

The Evolution of Social Media

By IEEE-TEMS

THE ADVANCEMENT OF MOST USED TECHNOLOGY

They say that necessity is the mother of invention and the man's need for connecting with people and to develop relationships have made him come up with technologies that will help him do so. Social media now has grown a lot from being a place just to talk to people it has now become a place to discuss new ideas, deliver news, advertise a product and all in all an amazing technology that everyone now relies heavily on especially during the Covid 19.

HISTORY OF SOCIAL MEDIA

To first talk about social media, we should first start with the birth of the Internet. The ARPANET (Advanced Research Projects Agency Network) was introduced for the researchers to share their findings which would reduce the costs and the effort involved in duplicating the documents. There were a few more Networks like MILNET, CSNET, NSFNET, ANSNET but one of the notable moments is the introduction of the TCP/IP protocols in 1973 by Vent Cerf and Bob Kahn.

The launch of actual social sites passed off solely when 1997. Web-blogs were the area unit of the first variety of social communication. Then there came emails and boosted electronic communication. several different sites like LinkedIn (2002), Facebook (2004), modified the complete method of communication.

MODERN SOCIAL MEDIA

Today Social Media has gained more than five billion users. It's become an area for amusement, supply of knowledge even shopping and has become an essential part of our lives. There are a few social media sites that are popular and each of them have something unique that made them stand out and gain the attention of users.

Facebook

It was launched in 2004 by Harvard student Mark Zuckerberg along with Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chirs Hughes. It has nearly 2.8 billion users. It now owns both Instagram and WhatsApp. There have been a lot of problems involving fake news, hate speech, copyright issues and user privacy nevertheless it has the highest number of users compared to any other social media.

Instagram

Founded in 2010 by Stanford's graduate Kevin Systrom as a photo-sharing website and purchased by Facebook in 2012, Instagram has over one billion users worldwide.

Twitter

Founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, et al. as a microblogging website, by 2020, 22% of U.S. adults were Twitter users, in line with bench analysis.

Snapchat

It is one of the latest social media platforms that has blown up in the recent years. It was founded in 2011 by a trio of Stanford's students Evan Spiegelisen, Reggie Brown, and Bobby Murphy. What makes Snapchat different from the other social media is that the pictures and messages sent through Snapchat are only available for a short time. This video-sharing service introduced the idea of "stories," or serialized short videos which are displayed for 24 hours, and "filters," run informative digital effects using augmented reality. Recently Snapchat has launched what it calls "Spotlight" which resembles tiktok in certain ways but what makes this different is that you cannot comment and other users won't know your user profile unless you are above 18 and have a public profile.

Reddit

They call themselves "The front page of the internet. They have a very wide range of communities or groups that they call as a subreddit. These subreddits cover a huge plethora of topics ranging from politics to something like handwriting. A user or as they are called a redditor can post in one of these subreddits and the other redditors can either upvote it or downvote it. There are rewards some which are paid and some which are free that can be given to

a redditor for his or her posts. They have something called karma, a points system that they get if their posts or comments get upvoted and also when they give an award, they gain some karma. The subreddit r/Wall-Streeters has been quite popular recently due to the GameStop incident and have donated \$350,000 to gorilla's charity. It was founded by Steve Huffman, Aaron Swartz and Alexis Ohanian in 2005.

SOCIAL MEDIA AS BUSINESS-PLATFORM

Whereas technology has shifted from massive Desktops to pocket size Mobile Phones and high-speed wireless web, social media has its own necessity.

Marketers have chosen to use social media as their weapon for increasing their services the trade has reached at its peaks.

Sitting reception, we will get what we have a tendency to want.

Future of Social Media

Social Media has to reach out to every person around the world. It has its own problems like getting access of personal details, frauds, phishing, Bullying etc.

Apart from these future goals are

1. Personalize content at zero level.
2. Reducing the amount of conflict occurring in Newsfeed.
3. Reducing content that shouldn't be on internet by using artificial intelligence.
4. Focus on Community building.