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## History of social Media: A Study on Knowing and Using

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**Abstract:** *Social media is a great gift for human being. By the origin of internet world become a village as Marshall McLuhan's said it "Global Village". Internet is a strong medium for communication and information on social networking sites where people can put their thoughts and ideas without any obstructing. The social media born after internet came in existence. Social Media is a part of new media. All social media came in new media. Many social media sites, and application have helped to people to find their friends and relatives or many others who are living very far, social media can help them to come in contact with each other.*

*This paper has complied and described the history of top social media apps. It also includes people awareness towards the history of social media apps. The views of people towards social media usages like why they are using social media apps and what apps they are using. The secondary data is collected from internet, books, and articles. Primary data is collected through telephonic interview of 100 respondents. This article will help to know the history along with facts and feature of most popular social media applications collectively.*

**Key Words:** : New Media, Social Media, Information Technology, Communication Technology, Technology.

In present the age of digitalization people is online connected with each other. In the digital era most of the people are aware about the social media platform. Mostly they are also using one or more applications of social media. Social media helps people to live in or be on in contact with each other, no matter where they are living physically or where they are living across the country and world.

India is the biggest market for many social media sites and apps for earning. Many social media apps become most popular instant messaging app in present. More than 50 caror people are using social media in India. They are using all social media platform of foreign countries. That is very harmful in context to security and privacy of our personal data. So, the first made in India social media app has launched with the name of Elyments. It will save the data in our own country. It has been launched in different eight Indian languages. It has different features along with audio-video calling.

The history of social media is not so old. In very less time duration social media reached to most of us and become a part of our lifestyle. Social media prove the proverb "to do the world in fist". It has limited the world and make communication very easy.

Objectives of the Study:

- \* To know the history of social media.
- \* To understand the respondent's knowledge about the application's history.
- \* To identify the use of social media application.

**Methodology-** Random sampling method used for selection of respondents of this research study. 100 people both male and female has been chosen with the age group of 20- to 40-year-old. They belong to various places with different cultural background, different economic background, different educational background, and different geographical location. The telephonic interview has been conducted for the interview to know their views on using social media platforms. Many questions were asked to respondents such as

- \* How many social media applications they are using?
- \* Are they know the history that application which they are using?
- \* Why are they using social media applications?



**Description and Discussion-** Many social networking sites are available, and respondents are using in present time that help them to live in contact with friends, groups and family members etc. Social media platforms can be used in many different devices which have internet connection such as computer, laptop, smart phone, tablet etc.

Social media became an important part of our lifestyle. It plays a big role in our works and life. They are very user friendly. People get all kind of big or small information through social media in present like news report, shopping ideas, craft, cooking, videos of different types etc. social media platform also give many features like chatting, sharing, posting, audio-video calling, text chatting etc. Location sharing is also available in present in many platforms. We also can block the people to whom we don't want to be in contact in future. There are many social media apps are available on internet. People can download the applications from google play store and App Store.

First modern social networking site came in 1997. Six degree was becoming the first modern social networking site which helped the users to create their profile and can send the friend request to others and make friends to another user. After that blogger came in 1999. Social networking and bookmarking site LinkedIn started in 2003. Later on, many sites came such as Photobucket, Myspace etc. In 2004 Facebook and in 2005 YouTube came for common people. These social media platforms are very easy and friendly for the people. They started to use and enjoy these apps. slowly many apps came and available in present.

There are so many apps and sites come in new media and social media. There are many forms of social media available in present including internet forums weblog, social blog, microblogging, wikis, social network, podcast etc. Depend on the service of different social media applications there are many applications are available like- Facebook is for social networking site, Youtube is for content or material community site, Twitter is for microblogging etc.

**The history of tops social media applications according to their users are as followings-**

**Elyments-** It is an Indian social media networking app. It is made by India and for the people of India. It is prepared in form of one-stop-app which can fulfil all the needs of users. India's super social media App is Elyments, launched by Vice President M. Venkaiah Naidu on 5th July 2020. Its first sawdesi social media app of India. It known by the name Elyments App. It is available on Google Play store and Apple app store to install in mobile. It is in 8 Languages. Along with many facilities like audio video calling, textual chatting and all it also provides the facility of e-payment and e-commerce.

**Facebook-** Mark Elliot Zuckerberg is the father of Facebook. He made a programme before Facebook named "facemash". He made Facebook with the help of his Harvard college friends named Dustin Moskovitz, Eduardo Saverin, Chris Hughes and Andrew McCollum. It has been started on 4 February 2004 from Harvard University with the name of The Facebook. First Facebook Inc. was an American online social media and social networking-based company. Its named Facebook.com in 2005 and finally in 2006 it came in public. In 2007 the Microsoft company has been purchased and owned Facebook and also took the permission for international advertisement. In 2008 it headquarters opened in Dublin, Ireland. It has started chatting service in 2008. Facebook has launched Facebook Mobile App in 2009. More than 70 languages are available Facebook. It can be used on website as well as on app.

**Instagram-** Instagram made by Kevin Systrom and Mike Krieger in USA. First it started as a computer program with name of Barban but it has been launched with the name of Instagram. The name of it made with the help of two words first Instant second telegram. Instagram has been launched on 6th October 2010. Facebook company has been purchased and owned in 2012. In initial phase it has been made for iPhone.

**Youtube-** It has been launched on 14 February 2005 on a special day "Valentine Day". Before becoming the



video site it was a dating site. Jawed Karim, Chad Hurley and Steve Chen invented it. Google have purchased and owned it. Many countries have banned Youtube. Most watched video on Youtube is a song Despacito.

**WhatsApp-** Two friends Brian Acton and Jan Koum invented WhatsApp in USA in January 2009 before it they were employed in yahoo search engine. The name WhatsApp is based on "Whats Up" means whats going on. First it has been launched for the iPhone than in 2010 it also launched for iOS Android. Group chat option came in 2011. It has been purchased by Facebook in February 2014. It gives the end-to-end encryption feature. First it was paid service for its users but now it is free service.

**Twitter-** Jack Dorsey, Noah Glass, Biz Stone and Evan Williams made and started it in March 2006. The first twit had been posted on 21 March 2006 by the CEO of Twitter Jack Dorsey that was "just setting up my twttr". That time the name of Twitter was twttr. It has been launched for public in July 2006. In starting it gave the words limit of 140 words but later it has increase it with 280 characters. An estimated per second 6000 twit has been done on Twitter and 50 crore per day.

**Telegram-** the meaning of Telegram in Hindi is "Taar ka Samachar". It is a messaging app also have many features in present like audio-video calling. It is cloud-based app means the data of this apps is saved in the Sever of Telegram rather than in your device. This app made by two brothers named Nikolai and Pavel Durov and both are the owner of it. It came in market in 2013. It made in Russia but its headquarters in many other countries.

**LinkedIn-** It is a biggest professional social network designed for business community. the main aim of it to launched was that it makes able to contact to them who looked for professional opportunities. The Microsoft owned it in 2016. It is a American business and employment oriented service. It runs through websites and mobile apps. It has been established on 28 December 2002 and launched on 5th May 2003.

It works for business objectives and for whom those who want to do contact with professionals like the owner of company, CFO, and other high officers etc. we can find the job with the help of LinkedIn as well as we can create a huge network of professionals.

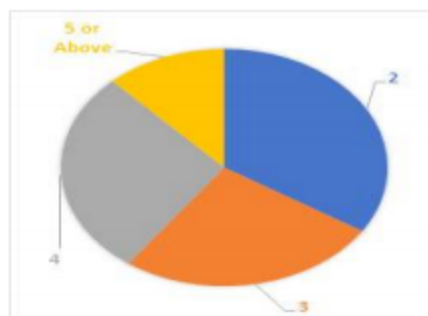
**Snapchat-** It is one of the topmost used social media platforms across the world in 2020. It was found in 2011 by three students of Stanford University named Evan Spiegel, Reggie Brown, and Bobby Murphy. Originally Snapchat has the name Picaboo. It is American social Media application.

There are many more social media applications using by people across the world such as Tumblr, Pinterest, Sina Weibo, Reddit, Tik Tok, Ask.fm, Vkontakte, Flickr, Meetup, InterNations, XING, Nextdoor, Tinder, Foursquare, Myspace etc.

The Analysis of primary data collected from the 100 respondents with the help of telephonic interview is analysed here. The respondents have various views on social media. They are using many applications for different purpose.

**How many social media applications they are using?**

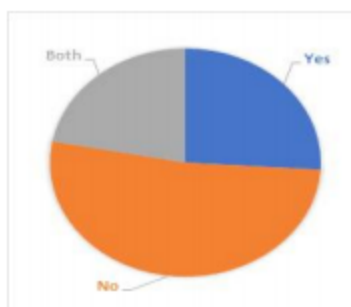
S. No.	Number of Social Media Applications	Frequency
1	2	34
2	3	26
3	4	28
4	5 or above	12
<b>Total</b>		<b>100</b>



All respondents are using more than one social media application. Many of the respondents are using WhatsApp, Facebook, Instagram, YouTube. Some of them are using twitter and telegram along with many other social media applications. Some respondents stopped using some application after used for more then 2 years due to many reasons like- they get frustrated by using them, the application is wasting much time of their day-to-day life, the impact of application is negative on them, the application used more internet data while using it etc.

**Are they know the history that application which they are using?**

S. No.	Options	Frequency
1	Yes	26
2	No	52
3	Both	22
<b>Total</b>		<b>100</b>

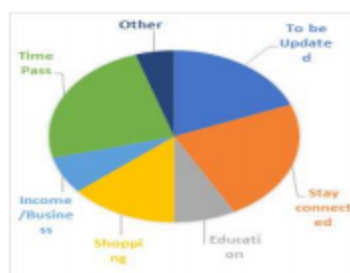


Most of the respondents did not know the history of the social media application whatever they are using, even they also don't know the social media application they are using is made by India or not. They are using different social media application because their friends and relatives all are using them. They never try to know the history of social media application. Some respondents only know the origin of Tik Tok application because the Government of India banned so they got the information that Tik Tok application was made by China.

According to the many of respondents why they try to know the history of social media applications because whatever aim is to use the application is getting by them so no need to know the history. Nothing will get out of the history. One thing is very clear among the respondents that whatever applications they are using is not belonged to China. Either belonging by India or any other country.

**Why are they using social media applications?**

S. No.	Options	Frequency
1	To be Updated	19
2	Stay connected	23
3	Education	8
4	Shopping	14
5	Income/Business	7
6	Time Pass	24
7	Other	5
<b>Total</b>		<b>100</b>



The respondents are using social media for various purpose but maximum number as 24 are just using social media applications for time pass. Some of them as 23 respondents are using for stay connected with their friends and relatives. They use social media for audio calling, video calling, chatting, and sharing the videos, images etc. As per 19 respondents are using it to know the current information or to be updated about all around. What's going on around them or in country and across the world. 7 respondents are trying to earn money from social media. They make videos, click pictures, and write content to share to get money by more like, share and subscribes. They are using in compulsion because they have to be in contact with public for business or many other purposes. 8 respondents are using different applications for education purpose like for complete their higher education and preparation of competition examinations, to be update of news etc. they have different use of social media applications. 14 respondents are using for online shopping. Out of total 100 respondents 5 are using social media application for



other purpose as some are using to learn different things like cooking, stitching etc. Nowadays they are using many applications for money transfer and different transaction.

Many people stopped using some of social media applications due to listen the various news related to cybercrimes and cyber bullying. They are getting afraid by this kind of news, and they don't want to face same problems in their life. According to them the social media applications are useful in many things but it also unsafe for the society as everyday increasing crime by the use of social media.

Most of the respondents they are using social media applications in mobile phones or sometimes in laptop and computer. They are not aware about the facts and figures of the social media. They are using different application without knowing the history. Respondents have different views on the use of social media applications. According to them social media have positive impact as well as negative because in one side it wasting our time and money as well as in another side it helps in many things and to save our time and money.

**Conclusion-** Social media don't have long history. One by one many social media applications came and many of them get lost after over a period of time.

People are using more than one social media platforms. Respondents are using social media platform for different purpose along with live in contact with each other. To live up to date, to do shopping, to make their career in it or to earn money, to pass the time along with many more purpose.

Many respondents stopped some social media application because they are getting social media addiction and wasting lot of time on it. Respondents have different views on the use of social media. According to them social media have positive impact as well as negative.

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