *Discourse, Context & Media*, 48, Article 100625. <https://doi.org/10.1016/j.dcm.2022.100625>
- Ilieva, R. T., & McPhearson, T. (2018). Social-media data for urban sustainability. *Nature Sustainability*, 1, 553-565. <https://doi.org/10.1038/s41893-018-0153-6>
- Kakar, A., & Khan, A. N. (2021). The impacts of economic and environmental factors on sustainable mega project development: Role of community satisfaction and social media. *Environmental Science and Pollution Research*, 28, 2753-2764. <https://doi.org/10.1007/s11356-020-10661-y>
- Kang, S. (2019). Communicating sustainable development in the digital age: The relationship between citizens' storytelling and engagement intention. *Sustainable Development*, 27, 337-348. <https://doi.org/10.1002/sd.1905>
- Kar, A. K., Grover, P., Gupta, S., & Modgil, S. (2021). Influence of political leaders on sustainable development goals - insights from twitter. *Journal of Enterprise Information Management*, 34(6), 1893-1916. <https://doi.org/10.1108/JEIM-07-2020-0304>
- Kim, M., & Hyun Baek, T. (2022). I'll follow the fun: The extended investment model of social media influencers. *Telematics and Informatics*, 74, Article 101881. <https://doi.org/10.1016/j.tele.2022.101881>
- Lee, Y.-C. (2017). Corporate sustainable development and marketing communications on social media: The Fortune 500. *Business Strategy and the Environment*, 26, 569-583. <https://doi.org/10.1002/bse.1936>
- Lewin, K. M., Ellithorpe, M., & Meshi, D. (2022). Social comparison and problematic social media use: Relationships between five different social media platforms and three different social comparison constructs. *Personality and Individual Differences*, 199, Article 111865. <https://doi.org/10.1016/j.paid.2022.111865>
- Luchtefeld, C., & Jordan, K. D. (2022). Individual differences influencing the relationship between online social support and addictive use of social media. *Telematics and Informatics Reports*, 8, Article 100025. <https://doi.org/10.1016/j.teler.2022.100025>

- Marukhovska-Kartunova, O., Bugrov, M., Yatskiv, O., & Malyk V. (2023). The philosophy of ancient culture in the context of the evolution of the states of European culture: An analysis of the autonomy of cultures. *Future Philosophy*, 2(1), 30–44. <https://doi.org/10.57125/Phil.2023.03.30.03>
- Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: The role of social media. *Technological Forecasting and Social Change*, 185, Article 122067. <https://doi.org/10.1016/j.techfore.2022.122067>
- Nguyen, T., Han, H., & Sahito, N. (2019). Role of urban public space and the surrounding environment in promoting sustainable development from the lens of social media. *Sustainability*, 11(21), Article 5967. <https://doi.org/10.3390/su11215967>
- Pulido, C. M., Redondo-Sama, G., Sordé-Martí, T., & Flecha, R. (2018). Social impact in social media: A new method to evaluate the social impact of research. *PLoS ONE*, 13(8), Article e0203117. <https://doi.org/10.1371/journal.pone.0203117>
- Schnurr, M. A., & Taylor, A. (2021). Simulating the sustainable development goals: Scaffolding, social media, and self-reported learning outcomes among entry-level students. *Journal of Political Science Education*, 17(sup1), 255-274. <https://doi.org/10.1080/15512169.2021.1920419>
- Sivarajah, U., Irani, Z., Gupta, S., & Mahroof, K. (2020). Role of big data and social media analytics for business to business sustainability: A participatory web context. *Industrial Marketing Management*, 86, 163-179. <https://doi.org/10.1016/j.indmarman.2019.04.005>
- Stephen, G., & Yadav, U. (2020). Social scientist perception and attitude about the academic social networking site of Researchgate. *Library Philosophy and Practice (e-journal)*, Article 4402. <https://digitalcommons.unl.edu/libphilprac/4402>.
- Sultan, M. T., Sharmin, F., Badulescu, A., Gavrilut, D., & Xue, K. (2021). Social media-based content towards image formation: A new approach to the selection of sustainable destinations. *Sustainability*, 13(8), Article 4241. <https://doi.org/10.3390/su13084241>
- Tandon, A., Dhir, A., Talwar, S., Kaur, P., & Mäntymäki, M. (2021). Dark consequences of social media-induced fear of missing out (FoMO): Social media stalking, comparisons, and fatigue. *Technological Forecasting and Social Change*, 171, Article 120931. <https://doi.org/10.1016/j.techfore.2021.120931>
- Wang, Y., Cheng, Y., & Sun, J. (2021). When public relations meets social media: A systematic review of social media related public relations research from 2006 to 2020. *Public Relations Review*, 47(4), Article 102081. <https://doi.org/10.1016/j.pubrev.2021.102081>
- Willekens, M., Siongers, J., & Lievens, J. (2022). Social stratification and social media disengagement. The effect of economic, cultural and social capital on reasons for non-

use of social media platforms. *Poetics*, 95, Article 101708.  
<https://doi.org/10.1016/j.poetic.2022.101708>

Wu, M., & Pei, Y. (2022). Linking social media overload to health misinformation dissemination: An investigation of the underlying mechanisms. *Telematics and Informatics Reports*, 8, Article 100020. <https://doi.org/10.1016/j.teler.2022.100020>

Zafar, A. U., Shen, J., Ashfaq, M., & Shahzad, M. (2021). Social media and sustainable purchasing attitude: The role of trust in social media and environmental performance. *Journal of Retailing and Consumer Services*, 63, Article 102751. <https://doi.org/10.1016/j.jretconser.2021.102751>

Zheng, H., & Ling, R. (2021). Drivers of social media fatigue: A systematic review. *Telematics and Informatics*, 64, Article 101696. <https://doi.org/10.1016/j.tele.2021.101696>