

The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions

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ARTICLE INFO

Article history:

Received: 21 January 2023

Revised: 29 February 2023

Accepted: 2 March 2023

DOI:

10.61100/tacit.v1i1.37

Key words:

Social media, Public opinion,
Economic decisions



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ABSTRACT

Social media has become an integral part of modern society's daily life. With the rapid development of information and communication technology, social media platforms have changed the way people interact, share information, and express their views. The purpose of this study is to analyse the role of social media in shaping public opinion and its influence on economic decisions. This research uses a qualitative method. Data collection involved literature review and social media content analysis, focusing on opinion patterns and their influence. Reliability and validity were emphasised through triangulation and participation of secondary source participants in the analysis process. The study results show that in a digital age characterised by the central role of social media, it can be concluded that social media has a significant role in shaping public opinion and also influencing economic decision-making. Through social media, individuals and groups can interact with each other, share information, and participate in discussions that shape collective views on various issues.

ABSTRAK

Media sosial telah menjadi bagian integral dari kehidupan sehari-hari masyarakat modern. Dengan cepatnya perkembangan teknologi informasi dan komunikasi, platform-platform media sosial telah merubah cara orang berinteraksi, berbagi informasi, serta menyampaikan pandangan mereka. Tujuan penelitian ini untuk menganalisis peran media sosial dalam membentuk opini publik dan pengaruhnya terhadap keputusan ekonomi. Penelitian ini menggunakan metode kualitatif. Pengumpulan data melibatkan telaah pustaka dan analisis konten media sosial, dengan fokus pada pola opini dan pengaruhnya. Reliabilitas dan validitas ditekankan melalui triangulasi dan partisipasi partisipan sumber sekunder dalam proses analisis. Hasil studi menunjukkan bahwa dalam era digital yang diwarnai oleh peran sentral media sosial, dapat disimpulkan bahwa media sosial memiliki peran yang signifikan dalam membentuk opini publik dan juga memengaruhi pengambilan keputusan ekonomi. Melalui media sosial, individu dan kelompok dapat saling berinteraksi, berbagi informasi, dan berpartisipasi dalam diskusi yang membentuk pandangan kolektif terhadap berbagai isu.

1. INTRODUCTION

In a contemporary era filled with rapid advances in information and communication technology, there is no denying that social media has gained the status of an inseparable element of modern society's daily routine (Wahyoedi et al., 2023). The various platforms that have burst onto the social media scene, such as Facebook, Twitter, Instagram, and TikTok, have brought about fundamental changes in people's interaction patterns, information sharing patterns, and the way their viewpoints are expressed (Tarigan et al., 2023). These transformations have collectively created a new platform for social dynamics, resulting in an essential shift in the process of public opinion formation and reshaping the way in which these influences have the ability to affect various aspects of life, including their impact on economic decision-making.

In the ever-evolving digital age, social media has played a pivotal role by providing a vast global platform for individuals, without exception, to freely express and verbalise their views and opinions (Maitri et al., 2023). The ease and speed of interaction between social media users has paved the way for information and ideas to quickly spread and cross geographical and cultural boundaries. This phenomenon creates a new

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dynamic in which discussions involving complex issues, ranging from social, political, to economic dimensions, become more open and accessible to various levels of society, without being bound by physical or temporal constraints. Through its innovative potential, social media is able to form a virtual space where the global community can jointly respond, analyse and negotiate various current issues (Ausat et al., 2023). This not only provides a medium for sharing viewpoints, but also serves as a place where different perspectives can meet, mingle and influence each other. Thus, with this kind of constellation, social media becomes more than just a means of communication; it becomes an active force that has a significant role in shaping, directing, and even changing public opinion which in turn can influence the direction of broader social, political, and economic events.

An increasingly striking development is the influence that social media has on the economic decision-making process of individuals and groups. The emergence of this shift is becoming increasingly evident as social media accelerates the flow of information on products, brands, services and investment opportunities through its increasingly sophisticated platforms (Ferine et al., 2023). The opinions, reviews and recommendations provided by social media users have the power to create a significant impact on how consumers assess and respond to a particular product or service, shaping related perceptions and attitudes. However, the influence of social media in the economic sphere does not stop at consumer influence alone. Advertising campaigns designed and promoted through social media also play an important role in shaping purchasing decisions (Jamil et al., 2022). By utilising the creative and interactive features of social media, businesses can design campaigns that attract attention, evoke emotions, and provide relevant information to their target audience (Dwivedi et al., 2021). As a result, the potential to influence individual or group purchasing decisions becomes greater and more significant. Thus, the influence of social media in the economic sphere is not just fleeting, but has become a crucial factor in shaping the dynamics of consumption and economic activity at large. In this context, social media is not only a communication tool, but also a strategic stage where marketers, businesses, and consumers interact, influence each other, and ultimately shape the trends and direction of the evolving economy.

However, it is important to recognise that the impact of social media on economic decision-making is not always positive. In this regard, it is important to recognise that information that is widely disseminated through social media does not always have a high level of accuracy or credibility. Content that contains errors or even misleading information has the potential to circulate quickly and have a detrimental effect on how consumers value a product or service (Fârte & Obadă, 2021). The existence of a phenomenon known as the "filter bubble" is also a factor that must be taken into account in relation to the impact of social media on economic decisions. This phenomenon refers to a condition where social media users are predisposed to be exposed to viewpoints and views that are in line with their pre-existing beliefs or views. As a result, the diversity of information and views that should form the basis for holistic decision-making is eroded, leaving gaps in understanding and analysis. The implication is that an effective and informed decision-making process can be hampered by a lack of access to a wide variety of information and different views (Rijal, 2023; A. R. Sari, 2023). Therefore, in evaluating the influence of social media on economic decisions, it should be emphasised that this phenomenon has a dark side that may be detrimental and interfere with optimal decision-making processes. Attempts to critically analyse information received from social media, as well as understanding the potential for distorted views due to the "filter bubble" effect, are important in ensuring that economic decisions are based on accurate, complete and diverse understandings.

In assessing the impact of social media on economic decisions, it is important to recognise that uncertainty plays a significant role. A global pandemic like COVID-19 is a clear illustration of how information and viewpoints spread through social media can have a strong influence on the level of uncertainty in an economic context. In this context, it is important to note that this level of uncertainty is not just a pseudo phenomenon, but an element that has the capacity to influence the dynamics of economic decisions at various levels. The COVID-19 pandemic has exposed how the spread of information that is not always verified or accurate through social media can cause shifts in perceptions and beliefs about the future direction of the economy (Septianti et al., 2023). As a result, economic actors, both individuals and organisations, may feel compelled to make more conservative decisions or even delay investments and spending. This high level of uncertainty can create a domino effect in various aspects of the economy, including discouraged investment, changes in consumer spending patterns, and shifts in overall economic behaviour. As such, it is important to recognise that uncertainty is one of the most profound aspects of the discussion on the influence of social media on economic decisions. Through the rapid and widespread dissemination of information, social media

has the potential to accelerate the spread of sentiments of uncertainty that can unsettle and influence individual and group views on the future of the economy (Hagen et al., 2018). Therefore, in the face of such dynamics, it is important for economic decision-makers to adopt a thoughtful, informed and critical approach to information received through social media, with the aim of reducing the negative effects of this high level of uncertainty.

In the context under discussion, it is important to recognise that research into the role of social media in shaping public opinion and its impact on economic decision-making is of critical relevance and can have a significant impact. In an era where social media has become the main arena for sharing information, opinions and views, it is important to trace and analyse how the influence of these platforms permeates the mindset of the wider public, as well as how it impacts consumer behaviour and ultimately shapes economic decisions. Tracing the influence of social media on mindsets, consumer habits and economic decision-making pathways is an area that deserves deeper exploration. In this context, more comprehensive research will uncover the complex and often indirect mechanisms of how information, opinions and trends circulated through social media gradually seep into people's perceptions and views, influencing their preferences and actions. By having a deeper insight into these mechanisms, we can open the door to understanding how social media has the potential to play a greater role in shaping the direction of economic dynamics and society as a whole. By doing so, policies, business strategies and social approaches can be better adapted to the new realities underpinned by the growing influence of social media. As a result, in-depth research in this area not only provides new insights, but also empowers decision-makers to more proactively and appropriately manage the impact of social media on broader economic and social dynamics.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Social Media

Social media is a concept in the digital world that refers to online platforms where individuals and groups can interact, share information, and participate in various forms of communication through the internet (Obar & Wildman, 2015). It allows users to create, upload, and share content such as text, images, video, and audio with a wider audience. Social media platforms have the main purpose of facilitating social interaction, connecting, as well as information exchange between users (Yohanna, 2020). On social media platforms, users have the ability to follow, interact and respond to content shared by other users. This creates a more open and interactive sharing dynamic than traditional forms of media. In addition, social media allows users to form a network of online relationships that can include friends, family, co-workers, and even people they have never physically met (Appel et al., 2020). Different types of social media have emerged with different features and focuses. Some examples of social media platforms include:

1. Facebook: One of the most well-known social media platforms that allows users to create personal profiles, share statuses, photos, videos, as well as interact with their friends through comments and likes.
2. Twitter: This platform allows users to share short messages called "tweets" within a certain character limit. Users can follow other accounts and respond to tweets with comments or retweets.
3. Instagram: Instagram's main focus is sharing photos and videos. Users can upload visual content, apply filters, and use hashtags to find and share content based on specific topics.
4. LinkedIn: This platform focuses on the professional aspect, allowing users to build business networks, share work experiences, and search for career opportunities.
5. TikTok: A short video-based platform that allows users to create and share creative videos, often accompanied by music or specific challenges.
6. YouTube: While generally considered a video-sharing platform, YouTube also has social elements that allow users to interact through comments, subscribing to channels, and sharing videos with others.

Social media has changed the way people interact with information, communicate, and build relationships online. However, it is important to remember that the use of social media also comes with challenges, such as personal data security, the spread of fake news, and the psychological impact of excessive online interaction.

Public Opinion

Public opinion refers to the collective views, attitudes, beliefs, and judgements held by a group of people towards a particular issue, event, or topic that is relevant in society (Moussaïd et al., 2013). Public opinion is the result of the interaction of individuals in society who share information, experiences and views with each

other (Mallinson & Hatemi, 2018). Public opinion can cover various aspects of life, including political, social, economic, cultural, and others. Public opinion plays a central role in the democratic process and decision-making in society. Governments, public institutions, non-governmental organisations, and even companies often take public opinion into account when formulating policies, developing products or services, and assessing responses to certain initiatives (Gadzali et al., 2023; Harahap, Kraugusteeliana, et al., 2023). Public opinion also has a bearing on social and political dynamics, as it can influence political choices, policy support and social movements. Here are the factors that influence public opinion:

1. **Information:** The knowledge and information possessed by individuals greatly influences the formation of public opinion. Accurate, reliable and comprehensive information tends to form a more favourable view.
2. **Media:** Mass media, including news media and social media platforms, play an important role in shaping public opinion. The way the news is presented, the narratives used, and the dominating coverage can influence people's perception of an issue.
3. **Social Interaction:** Discussions and interactions with friends, family and co-workers also influence public opinion. People tend to influence and be influenced by the views of those around them.
4. **Education and Background:** A person's level of education, life experience and cultural background also influence their views on issues.
5. **Personal Experience:** A person's personal experience in a particular context can also impact their views on the issue.
6. **Social and Political Context:** Current social and political situations in society, such as elections, significant events or policy changes, can influence how people view and respond to issues.
7. **Emotions and Values:** Individuals' emotions and values can also influence how they form their views on issues. Emotions such as anger, fear or joy can influence how a person responds to information.

Public opinion is dynamic and evolves over time. The influence of the above factors can change and influence the way people see the world around them. For this reason, an understanding of public opinion is important in social, political and economic analysis.

Economic Decisions

Economic decisions refer to a set of choices made by individuals, families, firms, or governments that have an impact on aspects of the economy (Harahap, Sutrisno, et al., 2023). Economic decisions involve the allocation of limited resources, such as money, time, labour, and other factors of production, to meet specific needs and goals (Hosany & Hamilton, 2022). Economic decisions can cover a wide range of aspects, from purchasing goods and services to investment, production, spending, and economic policy. The following are the types of economic decisions:

1. **Consumer Decisions:** These involve individual or family choices on how to allocate their money to buy goods and services. These decisions include what to buy, when, where, and how the expenditure will be made.
2. **Production Decisions:** For firms, production decisions involve determining how many products to produce, how to produce them, and how to utilise the factors of production (such as labour, raw materials, and equipment) efficiently.
3. **Investment Decisions:** These relate to a firm's or individual's choice to allocate funds to a particular project or asset in the hope of earning a financial return in the future. Investment decisions may involve investing in stocks, bonds, real estate, or new businesses.
4. **Financial Decisions:** These involve the financial organisation of an individual or company, including debt management, savings, retirement planning, and long-term investments.
5. **Economic Policy Decisions:** Governments also make economic decisions in the form of economic policies that can affect the economy as a whole. These include fiscal policies (such as taxation and government spending) and monetary policies (such as interest rates and money supply).
6. **International Exchange Decisions:** Economic decisions also involve international trade, where countries decide to import or export goods and services to optimise economic benefits and meet domestic needs.

Economic decisions are based on rational judgement and analysis that includes consideration of costs and benefits. Factors such as personal or organisational goals, market conditions, risks and available information play an important role in shaping economic decisions. Economic decisions can have both short-term and long-term impacts on the economic condition of a person, a company, and even the country as a whole.

3. RESEARCH METHOD

This research uses qualitative methods to analyse how social media shapes public opinion and influences economic decisions in the context of the role of social media in shaping public opinion and its influence on economic decisions. This method enables an in-depth understanding of individual and group responses to social media information and their impact on economic decisions. Data collection involved literature review and social media content analysis, with a focus on opinion patterns and influences. Reliability and validity were emphasised through triangulation and the participation of secondary source participants in the analysis process. The end goal was to gain a comprehensive understanding of the complex relationship between social media, public opinion and economic decisions.

4. DATA ANALYSIS AND DISCUSSION

Amidst the unrelenting development of the digital age, social media has taken centre stage as one of the essential elements in the daily lives of modern society. In this expanding context, influential platforms such as Facebook, Twitter, Instagram, and TikTok have successfully created a global platform that allows individuals and groups to interact across borders, share information, and give voice to their views. This phenomenon has clearly changed more than just our communication patterns, it has acquired a deeper and more significant role in shaping and directing public opinion, and even, to a greater extent, has the potential to impact the course of economic decisions. Amidst these dynamics, social media is not just a means of communication, but also a place where ideas are mixed and exchanged across geographical and cultural boundaries. Along with these increasingly complex interactions, social media has established itself as a major player in connecting individuals from different parts of the world and giving them the opportunity to express their respective identities, opinions and aspirations. In a broader framework, the changes brought about by social media do not stop at the realm of communication and interaction. They have also managed to open up new avenues in their influence on shaping public opinion, determining the direction of trends, and inducing changes in consumer behaviour. Even deeper impacts can be seen in the economic sphere, where social media has the capacity to influence consumer preferences, affect specific brands or products, and ultimately, drive impactful economic decision-making. As such, social media has grown into an entity that is deeply rooted in the daily lives of modern society, forging new avenues in communication, public participation, and overall economic impact (D. K. Sari, 2022).

Public opinion, as a collective reflection of the diverse views, attitudes and judgements held by the public on various issues, has undergone a fundamental change in its form and growth thanks to the increasingly crucial role of social media (Dwivedi et al., 2023). Social media, with its ability to allow individuals to share their thoughts, ideas and views on a wide and unhindered scale, has created a dynamic virtual public arena where dialogue, debate and information dissemination can take place at an incredible speed (Arisanty et al., 2020). The presence of these platforms, which provide space for multidimensional interactions, has opened the door for public opinion to grow and develop through an interactive process involving the exchange of views, shared understanding, and rapid response to events and current issues. In this framework, social media becomes not only a channel of communication, but also a space where public opinion undergoes a dynamic evolution. Information disseminated through these platforms has the potential to reach thousands or even millions of people in a matter of seconds, triggering a series of reactions that accelerate the process of change in people's views and perspectives. As such, social media has made a very important contribution in shaping the diversity and complexity of public opinion, in a way that has never been possible before. Therefore, the role of social media in shaping public opinion is not just about shifting the traditional communication paradigm, but also about enabling the emergence of new voices, creative thinking, and diverse viewpoints in public discourse. By continuing to develop this potential, social media is shaping the dynamics of public opinion that are increasingly inclusive and enable active participation from various walks of life, with the hope of making a significant contribution to the evolution of democracy and citizen participation in the public sphere (Mulyono et al., 2022).

The significance of public opinion in the context of a society that adheres to democratic principles cannot be overlooked (Masferrer, 2023). In a setting where vital political decisions, substantial policy changes, and the direction of social developments affecting many individuals are often decided based on the preferences of the majority, the role of public opinion becomes increasingly important (Burstein, 2003). In this environment, social media has become a channel that plays a significant role in shaping, portraying, and even

monitoring the dynamics of public opinion. With its unique capabilities, social media is not only a means to express individual views and aspirations, but also a place where the development of public opinion can be observed in real-time. Through the process of discussion in cyberspace, we can see a variety of perspectives, viewpoints, and diversity in opinions reflected from various segments of society. This phenomenon plays an important role in illustrating the complexity of social dynamics, bringing to the fore various voices that may have previously been less exposed in the public arena, and ultimately, producing a more in-depth and nuanced image of public opinion. Therefore, the role of social media in shaping and reflecting public opinion has become more than just a matter of modern communication. It is a contribution that sets an inclusive stage for discussion across views, which has the potential to enrich public debate and add significant value to the democratisation process. In this era, social media has assumed the responsibility not only as a window into the complexities of public opinion, but also as a medium that helps shape and maintain the participatory foundations of decision-making and the journey of society as a whole (Steinmann et al., 2018).

However, the extent of social media's impact goes beyond the process of shaping public opinion. These platforms have widespread appeal, including significant influence on economic decision-making. This influence includes the dissemination of information about products, brands, services and investment opportunities that can happen very quickly through various channels on social media. User reviews, recommendations and testimonials provided on social media platforms have the potential to play an important role in shaping perceptions and building consumer trust in a product or service (Utz et al., 2012). By appearing as a more personalised and real form of interaction, the views and real-life experiences shared by other users can significantly influence how consumers perceive and choose to behave towards a market offering (Peña-García et al., 2020). On the other hand, when discussing the impact of social media on economic decisions, the potential of promotions and advertising campaigns deployed through social media should not be overlooked. Through the creativity and interactive power offered by these platforms, businesses can design campaigns that captivate and engage audiences more effectively. This in turn has great potential to influence purchase decision-making, shape consumer preferences, and ultimately drive consumer action to experience or purchase a promoted product or service. Thus, the role of social media in the economic sphere is not just as an additional communication tool, but as a platform that has the ability to change the way consumers perceive, select, and interact with products and services in the market (Wibowo et al., 2020). As technology and trends in social media continue to evolve, this influence is expected to continue to grow and expand, cementing social media's position as a major force in driving the dynamics of the modern economy (Mahardhani, 2023).

However, it needs to be recognised that the impact of social media on economic decisions is not always positive. When we reflect deeper, we find that the widespread information in social media does not always have the expected accuracy or sufficient objective quality. Problematic, false, or even tactically misleading content can easily create illusions that confuse consumers and generate views that are not entirely correct. In addition, the phenomenon known as the "filter bubble" provides an interesting dimension to the discussion on the influence of social media on economic decisions. In a social media environment, users sometimes have a tendency to only be exposed to views that are in line with their beliefs or viewpoints. As a result, an objective and complete understanding of information can be limited, and trapped in viewpoints that may not reflect a wider and more diverse reality (Prastyaningtyas et al., 2023; Sutrisno et al., 2023). Thus, we understand that while social media contributes greatly to delivering information to audiences, it does not always guarantee truth and objectivity. Negative impacts such as misinformation and the "filter bubble" effect can provide distorted views and influence the economic decisions made by consumers. Therefore, by upholding criticality of information received from social media, we can ensure that economic decisions are based on accurate, critical and fundamental knowledge (Kapoor et al., 2018).

Views related to economics can also be heavily influenced by events and issues trending on social media. As a concrete example, in the context of the COVID-19 pandemic, public opinion formed through social media has the potential to play an important role in shaping and directing a broad spectrum of economic decisions, such as consumer goods purchasing decisions, investment-related decisions, and even overall spending patterns (Fitriah et al., 2023). This dynamic reflects how when public opinion emanating from social media is combined with individual and collective action, the result can have a broader and more significant impact on various aspects of the economy. Furthermore, it cannot be ignored that in an environment of information overload on social media, the level of uncertainty is a highly relevant factor. The impact of widespread and rapid information on social media creates an atmosphere of uncertainty that can shape views

and actions in the economic sphere (Abbas et al., 2019). This impact can also be felt on financial markets and the overall economic equilibrium. This phenomenon reveals how information that is not necessarily accurate or objective on social media has the potential to trigger turmoil in economic decisions and can influence market fluctuations. Thus, the complexity of the interaction between the views formed on social media and the economic impact that may arise is a crucial element in assessing the influence of social media on economic decisions. This emphasises the importance of an evidence-based and critical approach to information received from social media, especially in assessing its potential impact on economic views and in responding to sensitive market conditions.

In the face of the deepening and expanding role of social media in shaping and influencing public opinion and economic decisions, there is an urgent need for individuals, companies and governments to develop higher levels of digital literacy (Harini et al., 2023; Sudirjo et al., 2023). In this context, broadening the understanding of available information sources, making a more careful evaluation of the credibility of information found, and understanding the impact that interactions with social media can have are important steps to take. It should be emphasised that efforts to improve digital literacy are not just the task of individuals, but also companies and governments have a fundamental role to play. Companies can play an important role in educating their employees and consumers on how to effectively interact with social media, sort out valid information, and understand how it impacts the economy (Rustiawan et al., 2023). In addition, governments also have a responsibility to create a regulatory framework that supports consumer education and protection in relation to information circulating on social media. Furthermore, individuals acting as decision-makers at various levels should have a deep awareness of the potential influence that social media has on economic and societal dynamics. This allows them to continue making decisions on a rational and informed basis, without being caught up in the effects of misinformation. By flanking stronger digital literacy and higher awareness of the potential impact of social media, society as a whole can face the challenges of an increasingly complex information environment (Priwati & Helmi, 2021). Through concerted efforts, we can ensure that the influence of social media, both in shaping public opinion and in responding to economic decisions, can be managed more effectively and wisely.

Hence, the urgency to conduct more in-depth research into the role played by social media in shaping, modulating and ultimately influencing public opinion and economic decision-making has never been greater. Within this framework, a comprehensive and holistic research approach, combining elements from both qualitative and quantitative approaches, is able to provide a more complete and in-depth insight into the dynamics involved. By marrying the information generated from detailed qualitative data analysis with a robust statistical analysis framework, such research will have the capability to reveal and explain the deeper aspects of the interaction between social media, public opinion and economic decisions. Understanding the social and economic implications of this phenomenon is also a component that cannot be ignored. As we better understand how social media is able to shape and influence public opinion and economic decisions, we must also consider the broader and longer-reaching impacts of these interactions on a social and economic level. With a richer understanding of these impacts, we will have the power to formulate more appropriate and effective policies to meet the challenges of a transforming digital age. These policies can take into account both the positive and problematic aspects of social media influence, and wisely steer the dynamics of public opinion and economic decisions in a more productive and sustainable direction.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

In a digital age characterised by the central role of social media, it can be concluded that social media has a significant role in shaping public opinion and also influencing economic decision-making. Through social media, individuals and groups can interact with each other, share information and participate in discussions that shape collective views on issues. Public opinion is formed through the exchange of views that takes place on these platforms, and the information and content spread through social media can influence the perceptions and economic decisions of individuals, companies and even governments.

The important role social media plays in shaping public opinion and its influence on economic decisions has several important implications. Firstly, companies and brands must understand the impact of social media in building brand image and its influence on consumer purchasing decisions. Second, governments should consider the influence of social media in formulating economic and social policies, as well as improving people's digital literacy. Third, individuals need to develop critical skills in sorting out information on social media to avoid the spread of false and biased information.

Suggestions that can be given for this research include: First, increasing digital literacy: People must be empowered with strong digital literacy in order to recognise and assess the information they encounter on social media more critically. Second, openness and diversity of information: Social media users should be open to various points of view and diverse information, so as to avoid the "filter bubble" trap. Third, information verification: Before making economic decisions based on information from social media, make sure to verify the information from reliable sources. Fourth, data protection policies: Governments and companies should prioritise user data protection, ensuring that personal information is not misused. Finally, media literacy education: Education on media literacy and digital literacy should be integrated into the education curriculum to equip the younger generation with the necessary skills to deal with information in the digital age.

This research is also not free from shortcomings. Therefore, the following are the limitations of this research. Firstly, the accuracy of information is limited: Information spread on social media is often not thoroughly verified, which can lead to false or inaccurate perceptions. Second, non-representative influence: Opinions and decision-making observed on social media may not necessarily be representative of society as a whole. Third, age and demographic effects: The influence of social media on public opinion and economic decisions may vary based on age, background and other demographic contexts. Fourth, the neglect of other aspects: This study did not consider in depth other factors that may also influence public opinion and economic decisions, such as personal experience and external factors. Finally, the rapid changes in social media: The social media landscape continues to evolve rapidly, and the research findings may have less relevance as new platforms and new trends in user behaviour develop. By understanding the implications and suggestions resulting from research on the role of social media in shaping public opinion and its influence on economic decisions, people can be wiser in using and evaluating information encountered in an increasingly complex digital world.

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