

SOCIAL MEDIA: THEN & NOW

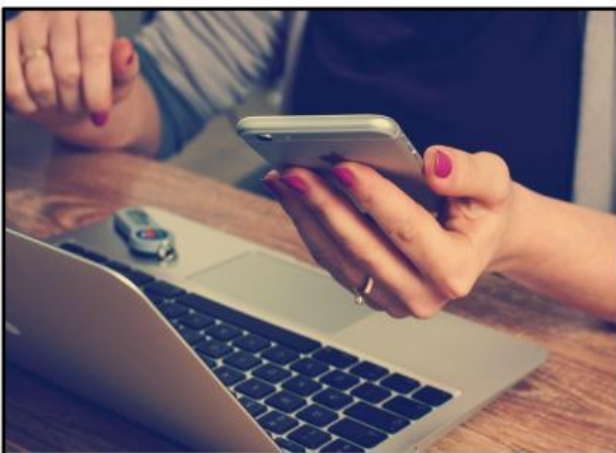
Shocking as it may be, social media has been around for a long time. In 1997, the first recognized social media website was considered to be a website called Six Degrees. After a few years, social media evolved again and a new social networking site called hi5 was created in 2003. This was followed by the largely popular MySpace that came out later that year. Not long after, Facebook emerged.



In the early 2000s, as social media sites began to pop up, not many people used these sites or were even aware of them. Blogging was not an activity many participated in, let alone blogging online or on a website that you could share with friends and family. Social media was not something people checked regularly or had in the palm of their hands.

Social media sites didn't originally have instant messaging. Instant messaging wasn't around until the 1990s, when AOL Instant Messenger (AIM) was created. AIM sites were online chatrooms where you could communicate and engage with friends and family. MySpace didn't even have an instant messaging feature until 2006. Similarly, when Facebook was originally created, it was intended to be a social media site for students attending Harvard University. Some of these social media sites have expanded over time, but many of them have been shut down or are no longer used due to inactivity or bigger and better social media sites taking their place.

YouTube was launched in 2005 and Twitter quickly gained popularity in 2007. It is interesting to note that 2007 was the same year the first iPhone came out. This began the evolution of social media being in the palm of your hand – all thanks to an app on your phone. Instagram began in 2010 and became the first photo editing and sharing app. This was soon followed by Snapchat and Vine. Vine was around for a few years before it was shut down in 2017.



In 2018, TikTok grew to be one of the most popular social media apps and had been downloaded more than 18 million times. It has over two billion monthly active users and has surpassed active Snapchat users.

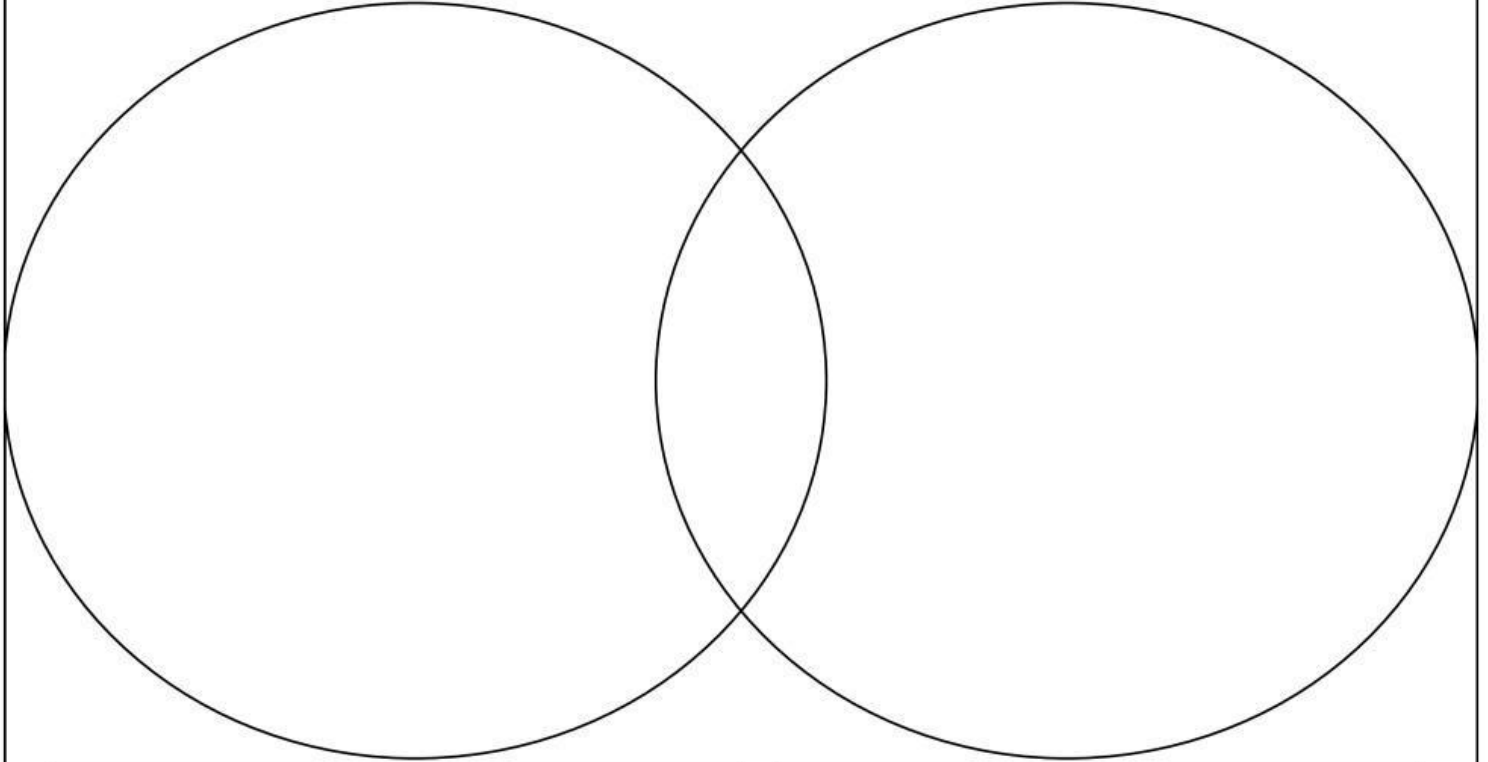
As of 2019, Facebook is considered the most popular social media site. Worldwide, 85% of internet users have a Facebook account. YouTube is the second most popular and most active social media site behind Facebook. This is followed by Facebook Messenger, WhatsApp, Instagram and Twitter.

Social media has evolved over time and looks very different today than it did even a few years ago. Social media continues to be innovative and is constantly changing.

RESPOND TO THE TEXT

Social Media: Past

Social Media: Present



VOCABULARY CHECK:

Find and highlight the words in the text.
Then define.

Evolved:

Inactivity:

Surpassed:

Innovative:

COMPREHENSION CHECK:

Why was Facebook originally created?

What was the most popular social media account of 2018?

WHAT IS THE AUTHOR'S PURPOSE?
