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innerHTML is an HTML element property that has two uses for web developers:

1) You can use it to get the internal HTML content of any HTML element as an HTML string.

2) You can also use it to set or change elements' innerHTML content.

createElement is faster, as browsers are not required to parse the HTML string and then build a node tree out of it; it also doesn't have to attach event listeners as innerHTML does. Using innerHTML will cause browsers to reparse and recreate all DOM nodes inside the element whose innerHTML is modified.