Summary

The social media landscape is divided into community projects, content communities, blogs and microblogs, social networks, social virtual worlds, and instant messenger services.

Community projects include collaborative websites, such as forums, wikis, and review platforms. Content communities are social media platforms that allow internet users to exchange and upload their own user-generated media content. Anyone who runs a blog posts their own articles for consumption by a broader public.

Social networks enable users to engage in mutual interactions online. Some instant messengers are also integrated into social networks, such as Facebook Messenger on Facebook. There are other well-known instant messenger services, such as WhatsApp, too. Facebook is the largest social network in the world. The focus is above all on allowing users to communicate with friends and like-minded people. Images play a crucial role on Instagram. Instagram’s story function, whose basic idea was taken from the Snapchat application, is particularly popular: the content of a story can only be accessed by users for 24 hours (making it ephemeral content). Similarly to Instagram, Pinterest is also