

# Social Media

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PAST, PRESENT, AND FUTURE

# Who is?

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John Perry Barlow

Stewart Brand

- What's the Whole Earth Catalog?

Esther Dyson

- “Everything that happens on the Net will happen to human beings. . . . [T]he Net is not going to push us into some antiseptic digital landscape.”

Howard Rheingold

The Cluetrain Manifesto

- “We are not seats or eyeballs or end users or consumers. We are human beings – and our reach exceeds your grasp. Deal with it.”

Brain Solis

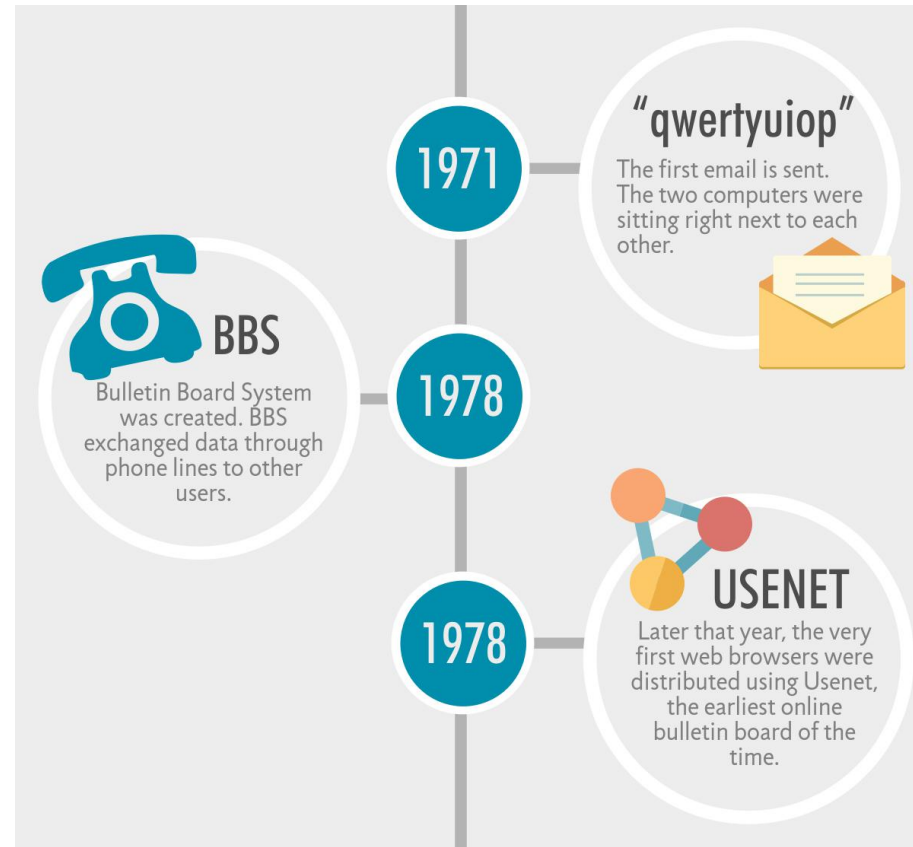
Jonah Berger

Gini Dietrich

Malcom Gladwell

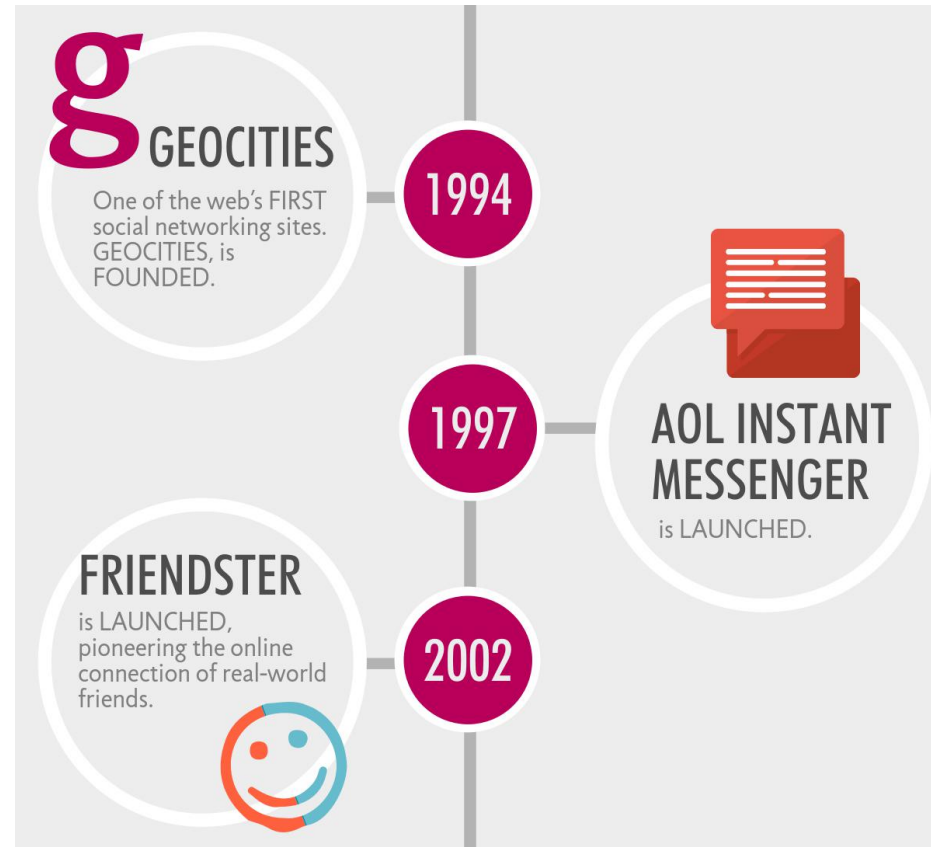
# History of Social Media

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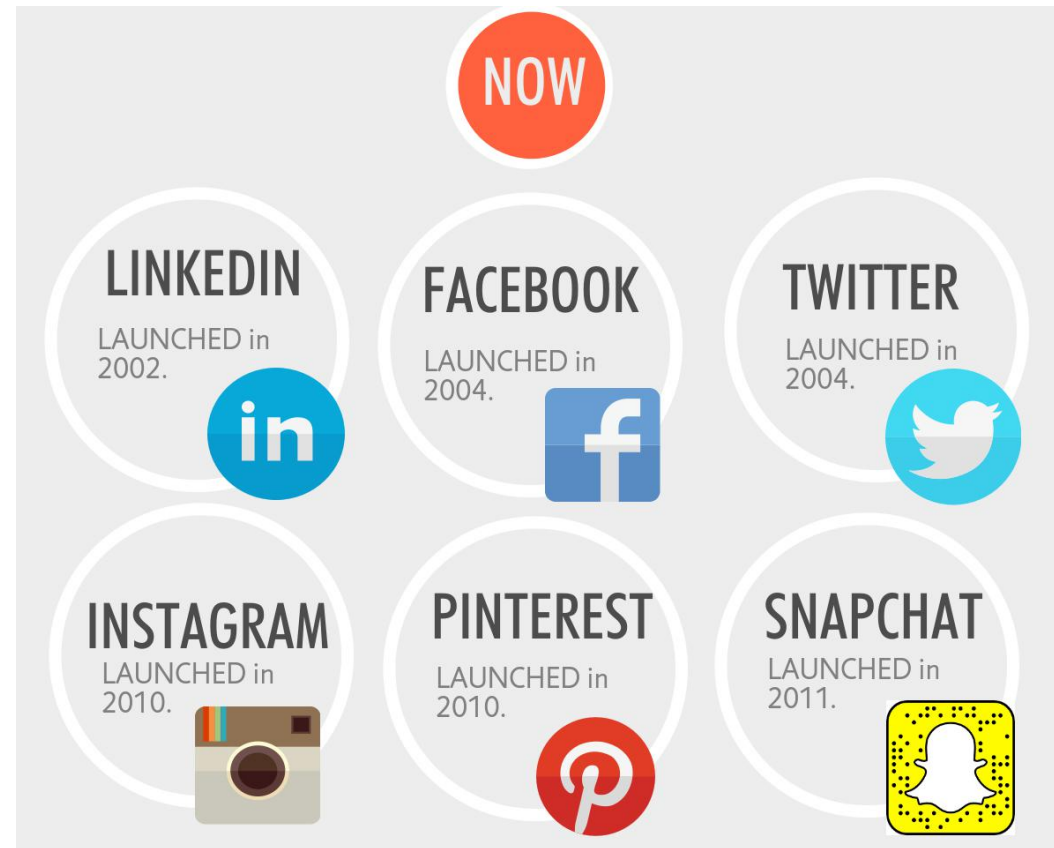
# History of Social Media

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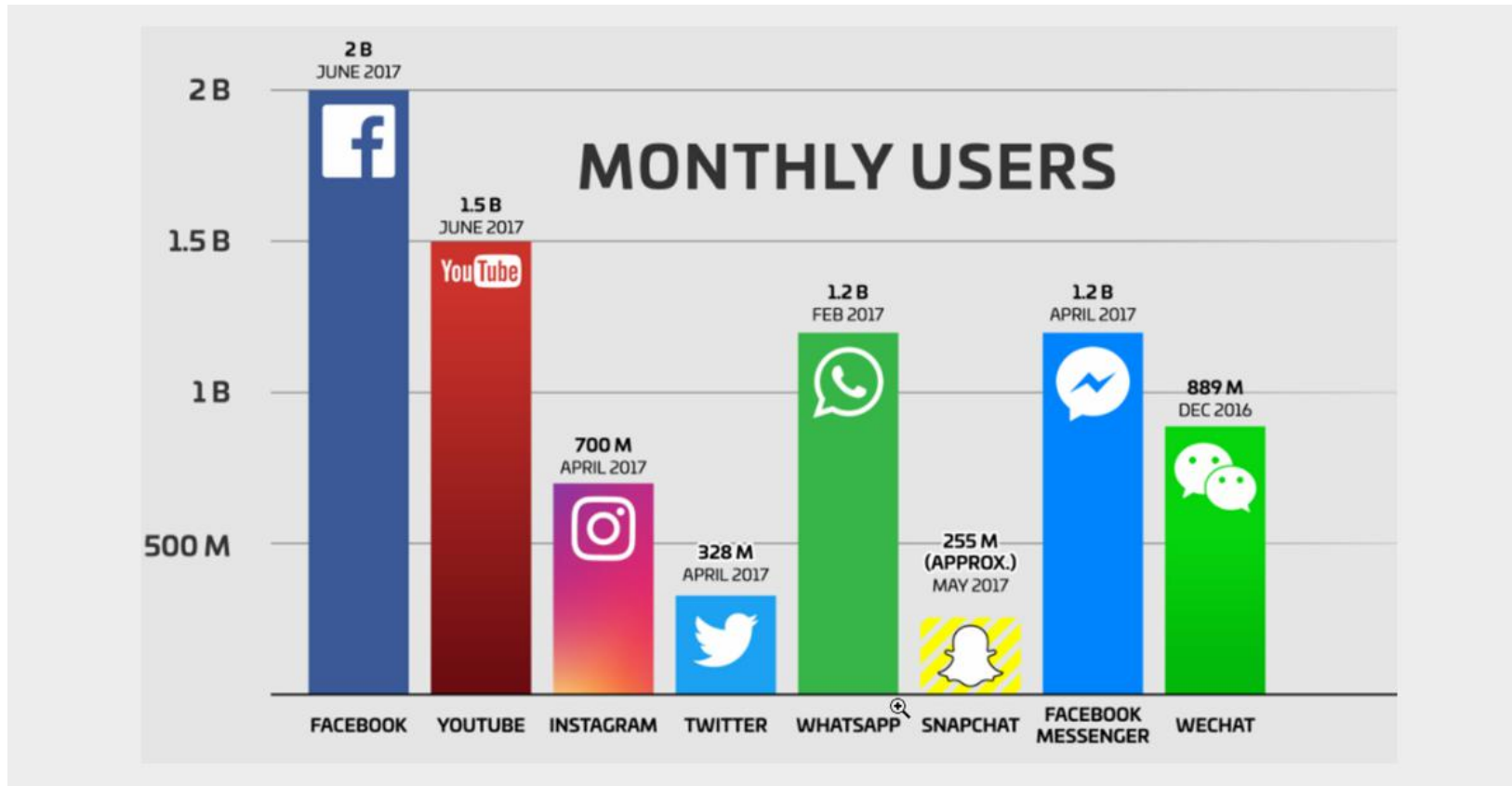


# History of Social Media

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# History of Social Media



# The First Platform

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## Bulletin Board Systems

Mid to Late 1990s: Remember bulletin board systems? (Probably not!)

- Post messages and share files with other users
- Required some knowledge of code
- Colleges had them and if you knew another college's BBS, you could intercommunicate

# AOL

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You've Got Mail!

Mid to Late 1990s: Member Profiles/Instant Message

How many of you had/have an AOL account?

Used to be THE email and internet platform

Was included with all new desktops


Used dial-up NOT broadband



# Classmates.com


A website where you could find all your high school friends.

First time there was a real web-based networking system



[SIGN IN](#) [REGISTER FOR FREE](#)

[Home](#) > [New York](#) > [Liverpool](#) > [Liverpool High School](#)



## Liverpool High School

4338 Wetzel Rd  
Liverpool, NY 13090  
Phone: (315)-453-1500

GRADE RANGE: 9-12  
CLASS SIZE: 558 PER GRADE  
TOTAL STUDENTS: 2341  
DISTRICT: LIVERPOOL CENTRAL SCHOOL DISTRICT  
SCHOOL IS CURRENTLY : OPEN

### REGISTER FOR FREE

to view the profiles of 14,180 other alumni

YOUR FIRST NAME\*

FIRST NAME

LAST NAME AT GRADUATION\*

LAST NAME AT GRADUATION

CURRENT LAST NAME

CURRENT LAST NAME

YOUR EMAIL ADDRESS\*

NAME@EMAIL.COM

CLASS OF\*

GRAD CLASS

By clicking Submit, you agree to the Classmates [Terms of Service](#) and [Privacy Policy](#).  
A password will be sent in a confirmation email to the email address you provide.

# Facebook/MySpace

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Facebook and MySpace were first on the scene with MySpace coming on stronger in the very beginning.

Facebook still going strong today; MySpace, not so much.

# Today's Main Platforms

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Facebook

Instagram

Snapchat

Pinterest

LinkedIn

YouTube

Tumblr

Reddit

Google+ (?)



# Future

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Virtual and Augmented Reality

AI

Live video

What do you think?