

## Chapter 7

# Social Media and Social Networking: The Present and Future Directions

**Ahmed Elazab**

*Cairo University, Egypt*

**Mahmood A. Mahmood**

*Cairo University, Egypt*

**Hesham Ahmed Hefny**

*Cairo University, Egypt*

### **ABSTRACT**

*Social media is a powerful communication tool that facilitates the interaction and provide an efficient interconnection among different roles in many fields such as business and media. The power of social media forced its responsibility for the vast dissemination of different information during real time events. Many social networks have emerged since the 90s; however, many of these networks have been abandon while the success of others in providing intelligent and active communication made them the most famous recently. Some examples of these successful social networks are Facebook, and Twitter. In this research, we provide the readers with the main concepts of social media and social networks, and their relation with other fields. We also discuss the current situation with providing the emerging trends and challenges of both fields.*

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## **INTRODUCTION**

The internet has changed the way of communication forever, the way people buy things, work, and even socialize. Although some are convinced that internet decrease the communication level among people, however, others think totally the opposite in the presence of many electronic communication methods such as social media. Social media plays a vital role in all online aspects now, including personal communication, business, economic, it even affects political aspects seriously. In Canada, a study considered the impact of social media has found a raise of the economic level from 1.9% in 2011 to be 3.8% in 2012 (Industry Canada, 2012). In business field, social media effect is increasing tremendously, many businesses now are getting benefits from people's opinions to raise the level of their products and services, which is considered one of basis in their growth. For example, the Public Health Agency of Canada'' has been using social media to provide valuable information considering the public health with demonstrating the threats and suggesting health plans.

The idea of Social Media is top of the plan for some business officials today. Chiefs, and in addition advisors, attempt to recognize routes in which firms can make beneficial utilization of uses, for example, Wikipedia, YouTube, Facebook, Second Life, and Twitter. However in spite of this enthusiasm, there is by all accounts exceptionally restricted comprehension of what the term "Social Media" precisely implies; this article plans to give some elucidation. Kaplan and Haenlein (2010), start by depicting the idea of Social Media, and talk about how it varies from related ideas, for example, Web 2.0 and User Created Content. In light of this definition, Kaplan and Haenlein then give a characterization of Social Media which bunches applications as of now subsumed under the summed up term into more particular classes by trademark: collective tasks, online journals, content groups, interpersonal interaction locales, virtual diversion universes, and virtual social universes. At long last, they display 10 recommendations for organizations which choose to use Social Media (Kaplan & Haenlein, 2010)

With the rapid evolution of content and communication styles in social media, this emerging media has become a powerful communication channel, as evidenced by many recent events like "Egyptian Revolution" and the "Tohoku earthquake and tsunami. Text is changing too. Different from traditional textual data, the text in social media is not independent and identically distributed data anymore. A comment or post may reflect the user's interest, and a user is connected and influenced by his friends. Based on internet users' feelings that were measured from their texts, (Hu & Liu, 2012) was able to investigate their political opinion as well as their confidence.

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