

BCA SEM-I
2023-2024

**SOCIAL MEDIA ANALYTICS USING R –
HISTORY AND EVOLUTION**

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HISTORY AND EVOLUTION OF SOCIAL MEDIA

1997

First ever launch of Social Media Application known as MACROVIEW which was later known as SIX DEGREES by Andrew Weinrich from New York city which had more than more than 3.5 lac users and near about 100 employees.

2001

End of Six degrees application as internet was not that much in use which resulted in loss of users and company faced a financial loss.

HISTORY AND EVOLUTION OF SOCIAL MEDIA

LIVE JOURNAL

Brad Fitzpatrick launched this application on April 15, 1999 to chat with his friends. Danga Interactive operated the live application which was later purchased by American blogging software company Six Apart and then Six Apart sold it to SUP media Live Channel Application a Russian company in 2007.

It provides features like other social media applications like journal, comment, blog, talk to people, post photos and videos.

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Lunar Storm

In 2000, Lunar Storm application was launched which is a Swedish Social Media Platform which plays a major role in Advertisement media.

It is the first ever application which included Commercial Advertisement in it.

Nearly 12 Lakh users used this application in 2007 but till 2010 the number of users in the application decreased which resulted in closure of the application on August 18, 2010.

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Friendster

A US Social Networking site which was launched by Jonhantan Aibrams in 2003 and was designed in 2002. By the launch itself it was attracted by 3 Million users. Google offered 30 Million Dollar to purchase it but it was rejected.

Mostly operated by Asian Companies.

Till 2008 there were 115 Million users.

Friendsters popularity affected when in 2009 Facebook was launched and the politics in the Employees of Friendsters increased.

On December 9, 2009, MOL Global company purchased it in 26.4 Million Dollar. In 2011 it was converted into Social Gaming Site.

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myspace

This social media application was launched when Friendster was in its peak time which was an American social networking site which was launched on August 1, 2003. It was the highest used social media platform from 2005 to 2008.

Chris Dewolfe, Tom Anderson and John Hart were its founder. Like Friendsters, myspace was also affected by the launch of Facebook.

HISTORY AND EVOLUTION OF SOCIAL MEDIA

From Six Degree to myspace

Various applications were launched in between the launch of these above applications like care2, multiply, ning, orkut, mixi, piczo and hyves.

Some of them were mostly launched in 2003.

Which were launched and available but didn't reach globally.

HISTORY AND EVOLUTION OF SOCIAL MEDIA

Linkedin

A platform which directly connects employers and employees.

Launched on May 5, 2003.

Governed by Microsoft corporation.

Founded by REID HOFFMAN, JEAN-LUC VALLIANT, KONSTANTIN GUERICKE, ERIC LY and ALLEN BLUE.

Today Linkedin is nearly used by 930 million users.

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Facebook

A social media platform which changed the social media industry.

Founded by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.

Launched on February 4, 2004.

Friendster and myspace were its co-competitor but due to its consistent efforts and updations it attracted many users.

In April 2008 it made its name in most visited website which left behind myspace.

It became the most downloaded mobile app in 2010.

Today Facebook possesses nearly 2.99 billion monthly active users.

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Twitter

An American micro-blogging as well as social media platform.

Launched in July 15, 2006.

Founded by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams.
One of the apps which made its place in the race of other applications.

Today Twitter possesses nearly 259.4 million active users.

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WhatsApp

Founded by Jan Koum and Brian Acton.

Joined Facebook in 2014.

Initially released in 2009.

It made its place in the social media network.

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Instagram

Founded by Kevin Systrom and Mike Krieger.

Launched for iOS

It made its place in the social media network.

On April 3, 2012, Instagram released a version of its app
for Android phones

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