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Breaking news on social media about Facebook, Instagram, Twitter, Snapchat and more. Digital Trends offers in-depth coverage of top privacy stories, hacked accounts and news from some of the largest online social platforms in the world. Related categories: Facebook | Instagram | Twitter | Snapchat | Youtube Facebook Instagram Youtube Social Media and Online Communication Guides dominate our everyday life in an unprecedented way. Wireless connectivity, mobile devices and wearable technologies mean that social media is always ongoing, always part of everyday life for billions of people around the world. Although the term 'social media' is barely a decade old, the story of how people started using the internet in a social way is much longer and more interesting. This course will willincrease students understanding social media by looking at ways of networked connectivity by allowing users to become 'social', how this is amplified with the advent of the web and how social media has become the default mode of the mobile web we use today. By completing this course, you should be able to: Map significant milestones in the emergence of social media Differentiate between 'Web 2.0' and participatory culture Understand differences in how users and social media companies use and think about social media Extrapolate current social trends online and map possible instructions in social media. Module 1: Social media before the web examines the social tools, protocols and modes of communication that developed in the first two decades of the Internet and the surprising dominance of social communication using networks that were initially designed for very different purposes. The first 'killer app' on the Internet: email Newsgroups and BBS Bulletin Boards The emergence of online communities aliases, avatars and aliases: identity experimentation. Module2: Web 2.0 and participatory culture examine the explosion of networked interaction after the advent of the World Wide Web in the 1990s, down to the most famous early examples of social media: blogs and wikis. Blogs: Democratization of Wikis publications: participatory culture, collective intelligence and the emergence of Wikipedia 'Web 2.0' and social media sales The emergence of a social presence: you are your web presence. Module3: Social platforms examine how dominant social media platforms took center stage and how these spaces made social media a normal part of everyday life and changed political communication. Facebook: how people became Twitter profiles: how 140 characters became Google's new YouTube policy: social encounters with videos and the challenges of building communities on platforms that are growing the Web 'real name': an incentive to make online and offline identities feel the same. Module4: Social goes everywhere: Mobile web examines the way it's social changes when phones and tablets allow users to be online at all times, in every place and space, and how devices, not just people, begin to send social signals. Snapchat and Instagram: mobile, visual and communication that deletes by default Locative media: how do places increase with the social layer Wearables: FitBits and trackers as social media Owning big data: are users the source of big data and how could it be used? Receive an instructor-signed certificate with an institution logo to validate your achievement and increase job prospectsTo get a certificate into your RESUME or RESUME, or post it directly to LinkedInGive yourself an additional incentive to complete courseX, a nonprofit, relies on verified certificates to help fund free education for everyone globally Excellent information provided by both course teachers and online reading material. The way the website guides you through the evolution of the curriculum feels natural and highlights many aspects of the evolution of social media. - PreviousLearner Text Resize A A Print Share Content created by Digital Communications Division (DCD)Content last reviewed on 21 September 2018, see the panel discussion Guiding You to Make Impact With the Use of Social Media, attended by Margaret S. Chisolm , MD, Phillip Pierorazio, MD, Elliott Haut, PhD, Therese Lockemy and Tristin Bates. Lifewire uses cookies to give you a great user experience. Using Lifewire, you accept our use of cookies. Social media is a phrase we often throw around these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. So you can conclude that social media is a website that allows people to interact with each other. But if we use that term to describe a website like Facebook, and also sites like Digg, plus a site like Wikipedia and even sites like I Can Has Cheezburger, then it's starting to get confusing. What is social media really? The term is so vague that it can basically be used to describe almost any website on the internet today. Or can he? Some people have a more limited view of social media, often equating it to mean the same as social networking (also known as Facebook, Twitter, etc.). Other people don't consider blogs to fall into the social media category. It seems like everyone has their own personal opinion about what social media is and isn't. But let's delve deeper into the general concept to gain a clearer and more accurate understanding. Instead of defining a term using a bunch of boring jargon that would probably only complicate things further, perhaps the best way to make it clearer to break it down into simpler terms. For starters, let's look at each word individually. Social part, refers to interacting with other people by sharing information with them and receiving information Them. Media part: refers to the instrument of communication, such as the Internet (while TV, radio and newspapers are examples of more traditional forms of media). From these two separate concepts, we can draw a basic definition together. Social media is web-based communication tools that allow people to interact with each other by sharing and consuming information. Yes, this is a broad definition – but keep in mind that social media is a very broad term. It's probably as specific as we can get zero-free in too much on a more specific social media subcategory. The following list of common features are often dead giveaways from the social media site. If you're questioning whether a particular site can be classified as social or not, try searching for at least one of these features. Personal accounts: If a site allows visitors to create their own accounts to sign in to, it's a good first sign that it can be used for some kind of user-based interaction - perhaps social interaction. While it's possible to share information anonymously or communicate with others online, first creating some kind of user account is more common, standard stuff. Profile pages: Because social media is dedicated to communication, it often takes a profile page to help represent an individual and give them space to create their own personal brand. It often includes user-specific information, such as profile photo, biography, website, recent posts feed, recommendations, recent activities, and more. Friends, followers, groups, hashtags, and so on: Individuals use their accounts to connect with other users. They can also be used to subscribe to certain forms of information. Newsfeeds: When users connect with other users on social media, they basically say: I want to get information from these people. This information is updated for them in real time via their news feed. Personalization: Social media sites typically give users the flexibility to configure their user settings, adjust their profiles to look a certain way, organize their friends or followers, manage the information they see in their news feeds, and even give feedback on what they're doing or don't want to see. Notifications: Any site or app that notifies users of certain information definitely plays a social media game. Users have full control over these notifications and can choose to receive the types of notifications they want. Update information, save or publish: If a site or app allows you to publish absolutely anything, with or without a user account, then it's social! It could be a simple text message, a YouTube video, a link to an article, or anything else. Like buttons and comments sections: The two most common ways to interact on social media are through buttons representing the likes of sections plus comments in which we can share Thoughts. Review, Rating, or Voting Systems: In addition to liking and commenting, many social networks and apps rely on the community's collective effort to review, evaluate, and vote on information they know about or have used. Consider your favorite shopping websites or movie review websites that use this social media feature. Lifewire / Daniel Nations As mentioned earlier, a lot of people use the terms social media and social networking interchangeably as if they were thinking exactly the same thing. Although the difference is subtle, they are not the same. Social networking is actually a social media subcategory. The easiest way to understand the difference between social media and social networking is to think about media conditions and networking separately. The media refers to the information you actually share – whether it's a link to an article, video, animated GIF, PDF document, simple status update, or anything else. Networking, on the other hand, has to do with who your audience is and the relationships you have with them. Your network can include people like friends, relatives, colleagues, anyone from your past, current customers, mentors, and even complete strangers. They certainly overlap, which makes it confusing. For example, you can share media with your social network to collect likes and comments - a form of social networking. But you can also just overrule the link on Reddit, which is a social media platform, to help the community and give your opinion on it without any intention of building relationships with other users. Are you still confused? Try to think of social media as fruit. Apples, bananas, oranges, grapes, berries, melons and pineapples are part of a wider category of fruits in the same way that social networking, social news, social tag, wiki, blogs and private web messages are part of the wider social media category. Traditional media have been mentioned earlier in this article only to show broader examples of media, but make no mistake that TV, radio and newspapers are part of social media. At least not quite yet completely. The line drawn between them slowly reassesses as each continues to evolve. Social media doesn't just give you information, they communicate with you as they give you that information. This interaction can be as simple as searching for comments or allowing you to vote on an article, or it can be as complex as Flixster recommending movies based on ratings from other people with similar interests. Think of regular media as a one-way street where you can read newspapers or listen to coverage on television, but you have a very limited ability to give your thoughts on the issue. On the other hand, social media is a two-way street that gives you the ability to communicate. Copyblogger published an interesting article a few years ago, making the argument that blogs are indeed social media, despite the fact that people tend to put them in the category these days. In fact, blogs are one of the oldest forms of social media that dominated the web long before we got friends and following everyone on social networks. Key features that make blogs part of social media are their user accounts, comment sections, and blog networks. Tumblr, Medium, WordPress and Blogger are just some examples of large blog platforms that have very active community blog networks. Social media isn't just about fun and games with friends, celebrities you admire and brands you follow. There are many common problems that most large social media platforms have not fully solved, despite their efforts to do so. Spam: Social media makes it easier for spammers – both real people and bots – to bombard other people with content. If you have a Twitter account, you've probably experienced several spambot followers or interactions. Likewise, if you run a WordPress blog, you may have received a spam comment or two caught with a spam filter. Cyberbullying/Cyberstalking: Children and teenagers are particularly vulnerable to cyberbullying as they take more risks when it comes to social media posting. And now that we all communicate on social media through our mobile devices, most major platforms allow our locations to be shared, opening the door for cyberstalkers to target us. Self-image manipulation: What a user posts about themselves on social media represents only a small part of their life. While followers may see someone who is happy and lives it through their social media posts in such a way that they feel bored or inadequate by comparison, the truth is that users have the power to completely control which parts they do and do not want to broadcast on social networks to manipulate their own image of themselves. Information overload: It's not uncommon to have over 200 Facebook friends or follow over 1,000 Twitter accounts. With so many accounts to follow and so many people posting new content, it's almost impossible to keep track. Fake news: Fake news websites promote links to their own completely fake news on social media to drive traffic for them. Many users have no idea they are fake at all. Privacy/Security: Many social media platforms continue to be hacked from time to time despite good security measures. Some also don't offer all the privacy options users need to keep their information as private as they want it to be. It's hard to predict anything accurately, but if one thing can be said about the future of social media, it's likely to be more personalized and less noisy. Over-sharing will be a minor problem and irrelevant information will become a stronger trend. Snapchat is a social media platform that's really at the forefront evolution of social media. Instead of deploying updates for all our friends and followers, we use Snapchat more while communicating in real life – with certain people only at certain times. Other major social networks like Instagram and Facebook have also taken inspiration from Snapchat for its story feature, integrating nearly identical features into their own platforms so users have the opportunity to share quick photos or short videos that are only available to watch for 24 hours. If anything, social media is likely to move more toward fleeting sharing for faster, more intimate, stress-free sharing that they have to blow something up to the hundreds or thousands of followers who stay up there unless they are manually deleted. The pressure of garnering tons of likes and comments on regular social media posts also plays a huge factor, suggesting that more casual forms of social media sharing, for example through stories, could be a way of the future on social networks. Thank you for telling us! Tell us why! Why!

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