

Editorial

Dear Reader,

We are proudly presenting the first edition of *Innovative Research Thoughts in Social Sciences* (IRTSS) to you all. The rapid expansion of digital communication platforms has fundamentally altered how people interact, share information and engage with the world. From social media's role in shaping political discourse to the complexities of misinformation and digital echo chambers, the need for insightful, empirical communication research has never been greater. Scholars must not only track these trends but also understand their underlying causes, their consequences for individuals and communities and the broader societal implications.

Likewise, the field of social sciences has always been dynamic, evolving in response to the complexities of human society and the changing nature of social phenomena. As we reflect on recent developments and the trajectory of research in this discipline, we find that the landscape of social sciences is becoming increasingly interdisciplinary. One of the most striking trends in contemporary social science research is the growing emphasis on participatory and community-based approaches. These approaches, which involve local populations in the research process, are not only enhancing the validity and relevance of research findings but are also empowering marginalized communities to become active agents in shaping the policies that affect their lives.

In light of these developments, it is crucial for scholars, policymakers and practitioners to foster a more integrated approach to social science research. Too often, the gap between academic research and practical application remains wide. Bridging this gap requires not only rigorous inquiry but also a commitment to engaging with the communities and contexts that research seeks to understand and improve. Through this research journal, we aim to provide scholars to come up with new research outcomes in the field of social sciences. IRTSS invites all such research outcomes and provides a platform for scholarly discussions.

The editorial team aims to frame current issues in social science research while pushing for thoughtful engagement with emerging technologies, ethics and social responsibility.

With best wishes,
Dr. Deepika Verma,
Editor, IRTSS,
Email: irtssjournal@gmail.com