

Social Media in Tertiary Learning and Teaching



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The Stats

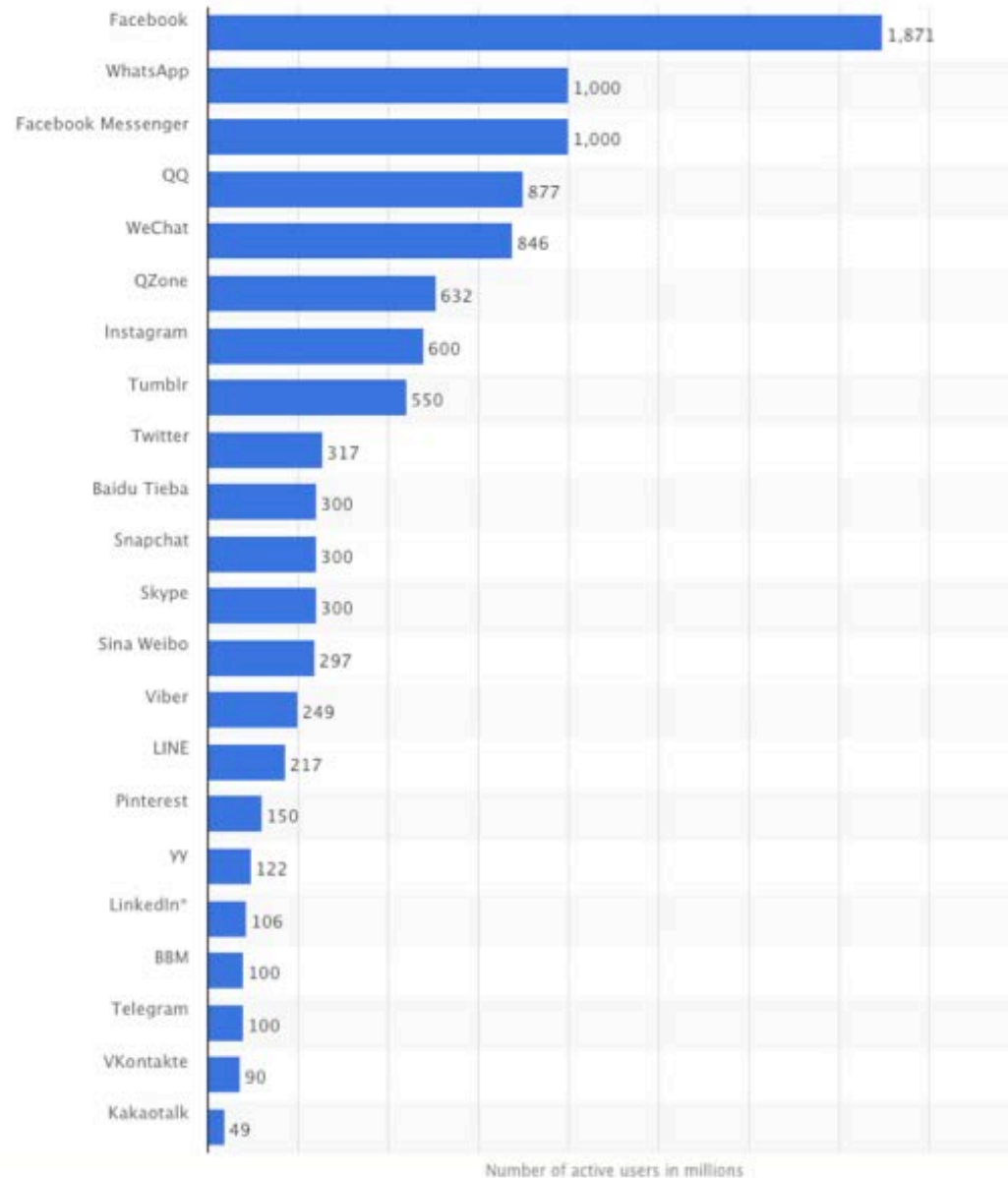
Top 5

- 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)

Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)

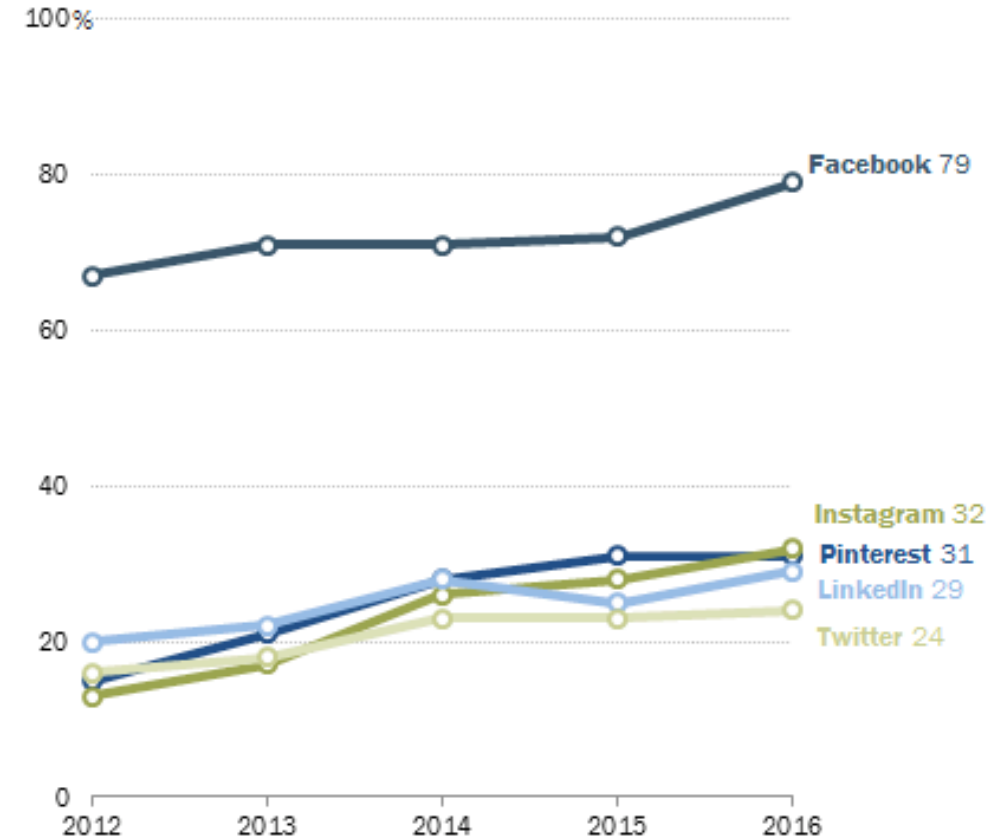


Growth of Social media 2012 -2016 in USA

% of online adults who use ...

Facebook remains the most popular social media platform

% of *online adults* who use ...



Note: 86% of Americans are currently internet users

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

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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

- ▶ <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>