

The Role of Social Media in Shaping Public Opinion: A Systematic Review

Priyanka

Ph.D. Research Scholar,
A.J.K. Mass Communication Research Centre,
Jamia Millia Islamia, Delhi

Abstract

Social media has influenced how communication, information, and opinions are developed and shared for political, social, cultural, and public health topics. With the rise of digital platforms in the media, it has become increasingly important to grasp how digital platforms are impacting public opinion. In this study, the literature is reviewed systematically, and existing literature is examined to reveal the mechanism through which social media has affected public opinions and to recognize the opportunities and challenges of social media. All sources of information used in the review have been accessed from the major academic databases: peer-reviewed journal articles, books, policy documents and reports. The results suggest that social media can influence the public opinion by agenda setting, framing, user engagement and algorithm curating of information. As a means to encourage civic engagement, public awareness, and democratic engagement, it also gives a boost to misinformation, echo chambers, and political polarization. The study finds that improving the benefits of social media use calls for increased digital literacy, ethical communication practices, transparent management of the platforms and effective policy interventions.

Keywords: *Social Media, Public Opinion, Digital communication, Agenda-setting, Framing, Misinformation, Political communication, Systematic Review.*

Introduction

Information and communication technologies have undergone massive change and revolutionized how communication is upended, how information is accessed and how people engage in public discourse. Social media is one of the most significant communication technologies of the twenty-first century among these technological advances. Social media platforms like Facebook, X (formerly known as Twitter), Instagram, YouTube, WhatsApp, LinkedIn, and TikTok have transformed how information is shared, allowing users to quickly communicate, engage with each other, and create content.



Unlike standard mass media, which primarily deliver information through institutional gatekeepers, social media empowers people to produce, share and engage in their own discussions about content, thus changing the communication and public discourse landscape.

Public opinion is the sum of the attitudes, beliefs, perceptions, and preferences of people on a public matter. It is a critical component in democratic societies where it impacts political decision making, public policy, social behaviours, and civic engagement. In the past, newspapers, radio and television were the main sources of public opinion. But with the development of digital technologies and internet access, everything has changed. Social media are today an important arena in which people get information, share opinions, discuss political matters and engage in conversations that influence collective perceptions.

The rise of social media has changed the way communication is done, making it a multi-directional and participatory process. Citizens are not just passive receivers of information, but active generators of information, sharing personal experiences and influencing the discussion through commentaries, re-posts, hashtags, videos and live interactions. The participatory nature has opened up space for citizens' engagement, social mobilization, public awareness raising campaigns and citizen journalism. Social media has been key in allowing citizens to share information quickly and easily across geographical and cultural contexts, whether it is during an election, a natural disaster, a public health emergency, an environmental movement or a humanitarian crisis.

Meanwhile, the impact of social media goes beyond information sharing to shaping and reshaping public opinion. Algorithmic systems, tailored news feeds, and user engagement dynamics are now impacting the content's visibility on digital platforms. These mechanisms shape which issues are brought to the public's agenda and the public's image of political, social, economic, and cultural events. Thus, social media is an important space in which public discourses are constructed, fought over, and reinforced. These platforms have speeded up and expanded the reach of information, increasing their ability to shape individual opinions and collective decision-making.

While there are numerous benefits of social media, there are also many concerns. The spread and dissemination of misinformation, disinformation, manipulated content and unverified news has become one of the biggest concerns and challenges for governments, media and civil society, as well as for the media. The spread and dissemination of misinformation, disinformation, manipulated content and unverified news has become one of the biggest concerns and challenges for governments, media and civil society, as well as for the media. An algorithm-driven personalisation can lead to filter bubbles, echo chambers and higher social and political polarisation if it presents information primarily in line with the user's previous information, ideas and attitudes. Moreover, digital ethics and privacy concerns, online harassment and waning trust in traditional media have fueled debates about the broader social impacts of social media communication. The developments reflect the need to have a comprehensive understanding of social media opportunities and the challenges in terms of public opinion.

In the last decade, the media and communication studies, political science, sociology, psychology, public health, and information science fields have all taken a closer look at the connection between social media and public opinion. Various research areas have been explored such as political communication, electoral behaviour, digital activism, crisis



communication, health communication, misinformation and public engagement. While these studies have contributed to a relevant understanding of this issue, the results are found in multiple disciplines, geographical areas and research settings. Consequently, it is necessary to integrate and summarize the existing knowledge to grasp how social media affects public opinion and what the effects of this influence are for the present-day society.

In this context, the present study aims at exploring how social media contributes to the public opinion on the basis of abstracting the available scientific evidence. It emphasizes processes by which social media shapes public perceptions, impact of digital platforms in political, social, cultural and public health settings, and opportunities and challenges of online communication. The study draws on existing studies to present an overall picture of the dynamic between social media and public opinion, and suggest future research, policy and responsible communication in the digital era.

This study is also of special importance because social media is an essential tool for the entire life of individuals, shaping their perceptions of reality, their involvement in public affairs, and their roles in democracy. Research and study, policy formulation, communication practitioners, education, and digital media platform providers all need to have a sense of its impact on shaping public opinion to ensure informed public opinion and responsible use of digital media platforms.

Review of Literature

Social media has gained widespread scholarly focus in the fields of communication studies, political science, sociology, and psychology as well as information science. The impact of digital platforms on public opinion, political participation, social movements, health communication and information dissemination have been explored. The current body of literature illustrates the way social media has revolutionized communication: it allows for interactive involvement with others, it has created opportunities for decentralized information production, and it has created opportunities for real-time communication with others. Meanwhile, issues of misinformation, polarization, algorithm bias and lack of trust with traditional media are now front and center of current research.

The definitions of social media by Kaplan and Haenlein (2010) is one of the first works that provided an understanding of the communication aspect of the digital. The work of Kaplan and Haenlein (2010) provided an understanding of the digital communication aspect by defining social media as Internet-based applications that are based on Web 2.0 technologies and enable the creation and exchange of user-generated content. They said social media is a different type of media from traditional media as it inspires active participation instead of just information-gathering. Their ideas have become the basis for further studies of digital communication and public engagement.

The role of media on shaping public opinion has always been explained by Agenda-Setting Theory (McCombs and Shaw, 1972). This theory holds that the media does not always set the agenda for the thoughts of the people, but it definitely sets the agenda for people's thoughts since it involves giving importance to issues rather than other issues. The concept of agenda-setting was first introduced in the field of traditional news media, but modern researchers have suggested that it is still applicable in digital media, which include trends, hashtags, and viral



content. Social media has made the agenda setting process more expansive for users, influencers and online communities, who can then make an active contribution to the issues that are brought into the public discourse.

In addition to agenda-setting, Entman (1993) introduced Framing Theory, which argued that media has an impact on public perception by focusing on and emphasizing specific aspects of the reality. Framing has not been limited to journalists, it is also a term for political actors, organizations, influencers, and even ordinary users that present events in different ways in the process of digital communication. How political conflicts, public health crises, environmental issues and social movements are packaged on social media platforms shapes how these are interpreted and how opinions are formed.

The use of social media has also been explored using the Uses and Gratifications Theory proposed by Katz, Blumler, and Gurevitch (1973). This attitude is one that takes the view that people choose media to meet informational, social, entertainment and psychological requirements. Social media users are content producers and consumers, whereas traditional audiences are consumers. The dual role has helped to open up more avenues for civic engagement, public discussion, and knowledge sharing, as well as exposure to misinformation and opinion-based content.

Castells (2012) stated that the communication structure has been changed by digital networks and has become what he calls a "network society". Castells believes the transition from the centralized control of media institutions to the decentralized control of digital networks, in which individuals participate in the creation of public narratives, has taken place. Social media can be used to coordinate protests, raise money and funds and shape political conversations, and it gives citizens a wider range of avenues to do so than traditional media outlets. His work emphasizes the linkage of digital communication and modern-day social movements.

There are several studies that have shown how social media has made a positive impact on the level of democratic participation and civic engagement. According to Gil de Zúñiga, Jung and Valenzuela (2012), users of social networking sites who are exposed to political information tend to be more knowledgeable, more politically active and more likely to engage in political discussion. In the same vein, Boulianne (2015) synthesised findings from a number of studies in a meta-analysis and found that the use of social media was found to be positively correlated with civic and political engagement with society, especially in the younger generations. The results indicate that digital platforms offer new possibilities for citizens' participation in democratic processes and decision-making.

Social media played a significant role in some social movements in particular. Research assessing the phenomena of Arab Spring, Black Lives Matter and #MeToo indicates that digital spaces enable a quick mobilization, awareness and collective action. According to Tufekci (2017), social media makes it easier to participate in social movements, thereby creating opportunities to organise in a decentralised way, and empowers movements to grow and build momentum quickly. She also points out that digital mobilization does not always ensure the sustainability of the organisation or change in policy.

Yet, there is a great deal of literature available on the negative effects of social media. Misinformation and disinformation is one of the most talked about topics. Vosoughi, Roy and Aral (2018) examined millions of tweets and discovered misinformation actually travels much



faster and further than factual information. They conclude that the structure of social media can contribute to the spread of misinformation at a rapid pace, which can be problematic for informed public opinion and democratic governance.

The term filter bubble, coined by Pariser (2011), is closely related to misinformation. He claims that the algorithmic curation of users' information feeds them content aligned with their interests and beliefs, due to their selective exposure. He states that because of selective exposure, users are being presented with information that is aligned with their interests and beliefs. Algorithmic personalisation can reinforce the views already held by individuals, and limit the chance of citizens for well-balanced public debate. Likewise, Sunstein (2017) points out that digital communication can promote polarization by fostering communication among like-minded groups. This "echo chamber" reinforces ideas, and discourages the consideration of opposing viewpoints.

The pandemic COVID-19 further revealed the good and bad of social media as a communication channel. During the pandemic, Cinelli et al. (2020) found that social media helped spread the health information in a timely fashion but also contributed to the rapid dissemination of misinformation and conspiracy theories. The authors highlight the importance of co-ordinating between Governments, health institutions, media, and digital platforms to stop misinformation and foster public trust in effective public communication.

The rise of algorithms has also been the subject of research into how they are influencing public opinion. Algorithmic recommendation systems can affect the visibility of online content by relying on the engagement of the user rather than on the significance of the content or on the factual accuracy of the content. This process affects the daily information environment that users experience and thus has an effect on opinions. Article 127 of the International Bill of Rights on Information and Communications Technologies states that algorithmic governance, as it has been called, is an essential element of the comprehension of today's communication, since the access to information and public discourse is increasingly mediated by automated systems.

Research objectives

- To conduct a systematic review of literature about the influence of social media on public opinion.
- To explore the key mechanisms by which social media shapes public opinion: the setting of the agenda, framing, user engagement and algorithmic content delivery.
- To make a critical analysis of the role that social media plays in public opinion in political, social, cultural and public health areas after reading published research.
- To recognize opportunities and challenges of social media such as civic involvement, misinformation, echo chambers and polarisation.
- To summarise the important findings of previous research and make recommendations for further research, policy and ethical use of social media.

Research Methodology

The type of research in this study is systematic review research because it aims to analyze the role of social media in leading public opinion. A systematic review is a method of identifying,



evaluating and synthesizing the existing research on a given topic in a systematic and transparent way. A systematic review is different from a usual narrative review, because it is based on predetermined criteria for the selection, screening and analysis of the relevant literature, which increases the reliability, transparency and repeatability of the results. This is a study based on secondary data and not primary from the respondents.

Research Design

The study uses qualitative systematic review design that summarizes the evidence from published scholarly work. This review is designed to synthesize the results of the previous research to gain insight into the effect of social media on the public opinion and its underlying mechanisms, as well as opportunities and challenges.

Data Sources

Data used for the study is purely secondary data. The literature consulted included the following items:

- Peer-reviewed journal articles
- Academic books and book chapters
- Conference proceedings
- Government publications
- Articles from international organizations such as UNESCO, WHO, OECD, etc.
- Reports from reputable research institutes.
- The literature was obtained from key academic databases such as:
- Scopus
- Web of Science
- Google Scholar
- SpringerLink
- Taylor & Francis Online
- Sage Journals
- Wiley Online Library
- JSTOR
- ScienceDirect
- Search Strategy

Comprehensive literature search was performed with combinations of the following keywords:

- "Social Media"
- "Public Opinion"
- "Digital Communication"
- "Political Communication"
- "Social Media Influence"
- "Agenda Setting"
- "Framing"
- "Algorithmic Communication"
- "Misinformation"
- "Echo Chambers"
- "Digital Democracy"



- Boolean operators (AND, OR, NOT) were used to narrow the results of the search.

Examples include:

Search the term: Social Media AND Public Opinion

The results included "Social Media" and "Political Communication".

Digital Media" AND "Opinion Formation"

"Social Media" AND "Misinformation"

Inclusion Criteria

the studies reviewed, only those that fit the following criteria were included Published in peer-reviewed journals.

Written in English.

Interested in the connection between social media and public opinion.

Between years 2015 and 2025 (or any other period selected by the researcher).

Incorporated empirical, theoretical or review studies relevant to the research objectives.

Exclusion Criteria

The following studies were not included:

Duplicate publications.

Editorials, news, blogs, opinion papers, and articles in magazines or journals.

Research that does not fall under the rubric of social media or public opinion.

Non-English publications.

Studies with insufficient methodological information.

Study Selection Process

The study selection was done according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. Four stages made up the selection process:

Identification of records from academic databases.

De-duplication of records.

Relevance screening of title and abstract.

Full-text evaluation, according to the inclusion and exclusion criteria.



Final review included only those studies that satisfied all criteria.

Data Extraction

A data extraction sheet was used to extract the relevant information from each of the studies selected. The following information was obtained:

- Author(s)
- Year of publication
- This is a country or study context question.
- Research objectives
- Research methodology
- The characteristics of the sample (if applicable).
- Major findings
- Conclusions
- Limitations
- This standard extraction process allowed uniformity of all the studies included.

Data Analysis

- Thematic analysis was used to analyse the collected literature. The results of the selected studies were compiled into the main themes which corresponded to the research objectives. The themes included:
- Social network and public opinion shaping. How does public opinion get shaped through social media.
- Agenda-setting and framing
- Engaging users and being influential through algorithms.
- Political communication and civic participation.
- Public health communication
- Misinformation and fake news
- Echo Chambers and Polarization
- Ethical concerns and directions for future work
- The thematic approach helped to identify similarities, differences, patterns and gaps in the current literature.

Quality Assessment

Studies published in well-known and reputable peer-reviewed journals and well-known academic publishers were included to ensure the credibility of the review. The methodological quality of each study was assessed based on:

Clarity of research aims and goals

The suitability of the research design used. The suitability of the research design adopted.

Data collection methods

Analytical rigor

Validity of conclusions



The studies excluded from the review did not have enough methodological transparency.

Ethical Considerations

The study is based on secondary data available on the public domain and does not include human subjects, personal data, or confidential data. Therefore, no formal ethical approval was necessary. Academic integrity and the prevention of plagiarism have been achieved by correctly referencing and citing all sources used.

Results and Analysis

1. Social Media as a Platform for Public Opinion Formation

The literature examined above suggests that social media has changed how public opinion is formed, allowing for the spread of information to be more rapid and for interactive communication to be possible. Social media have distinctive features unlike traditional media, which have one-way communication. Social media are different from traditional media, which mostly have a one-way communication approach. It has made citizen participation in issues of politics, governance, health, education, environment and social justice easier.

The majority of studies concurred that platforms like Facebook, X (formerly known as Twitter), YouTube, Instagram and WhatsApp have emerged as key sources of news and information, particularly for younger audiences. These platforms are accessible and immediate, giving citizens more avenues to access information from various sources, which enhances their opportunities for engaging in public discourse. But scientists add that lack of editorial oversight also means there is a proliferation of false or misleading information.

2. Explain how social media influences public opinion

There are several mechanisms identified in the literature that might affect public opinion through the use of social media.

Agenda-Setting

The use of traditional media has a significant impact on shaping public agendas, while social media have become a growing force in shaping which issues will gain public traction, according to many studies. Hashtags that go viral, posts from influencers, videos that become popular, and online campaigns can sway global and national conversation. The agenda does not actually "set" by the institution, but is created by the users themselves through sharing, commenting and amplifying selected issues.

Framing

The reviewed studies suggest that framing is still an effective opinion formation tool in digital settings. Events get talked about in different ways depending on the point of view of the political leader, journalist, organisation, influencer, or average user. Election, conflict, economic, public health, and environmental framing can have a significant impact on audience perceptions and feelings.



User Engagement

Features that allow audience participation like likes, shares, comments, live streaming, and hashtags promote engagement. Higher engagement has been found consistently to improve the visibility of the messages and the power of specific messages to shape public opinion. The content created by the users has emerged as one of the key sources of information, sometimes even in direct competition with journalism.

Algorithmic Content Dissemination

One of the most important results has to do with the importance of platform algorithms. Content recommendation systems are not based on its journalistic relevance, but rather on user behaviour and engagement. Users thus have the opportunity to see the same content time after time, which allows existing attitudes to be reinforced and shapes opinion in the process. Algorithmic personalization is cited as one of the characteristics of digital communication in several studies.

3. Impact in Political, Social, Cultural and Public Health Environments

Political Communication

Political communication has been consistently cited as the area of literature that is most widely studied. Social media is rapidly gaining importance as a tool for election campaigns, political debate, citizen engagement, and policy discussions. The use of digital platforms is growing in political parties to directly engage with citizens while in citizens' use of social media, they assess politicians and join in with public debates.

But political misinformation, coordinated disinformation campaigns and online propaganda can also shape the democratic process by affecting voter perception and political trust, the researchers warn.

Social & Cultural Contexts.

The literature has shown that social media has helped increase awareness of social problems, such as the issues of gender equality, protecting the environment, racial issues, and human rights, etc. Digital activism has helped marginalised communities raise their concerns and mobilise collective action. Hashtag- and online driven social movements have helped raise public awareness and promote civic engagement.

However, cultural nuances affect the perception and reaction of users to social media content. Research has shown that society, politics and culture influence information consumption and public opinion formation.

Public Health Communication

A study conducted since the onset of the COVID-19 pandemic has emphasized the role of social media in health communication. Health messages, vaccination information, and emergency updates were shared via digital platforms by governments, health organisations and medical practitioners. Social media has helped to disseminate public health messages, but it



has also helped to facilitate the spread of misinformation about treatments, vaccines, and prevention, making it difficult to communicate public health messages effectively.

4. Opportunities and Challenges of Social Media

The presented studies reveal a few opportunities of social media.

Opportunities

Better citizens' involvement in democracy.

Easy access to information.

Increased community involvement in social and political debates.

Quick dissemination of emergency information.

Growth of citizen journalism.

Greater visibility of the voices of the marginalised.

Enhanced links between civil society organisations.

These findings reveal that social media has brought communication into the realm of a more democratic system, one that facilitates access to information and the sharing of information amongst the public.

Challenges

However, the literature suggests that there are some considerable drawbacks.

Inflation is the most common issue, with misinformation and disinformation in second place. It is consistently believed that false information spreads faster than verified information as it is more engaging to the user.

One of the other issues is the creation of echo chambers and filter bubbles. Personalized algorithms present users with similar perspectives over time, thus shape the ideological diversity and the reinforcement of the user's beliefs. This helps to create polarization and stifle positive public discussion.

Also, privacy issues, cyberbullying and hate speech, online harassment, and loss of trust in traditional media are recurring themes in the reviewed studies. These challenges call for better digital governance, media literacy and accountability on the part of platform providers, scholars say.

The NHANES study yielded this information. This information was obtained from the NHANES study.

The overall results indicate that social media has revolutionized how the public communicates and has influenced public opinion. In contrast with traditional media, digital media allows



participatory communication whereby citizens are involved in the production and dissemination of information.

According to the review, social media at the same time serves as a platform for democratic involvement and a source of risks related to information. Digital communication helps to raise awareness, increase civic engagement, and engage in collective action, but it can also help spread misinformation, polarizing messages, and algorithmic bias.

Overall, it is noted in the articles that the impact of social media cannot be viewed just from the technological lens. Instead, opinion formation is a process in which the technological design, communication practices, political situations, media literacy and user behavior interact.

Overall Analysis

According to the systematic review, in today's society, social media has emerged as one of the most significant factors shaping public opinion. The findings indicate that digital platforms have created more opportunities for citizens to take part in processes, increased access to information and improved public participation in several areas. In parallel, it is well established in the literature that misinformation, algorithmic personalisation, echo chambers and political polarization pose risks.

The review also highlights some areas of research that need to be addressed. There is a substantial amount of literature available on the individual platforms and specific national contexts but comparatively less literature available on comparative/ cross-cultural studies. In addition, AI, generative content and algorithmic governance are rapidly evolving, and their potential impact on public opinion and democratic communication over the long term is worthy of continued research.

In conclusion, the results stress that the benefits of social media should be maximized while minimizing the risks involved, only by collaborating amongst civil society, educators, media organisations, the providers of digital platforms and the governments of these platforms. To build an informed and inclusive digital public sphere, digital literacy, a sense of ethics in online communication, transparency of platforms regarding their content, and evidence-based regulatory frameworks will be crucial.

Conclusion

Social media has become one of the most powerful communication mediums in the digital era, completely changing how information is generated, shared and received. The current systematic review aimed to review the literature on social media's effect on public opinion and to synthesize the literature from social science, public health, politics, and culture. The review shows how social media can transform from a one-way communication from traditional media towards a two-way communication where people play an active role in the public discussion.

The results suggest that social media shapes the public opinion process in several ways, such as via agenda-setting, framing, engagement, and algorithmic content distribution. Digital platforms have opened up new avenues for civic engagement, political participation, public awareness, and social mobilisation opportunities by helping to facilitate the flow of information at scale and communications between governments, institutions, organisations, and citizens.



Social media platforms have also enabled marginalised groups to express themselves and to act together; hence it has contributed to a deepening of democracy and empowerment of social inclusion.

The review also outlines some of the issues emerging as a consequence of the unprecedented power of social media. The fact that misinformation and disinformation spread like wildfire, the development of echo chambers and filter bubbles, growing political polarization, hate speech online, privacy and algorithmic transparency issues are among the many challenges for informed public opinion and democratic discourse. Research indicates that by promoting information access, social media also fails to ensure the accuracy, credibility and diversity of the information being disseminated. Algorithmic recommendations, engagement-based content and information environments are ever more shaping users' perceptions.

The review also shows that the effect of social media on public opinion varies from one society to another. The interpretation and reaction to on-line information varies greatly depending on cultural context, political systems, digital literacy, media policy, and technological access. Thus, how to measure public opinion in the digital age needs to be approached from an interdisciplinary perspective incorporating elements of communication studies, political science, sociology, psychology and information technology.

The systematic review is a valuable addition to the media and communication research field, as it offers a detailed and comprehensive analysis on the role of social media in the public opinion of the people. It links together findings from different studies, and presents the potential importance and the complexity of digital communication. The review also emphasises the need for improved transparency of algorithms for platforms and for the development of digital governance, media and information literacy and ethical aspects of communication in online space, ensuring that social media will have a positive influence on democratic societies.

Future research should focus on the influence of AI and algorithmic governance on opinion formation, the influence of new digital platforms on public discourse in a long-term perspective, and comparative cross-cultural studies. Prevention, promotion of responsible communications and digital citizenship are also going to be critical to addressing future challenges of the digital information landscape.

In conclusion, social media has become a crucial medium for communication in the current times and is an effective tool for public opinion. It provides unprecedented opportunities for involvement, public and democratic participation, and awareness, but also demands the responsible governance of platforms, evidence-based public policies, ethical communication practices, and user digital literacy to be able to promote informed public discourse. This requires coordination among governments, professionals of the media, technology companies, educators, scholars and citizens to ensure that social media can be effectively used to foster balanced and responsible digital communication space for promoting constructive dialogue, informed decision making and inclusive democratic participation.



Reference

- Boulianne, S. (2015). *Social media use and participation: A meta-analysis of current research*. Information, Communication & Society, 18(5), 524–538.
- Castells, M. (2012). *Networks of Outrage and Hope*. Polity Press.
- Cinelli, M., et al. (2020). *The COVID-19 social media infodemic*. Scientific Reports, 10, 16598.
- Entman, R. M. (1993). *Framing: Toward clarification of a fractured paradigm*. Journal of Communication, 43(4), 51–58.
- Gil de Zúñiga, H., Jung, N., & Valenzuela, S. (2012). *Social media use for news and individuals' social capital, civic engagement and political participation*. Journal of Computer-Mediated Communication, 17(3), 319–336.
- Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of social media*. Business Horizons, 53(1), 59–68.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). *Uses and Gratifications Research*. Public Opinion Quarterly, 37(4), 509–523.
- McCombs, M. E., & Shaw, D. L. (1972). *The agenda-setting function of mass media*. Public Opinion Quarterly, 36(2), 176–187.
- Pariser, E. (2011). *The Filter Bubble*. Penguin Press.
- Sunstein, C. R. (2017). *#Republic: Divided Democracy in the Age of Social Media*. Princeton University Press.
- Tufekci, Z. (2017). *Twitter and Tear Gas*. Yale University Press.
- Vosoughi, S., Roy, D., & Aral, S. (2018). *The spread of true and false news online*. Science, 359(6380), 1146–1151.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., & PRISMA Group. (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. *PLoS Medicine*, 6(7), e1000097.
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., et al. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, 372, n71.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339.

