Evaluation and Development of Social Media: A Historical Perspective

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ABSTRACT

Current research work deals with evaluation, development and historical perspectives of social media. Social media gives opportunity to individuals to participate their opinion on a given platform. Actually social media is the platform that provide two-way of communication where individuals not only view content but also can give their feedback by comments, like, share etc. Since the birth of social media and rapidly invention of technological devices has pushed behind the one-way media effects. Passing from different phases, digital media gave birth to social media in the dawn of 21st century. Social media is branch of digital media that have captured almost all the lives of humanity. So current research study expresses all dramatic phases of social media that how social media captured space of one-way (traditional media) to network connected social media.

Keywords: Social Media, Evaluation, Development, History.

Social Media

The word social means collective and collaborative activities or actions as Margaret Rouse defined social media as "collective online communication channels dedicated to community-based input, interaction, content sharing and collaboration" (Rouse, 2018; Shabir et al., 2014). Computer based technologies designed to facilitate for creation and sharing content of common interest and ideas or other form of expression via virtual communities through networks. The term social media has broadened its concept and is available in variety of ways but have some common features (Obar, et al., 2015, Shabir et al., 2014).

The concept of social networking emerged the concept of social media. So, it is necessary to define social media first. Different scholars and websites defined social media differently but have common theme (Shabir et al., 2015b). According to Merriam-Webster dictionary social media is "form of electronic communication. i.e., website for social networking and blogging through which users create online communities to share information, ideas, personal messages and other form of content such as audio, video and graphics etc" (Merriam-Web Dictionary, 2018). Another definition of social networking as "exchange of information or services among individuals, groups or institutions specifically the cultivation of productive relationship for any cause".

Social media is internet-based application (Kaplan & Haenlein, 2010). Social media is user generated content such as photos, audio, video, text posts or comments generated through online interaction (Kietzmann, & Kristopher, 2011). Social media is service for users to create profile online for website

that is developed and maintained by social media (Boyd et al., 2007; Shabir et al., 2015a). It is social network that facilitate users to create profile and become member of group of similar interest (Tang et al., 2012).

Rise of Social Media

The truly visible concept and application of social media emerged in 21st century. In this information age, social media has played considerable role in transformation of communication without any barrios. It's believed that social media has important role in bringing changes in change in cultural values of individuals (Dewangan & Madhuri, 2016; Shabir et al., 2015). Social networking sites since the start of 21st century emerged to ease communication with people to share content of common interest like music, movies, information, videos, graphics and other form of content (Scheijter & Tirosh 2015; Kaplan & Andreas, 2012). This sharing has affected severely youth of Pakistan especially university students who spend more time in co-educational environment and tries to attract other towards them.

There are so many ideas of social media's history, human developed technologies to make communication easy (Carton, 2009). In old age, the source of social communication was telegraph to send and obtain messages over extensive distances (Ritholz, 2010). Emile Durkheim, known as father of sociology, a French sociologist considered pioneer of social networks during late 1800s. Social groups exist only because member shared values and beliefs or share conflicts (Rimskii, 2011; Emile-Durkheim, 2010). Social media was actually evolved over the years to current day diversity which uses digital media. The concept of social media is not new. It is not started with computer but telephone (Borders, 2009).

The concept of mail messages goes back 1960s (Borders, 2009) but internet was available for public till 1991. But today the concept to email messaging is free for all public. In 1969, US government ARPA developed network to share data (Rimskii, 2011; Rithloz, 2010). But now the concept of social media has deeper its roots and has make its identity in variety of faces that make difficult to discriminate among purpose of content. In modern social networks, Six Degree was the first modern social website lunched in 1997. It allowed users to become friends just by creating profile. At starting time, this website was most popular among users and was millions of registered members but now this website is not functional (Ateeq, 2011).

Most Popular Social Sites

Facebook

Mark Zuckerberg US national, student of Harvard University founded Facebook in 2004. It is social networking website headquarter in California (Facebook, 2004). Initially, this site was restricted for Harvard students only but later expended for schools' students too. After some times, as the popularity of Facebook increased, this site removes restrictions and open for everyone aged more than 13 years old (Boyd et al., 2007. Till 2009, Facebook was ranked as most used social website in the world and in mid of 2010 Facebook was more than 500 million users. In the start of 2010, among 1000 most visited websites, Google announced that Facebook is most visited website as compare to any other (Times, 2010). This rapidly growth calculation has reached 2.072 billion at the start of 2018 (Aslam, 2018a).

Popularity of Facebook caused to make profile, add friends, exchange messages including automatic notifications, upload photos, audio, videos and others may like or comment on posted post. Facebook has also messenger that enable users to chat online via text or audio video calls (Charnigo & Barnett-Ellis, 2007; Fono & Rayes-Goldie, 2006). Furthermore, Facebook allows making or joining groups of common interests organized by school, colleges, workplace or any other characteristics (Backstrom et al., 2006). This social website allows individuals possess more than 13 years age, can become the registered member of website (Donath & Boyd, 2004).

With the day passing, traffic of Facebook network is increasing. Facebook has also become high ranked social networking site in Asia, Australia, New Zealand, Hong Kong, Indonesia, Malaysia, Singapore and Vietnam. In 2007, Microsoft purchased 1.6% share of Facebook for $240. Basic purpose of Microsoft was to purchase Facebook to place international ads on it (Stone, 2007). In 2010, FIFA football world cup Nike did and ad with Faceook, and within few minutes round about 8 million viewers get registered with Facebook (Kevthefont, 2010). Popularity of Facebook can be judged by the calculation of registered users that has been reached 2.072 billion at the start of 2018 (Aslam, 2018a).

Twitter

Twitter is one of most famous social networking sites founded by Jack Dorsy and his friends Noah Glass, Biz Stone and Even Williams in 2006, its headquarters is in San Francisco, California, USA. Twitter is online news and social networking site on which user can post and read messages known as tweets (MacArthur, 2017). At early times of twitter, each tweet was restricted to 140 characters but know this limit has been doubled except for few languages (Rozen, 2017).

To become member of twitter society, registration is mandatory. After become register member, individuals can post message usually called tweets. The readers of tweets can be register or unregistered individuals as registration is compulsory for only active members of tweeter. Twitter application can be used on personal computers, mobile phones app and tabs. The popularity of Twitter has spread its and it has 35+ offices round the world (Twitter, 2018). Since the launch of Twitter, the numbers of users increased rapidly and service gained worldwide popularity. According to calculations, in 2012, more than 100 million users posted 340 million tweets a day (Twitter, 2012).

Furthermore, twitter service handled an average of 1.6 billion search queries in a single day (Twitter Search, 2011; Lunden, 2012; Twitter, 2012). In the year of 2013, Twitter was in the list of top twelve most visited social networking sites (Alexa, 2018a; Monte, 2013) and in 2016 the calculation of twitter's users reached to 319 million (Molina, 2017). Twitter contribute active part in US presidential election in 2016 and proved it as prime source of news as 40 million election associated tweets were send on that day (Isaac & Ember, 2016). In the start of 2018, twitter has 330 million registered users and approximately 500 million posts per day (Aslam, 2018b).

You Tube

You Tube is popular social site launched in 2005 by three former employees of PayPal Steve Chen, Chad Hurley and Jawed Karim (Hopkins, 2006). In 2006, Google bought this website in $1.65 billion. It is video sharing website headquarter in San Bruno, California USA. It is first major video hosting and sharing website. It allows users to upload, download and view video content of HD, MP4, Blue Ray video quality and recently launched service to provide TV shows and movies under license from their copyright holders (Domain-Tools, 2018).

In mid of 2016, YouTube was one of the fastest growing websites and at that time, 65000 new videos were uploaded (Malley, 2006) and recently, it is estimated that YouTube serve round about 100 million users per day (USA-Today, 2006). This amazing video website allows users to upload, download, view, rate, share, report, comment on videos, favourites and even subscribe to other users too. YouTube offers wide range of user generated and business media videos including movies and dramas. Site is collection of video clips, music videos, short documentaries, TV shows, audio recordings, films, live streaming, movie and drama trailers and other contents such as video blogging and educational videos.

Mostly, the content of YouTube is uploaded by persons but media corporations like BBC CBS, VEVO and Hulu also offers some content via YouTube as a part of YouTube partnership program. Videos can be uploaded by only registered users but unregistered users can only see the videos. Some kind of videos can only be seen to registered users who affirming themselves to be at least 18 years old. In 2017, there were

more than 400 hours of content uploaded to YouTube in a single minute and approximately one billion hours of content are watched on YouTube every day. In August 2017, YouTube ranked as second most popular site in world (Alexa, 2018c). Recently statistics shows that YouTube has 1.57 billion active users every month and till now more than 5 billion videos have been shared using YouTube (Aslam, 2018c).

Google +

Google Plus is internet based social networking website that is operate and owned by Google. Google + is as possible competitor of Facebook. In its initial years this site experienced strong growth. By replacing Google Buzz, Google Plus was launched in 2011. This service was created by Vic Gundotra and Bradley Horowiz (Denning, 2015; Google, 2011). Google + offers the features to post photos, status updates to attention-based communities and different types of relationship added into the circles. Multi-person immediate messaging, audio video chat on Hangouts (messenger of Google +), location tagging, events and support to edit pictures to private cloud-based albums (Google, 2011; Lytle, 2013).

The growth of Google + diverged broadly because Google introduced the service as social network allowing users to share identity and interests (Gundotra, 2011; Bosker, 2012). For becoming user of Google + only single identity is enough for the entire Google products. As a result, the reported number of active user on Google + grew considerably, but user's average time spent on website was consisted on small functions as compare to other social networking sites. After two weeks of lunch of Google + in 2011, the calculation of users reached 10 million (Goldman, 2011) and within a month reached to 25 million (Wisserman, 2011) and in October 2011, this growth reached to 40 million (Larry, 2011). At the end of first year of launched, Google plus secure 90 million users. With rapid growth of users, Google + enjoyed 300 million monthly active users participated in social networking by interacting with Google + social networking stream (Yeung, 2013; USA-Today, 2013; Google, 2013).

Since its launch in 2011, Google + has gain significantly market place due to heavy users. In the journey of 7 years the number of active users reached to 395 million monthly and Google + has estimated round about 2 billion registered users all over the globe. Google focus on more privacy and don't believe on number of users (Dustn-TV, 2018).

LinkedIn

LinkedIn was founded in 2002 but launched in 2003. It is business and employment oriented social service aimed to facilitate to search and apply jobs and keep in touch with business and employee organizations and can be used service using website and mobile apps (LinkedIn, 2018a; Tiki-Toki, 2018). The founder of LinkedIn was Reid Hoffman, currently CEO is Jeff Weiner and headquarters is in Sunnyvale, California USA. At the start of LinkedIn, the growth was very low as round about 20 signups was done within few weeks. Actually, this site is used for professional networking, including posting jobs, seeking jobs and posting CVs.

In 2013, LinkedIn celebrated its 10th turn and at that time the calculation of registered members was reached to 225 million. Most income of LinkedIn came from selling access to information about its members to recruiters and sales professionals (Lemann, 2015). Till mid-2017, LinkedIn has 546 million registered members from 200 countries, out of which more than 46 million members are students and recently graduated from universities. Furthermore, from all, 70% of members are outside the USA (LinkedIn, 2018b). LinkedIn allows users both Employers and workers to create and edit profile and connect with each other in online social network which may symbolize real-world professional relationship.

Using LinkedIn interface, member can invite anyone that may be existing member of LinkedIn or not to become register member of LinkedIn (LinkedIn, 2018c). The "Gated-Access Approach" where ability to using LinkedIn to contact with any professional that may either existing relationship or an introduction

through contact of theirs is intended to build trust among the service. In the end of 2016, LinkedIn was ranking as 20th most popular website in the globe (Alexa, 2018c). The popularity of LinkedIn is more in USA and European countries as New York Times stated that US high school students are creating LinkedIn profiles to include their college applications (New York Times, 2016). This website of LinkedIn is available in 24 languages. Finally, in 2016 Microsoft acquired LinkedIn for $26.2 billion (Wall Street Journal, 2018; Microsoft, 2016).

Other Social Sites on Internet

Internet is social hub where various social networking sites aimed to connect people in variety of ways with basic theme socialization. This socialization is in the form of making new friends, share, upload and download audio, video and textual contents. The more involvement in social sites the more socialization. Socialization with it concept is a form of broader relationship. A short description of various social networking sites is described here.

Reddit is social news aggregation American web discussion and content rating site founded by Steve Huffman and Alexis Ohanian in 2005 headquartered in San Francisco, California. Site facilitates to its registered users to upload content links such as images, posts, audio, video and text and other member vote that post to make status of post ups and downs. Posts are organized according to subject matter user created boards called "subreddits" that covers various topics including, news, movies, videos games, music, science, food, fitness and image sharing. The post that most voted-up emerge towards the top of their subreddits and if receive sufficient votes; eventually appear on site's front page. Due to strict rules, Reddit prohibited harassment (Ohlheiser, 2016). In the start of 2018, Reddit had 542 million monthly visitors and ranked as 4th most visited sites in US and 6th in the world (Alexa, 2018d).

Myspace is social networking site offers interactive, personal profiles, blogs, groups, music, video photos and user submitted network of friends founded in 2003. During 2004 to 2010, Myspace was largest social networking site. Its headquarters is in Beverly Hills, California (Lacter, 2006; Seattlepi, 2006). In 2008, Facebook overtaken the Myspace in number of unique visitors worldwide (Albanesius, 2009). Myspace had significant influence on music and pop culture (Molloy, 2018). This site presents content in 14 languages and founder of the site are Chris DeWolfe and Tom Anderson and site has round about 15 million monthly visitors.

Instagram is videos and photo sharing social networking service owned by Facebook. It was launched in 2010 by Kevin Systrom and Mike Krieger. This service is multi-hardware based and can be use on Android set and also on desktop computers. Instagram allow users to upload photos and videos which can be edited and organized with location information. Post can be share publically or to only approved followers. App allows users to browse content by tags and locations. Users can like, comment and share content by adding content to a feed. Initially this service allowed to share content only in 1:1 square but later in 2015, allowed users to resize content and messaging features and also facilitate users to post more than one photo and videos in a single post. This service gained good popularity as within two months of its launching, its calculation of registered members was one million and within a year 10 million and ultimately in 2017, there were 800 million registered members (Alexa, 2018e; Systorm, 2011; Sengupta, Perlroth & Wortham, 2012).

Conclusion

Social media has changed the way of communication from one-way communication to two-way communication. It provides platform to public to express their opinion on any issue. Social media is accessible by variety of devices. No matter it is cell phone or PC, social media is present there. Now social media is ocean which has no banks. Social media is huge elephant that have ability to digest any kind of data upload on it. No matter uploaded data is in the form of text, graphics, audio or video, social media welcomes it to being part of worldwide information. Social media could be further hieratically sub

divided into various categories and has provided a platform to various stakeholders to share material such as online TV, online lectures, encyclopaedia, e-newspapers, shopping, business, e-commerce, video conferencing, online text, audio and video chatting, online books, newsgroups, advertisements, buying and selling goods, online booking, data transfer, entertainment, education, religion, music, drama, movies, chatting, culture, politics, languages, fashion, dressing, personal look, ethically moral material etc. Simply social media is collection of all kind of information that can be accessed by one click.

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