

HOW SOCIAL-MEDIA CREATES A FAKE REALITY?

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ABSTRACT:

How Social-Media Creates a Fake Reality? Social media was created with the aim of making people's life easier through knowledge sharing, networking, and interacting with their nearest and dearest, it all began with universal benefits and user-friendliness. But today, people are ruining their lives due to social media, by comparing the fake lives of others with our own, we spoil our own lives. We are considering our real lives as waste by comparing them with others fake lives, but it may be possible that behind the scenes, that person's life is worse than yours. You don't know anything, but we feel bad comparing our real lives with the fake lives of others. Social media use and declining mental health are related in a number of researches. Even though most individuals are aware that social media only represents a small portion of reality, admiring your peers' gorgeous, promising, and successful lifestyle can have a major negative impact on your mental health. Therefore this study focuses on how people have created a fake world around them.

Rationale of the study: This study helps us to understand the factors influencing such fake behaviour of peoples on social media; we could help them to understand the consequences of such behaviour.

Method: with the help of structures questionnaires researchers have gathered 384 responses using convenient sampling method and interferences are drawn using suitable statistical methods

Key Words: Fake Life, Mental Health, Real Life, Social Media

Introduction:

Social media was created with the aim of making people's life easier through knowledge sharing, networking, and interacting with their nearest and dearest, it all began with universal benefits and user-friendliness.

The rapid expansion of social media apps has changed how individuals interact with one another. People with related interests can connect and meet through the online community. Online social media interaction has become a vital part of everyone's social life during our generation's time. The majority of people use some of these applications, such as Instagram, Facebook, WhatsApp, Twitter, LinkedIn and Telegram, among others. These apps have become a crucial part of modern life due to their free memberships and cost-free information exchange with other users.

Social media can have an impact on all facets of your life, including your interactions with friends, family, and relationships with partners. These impacts may both be negative and positive. Social media can sometimes make relationship issues worse, but when used responsibly, it can also be helpful. However, teens' use of social media can also have a detrimental impact on them by diverting their attention, preventing them from sleeping, and exposing them to bullying, rumors, unrealistic expectations of other people's lives, and peer pressure. The hazards could be tied to how frequently teens use social media.

The social media is pervasive and now permeates every aspect of our lives. The social media has a significant impact on how people learn. It has a significant influence on how someone's life is shaped. The influence of social media can alter our identities, how we see and understand the world, and how we understand our present reality. Fake news is news deliberately created to hide the truth and reach the widest audience so that is designed in such a way as to be disseminated (Rini, 2017). Even while it's not a major shock, the fact that 26% of people have created at least one phoney social network presence is nonetheless awful enough. However, the fabrications on dating profiles, employment applications, resumes, and housing applications reveal people's desperation to obtain their desired outcomes.

In order to present specific patterns of interpretation and influence audiences' interpretations of events and topics, media choose and emphasise certain aspects of them. And the interaction and balancing of internal and external influences is something that this process of meaning transmission is also subject to. Through the messages and narratives, it delivers; media can also influence our reality. For instance, marketing and advertising can affect our perceptions of what is desirable or required. Our thoughts and attitudes towards particular groups and people can be influenced by how they are portrayed in the media.

Through social networking sites, interpersonal relationships created with new individuals can develop as interpersonal relationships in the real world even though each individual has never met face to face though (Abadi, Sukmawan, & Utari, 2016: 3). Filtered or perfected representation on these platforms might cause users to have irrational expectations about relationships, assets, lifestyle, and physical appearances. It has an impact on our way of thinking, how we judge our lives, and ultimately, how we live. By merely displaying one aspect of ourselves online, we are allowing to see what we want them to see rather than necessarily the truth about our life. Image of people with seemingly ideal physique and looks are frequently posted on social media sites. These people are frequently enhanced in appearance utilising filters and picture editing software. As a result, both men and women may develop unrealistic beauty standards, which can cause body dissatisfaction and low self-esteem.

Objectives of the study:

Identifying the mechanisms of social media platforms develop misrepresent perceptions of reality. Analyze the psychological and sociological implications of manipulated content and understand its impact on individuals' self-esteem, interpersonal relationships, and worldview.

Hypothesis of the study:

H ₁ : People manipulate reality to gain attention on social media
H ₂ : People get anxious by comparing their life to other's life on social media
H ₃ : Peoples have completely different presence & situation in real life and life on social media.
H ₄ : People get easily influence and try to portray themselves better after watching others on social medial
H ₅ : Peoples behaviour toward any person gets changed after watching his/her post on social media.
H ₆ : People spread fake news, information and knowledge on social media to misguide others
H ₇ : People show fake concern, love and affection on social media.

Research Methodology:

The data is collected from **384 respondents**, who are the users of various social media platforms using **Non-probability Convenient Sampling**. The research instrument floated online using Google form from Nashik City. The instrument was designed to identify the approach and attitude of peoples using social media. The purpose behind the use of various social media by the respondents was studied.

Reliability Test: is conducted to measure the internal consistency of the scale. When the questions are Likert scale type, it becomes essential to test reliability because large numbers of variables are considered for the study. Result of reliability tests shows the consistency based on collected data.

Table No 01: Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.924	28

The reliability test results are Cronbach's alpha score; it is 0.919 which is greater than 0.7 that shows a very high level of internal consistency in the data. Thus it is concluded that this instrument is accepted for further statistical analysis with a very high satisfactory level of reliability

Factor Analysis:

Table No 02: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.901
Bartlett's Test of Sphericity	Approx. Chi-Square	3972.382
	Df	378
	Sig.	.000

From the table, it can be concluded that the value of (Kaiser-Meyer-Olkin) KMO is 0.901 that is an acceptable value for analysis, .70 KMO value indicates sufficient items for each factor. The data set is considered to be best suitable for further factor analysis. The same table shows value of Bartlett test, significance level is 0.000 it means that taken data is multivariate normal and acceptable for factor analysis

Table no: 03 Communalities	Initial	Extraction
I think influencers make the negative impact on my real life.	1.000	.685
I think I'm comparing my real life with the lives that live by other people on social media.	1.000	.674
I think I'm comparing my family to other social media user's family photos.	1.000	.667
I think I compare myself to other people who are living fake lives on social media.	1.000	.668
I think I get anxious after seeing someone's post on social media.	1.000	.656
I think I get influenced by anyone on social media to portray myself better.	1.000	.607
I think there has been changes in the behaviour of those close ones (who know me personally) and those who follow me on social media.	1.000	.545
I think I post photos and videos to get people's attention on social media.	1.000	.624
I think I show my real life on social media.	1.000	.769
I think I express my real and current emotions on social media.	1.000	.802
I think I have different personalities on my social media.	1.000	.519
I think people gain attention on social media with the help of fake beauty tools and filters.	1.000	.617
I think people faking their lifestyles on social media to gain popularity and attention.	1.000	.659
I think political leaders use social media to manipulate their own image.	1.000	.615
I think I seen fake job advertisement on social media.	1.000	.532
I think people showing fake love and affection on social media.	1.000	.578
I think people post past event's photos in current timeline to portray fake situation.	1.000	.562
I think more followers attract more attention. Is it okay to buy followers?	1.000	.622
I think people spread fake news to manipulate people.	1.000	.501
I think fake news leads to misconception.	1.000	.602
I think I have experienced people's fake concern on social media.	1.000	.536
I think people show off of knowledge on social media that they don't really have.	1.000	.518
I think people manipulate reality to get more publicity on social media.	1.000	.599
I think people misguide others by their fake opinion on social media.	1.000	.562
I think my relatives and friend circle is faking their lifestyle on social media.	1.000	.645
I think people pretend to be in a good relationship to gain more attention on social media.	1.000	.539
I think people pretend to be fake entrepreneur to gain more attention on social media.	1.000	.579
I think I've ever noticed the harassment on social media.	1.000	.580

Extraction Method: Principal Component Analysis.

The figures in the above table results that the communalities values of all the 28 items of fake reality on the social media. It shows that all the values are above 0.5 that mean the data set is appropriate for further analysis. The initial communalities values above .30, is good for factor analysis.

Table no 04: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.590	27.107	27.107	7.590	27.107	27.107
2	3.586	12.808	39.915	3.586	12.808	39.915
3	1.465	5.233	45.148	1.465	5.233	45.148

4	1.177	4.203	49.351	1.177	4.203	49.351
5	1.026	3.665	53.016	1.026	3.665	53.016
6	1.012	3.613	56.629	1.012	3.613	56.629
7	1.006	3.592	60.221	1.006	3.592	60.221
Extraction Method: Principal Component Analysis.						

All the 28 factors in the above table amounted for 60.221% of the variance. Total variance explained (60.221%) by these 7 components surpasses the 60 percent threshold commonly used in social sciences (Hair, 2006). Even first 5 components is contributing for more than 50 per cent. The Eigen values greater than 1.0 that is a common criterion of useful factor.

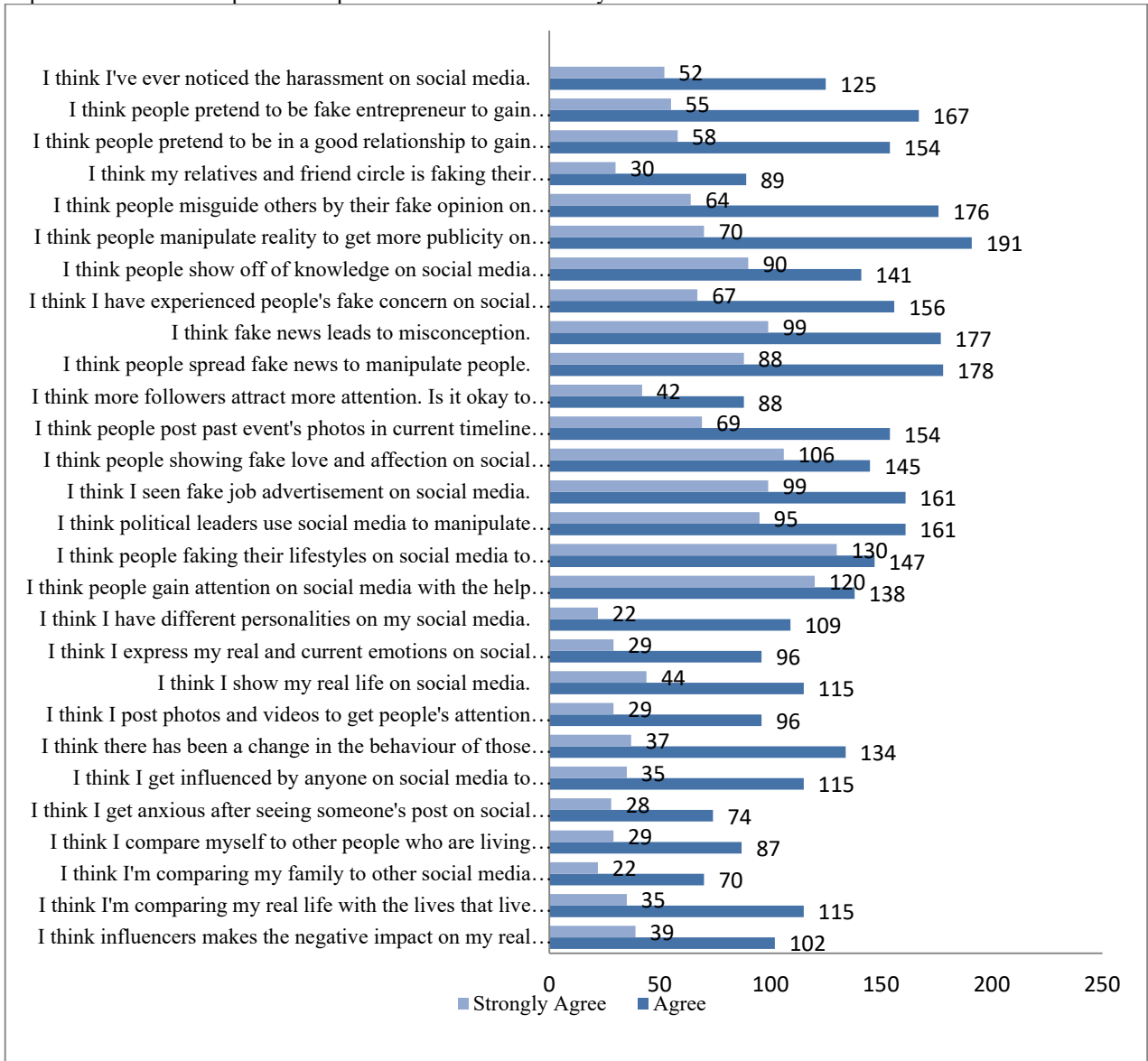
	Component						
	1	2	3	4	5	6	7
I think influencers make the negative impact on my real life.	.297	.199	-.275	-.191	.569	.295	-.185
I think I'm comparing my real life with the lives that live by other people on social media.	.305	.653	-.291	-.239	-.032	.011	.109
I think I'm comparing my family to other social media user's family photos.	.281	.693	-.241	-.105	-.126	.146	.042
I think I compare myself to other people who are living fake lives on social media.	.313	.662	-.238	-.219	-.154	.058	.014
I think I get anxious after seeing someone's post on social media.	.317	.668	-.190	-.073	-.225	.064	-.116
I think I get influenced by anyone on social media to portray myself better.	.285	.517	.049	-.009	-.269	.406	-.137
I think there has been changes in the behaviour of those close ones (who know me personally) and those who follow me on social media.	.387	.328	-.072	-.037	.198	.134	.155
I think I post photos and videos to get people's attention on social media.	.245	.530	.269	.234	.320	.222	-.064
I think I show my real life on social media.	.283	.295	.729	-.213	-.092	.123	.048
I think I express my real and current emotions on social media.	.259	.407	.665	-.135	-.017	.328	-.042
I think I have different personalities on my social media.	.282	.444	.149	.254	.374	.118	.043
I think people gain attention on social media with the help of fake beauty tools and filters.	.606	-.148	-.012	-.064	.078	.028	.465
I think people faking their lifestyles on social media to gain popularity and attention.	.684	-.187	-.101	-.124	.052	.005	.356
I think political leaders use social media to manipulate their own image.	.636	-.116	.044	-.121	.230	-.302	.191
I think I seen fake job advertisement on social media.	.673	-.157	.054	-.022	.038	-.220	.030
I think people showing fake love and affection on social media.	.680	-.275	.016	-.028	-.006	-.141	.140
I think people post past event's photos in current timeline to portray fake situation.	.653	-.179	.045	.080	-.279	.117	-.052
I think more followers attract more attention. Is it okay to buy followers?	.175	.297	.090	.580	-.135	-.123	.354
I think people spread fake news to manipulate people.	.655	-.226	.042	-.100	.062	-.035	-.061
I think fake news leads to misconception.	.651	-.274	.101	-.203	-.050	-.096	-.200
I think I have experienced people's fake concern on social media.	.641	-.081	.016	-.022	-.035	-.178	-.292
I think people show off of knowledge on social media that they don't really have.	.677	-.218	-.033	-.051	.021	.068	-.060
I think people manipulate reality to get more publicity on social media.	.690	-.258	-.012	-.032	-.064	.031	-.224
I think people misguide others by their fake opinion on social media.	.683	-.248	-.043	.026	.020	.163	-.071
I think my relatives and friend circle is faking their lifestyle on social media.	.498	.095	-.172	.473	-.040	.366	-.022
I think people pretend to be in a good relationship to gain more attention on social media.	.693	-.091	-.061	.071	-.105	.175	.004
I think people pretend to be fake entrepreneur to gain more attention on social media.	.645	-.150	-.071	.182	-.214	.234	.038

I think I've ever noticed the harassment on social media.	.440	.103	-.030	.373	.135	-.210	-.417
Extraction Method: Principal Component Analysis.							
a. 7 components extracted.							

Rotated component matrix table values are the indicators of the strength of relationship between the item and factor. “The membership of the item in factor is determines by identifying the highest loading in one factor”. The standard factor loading values appears between 0 - 1. Closer the value to 1 shows the highest factor loading. Usually higher than 0.4 is the acceptable factor loading value but as per Hair (2006), in social science research study 0.40 is the acceptable factor loading. The values in above table represents that all factor loadings is more than 0.4 that shows all items are in the range of acceptance.

Data Analysis:

Graph No. 1.1 shows respondents opinion about the fake reality of social media



	V 1	V 2	V 3	V 4	V 5	V 6	V 7	V 8	V 9	V 10	V 11	V 12	V 13	V 14	V 15	V 16	V 17	V 18	V 19	V 20	V 21	V 22	V 23	V 24	V 25	V 26	V 27	V 28	
Strongly Disagree	1	3	62	60	4	2	1	4	3	4	4	1	1	5	6	9	7	7	1	3	6	9	8	8	1	1	1	6	2
Disagree	5	9	14	13	1	1	7	1	8	9	1	4	1	2	2	3	3	1	2	2	4	3	2	2	2	9	3	4	6
Neutral	1	1	89	73	1	1	1	9	1	1	9	7	7	9	9	9	1	7	8	8	1	1	8	1	1	1	1	1	1
Agree	1	1	70	87	7	1	3	9	1	9	1	1	1	1	1	1	1	8	1	1	1	1	1	1	1	8	1	1	1
Strongly Agree	3	3	22	29	2	3	3	2	4	2	2	1	1	9	9	1	6	4	8	9	6	9	7	6	3	5	5	5	
Total	3	3	38	38	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	

Percentage wise classification of respondents opinion																													
Strongly Disagree	2	9	16	15	1	6	3	1	8	1	1	2	2	1	1	2	1	8	3	1	2	2	2	2	4	2	1	5	
Disagree	1	2	36	35	3	2	2	3	2	2	3	1	4	7	7	7	9	2	5	5	1	9	7	5	2	1	1	1	
Neutral	4	2	23	19	2	2	3	2	2	2	1	2	2	2	2	2	3	2	2	2	2	2	2	2	4	3	2	3	
Agree	2	2	18	22	1	2	3	2	2	2	3	3	4	4	3	4	4	4	4	4	4	3	4	4	4	2	4	4	3
Strongly Agree	1	9	5	7	7	9	9	7	1	7	5	3	3	2	2	2	1	1	2	2	1	2	1	1	7	1	1	1	
Total	1	1	10	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	

Table no. 06 shows classification of respondent's opinion

Above table shows the respondent's opinions on the likert scale number wise and percentage wise that help to take decision about respondent's opinion and identifies factors influencing the behaviour.

Hypothesis Testing:

H1: People manipulate reality to gain attention on social media

Table no 07 ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
People gain attention on social media with the help of fake beauty tools and filters. * People manipulate reality to get more publicity on social media.	Between Groups	(Combined)	63.707	4	15.927	15.847	.000
		Linearity	57.465	1	57.465	57.179	.000
		Deviation from Linearity	6.242	3	2.081	2.070	.104
	Within Groups		380.895	379	1.005		
Total		444.602	383				
People faking their lifestyles on social media to gain popularity and attention. * People manipulate reality to get more publicity on social media.	Between Groups	(Combined)	70.241	4	17.560	22.172	.000
		Linearity	69.759	1	69.759	88.078	.000
		Deviation from Linearity	.483	3	.161	.203	.894
	Within Groups		300.173	379	.792		
Total		370.414	383				

The above table shows that the ANOVA value of manipulating nature of people using fake beauty tools and filters to gain attention on social media is 0.000 p-value is 0.000, and manipulating nature of people showing their fake lifestyle to gain popularity and publicity the ANOVA value is .000 and p value is .000 to gain attention, popularity and publicity on social media that is less than 0.05 at 95 per cent confidence level. It indicates that the model fit is overall good. Therefore, the null hypothesis was rejected and we accept the alternative hypothesis that is **People manipulate reality to gain attention on social media.**

H₂: People get anxious by comparing their life to other's life on social media

Table no 08 ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
People comparing their real life with the lives that live by other people on social media. * they get anxious after seeing someone's post on social media.	Between Groups (Combined)	132.345	4	33.086	34.443	.000
	Linearity	131.658	1	131.658	137.057	.000
	Deviation from Linearity	.687	3	.229	.238	.870
	Within Groups	364.069	379	.961		
	Total	496.414	383			

The above table shows that the ANOVA value of anxiousness of the people after watching and comparing their life with the life live by other people on social media without confirming the reality behind it, the ANOVA value is 0.00 and p value is 0.00 indicates fake reality of the peoples on social media. These values shows a good fit of model thus we accept the hypothesis that **People get anxious by comparing their life to other's life on social media**

H₃: Peoples have completely different presence & situation in real life and life on social media.

Table no 09 ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
People gain attention on social media with the help of fake beauty tools and filters. * But show real life on social media.	Between Groups (Combined)	21.798	4	5.450	4.885	.001
	Linearity	8.399	1	8.399	7.529	.005
	Deviation from Linearity	13.399	3	4.466	4.004	.008
	Within Groups	422.803	379	1.116		
	Total	444.602	383			

The above table shows that the ANOVA value of presence of people on social media people uses fake beauty tools and filters to photos and videos to gain attention on social media but they show their real life is 0.001 p-value is 0.005, on social media that is less than 0.05 at 95 per cent confidence level. It indicates that the model fit is overall good. Therefore, the null hypothesis was rejected and we accept the alternative hypothesis that is **Peoples have completely different presence & situation in real life and life on social media.**

H₄: People get easily influence and try to portray themselves better after watching others on social media

Table no 10 ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
People compare their real life with the lives that live by other people on social media. * They get influenced by anyone on social media to portray them self better.	Between Groups (Combined)	64.033	4	16.008	14.032	.000
	Linearity	60.939	1	60.939	53.416	.000
	Deviation from Linearity	3.093	3	1.031	.904	.439
	Within Groups	432.381	379	1.141		
	Total	496.414	383			

The above table shows that the ANOVA value of people get influenced from others presence on social media which they used to portray themselves much better is 0.000 p-value is 0.000, on social media that is less than 0.05 at 95 per cent confidence level. It indicates that the model fit is overall good. Therefore, the null hypothesis was rejected and we

accept the alternative hypothesis that is *People get easily influence and try to portray themselves better after watching others on social media.*

H₅: Peoples behaviour toward any person gets changed after watching his/her post on social media.

Table no 11 ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
I think there has been changes in the behaviour of those close ones and those who follow me on social media. Once they watch someone photos and videos that is posted to gain attention on social media.	Between Groups (Combined)	27.643	4	6.911	7.353	.000
	Linearity	26.275	1	26.275	27.958	.000
	Deviation from Linearity	1.367	3	.456	.485	.693
	Within Groups	356.191	379	.940		
	Total	383.833	383			

The above table shows that the ANOVA value of changing people's behaviour after watching photos and videos of any person is 0.000 p-value is 0.000, on social media that is less than 0.05 at 95 per cent confidence level. It indicates that the model fit is overall good. Therefore, the null hypothesis was rejected and we accept the alternative hypothesis that is *Peoples behaviour toward any person gets changed after watching his/her post on social media.*

H₆: People spread fake news, information and knowledge on social media to misguide others

Table no 12 ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
I think fake news leads to misconception. * I think people spread fake news to manipulate people.	Between Groups (Combined)	117.499	4	29.375	56.034	.000
	Linearity	116.820	1	116.820	222.839	.000
	Deviation from Linearity	.679	3	.226	.432	.730
	Within Groups	198.686	379	.524		
	Total	316.185	383			
I think people show off of knowledge on social media that they don't really have. * I think people spread fake news to manipulate people.	Between Groups (Combined)	73.426	4	18.356	22.652	.000
	Linearity	69.765	1	69.765	86.089	.000
	Deviation from Linearity	3.661	3	1.220	1.506	.213
	Within Groups	307.134	379	.810		
	Total	380.560	383			
I think people misguide others by their fake opinion on social media. * I think people spread fake news to manipulate people.	Between Groups (Combined)	72.816	4	18.204	28.460	.000
	Linearity	70.293	1	70.293	109.894	.000
	Deviation from Linearity	2.523	3	.841	1.315	.269
	Within Groups	242.424	379	.640		
	Total	315.240	383			

The above table shows that the ANOVA value of fake news which manipulates peoples and creates misconception among them is .000 and p-value .000 on social media that is less than 0.05 at 95 per cent confidence level. Even people show off knowledge on social media that they do not have for creating and spreading fake news and manipulating them is .000 and p-value is .000 on social media that is less than 0.05 at 95 per cent confidence level. It indicates that the model fit is overall good. Therefore we accept the alternative hypothesis that is *People spread fake news, information and knowledge on social media to misguide others*

H₇: People show fake concern, love and affection on social media.

Table no 13 ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
I have experienced	Between Groups (Combined)	65.308	4	16.327	20.700	.000

people's fake concern on social media. * people shows fake love and affection on social media.	Linearity	59.739	1	59.739	75.740	.000
	Deviation from Linearity	5.569	3	1.856	2.353	.072
	Within Groups	298.932	379	.789		
	Total	364.240	383			

The above table shows that the ANOVA value of peoples fake concern for others and show fake love and affection is .000 and p-value .000 on social media that is less than 0.05 at 95 per cent confidence level It indicates that the model fit is overall good. Therefore we accept the alternative hypothesis that is ***People show fake concern, love and affection on social media***

Findings:

Table no 14

Hypothesis	ANOVA	Significance (P-value)	Result
<i>H₁: People manipulate reality to gain attention on social media</i>	.000	.000	Accepted
<i>H₂: People get anxious by comparing their life to other's life on social media</i>	.000	.000	Accepted
<i>H₃: Peoples have completely different presence & situation in real life and life on social media.</i>	.001	.005	Accepted
<i>H₄: People get easily influence and try to portray themselves better after watching others on social medial</i>	.000	.000	Accepted
<i>H₅: Peoples behaviour toward any person gets changed after watching his/her post on social media.</i>	.000	.000	Accepted
<i>H₆: People spread fake news, information and knowledge on social media to misguide others</i>	.000	.000	Accepted
<i>H₇: People show fake concern, love and affection on social media.</i>	.000	.000	Accepted

In the today's digital world, reality is often configured to gain attention on social media. With carefully designed images and manipulated inputs using new software tools, individuals shape their social media presence. The manipulation of reality on the social media has many motives like desire for validation, social acceptance. People wanted to present an idealistic version of themselves to fit in to socially accepted norms or even gain approval from their peers. Another reason is to increase their followers and popularity to portray an aspirational lifestyle.

Always comparing their lives to the apparently perfect pictures & photos of others on various social media platforms, large no of individuals find themselves bury in a confusion of anxiety and inadequacy. The manipulated reels of others often raise feelings of self-doubt and insecurity, stimulating an unhealthy cycle of resemblance that can hamper one's sense of self-confidence and happiness.

As a matter of fact, the clear cut difference between people's real-life presence and their online presence is really shocking. In reality on social media people showcases only the gleaming, Shiny, polished and well filtered version of their lives. This manipulative nature of people's can lead to misconceptions and misunderstandings about the facts and reality. Unfortunately, the addiction of fake news, false information, and rumour on social media has become a notable issue, with radical consequences. Whether driven by wrong intentions, fabrication, sensationalism, the spread of unreliable information can misguide and manipulate people, destroying trust in reliable sources and compromise informed decision-making. The pressure to maintain a favorable self image can lead an individual to project unreal emotions that may not align with their true feelings.

Conclusion:

The influence of activities on social media in shaping perceptions of reality cannot be exaggerated. Social media offers a place for connection to masses and self-expression; they also facilitate the construction of an edited, often idealistic version of reality. From carefully designed personal image to the dissemination of misinformation and the stupidity of online interactions, social media can create a bias view through which we watch ourselves and others. It becomes very crucial to approach these digital spaces with an ability to make a smart judgment, identifying the critical complexities and struggling for authenticity in the illusions.

Protecting yourself from the challenges of social media's manipulating reality needs a multifaceted approach. Firstly, creating self-awareness is critically essential, understanding that the intentionally designed content we face may not precisely reflect reality. Secondly, nurturing critical thinking abilities & skills empower us to question information and information presented and posted online, enabling us to distinguish fact from fakes. Additionally, setting boundaries and limitations around social media usage can help fulfill its worst impact on ones mental health and self-esteem. Finally, prioritizing authentic social media connections and experiences offline grounded sense of reality and fulfillment beyond the limits of virtual platforms. By practicing these strategies, we can direct the digital landscape with greater strength and authenticity, safeguarding ourselves against the glamorous and temptation of a fake reality of social media

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