Social Media

Several decades ago when the concept of internet use was barely conceivable, people all over the world had to contend with tiresome methods to exchange information. The situation has dramatically changed since of the invention of computer technology and the subsequent innovation of the internet.

Today, millions of people across the globe can easily share volumes of data and interact in real-time through social networks. A combination of complicated technology and the desire to achieve globalization can be attributed to the internet evolution in social networks.

In the early 1990s when social networking was gaining momentum there was a notable emergence of chat sites which allowed users to communicate in real time with friends and families across the globe. However, the need to exchange more than just basic text communication drove innovators to design more viable applications Evidently, people chose to sign up to these social sites depending on the capacity of what they had to offer.

This, in turn, led to the rise of more technologically versatile sites which offered wider and more attractive services. The introduction of video and web cameras ushered in a new dimension to social networking. The internet evolution in social networks from the 1990s onwards introduced the concept of doing business through virtual platforms.

In 2000, some of the biggest names like [Facebook](https://www.facebook.com), [Twitter](https://www.twitter.com) and [Mezee](http://www.mezee.me) were invented. Twitter which was launched in 2006 is credited with immense change within online communities. The advent of mobile technology catapulted social networking beyond the imagination of many.

The amount of time people spend on social media is constantly increasing. Teens now spend up to [nine hours a day](https://www.cnn.com/2015/11/03/health/teens-tweens-media-screen-use-report/) on social platforms doing a variety of things like, filling in their personal profile, commenting on videos, posting photos, chatting etc.

www.dreamgrow.com/the-internet-evolution-in-social-networks

*True or false*

Today, millions of people across the globe can easily communicate True False

Chat rooms emerged in 2000 True False

Twitter started in 2007 True False

Look up the following words and then find a synonym for each one.

|  |  |  |
| --- | --- | --- |
| Word | Definition | Synonym |
| conceivable |  |  |
| To contend with |  |  |
| advent of stg |  |  |
| to achieve |  |  |
| To launch |  |  |
| attribute |  |  |
| innovator |  |  |
| viable |  |  |
| To usher |  |  |

Name 2 things that can be attributed to the internet evolution in social networks

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What were chat rooms used for?

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What drove innovators to design more viable applications

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When did people start doing business through virtual platforms

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How much time, on average, do teens spend up toon social platforms

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Do you use social platform ? Which ones? Why? - Write a paragraph on it.

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