

**TRANSPORTATION RESEARCH THESAURUS (TRT)
TERM REVIEW FORM v2.0**

Date 5-19-10

Term Social media

Proposed by ucb_tris

Citation(s) **Routes to new networks : a guide to social media for the public transportation industry**

http://ntl.bts.gov/lib/32000/32600/32639/FDOT_BD549-53_guidebook.pdf

“Social media platforms are allowing a new opportunity for transportation providers to directly communicate with their target audiences.”

“So, what is social media? In aggregate, social media is a group of websites that provide different and unique ways to have an online conversation.”

“Routes to New Networks is a guide book that was prepared based on a study originally entitled, ‘Utilizing information technology in innovative marketing approaches for public transportation’. (2009)”

http://ntl.bts.gov/lib/32000/32600/32638/FDOT_BD549-53_rpt.pdf

Definition **Social media** are media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers. [Andreas Kaplan](#) and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#)^[1]. Businesses also refer to social media as [user-generated content](#) (UGC) or [consumer-generated media](#) (CGM). Social media utilization is believed to be a driving force in defining the current period as the [Attention Age](#).

. http://en.wikipedia.org/wiki/Social_media

Scope note (if needed) Xsm

Broader term Information dissemination (Xs)

Narrower term

Associative relationships

Related terms: Mass communication (Dsfm)
Mass media (Chqm)
Marketing (Ch)
Personal communication networks (Dsbwp)

Cross-references:

USE/UF terms Social networking
User-generated content

Web 2.0
Social networks

Variant forms

Homographs

Usage/Warrant/Statistics (# of hits/search results for term in quotes, e.g., “automobile factories”)

- Search term, variants, and/or synonyms identified if necessary
- Use a minimum of five sources
- Note currency of term usage

CATALOGS	TI	KW	SU	AB
NTL Digital Repository	10	1	1	
VDOT OneSearch				
DOT HQ		1	1	
FHWA		2		
NUCAT (NUTL)	4	106	6	
TranWeb (NUTL)	1	14	9	
NTIS	20	135		200
TRIS Online	2	13	30	
UMTRI	0	0	0	
RiP	0	1	0	
VDOT		1		
WorldCat	1184	2097	507	
Google StateDOT		81		
Google Scholar		18K		
Other thesauri, taxonomies, or schemes				
LCSH				
Taxonomy Warehouse				

Other/Comments

Action X_ Add _ Update _ Decline _ Remove _ Park

Type X Preferred term _ Non-preferred term