

Book Review

Social Media

The Convergence of Public and Personal Communication

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In its broader terms, 'Social Media' has reached billions of users who communicate almost everything using it.

Realising the potential of the 'Social Media', the author brings this significant book with chapters. In the first chapter on communication, the author defined social media and traced the networking concept to understand how it connects people. Sharing Data through platforms determines the efficiency of social media. Further in this chapter, the author clearly distinguishes between personal and public communication and how it is used in social media.

In the second chapter on Data, he explains how and what kind of data is transmitted in this medium. The third chapter on Remix explains the complex concepts involved in it. Through Deepfakes, he detailed how synthetic data is generated and circulated in social media.

In the next chapter on News, the author deals with the central theme of social media. How news is different from data and the negative impact of fake news is outlined. This chapter enables users to understand the underlying concepts of fake news passed on through social media.

The fifth chapter on Visibility discusses how people use visibility to reach the masses and explains the ethics behind it. Citizenship impacts social media, which is addressed in the next chapter.

In the last chapter on Regulation, the author emphasized the moderation concept to ensure fairness in social media use. The last part is an extensive list of references that mainly reflect the current literature on social media.

This book addresses many interrelated concepts on social media, including the genuine content, accuracy, and ethics behind social media dependence.

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