

A top-down photograph showing several hands reaching out from the top of the frame, holding small wooden blocks with social media logos. The logos include YouTube, Twitter, Instagram, and Facebook. The hands are positioned over a green grassy surface. In the lower half of the image, the words 'SOCIAL MEDIA' are written in large, yellow, chalk-like letters on the grass. The overall composition suggests the building or evolution of social media.

The Evolution of Social Media Platforms

Introduction to Social Media



- Definition: Social media are interactive digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.
- Key features: User-generated content, profile creation, networking capabilities
- Impact: Revolutionized communication, business, and social interactions globally

From Bulletin Boards to Networked Communication

1

Early Bulletin Boards

Physical bulletin boards were used for sharing information and announcements within communities.

2

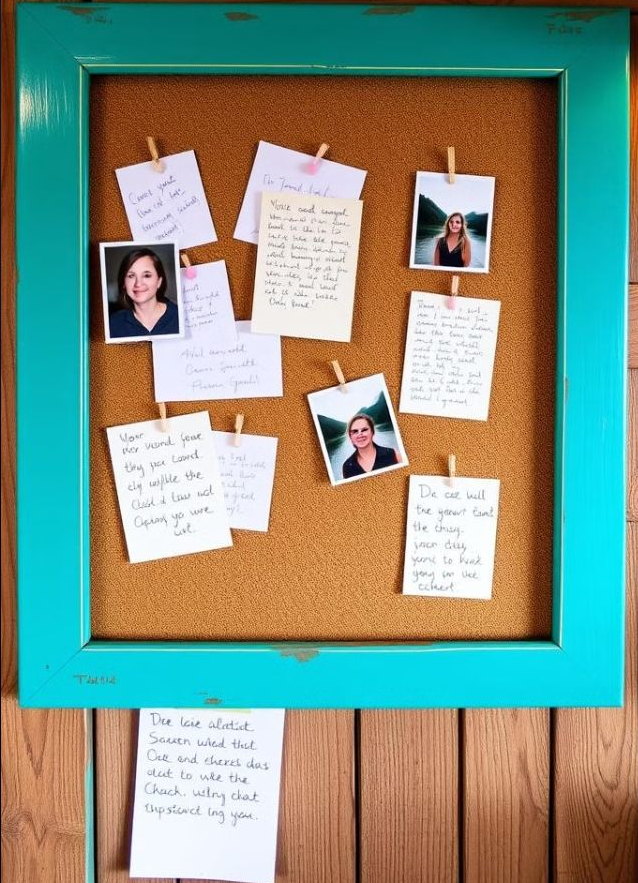
Early Online Forums

Early online forums and message boards enabled asynchronous communication between users, facilitating discussion and information sharing.

3

Emergence of Email and Instant Messaging

Email and instant messaging revolutionized personal communication, allowing individuals to connect in real-time.



Early Social Media Pioneers

Six Degrees (1997): Often considered the first social networking site

1997



[HOME](#)

Six Degrees

[SIGN IN OR JOIN](#)

Email Address


Password

[SIGN IN](#) ☐ Remember Me

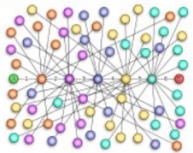
You're only Six degrees away from everyone...

Six Degrees Social Engine

The Most Exclusive Invite Only Social Network Where You Will Meet Amazing People Based on Your Interests



Build a Professional Networks or start up a group of friends based on your common interests. The Internet has opened our world now let it open its opportunities to you.

[GET AN INVITATION NOW!](#)

Six degrees of separation is the idea that all living things and everything else in the world is six or fewer steps away from each other so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps.

- Wikipedia

[ALREADY HAVE AN INVITATION WITH A CODE?](#)

[GET STARTED HERE!](#)

Early Social Media Pioneers

2002

Friendster (2002): Popularized the concept of online social networking

[Home](#) | [Basic](#) | [Get More](#) | [Help](#) | [About Us](#) | [Contact Us](#) | [Log Out](#)

Welcome Zephoria!

[Edit Profile](#)
[Edit Photos](#)
[Edit Friends](#)
[Edit Testimonials](#)

[Edit Photos]

My Profile: [Edit Profile]

Gender:	Female
Interested in Meeting People for:	Dating, Serious Relationship (Women and Men), Friends, Activity Partners
Status:	Single
Age:	25
Occupation:	social networks researcher
Location:	San Francisco, CA
Hometown:	Lancaster, PA
Interests:	people watching, intellectual culture, books, buddhism, computer-mediated communication, social networks, technology, stamping
Favorite Music:	psytrance/opa/trance [Infected Mushroom, Son Kite...], brega/digital structures, downtempo, Thievery Corporation, Ani DiFranco, Erin McKenna, Ween, White Stripes
Favorite Books:	Authors: Erving Goffman, Stanley Milgram, Jeanette Winter, Eric Schlosser, Leslie Feinberg, Dorothy Allison, Italo Calvino
Favorite TV Shows:	?TV?
Favorite Movies:	Amelia, Waking Life, Tank Girl, The Matrix, Clockwork Orange, Koyaanisqatsi
About Me:	[Some know me as danah...] I'm a geek, an activist and an academic, fascinated by people and society. Buzzwords that pervade my current existence: context, social networks, identity management. My musings: http://www.zephoria.org/thoughts/
Who I Want to Meet:	Someone who makes life's complexities seem simply elegant. A partner in crime with an intellectual bent and a passion for creating change.

My Friends: (196) [Edit Friends]

(See all 196 Friends)

Vagina	Mike	Carson	Ken	Scott
Paul	Cari	Heather	Marv	Magdalene

(See all 196 Friends)

Testimonials: [Edit Testimonials]

SlowDuck: 07/30/2003:
danah: an inspirer, a mover, a true near-life experience.

Yered: 07/22/2003:
I first saw danah across the room - gushing energy and life through wild arm gestures and crazy pink and blue hair. v-day brought us together years later, and i've never ceased being amazed and awed by her loyalty, unapologetic determination, visionary outlook on life, (seeming -p-) expertise on every subject on earth and beyond, and unwavering need to party, hard! harder! oh yeah baby! love and miss you d, love v

Miriam: 06/01/2003:
I wish I could take this woman and put her in my pocket. Then we'd be together everywhere and we'd never lose touch. Plus it would be infinitely entertaining.

Scott: 05/11/2003:
see this girl danah? see danah doing a dozen things at once with elegance and heart? see the social network ties flowing from out her body digital, reproducing and ramifying thru the new ecology, finding you, loving you, inspiring you, feeding you? see ze seeing you see?

Early Social Media Pioneers

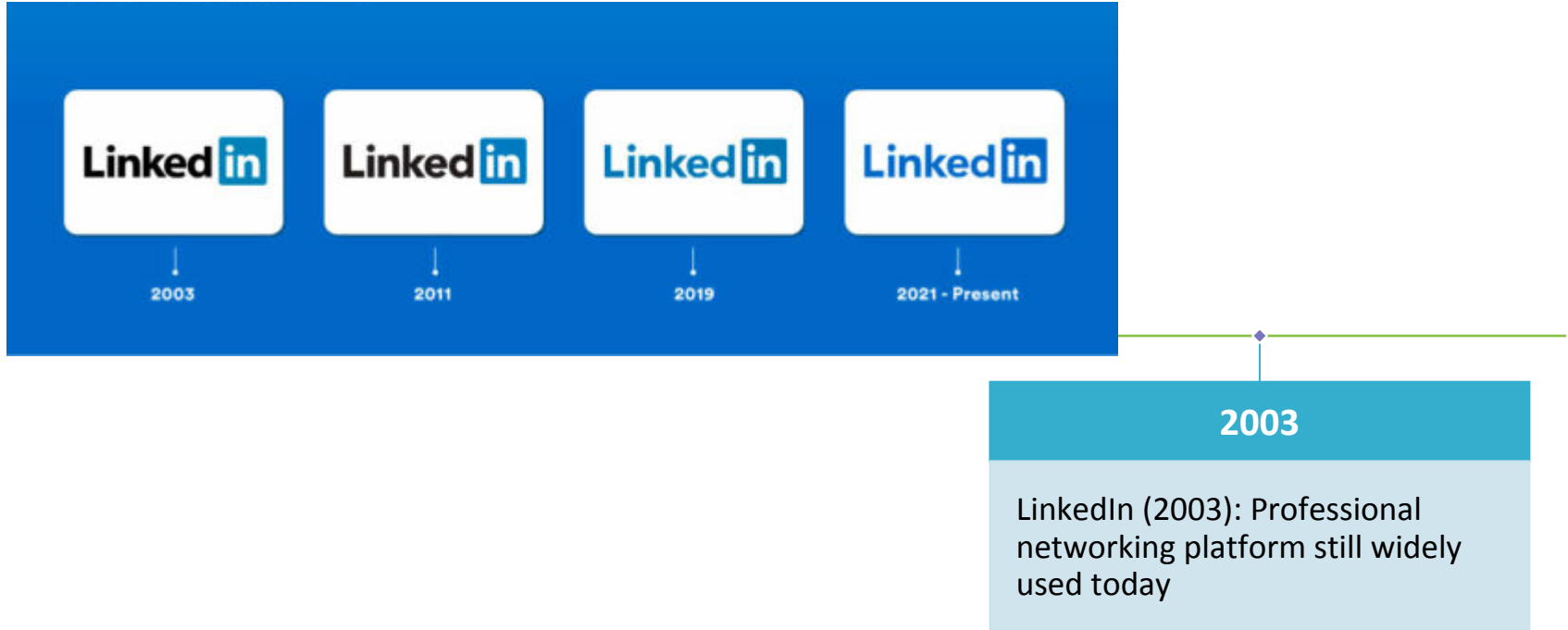


The screenshot shows a MySpace profile for a user named Tom. The header includes navigation links like Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, and Groups. The profile section displays a photo of Tom, a male, 30 years old, from Santa Monica, California. It also shows his last login date as 8/27/2006 and a 'View My: Pics | Videos' link. A 'Contacting Tom' box contains links for Send Message, Add to Friends, Instant Message, Add to Group, Forward to Friend, Add to Favorites, Block User, and Rank User. At the bottom, the MySpace URL is listed as http://www.myspace.com/tom.

MySpace (2003): Became the most visited website in the United States in 2006

2003

Early Social Media Pioneers



The Rise of Facebook

- Founded in 2004 by Mark Zuckerberg and college roommates
- Initially limited to college students, opened to everyone in 2006
- Key features: News Feed, Like button, Facebook Pages
- Rapid growth: Reached 1 billion active users in 2012
- Acquisitions: Instagram (2012), WhatsApp (2014)





News Feed



Profile



Friends



Inbox



Chat



Requests



Events



Photos



Notes



Ariel Mendoza commented on your status.

Load New Posts



Andru Edwards I uploaded a YouTube video -- Yelp Monocle Hidden Feature Unlocks iPhone Augmented Reality
<http://bit.ly/uHe7q>

11 seconds ago



Dave Caolo



4 minutes ago



1 comment

Twitter: Microblogging Revolution



- Launched in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams
- Unique feature: 140-character limit (expanded to 280 in 2017)
- Introduced hashtags and trending topics
- Became a platform for real-time news and celebrity interactions
- Significant impact on politics and journalism

Logo Evolution of Twitter



2006



2009



2010



2012



2023

Visual-Centric Platforms

Instagram (2010): Photo and video sharing, introduced filters and Stories





Visual-Centric Platforms

Pinterest (2010): Visual discovery engine for saving
and sharing ideas

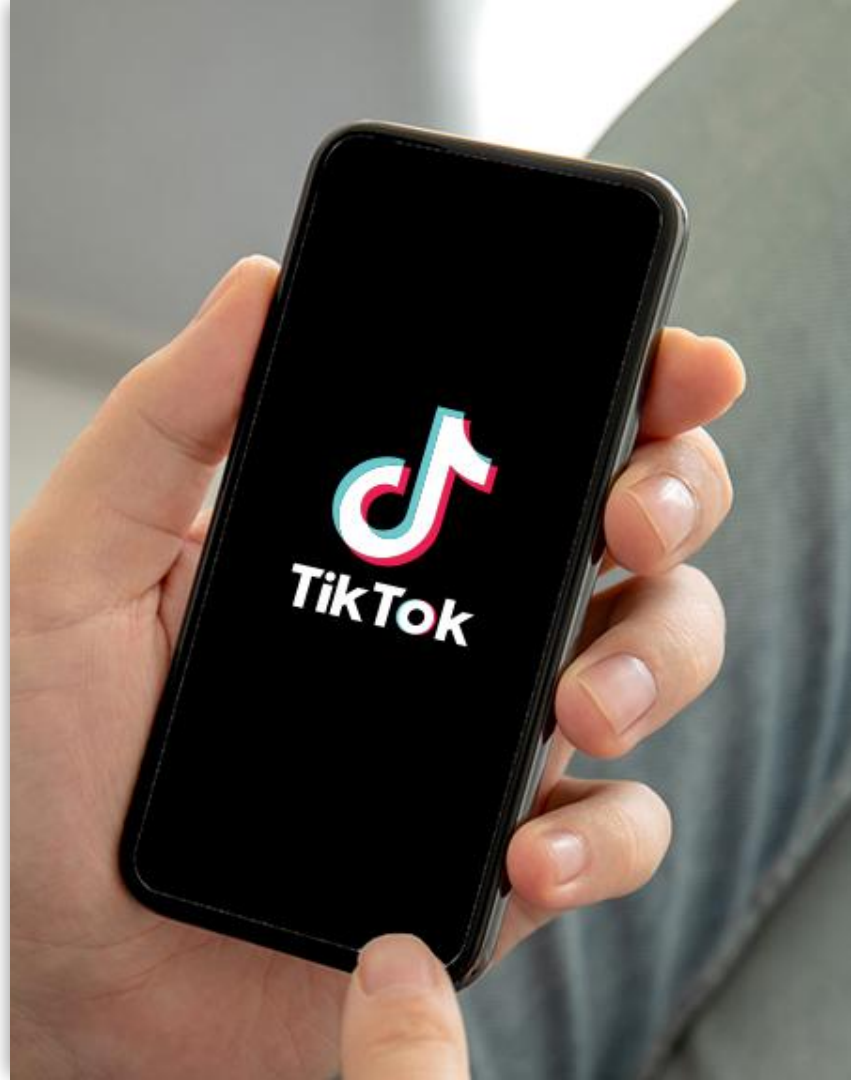


Visual-Centric Platforms

- Snapchat (2011): Pioneered disappearing content and augmented reality filters

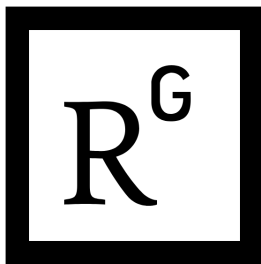
Visual-Centric Platforms

- TikTok (2016): Short-form video platform, gained massive popularity globally



Professional and Niche Networks

- **LinkedIn:** Career-focused networking and job searching
- **ResearchGate:** Academic and scientific community
- **Behance:** Creative professionals showcase work
- **GitHub:** Collaboration platform for developers



Messaging Apps as Social Platforms



- **WhatsApp:** End-to-end encrypted messaging, acquired by Facebook
- **WeChat:** Chinese super-app combining messaging, social media, and mobile payments
- **Telegram:** Cloud-based messaging with a focus on security
- **Discord:** Originally for gamers, now used by various communities

The Impact of Social Media on Society

- Connectivity
- Information sharing
- Digital marketing
- Privacy concerns
- Mental health

Social Media and Politics

- Political campaigns: Direct communication with voters
- Activism: Organizing movements and raising awareness (e.g., Arab Spring, #MeToo)
- Misinformation: Spread of fake news and conspiracy theories
- Echo chambers: Reinforcement of existing beliefs and polarization

Social Media Business Models



Advertising: Primary revenue source for most platforms



Data collection: User information used for targeted advertising



Subscriptions: Some platforms offer ad-free experiences for a fee



E-commerce integration: Social shopping features

Content Moderation Challenges

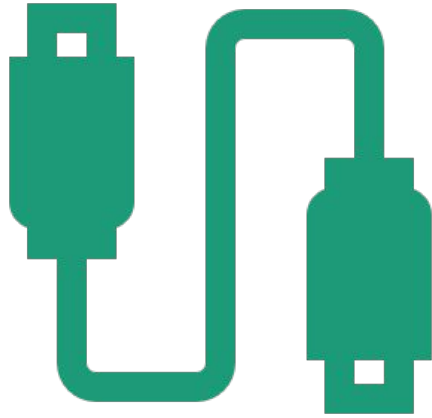
- Balancing free speech and harmful content
- Automated vs. human moderation
- Dealing with misinformation and fake news
- Cultural differences in content standards
- Transparency and accountability in moderation practices



Social Media Algorithms

- Purpose: Personalize user experience and increase engagement
- Functions: Content ranking, recommendations, ad targeting
- Controversy: Filter bubbles, addiction-like behaviors
- Calls for algorithmic transparency and user control





Mobile-First Social Media

- Shift from desktop to mobile devices
- App-based experiences: Instagram, Snapchat, TikTok
- Features optimized for mobile: Stories, vertical video
- Integration with smartphone capabilities (camera, location services)



The Future of Social Media: Emerging Trends and Technologies

1

Metaverse and Immersive Experiences

The metaverse is expected to transform social media, creating immersive virtual worlds for interaction and entertainment.

2

Artificial Intelligence and Personalization

AI will personalize content recommendations, tailor experiences, and enhance communication and interaction on platforms.

3

Decentralization and Blockchain Technology

Blockchain technology may enable decentralized social media platforms, empowering users and fostering greater transparency.



Social Media Marketing

- Influencer marketing: Partnering with popular users for promotion
- User-generated content campaigns
- Social listening: Monitoring brand mentions and sentiment
- Social commerce: Direct purchasing through social platforms
- Performance metrics: Engagement, reach, conversions

Privacy and Data Protection

- GDPR and other regulatory frameworks
- Data breaches and their consequences
- User control over personal information
- Encryption and secure communication
- Debate over anonymity vs. accountability online



Critical Thinking and Digital Literacy

- Importance of fact-checking and source verification
- Understanding algorithmic bias and filter bubbles
- Managing digital footprint and online reputation
- Balancing online and offline life
- Developing healthy social media habits