Abstract

In recent years, social media have become very popular and widely used in the internet world, especially among young users. Social media provides an online digital tool (platform) or websites for users to create online communities to share information, experience, ideas, vent emotions, opinions and other user-generated data usually for social purposes among people. Social media have proliferated and evolved into many shapes and forms. Therefore, it is necessary to study different social media and how to classify and understand social media research. Most researchers are not aware of the exact phenomenon of SM and how to face research problems in SM. This research paper highlights the social media phenomenon, classification, and SM research.
Understanding Social Media Phenomenon, Diversity and Research

References

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Index Terms

Computer Science

Information Sciences
Keywords

Social media, Literature review, Classification, Functional building block.