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## Social media made me rich pdf

Social media and online communication dominate our daily lives in an unprecedented way. Wireless connectivity, mobile devices, and wearable technology mean that social media is always on, always a part of everyday life for billions of people around the world. While the term 'social media' is almost a decade old, the story of how people started using the internet in a social way is a much longer and more interesting one. This course will improve students' understanding of social media by looking at how network connectivity allows users to be 'social', how this is reinforced by the advent of the web, and how social media is becoming the default mode of mobile web we use today. By completing this course, you should be able to: Mapping important milestones in the emergence of social media Distinguish between 'Web 2.0' and participatory culture Understand differences in the way users and social media companies utilize and think about social media Extrapolating current social trends online and mapping possible directions on social media. Module 1: Social Media before the Web Examines the social tools, protocols, and ways of communicating that evolved in the first two decades of the internet, and the surprising dominance of social communication using networks originally designed for very different purposes. The first 'killer app' on the internet: News Group emails and BBS Bulletin Boards The rise of online communities Aliases, avatars, and pseudonyms: identity experiments. Module2: Web 2.0 and Participatory Culture Examine the explosion of network interactions after the advent of the World Wide Web in the 1990s, up to the earliest examples of social media: blogs and wikis. Blog: democratization of Wiki publications: participatory culture, collective intelligence and the emergence of Wikipedia 'Web 2.0' and social media sales The emergence of social presence: you are your web presence. Module 3: Social Platform Examines how dominant social media platforms take center stage, and how these spaces make social media a normal part of daily life and change political communication. Facebook: how people became Twitter profiles; how 140 characters became Google's New YouTube politics: social meets video, and the challenges of building a community on the web's growing platform of real names: the drive to create an online and offline identity alike. Module4: Social Goes Everywhere: The Mobile Web Examines the way social media changes when phones and tablets allow users to go online at all times, in every place and space, and how devices, not just people, start sending social signals. Snapchat and Instagram: mobile, visual, and communication that remove the default Locative media: how places are augmented by social layers FitBits and trackers as social media Has great big is the user a source of big data, and how could it be used? Receive an instructor-signed certificate with an institution logo to verify your achievements and improve your job prospectsAdd a certificate to your CV or resume, or post directly on LinkedInGive yourself additional incentives to complete your courseEdX, a nonprofit, rely on verified certificates to help fund free education for everyone globally Excellent information provided by course teachers and online reading materials. The way the website pushes you through the evolution of the syllabus feels natural and highlights many aspects of the evolution of social media. - PreviousLearner PreviousLearner

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