



# SNS College of Technology

Coimbatore - 35



## 19BAE734 - SOCIAL NETWORK ANALYTICS

# Unit 1- Introduction To Social Media And Social Networks

Presented by,

*Ms. V. VishnuPriya*

*Assistant Professor*

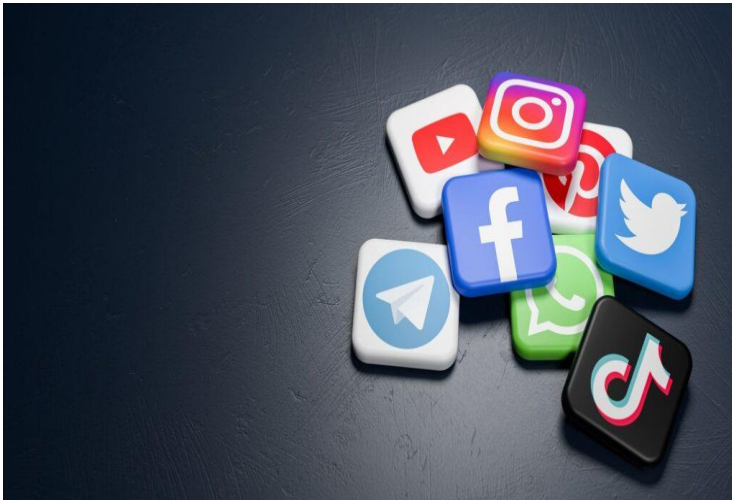
*Department of Management Studies*



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# Guess the Topics...



## INTRODUCTION OF SOCIAL MEDIA



# Recap



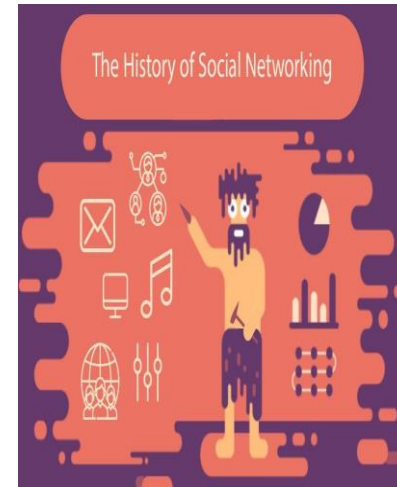
- **Introduction**
- **Social Media**
- **Business Applications Of Social Media**
- **Benefits Of Social Media**
- **Challenges Of Social Media**
- **Enterprise Social Media Best Practices**

**RECAP**



# Social Network / Social Media

- Before going too far into the history of social media, it's important we first discuss exactly what we mean by social media. Interacting with friends and family across long distances has been a concern of humans for centuries.
- Social media is understood as the different forms of online communication used by people to create networks, communities, and collectives to share information, ideas, messages, and other content, such as videos.





# Historical Preview of Social Network & Social Media



## The First Social Networks

- In 1997, the first social networking sites launched: Bolt and Six Degrees.
- Dan Pelson designed Bolt as a platform for 15-20-year-olds to use for email, voice mail, voice chat, message boards, and instant messaging. 11 years later, Bolt announced in its forums that it would shut down.
- Six Degrees founder Andrew Weinreich, sometimes referred to as the father of social networking, created his platform to help people connect with people they didn't know (yet).



# Social Media Before 1900



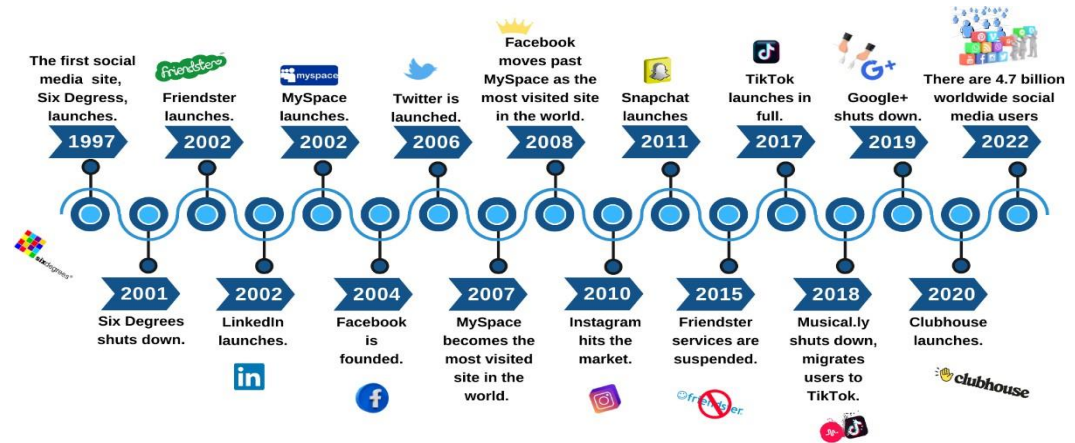
- The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to 550 B.C., and this primitive delivery system would become more widespread and streamlined in future centuries.
- In 1792, 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.



# Historical Preview of Social Network & Social Media



- Although no longer popular outside of drive-through banking, the pneumatic post, developed in 1865, 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.





# 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 1940s, 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 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.





# Social Media in the 20th Century



- By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's.
- The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.





# Social Media in the 20th Century



- After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.





# Social Media Today



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- By 2006, 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.



# Social Media Today



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 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.





# Assessment



The first recognizable social media site, Six Degrees, was created in -----

- a.1994
- b.1995
- c.1996
- d.1997

Answer : D





# Summary



- 1.Social Networks**
- 2. The First Period**
- 3.Historical Period**
- 4.Social media in 20K**





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Thank  
you