**Social Media**

*“The qualities that make Twitter seem insane and*

*half-baked are what makes it so powerful.”*

*-* ***Jonathan Zittrain,*** *Professor of Law at Harvard*

*“#Twitter: proudly promoting ghastly grammar and*

*silly misspelling since 2006.”
― E.A. Bucchianeri*

1. **What is Social Media?**
* The means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. (high degree of interaction)
* Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).
* Internet-based software and interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the-minute thoughts.
1. **Types of Social Media**
* Podcasts
* Blogs – Wordpress, Blogger
* Microblogs – Twitter
* Social Networks – Facebook, Friendster, MySpace, LinkedIn
* Wikis – Wikipedia
* Video
* Media Sharing – Instagram, Flickr, YouTube
* Social Catalogue – Goodreads
* Bookmarking sites – Delicious, StumbleUpon, Blinklist
* Social News – Reddit, Digg, Propeller, Slashdot
* Discussion Forums
* RSS (Rich Site Summary) Feeds
1. **Positive Impacts of Social Media**
* Empower a sense of individualism
* Encourage active participation and interaction

* Generate new commercial activities
* Transcend geographical boundaries for communication
* Facilitate easy communication access to masses for politicians and potential candidates to conduct their campaigns
* Provide greater political transparency
* Foster greater societal cohesion
1. **Negative Impacts of Social Media**
* Undermine the social and mental well-being of users, especially among youths
* Cultivate users with undesirable traits, such as self-centredness
* Undermine language competency
* Drives a wedge between technocrats and traditionalists
* Affects employment opportunities
* Contributes to cultural erosion
* Undermine psychological state of individuals.
* Undermine the function of family