Abstract

In recent years, social media have become very popular and widely used in the internet world, especially among youth users. Social media provide an online digital tool (platform) or websites for users to create online communities to share information, experiences, ideas, vent emotions, opinions, and other user-generated data usually for social purposes among people. Social media offer freedom to share anything with online communities. The 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 have proliferated and evolved into many shapes and forms. That’s why it’s important to study the 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.
References


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Index Terms

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Keywords

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