SOCIAL MEDIA – True or False

The Birth of Social Media

The first social networking site, Six Degrees, launched in May 1997. Like Facebook today, users could create profiles and connect with friends. But in an era of dial-up internet connections and limited bandwidth, Six Degrees had only limited impact online. In the late '90s, most people didn't use the web to interact with other people. They just browse' the sites and took advantage of the information or resources provided.

Of course, some people did create their own sites to share personal information or show off their skills. However, creating a site was difficult; you needed to know basic HTML coding. It certainly wasn't something most people wanted to do as it could take hours to get a basic page just right. That began to change with the emergence of LiveJournal and Blogger in 1999. Sites like these, first called "weblogs" (later shortened to blogs), allowed people to create and share journals online.

Friendster and MySpace

In 2002 a site named Friendster took the internet by storm. It was the first true social networking site, where people could post personal information, create profiles, connect with friends, and find others with similar interests. It even became a popular dating site for many users. The following year, MySpace debuted. It incorporated many of the same features as Facebook and was especially popular with bands and musicians, who could share their music with others for free. Adele and Skrillex are just two musicians who owe their fame to MySpace.

Soon everyone was trying to develop a social networking site. The sites didn't provide prepackaged content to people, the way a news or entertainment site might. Instead, these social media sites helped people create, communicate and share what they loved including music, images, and videos. The key to the success of these sites is that they provide a platform on which users create their own content.

1. Six Degrees is the first networking site.
2. It launched in March 1997.
3. In the late 90s used the web to interact with other people.
4. Blogs allowed people to share journals online.
5. The first true social networking site was Friendster.
6. MySpace debuted in 2003.
7. Social networking sites provide a platform where users create their own content.