**Social Engagement**

**Both statements were made 10+ years ago, however both are very relevant today.**

According to [Steger (2009)](https://file.scirp.org/Html/1-2840166_87316.htm#ref22)

“Due to the thrust of new media, the global trend creates new social networks and activities, redefines political, cultural, economic, geographical and other boundaries of human society, expands and stretches social relations, intensifies and accelerates social exchanges and involves both the micro-structures of personhood and macro-structures of community.”

As stated by [Georgetown University, 2010](https://file.scirp.org/Html/1-2840166_87316.htm#ref11)

new social media means that everyone is a publisher and everyone is a critic. Therefore, it is so significant that online contexts in social media are interactive dialogues that can show from different points of view. People communicate with others by using different networks which new social media provide. People nowadays, use social media in terms of gaining knowledge, learning about different opinions, perspectives of issues, topic and events and also interacting with others.

Answer the following questions:

* **What are your thoughts on social media as it relates to *PERSONHOOD and COMMUNITIES?***
* **What are your thought on social media as it relates the above  *PUBLISHER and CRITIC*?**

**Classmates response:**

I agree with the first statement in that, social media can expand social relations. Social media has generated a newfound focus on personhood as it relates to communities. People, when posting on any platform post things as they relate to them as a person. Increasing the focus on that person's individuality. To this point, people who weren’t able to find niche communities in their geographical ranges, are now able to do so through ever increasing amounts of subcultures online called communities. If you were once interested in a certain type of music that you would’nt generally find in your hometown, a whole community of people with the same taste in music exists for you on social media. These niche communities range from product/object-centered ones like "the Jeep Community" to practices and lifestyles like "the Keto community" or "bodybuilding community" etc.

The significance of the ability to have dialogue online is crucial. Now you dont need to be a writer for a paper or publication to publish a review/content/opinion or just about anything. That has given all social media users both abilities to be publishers, and critics. Whatever gets published ends up on the internet, essentially accessible to anyone and therefore open to interpretation.

Both statements relate to the importance of branding in that they have also expanded the relations of branding with the public. You can offer a brand that generates its own community i.e. GoPro, and pay for "publishers" to generate content for you (influencers).