

THE DEVELOPMENT HISTORY AND SIGNIFICANCE OF HASHTAGS IN SOCIAL NETWORKS

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Abstract. *This scientific article examines the significance of hashtags in social networks and their impact on communication and information exchange among users. The origin of hashtags, their functions, and effective usage methods in social networks are discussed. The article provides detailed information on the role of hashtags in social media platforms and their importance in content distribution and reaching target audiences.*

Keywords: *hashtags, social networks, information technology, media platforms, content distribution, target audience.*

INTRODUCTION

Since the dawn of humanity, the curiosity to innovate has been incredibly strong. This curiosity has led to inventions and the creation of new devices. [1,117] Countless inventions have advanced technology to its current level. From children who can recognize objects to elderly people, modern devices are ubiquitous. Even preschool children may not know how to write, but they can navigate YouTube to find and watch their favorite cartoons. Hashtags play a significant role here, as they help group information, making it easy to find.[2,56]

THE ORIGIN OF HASHTAGS

Hashtags were first introduced by Twitter in 2007. Since then, users have started adding hashtags to their messages.[3,317] Hashtags combine the specified keywords of texts (words starting with the “#” symbol) to make it easier to find texts within a system based on topics and objectives. This feature quickly gained popularity in social networks and spread to other platforms like Instagram, Facebook, and more.[4,16] Hashtags help users connect with others and find texts related to similar topics.

THE IMPORTANCE OF HASHTAGS TODAY

Today, hashtags are widely used in social networks. They are essential for searching texts and finding topic-related content across these platforms. This helps many users develop relationships and enhance their connections with one another.[5,192]

Functions of Hashtags

- Content Organization: Users can label their content with hashtags to indicate specific topics or events.
- Ease of Search: Hashtags help users quickly find information on their topics of interest.

- Trending: Hashtags can spread topics to a wide audience and create trends.[6,880]
- Expanding Communication: Users can reach a broader audience and engage in discussions by using hashtags.

Hashtags in Different Social Networks

Instagram

- Hashtags make it easier for users to find content. For example, general hashtags like #Travel, #Food, #Fashion help users search for topic-related content.[7,52]
- Hashtags link users through topics and articles. Tags like #ThrowbackThursday and #MotivationMonday enhance community relevance.

Twitter

- Hashtags define article topics and facilitate the search for interesting or popular content. For example, a political article might use #politics, while a sports article might use #football.[8,117]

•Tags like #Conference, #Webinar, and #OnlineLearning play a crucial role in searching for information on events and collaborations.

Facebook

•Hashtags are used for joining groups, searching for interests, and finding articles. Tags like #GamingCommunity, #HealthyLiving, and #DIYProjects assist in searching for topic-related information.

- Tags like #LinkedIn help direct users to external platforms like websites or blogs.

LinkedIn

•Hashtags are significant in job surveys and job searches. Tags like #JobSeeker and #Networking help in searching for job-related information.

•Tags like #Webinar and #CareerFair are essential for searching and participating in events and business activities.

Conclusion

In social networks, hashtags significantly ease and make communication and information exchange among users more effective.[9,77] This scientific article provides an in-depth analysis of the origin, functions, and possibilities of hashtags across various social media platforms. For future generations, the following recommendations are suggested for using hashtags:

1. Adaptation to New Technologies: Future generations should quickly adopt new technologies and use them effectively. They need to fully understand the benefits and possibilities of hashtags and use them creatively and innovatively.

2. Proper Information Evaluation: Users should analyze the reliability of information found through hashtags. They should verify the accuracy of any information before accepting it blindly.

3. Expanding Communication: It is essential to continue expanding communication and exchanging ideas on various topics through hashtags. This is vital for broadening the worldview and knowledge of future generations.

4. Proper Information Grouping: Developing skills to group information correctly using hashtags and effectively searching for them is necessary. This ensures quick access to information and its proper use by future generations.

In conclusion, hashtags are crucial in enhancing communication among users in social networks, distributing content efficiently, and reaching target audiences.[10,280] Future generations should fully utilize these opportunities to develop their knowledge and skills.

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