

Chronological Development of Social Media In Modern Era – A Brief Study

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ABSTRACT

The evolution of social media in the modern era has been a fascinating journey that has reshaped the way people connect, communicate, and share information. The chronological development of these platforms reflects the dynamic nature of technology and its profound impact on society. In This brief study of work researchers explores the chronological development of social media, highlighting key milestones that have shaped the digital landscape.

Key Words: Social media, Chronological, Digital, Evolution.

INTRODUCTION

21st century is the era of information & technology. As of October 2023, there were 5.3 billion internet users worldwide, which amounted to 65.7 percent of the global population. Of this total, 4.95 billion, or 61.4 percent of the world's population,ⁱ were social media users i.e. these people around the world are using different social networking platforms. In This brief study of work researchers explores the chronological development of social media, highlighting key milestones that have shaped the digital landscape. Because in the modern era has witnessed an unprecedented transformation in the way people communicate, connect, and share information, thanks to the rapid evolution of social media platforms.

EMERGENCE OF EARLY PLATFORMS (2000-2005):

The mid-2000s acquired some gigantic advancements long range informal communication and online networking.

Friendster: Friendster was truly the principal present day, general informal organization. Established in 2002, Friendster is still an extremely dynamic informal organization,ⁱⁱ with more than 90 million enlisted clients and 60+ million one-of-a-kind guests every month. The greater part of Friendster's movement originates from Asia (90% of it). Friendster worked by permitting individuals to find their companions and after that companions of-companions.

Hi5: Hi5 is another real interpersonal organization, set up in 2003ⁱⁱⁱ and right now gloating more than 60 million dynamic individuals as per their own particular cases. Profile protection works a bit contrastingly on Hi5, where a client's system comprises of their own contacts, as well as second (companions of companions) and third (companions of companions) degree contacts.

LinkedIn: LinkedIn was established in 2003^{iv} and was one of the principal standard informal communities gave to business. Initially, LinkedIn permitted clients to post a profile (essentially a resume) and to collaborate through private informing.

MySpace: MySpace was established in 2003 and by 2006 had become the most prevalent informal community on the planet.^v MySpace separated itself from contenders by permitting clients to totally alter the look of their profiles. Clients could likewise post music from craftsmen on MySpace and install recordings from different destinations on their profiles.

Photobucket: Photobucket was the primary significant photograph sharing site, propelled in 2003^{vi}. Photobucket permits clients to share photographs publicly or in secret word ensured collections. They permit clients 500MB of capacity (brought down from 1GB in August of 2009) and now you can purchase 1 TB per month.^{vii}

FACEBOOK AND THE GLOBAL SHIFT (2004-2010):

Facebook: While Facebook began as a Harvard-just informal organization in 2004, it immediately extended to different schools, then to secondary schools, organizations and in the end everybody (by 2006)^{viii}. In 2008 Facebook turned into the most prominent long range informal communication site.

Orkut: Orkut, propelled in January 2004^x, is Google's informal community, and keeping in mind that it's not especially prevalent in the U.S., it's exceptionally well known in Brazil and India, with more than 65 million clients. Orkut gives clients a chance to share media, announcements, and impart through IM.

YouTube: YouTube was the primary real video facilitating and sharing site, propelled in 2005^{xi}. Clients can transfer recordings up to 10 minutes in length and share them through YouTube or by implanting them on different sites (interpersonal organizations, websites, gatherings, and so on.). YouTube now permits clients to transfer HD recordings and as of late propelled a support of give TV shows and films under permit from their copyright holders.

RISE OF MICROBLOGGING (2006-2010):

Twitter: Twitter was established in 2006^{xii}.and picked up a great deal of ubiquity amid the 2007 SXSW (South by Southwest) meeting Tweets tripled amid the meeting, from 20k every day to 60k. Twitter has built up a clique like after and has various popular clients.

Posterous: Posterous is the most current major microblogging application, began by Y Combinatory in May 2009^{xiii}. Users post content by means of email. Messages can incorporate connected photographs, MP3s and other document sorts that are likewise posted. No underlying information exchange is required, separating it from most other web-based social networking administrations.

Tumblr: Tumblr is kind of a cross between a livestreaming application and a microblogging stage. Tumblr was established in 2007 and had around 75,000 tumble bloggers change to the administration promptly^{xiv}. The website gives clients a chance to post photographs, video, content, sound, connections, discussions, and other substance on blog-like destinations. Clients can likewise "heart" (top pick) other Tumblr clients' substance and re-blog entries from different clients, keeping the first credit in place.

VISUAL-CENTRIC PLATFORMS (2010-2015):

The latter part of the decade saw the rise of visual-centric platforms, altering the way users express themselves.

Instagram: Launched in October 2010, Instagram has become an iconic platform that has redefined the way people share and consume visual content. As a photo and video-sharing social networking service^{xv}, Instagram's journey from a simple photo-sharing app to a multifunctional social media giant reflects the dynamic nature of the digital landscape. Its emphasis on visual content, user engagement, and adaptability to evolving trends have allowed it to maintain its relevance and influence over the years. As Instagram continues to evolve, it remains a visual journey through the ever-changing landscape of social media.

Snapchat: Snapchat Launched in 2011 by Evan Spiegel, Bobby Murphy, and Reggie Brown, Snapchat revolutionized the social media landscape with its unique focus on ephemeral content^{xvi}. Snapchat's journey from a novel ephemeral messaging app to a multimedia platform with diverse features illustrates its impact on social media trends. By prioritizing immediacy, creativity, and authenticity, Snapchat has left an indelible mark on the way users, particularly younger generations, engage with social media. As it navigates challenges and embraces innovation, Snapchat remains a dynamic force shaping the future of digital communication.

SHORT-FORM VIDEO DOMINANCE (2018-PRESENT):

In recent years, short-form video content has taken centre stage with the rise of platforms like TikTok.

TikTok: Chinese company ByteDance launched TikTok in 2018^{xvii}. TikTok has rapidly emerged as a cultural phenomenon, redefining the social media landscape with its emphasis on short-form videos. The platform's innovative approach to content creation, user engagement, and algorithmic recommendations has propelled it to global popularity, especially among younger audiences. TikTok generated an estimated \$9.4 billion revenue in 2022, a 100% increase year-on-year. TikTok had 1.5 billion monthly active users in 2023 and is expected to reach two billion by the end of 2024. In China, TikTok is accessed by over 780 million users daily^{xviii}. TikTok has become more than just a social media app—it's a cultural phenomenon shaping the way people express themselves, connect, and consume content in the digital age.

CONCLUSION:

The chronological evolution of social media in the modern era shows a dynamic and ever-evolving landscape. From early networking pioneers to the dominance of platforms like Facebook and the emergence of visual-centric and short-form video platforms, each phase has left a lasting impact on the way people interact in the digital sphere.

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