

**SOCIAL MEDIA ERA AS A PHASE OF INFORMATION
SOCIETY'S
DEVELOPMENT**

Summary

The information society is constantly going through its development, which successive phases are determined by the application of ever newer technologies in everyday use. Bloom observed in social media seems to be a new stage of functioning of the information society. Facebook alone has more than five hundred million (half a billion) active users, and its business potential and opinion-making capacity is becoming more apparent. Social media have become an accelerator of today's sociopolitical transformations. Social media are also a source of many both technical and emotional threats.

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