

SOCIAL MEDIA

What Is Social Media?

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications. While social media is ubiquitous in America and Europe, Asian countries like Indonesia lead the list of social media usage.

More than 4.5 billion people use social media, as of October 2021.

KEY TAKEAWAYS

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

There are more than 4.5 billion social media users around the world.

The largest social media networks include Facebook, Instagram, Twitter, YouTube, and TikTok.

Social media typically features user-generated content and personalized profiles.

By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

Understanding Social Media

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

There are more than 3.8 billion social media users around the world. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

Social Media Term Paper

**Reynaldo Gacho Segumpan, Joanna
Soraya Abu Zahari**

Social Media Term Paper:

The SAGE Handbook of Social Media Research Methods Luke Sloan, Anabel Quan-Haase, 2017-01-26 With coverage of the entire research process in social media data collection and analysis on specific platforms and innovative developments in the field this handbook is the ultimate resource for those looking to tackle the challenges that come with doing research in this sphere

The SAGE Handbook of Social Media Research Methods Anabel Quan-Haase, Luke Sloan, 2022-09-02 The SAGE Handbook of Social Media Research Methods spans the entire research process from data collection to analysis and interpretation This second edition has been comprehensively updated and expanded from 39 to 49 chapters In addition to a new section of chapters focussing on ethics privacy and the politics of social media data the new edition provides broader coverage of topics such as Data sources Scraping and spidering data Locative data video data and linked data Platform specific analysis Analytical tools Critical social media analysis Written by leading scholars from across the globe the chapters provide a mix of theoretical and applied assessments of topics and include a range of new case studies and data sets that exemplify the methodological approaches This Handbook is an essential resource for any researcher or postgraduate student embarking on a social media research project

PART 1 Conceptualising and Designing Social Media Research
PART 2 Collecting Data
PART 3 Qualitative Approaches to Social Media Data
PART 4 Quantitative Approaches to Social Media Data
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The Impact of Social Media Trends on Behavioural Patterns of Youth Bangura Samuel, 2024-01-03 Essay from the year 2023 in the subject Communications Public Relations Advertising Marketing Social Media University of Ghana Legon School of Social Sciences course Sociology language English abstract This sociological term paper explores the profound influence of social media trends on the behavioral patterns of today's youth With the advent of digital communication platforms social media has become an integral part of the lives of young individuals shaping their attitudes beliefs and actions The paper delves into the various ways in which social media trends impact the behavioral dynamics of youth examining both positive and negative consequences Various sociological perspectives were applied to analyse the impact of social media trends on the behavioral patterns of youth including functionalism conflict theory and symbolic interactionism The rise of social media has revolutionized the way individuals communicate and interact Today's youth are the primary users of these platforms making it imperative to understand the impact of social media trends on their behavioural patterns The consistent exposure to a wide range of content like influencers memes and viral challenge has a prospective impact on the youth's behavior and decision making processes Getting to comprehend the association of these social media trends and the behavior of the youth is very vital for mental health professions educators policymakers parents to ensure the well being and development of the younger generation Nowadays younger generations grow up having good contact with different types of social networks easily acquire digital culture and live in a digital world where only adults are

naturalized citizens Social networking in recent times is popular among young people particularly university students According to Rida Noor 2000 the term social media refers to a group of applications like Facebook Twitter WhatsApp Messenger Instagram and YouTube Due to the rapid growth of internet usage around the world there are many youths deserting from the electronic media specifically those who watch and listen to television and radio respectively to social media Social media has brought both positive and negative effects on the youth *Peace Journalism. Impact of social media on the field of research on peace journalism* Isabel Thoma, 2022-10-14 Master s Thesis from the year 2022 in the subject Communications Journalism Journalism Professions grade 7 5 Maastricht University FASOS language English abstract The results of the present work seek to clarify the question in what ways does the phenomenon of social media change how we have defined explored and implemented peace journalism thus far For only when it is apparent how seriously this new reality affects the concept of peace journalism and its practical implementation will the need for further research also become clear Peace journalism plays a role and has the potential to sensitize people to conflicts to have a de escalating effect and thus ultimately to promote peace The ideas behind the concept of peace journalism gained importance primarily through the articles of Johann Galtung in the 1960s Initially formulated as a theory the ideas found increased application in practice in the 1990s were implemented by journalists and is nowadays a firmly established if not uncontroversial subfield in journalism Despite its potential peace journalism is not a miracle cure The concept has its limits of effectiveness and applicability and misapplied may do more harm than good Peace journalism has an impact on the readership and is no less popular than so called war journalism but it reaches people especially if they are not hardliners who have already established a war frame of the situation Peace journalism will therefor never be able to transform an entire society but can make a start with certain people at certain times from where the idea can spread and possibly become established and have long term effects However it is noticeable that the idea of peace journalism as currently formulated is becoming increasingly irrelevant in practice due to the changing media landscape namely the technologies of social media Research that aims to advance peace journalism must therefore first and foremost examine social media their modes of action their functions their respective audiences their potential and their dangers **Mixed Methods Perspectives on Communication and Social Media Research** Reynaldo Gacho Segumpan, Joanna Soraya Abu Zahari, 2022-07-29 Mixed Methods Perspectives on Communication and Social Media Research addresses the need for a discipline cum methodology tailored book that navigates the current research spectrum of communication and social media CommSocMed It examines contemporary and relevant issues that intertwine the expansive spheres of CommSocMed Authored by professionals with extensive academic and in depth research and industry experience the book highlights research based themes that mirror qualitative and quantitative methodologies vis vis socio cultural political educational and organisational issues and challenges The first two sections present the mutually interwoven disciplines of CommSocMed where research works cover a comprehensive range of designs such as narrative analysis case

study recombinant memetics discourse analysis visual semiotics ethnography content analysis feminist theory descriptive survey descriptive correlational model building testing experimental and mixed methods The third section is a concluding segment which synthesises all the scholarly contributions in this volume This book will serve as an authoritative reference for mixed methods research in CommSocMed and will be highly relevant reading for academics researchers postgraduate students and undergraduates in communication for example instructional communication marketing communication organisational communication political communication strategic communication social media and social sciences

Machine Intelligence and Data Science Applications Vaclav Skala,T. P. Singh,Tanupriya Choudhury,Ravi Tomar,Md. Abul Bashar,2022-08-01 This book is a compilation of peer reviewed papers presented at International Conference on Machine Intelligence and Data Science Applications MIDAS 2021 held in Comilla University Cumilla Bangladesh during 26 27 December 2021 The book covers applications in various fields like image processing natural language processing computer vision sentiment analysis speech and gesture analysis etc It also includes interdisciplinary applications like legal healthcare smart society cyber physical system and smart agriculture etc The book is a good reference for computer science engineers lecturers researchers in machine intelligence discipline and engineering graduates DSS 2.0 - Supporting Decision Making With New Technologies Sven Carlsson,Patrick Brezillon,2014-05-15 Advances in technology have resulted in new and advanced methods to support decision making For example artificial intelligence has enabled people to make better decisions through the use of Intelligent Decision Support Systems DSS Emerging research in DSS demonstrates that decision makers can operate in a more timely manner using real time data more accurately due to data mining and big data methods more strategically by considering a greater number of factors more precisely and inclusively due to the availability of social networking data and with a wider media reach with video and audio technology This book presents the proceedings of the IFIP TC8 Working Group 8 3 conference held at the Universit Pierre et Marie Curie in Paris France in June 2014 Throughout its history the conference has aimed to present the latest innovations and achievements in Decision Support Systems This year the conference looks to the next generation with the theme of new technologies to enable DSS2 0 The topics covered include theoretical empirical and design science research case based approaches in decision support systems decision models in the real world healthcare information technology decision making theory knowledge management knowledge and resource discovery business intelligence group decision support systems collaborative decision making analytics and big data rich language for decision support multimedia tools for DSS Web 2 0 systems in decision support context based technologies for decision making intelligent systems and technologies in decision support organizational decision support research methods in DSS 2 0 mobile DSS competing on analytics and social media analytics The book will be of interest to all those who develop or use Decision Support Systems The variety of methods and applications illustrated by this international group of carefully reviewed papers should provide ideas and directions for future researchers and practitioners alike

Multidisciplinary Research in Arts, Science & Commerce (Volume-23) Chief Editor- Biplab Auddya, Editor- Dr. N. Siddharthan, Dr. Akheel Mohammed, Zosangliani, Dr. Vani S V, Mr. Anand G. Shelar, Gadamsetty Surya, 2025-03-20

Roles of Social Media on Information Sites Louie Sanlad, 2020-02-12 Literature Review from the year 2020 in the subject Communications Public Relations Advertising Marketing Social Media grade 1 1 language English abstract In this paper the researcher identifies the social media trends from the number of paper within scope analyzing their content in order to synthesize from the variation of researches and determines the gap making this review a potential contributor for future researches Included in this paper the most commonly used information sites which manifest convergent features Social media is a platform to share information that is very liked by everyone nowadays because some of the facilities that make it easier for us to communicate with each other share documents chat and even create a community A data mining approach is used to determine the trends in social media as information in getting type of information information sharing and trends of social media used by different organizations The results show that one's motivation in sharing information tends to be consistent for each type of information that is to share the impression of social media users on a matter Social media connect different races and making distant communication reachable in a shortest period of time It has been trends already around the world to maximize the utilization of social media through variety of information sites It is a very useful vehicle to gather data addressing the need of the internet citizens netizens in this contemporary era with motivating features essentialities and importance there is a growing number of users interacting with online social networks The emerge of different sites making the social media continuously increasing its potential to provide useful geographic information to either replace or augment traditional methods of data collection has been recognized for some years It is not only data collection but sharing of information of the same interest which reveals the active interaction regardless of age However the increase of interaction poses a challenge to identify whether the trending media content is real or reflects the claimed description Hossain et al 2019 Generally social media is an active source of information seeking wherein users must be tactful in determining the facts With the help of some invented applications to determine and prevent malicious spam statistical analysis of language is done to detect spam trending topics

Russian Twiplomacy in the Russia-Ukraine war. Frames and narratives as strategic communication Varuna Mattis Venker, 2022-09-13 Bachelor Thesis from the year 2022 in the subject Communications Media and Politics Politic Communications grade 2 0 Free University of Berlin language English abstract Presented here is a comprehensive analysis of the Russian Twitter strategy in the Russia Ukraine war based on sampling and from the perspective of framing theories This bachelor thesis documents the analysis of Russia's Twiplomacy in the Russia Ukraine war concerning the framing approach For this purpose the posts of a selection of seven Russian government profiles on Twitter are examined over a period of five months Examining Russian Twiplomacy provides a deeper understanding of its function This study contributes to our understanding of the use of social media as a tool for strategic communication The

concrete implementation of the Russian strategy and the adjustments to the changing situation should be evident from the study material. The analysis of frames offers the possibility of recognizing the intention of the communicators. That offers opportunities to counteract influence and to identify communication goals for further clarification and negotiation. Public Service Advertising of the Health Care Service Sector in Tripura, India Dhananjay Datta, Sudhakar Patra, 2023-04-05

Document from the year 2020 in the subject Communications Public Relations Advertising Marketing Social Media grade Passed language English abstract This study is an attempt to explain the economics of Selected Public Service Advertising of Health Care Service Sector in Tripura India specifically pertaining to efficiency effectiveness value and behavior in the production and consumption of health care service. Hence the main objectives of the research work are to understand the effectiveness of the economics of selected health care service sector related public service outdoors advertising specifically pertaining to the internal and external elements that make them effective and successful for both public or consumers and the government in Tripura. Secondly to find out influence of health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause in Tripura. Thirdly to find out influence of health care service sector related public service print media advertising and its effect in pursuing the announcement made for public cause in Tripura. Fourthly to find out the overall reach of the recent government sponsored health care service sector related public service advertising among public in Tripura and finally to find out the right media for telecasting the health care service sector related public service advertising to make it more effective. This study is mainly based on the primary and secondary data. Primary data collected through pre tested questionnaire and secondary data collected from the various sources like published reports Web Articles Journals and research report etc. The total sample size for the study is 540 and purposively divided into two parts 240 sample for the study area and 300 for the all India level case study. 240 sample sizes were collected covering all eight districts of Tripura and 300 sample sizes were considered purposively for the case study analysis at all India level. General socio economic and demographic characteristics of respondents from the study area were analyzed through Frequency Percentage Table and Pie Chart. Hypotheses analyses were carried out using Chi square test and calculation of Phi and Cramer's V were carried out to measure the effect. Pearson Correlations were carried out involving Public service advertising observation experiences and socio economic characteristics of the respondents. Multiple stepwise forward logistic regressions analysis were carried out to measure the influence of observational experience of Public service advertising of Health care service Sector in Tripura India. Bar chart for all statement in the questionnaire. Factor Analysis KMO and Bartlett's Test. Factor wise questions items Basic and Descriptive Statistics like mean median SD variance etc. Histograms t test are also used in the study and The Kruskal Wallis test a non parametric alternative to the One way ANOVA Spearman correlation coefficient are also used in the study with the help of SPSS.

Journal of the First-year Experience & Students in Transition ,2015 **An analysis of Hallet's Complex**

Competence Task on the topic "How to write a convincing speech" Sarah Bukowski, 2022-02-28 Seminar paper from the year 2020 in the subject Didactics for the subject English Pedagogy Literature Studies grade 1 7 Ernst Moritz Arndt University of Greifswald Fachdidaktik Englisch course Life World Relevances Planning lessons for various learners language English abstract My hypothesis is assuming whether the Complex Competence Task from hereon CCT by Wolfgang Hallet 2012 can cover all essential aspects and reduce the expense of planning a lesson for various learners in a heterogeneity classroom At first I want to analyze and briefly describe the lifeworld aspect I want to cover Moreover I will explain my chosen planning instrument the CCT and expound its purpose Additionally I will pose my hypothesis and finally lead over to the practical part of my paper The plan mentioned above covers the theoretical part of the term paper The second part will include the entire practical work of planning my lesson with the instrument and step by step explanations for the procedure of this lesson Furthermore the whole unit will be described with the main and subgoals topics and subtopics activities and tasks for the students For a qualitative lesson I will also include examples of products to emphasize my expectations and give an insight of how the lesson might be Finally comes the conclusion therefore the reflective part of my paper where I briefly sum up what I did in the paper Further I try to reflect my hypothesis and the usage of the Complex Competence Task The final steps will be criticizing the planning instrument in a constructive way and giving examples of improvements for this instrument

Benefits of social networking websites for young people Roger Edwards, 2015-10-28 Bachelor Thesis from the year 2014 in the subject Sociology Children and Youth grade 1st Class language English abstract The use of social networking sites SNS has been adopted and integrated into the daily lives of an increasing number of adolescents and young people overall are amongst its most prolific and substantial users This study discuss a number of issues related to the use of social media and social networking sites such as why do young people mass to such sites What do young people express on these SNS And lastly how do these sites enhance or fit into the lives of young people Much has been said regarding the risk management paradigm with regards to social media use by young people therefore this study attempts to readdress this imbalance and focus on the perceived benefits however it did not ignore the potential contents and contact risk which was also explored This study found that there are a number of significant benefits associated with the use of SNS including enhanced learning opportunities facilitating supportive relationships identity formation not to mention its contribution towards the emotional psychological and social wellbeing of young people

Effects of Consumerism on Modern Society. In what Aspects does Consumerism form an Identity? Leonie Quicker, 2023-06-23 Seminar paper from the year 2019 in the subject Sociology Consumption and Advertising grade 1 3 University of Paderborn Kulturwissenschaft language English abstract This term paper is set out to investigate in what aspects consumerism forms an identity and to what degree it affects modern society In order to gather information and data this research project will look at different Instagram accounts and groups like richkids__official or women_luxuryr_life How do they advertise certain products and in what way do

these people represent themselves within a particular picture Simultaneously this term paper will explain the consequences of consumerism on businesses society in general and people s mental health Sources that will be needed to answer these questions are going to be Yiannis Gabriel and Tim Lang s The Unmanageable Consumer Contemporary Consumption and its Fragmentations from 1995 in which the different functions of a consumer are thoroughly explained and analysed In addition J D Forbes The Consumer Interest published 1987 defines different sections in which consumerism influences society Using these sources and explanations this research project will try to answer the question of how consumerism forms an identity and to what degree it thereby affects society I m just a girl standing in front of a photo asking it to be Instagram worthy The quote above is a re written version of Notting Hill s famous sentence I m just a girl standing in front of a boy asking him to love her Comparing these situations it can be interpreted as though the re written girl just wants to have a photo worthy for Instagram in order to be loved Therefore this quote tells more about society than just a girl wanting to look pretty online Nowadays almost every person who is able to go online has at least heard or even registered on one or more social media platforms like Facebook Twitter or Instagram

User Perception of Targeted Ads in Online Social Networks Timo Beck,2011-03 Doctoral Thesis Dissertation from the year 2010 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 1 0 University of St Andrews School of Management language English abstract Owing to the phenomenal growth of online social networks and the resulting interest of marketers in this new medium this thesis investigates user perception of targeted advertisements on Facebook the world s largest and fastest growing social network Based on a critical literature review results of previous research studies and expert interviews with social media practitioners the author develops a conceptual framework consisting of seven factors that are theorised to impact on how users perceive personalised ads in a social network environment This framework is partially verified on an empirical basis by means of an online survey among 97 Facebook users The results provide novel and useful insights into user perception of targeted ads on Facebook that could be used as guidelines for practitioners and as a starting point for further studies

Critical Success Factors of Online Marketing Campaign Kelly Clarkson,2013-04-26 Master s Thesis from the year 2011 in the subject Business economics Offline Marketing and Online Marketing grade A The University of Liverpool language English abstract Marketing has always been one of the most crucial and critical functions in organizations for last several decades Since several years organizations have been depending on various marketing methods to promote products services and brands As time passes the types of marketing strategies that are considered for have changed Techniques that were used in 1950s shall not be helpful for organizations that operate in today s environment In the same way techniques that are currently used in today s environment shall not be useful after 50 to 60 years Kotler and Keller 2012 Unless marketing activities are planned based on present market conditions it is not possible for organizations to reach wide range of customers that spread across the world As there are no boundaries in the target markets of most of the organizations

organizations have to use the combination of both traditional and online marketing methods While traditional marketing methods such as print radio or television marketing primarily restricted to tap domestic customers it is online marketing strategy that helps organizations to reach customers who spread across the world with minimum marketing budget Online marketing is the process of sending marketing communications and advertising messages to customers through various methods that used over internet Internet marketing forms a wide range of techniques such as search engine marketing social media marketing email marketing affiliate marketing blog marketing and buzz marketing etc As per the recent report revealed by Internet Advertising Bureau in 2009 the revenues of online ad sellers have increased to 21 Billion The global online advertising spending in 2001 was around 82 Billion and it is expected to grow 12 14% every year to reach 132 Billion by 2015 Miller and Washington 2012 Organizations use numerous of techniques that fall under online marketing techniques to market products and to reach potential customers Moreover in today s environment organizations are focusing on techniques that help in reducing the cost in every aspect

Online Marketing and its critical success factors Katie Maingi,2014-01-22 Document from the year 2012 in the subject Communications Public Relations Advertising Marketing Social Media language English abstract Online marketing has become a popular technique that helps organizations to reach global customers Though most organizations are using wide range of online marketing strategies some of them are unable to identify various factors that contribute to success of online marketing To help organizations to identify these critical success factors this research paper has analyzed various critical success factors to create a framework for organizations to successfully execute online marketing campaign This paper also focused on identifying major online technique used by organizations and benefits of centralized and decentralized marketing environments Secondary information has been the data was collected by using a questionnaire which consists of 8 questions and 3 marketing managers of selected US based organizations

Circular - Institute of Research, Lehigh University Lehigh University. Institute of Research,1924

Brand Tribalism. Theoretical Foundation and Practical Application Alisa Zayasenکو,2017-02-21 Essay from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade 1 Munich Business School University of Applied Sciences language English abstract Brand tribalism is a sociological concept enrooted in the idea that today s consumers look for products that offer more than just quality and functionality by uniting people with each other This research paper explains this concept by exploring the theoretical foundations of the term as well as its application to the marketing practice This work has two main objectives The first is to provide solid theoretical information about the idea of brand tribalism including characteristics structures and types of brand tribes The second objective is to present how the concept of brand tribalism can be applied to the marketing management and how it affects customers Furthermore marketing activities of two companies present on the market will be researched in connection with the concept of brand tribalism

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