

Social Media via ICT

Definitions

1- Social Media

- Kaplan & Haenlein (2010) define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan, 2010, p. 61).
- Social media emphasizes **user participation, networking, and content sharing** across platforms like Facebook, Twitter, Instagram, and YouTube.

2- ICT (Information and Communication Technology)

- UNESCO (1997) describes ICT as “a diverse set of technological tools and resources used to communicate, create, disseminate, store, and manage information” (Stevenson, 1997, p. 12).
- ICT includes **computers, the internet, broadcasting technologies (radio, television), and telephony systems**, making it a much broader concept than social media.

3- Differences Between Social Media and ICT

| Aspect | Social Media | ICT |
|----------|--|--|
| Scope | Narrow: focuses on online platforms for social interaction and content sharing | Broad: encompasses all digital technologies for information processing and communication |
| Purpose | Social networking, collaboration, entertainment, marketing | Communication, data storage, education, business operations, governance |
| Examples | Facebook, Twitter, Instagram, YouTube | Computers, internet, mobile phones, broadcasting systems, databases |
| Relation | Subset of ICT | Umbrella concept that includes social media as one of its applications |

Social media is **one application of ICT**, while ICT covers a wider range of technologies beyond social interaction.

References

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