

## **New Year's Influence on Social and Digital Media**



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The New Year has a number of influences on social and digital media, such as the method of creating online interaction, techniques of marketing approach, and use pattern interaction. The article considers how the New Year provides motivation and connection, but it also brings pressure through consumerism and raised expectations. Through this investigation into the positive and negative effects of such media within the context of modern society, one should not overlook the tremendous seasonal change happening with it all. On the stroke of midnight on January 1st, social and digital media are filled with fireworks, resolutions, and reflections. It has come a long way from personal traditions to having a significant influence on online trends, advertising campaigns, and purchasing habits: from social media platforms being filled with "New Year, New Me" posts to online advertising campaigns taking advantage of new-