



Impact and communication

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Impact of Facebook

- ▶ Addiction
- ▶ Party photos
- ▶ Chatting and socialising
- ▶ Cyberbullying
- ▶ Advertisements
- ▶ Events

Communication on Facebook

- ▶ Harder to get 'likes' than 'followers' on Twitter
- ▶ Unlimited length of posts
- ▶ Posts don't go viral immediately
- ▶ Only one account possible
- ▶ Groups, pages and events possible

Impact of Twitter

- ▶ Sharing life
- ▶ Staying present on the internet
- ▶ Examples:
 - ▶ Family life
 - ▶ Impact of celebrities
 - ▶ Tweets by politicians

Communication on Twitter

- ▶ Short information
- ▶ Information instead of communication
- ▶ Faster news
- ▶ No groups

Conclusion

- ▶ Estonia: Facebook used more often
- ▶ German: Twitter used more often
- ▶ Facebook has more functions



▶ Thank you for listening!