



Says

What have we heard them say?
What can we imagine them saying?

It has become a part of our everyday life

Before understanding the importance of social media in our lives, let us learn the aspects or characteristics which make social media a unique, massively popular medium with widespread use.

**Easily
accessible**

Social Media Post

Team Members

K.Arthi

M. Dharani

R. Diravidaselvi

S. Harinipriya

Everyone is an active participant

Cost-effective

**Flexible
and
dynamic**



Does

What behavior have we observed?
What can we imagine them doing?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Users can create content using visuals, audio, or text.

They can start private forums, public discussions, audio pods, and even blogs. Therefore, we can find content, visuals, and audio across genres and on any varied topic. Social media encourages creativity and novelty.

Communication to a large group at the same time

On social media platforms, all the users are participants. Compare it with traditional media like newspapers, wherein, information is simply imparted.

Social media platforms work on a two-way basis. You can share your experience, give your opinions, reviews, exchange information on a real-time basis.

Discussion networks are very informative platforms.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



 [See an example](#)