### **1: Title**

* **Title:** **Introduction to Social Networks**
* **Subtitle:** Understanding Social Networks, Social Media Platforms, and Their Evolution
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### **2: Overview of the Lecture**

* **Key Topics:**
  + Definition and types of social networks
  + Key social media platforms
  + Evolution of social media
* **Learning Objectives:**
  + Understand what social networks are and their different types.
  + Identify key social media platforms and their features.
  + Learn about the evolution of social media over time.

### **3: What is a Social Network?**

* **Definition:**A social network is a structure made up of individuals or organizations connected by one or more specific types of interdependency, such as friendship, kinship, common interests, or knowledge.
* **Real-Life Example:**Think of a group of friends who regularly meet and communicate. Each person in the group is connected to others, forming a social network.
* **Key Characteristics:**
  + Connections (nodes and edges)
  + Interactions (sharing information, content, or activities)
  + Relationships (friendships, professional networks, etc.)

### **4: Types of Social Networks**

* **Personal Social Networks:**
  + **Examples:** Facebook, Instagram
  + **Purpose:** Connect with friends and family, share personal updates, photos, and experiences.
* **Professional Social Networks:** 
  + **Examples:** LinkedIn, Glassdoor
  + **Purpose:** Build professional relationships, job searching, networking with industry peers.
* **Interest-Based Social Networks:**
  + **Examples:** Reddit, Pinterest
  + **Purpose:** Join communities based on shared interests or hobbies.
* **Media Sharing Networks:**
  + **Examples:** YouTube, TikTok
  + **Purpose:** Share and discover videos, music, and other multimedia content.

### **5: Key Social Media Platforms**

* **Facebook:**
  + **Overview:** Largest social network with over 2.8 billion users.
  + **Features:** Personal profiles, groups, events, and marketplace.
  + **Example:** Sharing life updates, creating event invitations.
* **Instagram:**
  + **Overview:** Visual-focused platform for sharing photos and videos.
  + **Features:** Stories, Reels, IGTV, and influencer marketing.
  + **Example:** A small business using Instagram to promote products.
* **Twitter:**
  + **Overview:** Microblogging platform with a focus on real-time updates.
  + **Features:** Tweets, hashtags, and trends.
  + **Example:** Using Twitter for breaking news or customer service.
* **LinkedIn:**
  + **Overview:** Professional networking platform for career development.
  + **Features:** Job postings, professional profiles, endorsements.
  + **Example:** Connecting with industry leaders and job searching.

### **6: The Rise of Niche Social Networks**

* **Definition:** Social networks that cater to specific interests, professions, or demographics.
* **Examples:**
  + **Clubhouse:** Audio-based social networking for discussions and virtual events.
  + **Behance:** Social network for creative professionals to showcase their portfolios.
* **Real-Life Example:**A photographer might use Behance to connect with other photographers, share their work, and find job opportunities.

### **7: Evolution of Social Media – Early Days**

* **Pre-Social Media Era:**
  + **Bulletin Board Systems (BBS):** Early platforms where users could post messages and share files.
  + **AOL and IRC (Internet Relay Chat):** First forms of online chat and messaging.
  + **Six Degrees (1997):** The first recognizable social network, allowing users to create profiles and connect with others.
* **Real-Life Example:**Six Degrees allowed people to create a web of connections, similar to how LinkedIn works today, but on a much smaller scale.

### **8: Evolution of Social Media – Early 2000s**

* **Friendster (2002):**A platform to connect with friends and discover new people. Though it didn’t last, it paved the way for future social networks.
* **MySpace (2003):**One of the first major platforms to combine music, personal profiles, and social networking.
* **Facebook (2004):**Initially a college-only network, it quickly expanded and became the leading social media platform worldwide.

### **9: The Mobile Revolution and Social Media**

* **Mobile Apps Take Over (2008-Present):**
  + **Key Shift:** Social media became mobile-first with the introduction of smartphones.
  + **Examples:**
    - **Instagram:** Launched in 2010 as a mobile-only app.
    - **Snapchat:** Introduced ephemeral content and popularized visual messaging.
  + **Impact:** Users now expect to access social media platforms anytime, anywhere.
* **Real-Life Example:**Think about how you use Instagram or Snapchat throughout the day on your phone, versus how earlier social networks were mainly accessed on desktop computers.

### **10: Current Trends in Social Media**

* **Short-Form Video Content:**
  + **Example:** TikTok's rise with short, engaging video clips.
* **Live Streaming and Real-Time Interaction:**
  + **Example:** Facebook Live, YouTube Live for events and real-time user engagement.
* **Social Commerce:**
  + **Example:** Instagram Shopping, where businesses can sell directly through social media.
* **The Rise of Privacy Concerns:**
  + **Example:** Growing user concern about data privacy leading to platform changes like encrypted messaging on WhatsApp and signal.

### **11: The Impact of Social Media on Society**

* **Positive Impact:**
  + **Global Connectivity:** Bringing people together from different parts of the world.
  + **Business Growth:** Providing platforms for small businesses and startups.
  + **Awareness Campaigns:** Using social media to raise awareness about social issues.
* **Negative Impact:**
  + **Cyberbullying:** Social media can be a platform for harassment.
  + **Privacy Concerns:** Users often share personal information without fully understanding the consequences.
  + **Misinformation:** Fake news and disinformation can spread quickly on social networks.
* **Real-Life Example:**During the COVID-19 pandemic, social media played a crucial role in spreading information, but it was also used to spread misinformation.

### **12: The Future of Social Media**

* **Emerging Trends:**
  + **Augmented Reality (AR) and Virtual Reality (VR):** Social platforms integrating AR filters and VR experiences.
  + **Decentralized Social Networks:** Platforms focusing on privacy and user control, such as Mastodon.
  + **AI-Driven Content:** Algorithms determining the content users see and interact with.
* **Real-Life Example:**Facebook rebranding to "Meta" to reflect its focus on building a "metaverse," a virtual space where people can interact in a more immersive way.

### **13: Summary**

* **Recap:**
  + Social networks connect people through various types of relationships.
  + Key platforms include Facebook, Instagram, LinkedIn, and more.
  + Social media has evolved from simple message boards to complex mobile apps and continues to change rapidly.
* **Next Steps:**
  + Reflect on how you use social networks in your own life.
  + Stay aware of new trends and how they might impact your future.

### **14: Discussion Questions**

* **Question 1:**How do you think social networks have changed the way people communicate with each other?
* **Question 2:**Which social media platform do you think will be the most relevant in the next 10 years, and why?
* **Question 3:**How do you balance the positive and negative impacts of social media in your own life?

### **15: Quiz Questions**

* **Question 1:**What is the main purpose of professional social networks like LinkedIn?
  + A) Share personal photos
  + B) Job searching and networking
  + C) Watch videos
* **Question 2:**Which platform was one of the first to focus on music and personal profiles?
  + A) Facebook
  + B) MySpace
  + C) Twitter
* **Question 3:**What does AR stand for in the context of social media trends?
  + A) Augmented Reality
  + B) Automated Response
  + C) Active Resource

### **7: Evolution of Social Media – Early Days**

1. **Pre-Social Media Era:**
   * **Bulletin Board Systems (BBS):**Before social media, there were **Bulletin Board Systems (BBS)** in the 1980s and early 1990s. BBS allowed people to connect to a server using a phone line and post messages, share files, and chat with others. It was like an early version of the internet, but much slower and with fewer features.
   * **AOL and IRC (Internet Relay Chat):  
     AOL (America Online)** and **IRC (Internet Relay Chat)** were among the first ways people could communicate in real-time on the internet. AOL had chat rooms where people could talk with others who shared similar interests. IRC was a simple text-based platform where people could join chat rooms (called channels) and talk with others. These platforms helped people connect online, but they were still very basic.
2. **Six Degrees (1997):  
   Six Degrees** was the first real **social network**. It let people create profiles, add friends, and send messages. The name "Six Degrees" comes from the idea that everyone in the world is connected by only six people or fewer. Think of it as a very early version of Facebook or LinkedIn, but with far fewer features.  
   **Real-Life Example:**Imagine Six Degrees as a simple version of LinkedIn. You could connect with friends and see their connections, just like how LinkedIn shows your professional network today. However, Six Degrees didn’t have the same reach or features we see in social media now.

### **8: Evolution of Social Media – Early 2000s**

1. **Friendster (2002):  
   Friendster** was one of the first major social media sites in the early 2000s. It allowed users to connect with friends, share photos, and send messages. You could also meet new people by seeing friends of friends. Though Friendster became very popular in the beginning, technical issues and competition led to its decline. Still, it paved the way for future social networks by showing the potential of connecting people online.
2. **MySpace (2003):  
   MySpace** was one of the first big platforms that combined **social networking** with **music**. Users could create personal profiles, customize their pages with backgrounds and music, and connect with friends. It became extremely popular, especially among younger people and musicians who used it to share their work. MySpace was like an early version of Facebook, but with more focus on self-expression through design and music. However, as Facebook grew, MySpace eventually lost its popularity.
3. **Facebook (2004):  
   Facebook** started as a social network for college students. It allowed users to create profiles, connect with friends, share updates, and post photos. It quickly grew beyond just college students and became a platform for everyone. Facebook's simplicity, combined with new features like the News Feed, made it the dominant social media platform worldwide. Unlike MySpace, Facebook focused on connecting people through real-life relationships and less on customization, which helped it appeal to a broader audience.