Social Media

[](http://www.bing.com/images/search?q=social+media&view=detail&id=6EE82B6DDD605E81880E93322B38A46645B51309&first=31&FORM=IDFRIR)Objectives

In this chapter you will:

1. Read about the definition of social media
2. Discuss and use new social media vocabulary
3. Visit social media websites
4. Discuss how you can use social media in your own life

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What is Social Media?

Social media is the use of Internet websites where people create online communities to share information, ideas, personal messages, and other content (like videos).

# Pre-Reading

## Discussion

1. What do you think “online community” means?
2. What are some examples of “social media”?
3. Have you used Facebook? Why do you think people use Facebook?

## Vocabulary

| **Word** | **Definition** |
| --- | --- |
| Instrument | A tool used to accomplish something. |
| Interaction | Communication involving two or more people. |
| Networking | Developing of contacts or exchanging of information with others |
| Wiki | A website that invites all users to edit any page. |
| Microblog | A very short comment on a social media website. |
| Blog | A website containing the writer's or group of writers' own experiences, observations, opinions, etc. |

# [http://ts2.mm.bing.net/images/thumbnail.aspx?q=1548679780833&id=ee9b3eae561d2db9f910a6328cc9884c&url=http%3a%2f%2fwww.relevanceweb.com%2fimages%2fstories%2fsocial%2520media.gif](http://www.bing.com/images/search?q=social+media&view=detail&id=6EE82B6DDD605E81880E93322B38A46645B51309&first=31&FORM=IDFRIR)Reading – About Social Media

The best way to define social media is to look at the words “social” and “media”. When something is social it means that there is interaction between people – people talking, people sharing information, opinions, etc. Media is an instrument for communication, like a newspaper or a radio. Therefore, social media is a social instrument of communication. And since we are in a computer class, you can assume that we’re talking about a social instrument of communication through the computer!

Social media takes place on the Internet. It is usually a website that doesn't only give you information, but interacts with you *while* giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article.

Think of regular media (TV, newspaper, magazine) as a one-way street where you can read a newspaper or listen to a report on television, but you cannot to give your thoughts on the matter.

Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

Social media is a very broad term; it covers a lot of different types of websites. But the one thing that they all have in common is that you are able to interact with the website and interact with other visitors.

Here are some examples of social media websites:

* **Social News**. (Digg, Reddit) Interact by voting for articles and commenting on them.
* **Social Networking**. (Facebook, Myspace) Interact by adding friends, commenting on profiles, joining groups and having discussions.
* **Social Photo and Video Sharing**. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
* **Wikis**. (Wikipedia) Interact by adding articles and editing existing articles.
* **Microblogging**. (Twitter, Plurk) Interact by writing very short messages (less than 140 characters) about hot topics and read what your friends are posting (that's where the social media aspect comes into play).

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* **Social Reviews**. (Yelp, Amazon) Interact by rating local businesses and/or products.
* **Blogging** (Huffington Post, TMZ, CNN Paging Dr. Gupta) Interact with web journals about specific topics like news, celebrities, and health by commenting on the stories.

*Source: Adapted from* [*http://webtrends.about.com/od/web20/a/social-media.htm*](http://webtrends.about.com/od/web20/a/social-media.htm)

# Task 1 – Explore Social Media Websites

With a partner, go to one website from each of the above social media website types. Write a short description of what you see.

|  |  |  |
| --- | --- | --- |
| **Social Media Type** | **Website** | **Description** |
| Social News |  |  |
| Social Networking |  |  |
| Social Photo/Video Sharing |  |  |
| Wiki |  |  |
| Microblogging |  |  |
| Social Reviews |  |  |
| Blogging |  |  |

# Task 2 – Discuss with your Partner

1. What social media websites you would like to start using and why?
2. What was the most interesting thing you learned about social media today?
3. Look at the icons below. Label the website that goes with each icon and write a brief description of what type of interaction you can have on that website.

[](http://www.bing.com/images/search?q=facebook&view=detail&id=18AF3A4F7D4E8407F9BD03A0842D01E490CB8C15&first=0&FORM=IDFRIR)

[](http://www.bing.com/images/search?q=twitter&view=detail&id=BB3B629805450FC09C0C84918DE08C018A7F2C63&first=0&FORM=IDFRIR)

[](http://www.bing.com/images/search?q=yelp&view=detail&id=05C1D52A46C8316509AE41981FF38A3165C0EFD1&first=0&FORM=IDFRIR)

[](http://www.bing.com/images/search?q=youtube&view=detail&id=EFE9EFEAE7CBE91C22E3D3BAD1A11CD49D125583&first=0&FORM=IDFRIR)

1. Look at the picture below. How do these words relate to Social Media? Discuss this with your partner and look up any words that are unfamiliar to you!

|  |  |
| --- | --- |
| **Word** | **Definition** |
|  |  |
|  |  |
|  |  |
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[](http://www.bing.com/images/search?q=social+media&view=detail&id=CA7841F497FFAD520EF365DFD25854A627CDFA2B&first=0&FORM=IDFRIR)