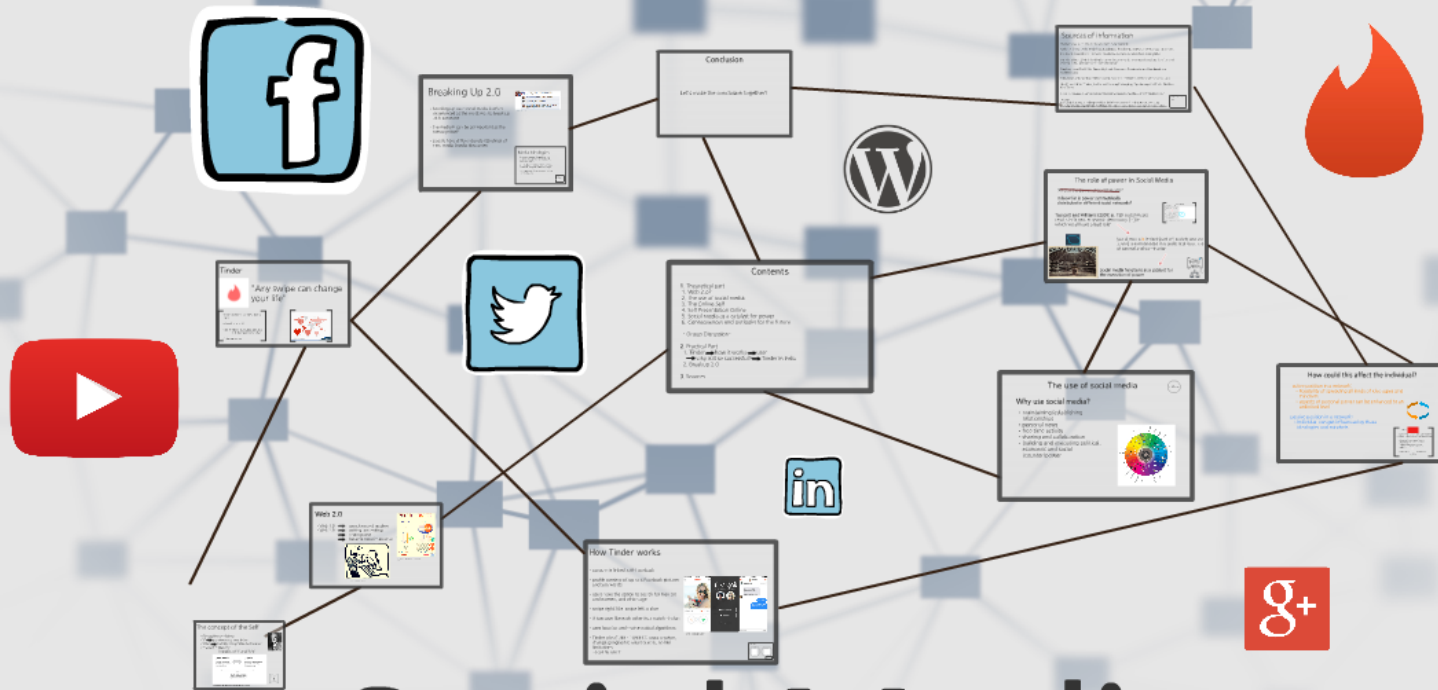


Social Media

The medium of the social?

TheCaseSolutions.com



Social Media

The medium of the social?

Contents

1. Theoretical part

1. Web 2.0?
2. The use of social media
3. The Online Self
4. Self Presentation Online
5. Social media as a catalyst for power
6. Consequences and outlooks for the future

- Group Discussion-

2. Practical Part

1. Tinder → how it works → user
→ why is it so successful? → Tinder in India
2. Breakup 2.0

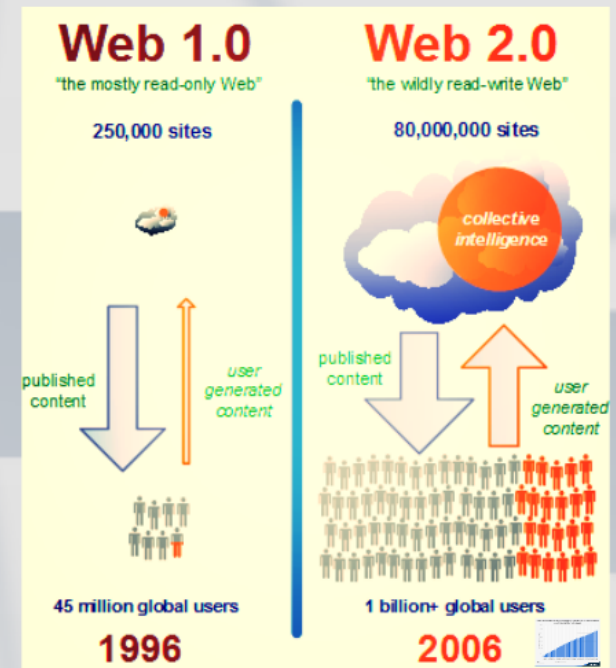
3. Sources

Web 2.0

- Web 1.0 → searching and reading
- Web 2.0 → writing and editing
- sharing data
- became more interactive



<http://www.sacmetrocc.org/6-ways-your-church-can-be-interactive/>

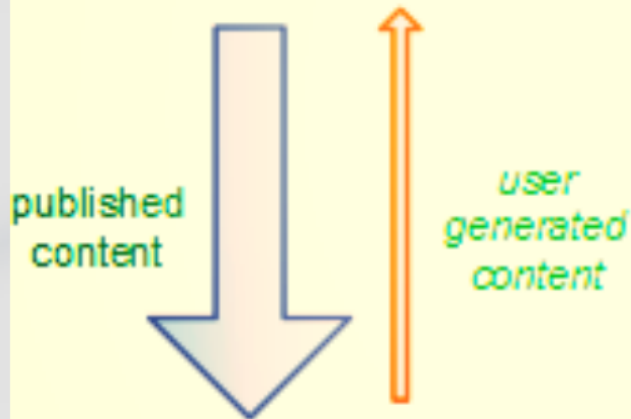


http://wiki.loveitorchangeit.com/show_image.php?id=2

Web 1.0

"the mostly read-only Web"

250,000 sites



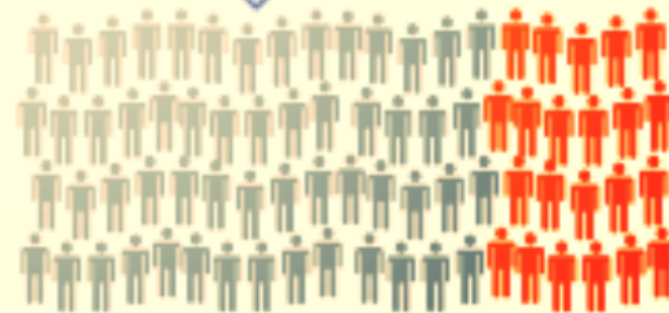
45 million global users

1996

Web 2.0

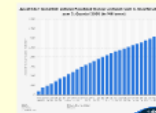
"the wildly read-write Web"

80,000,000 sites

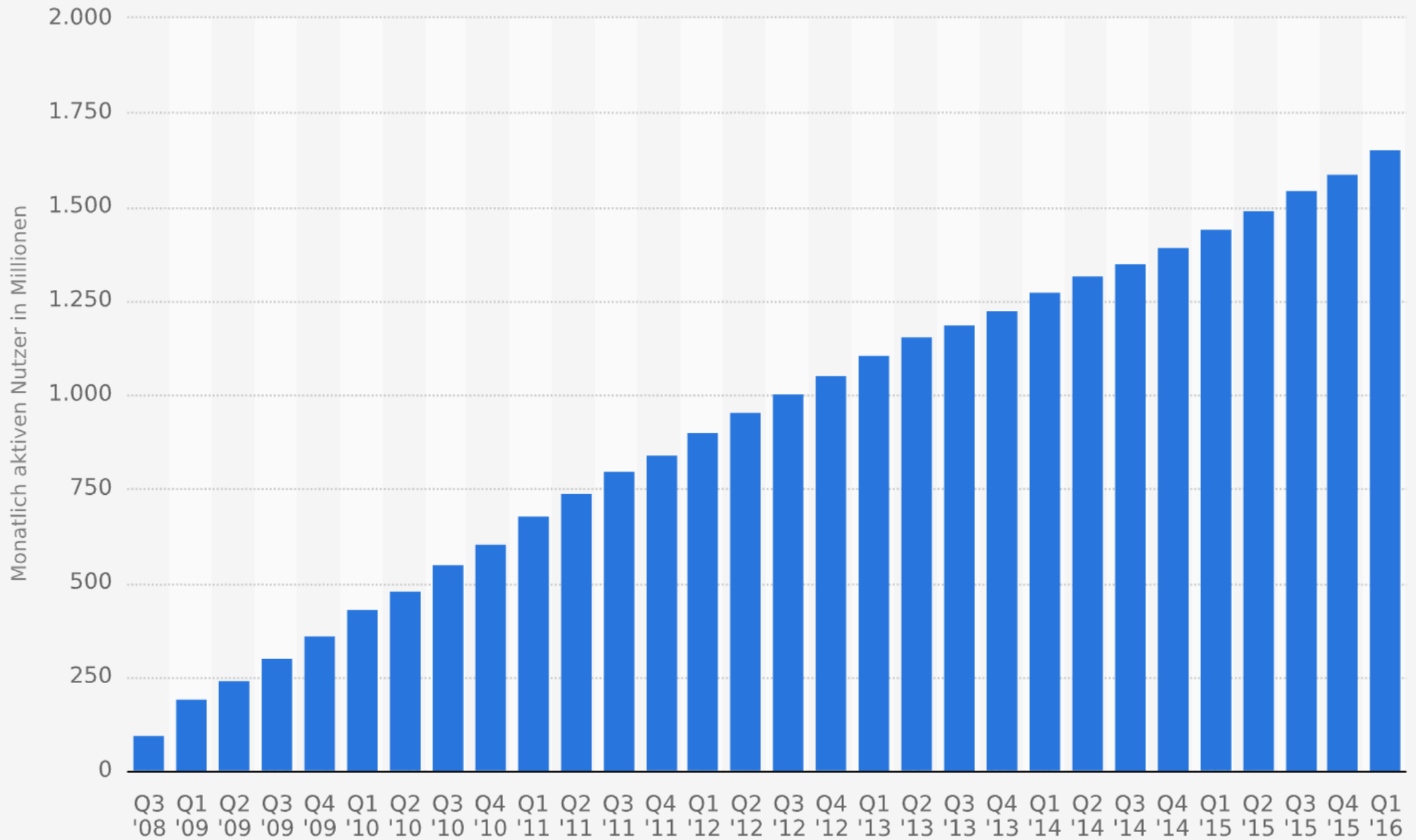


1 billion+ global users

2006



Anzahl der monatlich aktiven Facebook Nutzer weltweit vom 3. Quartal 2008 bis zum 1. Quartal 2016 (in Millionen)



Quelle:
Facebook
© Statista 2016

Weitere Informationen:
Weltweit



Definition:

Websites and applications that enable users to create and share content or to participate in social networking. (Oxford Dictionary)

The use of social media



Why use social media?

- maintaining/establishing relationships
- personal news
- free time activity
- sharing and collaboration
- building and executing political, economic and social (counter)power

