Social Media in Tertiary Learning and Teaching

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The Stats

Top 5
• Facebook
• WhatsApp
• FB Messenger
• QQ (China)
• WeChat (China)

Others
• Instagram (7)
• Tumblr (8)
• Twitter (9)
• Snapchat (11)
• Skype (12)
• Viber (14)
• Pinterest (16)
• LinkedIn (18)
Growth of Social media 2012 - 2016 in USA

Facebook remains the most popular social media platform

% of online adults who use...

Note: 88% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
Definitions of Social Media

- Includes technology, collaboration and community
  .... but definitions vary, often described by example (Tess, 2013)

“Social media refer to a wide range of applications enabling users create, share, comment and discuss digital contents”
Manca, Ranieri (2016)
References