**Futurist Predicts Big Changes Ahead For Social Media**

Futurist Bernard Marr predicts sociological changes will spur the rise of "social media 2.0" and offers four key ways it will evolve. Marr looks at the rise in monetization, a focus on user experiences, the change to platforms focused on interest rather than socializing, and use of artificial intelligence to personalize advertising and identify and moderate hate speech or discriminatory behaviors.

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[*https://www.forbes.com/sites/bernardmarr/2022/02/14/what-is-social-media-20-simple-explanation-and-examples/?sh=266547fb65e4*](https://www.forbes.com/sites/bernardmarr/2022/02/14/what-is-social-media-20-simple-explanation-and-examples/?sh=266547fb65e4)

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