What is social media?
“Social media is …..”
“Social media has been broadly defined to refer to ’the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships’.

What is Social media?
What is out there?
Survey
COS750 Social Media survey
http://goo.gl/forms/kkwyHBZbZU
How do our responses compare? Refer to [Jefferies, 2015] and [Moran et al., 2011]
References
