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An app as they are known today is just the abbreviated form of the word application but in this instance, it means a computer application that is downloaded especially on a mobile device like a phone. The relationship between mobile devices and apps would be like a computer and Word. One is a user interface on the larger device so to speak. You would go to your Play store, Apple iTunes, or Samsung Apps etc to download apps onto your mobile device for use. I use many apps but, in most cases, when you think of apps you think of social media. For example, the most used apps on my phone are Instagram, YouTube, DropBox, and Sing! Karaoke. Of the four listed, half are strictly social media apps, so you could say a major benefit of apps is socialization. Instagram, I use socially like everyone else, but I also actually enjoy Instagram ads because they are targeted towards the accounts I like and links I click so another benefit would be that they help us make better informed purchases as consumers. I have found several products recommended in my Instagram ads that I end up purchasing. Instagram is the best social media as far as ads go since they are geared toward images that you have already shown that you like. I prefer this type of targeted ad because it cuts out junk ads for products that you clearly would not be interested in. YouTube isn’t strictly a social app though it is used for socializing between accounts of content creators or between viewers that enjoy the same content. YouTube is mainly for either posting or watching videos so not just for socializing but also provides entertainment like Netflix or Hulu. I also find products I like thought YouTube video reviews. I especially find a lot of make up in this way because I have certain content creators that I trust when I see the review products. DropBox is a file sharing app that I can use either for work or the transfer of personal files from one place to every place I go. It’s basically a small personal cloud for file sharing which helps me a great deal since my files are anywhere I have access to my apps. There are few ads on DropBox but the main ads are targeted at business profiles.