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Social Networking

Due to technological advances throughout the years, different types of communication, such as social networking, has flourished. Social networking, which has grown in abundance, serves as the primary form of communication for many people throughout the world. This is seen being used with websites and applications such as using the applications you have downloaded on your phone. People in this generation see social networking as a form of entertainment, simply to pass time and keep them busy communicating with friends. Communication use to be in the form of sending letters before the internet became a main resource in everyday life.

In the 1990s, social networking or social media, wasn’t a big thing until the creation of a website called Six Degrees, created by Andrew Weinreich, was born. It was named after the ‘six degrees of separation’ theory and was around from 1997 to the early 2000s. This website allowed its users to create profiles and add their friends as other users, similar to Facebook. After this the internet moved into a state of blogging and instant messaging. Blogging and instant messaging opened a window for people to be able to read and comment on the blog. “The term “blog” is a form of the phrase “Weblog” which was coined by Jorn Barger, an early blogger that was the editor of the site “Robot Wisdom”.”

As the early 2000s came along, so did the internet. Over 100 million people had access to the internet and soon led up to people sharing common interests online. In 2003, the website MySpace was popular for teens to make profiles and create chat rooms to make friends. LinkedIn is also another form of social networking and is used to help people network professionally whether it’s associates, clients, and colleagues you already know. Most of the social networking websites we are a part of are similar to one another in more ways than one. The following year, Mark Zuckerberg launched a “social media giant” known as Facebook. Facebook has over billions of active users every day from all over the world. Originally, Facebook was a website to associate Harvard students together but later flourished into what it is known for today.

After Facebook and twitter, more websites started to launch in order to achieve a popular social networking audience. Within the years leading up to 2010, websites such as Tumblr, Instagram, Pinterest, Spotify, Snapchat etc.… increased popularity and soon became on the top of the charts for latest social networking applications. “One of the things that started happening right in this time period is that social media not only became widely used, it also became widespread in business. Websites were starting to list their social media addresses, businesses would include Facebook and Twitter addresses on their television commercials and many tools were being built to include social media on websites.”

Social networking plays a key part in our generation as it helps us interact and participate with one another online. When we use any media platform, social connection is allowing us to keep in touch with family and friends. For example, using Facebook lets people build connection and share information, Twitter has you express your thoughts in “real-time”, Google + is a social connection marketplace that allows you to build a circle of contacts to interact with other google affiliated products and MySpace was focused on to entertain and provide a place of social connection based upon music taste, movies, games, and more.

Another example is multimedia sharing. The development of social networking has made it easier throughout the years to upload videos and photography content online. YouTube lets users share and view video content, us being the viewers and the “youtubers” being the provider. Flickr is another website that lets people share photographs online as well as sharing them with others. Certain networks provide not only entertainment but also educational purposes. With the use of educational networking, it allows students to interact in projects, research, or simply with the teacher. Some websites of educational social networking include: The Student Room, The Math Forum, and ePALS School Blog. The Student Room is UK- based student community that lets the student body talk amongst themselves and relate useful resources to the school. The Math Forum was created to connect students with interests in mathematics providing interaction of all age groups. ePALS School Blog is an international social network for K-12 built to promote world peace within the schools.

When it comes to social networking, the applications and websites have to be accessible and effective for everyone. Accessibility in social network sites assist navigation and builds up an increase of participation for the application. A few of our favorite mainstream medias often only focus on surveillance and privacy. To provide the service these sites are known for the FCC set up a consumer support line for American Sign Language to construct a more accessible environment for the hard of hearing audience they have captivated throughout the years. Accessibility is also seen through our apps with text messaging and audio messages where Alex Howard states “US citizens have been able to file complaints regarding the accessibility of advanced communication services (ACS) since October 2013. The last thing about accessibility is not only creating the environment for deaf people for being able to communicate but to also to accommodate the ADA (Americans with Disabilities Act). Facebook’s efforts are to make Facebook accessible to everyone and that implies its efforts of increasing the use for people with disabilities.

Every application and website have accessibility of some kind, but does it show effectiveness? Effectiveness within a social networking platform helps build a stronger community. By building up a media community, people are able to interact and give recognition towards others about what they post and share online. This article mentions “Many of the nonprofits found that hashtags on Twitter were particularly helpful for initiating such discussion, as the hashtag format “speaks in ways a sentence can’t.” Another effectiveness of social networking is mobilizing actions. Research has shown that instead of social media sites, communication through e-mails were more effective towards people. Youyang and Lampe state “that “liking a Facebook page is not an engagement,” and felt it did not lead to action outside the site. They thought the problem was that the social media audience was not “tuned to hear the message” and seemed to lack the motivation to take real actions.”

Social networking has contributed a great effort to people throughput the years. With the use of applications and websites at the palm of your hand, communication became much easier to use. Social networking lets you interact with friends or others from all over the world and will thrives for years to follow to continue entertaining.

Work Cited

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