Abstract

In recent years, social media have become very popular and widely used in the internet world, especially among youth 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 sites such as Twitter4, Facebook3, LinkedIn5, Google+10, YouTube9, and MySpace. Observe when I talk to internet users about social media use, the overwhelming majority of users only think of Facebook3. They understand Facebook3 is equal to social media. Very few people know the exact meaning of social media. Social media has proliferated and evolved into many shapes and forms. That's why it is necessary to study the different social media and how to classify and understand social media research. Most of the researcher is 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.
References

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Index Terms

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Keywords

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