MAR GREGORIOS COLLEGE OF ARTS & SCIENCE

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DEPARTMENT OF

VISUAL COMMUNICATION

SUBJECT NAME: SOCIAL MEDIA

SUBJECT CODE: AJ52D

SEMESTER: II

PREPARED BY: PROF.SUBASHREE. J

SYLLABUS

UNIT1

Concept of information technology – growth and devolepment – uses of communication technology – media coverage – media conference – internet

UNIT II

New digital media – social media concepts – evolution and characteristics – usage of social media – impact of social media – impact of social media – social media risk and challenges.
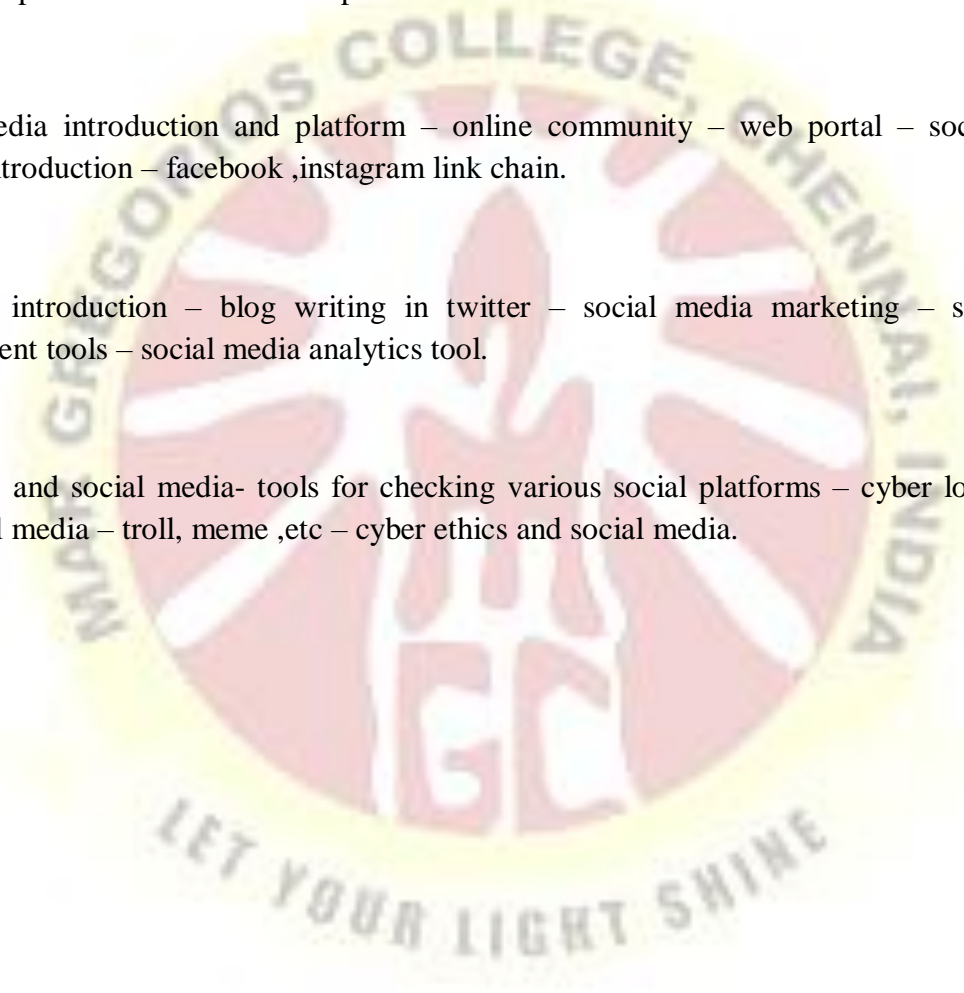
UNIT III

Social media introduction and platform – online community – web portal – social network science introduction – facebook ,instagram link chain.

UNIT IV

Blogging introduction – blog writing in twitter – social media marketing – social media management tools – social media analytics tool.

UNIT V

The news and social media- tools for checking various social platforms – cyber loss – vitality and social media – troll, meme ,etc – cyber ethics and social media.

Unit I

In this module you can learn about different parts of a computer, as well as some of the key concepts of Information and Communication Technology (ICT), such as those relating to networks and security:

Understand what hardware is, know about factors that affect computer performance and know about the peripheral devices.
Understand what software is and give examples of common applications software and operating system software.
Understand what Information and Communication Technology (ICT) is and give examples of its practical applications in everyday life.
Understand health and safety and environmental issues in relation to using computers.
Recognise the important security issues associated with using computers.
Recognise the important legal issues in relation to copyright and data protection associated with using computers.

One of the biggest developments in communication came in 1831 when the electric telegraph was invented. While post existed as a form of communication before this date, it was electrical engineering in the 19th century which had a revolutionary impact.

The Telephone

In 1849, the telephone was invented and within 50 years it was an essential item for homes and offices, but tethering impacted the flexibility and privacy of the device. Then, came the mobile phone. In 1973, Motorola created a mobile phone which kick-started a chain of developments that transformed communication forever.

Early smartphones were primarily aimed towards the enterprise market, bridging the gap between telephones and personal digital assistants (PDAs), but they were bulky and had short battery lives. By 1996, Nokia was releasing phones with QWERTY keyboards and by 2010, the majority of Android phones were touchscreen-only.

In 2007, Steve Jobs revealed the first iPhone to the world and Apple paved the way for the aesthetics of modern smartphones. Before the iPhone, "flip phones", and phones with a split keyboard and screen were the norm. A year later, a central application store with an initial 500 downloadable 'apps' was launched. Currently, there are over two million apps available in the Apple App Store.

The Internet

Since the mid-1990s, the Internet has had a revolutionary impact on communication, including the rise of near-instant communication by electronic mail, instant messaging, voice over Internet Protocol (VoIP) telephone calls, two-way interactive video calls, discussion forums, blogs, and social networking.

The internet has made communication easier and faster, it's allowed us to stay in contact with people regardless of time and location. It's accelerated the pace of business and widened the possibilities within the enterprise space. It's allowed people to find their voice and express themselves through social media, YouTube and memes. The internet has connected and divided us like nothing before.

Email

As a byproduct of the World Wide Web, email was introduced to the world in 1991 (although it had been operating years before) and it has vastly changed our lives—whether for better or worse depends on your viewpoint. The first users of the messaging platform were educational systems and the military who used email to exchange information. In 2018, there were more than 3.8 billion email users—that's more than half the planet. By 2022, it's expected that we will be sending 333 billion personal and business emails each day.

While email is invaluable and we can't imagine a world without it, there are tools that are springing up that are giving email a run for its money. Take slack (an acronym for "Searchable Log of All Communication and Knowledge") for example; the company which launched in 2014 has often been described as an email killer. However, while Slack has become the most popularchat and productivity tool in the world used by 10 million people every day, email is still

going strong. In recognition of this, Slack's upgrades have ensured that people who still rely heavily on email are not excluded from collaborator work.

Wearable Technology

The first instance of wearable technology was a handsfree mobile headset launched in 1999, which became a piece of tech synonymous with city workers. It gave businesspeople the ability to answer calls on the go, most importantly, while driving.

Ten years ago, the idea that you could make a video call from an item other than a phone would have been a sci-fi dream. Now, with smartwatches, audio sunglasses, and other emerging wearable technology, these capabilities are a part of our daily lives.

Virtual Reality (VR)

The next generation of VR has only been around since 2016, but it's already shaking up communications. The beauty of VR—presence—means you can connect to someone in the same space at the same time, without the time sink and cost of travel, even if participants are on different continents.

VR also helps to facilitate better communication. In a typical discussion, a lot of information is non-verbal communication which can be transcribed in VR. Voice tone, hesitations, head and hand movements greatly improve the understanding of the participants' emotions and intents. Plus in VR, all distractions are removed and people can be fully focused on what is happening around them. In fact, MeetinVR claims that there is a 25% increase in attention span when meeting in virtual reality compared to video conferencing.

In addition, research suggests we retain more information and can better apply what we have learned after participating in virtual reality. 3D is a natural communication language overcoming linguistic barriers as well as technical jargon.

Unit II

Defining Digital Media

Unlike traditional media, digital media is transmitted as digital data, which at its simplest involves digital cables or satellites sending binary signals — 0s and 1s — to devices that translate them into audio, video, graphics, text, and more. Anytime you use your computer, tablet, or cellphone, opening web-based systems and apps, you're consuming digital media. Digital media might come in the form of videos, articles, advertisements, music, podcasts, audiobooks, virtual reality, or digital art.

The digital age began to unfold in the second half of the 20th century, as computer technology slowly infiltrated different industries and then moved into the public sphere. Yet analog technology remained dominant even through the 1990s. In the years that followed, newspapers,

magazines, radio, and broadcast television were still the primary means of communication, with fax machines and pagers becoming most people's first casual forays into the digital world.

When the internet went from a niche hobby to something common in most American homes, the digital age was fully underway. Now, most people walk around with at least one digital media device in their pocket, purse, or backpack, using digital communication at work, on their commutes, and even while out to dinner or shopping. After that, they might come home and play a video game or stream a show, interacting with digital media yet again. Before they go to sleep, they might talk to their digital home assistant, finding out the weather forecast for the following day. What is digital media? The answer is not a simple one. Defining digital media is difficult because it is rapidly evolving alongside innovations in technology and how people interact with it. As we move into the future, our day-to-day use of digital media will likely only increase, particularly as holographic and artificial intelligence (AI) technologies are developed and incorporated into our daily lives.

Exploring Types of Digital Media

Traditional (nondigital) media includes several types of communication technologies, some of which have existed for hundreds of years. Newspapers, magazines, books, and other printed materials were among the first types of traditional media. Those forms of media persist, joined in the 19th century by the telegraph and in the 20th century by radio and television, the first examples of mass media.

The digital era, however, meant a whole new set of media transmission methods and devices, with more developed every year. These days, most types of digital media fit into one of these main subgroups:

Audio: Audio forms of digital media include digital radio stations, podcasts, and audiobooks. Tens of millions of Americans subscribe to digital radio services such as Apple Music, Spotify, Tidal, Pandora, and Sirius, which provide a wide range of musical stations and allow users to listen to databases of millions of songs on demand.

Video: Many digital media outlets are visual, from streaming movie and television services such as Netflix to virtual reality surgical simulators in medical institutions. One of the biggest players in visual digital media is YouTube, which hosts billions of videos. Launched in 2005, the website is one of the most popular destinations on the web.

Social media: Social media includes sites such as Twitter, Facebook, Instagram, LinkedIn, and Snapchat, which enable their users to interact with one another through text posts, photographs, and videos, leaving "likes" and comments to create conversations around pop culture, sports, news, politics, and the daily events of users' lives.

Advertising: Advertisers have made their way into the digital media landscape, taking advantage of marketing partnerships and advertising space wherever possible. The internet has

moved away from the use of pop-up and autoplay ads, which flooded early websites and drove away visitors. Instead, advertisers look toward native content and other methods of keeping consumers invested without overselling their product.

News, literature, and more: Traditionally, people consumed text via books, print newspapers, magazines, and the like. Even though digital media has proliferated, the desire for those kinds of reading experiences has endured. Research from the Pew Research Center indicates that 38% of adults in the U.S. read news online. The proliferation of literary websites, the popularity of resources like Wikipedia, and the rise of e-readers like the Kindle all further underline the continued importance of written work in digital media.

Major Digital Media Companies

As the digital world has taken over the modern business landscape, some of the most valuable companies in the world are in the tech sphere. Many of these companies have diverse interests and divisions, including in various forms of digital media and related ventures. As such, the top digital media companies are among the largest corporations on Earth.

Google, founded in 1998 by Larry Page and Sergey Brin, started as a revolutionary new search engine, which spurred the growth of one of the world's most valuable brands (worth $309 billion in 2019, according to statistics reported by CNBC). Google has become a massive, multinational technology company, developing all things internet-related, including its own web browser (Chrome), laptops (Chromebooks), smart glasses, and internet television streams (Chromecast). In 2015, Google announced that it was forming the parent company Alphabet to run the organization's diverse departments with Google existing as a subsidiary.

Netflix launched in 1997 as an online-based movie rental service, where people could order DVDs and have them delivered to their home. Customers made their wish list of films, and Netflix sent them DVDs from the list. Users could keep DVDs as long as they wanted, receiving the next movie on their list upon return of the first. Netflix has since grown from third-party movie distributor to online streaming giant, with over 150 million subscribers paying for a mix of television, movies, and original content. The brand has launched pop culture sensations such as "Orange Is the New Black," "Stranger Things," and "BoJack Horseman."

Apple has grown from a niche computer company with elegant marketing into one of the dominant technology forces on the planet. Founded by Steve Jobs and Steve Wozniak in 1976, Apple spent the first quarter-century of its existence as a cutting-edge though struggling computer company, with a few impressive products that never quite caught on. Then, with the introduction of the iMac in 1998, followed by the iPod three years later, marketed with Jobs's brilliant strategies driving intrigue and demand, Apple moved to the forefront of the gadget market. In the years since, products such as the iPhone, iPad, and Apple Watch have kept Apple going strong. Millions of Americans consume large amounts of digital media each day through their Apple products, such as iTunes and Apple TV.

Facebook and Twitter are two of the biggest social media websites. Instagram, YouTube, Snapchat, and TikTok also have substantial user bases in the hundreds of millions or more. According to a 2018 Pew Research Survey, 75% of all U.S. adults use YouTube and 68% use Facebook. Over 94% of 18- to 24-year-olds use YouTube, and 80% of them use Facebook. Major players in the business world own these brands. For example, Facebook owns Instagram and other platforms such as WhatsApp. Additionally, Google owns multiple web ventures including YouTube. As generations that grew up with social media get older and new users come of age, the number of people on these platforms will likely continue to grow.

Amazon remains a digital commerce titan, with an enormous presence in the digital media sphere. The company, in fact, is one of the world's largest by market value according to Investopedia. From Amazon Prime and its accompanying streaming service to personal assistants, cloud service, and digital advertising, the company has an expansive presence online. This is reflected in its growth, with revenues tripling between 2017 and 2018, from $117.9 billion to $232.9 billion.

Impacts of Social Media

Information and communication technology has changed rapidly over the past 20 years, with a key development being the emerge of social media

The pace of change is accelerating. For example, the development of mobile technology has played an essential role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. They put the means to connect anywhere, at any time on any device in everyone's hands.

Why People Share Information?

A fascinating study by the New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support.These factors have caused social networks to evolve from being a handy means for keeping in touch with friends and family to being used in ways that a real impact on society.The Influence of Social media is being used in ways that shape politics, business, world culture, education, careers, innovation, and more.

Impact of Social Media

1. The Impact of Social Media on Politics

A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media. The study also finds that those who do get their political

news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims that people who get their news from traditional sources.

In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in 2003, then in the election of the first African-American president in 2008, and again in the Twitter-driven campaign of Donald Trump.

The new york times report that "The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society." Because social media allows people to communicate more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

2. The Impact of Social Media on Society

Almost a quarter of the world's population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications, and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental, and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses

The Challenges of Social Media

Social media has been blamed for promoting social ills such as:

Cyber bullying:

Teenagers need to fit in, to be popular, and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snap chat, and Instagram into the mix, and you suddenly have teenagers subjected to feeling pressure to grow up too fast in an online world.

The Cyber bullying Institute's 2019 survey of U.S. middle and high school students found that over 36 present report having been cyber bullied at some point in their life, with 30 present having been victimized twice or more. It also found that almost 15 percent admitted to having cyber bullied someone at least once, and nearly 11 percent admitting to doing it two or more times. Teenagers can misuse social media platforms to spread rumors, share videos aimed at destroying reputations, and to blackmail others.

Lack of Privacy

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by social media users. Most of the time, the users themselves are to blame as they share content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.

Unfortunately, by the time private content is deleted, it's usually too late. and the content can cause problems in people's personal and professional lives.

Unit III

WHAT IS AN ONLINE COMMUNITY?

You're probably part of an online community or two, whether it's NextDoor for neighborhoods or a Facebook or LinkedIn group around a common interest or shared value. You might think of a sub-Reddit around a certain topic as a community. However, sometimes the concepts behind what an online community is can feel a bit abstract.

Aren't communities built in person? How can an army of strangers online make a customer feel seen? Before you go look for concrete examples of online communities, take a look at this definition:

At its root, an online community or internet community is a group of people with a shared interest or purpose who use the internet to communicate with each other. Online communities have their own set of guidelines and needs, like online community engagement, moderation, and management.

But the type of community we'll focus on today is a big one: Branded online communities, or communities run by organizations.

A branded online community is a professional network to bring people together around a centralized, shared organization-based experience or purpose for expansive online collaboration and growth.

The type of community we're talking about here is one that your organization would build online to connect your members, customers, employees, partners – whoever the community's members might be.

More control: If you create your community on social media or open source solution, you're subject to any and all of their changes, with no say, effectively building your house on rented land.

More security: Community vendors place privacy as top priority – it's their job. With a Facebook or LinkedIn Group, you have a limited ability to protect your members' privacy and your own information.

More data: On a social media platform, they gain invaluable data that your community will inevitably generate about your members and customers – you do not. If you create your own online community, you'll have access to all that data, helping you understand your users and creating a curated experience for your users.

More community management tools: With a community platform like Higher Logic's, engagement tools are built in, specifically designed to help you create an engaging experience.

Branded Online Communities in Practice

Once community members log in for the first time (you can make a branded community easily accessible from a website), they can participate in a variety of ways, like:

Ask another member a question about how they did something

Read top discussion posts from the week

Suggest an improvement to something you offer

Sign up to become a speaker at one of your events

But an online community is not just another piece of software that an organization buys — an online community is about creating a destination for real people. Your community can serve as the virtual town hall for your organization, or provide recognition, support, and connection when your customers or members need it the most

What is Web Portal?

This might come as a confusion, but Web Portal is a specially designed website that provides information catered from various sources such as emails, online forums, search engines on one platform, in a uniform way. It is a personalized and customized library that help in navigation and personalization of notifications that provide a well-integrated information from diverse sources with advance features such as task management, collaboration, business intelligence etc.

Functions of Web Portal

Upgrading your website Web Portal development help you in improving the capability of the web pages that help you deliver a quality information, thus a web portal is the new world toolset that makes implementation of information better and behaves as a different communication approach.

Improves Relations immensely It helps in enhanced customer-company relations as it helps in improving their customer relations by providing high-end and filtered information on a user-friendly and comprehensive platform.

Domain Specific Domain Specific development of web portals helps you attract the users that seek information and services on that domain. Thus, helping you attract a particular area of domain.

Interaction When done efficiently web portal design services help you a lot in interacting better with your customers and clients. They help you make your web pages very interactive and target better to your audience.

Process of web portal designing services Web portal development and designing is a complex art as its functionality is highly difficult to render. The complex process of web portal development includes similar steps as website development. However, the difference is in its features, functionality, coding, testing and integration. Since we have covered the features and functionality let's start with the languages and frameworks that are used dominantly in web portal development services by eminent web portal development companies and web portal developers.

Unit IV

https://m.youtube.com/watch?v=_09TCNd6NOY

Blogging refers to writing, photography, and other media that's self-published online. Blogging started as an opportunity for individuals to write diary-style entries, but it has since been incorporated into websites for many businesses. The hallmarks of blogging include frequent updates, informal language, and opportunities for readers to engage and start a conversation

What Is Blogging?

The word blog is actually a shortened form of its original name, "weblog." These weblogs allowed early internet users to "log" the details of their day in diary-style entries. Blogs often allow readers to comment, so as they became more common, communities sprung up around popular blogs.

The content of blogs varies significantly. For example, travel blogs may feature many pictures with few written passages, while political blogs may weigh in with wordy takeson the news of the day. The popularity of YouTube and similar sites also gave rise to video blogging, or "vlogging.

Like most internet-based innovations, many entrepreneurs saw marketing potential in having a blog, and the adoption of blogging among the business community helped further increase the

popularity of the medium. Not only can a blog be used for marketing a business, but it can also become a home business in and of itself.

How Blogging Works

Blogging is as simple as obtaining a website and publishing original content on it. Tech-savvy bloggers can buy a domain name and build the website themselves. Those with less HTML knowledge can create an account with sites like WordPress that simplify the web design and publishing process.

Blogs are usually simple websites. Older pieces may be archived in separate sections of the site, and there may be a separate page with contact info or a bio, but the blog itself is usually just a single page that can be scrolled through—similar to the news feed on social media sites like Facebook. As with a Facebook news feed, a blog displays the newest content at the top of the page

Another unique feature of blogging is interlinking. This occurs when a blogger links to another person's blog within their own blog post. For example, if a music teacher maintains a blog, and they write a blog post about how to form a chord, they might link to a musician's blog to show an example of the chords in action. A political blogger may link to another politics blog and then discuss how they agree or disagree with a post on that blog. Interlinking, along with the comment section, fosters the sense of community that makes blogs unique.

Blogging vs. Traditional Websites

Blogging vs. Websites

Blogs	Websites
Updated frequently	Largely evergreen content
Allows for reader engagement	One-way communication

Pros and Cons of Blogging

Pros

Good for SEO

Maintains communication with customers

Builds rapport with customers

Generate alternate income

Cons

Time-consuming

Constantly requires fresh ideas

Payoff is delayed

Blogging in and of itself won't generate income

Pros Explained

Good for SEO: Search engines love new content, and as a result, blogging is a great search engine optimization (SEO) tool. A defining feature of blogs is the frequency with which they're updated, and that fresh content helps improve a website's SEO performance.

Maintains communication with customers: Blog posts can keep your customers and clients up-to-date on what's going on, let them know about new deals, and provide tips. The more frequently you post useful content, the more often a customer visits your blog, and the more likely they are to spend money.

Builds rapport with customers: Not only does a blog allow you to show off what you know—building your expertise and credibility—but people can also post comments and interact with you. That allows customers to get to know you, and hopefully, develop relationships that turn into purchases.

Generate alternate income: Successful blogs can make money themselves. Along with your product or service, blogs can generate income from alternate sources such as advertising and affiliate products.

Cons Explained

Time-consuming: The success of blogging comes from having people return, and they only return when there's new stuff to read. That means bloggers need to generate content at least several times a week to be effective at engaging readers and increasing SEO.

Constantly requires fresh ideas: Posting several times per week won't be beneficial if the ideas aren't fresh and engaging. It can be draining to constantly conceptualize and execute fresh content. The good news is that you don't have to do it all yourself. You can have guest writers or hire freelancers. Another option is to curate content from others. You can buy private label right (PLR) content and modify it for your blog.

Payoff is delayed: One of the biggest frustrations with blogging is that it's time-consuming with little payoff in the beginning. It takes time to build up a readership and momentum.

Blogging in and of itself won't generate income: At one time, posting an article was enough to generate traffic and income. Today, a successful blog needs email marketing, additional perks such as content upgrades, and an engaged social network, such as a Facebook group.

Requirements for a Blog

The good news is that starting a blog or adding a blog to your existing site is relativity easy and affordable. All you have to do is follow these four steps.

Set Up the Blog

There are free blog options such as WordPress and Blogger, but to retain control and a professional image, consider investing in a domain name and a hosting service. You can install WordPress or another content management system on your host if you don't want to create the whole site from scratch.

Add Content

Once your blog is up and running, you need to keep it active with new content to grow your business. Develop a set schedule for writing and posting blog articles. Create a content calendar so you always know what you're going to post.

Market

Like all other business ideas, your success comes from marketing and getting your message in front of your target market. Great ways to reach your market are through social media apps, email lists, and by reaching out to other bloggers, podcasters, and media outlets for publicity. Repurpose your blog content to promote your business across platforms, such as by using quotes on your Twitter or Instagram profiles, or by creating a video of your article to share on YouTube.

Add Income Streams

While your blog can complement an existing business, it's also a great way to add additional income streams to your home business. You can promote other companies' products and services in affiliate marketing. You can advertise or feed ad networks, such as AdSense, on to your blog. If you have a service business you're promoting with your blog, you can create your own information products to complement it. Or, if you have your own product, you can offer a service.

What ls Social Media Marketing?

Here is how Investopedia defines the term:

"Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services."

But this definition is missing something really important. Let's make it more simple and clear:

"Social media marketing is the process of creating tailored content for each social media platform to drive engagement and promote your business."

Social media marketing is all about connecting with your audience or customers and helping them understand your brand better. It is incredibly beneficial to your business growth.

Imagine you're going to meet someone for the first time with an intention to build a good relationship.

What should you do to make that person like you instantly because you're not going to get a second chance? Will you succeed if you meet that person and say things that are boring or meaningless?

People tend to like you more when you make them happy, no matter how you do that.

Just like the offline world, your social media marketing success largely depends on your ability to find and make your target audience happy so that they like your brand and share your stories with others.

Your social media marketing efforts will produce no results if your story isn't worth sharing.

Why Is Social Media Marketing Important Today?

Today's consumers rush to browse social media when they want to know more about an organization or product because that's where they'll find others talking about that business.

What if you don't have a social media presence? You'll miss a great opportunity to make an impression.

Take a look at these stats from Oberlin to have a feel of why having a sound social media marketing strategy is imperative to business success in 2020 and beyond:

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

90.4% of Millennial, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users.

Facebook alone has over 2.7 billion monthly active users.

Your customers and prospects are using social media channels every single day, multiple times a day. Check out this blog to know how much time an average person spends on social media.

Social media is an ideal place for brands looking to gain insights into their audience's interests and tastes. The way experts see it, smart companies will continue to invest in social media to achieve sustainable business growth.

Whether you want to launch a new product or a business, social media is the perfect launchpad to create a buzz around your initiatives. As we move further into the future of e-commerce, it's clear that social media marketing isn't just an option.

In an increasingly competitive environment, your business can't afford to miss out on social media.

It's especially competitive in the social media influencer space, where there are thousands of new influencers starting a brand every day. If you're trying to build more of an online presence to become a social media influencer, make sure to read our comprehensive guide.

Unit V

In these days of pandemic, protests, economic recession and angst among the world's population a recently issued report shows that consumers continue to shift away from traditional media sources for their news and are moving more towards social media and messaging services to find the news.

Long gone are the days of people getting most of their news from a local TV station, their local newspaper or the national newscast from one of the networks. Over 15 years ago, we already saw the substantial decay of Americans using traditional news sources and instead the Internet becoming a major source of news, particularly for the 18 to 34 year old demographic. This data comes from a study done for Carnegie Corporation in 2005. A research group I led at the time was responsible for the study. Carnegie Corporation is a major U.S. charitable foundation with a significant interest in journalism and news.

One of the very notable facts coming out from the study is the heavy use of Instagram for news which could soon possibly overtake Twitter. Instagram news consumers were 11% of the social

media population. Twitter was statistically tied at 12%. Just as we found in 2005 for Carnegie Corporation, the shift away from traditional news media sources is being led by the younger generation, in this case people under 25 years old. Two-thirds of that age cohort said they use Instagram for gathering news information. The same age group reported that they were two times more likely to look at news on social media apps.

Facebook leads with 36% of social media consumers using the social media giant for consuming news. YouTube had 21% of social media users looking at news on the popular video site. WhatsApp had 16% of consumers in that group and 12% used Twitter. Facebook owns both Instagram and WhatsApp.

In this time of political and social upheavals, it is interesting to note that the Reuters study (conducted by YouGovernment, a research agency) only found 14% of people in the US trusted news on social media compared to 22% in regard to news gathered from search engines. Also, as further evidence of the power of social media in driving news to consumers, social media as a news source, saw on-going growth with news consumers, unlike platforms such as all online sources combined, TV, and print.