

Chapter 1 : A brief history of Facebook | Technology | The Guardian

In this way the industrial revolution also became a social revolution that spawned networking far and wide as a way of working. These days In all this, who you know is still hugely important and can be important than what you know and many jobs come through contacts (your author, for example, has changed jobs quite a few times but has not.

Being in with the niche crowd. Meeting your new best friends: Six Degrees widens your contacts in exchange for sampling Web sites. The Dallas Morning News, p. A history of social media [Web log post]. A brief history of social media [Web log post]. Retrieved from Copy Brighter Marketing: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13, The history and evolution of social media [Web log post]. Retrieved from Webdesigner Depot: MySpace losing the battle to remain useful and relevant. CompuServe improves, simplifies electronic mail. A short history of Hotmail. The brief history of social media. Uses, evaluations and media displacement effects over time. The gratification niches of personal e-mail and the telephone. Communication Research, 27, Complementarity in consumption of news types across traditional and new media. New York Times, p. MySpace abandons race with Facebook. The Financial Times, p. Teacher Librarian, 37, Computer as a cultural tool: Chatter mounts on every topic. Social networking sites and our lives. Will less be more for AOL? MySpace re-enters the social media ring with yet another rebrand. Educational use of social networking technology in higher education. Teaching in Higher Education, 15, Five lessons learned from the front. Newspaper Research Journal, 2, Friendster Moves to Asia. Some computer conversation is changing human contact. Timberlake unveils revamped Myspace. Los Angeles Times, p. Theories of media evolution. Theories of media evolution pp. University of Michigan Press. News reports on computers. The history of social media [Web log post]. Coming and going on Facebook. The gratification of niches of instant messaging, e-mail, and the telephone. Communication Research, 35, Marketing News, p 2. Wallflower at the Web Party. Information technology and family time displacement. Domesticating information technology p. AOL tries to navigate the Web it helped you find; On its own once again Pioneering Internet firm now focuses on content. The Washington Post, p. Going the way of Friendster? Determining uses and gratifications for the Internet. Decision Sciences, 35, The creation of the media: Political origins of modern communication. Relation of growth of use of the Internet to changes in media use from Hundreds Register for New Facebook Website. Will Users Pay to Get Friends? Are news media substitutes? Gratifications, contents, and uses. Journal of Media Economics, 24, Defense plan being debated in electronic newspaper. The Financial Post, p. Forget the Net, Usenet is the way to go. Refbacks There are currently no refbacks.

Chapter 2 : A Brief History of Social Media

In terms of social networking, augmented reality offers a number of possibilities. For instance, people could share their name, interests, relationship status, and mutual friends all within a.

Classmates Originally launched as a list of school affiliations, Classmates came out in December. The site, founded by Randy Conrads, later incorporated features like member profiles and friends lists. The company was sold to United Online in and suffered from a string of controversies, including an investigation by Andrew Cuomo, who was New York Attorney General at the time. The company has been rebranded as a center for nostalgia called Memory Lane. Six Degrees Six Degrees is widely considered to be the very first social networking site. Founded by Andrew Weinreich in May, the site launched the following year and combined popular features such as profiles, friends lists and school affiliations in one service. While the site had millions of registered users, due to the lack of people connected to the Internet, networks were limited. Six Degrees October Ryze In the early days of social networking, business professionals turned to Ryze to make connections. The site allowed users to build profiles, add friends and send messages. The website claims to have more than, members in over countries. Friendster While there were social networks that existed before Friendster, none of them engaged the mainstream with the same success. Launched by Jonathan Abrams and Peter Chin in March, the site was built on the premise that people were separated by six degrees. A feature that showed how you were connected to strangers made meeting people less intimidating and highly addictive. It was also considered a safe way to meet potential dates online. Unable to scale the service at the same rate as demand, the site encountered many technical hiccups. Frustrated users began migrating away from the popular social network and on to its rival MySpace. The company is still credited as giving birth to the modern social media movement. In May of, the site abandoned user profiles and transitioned into a social entertainment site. Within the first month, the site had 4, members. What began as a place to post resumes online evolved into a business networking site which continued to grow, adding new features like hiring solutions for companies. In the spring of, the company went public and became the biggest initial public offering for an Internet company to date since Google. At one point in, hi5 was second only to MySpace in terms of traffic. MySpace The social networking site, MySpace was founded by several employees from the Internet marketing firm eUniverse in August. By April of, Facebook took the title of no. Despite several re-design attempts, the company could not revive its brand dominance. The company continued on and launched the networking site Orkut in January of. Originally, membership was by invitation, which was meant to create an environment of trusted friends, but the site may have been too exclusive. It never succeeded at overtaking Friendster or MySpace, and is generally thought of as a failure in the U. In an interview with former Google vice president of location and local services, Marisa Mayer explained the reason behind the blip, "We were actually really overwhelmed with the success pretty quickly. Facebook One of the most controversial websites in history, Facebook was launched in February by Mark Zuckerberg. The Harvard sophomore was alleged to have stolen the idea for the site from Olympic rowers Tyler and Cameron Winklevoss, and their partner Divya Narendra. The three filed a lawsuit against Zuckerberg, which was settled out of court. The site was initially exclusive to Harvard students and eventually rolled out to the public in September. Privacy concerns have been a constant issue with the company - from the Beacon program, which extracted user data from third-party website without permission, to the complicated privacy settings. Zuckerberg continued to move the company forward and is now the top social networking site and second only to Google in web rank. The social site provided profiles, blogs and content for members and other integrated Yahoo! The product never took off in the U. The online directory announced to users in that they would transition into a "new universal Yahoo! By, the site had 34 million registered members. The site offers features similar to Facebook, such as a news feed, photo albums and groups.

Chapter 3 : A Chronological History of Social Media

This was a critical moment in the history of social media in business and in general and, believe it or not, it was still used well into the late s. It even had , users at its peak.

Startup Happy Birthday, Facebook! Facebook, which launched back in as a dorm room project of Mark Zuckerberg, Eduardo Saverin, Chris Hughes, and Dustin Moskovitz, turns 10 years old today. Wunderkind Mark Zuckerberg makes Inc. At the time, Facebook was just two years old and had already attracted 7 million users at high schools and universities. But while Facebook had a hold on some 80 percent of the student social networking market, expanding to the general public and to businesses was not yet in the playbook. Instead, Zuckerberg said at the time he was looking to build out social networks for other narrow demographics, like the military. As Peter Thiel, a Facebook board member, explained on stage at South by Southwest in , Zuckerberg was resistant to the idea from the outset. I kind of like the one I already have. Remember the supposed Facebook diaspora? You know, that period of time back in when we were all going to quit Facebook, because it dared to change its privacy settings? The backlash from users was mighty, but in the long run, few of them actually fled. The Like button is introduced. It was also a major advance in terms of the way brands and businesses would come to use Facebook in the future. Rather than simply communicating with users who visited their own Facebook pages, brands could now study data about user behavior and capitalize on their perceived interests. Facebook gets the Hollywood treatment as *The Social Network* debuts. Instagram was just about two years years old, had never earned a penny of revenue, and yet, Facebook anticipated what a major opportunity read: Facebook pulls off the biggest tech IPO in history. It looked like a huge success A highly publicized trading glitch reported by Nasdaq complicated matters, causing a delay in trading, and a slew of botched orders afterward. Many called it a fiasco, and one anonymous source told *The Wall Street Journal* that even Zuckerberg admitted watching the stock price fall over the ensuing months was "painful" to watch. It was a sliver of light at the end of a long, dark tunnel. Facebook shares hit an all-time high after the report. A very happy birthday, indeed. Feb 4, More from Inc.

Chapter 4 : A Brief History On The Evolution Of Social Media Networking

A brief history of social media (the stuff you probably didn't already know) You might have seen David Fincher's film 'The Social Network' which tells the story of Facebook, or read about how The Facebook was born out of a dorm room at Harvard University.

Overview[edit] Evolution graph of a social network: The social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups , organizations , or even entire societies social units , see differentiation. The term is used to describe a social structure determined by such interactions. The ties through which any given social unit connects represent the convergence of the various social contacts of that unit. This theoretical approach is, necessarily, relational. An axiom of the social network approach to understanding social interaction is that social phenomena should be primarily conceived and investigated through the properties of relations between and within units, instead of the properties of these units themselves. Thus, one common criticism of social network theory is that individual agency is often ignored [6] although this may not be the case in practice see agent-based modeling. Precisely because many different types of relations, singular or in combination, form these network configurations, network analytics are useful to a broad range of research enterprises. In social science, these fields of study include, but are not limited to anthropology , biology , communication studies , economics , geography , information science , organizational studies , social psychology , sociology , and sociolinguistics. Moreno began systematic recording and analysis of social interaction in small groups, especially classrooms and work groups see sociometry. Barnes , [16] J. Clyde Mitchell and Elizabeth Bott Spillius , [17] [18] often are credited with performing some of the first fieldwork from which network analyses were performed, investigating community networks in southern Africa, India and the United Kingdom. Nadel codified a theory of social structure that was influential in later network analysis. Also independently active in the Harvard Social Relations department at the time were Charles Tilly , who focused on networks in political and community sociology and social movements, and Stanley Milgram , who developed the "six degrees of separation" thesis. Christakis , James H. Fowler , and others, developing and applying new models and methods to emerging data available about online social networks, as well as "digital traces" regarding face-to-face networks. However, a global network analysis [34] of, for example, all interpersonal relationships in the world is not feasible and is likely to contain so much information as to be uninformative. Practical limitations of computing power, ethics and participant recruitment and payment also limit the scope of a social network analysis. Although levels of analysis are not necessarily mutually exclusive , there are three general levels into which networks may fall: Micro level[edit] At the micro-level, social network research typically begins with an individual, snowballing as social relationships are traced, or may begin with a small group of individuals in a particular social context. A dyad is a social relationship between two individuals. Network research on dyads may concentrate on structure of the relationship e. Add one individual to a dyad, and you have a triad. The discord in a rivalrous love triangle is an example of an unbalanced triad, likely to change to a balanced triad by a change in one of the relations. The dynamics of social friendships in society has been modeled by balancing triads. The study is carried forward with the theory of signed graphs. The smallest unit of analysis in a social network is an individual in their social setting, i. Egonetwork analysis focuses on network characteristics such as size, relationship strength, density, centrality , prestige and roles such as isolates, liaisons , and bridges. Subset levels of network research problems begin at the micro-level, but may cross over into the meso-level of analysis. Subset level research may focus on distance and reachability, cliques , cohesive subgroups, or other group actions or behavior. However, meso-level may also refer to analyses that are specifically designed to reveal connections between micro- and macro-levels. Meso-level networks are low density and may exhibit causal processes distinct from interpersonal micro-level networks. Formal organizations are social groups that distribute tasks for a collective goal. Intra-organizational networks themselves often contain multiple levels of analysis, especially in larger organizations with multiple branches, franchises or semi-autonomous departments. In these cases, research is often conducted at a workgroup level and organization level, focusing

on the interplay between the two structures. Exponential random graph models of social networks became state-of-the-art methods of social network analysis in the s. This framework has the capacity to represent social-structural effects commonly observed in many human social networks, including general degree -based structural effects commonly observed in many human social networks as well as reciprocity and transitivity , and at the node-level, homophily and attribute -based activity and popularity effects, as derived from explicit hypotheses about dependencies among network ties. Parameters are given in terms of the prevalence of small subgraph configurations in the network and can be interpreted as describing the combinations of local social processes from which a given network emerges. These probability models for networks on a given set of actors allow generalization beyond the restrictive dyadic independence assumption of micro-networks, allowing models to be built from theoretical structural foundations of social behavior. Each graph has 32 nodes and 32 links. Note the "hubs" shaded in the scale-free diagram on the right. A scale-free network is a network whose degree distribution follows a power law , at least asymptotically. In network theory a scale-free ideal network is a random network with a degree distribution that unravels the size distribution of social groups. One notable characteristic in a scale-free network is the relative commonness of vertices with a degree that greatly exceeds the average. The highest-degree nodes are often called "hubs", and may serve specific purposes in their networks, although this depends greatly on the social context. Another general characteristic of scale-free networks is the clustering coefficient distribution, which decreases as the node degree increases. This distribution also follows a power law. Macro level[edit] Rather than tracing interpersonal interactions, macro-level analyses generally trace the outcomes of interactions, such as economic or other resource transfer interactions over a large population. Large-scale network is a term somewhat synonymous with "macro-level" as used, primarily, in social and behavioral sciences, in economics. Originally, the term was used extensively in the computer sciences see large-scale network mapping. Most larger social networks display features of social complexity , which involves substantial non-trivial features of network topology , with patterns of complex connections between elements that are neither purely regular nor purely random see, complexity science , dynamical system and chaos theory , as do biological , and technological networks. Such complex network features include a heavy tail in the degree distribution , a high clustering coefficient , assortativity or disassortativity among vertices, community structure see stochastic block model , and hierarchical structure. In the case of agency-directed networks these features also include reciprocity , triad significance profile TSP, see network motif , and other features. In contrast, many of the mathematical models of networks that have been studied in the past, such as lattices and random graphs , do not show these features. The most prominent of these are Graph theory , Balance theory , Social comparison theory , and more recently, the Social identity approach. The basis of Heterophily Theory was the finding in one study that more numerous weak ties can be important in seeking information and innovation, as cliques have a tendency to have more homogeneous opinions as well as share many common traits. This homophilic tendency was the reason for the members of the cliques to be attracted together in the first place. However, being similar, each member of the clique would also know more or less what the other members knew. To find new information or insights, members of the clique will have to look beyond the clique to its other friends and acquaintances. This is what Granovetter called "the strength of weak ties". Contacts in a network provide information, opportunities and perspectives that can be beneficial to the central player in the network. Most social structures tend to be characterized by dense clusters of strong connections. Non-redundant information is most often obtained through contacts in different clusters. An ideal network structure has a vine and cluster structure, providing access to many different clusters and structural holes. The main player in a network that bridges structural holes is able to access information from diverse sources and clusters. Communication[edit] Communication Studies are often considered a part of both the social sciences and the humanities, drawing heavily on fields such as sociology , psychology , anthropology , information science , biology , political science , and economics as well as rhetoric , literary studies , and semiotics. Many communication concepts describe the transfer of information from one source to another, and can thus be conceived of in terms of a network. Community[edit] In J. Today, however, there are extended "online" communities developed through telecommunications devices and social network services. Such devices and services require extensive

and ongoing maintenance and analysis, often using network science methods. Community development studies, today, also make extensive use of such methods. Complex networks[edit] Complex networks require methods specific to modelling and interpreting social complexity and complex adaptive systems , including techniques of dynamic network analysis. Mechanisms such as Dual-phase evolution explain how temporal changes in connectivity contribute to the formation of structure in social networks. Criminal networks[edit] In criminology and urban sociology , much attention has been paid to the social networks among criminal actors. For example, Andrew Papachristos [50] has studied gang murders as a series of exchanges between gangs. Murders can be seen to diffuse outwards from a single source, because weaker gangs cannot afford to kill members of stronger gangs in retaliation, but must commit other violent acts to maintain their reputation for strength. Diffusion of innovations[edit] Diffusion of ideas and innovations studies focus on the spread and use of ideas from one actor to another or one culture and another. This line of research seeks to explain why some become "early adopters" of ideas and innovations, and links social network structure with facilitating or impeding the spread of an innovation. Demography[edit] In demography , the study of social networks has led to new sampling methods for estimating and reaching populations that are hard to enumerate for example, homeless people or intravenous drug users. For example, respondent driven sampling is a network-based sampling technique that relies on respondents to a survey recommending further respondents. Economic sociology[edit] The field of sociology focuses almost entirely on networks of outcomes of social interactions. More narrowly, economic sociology considers behavioral interactions of individuals and groups through social capital and social "markets". Sociologists, such as Mark Granovetter, have developed core principles about the interactions of social structure, information, ability to punish or reward, and trust that frequently recur in their analyses of political, economic and other institutions. The scientific philosophy of human ecology has a diffuse history with connections to geography , sociology , psychology , anthropology , zoology , and natural ecology. Literary networks[edit] In the study of literary systems, network analysis has been applied by Anheier, Gerhards and Romo, [55] De Nooy, [56] and Senekal, [57] to study various aspects of how literature functions. The basic premise is that polysystem theory, which has been around since the writings of Even-Zohar , can be integrated with network theory and the relationships between different actors in the literary network, e.

Chapter 5 : History of Social Networking | Big History

The History of Social Networking The internet has given us the ability to connect with people from around the globe with a few clicks of a button, making it easier than ever to keep in touch with our friends and family.

Email this Article Print This Article Interacting with friends and family across long distances has been a concern of humans for centuries. As social animals, people have always relied on communication to strengthen their relationships. When face-to-face discussions are impossible or inconvenient, humans have dreamed up plenty of creative solutions. Then And Now The roots of social media stretch far deeper than you might imagine. Although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development. Social Media Before The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to B. In , the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. Although no longer popular outside of drive-through banking, the pneumatic post, developed in , created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another. Two important discoveries happened in the last decade of the s: The telephone in and the radio in Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before. Social Media in the 20th Century Technology began to change very rapidly in the 20th Century. After the first super computers were created in the s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the s. Primitive forms of email were also developed during this time. By the s, home computers were becoming more common and social media was becoming more sophisticated. The first recognizable social media site, Six Degrees, was created in It enabled users to upload a profile and make friends with other users. Social Media Today After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in , creating an entirely new way for people to communicate and share with each other across great distances. By , Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even years from now, but it seems clear that it will exist in some form for as long as humans are alive.

Chapter 6 : A Brief History of Social Networks | Hello, I am Vidar Andersen

History of Social Networking March 30, 2011 by Big History in Internet A social network is characterized by a social structure based on individuals or institutions called "nodes," operated by some specialized forms of interdependency, for example, kinship, friendship, financial transactions, aversion, sexual relationships, or.

And, yes it is heavily biased towards the US and Europe since I did not have much good source material on say, e. Chinese, Korean and Japanese social networks. Feel free to fill me in. The following content is meant for educational purposes only. Commercial re use would probably be bad for your karma. Community Memory Project Licence: Creative Commons Attribution-ShareAlike 2. A notable precursor to the public Bulletin Board System. While initially conceived as an information and resource sharing network linking a variety of counter-cultural economic, educational, and social organizations with each other and the public, Community Memory was soon generalized to be an information flea market. Once the system became available, the users demonstrated that it was a general communications medium that could be used for art, literature, journalism, commerce, and social chatter. BTW, if you were a part of the BBS scene or want to learn more about it, check out this acclaimed and extensive documentary. Public Domain Usenet enables members to post to groups dedicated to specific topics. Creative Commons Attribution-Share Alike 3. The German postal service held a monopoly on the decoders that prevented competition and lower prices. Few people bought the boxes, so there was little incentive for companies to post content, which in turn did nothing to further box sales. When the monopoly was loosened, it was too late because PC-based online services had started to appear. Anonymous users, pseudonyms were the norm on these online services. In the early days of the World Wide Web the notion of an online community advanced a little further, enabling users to set up a personal homepage that could in some cases link to pages created by other members. The first Internet Forums or Message Boards start to emerge. PlanetAll was possibly the first social networking site on the Internet. The site had more than 100 groups, organized around real-world counterparts such as academic institutions and employers. Many sites at the time offered web-based address books and calendars, but PlanetAll. A breakthrough in use of real names. The first Rolodex in the cloud. At the time revolutionary. Bought out for million. Shut down in late 1990s. Weinreich was granted a broad reaching social network patent. The daily jolt R. April 6, 1997 launches as a campus bulletin board for 12 Schools. Warren Adams of PlanetAll is an investor. Swedish teen community Lunar Storm R. August 8th 1997 launches Ordinary people begins using email. Again, using addresses that typically would not correspond to their real names. Address books of emails maintained on and within the services. Members did not identify real-life friends or establish regular communication pathways with them. People used pseudonyms for themselves, not their real names. Under terms of the agreement, Amazon. Has a viral concept; One user leads to more users it has a Network Effect. When network effect is present, the value of a product or service increases as more people use it. The classic example is the telephone. The more people own telephones, the more valuable the telephone is to each owner. Ryze launches by Adrian Scott adrianscott.com. It gambles to lure users away from match. Uses real names and photos on profiles. You could search for friends near locations. Invitation only, befriend if you liked the photo. Cracked the code of the modern social network, defined basic structure. Plagued by engineering misjudgments; did not scale, had major outages, performance issues. Meant to connect Stanford students only. Complicated, too many features. An analysis of Club Nexus by the founders. InCircle launches by Club Nexus founders. Orkut Buyukkoken orkut leaves for google. Programs a new social network prototype. Pitches it to google. A social network around specific interests. Burning Man, Alt Sex and connecting turned out to be what the users are more interested in instead of buying and selling things. Hustled bands, artists and fans in Los Angeles to join. House System launched at Harvard to buy and sell books, review courses. It invited students to upload their photos.

Chapter 7 : The Complete History of Social Media: Then And Now - Small Business Trends

Social Networking as We Know it Today. Today, social networking is an essential part of life for people from around the world. Social networking is a form of social media, used for either interactive, educational, informational or entertaining purposes.

It allows registered users to post personal information and connect with other users who share similar interests. The company is founded by two Cornell University students and in goes public. The initial IPO is huge, but the stock price crashes a year later. The site is shut down in It allows users to create personal profiles and chat with "buddies" in real-time. Users can also post "away messages," a predecessor of Facebook status updates and Tweets. The site was an early pioneer of the "blogging" format, inspiring many subsequent sites. Many start-ups go bust. Lots of young entrepreneurs who have recently become instantly rich, lose it all.. The once-generous flow of investment money dries up, and some speculate the death of the industry. A predecessor of Facebook, it allows users to form networks and share personal data about themselves. TIME Magazine calls it one of the best inventions of While Friendster quickly plummeted in popularity, LinkedIn has remained a very popular and profitable professional resource. A competitor to Friendster, it allows individual users and bands to customize page designs, post ads, and share music. It becomes especially popular as a promotional site for musicians. The site is initially just for Harvard students but quickly expands to other colleges throughout the country before becoming available to everyone. The site now has over million active users. A year later, the company is acquired by Yahoo! Videos for the people by the people Three recent college graduates create YouTube, an online video sharing platform. The first video is a second clip of one of them standing in front of elephants at the San Diego Zoo. A revolution in characters or less A team of engineers launch an early version of Twitter first called "Twtr" for their network of friends that allows users to broadcast updates via text message. The team soon creates a web-based platform that anyone can sign up for. Users create messages of up to characters that can be viewed by their "followers. Users no longer need to be at their computers to engage in networks. They can instead interact anywhere and anytime. Crowds camp out for days in front of Apple stores in anticipation of the release. It is the biggest technology IPO in history, and the sixth largest of any type of company.

Chapter 8 : A brief history of computer networking and the Internet

The history of social media is a storied one: It dates back much further than you might believe, and it includes systems, technologies, and platforms you may have long forgotten about.

You should know enough now to impress your family and friends. However, if you really want to be a big hit at the next cocktail party, you should sprinkle your discourse with tidbits about the fascinating history of the Internet. Recall from section 1. The traffic generated by such users was likely to be "bursty" -- intervals of activity, e. The first published work on packet-switching techniques was the work by Leonard Kleinrock [Kleinrock , Kleinrock], at that time a graduate student at MIT. The fledgling precursor to the Internet was four nodes large by the end of With an end-to-end protocol available, applications could now be written. The number of networks was beginning to grow. Once again, with perfect hindsight one might now see that the time was ripe for developing an encompassing architecture for connecting networks together. If reliable communication was required, this could accomplished by retransmitting lost messages from the sending host; stateless routers: These architectural principles were embodied in the TCP protocol. Early experimentation with TCP, combined with the recognition of the importance of an unreliable, non-flow-controlled end-end transport service for application such as packetized voice, led to the separation of IP out of TCP and the development of the UDP protocol. In Hawaii, Norman Abramson was developing ALOHAnet, a packet-based radio network that allowed multiple remote sites on the Hawaiian islands to communicate with each other. The ALOHA protocol [Abramson] was the first so-called multiple access protocol, allowing geographically distributed users to share a single broadcast communication medium a radio frequency. Ethernet technology represented an important step for internetworking as well. Each Ethernet local area network was itself a network, and as the number of LANs proliferated, the need to internetwork these LANs together became all the more important. A drawing by R. We will examine portions of the ATM architecture throughout this book. The Domain Name System, used to map between a human-readable Internet name e. Sponsored by the French government, the Minitel system consisted of a public packet-switched network based on the X. The Minitel became a huge success in when the French government gave away a free Minitel terminal to each French household that wanted one. Minitel sites included free sites -- such as a telephone directory site -- as well as private sites, which collected a usage-based fee from each user. At its peak in the mid s, it offered more than 20, different services, ranging from home banking to specialized research databases. The Minitel was in a large fraction of French homes ten years before most Americans had ever heard of the Internet. It still enjoys widespread use in France, but is increasingly facing stiff competition from the Internet. Also, in , The World www. The Web also served as a platform for enabling and deploying hundreds of new applications, including on-line stock trading and banking, streamed multimedia services, and information retrieval services. The original CERN browsers only provided a line-mode interface. Around the end of there were about Web servers in operation, this collection of servers being the tip of the iceberg for what was about to come. He released an alpha version of his browser in , and in formed Mosaic Communications, which later became Netscape Communications Corporation. By university students were using Mosaic and Netscape browsers to surf the Web on a daily basis. At about this time the US government began to transfer the control of the Internet backbone to private carriers. Companies -- big and small -- began to operate Web servers and transact commerce over the Web. In Microsoft got into the Web business in a big way, and in the late s it was sued for making its browser a central component of its operating system. In there were over two-million Web servers in operation. And all of this happened in less than ten years! The technical community struggled with the problems of defining and implementing an Internet service model for traffic requiring real-time constraints, such as continuous media applications see, e. The need to secure and manage Internet infrastructure see. References Two excellent discussions of the history of the Internet are [Hobbes] and [Leiner]. COM, Number 5 May , pp. Towards a universal data transport system. Early experiments with asynchronous time division networks. Jacobson, " Congestion Avoidance and Control ," Proc. Kleinrock, Communication Nets: Kleinrock, "The Birth of the Internet," [http: Woolf](http://Woolf), "A Brief History of the Internet," [http: Metcalfe](http://Metcalf) and

David R.

Chapter 9 : How to Write a Social Media Marketing Brief | Cooler Insights

A Brief History Of Social Media () [INFOGRAPHIC] few who were amongst the pioneers of modern social networking on Friendster. But here's the thing: the history of social media.

Why is social media so popular? Social media taps into these primal needs of human beings and it should come as no surprise that social media sites and social media apps are so popular today. But there is more to them than that. With the rise in popularity of early social media sites, it was only a matter of time before business took notice of the growing trend. New Research Links Social Media Usage to Depression Savvy entrepreneurs quickly jumped on the wagon to promote themselves and products eventually evolving into the mass social media marketing industry we are all familiar with today. Businesses and private individuals have seen the importance and reach social media has. Some have even managed to use it to make a pretty decent living. What is social media exactly? Social media is typically defined today as: It can be argued that social media is nothing new, in fact, it is as old as long distance communication itself. Advertisement Yes, it has moved online and become far more rapid and sophisticated over the last few decades, but what is the difference really? Facebook et al are simply natural progressions on an age-old media. So without further ado, let get stuck in the history of social media. Antiquity to World War 2 Year or period: Circa BC to Source: This changed very little until the advent of the telegraph in This technology finally offered a "faster than horse" method of communication over long distances and was revolutionary at the time. There were, of course, other methods like smoke signaling or pyres but their utility was limited to line of sight. This allowed for an even greater speed of communication - but over a shorter distance. When the telephone and radio hit the scene in the s everything changed. Advertisement With their ability to provide, more or less, instant communication, the world would never go back. They both remain very important methods of social media to this very day. The post-war years and CompuServe Year or period: Initially humble in scale, with localized computer networks, CompuServe came into being in the s. The internet, as we know it, was not too far behind. Primitive emails first appeared during this time in This decade saw the introduction of home computers with social media, that we would recognize today, developing soon after. Usenet systems were the brainchild of Tom Truscott and Jim Ellis. It was later made redundant by the World Wide Web. Listverse makes its debut Year or period: This was, in effect, a mailing list to allow users to contact multiple users in one email which is commonplace today but revolutionary at the time. They were used for file sharing, link sharing and generally keeping in touch. The chatroom rises with The Palace Year or period: It allowed users to interact with one another on a graphical chat room server, which they termed palaces. Advertisement Each user would have their own graphical avatar overlaid on a graphical backdrop. It is still in operation in one form or another if you want to try it out. This enabled users to upload profile pictures and connect with others. Six degrees also let users make friends with each other and expand their social groups. Users were able to send messages, post bulletin board items to others in first, second and third degree connections - hence the name. It was initially formed as an email group it began life passing around petitions opposed to the impeachment of Bill Clinton. It later went on to promote general internet activism inclusive of opposing US military actions and supporting democratic candidates in the U. Blogging sites begin to appear just before Y2K Year or period: LiveJournal Just before the turn of the Millenium, the first blogging sites started to become popular, a media still very popular today. LiveJournal , for example, was founded in This is a social network built around constantly updating blog posts. It encouraged users to follow each other and create groups that also interact with one another. LunarStorm was one of the first ads-featured social media sites Year or period: This was one of the first commercial advertisement-financed social networking websites. This would prove to be a strategy that would become increasingly important as the decade progressed. It was aimed at teenagers and developed in Sweden. In it had grown to an impressive 1. The site was shut down in