

# Social Media and Ashton Kutcher Harvard Case Solution & Analysis



the most popular business social networking site is LinkedIn. This site is owned by Facebook.

social media has become an important source of world news by allowing people around the world to report events immediately

**How has social media hurt our society?**  
social media has hurt our society because it can give our personal information.

Smart phone and social media expand our universe. We can connect with others and collect information easier and faster than ever. - Daniel Gorman.

**What is social media?**  
Social media sites allow people from all over the world to instantly share information through pictures, video and words.

Social media can be used negatively. Cyberbullying, a lack of personal privacy, and decreased productivity are a few ways that social media can affect you in a negative way.

There are currently over 1,000 social media sites live on the internet, with new ones being developed every day.

**The history of social media**  
Social media started around the 1970's. There are hundreds of social media sites, social media are websites and applications used for social networking.

Facebook is currently the most used site.  
Google+ is expected to exceed the amount of Facebook users in the next 5 years.



Understanding the success of social media is the key to understanding the success of a business in the digital age.

**How has social media helped our society**  
Social media has helped our society for many reasons. It has helped by helping people stay in touch with family or friends they may not see daily.

One of the first social media sites was Compuserve.  
The sites were focused on bringing people together without having to be face-to-face.  
Social media is a place to share ideas

75% of people use social media sites  
75% of social media users access from a mobile device.

In the early 1990s during the beginning of the internet, chat rooms were set up for people to have shared common ideas could talk to each other. This is the first instant messaging.

Sites used for this presentation:  
jeffballas.com  
mcp.edu  
digitaltrends.com

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teflonlac.com  
mwp.mia  
digitaltrends.com

Do you have one of these social media accounts?



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