Instructor: Dr. BENADDA Abdelouahid
Level: Master 1 / Language and Communication
Module: E- Leaning

U nit II/: The Role of Social Media in English language Learning

Lesson 2: Types of Social Media

➢ **Course Scope**: An introduction to the concept of social media "how people connect at distance" (this course is an overview of definition of social networking, its types, and present practices)

➢ **Course Learning Objectives**
At the conclusion of this course, you should be able to:

- Explore the scope, trends, and characteristics of social media.
- Go through the basic types of social networking and its components.
- Discover the opportunities and affordances of social media.

Guiding Questions to the Course

1. Can you think of some examples illustrating social media?
2. Can you list some of its tools?
3. How is social online networking useful to students?
4. Do you have a smartphone?
5. Do you enjoy using social media apps like Facebook, Instagram, and Twitter?
6. Have you ever thought about using social media tools to practice and improve your English language skills?

➢ **Course content**

Types of Social Media

There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more[1]:

- **Social networks**—to connect with people (and brands) online. **Examples**: Facebook, Twitter, LinkedIn

- **Media sharing networks**—to find and share photos, video, live video, and other media online. **Examples:** Instagram, Snapchat, YouTube

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[1] https://blog.hootsuite.com/types-of-social-media/

- **Discussion forums**—to find, discuss, and share news, information, and opinions. **Examples:** reddit, Quora, Digg

- **Bookmarking and content curation networks**—To discover, save, share, and discuss new and trending content and media. **Examples:** Pinterest, Flipboard

- **Consumer review networks**— To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more. **Examples:** Yelp, Zomato, TripAdvisor

- **Blogging and publishing networks**—To publish, discover, and comment on content online. **Examples:** WordPress, Tumblr, Medium

- **Interest-based networks**— To connect with others around a shared interest or hobby. **Examples:** Goodreads, Houzz, Last.fm

- **Social shopping networks**—To spot trends, follow brands, share great finds, and make purchases. **Examples:** Polyvore, Etsy, Fancy

- **Sharing economy networks**—To advertise, find, share, buy, sell, and trade products and services between peers. **Examples:** Airbnb, Uber, Taskrabbit

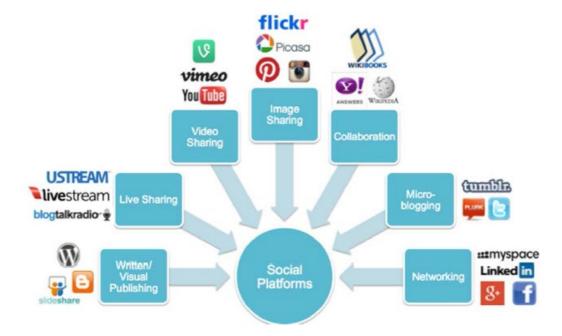- **Anonymous social networks**— To gossip, vent, snoop, and sometimes bully. **Examples:** Whisper, Ask.fm, After School

Figure 1: Types of social media (Source: Social Media – one of the top 10 narender1998.blogspot.com)

1.3 Characteristics of Social Media

There are some common features for social media[2]:

- Social media are interactive Web 2.0 Internet-based applications
- User-generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
- Users create service-specific profiles for the website or applications that are designed and maintained by the social media organization
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.
- They provide a platform to meet new people and make friends across international borders.
- They allow users to join groups of others who share their passions and interests.
- They are free to use

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[2] Obar, J A. & Wildman, S (2015). "Social media definition and the governance challenge: An introduction to the special issue". *Telecommunications Policy*. 39 (9): 745–750.