



Effects of Social Media

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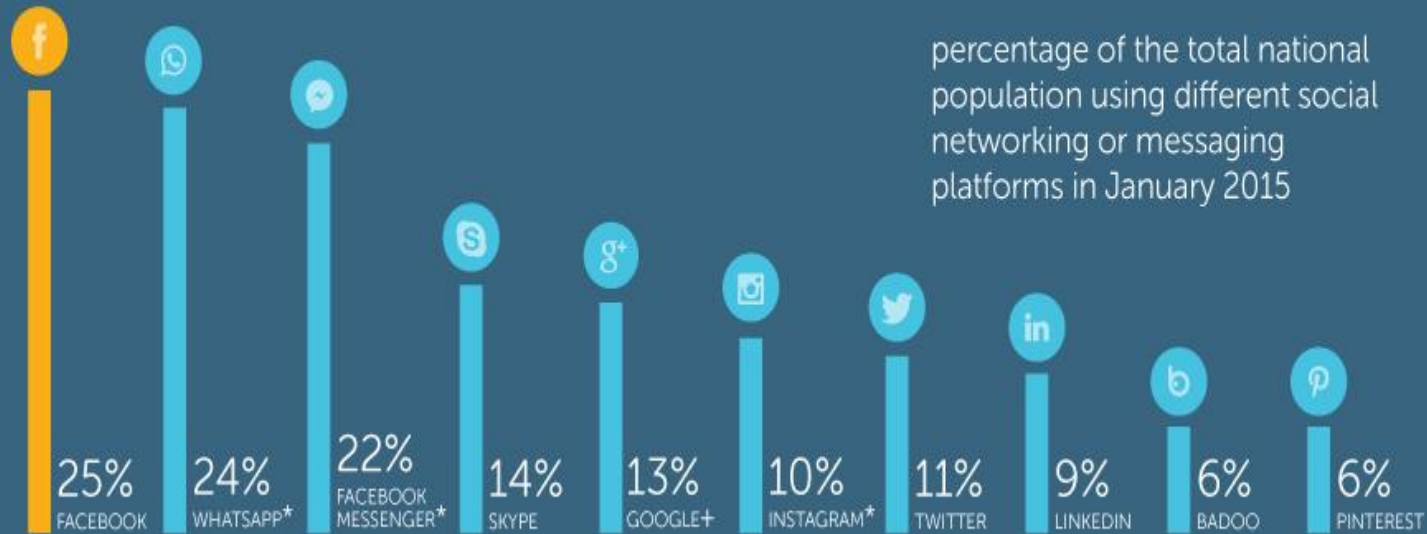
What is Social Media

Social Media refers to interaction among people in which they create, share, and Exchange Information and ideas in virtual communities and networks.

Some of the popular Social Media



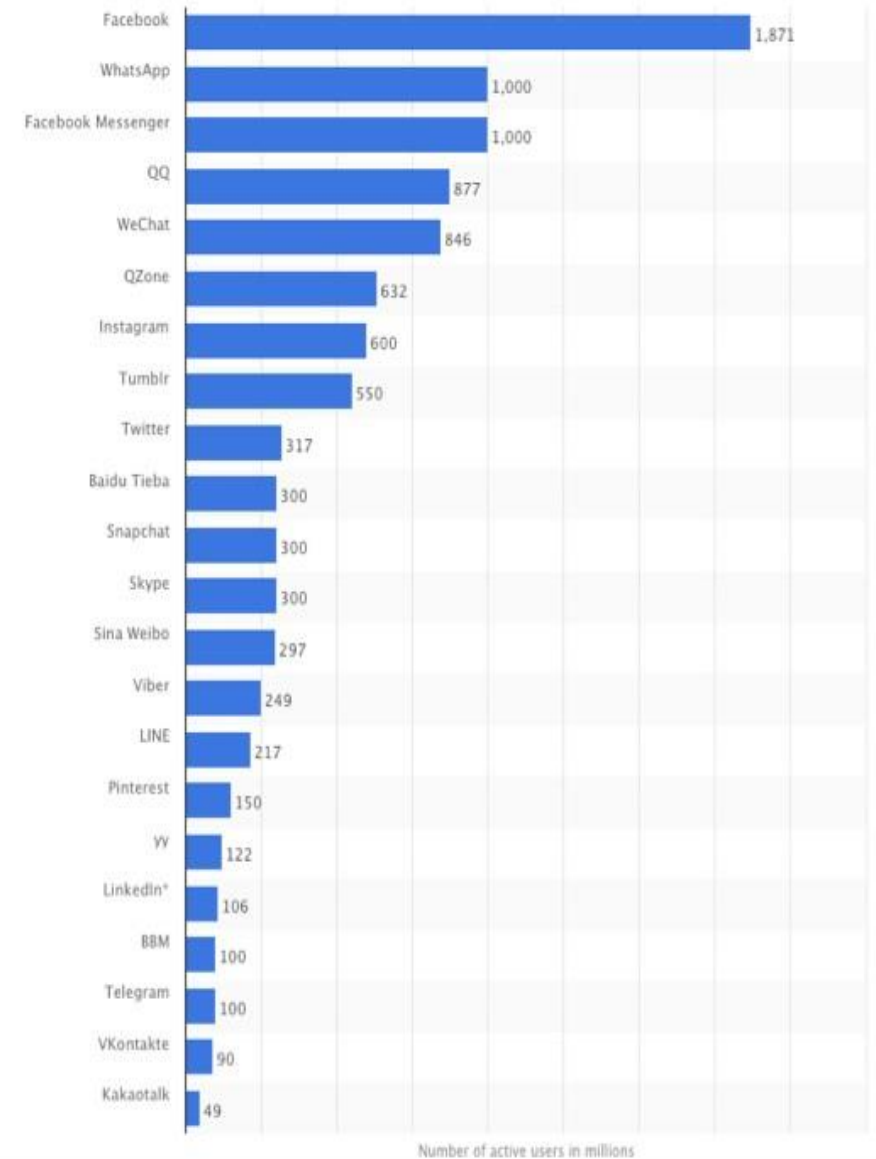
Statistics of some popular Social Media



Source: We Are Social, 2015.



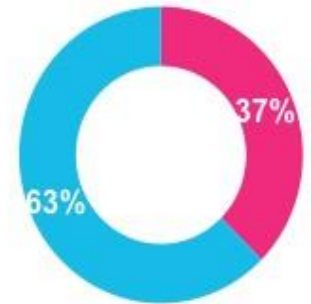
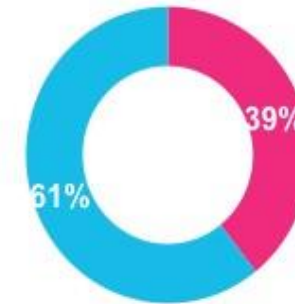
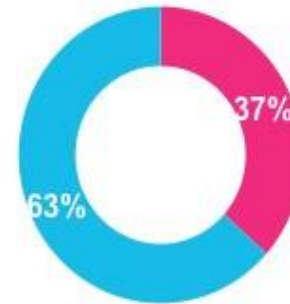
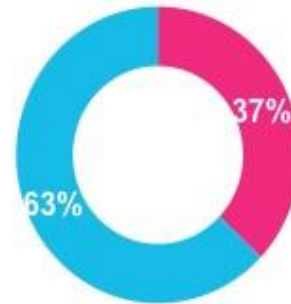
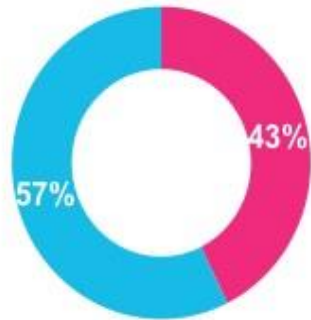
Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)



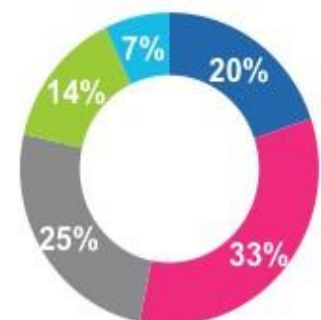
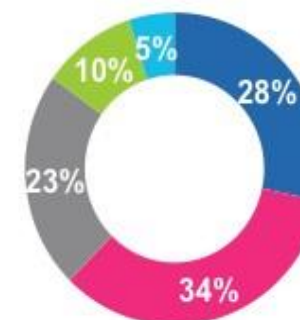
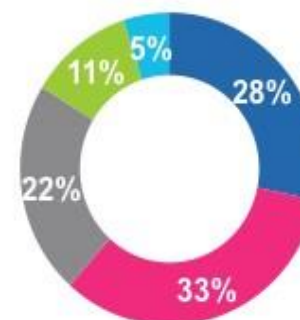
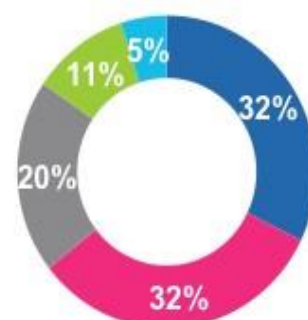
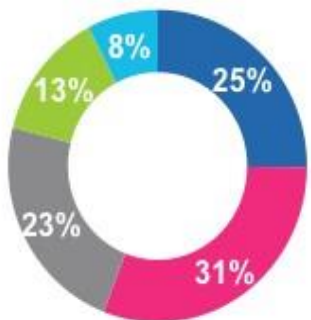
Statistics of some popular Social Media



■ Female
■ Male



■ 16 to 24
■ 25 to 34
■ 35 to 44
■ 45 to 54
■ 55 to 64



Some Facts and Curiosities

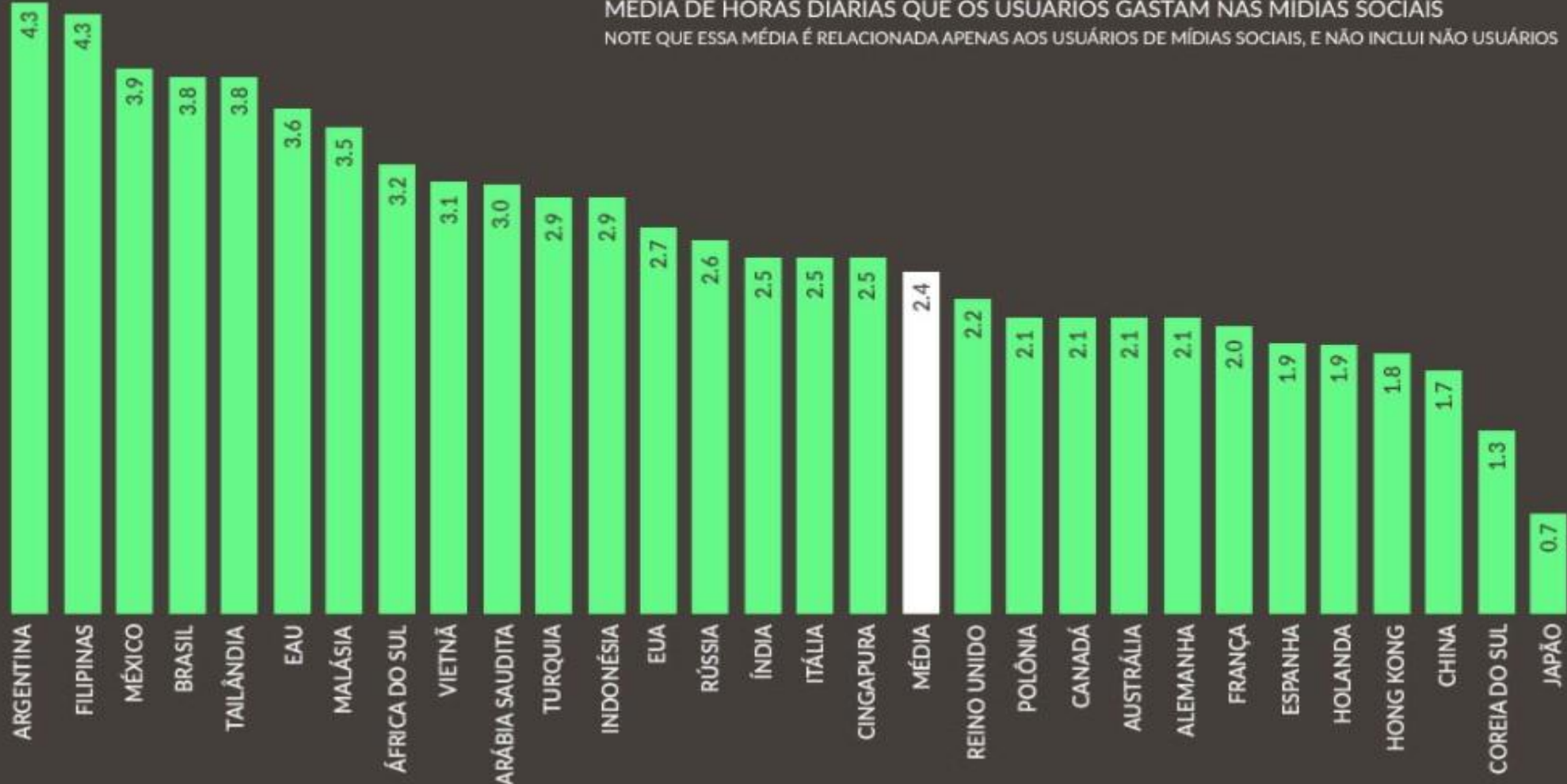
- 23% of Facebook users check their account at least 5 times a day
- Mothers with children under the age of 5 are the most active on social media
- On Facebook, 250 Billion photos are uploaded every day
- Anderson Cerqueira and Janete dos Santos, decided to pay homage as their preferred social networks. The first son of the couple put the name of Facebookson, the second son they put the name of Instagramilson. And if they have a third child, they will put the name of Twitterson
- 40% of people spend more time socializing on social media than they do in person

Some Facts and Curiosities

TEMPO GASTO NAS MÍDIAS SOCIAIS

MÉDIA DE HORAS DIÁRIAS QUE OS USUÁRIOS GASTAM NAS MÍDIAS SOCIAIS

NOTE QUE ESSA MÉDIA É RELACIONADA APENAS AOS USUÁRIOS DE MÍDIAS SOCIAIS, E NÃO INCLUI NÃO USUÁRIOS



Negative Effects

- Cyberbullying
- Ruin Relationships
- Waste of Time

Negative Effects

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MENU

G1

TECNOLOGIA E GAMES

27/06/2014 06h00 - Atualizado em 27/06/2014 10h42

Justiça julga válida demissão com justa causa por 'curtida' no Facebook

Funcionário de concessionária de motos 'curtiu' post ofensivo à empresa. Juíza do TRT: 'Fato é grave, posto que se sabe o alcance das redes sociais'

Helton Simões Gomes
Do G1, em São Paulo



Versão gigante do ícone Curtir, popularizado pelo Facebook, é exibido na entrada da nova sede da rede social em Menlo Park, na Califórnia (Foto: Robert Galbraith/Reuters)

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ASSINE JÁ MINHA CONTA E-MAIL ENT

MENU

G1

RIO GRANDE DO NORTE

INTER TV

Q BUSCAR

'Gemidão' do WhatsApp causa demissão de entregador de farmácia em Natal

Após ser dispensado por justa causa, motoboy conseguiu reverter decisão na Justiça. Empresa alegou constrangimento e prejuízos; homem diz que caiu em pegadinha.



Por G1 RN
21/08/2017 11h37 - Atualizado 21/08/2017 12h19



Positive Effects

- Keep in touch with family and friends
- Opportunities for Businesses
- Education

References

Chaffey, Dave. **Global social media research summary 2017**

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Thomas D. Mayfield III, A Commander's Strategy for Social Media 2011 Disponível em: http://www.au.af.mil/au/awc/awcgate/jfq/mayfield_strat_for_soc_media.pdf - Acessado em 22/11/2017

Justiça julga válida demissão com justa causa por 'curtida' no Facebook – Disponível em: <http://g1.globo.com/tecnologia/noticia/2014/06/justica-julga-valida-demissao-com-justa-causa-por-curtida-no-facebook.html> - Acessado em 23/11/2017

‘Gemidão’ do WhatsApp causa demissão de entregador de farmácia em Natal – Disponível em: <https://g1.globo.com/rn/rio-grande-do-norte/noticia/gemidao-do-whatsapp-causa-demissao-de-entregador-de-farmacia-em-natal.ghtml> - Acessado em 23/11/2017

Thanks!