

Social media



Media, social media, or social media. The latest developments on the Internet that have accompanied the emergence of many Web 2.0 technologies. In general, many specialists in Internet science indicate that social media represents a great leap for communication through the Internet in an interactive way much greater than before when communication was limited to the sharing of very small amounts of information and greater control from data managers.

The term social media refers to the use of internet and mobile (phone) technologies to transform communication into an interactive dialogue. Andreas Kaplan and Michael Hanlin define social media as "a collection of Internet applications that build on the ideological and technological foundations of Web 2, that allow the creation and sharing of user-generated content." Social media is a media for social communication as the comprehensive set behind social media. Social media has changed the way organizations communicate