

Impact of Internet and Social Media

UNIT 1:

Definition of Social Media and History of Social Media

UNIT STRUCTURE

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1.1 LEARNING OBJECTIVE

The objective of this unit is to understand the new medium called Internet, its history and how it has affected our life. Further, in this unit, we have discussed social media as a phenomenon and its various definitions.

After reading this unit you will be able to understand:

- The importance of Internet in communication
- The definitions of social media

Introduction:

In India following is the status of Mass Media:

Newspaper: As per the Registrar of Newspapers of India, the total number of registered publications as on 31st March 2015 is: 1, 05,443. Out of these, publications under newspaper category are 14,984 and publications under periodical category are 90,459

Television: As per the I & B Ministry, the total permitted private satellite TV channels having valid permission in India are 891 out of which 399 are news and current affairs channels and 492 are non-news and current affairs channels.

Radio: All India Radio's home service comprises 419 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and 146 dialects. There are 245 operational private FM stations in India. There are 196 operational community radios as of 30th June 2016.

In India following is the status of Internet and Social Media:

Internet: According to internetlivestats.com, India is the second largest country in terms of Internet users in 2016 after China. Though the penetration of Internet is still low (34.8% of the total population) but the yearly growth is more than any other country in the world.

Mobile Internet: According to the Internet and Mobile Association of India, the number of mobile internet users in India is projected to double and cross the 300 million mark by 2017 from 159 million users in 2015. India is the third largest country (122 million users) in terms of usage of smart phones after China and US in the year 2013.

Social Media: In case of social media, India has the highest number of active Facebook users in the world. As per the statista.com, India has 195.16 million registered Facebook users in 2016.

In case of micro-blogging site Twitter In 2016, it is projected to reach 23.2 million monthly active users in the region, up from 11.5 million in 2013. As per another report India is the second largest market for video streaming site YouTube.

How Internet has changed our life?

These days most of us use internet for different purposes. You must have done online shopping or you must have checked the exact location and distance of a particular place, you must have checked the online travel packages or you must have downloaded books for your exams or movies for entertainment, you must have using online banking facility or you must have been using internet to check the job openings. Internet has changed our lives. Following is rough list of the reason how it has affected our lives:

Faster Personal and Professional Communication:

The internet allows us to communication at personal level with friends and at professional level to build stronger connections. Internet has provided with many facilities which have made communication faster and smoother with one or many. Earlier it was telephone or letter which was used for personal communication and television, newspaper and radio was used for mass communication. Internet can be used for both purposes. This change was significance.

Multi-tasking:

Internet can be used for many reasons like entertainment, information, education, to earn as well as to spend to name a few. This has been never happened before. One medium allowed its user to use for different functions.

Online Selling and Buying:

Internet has provided space for buyers and sellers. It has changed the way people used to shop. Other than this, many things are available for shopping on one medium. One can get a lot of information about product, service, price and offers for apparels to houses, from sunglasses to cars. E-commerce is the one of the fastest growing industry in India.

Streaming

We don't have to stroll through the endless lines of movie rentals and CD cases. Thanks to the net, we can watch television and movies whenever we want, and we can listen to an endless supply of music. Not to mention, we don't have to buy an entire CD just to listen to the only one good song.

An Ocean of Information:

With the availability of Internet, an ocean of information is available to its users. Information (relevant and irrelevant both) of variety of topics is readily available. Like habits of your favourite celebrities, latest happenings of politics, latest offers of online shopping, innovations and research everything is available. Internet has up to date information almost on anything.

With latest innovations in the technology, cheaper smartphones, faster Internet speed with cheap data packs, penetration of internet will keep on increasing and it will keep on occupying more and more space in our daily lives.

History of Internet:

You must be using Google or Yahoo for different reasons. They are called as search engine. Google is such a popular brand that many people take it as synonym for internet. So, what is internet and how it evolved?

History channel has made a special programme on history of internet. The name of the documentary is ‘The Invention of the Internet’. The same history is available in brief on its website. The internet was evolved as follows:

Unlike the light bulb or the telephone, the internet has no single ‘inventor’. It has evolved over the time. But we can say roughly it was started in 1950s with computing technology. The Internet got its start in the United States. For years, scientists and researchers used it to communicate and share data with one another. Today, we use the Internet for almost everything, and for many people it would be impossible to imagine life without it.

During the cold war US government itself formed new agencies, such as the National Aeronautics and Space Administration (NASA) and the Department of Defense’s Advanced Research Projects Agency (ARPA), to develop space-age technologies such as rockets, weapons and computers. So, internet was developed as a weapon in war strategy.

During 60s the scientists in US were concerned about the telephone system and feared that Soviet may attack the network to destroy the communication system. In 1962, a scientist from M.I.T. and ARPA named J.C.R. Licklider proposed a solution to this problem: a “galactic network” of computers that could talk to one another. Such a network would enable government leaders to communicate even if the Soviets destroyed the telephone system.

In 1965, another M.I.T. scientist developed a way of sending information from one computer to another that he called “packet switching.” Packet switching breaks data down into blocks, or packets, before sending it to its destination. That way, each packet can take its own route from place to place. Packet switching made ARPAnet, US’s computer network, stronger for the attacks.

In 1969, ARPAnet delivered its first message: a “node-to-node” communication from one computer to another. (The first computer was located in a research lab at UCLA and the second was at Stanford; each one was the size of a small house.

By the end of 1969, just four computers were connected to the ARPAnet, but the network grew steadily during the 1970s. By the end of the 1970s, a computer scientist named Vinton Cerf had begun to solve this problem by developing a way for all of the computers on all of the world’s mini-networks to communicate with one another. He called his invention “Transmission Control Protocol,”

or TCP. (Later, he added an additional protocol, known as “Internet Protocol.” The acronym we use to refer to these today is TCP/IP.)

Cerf’s protocol transformed the Internet into a worldwide network. Throughout the 1980s, researchers and scientists used it to send files and data from one computer to another. However, in 1991 the Internet changed again. That year, a computer programmer in Switzerland named Tim Berners-Lee introduced the World Wide Web: an Internet that was not simply a way to send files from one place to another but was itself a “web” of information that anyone on the Internet could retrieve. Berners-Lee created the Internet that we know today.

Since then, the Internet has changed in many ways. In 1992, a group of students and researchers at the University of Illinois developed a sophisticated browser that they called Mosaic. (It later became Netscape.) Mosaic offered a user-friendly way to search the Web: It allowed users to see words and pictures on the same page for the first time and to navigate using scrollbars and clickable links. That same year, Congress decided that the Web could be used for commercial purposes. As a result, companies of all kinds hurried to set up websites of their own, and e-commerce entrepreneurs began to use the Internet to sell goods directly to customers.

Wikipedia has given a detailed account of development of internet. For more information you can visit :https://en.wikipedia.org/wiki/History_of_the_Internet

Internet history timeline

Early research and development:

- 1966: [Merit Network](#) founded
- 1966: [ARPANET](#) planning starts
- 1969: ARPANET carries its first packets
- 1970: [Mark I network at NPL \(UK\)](#)
- 1970: [Network Information Center \(NIC\)](#)
- 1971: Merit Network's packet-switched network operational
- 1971: Tymnet packet-switched network
- 1972: [Internet Assigned Numbers Authority \(IANA\)](#) established
- 1973: [CYCLADES](#) network demonstrated
- 1974: Telenet packet-switched network
- 1976: [X.25](#) protocol approved
- 1978: [Minitel](#) introduced
- 1979: [Internet Activities Board \(IAB\)](#)
- 1980: [USENET](#) news using [UUCP](#)
- 1980: [Ethernet](#) standard introduced
- 1981: [BITNET](#) established

Merging the networks and creating the Internet:

- 1981: Computer Science Network (CSNET)
- 1982: TCP/IP protocol suite formalized
- 1982: Simple Mail Transfer Protocol (SMTP)
- 1983: Domain Name System (DNS)
- 1983: MILNET split off from ARPANET
- 1985: First .COM domain name registered
- 1986: NSFNET with 56 kbit/s links
- 1986: Internet Engineering Task Force (IETF)
- 1987: UUNET founded
- 1988: NSFNET upgraded to 1.5 Mbit/s (T1)
- 1988: OSI Reference Model released
- 1988: Morris worm
- 1989: Border Gateway Protocol (BGP)
- 1989: PSINet founded, allows commercial traffic
- 1989: Federal Internet Exchanges (FIXes)
- 1990: GOSIP (without TCP/IP)
- 1990: ARPANET decommissioned
- 1990: Advanced Network and Services (ANS)
- 1990: UUNET/Alternet allows commercial traffic
- 1990: Archie search engine
- 1991: Wide area information server (WAIS)
- 1991: Gopher
- 1991: Commercial Internet eXchange (CIX)
- 1991: ANS CO+RE allows commercial traffic
- 1991: World Wide Web(WWW)
- 1992: NSFNET upgraded to 45 Mbit/s (T3)
- 1992: Internet Society (ISOC) established
- 1993: Classless Inter-Domain Routing (CIDR)
- 1993: InterNIC established
- 1993: Mosaic web browser released
- 1994: Full text web search engines
- 1994: North American Network Operators' Group (NANOG) established

The changes in the internet technology can be sum up like this:

	Online Digital as a Medium for...
Web 1.0	Broadcast with static, read-only content (e.g. websites, e-newsletters)
Web 2.0	Interaction and engagement with user-generated content (e.g. social networking tools)
Web 3.0	Portable personalised content and search functions

	(e.g. mobile websites, smartphone apps) WE ARE HERE!
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Social Media:

Most of you must be using Whatsapp on their phones. All of you must have used YouTube or Facebook or Twitter or Blogs for different purposes. The use of these various internet based tools is now inseparable part of our lives. There could be different reasons why you want to use these new tools. But one of the reasons is that you want to connect with the world.

When you are using these new tools available because of internet, you are using social media.

All these tools available on internet are collectively called as social media.

Social media has started to dominate our daily communication. It has also influenced the mass communication in a huge way. Social media is most transparent, engaging and interactive form of communication. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication. There are many forms of social media. There are business networking sites like Linkedin, there are video sharing platforms like YouTube, and there are social networking sites like Facebook, just to name a few.

One of the biggest changes in the way that we interact, due to social media networks, is the sheer number of people that we can interact with.

Because of social media networks, we are now able to interact with thousands of people all over the world – this is why we see people who have thousands of Facebook friends or tens of thousands of Twitter followers. Without social media, that would be impossible. Social media networks allow us the opportunity to share opinions with a far wider audience.

Another big change that has occurred is that there is now no filter on the way we speak.

In the past, unless you spoke to people directly, you had no way to get your message across regardless of your freedom of speech. Now we can use social media to get our messages out to thousands or even millions of people uncensored.



Social Media is a big world. The number of users of social media is bigger than some of the most populous countries in the world. Facebook has 1.55 Billion Monthly Active Users. If FB was a country it will outrank China, India and will be the most populated country in the world.

You may not be aware of the exact definition but you have an idea about this new media platform.

Social media has made us to communicate with a much greater number of people on a global scale at the same time that used to only be possible on a local level. While this is great when it comes to keeping friendships alive over great distances, it also increases the demands on people to keep a much larger number of relationships going simultaneously, which in reality seems difficult. Do you really have 1,000 friends like we can have on Facebook?

No matter your stance on whether the social media has changed communication for worse or better, there's no denying it plays a major role in our lives today.

Before social media, we were extremely limited in our means to interact with others and we were limited largely to the people that we knew in-person. The social media has drastically changed the way people all over the world interacts and communicate.

What is the Social Media?

Many people use ‘social media’ without having too many details about it. Social media is widely accepted popular term and hence it is difficult to define it in exact words.

Simply put, Social Media are computer-mediated online tools that allow people, companies and other organisations to create, share or exchange information, career interests, ideas and pictures/videos in virtual communities and networks.

Merriam-webster.com dictionary defines Social Media as forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc.

Businessdictionary.com has defined social media as internet or cellular phone based applications and tools to share information among people.

Oxford dictionary has defined social media as follows:

Websites and applications that enable users to create and share content or to participate in social networking.

Peter Scott and Mike Jacka have defined social media in their book *Auditing Social Media: A Governance to Risk Guide* as ‘the set of web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers’.

One popular social media club **NYC** has defined social media as social media are the online technologies and practices that people use to share , content, opinions, insights, experiences, perspectives and media themselves. They are media for social interactions.

The term Social Media refers to the wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content and join online communities.

The above definitions can be summed up with the following understanding:

- Social media can be defined as the internet based tools and platforms which share the information in the form of text, photo, audio, video and graphics. This has made the

transfer of information increasingly fluid among the internet users at individual and organisational level.

- Social media use web-based and mobile technologies onsmart-phones, computers, tablets or laptopsto create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of technoself studies.

Some prominent examples of social media:

- **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.
- **Twitter** is a free micro-blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- **Google+** (pronounced *Google plus*) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."
- **Wikipedia** is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.
- **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

History of Social Media:

Technology began to change very rapidly in the 20th Century. But the history of social media can go back in 60s.

ENIAC (Electronic Numerical Integrator and Computer) was the first electronic general-purpose computer developed in the 1940s. ENIAC's design and construction was financed by the United States Army, Ordnance Corps, Research and Development Command. ENIAC was a modular computer, composed of individual panels to perform different functions. After the first super computers were created, 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.

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 known social media site was Six Degrees. It is considered as first modern social network. It was created in 1997. It enabled users to upload a profile and make friends. It allowed users to list friends, family members and acquaintances both on the site and externally; external contacts were invited to join the site. Users could send messages and post bulletin board items to people in their first, second, and third degrees, and see their connection to any other user on the site. It was shut down in 2001.

After this, blogging became popular in Western world. LiveJournal was a social network built around constantly updated blogs. It was started in 1999. LoveJournal encouraged users to follow one another and to create groups and interact with one another.

By the year 2000, around 100 million people had access to the internet, and it became quite common for people to be engaged socially online, particularly in Western countries.

Wikipedia, the most used online encyclopaedia was started in 2001 by Jimmy Wales and Larry Sanger. Wikipedia's total worldwide monthly readership is approximately 495 million in 2014, which shows its popularity.

2003 year was very important for the development of social media. Two popular sites MySpace and LinkedIn were started in 2003. MySpace was a general social media site, LinkedIn was, and is still is, meant for professional businesspeople to connect with each other to network, find jobs and socialize.

Three years after its launch, MySpace became the most popular social network in the world. It was founded by Chris DeWolfe and Tom Anderson. It allowed users to completely customize the look of their profile. Users could also embed music and videos to their profiles. Musicians like Colbie Caillat, have used MySpace to promote their music and even be heard by record producers and other artists.

Myspace was acquired by News Corporation in July 2005 for \$580 million. From 2005 to 2009, Myspace was the largest social networking site in the world, and in June 2006 surpassed Google as the most visited website in the United States. In April 2008, Myspace was overtaken by Facebook in the number of unique worldwide visitors, and was surpassed in the number of unique U.S. visitors in May 2009, though Myspace generated \$800 million in revenue during the 2008 fiscal year. Since then, the number of Myspace users has declined steadily in spite of several redesigns.

LinkedIn was founded in 2003 and was one of the first mainstream social networks devoted to business and employment-oriented social networking service. Users can create their profile on LinkedIn and connect with people and employers and can get professional insights. Like-minded professionals can come together and share their experiences and opinions about the profession. LinkedIn has made job search very easy without any boundaries. Today, in 2016, it is 15th most popular websites in the world.

In 2004, Digg and Flickr were started. Digg users can share links to anything online and other users can vote that content up ('dig') or down ('bury').

Flickr has become a social network in its own right in recent years. They claim to host more than 3.6 billion images. On their official website Flickr claims following are its two goals:

to help people make their photos available to the people who matter to them and to enable new ways of organizing photos and videos.

Orkut also was launched in the same year. Orkut was quietly launched on January 22, 2004 by Google. Orkut Büyükköken, a Turkish software engineer, developed it as an independent project while working at Google. The service was designed to help users meet new and old friends and maintain existing relationships. It was one of the first social networking sites became popular among Indian youth in 2008. Along with its popularity, Orkut was misused to start hate campaign. There were cases filed against Google for the anti-India, anti-Shivaji (in Maharashtra) content. It was officially shut down by Google in 2014.

After this, next year i.e. 2005 today's one of the most popular sites was launched and it is known as YouTube. It was and still it is the first major video hosting and sharing site in the world. It was founded by Chad Hurley, Steve Chen and Jawed Karim. The site was activated on February 2005 but opened for uploads in April 2005. The first YouTube video uploaded on April 23, 2005 was titled *Me at the zoo*, and shows co-founder Jawed Karim at the San Diego Zoo.

The two big players who changed the world of communication were launched in 2006. Twitter and Facebook.

Facebook is the most popular social media site and has the highest user base. Facebook is considered by some as the "social media" with likes dominating how popular you are in your friend circle. Most

brands have a Facebook fan page where followers can exchange ideas, comment on products and provide direct feedback to the business.

In 2006, the popularity of text messaging (SMS) inspired Jack Dorsey, Biz Stone, Noah Glass and Evan Williams to create Twitter. It is a service that had the unique distinction of allowing users to send 'tweets' of 140 characters or less. These days, a lot of film celebrities and politicians are using Twitter to break the news or share their opinion or latest activity.

In 2007, another popular site tumblr was launched. It was started by David Karp and now owned by Yahoo. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. On October 21, 2011, Tumblr became the first blogging platform to host US President Barack Obama's blog

2010: Instagram, Pinterest and Google buzz were launched.

Instagram is the quickest and most convenient way to connect your smart phone pictures to the world via Instagram. These days, a lot of Indian film actors are using Instagram to share their latest pictures. Instagram allows you to post pictures to Facebook and Twitter; it also allows users to quickly customize the photo with inbuilt filters for fun and creativity. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app.

Pinterest is a social site dedicated visual content i.e. photo-sharing. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp.

Google Buzz was a social networking, microblogging and messaging and messaging tool. It was developed by Google and integrated into the web-based email program Gmail. Users could share links, photos, videos, status messages and comments organized in "conversations" and visible in the user's inbox. Buzz was discontinued on December 15, 2011 and superseded by Google+.

2011: Google+ is an interest-based social network that is owned and operated by Google. Google+ launched in June 2011. With Google+ its users can post photos and update status. It can be used with interest based communities. Here 'circles' can be made based on groups with different types of relationships. One can use Google+ as a multi-person instant messaging tool and can share text and video chat called Hangouts, events and location tagging. Users can edit and upload photos to private cloud-based albums.

Everyday new tools and platforms have been added to the social media world. One of the major things started happening in this time period is that social media not only became part of everyday personal communication but it also became widely popular with the business community. In other words, be it an individual or a business organisation everyone started using social media platforms to fulfil

different purposes. The history of social media can be understood with following info-graphic: (<http://www.adweek.com/socialtimes/social-media-1969-2012/487353>)

