TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

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FOLD IS THE NEW FLIP

COVER: ZARIF FAIAZ

Bangladesh to digitally preserve 40 ethnic languages

The government's ICT division has initiated efforts to preserve and digitise 40 ethnic languages, including 14 endangered ones. To further this initiative, a discussion meeting titled 'Font and keyboard construction of ethnic languages of Bangladesh' was held last week, which was presided over by the Project Director of the "Enrichment of Bengali Language in Information Technology through Research and Development" Project (EBLICT). The event was attended by poets, writers, technologists, and

common language representatives from various languages, including Chakma, Marma, Santal, Mro, Tanchangya, Telugu, Dhakaiya Urdu, and Thar.

The Bangladesh Computer Council

under the ICT Department has been implementing the 'Digitisation of Ethnic Languages of Bangladesh' initiative since January 2022. 37 out of the 40 scheduled languages have already been sampled, and the construction of fonts and keyboards for languages with their own alphabets has been started. If successfully implemented, this effort will ensure the presence of ethnic language speakers in the digital world by enabling them to use their mother tongue on the keyboard.

Samsung Galaxy A04e launched in Bangladesh

Samsung has recently launched their Galaxy A04e smartphone in Bangladesh. The phone comes with a 5,000 mAh battery, a 6.5-inch Infinity-V display with HD+ technology, and RAM Plus, which allows users to add extra virtual RAM of up to 4 GB.

The smartphone features an octa-core processor, 7 GB (3 GB + 4 GB with RAM Plus), and 32 GB of storage that can be extended up to 1 TB with a microSD card. As for the camera, it has a 13 MP primary lens, 2 MP depth and a 5 MP front camera setup. Samsung Galaxy A04e is available in three colours: black, light blue, and copper. It is priced at Tk. 12,999/-.

OPPO to shut down chip design unit: reports

Oppo, the Chinese smartphone manufacturer, recently stated that they will shut down their chip design unit due to uncertainties in the global economy and the smartphone industry. The company will reportedly cease operations of their Zeku unit, which was set up in 2019. This unit's products include the MariSilicon X chip, which is a neural processing unit (NPU) that improves images for video and photography taken on smartphones.

"Due to the uncertainties in the global economy and the smartphone industry, we have to make difficult adjustments for long-term development," a company representative said. Oppo and their Chinese rivals such as Xiaomi had set up in-house chip design units in pursuit of self-reliance after the U.S. crippled Huawei Technologies' smartphone division with sanctions that prevented it from sourcing key components.

57% users believe mobile internet can generate new income sources: study

57% of mobile internet users in Bangladesh believe that mobile devices can generate new sources of income, according to a new study conducted by Telenor Asia. The study titled 'Digital Lives Decoded' was conducted among 8,000 users from Bangladesh, Pakistan, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

As per the study, 57% of Bangladeshi mobile internet users believe that new income streams can be afforded by mobile devices, with 54% admitting its ability to help them access new job and

career opportunities. Also, 57% users showed over 20% increase in productivity due to mobile devices and technology, while for 26% the productivity increase was over 50%.

While delineating the positive impact of mobile devices and technology on career and skills development, 69% of Bangladeshi respondents reported were found to have significant improvement - states the study. Additionally, 61% of Bangladeshi respondents said that privacy and security were the most significant barriers to fully utilising mobile technology at workplaces.

Tesla to patch software in over 1 mln vehicles due to Chinese regulations

Tesla Inc. will reportedly fix software problems in more than 1 million vehicles, according to China's official market regulator. The software fix is being mandated to reduce accidents in Tesla's automated vehicles, states the regulator.

The action is described as a product recall under Chinese regulations, the regulator said, but it was not immediately clear

if drivers might need, or would be eligible, to return vehicles to Tesla for refunds. From 29 May, the US automaker will issue over-the-air software updates to 1.1 million units of its Model S, Model X, Model 3 and Model Y cars, both imported and China-made, the State Administration for Market Regulation said in a statement.

The regulator said the vehicles

concerned did not allow drivers to turn off regenerative braking or provide enough warnings when drivers stepped on the accelerator pedal hard, which, combined, could increase the risk of collision. The update will restore the option of switching off regenerative braking and warn drivers when they step hard on the accelerator pedal, it added.

Future skills and the future of employment

SANJIDA TANNY

Future skills don't yet come with your degree, but from what has been observed, unemployment, or more precisely 'underemployment" is not seeming to decrease even with higher degrees.

In the rapidly advancing landscape of the job market today, questions are being raised about whether educational institutions are preparing the youth with adequate skills to work shoulder-to-shoulder with technology and its advancement. While people are worried that the upgrade of Artificial Intelligence (AI) means loss of jobs, if used with its proper potential, AI is a breakthrough tool that supports education and the development of future skills.

Skills such as technological, specialised, creative, and critical thinking - typically known to be 'future skills' - are the requirements for the future workforce. Various reports from bodies such as World Economic Forum (WEF) and McKinsey and Co. have already indicated that future jobs will require a different set of skills that education institutions should focus on to equip future talents.

However, the burning question is, how many learners are exposed to these, especially in Bangladesh?
Digging deeper into the current scenario, although as a population we are still getting accustomed to the skills required to adapt to the 4th Industrial Revolution (4IR), we are already on the cusp of Industry 5.0; and this revolution is predicted to focus on the integration of humans and machines, creating collaborative workplaces. And what does that have to do with the future of employment?

These industrial and tech advancements are the deciding factors of the talents and skills which will be valuable and sustain the changing job landscape. A report by McKinsey & Company states that up to 375 million workers may need to switch occupational categories and learn new skills by 2030 due to automation and digitalisation. This indicates that the current generation entering jobs, and many of those who are already in the job market are missing out on skills that employers are looking for hence, although "employed", a big portion of youth today are still "underemployed".

A significant portion of the population believes this new emergence of 4IR and Industry 5.0 is here to take jobs away. The way to adapt to it rather should be to accept that this revolution would focus on empowering human workers, rather than replace them.

This is where educational institutions are widely responsible, for not only educating youngsters about future skills but also promoting the ability to adapt and learn according to the needs of their surroundings - the future of employment. For individuals and opportunity seekers, it is important that they too seek the learning opportunity to thrive in their professional journey. Instead of pointing fingers that technology is taking jobs away, the perspective to look at it should be "How do I utilise tech and AI to develop my skills and work smarter so that my employers and my industry value me". Considering knowledge today is available at the tip of our fingers, it becomes a responsibility of an individual to seek out that knowledge with all the means we have available.

While this might not be a luxury available to many, especially with limited access to digital devices, the eagerness to figure out learning opportunities will always open many doors for the ones who genuinely want to learn and succeed. Particularly in Bangladesh, digital literacy, and STEM Education are some of the foundational skills that some institutions such as BASIS and Bangladesh Computer Council (BCC) are trying to promote among the youth. What could also be worth considering is figuring out sustainable, engaging, monitored, and fun ways to introduce these from school, where the learning curve and ability are at their peak.

Given where we stand today in terms of globalisation, besides technology, jobs will also require talents to bring a "human touch" into the workplace. Skills like cultural competency, social responsibility, transferable skills, and leadership skills - with a diverse population and a rapidly changing social and cultural landscape, these cognitive and interpersonal skills will be important for working effectively not only in Bangladesh but anywhere around the world, and this has also been reported in a survey by McKinsey and Co. Such skills are harder and far more complex to automate and are essential for roles that require human interaction.

Regardless of the doors that artificial intelligence and Industry 5.0 might be closing, the skills we have mentioned so far and the ability to collaborate with machines and work in diverse teams to bring more human value will remain an important set of talent that every industry will always seek out for. Acknowledging the shift in skill requirements and proactively taking the initiative to learn and adapt will be the key to ensuring talents are not replaced but redeployed.
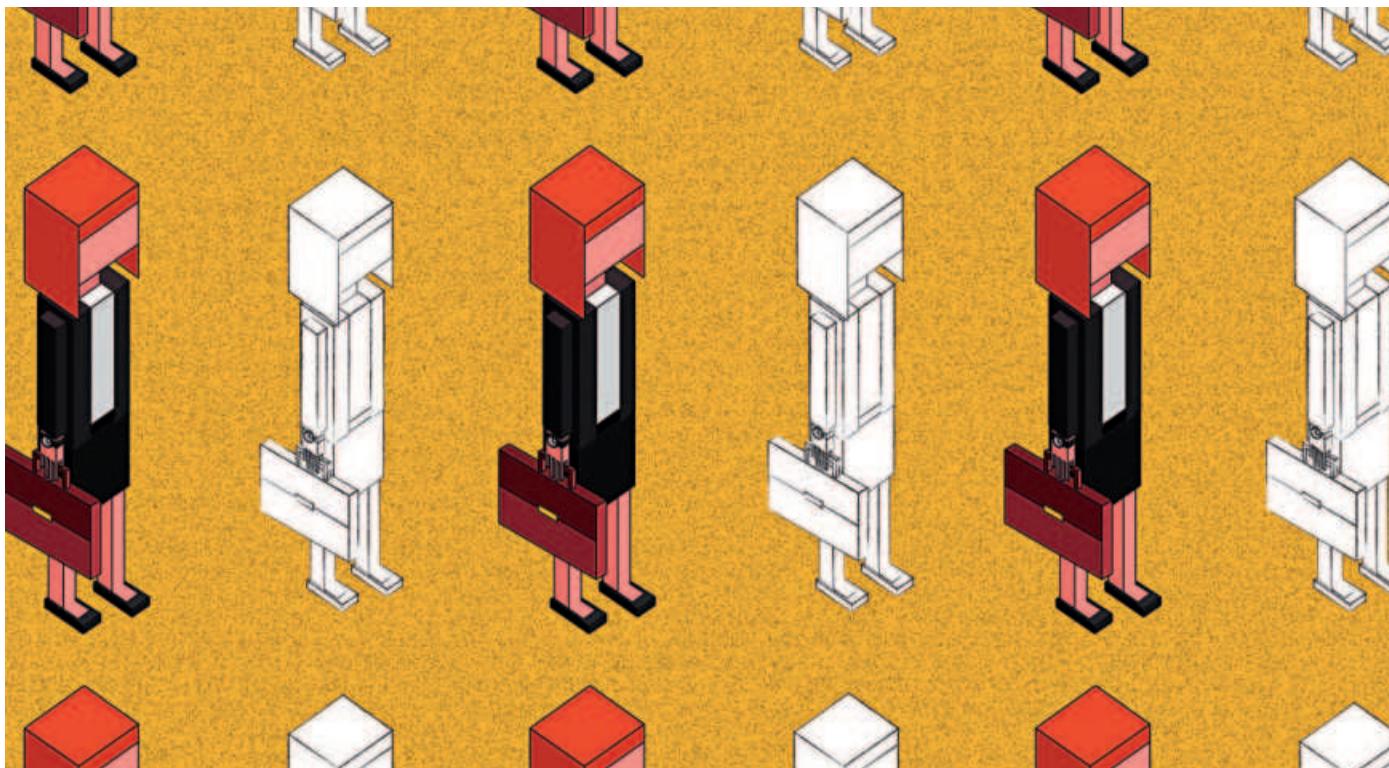

ILLUSTRATION: **ZARIF FAIAZ**

The all-new and improved Porsche: 718 Spyder RS

ABRAR SHAREQUE KHAN

Most of us have seen a 718 Boxster here in Bangladesh. Although it is part of the 718 lineup, the all-new Porsche 718 Spyder RS is not the same as the Boxster. It is an exceptional sports car that combines classic design elements with modern technology. The latest addition to Porsche's 718 lineup promises to deliver an exhilarating driving experience like no other, equivalent to the 718 Cayman GT4 RS.

The design of the Porsche 718 Spyder RS is a nod to the iconic Porsche 550 Spyder, which was a successful race car in the 1950s. It follows the basic design language of the old 718 Spyder but has

The car features a sleek, low-slung body with sharp lines and a long, sloping hood. The rear of the car is dominated by a prominent spoiler and two large exhaust pipes, giving it a distinctive and aggressive look.

Under the hood, the regular Boxster and Boxster S come with 2-litre and 2.5-litre turbocharged engines, while the 718 Spyder comes with the same naturally aspirated 4.0-litre flat-six engine as a GTS that revs up to 8000 RPM. However, the Spyder RS has the same displacement but revs up to 9000 RPM. It has the same engine as the 911 GT3 and the 718 Cayman RS, and the driving experience is said to be identical. The engine is tuned to produce 493 horsepower and 331 lb-ft of torque. The engine is also mated to a PDK transmission, which comes with a 7-speed dual-clutch as a standard option. The Porsche 718 Spyder RS can accelerate from 0 to 60 mph in just 3.4 seconds and has a top speed of 186 mph. The car's handling is exceptional, thanks to its lightweight construction, which includes an aluminium body and chassis. The car's suspension is also highly tuned to provide excellent cornering ability and precise steering. Porsche has reduced spring and damping rates for a more relaxed, characteristically convertible setup. As a road car, this might end up

different bumpers. The front bumper of the 718 Spyder RS has a more aggressive design with a lot of aerodynamics and larger air intakes to improve airflow and engine cooling. The front splitter is shorter than the regular 718 Spyder, and the car features different and lighter forged rims. The Spyder RS is also 30mm lower and 40 kg lighter than the Spyder. The car has no fake vents or intakes; everything you see is functional.

handling even better than the GT4, since the suspension of a GT4 is very stiff and more track-focused.

Inside, the Porsche 718 Spyder RS has a driver-focused cockpit with supportive carbon fibre sports seats and a minimalist dashboard. The interior oozes with Alcantara and carbon fibre, and is quite similar to the regular Spyder. Porsche has focused on weight reduction, which is why they used fabrics and replaced traditional door levers. They also reduced weight from the soft top compared to a 718 Spyder.

Overall, the Porsche 718 Spyder RS is an exceptional sports car that combines classic design elements with modern technology. It is a car that is built for driving enthusiasts who want a pure, unadulterated driving experience. If you're in the market for a sports car that is both thrilling to drive and visually stunning, the Porsche 718 Spyder RS is definitely worth considering. It's also worth noting that this is probably the last fully octane-driven, naturally aspirated car that Porsche will make before everything goes fully electric. Also, if you want it to be fully spec'd out, Porsche will provide you with their Weissach package that includes even lighter magnesium wheels and 935-inspired titanium exhaust outlets. It is set to go out in 2024 with a starting price of 162k dollars.

ILLUSTRATION: **ZARIF FAIAZ**

The battle for foldables folds out

As technology continues to evolve at breakneck speed, the battle for the foldable phone market is heating up. While they may not be a common sight in pockets and purses just yet, foldable phones are generating a lot of buzz among tech enthusiasts and early adopters.

Samsung has been leading the charge in the foldable phone market, with its Galaxy Z Flip and Galaxy Fold devices. However, they now face stiff competition from Google, which recently launched its first foldable phone, the Pixel Fold. The device comes with a hefty price tag of £1,749, but it boasts impressive specs and features that could make it a compelling option for tech-savvy consumers.

The Galaxy Z Flip is a clamshell-style phone that folds vertically, while the Galaxy Fold is a larger device that folds horizontally like a book. Both devices have been well received by critics and early adopters, with many praising their innovative design and versatility.

The Pixel Fold can be opened like a book and is similar to the Samsung Galaxy Z Fold 4 in many ways. However, it has the distinctive design we've come to expect from the most recent Pixel line.

Foldable phones are designed to offer users the best of both worlds - the convenience of a compact device when closed and the immersive experience of a larger screen when opened. This could be a game-changer for those who consume a lot of media on their phones, such as movies, TV shows, and games. With foldable phones, users can enjoy a

cinematic experience without sacrificing portability.

Despite the hype, however, foldable phones are still a niche product. They accounted for just 1% of the global smartphone market last year, according to IDC analysts. This could be due to their high price point, which puts them out of reach for many consumers.

Starting at $1,000 to $2,000, the device's price point is quite high, making it difficult for it to compete with more affordable standard smartphones. Second, before the phones can be made widely available and appealing to the general public, new technological kinks must be ironed out. Consumers are also still dubious about how durable the devices are, and they haven't come up with any original uses for the foldable form factor. For foldable phones to become widely used, the average selling price needs to fall below $400, according to Runar Bjorhovde of Canalys.

However, as the technology improves and becomes more affordable, foldable phones could become more mainstream. Some experts predict that foldable devices will outperform non-foldable smartphones over the next five years. "Consumers need new motivation to go out and upgrade to something that can wow them," says IDC research director Nabila Popal. "Foldable devices currently bring that 'wow factor,' and I believe they will continue to grab more headlines."

One of the biggest challenges is the durability of these devices. Foldable

phones rely on complex hinges and flexible displays, which can be prone to damage and wear over time. Samsung has had its fair share of issues with durability, with the Galaxy Fold experiencing multiple screen failures shortly after its release.

Another challenge is the software. Foldable phones require specialized software to take advantage of their unique form factor. However, app developers have been slow to adopt these new form factors, with many apps not optimized for foldable phones. This can lead to a less than ideal user experience and may discourage consumers from investing in these devices.

Nonetheless, Google and Samsung's entry into the foldable smartphone market is a significant development, as both companies are major players in the smartphone industry. Samsung is the world's largest smartphone manufacturer, while Google's Android operating system powers the majority of smartphones globally.

The two companies are expected to compete on several fronts, including price, design, and features. Samsung's device is rumored to have a larger foldable display than its previous models, while Google's device is expected to have a smaller, more compact design.

The entry of Google and Samsung into the foldable smartphone market puts pressure on Apple, which has yet to release a foldable device of its own. Apple has always been known for its innovation

and trend-setting designs, but it now risks falling behind in the race for the latest smartphone technology.

Despite this, some experts believe that Apple is taking a cautious approach to the foldable smartphone market, waiting to see how the technology develops before committing to a design. Apple has been known to wait until a technology has matured before launching its own version, as it did with the iPhone, which was released several years after the first smartphones hit the market.

The foray of Google and Samsung into the foldable smartphone market is likely to have a significant impact on the larger smartphone industry. As more companies enter the market, competition is likely to intensify, leading to lower prices and increased innovation.

Moreover, the entry of these two major players is expected to increase consumer interest in foldable smartphones and accelerate the development of the technology. This could lead to a future where foldable smartphones become the norm, rather than a niche product.

As Samsung and Google battle it out for dominance in the foldable phone market, and with others vying for a piece of the pie in the near future, it remains to be seen whether these devices will become the gadgets of the future. However, one thing is for sure - foldable phones represent an exciting development in smartphone technology, and they are worth keeping an eye on as they continue to evolve and improve.

GOOGLE I/O 2023
The major announcements from the tech giant

Google uses Google I/O to reveal its upcoming projects and plans every year. Tech enthusiasts and supporters of the Google ecosystem will no doubt be buzzing with excitement after this year's event, which featured many exciting announcements. Google has a tonne of new products and updates in store for us, from foldable smartphones to new AI-powered features.

Google Pixel Fold

The eagerly anticipated Google Pixel Fold foldable smartphone has finally been unveiled. It folds like a book, similar to the Samsung Galaxy Z Fold 4. It resembles the Samsung foldable phones in many ways, but with the distinctive styling we've come to expect from the most recent Pixel line.

The now iconic Pixel camera bar is present on the rear, while the front of the phone looks quite similar to the Pixel 7 Pro, with slim bezels and a centrally placed hole-punch selfie camera. The full HD+ 5.8-inch OLED external display on the Google Pixel Fold has a 17.4:9 aspect ratio, a resolution of 2092 x 1080 pixels, and a refresh rate of up to 120 Hz. While there are visibly chunky forehead and chin bezels, they'll be useful for holding the phone while in the unfolded mode.

Three cameras are located in a bar on the device's back: a 48-megapixel primary camera, a 10.8-megapixel ultrawide camera, and a 10.8-megapixel telephoto camera with a 5x optical zoom and 20x Super Res Zoom. In contrast, the front-facing camera has 9.5 megapixels.

The Tensor G2 chip used in the Pixel Fold and the Pixel 7 range is the same. It will be interesting to see how well it holds up when placed in the much larger Pixel Fold. Storage options include 256 GB and 512 GB, and the battery has a negligibly small capacity of 4,821mAh.

Google Pixel 7a

The Google Pixel 7a, has now been made public. It's a slightly scaled-down version of the flagship Pixel 7, as was to be expected, but it doesn't sacrifice processing speed or camera quality. The Google Tensor G2 processor in the Pixel 7a is identical to that in its flagship cousins.

Though there are a few significant visual differences, the Pixel 7a and Pixel 7 look very similar. There is no wireless charging, the display has a slightly lower resolution, and the rear camera module is smaller. The Pixel 7a does, however, have a few benefits over the flagship model. It has a headphone jack, a slightly bigger 6.2-inch display, and a bigger battery.

Google Pixel Tablet

The Google Pixel Tablet is a new addition to the Google Pixel lineup of devices. It's a 10.95-inch LCD display tablet with a 2560 x 1600 resolution that is optimised for multimedia content. With four speakers, users can enjoy a surround sound experience while watching movies or TV shows. The tablet is also designed to be easy to hold, thanks to its nano-ceramic coating.

The device has a USB-C port for charging and data transfer, as well as a headphone jack for a more personal audio experience. It also has a 12-megapixel camera on the back and an 8-megapixel camera on the front.

AI in Gmail

Google is always pushing the boundaries of AI and machine learning, and AI was the big theme at I/O this year. One of the most significant announcements was the update to Gmail's AI features. Gmail has always been on the cutting edge of AI, with suggestions and Smart Replies leading the way. But now, with the new Help Me Write feature, Gmail will be able to create entire replies for users.

Help Me Write works by analysing the content of an email and suggesting responses based on that content. Users can then select a response and send it without ever having to type a single word.

The feature is particularly useful for customer service emails, where users often have to provide detailed information about an issue. Help Me Write can scan previous emails to provide important context and order information, making it easier to resolve customer issues quickly.

Google Maps

Google Maps is another Google app that is receiving significant AI updates. At Google I/O 2023, the company announced Immersive View for routes, a new feature that allows users to see their routes in 3D.

Users in select cities will be able to zoom along a 3D-generated simulation of their route allowing them to see landmarks along the way from a bird's-eye view. Immersive View will even generate traffic amounts depending on how busy it expects the route to be at that time and insert the correct weather.

Immersive View for routes will be rolled out later this year to 15 cities, including New York, San Francisco, London, and Tokyo. This new feature will give users a unique and immersive way to explore their city and plan their routes, making it a great addition to the already impressive Google Maps app.
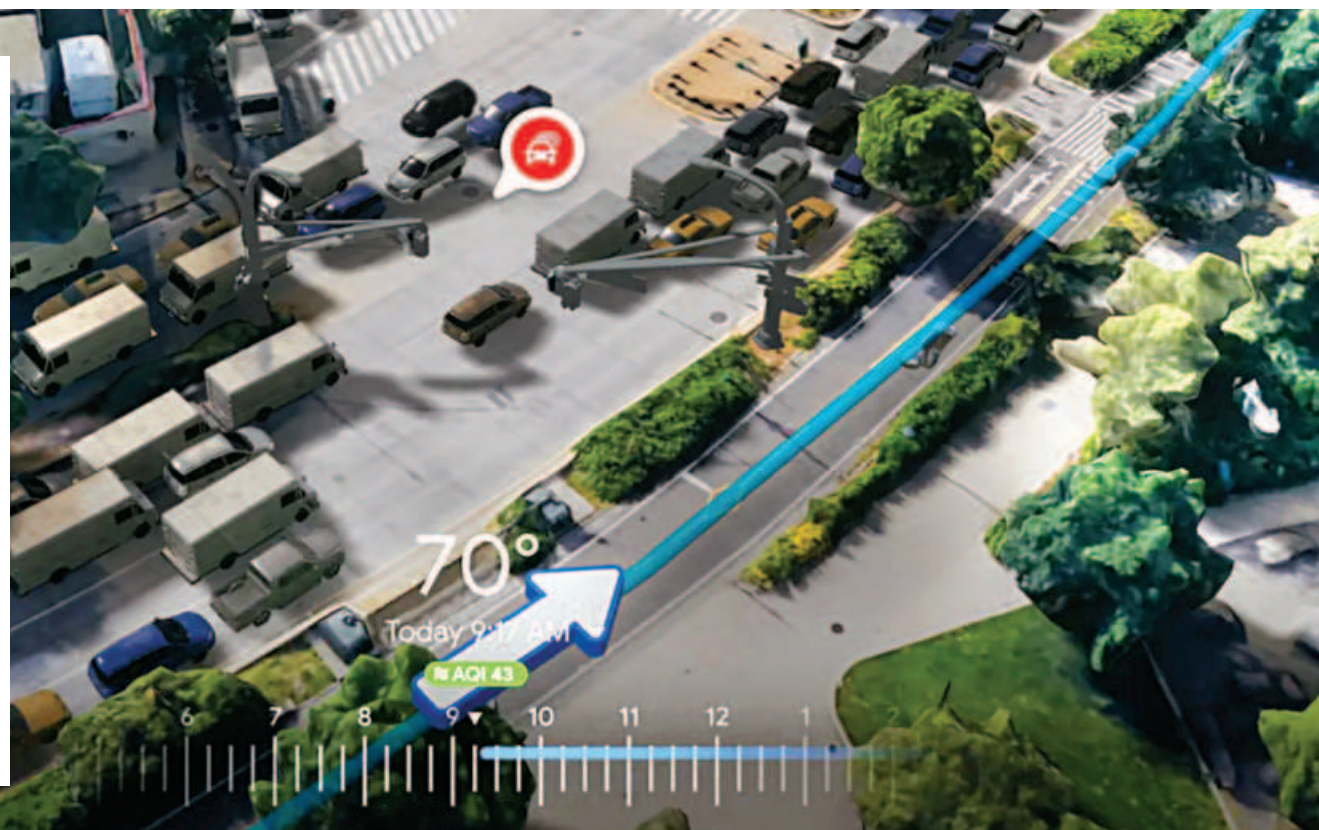
Workspace

In order to make Google's Workspace suite smarter, automatic table generation (but not formula generation) in Sheets and image creation in Slides and Meet have both been added. You can now type in the kind of visualisation you're looking for and the AI will generate it, using the new features for Slides and Meet. This specifically refers to custom backgrounds for Google Meet.

Magic Editor

Google Photos is also getting a significant AI-powered update with the new Magic Editor feature. Magic Editor is essentially a supercharged version of the Magic Eraser tool that allows users to remove unwanted objects from their photos.

With the power of AI, Magic Editor can do much more than just erase objects. It can also recreate elements that have been cropped out of the original photo, making it easier to edit photos without compromising the composition.

The most impressive example of Magic Editor's capabilities showed the tool recreate a missing person in a photo using AI. With this new feature, users can expect more seamless photo editing capabilities than ever before.

Text-to-music

A new AI tool called MusicLM can convert text descriptions into music. Users can type in prompts like "create an industrial techno sound that is hypnotic" or "create soulful jazz for a dinner party" to use MusicLM, which is available in the AI Test Kitchen app on the web, Android, or iOS.

As they hone their MusicLM-generated works, users can specify the instruments they want to use, such as "classical" or "electronic," as well as the "vibe, mood, or emotion" they want to convey.
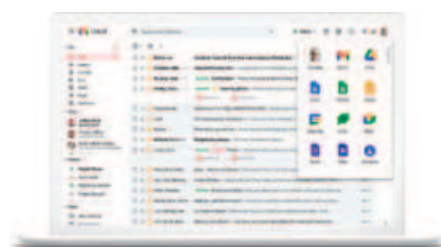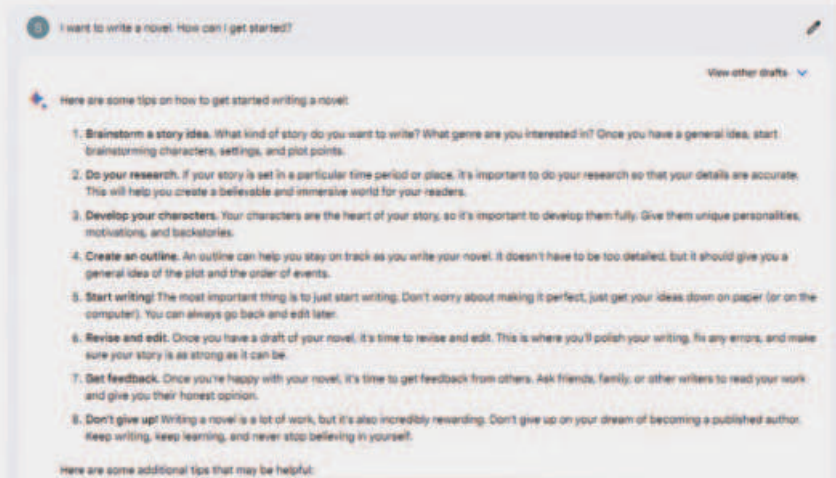

Bard

You'll soon be able to communicate with Google's AI and won't have gated access anymore. Google Bard is now accessible in Japanese and Korean, with 40 additional languages following soon.

Bard is also getting some additional helpful new features. Soon, you'll be able to instruct Bard to create a spreadsheet based on a set of criteria, export that spreadsheet directly into Google Sheets for your personal use, and then import it back into Bard.

AI-generated images are something we've seen before, but Google is taking things to the next level with Bard's new ability to generate images, thanks to Adobe. With the power of Adobe Sensei, Bard can generate high-quality images that look like they were created by a human artist. This opens up a world of possibilities for content creators and businesses who need high-quality, customised images quickly and easily.

Google I/O 2023 was packed with exciting announcements from Google. From the long-awaited Pixel Fold to the new Pixel Tablet, Google is continuing to push the boundaries of what's possible with technology. And with updates to AI features in Gmail, Maps, and Photos, as well as the exciting news about Bard's new capabilities, it's clear that Google is committed to making our lives easier and more connected through technology.

a2i and Bangladesh team wins 3 gold and 2 silver at ITEX, Malaysia

The team from Bangladesh has won 3 gold and 2 silver awards at the International Invention, Innovation, and Technology Exhibition (ITEX) 2023 competition, held in Kuala Lumpur, Malaysia. The technical consultant for the Bangladesh team was a2i (Aspire to Innovate).

This two-day long competition wrapped up on 12 May 2023, with gold awards being given to the following winners from Bangladesh: Bangla Traders in the agriculture category, AmarPay in the ICT, telecommunication and audiovisual category, and Zynax Health Limited in the medical health category.

Additionally, EGuardian in the environment-energy category and Bangla Track in the ICT, telecommunication and audiovisual category received silver awards respectively.

As per a press release, a2i has participated in previous iterations of ITEX in 2018 and 2019 with their own entries and won a total of three gold and six bronze awards, including receiving special recognition for one of the projects. Since then, a2i has promoted ITEX among the Bangladesh startup community and local tech entrepreneurs, eventually shifting their role to technical consultant for the Bangladesh team this year.

Who is Linda Yaccarino
Everything you need to know about Twitter's new CEO

Elon Musk, the owner of Twitter, has announced Linda Yaccarino as the new Chief Executive Officer of the popular social media platform. The appointment of this 59-year-old American media guru of Italian descent has sent ripples through the tech industry, sparking curiosity and speculation about the future of Twitter under her leadership. Let's delve into the background and accomplishments of Linda Yaccarino, the woman at the helm of the microblogging giant.

Born in 1963 in New York, Linda Yaccarino grew up with her parents, Bob Yaccarino and Isabella Bartolone Yaccarino, who were immigrants. She has two sisters, Lori Yaccarino Armstrong and Kate Yaccarino, who have also carved out successful careers in their respective fields.

Yaccarino received her education at Deer Park High School and later attended Penn State University. It was during her time at Penn State that she did an internship at NBC, setting the stage for her future career in media and broadcasting.

Her professional journey began at Turner Broadcasting, where she worked as the executive vice president and COO of advertising sales, marketing, and acquisitions for almost two decades, from 1992 to 2011. During her tenure at Turner, Yaccarino played a pivotal role in driving revenue growth and establishing the company as a force to be reckoned with in the media landscape.

In 2011, Yaccarino joined NBCUniversal Media, LLC, as Chairman of Global Advertising & Partnerships, further cementing her reputation as a leader. Her contributions to NBC were far-reaching, spearheading innovative advertising strategies and forging crucial partnerships. It was under her guidance that NBC Universal experienced remarkable growth and became a powerhouse in the industry.

Yaccarino's decision to resign from NBCUniversal Media, LLC, came as a surprise to many. However, just hours after her announcement, Elon Musk unveiled her as the new CEO of Twitter, marking a significant milestone for the social media platform. Notably, Yaccarino's appointment is groundbreaking, as she becomes the first female CEO in Twitter's history. This milestone represents a step forward for gender diversity at the highest levels of tech leadership.

Beyond her professional achievements, Yaccarino has also ventured into the world of entertainment. From 2011 to 2012, she even found herself in front of the cameras as a contestant on the Italian version of the reality show Big Brother. This experience showcased her versatility and willingness to step out of her comfort zone, attributes that will undoubtedly serve her well in her new role as Twitter's CEO.

With Linda Yaccarino at the helm, Twitter enters a new chapter in its history. As the first female CEO, Yaccarino brings a wealth of experience and a fresh perspective to the platform. Industry insiders and Twitter users alike eagerly anticipate the changes she will implement to shape the future of the social media platform.