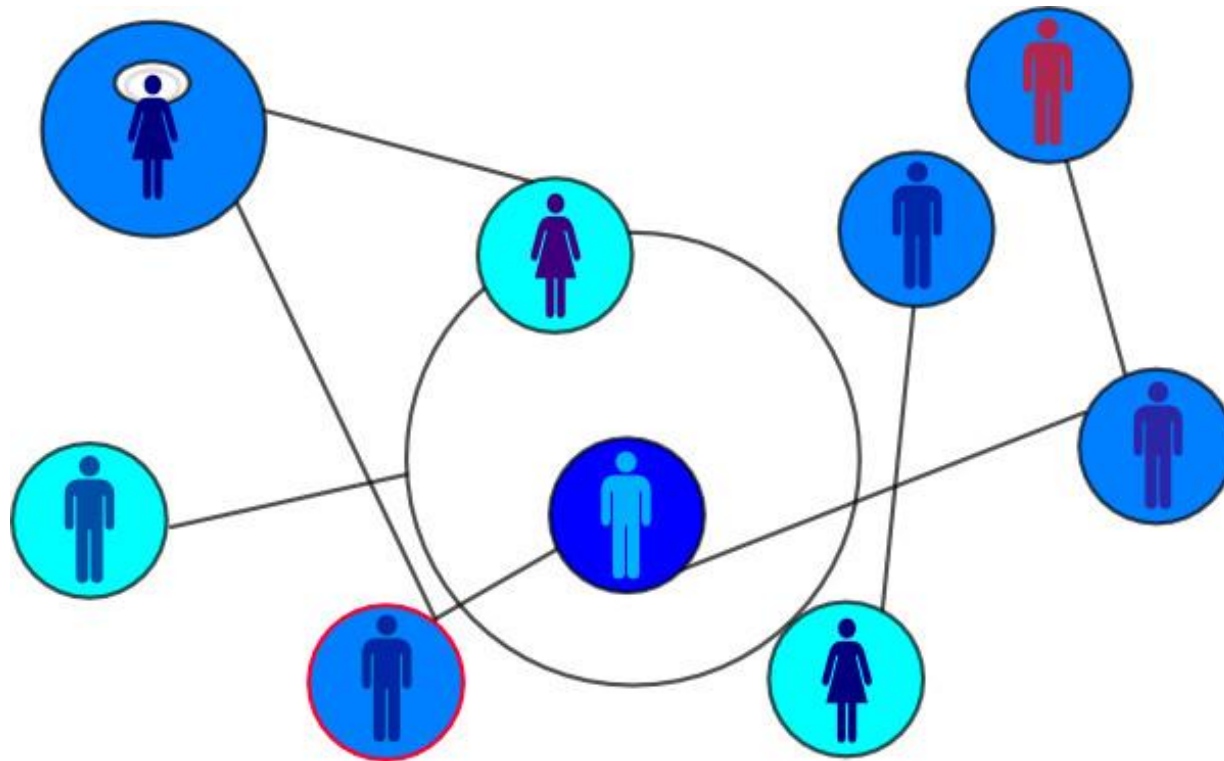


Social media as agents of social change. The aesthetics of the new network intelligence.



Social media - employ web- and mobile-based technologies to support interactive dialogue and “introduce substantial and pervasive changes to communication between organizations, communities, and individuals.”

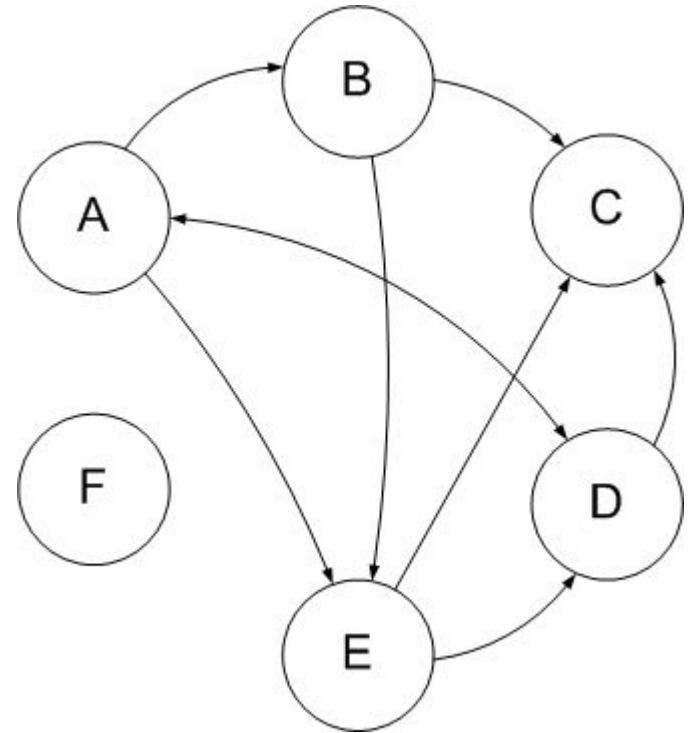


Social e-networks – the main component of **Social Media**

Graf

In mathematics, **graf** is a representation of a **set of objects** where some pairs of the objects are **connected by links**.

in another word



Graf – visualizes connections

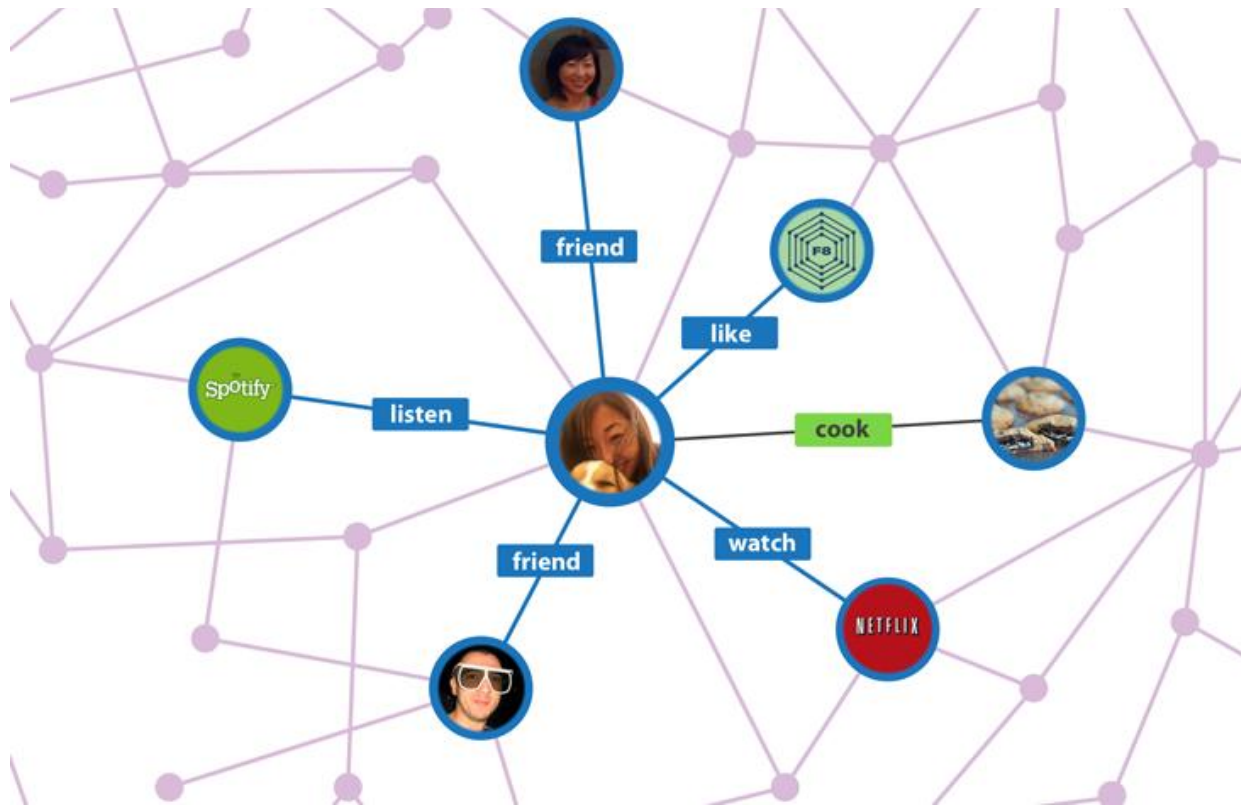
Social graf

The **social graph** in the **Internet** context is a sociogram, a graph that depicts **personal** relations of internet **users**.

It has been referred to as "the global mapping of everybody and how they're related".



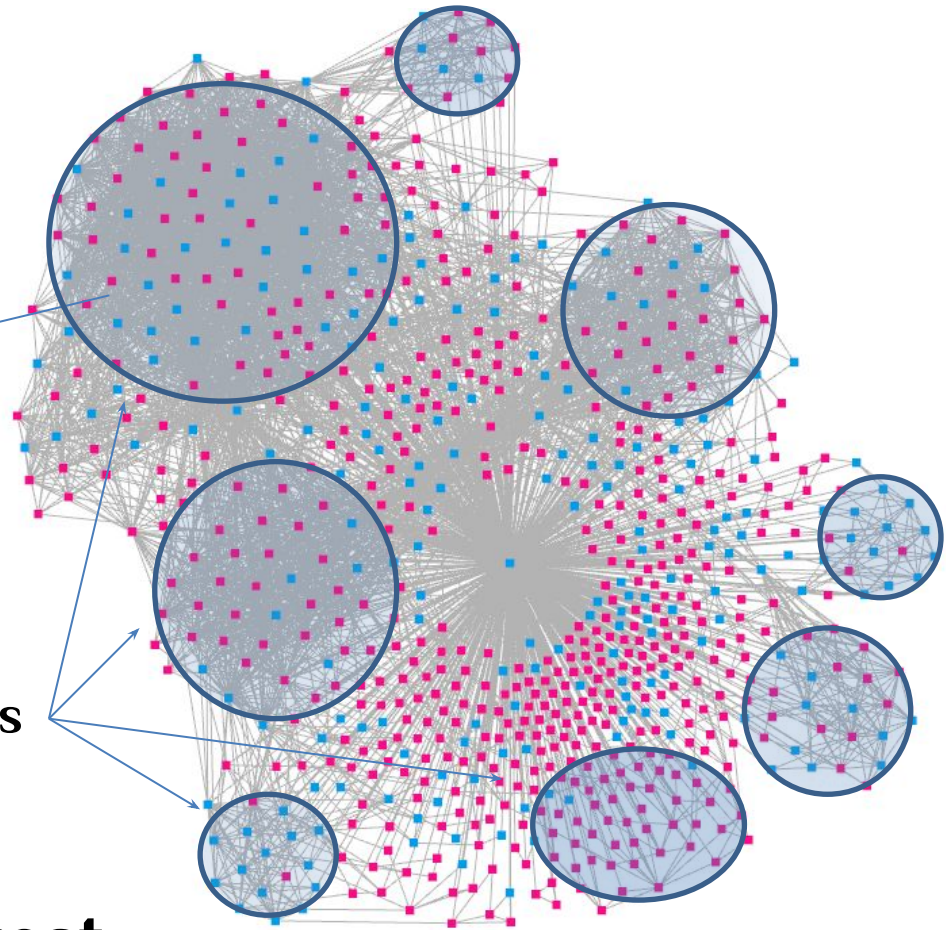
Social e-networks



A **social network** is a social structure made up of a **set of actors** (such as individuals or organizations) and the dyadic ties between these actors.



Social e-network VK graf



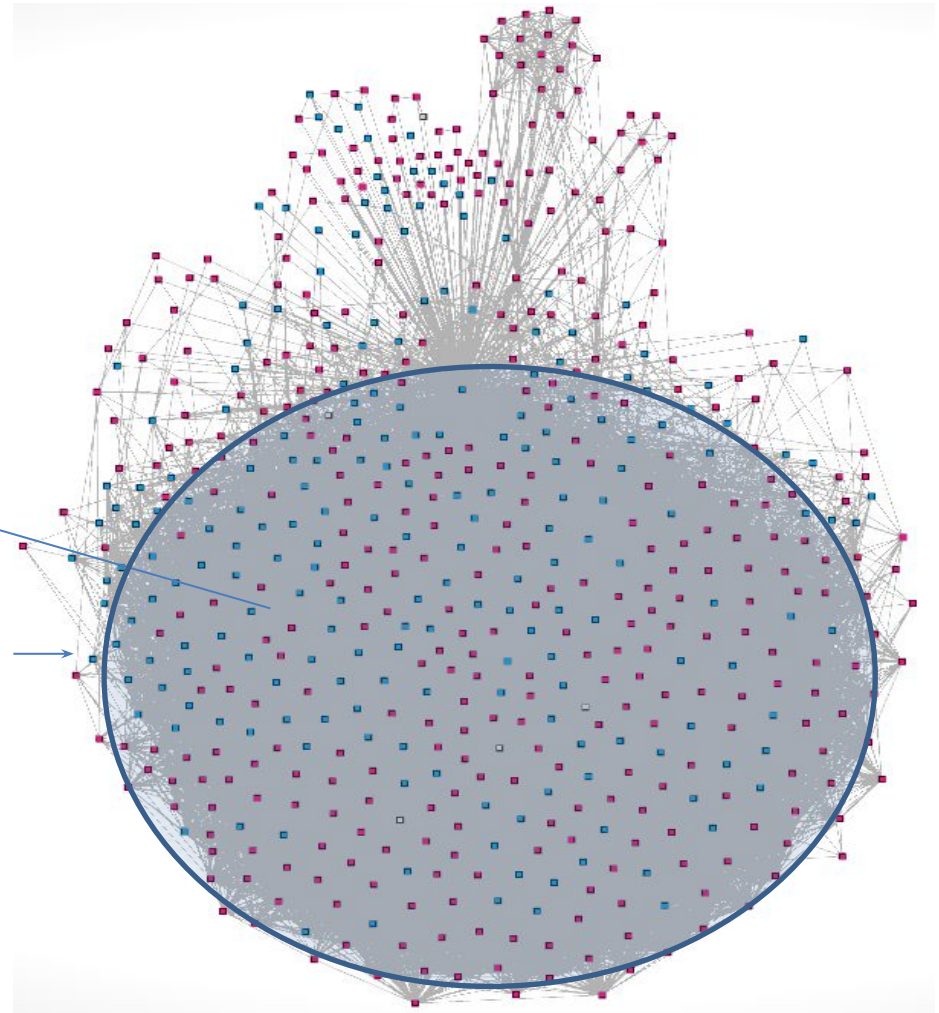
People are organized in **groups**

not **official**,

but the **common interest**



Social e-network FaceBook graf



People are organized spontaneously →



Thanks for your attention

E-mail me: neuroset@live.ru