**DIGITAL LIFESTYLE:**

**Understanding Electronic Commerce,   
Social Media and the Power of Intelligent Networking**

A picture containing flying, kite, blue, sitting

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Digital media represents the artistic convergence of various kinds of hardware and software

design elements to create entirely new forms of communication expression. Digital media has proven to be the seminal 21st century game changer in terms of how we format, store, send

and receive information and entertainment. From smart phones to social media platforms

like Instagram, Facebook, You Tube and Linked-In, digital media has transformed the way we communicate, store and receive information. Booking a flight and vacation on-line is a very different value proposition than working with a travel agent. Purchasing a set of songs via

iTunes or Spotify is an altogether different shopping experience than walking into the once   
tried and true music store.

In this presentation, we introduce the word *digital lifestyle* as a way to describe how various

kinds of media and information technologies are used to enhance the way we live.   
Special attention is given to electronic commerce, social media and the power of Intelligent Networking. Electronic commerce (EC) has created an altogether new business model that maximizes the potential for fast and efficient communication to a worldwide customer base.

It has fundamentally changed how retail trade is conducted in terms of information gathering, marketing, production and distribution. Social media involves creating a virtual community   
of users who share information through the use of individual profiles, contact information personal messages, blogs and commentary, and videos. The operative word is “social” since it involves the reaching out and sharing of one’s ideas, thoughts and experiences to a common community of users. Simply put, social media is about the power of networking and relationship building

Today’s media users have come to expect certain things from the computer and communication devices they use. Digital lifestyle means having an appreciation for speed, personalization,

mobility and convenience.