**What is Social Media?**

According to Techopedia (n.d.), social media is a “catch-all term for a variety of internet applications that allow users to create content and interact with each other.” The type of interactions that users can have with each other can include

* Users sharing links to content
* Sharing photos, videos, and posts
* Posting and updating current activities and even location.
* Commenting (or liking) other people's links, photos, videos, posts and updates.

(Adapted from Techopedia, n.d.)

## **How is social media influencing web applications and development?**

It used to be that websites had content, which you could browse but not change or interact with. Social media has been changing all that. Now content on websites is more interactive, allowing users to drive content. This new way in how the web is used is called Web 2.0. “Web 2.0 applications are changing the way the world communicates allowing consumers to share opinions, wants, needs and motivations.” (“Web 2.0 for development”, September 9, 2017). Because of the changes that social media have brought to the web, businesses are changing how they use the web too.

Various companies have started understanding that the social side of change, including personal networks and developing trusting relationships, might prove to be the most powerful strategy for promotion. The new Web 2.0 Business ground rules include an increasing focus on knowledge, trust, relationships, and communities which in many senses is the true structure of today's organization.

(excerpted from “Web 2.0 for development”, September 9, 2017)

Here are three websites which I have chosen to add to our discussion:

<https://www.facebook.com/>

The first website I chose for this discussion on social media is Facebook because it is a popular social media platform. Many people like Facebook and spend many hours a day using it. What I like about Facebook is that you can create a personal webpage easily and distribute information to a vast number of people quickly. However, I find that there are several downsides to facebook. Most important to me, is the lack of personal privacy; however, this has gotten better over the years since the website’s inception. It used to be that you could not control who posted to your wall. Also, once a photo was posted to Facebook, it was on there permanently and there was no recourse to have it taken down. Furthermore, you could not delete a facebook page. This caused a lot of grief for people who were being socially bullied and their suicides. Since then, Facebook has improved by adding privacy settings that a user can control. That said, privacy is still an issue for Facebook with the recent news stories about the Cambridge Analytica data scandal.

[https://www.linkedin.com/](https://www.linkedin.com)

LinkedIn is the second website I chose for this discussion because it too is a social media platform. I like LinkedIn more than I do facebook, and therefore use it more. What I like about LinkedIn is that it is a more professional social media platform than Facebook and a great way to keep in contact with colleagues. In general, people who use LinkedIn are making work-related posts and keeping things professional. Historically, LinkedIn allowed a user more control over their website, by allowing pictures and information to be changed or taken down. As for what I don’t like about LinkedIn, is that they upgraded their website a few years ago to make it more like Facebook, which I think was a mistake.

<http://mkaku.org/>

The third website I am discussion is that of Dr. Michio Kaku because, although it is not a social media platform, it has social media integrated into the website. Dr. Michio Kaku is a theoretical physicist famous for being the co-founder of String Field Theory. Dr. Kaku markets himself heavily and his website is his personal marketing and social media hub. If you go to his website you can learn more about him, his work, see his interviews, find out about his talks schedule, and his website has links to his social media outlets on YouTube, Google+, Twitter, and Facebook. What I do not like about his website is that it has too much on each page, such that it feels overwhelming. He could stand to have more “white” space and organize the information better through navigation. What I like about his website is that he integrates his social media into every page on the sidebar, so that you do not have to navigate around to get to that information.

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