

Social media operation models

Recommendation systems using artificial intelligence monitor user behavior and the information users share about themselves and their interests. Based on this, they suggest content. Each social media platform has its own main model of user interaction. Currently, five models are commonly recognized. Read the descriptions below and match social media logos with the corresponding models (you can draw the logos into the empty circles). Discuss your ideas with classmates if you're unsure.



Friends-Based Model

The oldest model of social media, where users follow their friends and acquaintances.



Followers-Based Model

The second wave of social media introduced the "followers" model. It solved the awkwardness of initiating "friendships" by allowing users to follow others without knowing them personally. However, this model also shifted focus toward content creation by a small number of the most influential individuals, making it harder for regular users to gain visibility.



Interest-Based Model

Originally found in online forums, this model evolved into full-fledged social networks. Users choose topics they want to explore and join groups with others who share the same interests.



Group-Based Model

A strong trend emerged in building communities, which gave rise to platforms that are often not even recognized as social networks—though they are.



Algorithmic Recommendation Model

Users consume content selected by an algorithmic feed, without needing to follow or friend anyone. Algorithmic recommendation is a direct response to user behavior.



Instagram



Reddit



Quora



Slack



X (Twitter)



LinkedIn



TikTok



Discord



YouTube



Facebook