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Sommario/riassunto	Currently, more than half the population in developed countries has experienced online social networking. What is more, a quarter of the world's citizens now have a profile in social media, whose users number 1.47 billion. Although English-speaking countries top the list of active social media-using nations, people from all around the world are represented in online social network channels. Social media obviously is a global phenomenon; however, we don't know much about how each nation uses t...