In recent year the social media are very famous and widely use in an internet world, especially in youth users. Social media provides an online digital tool (platform) or websites for users create online communities to share information, experience, ideas, vent emotions, opinions and other user generated data usually for social purpose in among the people. Social media are granted 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 thinks about Facebook3. They understand Facebook3 is equal to Social media. Very less people know the exact meaning of social media. Social media has proliferated and evolved into many shapes and forms. That’s why need to study the different social media and how to classify and understand social media research. Most of researcher not aware to exact phenomenon of SM and how to face research problems in SM. This research paper highlights the social media phenomenon, classification and SM research.
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Index Terms

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