*Our discussion questions are: "What is Social Media" and "How is social media influencing web applications and development?" Include in your discussion three of your favorite sites including what it is that you like or dislike about them. Your sites can be within the realm of social media or from sites that are somehow integrated into social media.*

According an article from TechTarget.com, “Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration” (Lutkevich & Wigmore, 2021). Based on this general definition, social media is about multi-directed interaction. It is easier to understand in the context of the history of web service. In general, web 1.0 started from the sharing of information with hyper-text format. A single web page has multiple links to the other pages, which enabled to spread the information across the world. But in the age of web 1.0, the web was all about spreading information in unilateral direction. People did not have a way to react and reply an information, so there were no interactions on the web. Then, after the rise of social media, the age of web 2.0 has arrived.

I am going to raise three examples of social media to show the good and bad of each. The first social media is LinkedIn.com. LinkedIn is one of the most famous business social media. Compared with the traditional social media which are opened to various purposes, LinkedIn is specialized on the purpose of business communications and interactions. What I love about LinkedIn is that it can be used as a strong way to develop our career in global scale. In my country, it is common to stay working for one company for long years, which is not common in the global scale. In order to catch up how the career development should be, LinkedIn is very useful. The second one is Twitter.com. I know there are a lot of arguments on this social media in these days, I guess Twitter.com is one of the most opened and spread social media for many people, especially in my country, Japan. I know there are plenty fake accounts or spam bots on Twitter, and those should be fixed to some extent. Also, some of famous authority was excluded from Twitter. These are really tough issues to take a balance between a freedom of speech and healthy regulation to maintain a community. The third one is github.com. It is not common to call github.com as social media, but it completely meets the definition, since people can share source codes, get feedback, and improve them as a community. Almost all engineers might have used github.com to share and manage resources for application developments. I do not have any complaint on github.com.

As for the influence of the social media on the application development, there are several points of view. The first one is about the architecture of itself. Until the age of Web 1.0, most of the web page was static. But in the age of web 2.0, the application has to deal with the interaction with users. For instance, if users post something on the social media, the application server has to store the data of the post, generate web pages with the data, and present them to users across the world. In addition, the social media like github.com enable developers to access many of idea and realize the concept of open source, which must have accelerated the speed of innovation of software development. There are the examples of influence of social media.

Lutkevich, B., & Wigmore, I. (2021, September 3). *What is social media?* WhatIs.com. Retrieved July 6, 2022, from https://www.techtarget.com/whatis/definition/social-media