

Download Social Media And Electronic Commerce Law

The development of social media started off with simple platforms such as sixdegrees.com. Unlike instant messaging clients, such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. The first social networks were short-lived, however, because their users lost interest. Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success ...Increasing numbers of Americans use social media both on and off the job. Concerns about employers asking employees to turn over their usernames or passwords for their personal accounts prompted concerns among some lawmakers. Some employers argue that access to personal accounts is needed to protect ...1. Introduction. Social commerce developed in tandem with the e-commerce evolution. It was introduced by Yahoo in 2005, and quickly became a means for adding value to commercial services through the use of customer engagement by major web companies, such as Amazon, Groupon and eBay (Wang and Zhang, 2012). In 2006, the first academic article appeared that explicitly used the term social commerce.