

5.

Literature and Social Media: An Exposition to Literature in Digital Age

Olayemi Alani Oladiji

Email: oladijioa@fceiwo.edu.ng

Contact: +2348069658152

Department of English Language

Federal College of Education, Iwo, Osun State, Nigeria

Iyabode Adedaja Falode

Email: falodeia@fceiwo.edu.ng

Contact: +2348056909873

Department of English Language

Federal College of Education, Iwo, Osun State, Nigeria

Abstract

This study examines literature in the context of contemporary technological advancement, with particular emphasis on the role of social media. It investigates how social media has recalibrated literature in terms of literary culture, expression, production, dissemination, transmission, and consumption. The primary objective is to explore the influence of social media on literature, and how it continues to shape its consumption, production, and cultural dynamics. To achieve this, the study adopts a literature-based methodology to analyse the relationship between social media and literary practices.

Keywords: Literature, Social Media, Dissemination, Fan, Online

Introduction

Literature can be regarded as one of the most significant components of the society, as it reflects how people connect and socialise. Through stories, plays, poetry, and songs, literature aims to educate and amuse. If literature is studied or utilised constructively, it may be highly beneficial to the society; yet, if its contents are exploited maliciously, they can be quite harmful. It opens people's eyes to new experiences and serves as the basis for life. It emphasises a wide range of subjects, including human tragedies and the well-known quest for love. Even if it is written in words, the words come to life in the mind's conception and its capacity to understand the text's intricacy or simplicity. Literature serves as a window into the world as perceived by others because it allows readers to see through the eyes of others and occasionally even inanimate objects (Shahwan, 2023; Zala, 2013). Literature has always had a big impact on how people think and behave, as well as how a society is shaped. From religious writings and epics of antiquity to contemporary novels and poetry, literature has always been a potent medium for passing down concepts, ideals, and cultural standards from one generation to the next. Literature presents diverse viewpoints, experiences, and modes of thought, thereby contributing to broader cultural awareness and intellectual discourse. Furthermore, literature may motivate people to take action on significant issues and ignite social change. It is still a potent force that shapes and reflects the values and attitudes of society (Eqbal and Alfarhan, 2024). Even though literature has the ability to influence cultural norms and values, it may also be employed as a censorship or propaganda weapon. Despite this, literature continues to be a potent tool for furthering social justice and social change, and it may facilitate mutual empathy and understanding across various socio-economic groups. For many years to come, literature will, therefore, continue to be a significant influence in shaping and reflecting society views and values (Bertschi-Kaufmann and Graber, 2017).

Traditionally, literature refers to written works of artistic or intellectual value, including poetry, prose, drama, and fiction, usually as fixed, printed texts for passive reading. In

the digital age, literature expands to include dynamic, multimedia, and interactive storytelling using digital technologies. Digital literature features hypertext, audio, video, images, and collaborative authorship, blurring lines between author and reader. It extends beyond physical books to online works that are fluid, participatory, and networked. The transmission and access to literary works rely to a great extent on the media, even ever since the inception of literature.

The way information is processed and transmitted has changed as a result of the media evolution. The distribution methods of various literary works affect how many individuals may access them. Literature and access to the information that it provides are transmitted either through the traditional means or the most recent form, digital form. The media industry has changed from using traditional brick-and-mortar communication tools to using digital ones. These modifications are as a result of Information Technology (IT) advancements that facilitate digital communication. Digital communication technology is influencing how the society engages in political, social, and economic endeavours. To increase efficacy and efficiency, individuals are trying to match their actions with technology (Shahwan, 2023; Latif et al., 2019). With the advancement through the introduction of social media, there has been a tremendous change. Social media are internet platforms, enabling users to create, share, and exchange content in real time within virtual communities. Unlike traditional media, social media emphasises user-generated content, interactivity, and democratised communication. Platforms like Twitter, Instagram, TikTok, Wattpad, and Archive of Our Own offer new spaces for literary creation, distribution, and engagement, shaping cultural trends and author-reader interactions.

A vast range of electronic and virtual creative expressions are made possible by these new media technologies, which excel at using texts, music, videos, photos, and blogging tools. Due to social media's increasing influence, its use has increased dramatically in recent years on a worldwide scale with sites like YouTube receiving over three billion views per day. Around 3.6 billion people utilise social networks

worldwide, according to recent estimates, with that figure expected to increase to 4.41 billion by 2025. According to the second quarter's calculations, Facebook has over 2.7 billion monthly active users, making it the industry leader of 2020 (Agbamu, 2022; Castro, O'Reilly and Carthy, 2022). Social media includes technology that makes it easier to create, share, and engage with information online, whether it is user-generated or publicly available. These kinds of materials can be shared on social media sites like Facebook, Instagram, Vine, Snapchat, and X (former Twitter), as well as on specialised blogging sites like Blogger, Tumblr, and WordPress, on discussion boards for sourced information like Pinterest and Reddit, and on more formal networks like LinkedIn (Robbins and Singer, 2014). Social media platforms are becoming essential for discussing and sharing media and literary materials. On Instagram, bookstagrammers post visually appealing images of their most recent books, while on TikTok, BookTok has developed into a platform for book suggestions and literary discussions. In a similar vein, Reddit and Twitter fan communities offer forums for fans to exchange fan theories, fan fiction, and fan art, enhancing the group's media-consuming experience (Santha and Santhi, 2024).

Based on the foregoing, this study explores the influence that social media has on literature, and how it has re-calibrated social from the standpoint of dissemination, consumption, production, and how the dynamics of social media has influenced the culture of literature.

Research Questions

1. How has the definition and practice of literature evolved with digital technologies, including multimedia, interactivity, and collaborative authorship?
2. What impact do social media platforms have on the creation, distribution, and reception of literature in the digital age?
3. How do digital and social media environments reshape author-reader relationships and foster new forms of literary engagement and cultural trends?

Aim and Objectives

The aim of this study is to investigate the transformation of literature and literary engagement through digital technologies and social media platforms in the contemporary digital era, while, the specific objectives are,

1. To analyse how digital technologies expand and redefine traditional literary forms through multimedia, hypertext, and interactivity.
2. To examine the role of social media platforms in the creation, distribution, and circulation of literary works.
3. To explore how digital and social media environments reshape the relationship between authors and readers, fostering new modes of participation and cultural engagement.

Justification of Study

Social media has fundamentally transformed how literature is created, shared, and experienced in the digital age. It democratises literary production, allowing diverse voices to reach wide audiences beyond traditional publishing. Social platforms also reshape reading habits, narrative forms, and literary aesthetics, challenging conventional ideas of authorship and literary value. Understanding this shift is crucial because it reflects broader cultural changes in communication and creativity. Exploring literature's evolution alongside social media provides important insights into how texts and communities interact today, making this study vital for scholars, writers, and readers navigating the future of literature.

Literature in the Era of Digital Technology

For ages, literature has been a vital part of human society, acting as a communication tool, a storehouse of information, and a medium for cultural expression. The function of literature has changed to accommodate the shifting demands of society in the modern day, which is marked by globalisation and quick technical breakthroughs. The creation, consumption, and distribution of literature have all undergone radical changes in the

digital age. The emergence of the digital age has changed the literary scene. Online resources and electronic formats have made content more accessible, but they also present problems like information overload and the possible lowering of literary standards. Preserving the spirit and integrity of literature requires striking a balance between established literary forms and newly developing digital media (Shah and Khaskheli, 2024). The literary environment has always changed to accommodate new technologies, from the heyday of print books to the present day of multimedia storytelling. It is imperative that literary stakeholders embrace these developments and look for creative methods to include readers in the constantly changing literary landscape as we move deeper into the digital era. The development of literature in the digital age offers a landscape that blends aspects of novelty and familiarity. It is an area where future technological possibilities and conventional narrative collide. Digital narratives expand the genre of storytelling, increase the accessibility of literature worldwide, encourage participation through interaction, turn obstacles into possibilities, and bridge the gap between the fields of science and art (Shah and Khaskheli, 2024). The use of digital aesthetics gives rise to new literary forms shaped by digital technologies and social media. These include fragmented, nonlinear, and interactive texts that combine words with images, audio, and video (Hayles, 2008). One-way digital aesthetics digitise literature is through hypertext fiction, which uses clickable links to let readers explore multiple narrative paths. For example, Instagram poetry blends visual art with brief text, expanding how literature is created and experienced in the digital age.

Social Media Influence on Literary Culture and Expression

Literary culture and expression are major tenets of literature. When it comes to literature, the written word is a medium that contains the resonances of the society and culture from which it originates. Literary works are interpreted in a way that is deeply connected to the cultural environment in which they are expressed, rather than being limited to the words on the page alone. The customs, beliefs, and acceptable actions

that are shown in a work are frequently determined by its cultural setting. The author's perspective on the society they lived in can be better understood by readers by looking at these components. But, with the introduction of technology, there have been notable changes, and most especially, the incorporation of social media (Tian, 2023). The concept of social media has evolved as a result of the constant introduction of new websites and mobile applications. Due to these., current definitions are thorough and cover a wide range of media, including video games. Social media encompasses technology that makes it easier for information to be produced, shared, and interacted with online, either as user-generated content or publicly available content. Such information can be shared on social media sites like Facebook, Instagram, Vine, Snapchat, and X (Twitter); on specialised blogging sites like Blogger, Tumblr, and WordPress; on discussion boards for sourced information like Reddit and Pinterest; or on more formal networks like LinkedIn, Academia, and ResearchGate.

Social media's introduction has changed many aspects of human connection, including the way we produce, distribute, and read literature. Modern platforms for literary expression have arisen, such as Instagram, X, and Wattpad, which allow authors to instantly communicate with readers around the world (Gowda, 2025).

Social media platforms like Instagram and TikTok have transformed literary culture by acting as vibrant marketplaces where writers reach broad audiences without traditional gatekeepers. Instagram poetry and TikTok's Book Tok community popularise new forms of literary expression and influence book trends. This shift also transforms authorship, as readers engage directly with writers through comments and feedback, fostering collaborative and serialised storytelling. However, while democratising literary production, social media raises concerns about the dilution of quality and challenges traditional literary authority and canon formation. This evolving landscape prompts redefinition of literary value in the digital age.

Social media is changing the narrative of how literature is expressed and accepted. For instance, looking at literature from the angle of interaction between the writer and the reader of a literary work, one can explore the interaction as the interaction between the author and the audience which combines the audience's emotions with the author and subsequently with other audience members, leading to a meta-cathartic mesmerism, and to even provide additional context, according to Tolstoy's description of art as awareness and a means of communication and empathy. Social media is transforming literary culture and expression in this way: through leveraging user engagement to spread information and index the resulting participation, consumers can regain control over a piece's originality and modify the information's infrastructure based on how everyone can decide to consume it. Realising that the text is fluid is becoming more and more important as comment sections, repost features, and parody culture change the scope and flow of literary production, dissemination, and reception (Agbamu, 2022).

In addition to being impacted by social media, literary culture has now permeated popular culture as popular media's comparatively more sophisticated preferences have supplanted the experience of literature as text (both written and spoken). Narrative practices are significantly impacted by specific aspects of social media interactions. Social media literary material is typically reactive and episodic rather than linear and continuous, with users' customised page settings and particular incidents and events influencing the flow of internet traffic. Each social media platform has unique features that influence the type of material that may be created and how their subsequent interactions are handled (Collins, 2010; De Fina, 2016; Thomas, 2020). Also, by fostering the coherence of multimodal texts in cyberspace, social media has impacted literary expression and helped develop a multi-literacies pedagogy that can predict societal blueprints for an internet users culture structured around digital globalisation. More and more creative literary expressions from the new media have been utilised for economic development, social mobilisation, political propaganda, corrective burlesque, and democratic consolidation. Furthermore, the growing ability of artificial intelligence

to mimic the rhetoric of new media socialisation and execute it through bots as though they were human is intruding on even the human agency of intelligent creation (Agbamu, 2022).

Social Media on Production and Dissemination of Literature

Dissemination is an exchange of information process that allows a new concept, behaviour or technology to gradually spread through specific channels from one individual, group, or adoption unit to another individual, group, or adoption unit within the social system. It is also known as circulation or transmission of information. In other words, the dissemination covers the whole process in which literary information, ideas, and concept are shared and taken from the writers to the readers (Liang and Kee, 2016).

The dissemination of literary works and literature in general was formerly through traditional means and via traditional media alone before the introduction and advent of social media. Traditionally, only those who could afford or get access to venues were able to use media like books, radio, television, and theatres to spread literary content. As such, the dissemination of literary material was restricted to particular regions. The development of media and information technology, however, has brought about a paradigm change in the creation and distribution of literary works (Shahwan, 2023). The sorts of production tools, like computers, printers, and cameras, have an impact on how literary material is produced as well. It was difficult to create audio-visual content before cameras were invented. Likewise, the limited printing capacity of conventional printers restricted the availability of printed literary materials, including novels. Literary material, on the other hand, is readily available in the digital age because of digital content (Shahwan, 2023).

Prior to the 19th century, the people could only obtain information through the press. Back then, the terms, press and media were interchangeable, but as new information sources have appeared, the definition of “media” has expanded to encompass these

other channels of communication as well. The lives of people are constantly impacted by the media, whether it be online or in print, and its initial purpose of educating people has evolved to include entertaining. Since what is revealed in the press serves as the basis for people's beliefs, feelings, and words, it is the media's duty to represent the public's opinions, feelings, and reactions. There are media sources everywhere. Anything that significantly affects the lives of a large number of people is equally important (Lewis et. al., 2019).

Even though the media has been used religiously to move and transmit information and literary work over the years, it is however limited and due to the ever growing need to keep up with technological innovations, social media presents a better and more effective way to transmit information and literary work in particular. Also, considering the effect it has on the readership community of literary work, it is hard to overlook the media's effect on quickly changing societal standards due to its ongoing significance. People may be motivated to act right away since it depicts the problem as it actually is. The extensive usage of electronic and social media in the present day is primarily responsible for the quick circulation of news and information. It may provoke impulsive reactions like picketing and massive demonstrations, in contrast to literature's contemplative tendency. The message of literature may not have an instant effect, but once it does, it usually has a lasting effect. Because it speaks to people where they are, in their hearts and souls, literature has the power to transform and bring about fundamental change. Again, due to this assertion, it is rather safe to conclude that social media is the missing piece in the transmission of literary work (Hou et al., 2020; Shahwan, 2023).

The emergence of social media, especially instantaneous fashion social networking sites like Facebook and Twitter, has had a profound impact on how information is created and shared. These networks allow people to have real-time, affordable discussions on the internet, and their interactive nature sets them apart from other

Internet-based disclosure outlets that are mainly one-way channels that transmit information between people of different classes (Lei et al., 2019).

However, even though social media has brought about significant change in the way information and literary works are distributed, it is still rather a concerning issue that social media has almost totally erased the traditional means of dissemination of literature and social media is also on the journey to take literary works from the original state to a rather watery form which may most likely be a thing of the past. The reason this will soon be the order of the day is due to a couple of reasons which include inability to take time to write quality literary work. Lack of time is one of the main causes of the problem or the intended issue, which hinders the creation of masterpieces. The process of creating a timeless masterpiece is arduous and requires adequate time, relaxation, and focused concentration. Though it too cannot operate without literature, the modern automated way of life allows little time for reading large works. The kind of literature that fits well with this way of life is freely available on social media. Given that oral literature, like folktales, could be transmitted without the use of written language, it was common in pre-literate communities. They offer lectures, recited poems, and performed musical pieces. Humanity finally learned how to write down the variety of human experiences through the development of scripts (Kumar, 2020; Shahwan, 2023).

Humans have been recording activities of people, places, and things that have greatly influenced human lives, given us hope, and helped us move forward ever since written language evolved. These accounts have become legends and sources of inspiration. The growth of media channels and technological advancements have given modern literature a new form. There are arguably more writers and readers in the globe today than at any other period in history since literature is so widely available and there are so many ways to express one's deepest emotions and ideas. But to what effect, if the quality of readership and writing seems to suffer (Gorkhali and Chowdhury, 2021; Kumar, 2020; Shahwan, 2023).

Every day, hundreds of new pieces are released and disseminated via different online platforms, where they swiftly attract readers and generate responses from them in the form of likes, retweets, and comments for the authors. This explains the abundance of literature about instant satisfaction on social media. Social networking may be a fantastic way to unleash your inner Shakespeare and inspire a creative outpouring when life becomes busy and you can't find the time to see your loved ones. Because of this, a number of writers have achieved fame after initially being well-known on social media (Al-Hilali and McKinley, 2021). Social media has been ingrained in people's lives as a result of the development of a new social structure reliant on cutting-edge IT. Additionally, it has made sharing content online a regular occurrence. Extensive usage encourages the spread of information, which may result in information dissemination impacts, i.e., the processes and outcomes of information dissemination. A social pandemic or the phenomena of virality has developed from widespread adoption-induced propagation (Yang et al., 2023).

Social media has significantly transformed the production and dissemination of literature, particularly by reshaping the concept of authorship. Platforms like Patreon enable authors to crowdfund their work, receiving direct financial support from their audience. Additionally, social media has facilitated self-publishing, allowing writers to bypass traditional publishing routes and connect directly with readers. Beyond production, social media functions as a dynamic literary marketplace by providing powerful distribution channels that can instantly reach global audiences. Viral marketing through platforms such as Twitter, Instagram, and TikTok helps increase the visibility and popularity of literary works rapidly. The interactive nature of these platforms, where readers can like, share, and comment, fosters organic promotion and builds communities around texts, further amplifying their reach and impact.

Social Media in Literary Consumption and Production

Literature as an idea is evolving quickly. In the past, literature was only available in print, but today it can be obtained online. Recently, individuals have been using social

media platforms to contribute original and creative works. Taking advantage of the development of social media, established authors, ordinary unpublished writers, and aspiring poets and storytellers are challenging conventional notions of literary. The high rate and increase in the rate at which literary works are disseminated has also greatly affected the way in which the information is received. As such, social media has not only revolutionised the area of production and dissemination alone, it has also changed the way people accept and read literature (Jalal, 2017).

With the advent of social media, there is a change in the paradigm. Literature is now being produced and consumed in shorter, more frequent bursts. Nowadays, short-short digital stories are regarded as a new literary form. They go by several names, including flash fiction, mini-literature on mobile devices, Instagram, unexpected fiction, hint fiction and so on (Patea, 2012). In addition, the literary world has undergone significant shift as computerised and media-enabled gadgets such as televisions, disc players, laptops, and smartphones become more and more important in our cultural creation and information consumption. Literature in particular has moved from material to immaterial as a result of the conversion of hundreds of print pages into "soft copies" that may be transferred via hard drives, email, and bluetooth technologies. Although "soft copies" and their bytes undoubtedly contain materiality, their "immateriality" distinguishes them throughout transfer, whether via download or transmission. Such transference would require physical effort in the case of hard print (Agbamu, 2022).

These stories are quite short, as their titles imply, primarily because of character or word count limitations. For instance, tweets on X formerly Twitter are now limited to 280 characters, up from 140 previously. There is no absence of the conventional components of a tale, such as setting, characters, plot, conflict, and conclusion, even in short-short digital stories, it is not unusual. Short digital stories also lack detailed character descriptions and expressive language; as a result, readers relate to characters through their own or other people's experiences. Due to the fact that readers' attention spans are getting shorter, there is a growing desire for the trend of expressing ideas in

smaller form. Getting as much attention as possible is the authors' goal (Patea, 2012; Rudin, 2011).

For instance, fan-fiction, whether in the form of written texts, comics, animation, films, or television series, combines popular culture and literature in a symbiotic relationship where professional original works and amateur parodies amicably coexist. Fan fiction can therefore appear as pseudo-sequels to well-known original works, but its inventiveness stays within the parameters of the original's world of characters, setting, and storyline. Fandom's desire to usurp authorial authority and create their own copies from the original's contents, only for the amusement of other fans who are equally enthralled with the original, is typically the foundation of fan fiction (Agbamu, 2022).

Artificial intelligence (AI) is increasingly influencing both the creation and consumption of literature. AI-powered tools assist authors by generating text, offering writing prompts, and even co-authoring works, thus expanding creative possibilities. On the consumption side, AI algorithms personalise literary recommendations, helping readers discover books tailored to their preferences. Additionally, AI-driven platforms can analyse vast amounts of literary data to identify trends and reader responses, transforming how literature is marketed and engaged with. As AI continues to evolve, it is reshaping the boundaries of authorship and readership, opening new horizons for both writers and audiences.

Conclusion

This paper highlights the transformative impact of social media on various aspects of literature, including its expression, consumption, production, and, notably, literary culture. Unlike previous studies that primarily focus on social media's facilitation of content sharing, this work critically examines both the positive evolution social media fosters such as increased accessibility and diversification of literary voices, and the challenges it poses, including threats to literary integrity and the rise of superficial engagement. By balancing these perspectives, the study offers a nuanced understanding

of social media's dual role as both an enabler and disruptor in the literary landscape. Furthermore, building on Jalal's (2017) observations, this paper underscores the varied outcomes experienced by users, illustrating that while social media can empower innovation and participation, it can also lead to unintended negative influences. This balanced analysis distinguishes the paper from prior contributions by providing a comprehensive framework for understanding the complex dynamics between social media and literature.

References

- Agbamu, A. (2022). The fourth technologisation of the word: Social media as the new vista in literary expression. *Abraka Humanities Review*, 12(1), 37–47.
- Al Hilali, T. S. & McKinley, J. (2021). Exploring the socio-contextual nature of workplace writing: Towards preparing learners for the complexities of English L2 writing in the workplace. *English for Specific Purposes*, 63, 86–97. <https://doi.org/10.1016/j.esp.2021.03.003>
- Bertschi-Kaufmann, A. & Graber, T. (2017). Adolescent reading and the reproduction of literary judgement: What adolescent book reviews of self-selected texts reveal. *L1 Educational Studies in Language and Literature*, 17, 1–19. <https://doi.org/10.17239/l1esll-2017.17.02.01>
- Castro, C. A. de, O'Reilly, I. & Carthy, A. (2022). The evolution of the internet and social media: A literature review. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 12(1), 30–41. <https://doi.org/10.17706/ijeeeee.2022.12.1.30-41>
- Collins, J. (2010). *Bring on the books for everybody*. Duke University Press. <https://doi.org/10.1215/9780822391975>
- De Fina, A. (2016). Storytelling and audience reactions in social media. *Language in Society*, 45(4), 473–498. <https://doi.org/10.1017/s0047404516000051>

- Eqbal, I. & Alfarhan, A. (2024). The influence of literature on the society. *International Journal of Social Science and Humanities Research*, 12(1). <https://doi.org/10.5281/zenodo.10886693>
- Gorkhali, A. & Chowdhury, R. (2021). Blockchain and the evolving financial market: A literature review. *Journal of Industrial Integration and Management*, 1–35. <https://doi.org/10.1142/s242486222150024x>
- Gowda, V. (2025). The digital pen: Social media's role in shaping modern literature. *Journal of Emerging Technologies and Innovative Research*, 12(1).
- Hayles, N. K. (2008). *Electronic literature: New horizons for the literary*. The MIT Press.
- Hou, R., Kong, Y., Cai, B. & Lui, H. (2020). Unstructured big data analysis algorithm and simulation of Internet of Things based on machine learning. *Neural Computing and Applications*, 32(10), 5399–5407.
- Jalal, A. (2017). How social media is affecting production, consumption of literature. *Daily Trust*. <https://dailytrust.com/how-social-media-is-affecting-production-consumption-of-literature/> [Accessed 30 Mar. 2025]
- Kumar, K. (2020). From post-industrial to post-modern society. In *Routledge* (pp. 103–120). <https://doi.org/10.4324/9780203622278-13>
- Latif, M., Hussain, I., Saeed, R., Qureshi, M. & Maqsood, U. (2019). Use of smart phones and social media in medical education: Trends, advantages, challenges and barriers. *Acta Informatica Medica*, 27(2), 133. <https://doi.org/10.5455/aim.2019.27.133-138>
- Lei, L. Gillian., Li, Y. & Luo, Y. (2019). Production and dissemination of corporate information in social media: A review. *Journal of Accounting Literature*, 42, 29–43. <https://doi.org/10.1016/j.acclit.2019.02.002>
- Lewis, S. C., Guzman, A. L. & Schmidt, T. R. (2019). Automation, journalism, and human-machine communication: Rethinking roles and relationships of humans and

- machines in news. *Digital Journalism*, 7(4), 409–427.
<https://doi.org/10.1080/21670811.2019.1577147>
- Liang, Y. (Jake) & Kee, K. F. (2016). Developing and validating the A-B-C framework of information diffusion on social media. *New Media & Society*, 20(1), 272–292.
<https://doi.org/10.1177/1461444816661552>
- Patea, V. (2012). *Short story theories: A twenty-first-century perspective*. Rodopi.
<https://doi.org/10.1163/9789401208390>
- Robbins, S. P. & Singer, J. B. (2014). From the editor: The medium is the message Integrating social media and social work education. *Journal of Social Work Education*, 50(3), 387–390. <https://doi.org/10.1080/10437797.2014.916957>
- Rudin, M. (2011). From Hemingway to Twitterature: The short and shorter of it. *The Journal of Electronic Publishing*, 14(2). <https://doi.org/10.3998/3336451.0014.213>
- Santha D. A. & Santhi, P. (2024). The intersection of literature and media: Exploring the influence and evolution. *International Journal for Multidisciplinary Research (IJFMR)*, 6(4).
- Shah, B. & Khaskheli, N. N. (2024). Literature in the digital age: Challenges and embracing opportunities. *Power System Technology*, 47(4), 690–698.
- Shahwan, J. S. (2023). The impact of social media on literature. *Arab World English Journal*, (1), 226–245. <https://doi.org/10.24093/awej/comm1.18>
- Thomas, B. (2020). *Literature and social media*. Routledge.
<https://doi.org/10.4324/9781315207025>
- Tian, X. (2023). *The thrill of becoming: Writing poetry in digital times*. Prism: Theory and Modern Chinese Literature, 20(2), 315–340.
<https://doi.org/10.1215/25783491-10992740>
- Yang, B., Zhang, R., Cheng, X. & Zhao, C. (2023). Exploring information dissemination effect on social media: An empirical investigation. *Personal and Ubiquitous Computing*, 27, 1469–1482. <https://doi.org/10.1007/s00779-023-01710-7>

Zala, J. B. (2013). Literature and society. *International Journal of Research in Humanities and Social Sciences*, 1(5).

