

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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