



Social Media Marketing. Definition und Überblick über die wichtigsten Social-Media-Plattformen (German Edition)

Daniel Haller

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Akademische Arbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,0, Macromedia Fachhochschule der Medien Köln, Sprache: Deutsch, Abstract: Im Zuge der Internetentwicklung vom Web 1.0 zum Web 2.0 haben sich eine Vielzahl sozialer Netzwerke gebildet. Das Web 1.0 beinhaltet eine statische Informationsdarstellung auf Websites. Das Web 2.0 hingegen zielt auf den Rezipienten ab. Es interagiert mit dem User und ermöglicht ihm, den Inhalt des Internets mitzugestalten. Aus dieser neuartigen Möglichkeit der Interaktion haben sich soziale Medien gebildet, die eben auf diesen Informationsaustausch der User untereinander und die Einbindung der Betreiber und Unternehmen spezialisiert sind.

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