

# Digital natives and social media



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Digital Natives and Social Media

An Empirical Study about the Importance of Social Media and its Impact on

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An Empirical Study about the Importance of Social Media and its Impact on M  
edia Communication

Keywords: Digital Natives, Social Media, Social Networking, Media Communi  
cation, Flow of Information, Use of Social Media Digital Natives are the  
generation born during or after the general introduction of digital  
technology. While individuals from elder generations recall organizing,  
planning and interacting with one another without mobile devices,  
computers or the Internet, Digital  
Natives have been using these technologies since their early years.

They are the same, but different to previous generations. Digital Natives  
have an inherent understanding of digital technologies, as they've  
been integrated into their lives since early childhood.

They are part of a tech? savvy generation at the forefront of technological  
progress and want to be connected when they wish, from anywhere.

Now graduated from secondary education, the first generation of Digital Nati

ves is entering the working world - and transforming it at a fast pace.

Technology has been integrated into the lives of Digital Natives