

Social Media and Social Media Marketing: A Literature Review

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Abstract : *Social media and social media marketing are sometimes used interchangeably, but two indeed are different. The purpose of this research paper is to revisit the literature on both concepts and correlates them in technical terminologies. We have studied the literature available on Social media first and identified the basic functionalities of it. Then the literature available on social media marketing helped us in identifying its dimensions. In conclusion section of the research paper we have correlated the two concepts and redefined social media marketing in technical terms.*

I. Introduction

Today almost every internet user is familiar with these two words irrespective of their profession, nationality, culture, race or religion etc. This concept is only a decade old but has reached every social and economic class of our society. Blackshaw & Nazzaro (2004) have beautifully defined social media in the beginning of the era of social media, as the new source of online information, where the information itself is – created, initiated, circulated and used by consumers for the purpose of educating each other about products, brands, services, personalities and issues. According to Chi (2011, 46), social media marketing is a connection between the brands and consumers, that offers a personal channel and currency for user centered networking and social interaction.

The way of communication has changed with the evolution of social media, and every business irrespective of its size has a presence on social media. This review examines current literature on social media and social media marketing. The focus of this research is to understand the relationship between the two concepts and finally reach to certain conclusion. For the purpose of this research we have examined the literature available on social media and its functional blocks in the beginning of the paper and then we have studied the dimension social media marketing tools. The purpose is to study the relationship between the functionalities of the social media and the dimension of the social media marketing in order to redefine the concept.

II. Defining Social Media

Kaplan and Haenlein (2010) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” According to Kaplan and Haenlein (2010) web 2.0 is a platform where content is continuously altered by all operators in a sharing and collaborative way. Web 2.0 is a web based technology which helps to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. Social media are the websites which are build upon the technological foundations of web 2.0 that help a user to create user generated contents that can be shared. This technology allows a user to create and publish the content on the social media networks. This information can be shared with other members of the social media website, who are connected with the user. This process is interactive where other members can also respond in different ways.

Mangold and Faulds (2009) describe —social media as the set of online word of mouth forums which includes blogs, discussion boards, forums or social networks to name a few. Using all mobile and web-based technologies, social media creates highly interactive platforms by bringing together individuals and creating communities. Internet has a lot of websites; each of them has different functional attributes and caters to different sections of society. Websites like facebook are for general masses but LinkedIn is focused on

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Digital and Social Media Marketing Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional, and material needs. These technologies are also being harnessed by businesses for various purposes, including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this as it examines the practice and research related to digital and social media marketing.

Social Media and Democracy Nathaniel Persily, Joshua A. Tucker, 2020-09-03 A state-of-the-art account of what we know and do not know about the effects of digital technology on democracy.

Online Social Networks Valerio Arnaboldi, Andrea Passarella, Marco Conti, Robin I.M. Dunbar, 2015-09-25 Online Social Networks: Human Cognitive Constraints in Facebook and Twitter provides new insights into the structural properties of personal online social networks and the mechanisms underpinning human online social behavior. As the availability of digital communication data generated by social media is revolutionizing the field of social networks analysis, the text discusses the use of large-scale datasets to study the structural properties of online ego networks to compare them with the properties of general human social networks and to highlight additional properties. Users will find the data collected and conclusions drawn useful during design or research service initiatives that involve online and mobile social network environments. Provides an analysis of the structural properties of ego networks in online social networks. Presents quantitative evidence of the Dunbar's number in online environments. Discusses original structural and dynamic properties of human social network through OSN analysis.

The Hype Machine Sinan Aral, 2020-09-15 A landmark insider's tour of how social media affects our decision making and shapes our world in ways both useful and dangerous with critical insights into the social media trends of the 2020 election and beyond The book might be described as prophetic At least two of Aral's three predictions have come to fruition New York NAMED ONE OF THE BEST BOOKS OF THE YEAR BY WIRED LONGLISTED FOR THE PORCHLIGHT BUSINESS BOOK AWARD Social media connected the world and gave rise to fake news and increasing polarization It is paramount MIT professor Sinan Aral says that we recognize the outside effect social media has on us on our politics our economy and even our personal health in order to steer today's social technology toward its great promise while avoiding the ways it can pull us apart Drawing on decades of his own research and business experience Aral goes under the hood of the most powerful social networks to tackle the critical question of just how much social media actually shapes our choices for better or worse He shows how the tech behind social media offers the same set of behavior influencing levers to everyone who hopes to change the way we think and act from Russian hackers to brand marketers which is why its consequences affect everything from elections to business dating to health Along the way he covers a wide array of topics including how network effects fuel Twitter's and Facebook's massive growth the neuroscience of how social media affects our brains the real consequences of fake news the power of social ratings and the impact of social media on our kids In mapping out strategies for being more thoughtful consumers of social media *The Hype Machine* offers the definitive guide to understanding and harnessing for good the technology that has redefined our world overnight

How the World Changed Social Media Daniel Miller, Elisabetta Costa, Nell Haynes, Tom McDonald, Razvan Nicolescu, Jolynna Sinanan, Juliano Spyer, Shriram Venkatraman, Xinyuan Wang, 2016-02-29 *How the World Changed Social Media* is the first book in *Why We Post* a book series that investigates the findings of anthropologists who each spent 15 months living in communities across the world This book offers a comparative analysis summarising the results of the research and explores the impact of social media on politics and gender education and commerce What is the result of the increased emphasis on visual communication Are we becoming more individual or more social Why is public social media so conservative Why does equality online fail to shift inequality offline How did memes become the moral police of the internet Supported by an introduction to the project's academic framework and theoretical terms that help to account for the findings the book argues that the only way to appreciate and understand something as intimate and ubiquitous as social media is to be immersed in the lives of the people who post Only then can we discover how people all around the world have already transformed social media in such unexpected ways and assess the consequences

The Use of Social Media and the Academic Performance of Students Amos Mathias, 2019-03-12 Master's Thesis from the year 2019 in the subject Communications Multimedia Internet New Technologies grade 72 0 Coventry University School of Engineering Environment and Computing course MSc Management of Information Technology language English abstract The thesis aims at exploring the use of social media to improve students academic performance in Nigeria The study is guided by the interpretivist theoretical perspective which follows a qualitative approach The findings reveal that Taraba State University students have access to social media but there is no official social media platform to build learning communities for the improvement of students academic performances in the university In recent times institutions of higher learning around the world are exploring various technologies that encourage active learning One of such technologies is the use of social media in building learning communities Learning communities have assisted students learning process by means of collaboration sharing of ideas and information in their respective subject areas This is in accordance with the benefits of mobile technologies and ubiquitous computing internet of a thing and emerging technologies such as web 2 0 and social networking that has captivated the attention of students globally It is this development that has triggered this research on use of social media to improve students academic performance in Nigeria The study is guided by the interpretivist theoretical perspective which follows a qualitative approach The case study method and triangulation sampling are employed for indept data collection Interviews online survey and observation are used as sources of primary data collection Constant comparative analysis method is used to analyse the data Social media has become an integral part of people's life as this technology enables people to network with friends and associates share photographs generate contents interact in games and real time conversations The ever increasing proliferation of mobile technologies has increased the use of social media more especially in universities where the technology is transforming the way students communicate collaborate interact and learn

Research Anthology on Strategies for Using Social Media as a Service and Tool in Business Management Association, Information Resources, 2021-05-28 Social media has become an integral part of society as social networking has become a main form of communication and human interaction To stay relevant businesses have adopted social media tactics to interact with consumers conduct business and remain competitive Social technologies have reached a vital point in the business world being essential in strategic decision making processes building relationships with consumers marketing and branding efforts and other important areas While social media continues to gain importance in modern society it is essential to determine how it functions in contemporary business The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy The chapters will discuss how social tools work what services businesses are utilizing both the benefits and challenges to how social media is changing the modern business atmosphere and more This book is essential for researchers instructors social media managers business managers students executives practitioners industry professionals social media analysts and all audiences interested in how social media is being used in modern businesses as both a service and integral tool

Why is privacy important in Social Media? Rodgers Agoi,2020-05-25 Essay from the year 2020 in the subject Communications Ethics in the Media grade 3 3 language English abstract This paper explores the importance of privacy in social media and the decision between owning private and public social media accounts Social media refers to forms of communications that employ the use of computer and mobile technology which allows users to create virtual communities In recent years social media has presented one of the best platforms where friends colleagues and family share unforgettable moments Social media users create platforms through their devices where other users can share their experiences participate in discussions and establish networks Networks established on social media may influence the perception of individuals on matters of politics social and economics Social media users post information about their private life business or general public matters The privacy of information posted on social media sites has been of great concern recently Social media users regard privacy as an important issue that needs to be handled seriously Some of the popular social media include Facebook Twitter LinkedIn YouTube Pinterest and Instagram

Social Media in the Marketing Context Cherniece J. Plume,Yogesh K. Dwivedi,Emma L. Slade,2016-09-30 Social media has provided endless opportunities for marketers fuelling their desire to learn more about their consumers through this dynamic online environment Yet many organisations are finding it difficult to create effective marketing strategies making decisions that are based on research that is highly focused on the nature and boundaries of social media The changing behaviour of consumers variety of platforms and changing culture indicates that much of the research around this topic is still highly fragmented Social Media in the Marketing Context A State of the Art Analysis and Future Directions provides a comprehensive overview of the current literature surrounding social media and the marketing discipline highlighting future development opportunities in both knowledge and practice includes extensive literature search on social media in the context of the marketing discipline provides key areas for future research and recommendations for practitioners shows the importance for marketers of understanding individual behaviour on social media

Communities and Technologies M.H. Huysman,Etienne Wenger,Volker Wulf,2003-08-31 The book contains 24 research articles related to the emerging research field of Communities and Technologies C T The papers treat subjects such as online communities communities of practice Community support systems Digital Cities regional communities and the internet knowledge sharing and communities civil communities communities and education and social capital As a result of a very quality oriented review process the work reflects the best of current research and practice in the field of C T

Customer Engagement Roderick J. Brodie,Linda D. Hollebeek,Jodie Conduit,2015-12-14 How customers and consumer behavior have been changing due to technology and other forces is of prime interest This book addresses the central questions regarding new emerging consumer behavior how does social media affect this behavior how and at what points do emotions affect consumer decisions and what triggers this is How should engagement be conceptualized defined and measured How do social media and other marketing activities create engagement The book draws on the rich extensive knowledge of the authors who are pioneers in the field The book s editors have identified the weakness in the current knowledge and aim to address this gap by touching on significant conceptual and empirical contributions to this emerging literature stream providing readers with a comprehensive contemporary perspective of customer engagement The book also endeavors to develop a richer narrative around the notion of social media and customer engagement and the non monetary notion of social media within new media based social networks

Reframing Adolescent Research Leo B. Hendry, Marion Kloep, 2018-08-06 How can we ensure that adolescent research is really assisting the optimal developmental transitions of young people now and in the near future Reframing Adolescent Research suggests that what is needed is a paradigm shift a movement towards implementing more systemic innovative and inter disciplinary approaches to youth research which are more suited to resolving the real issues that young people face in the twenty first century Contributions from world class academics examine theoretical concerns and methodological challenges to substantive areas in the field considering possible limitations and weaknesses in current approaches They argue for the need for unorthodox systemic inter disciplinary research which looks beyond the social sciences to consider innovations and novel approaches to the study of adolescence and development across the lifespan New theories methods and interventions are presented that are essential to advancing the project of understanding adolescents and how they develop on a global stage This ground breaking volume will encourage debate and dialogue on the future of youth research It is valuable reading for advanced students and researchers in adolescent development and developmental psychology

Social Networks and Social Network Analysis in Companies Markus Hoffmann, 2011-10 Seminar paper from the year 2011 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media Management Center Innsbruck language English abstract This term paper is about Social Networks Social Network Analysis as well as its use in marketing and its history Chapter 2 The Internal Power of Social Networks is about the question of what a Social Network is and about the History of Social Network Analysis It also examines social networks in companies the question of how executives can create energy in companies and the most common problems that typically come along with social networks in companies Chapter 3 The External Use of Social Networks explains how companies can gain and maintain social capital and make use of the modern forms of social media It also gives some general advise on the most popular social networking platforms

Encyclopedia of Social Network Analysis and Mining Reda Alhadj, Jon Rokne, 2018-05-02 The Encyclopedia of Social Network Analysis and Mining ESNAM is the first major reference work to integrate fundamental concepts and research directions in the areas of social networks and applications to data mining The second edition of ESNAM is a truly outstanding reference appealing to researchers practitioners instructors and students both undergraduate and graduate as well as the general public This updated reference integrates all basics concepts and research efforts under one umbrella Coverage has been expanded to include new emerging topics such as crowdsourcing opinion mining and sentiment analysis Revised content of existing material keeps the encyclopedia current The second edition is intended for college students as well as public and academic libraries It is anticipated to continue to stimulate more awareness of social network applications and research efforts The advent of electronic communication and in particular on line communities have created social networks of hitherto unimaginable sizes Reflecting the interdisciplinary nature of this unique field the essential contributions of diverse disciplines from computer science mathematics and statistics to sociology and behavioral science are described among the 300 authoritative yet highly readable entries Students will find a world of information and insight behind the familiar facade of the social networks in which they participate Researchers and practitioners will benefit from a comprehensive perspective on the methodologies for analysis of constructed networks and the data mining and machine learning techniques that have proved attractive for sophisticated knowledge discovery in complex applications Also addressed is the application of social network methodologies to other domains such as web networks and biological networks

The Oxford Handbook of Internet Studies William H. Dutton, 2013-01-10 Internet Studies has been one of the most dynamic and rapidly expanding interdisciplinary fields to emerge over the last decade The Oxford Handbook of Internet Studies has been designed to provide a valuable resource for academics and students in this area bringing together leading scholarly perspectives on how the Internet has been studied and how the research agenda should be pursued in the future The Handbook aims to focus on Internet Studies as an emerging field each chapter seeking to provide a synthesis and critical assessment of the research in a particular area Topics covered include social perspectives on the technology of the Internet its role in everyday life and work implications for communication power and influence and the governance and regulation of the Internet The Handbook is a landmark in this new interdisciplinary field not only helping to strengthen research on the key questions but also shape research policy and practice across many disciplines that are finding the Internet and its political economic cultural and other societal implications increasingly central to their own key areas of inquiry

Online Communities and Social Computing A. Ant Ozok, Panayiotis Zaphiris, 2009-07-15 The 13th International Conference on Human Computer Interaction HCI International 2009 was held in San Diego California USA July 19-24 2009 jointly with the Symposium on Human Interface Japan 2009 the 8th International Conference on Engineering Psychology and Cognitive Ergonomics the 5th International Conference on Universal Access in Human Computer Interaction the Third International Conference on Virtual and Mixed Reality the Third International Conference on Internationalization Design and Global Development the Third International Conference on Online Communities and Social Computing the 5th International Conference on Augmented Cognition the Second International Conference on Digital Human Modeling and the First International Conference on Human Centered Design A total of 4 348 individuals from academia research institutes industry and governmental agencies from 73 countries submitted contributions and 1 397 papers that were judged to be of high scientific quality were included in the program These papers dress the latest research and development efforts and highlight the human aspects of the design and use of computing systems The papers accepted for presentation thoroughly cover the entire field of human computer interaction addressing major advances in knowledge and effective use of computers in a variety of application areas

Growing up in a Digital World - Social and Cognitive Implications Mikael Heimann, Adriana Bus, Rachel Barr, 2021-11-30

Consumer Informatics and Digital Health Margo Edmunds, Christopher Hass, Erin Holve, 2019-01-17 This unique collection synthesizes insights and evidence from innovators in consumer informatics and highlights the technical behavioral social and policy issues driving digital health today and in the foreseeable future Consumer Informatics and Digital Health presents the fundamentals of mobile health reviews the evidence for consumer technology as a driver of health behavior change and examines user experience and real world technology design challenges and successes Additionally it identifies key considerations for successfully engaging consumers in their own care considers the ethics of using personal health information in research and outlines implications for health system redesign The editors integrative systems approach heralds a future of technological advances tempered by best practices drawn from today s critical policy goals of patient engagement community health promotion and health equity Here s the inside view of consumer health informatics and key digital fields that students and professionals will find inspiring informative and thought provoking Included among the topics Healthcare social media for consumer informatics Understanding usability accessibility and human centered design principles Understanding the fundamentals of design for motivation and behavior change Digital tools for parents innovations in pediatric urgent care Behavioral medicine and informatics in the cancer community Content strategy writing for health consumers on the web Open science and the future of data analytics Digital approaches to engage consumers in value based purchasing Consumer Informatics and Digital Health takes an expansive view of the fields influencing consumer informatics and offers practical case based guidance for a broad range of audiences including students educators researchers journalists and policymakers interested in biomedical informatics mobile health information science and population health It has as much to offer readers in clinical fields such as medicine nursing and psychology as it does to those engaged in digital pursuits

The Internet in Everyday Life Barry Wellman, Caroline Haythornthwaite, 2008-04-15 The Internet in Everyday Life is the first book to systematically investigate how being online fits into people s everyday lives Opens up a new line of inquiry into the social effects of the Internet Focuses on how the Internet fits into everyday lives rather than considering it as an alternate world Chapters are contributed by leading researchers in the area Studies are based on empirical data Talks about the reality of being online now not hopes or fears about the future effects of the Internet

The new age of marketing: How social media has changed the marketing landscape Richards Macdonald, 2013-04-22 Research Paper undergraduate from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade B The University of Chicago language English abstract The social media marketing has affected the landscape of the conventional marketing substantially and the frameworks and the methodologies of conventional marketing has also been affected significantly with the increase in popularity and influence of the social media marketing The paper provides background information on the subject under research including appropriate concepts theories ongoing debates and issues and the statement of the problem the research questions and the appropriate hypothesis The objectives of this dissertation are to illustrate the changes made by the social media marketing on conventional marketing landscape and its frameworks and methodologies It also compares and contrasts the social media marketing and conventional marketing The changes made by social media marketing on the current marketing landscape are demonstrated by analyzing current case studies The dissertation also includes the analysis and recommendations of the ways which might lead to replacement of the conventional marketing methodologies by social media marketing methodologies in future A detailed description of social media marketing and conventional marketing is provided in the first section of this dissertation which includes the characteristics key features nature scope etc of both social media marketing and conventional marketing This section also provides the description of the areas to be covered in this paper such as the explanation of the relevant concepts theories etc The next section of the paper provides the methods and techniques used in this dissertation and it also justifies the selection of the investigative methods and data gathering techniques used for the investigation of the topic It also makes appropriate referring to research methods textbooks and literature The literary review section of the dissertation provides the critical analysis of the relevance and utility of materials relevant to the chosen topic It includes a wide range of books articles journals literature available on the topic written by different established author in the field Though social media marketing is a new concept there is no dearth of good literature and research works in the field This section of the dissertation provides a critical analysis of the literature on the topic under consideration identifying key issues and they are organised into themes on the topic of the research

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