

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

Date 7-7-2010

Term Social networking

Proposed by

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)

Broader term

Narrower term

Associative relationships

Related terms:

Cross-references:

USE/UF terms Social media

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				
VDOT OneSearch				
DOT HQ				
FHWA				
NUCAT (NUTL)				
TranWeb (NUTL)				
NTIS				
TRIS Online				
UMTRI				
RiP				
VDOT				
WorldCat				
Google StateDOT				
Google Scholar				
Other thesauri, taxonomies, or schemes				
LCSH				
Taxonomy Warehouse				

Other/Comments

Action X_ Add _ Update _ Decline _ Remove _ Park

Type Preferred term X_ Non-preferred term