

Web 2.0

- Tim O'Reilly – 2005
- Online applications which enable interaction, collaboration and user-generated content (UGC)

Examples:

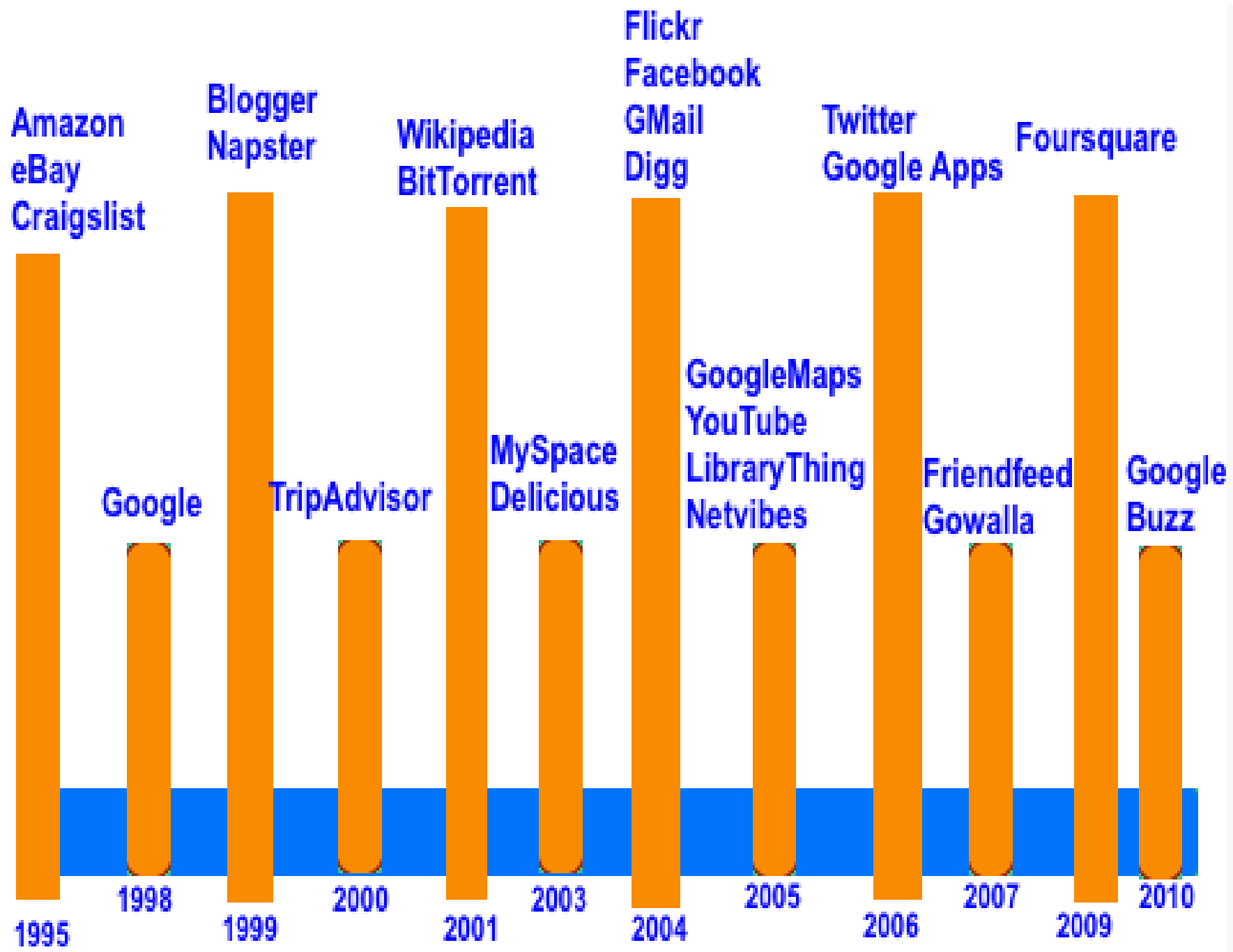
- blogs, wikis, social networking sites (SNS), folksonomies and mash ups

Key web 2.0 platforms and concepts

- Aggregator / Feed reader
- Citizen journalism / crowdsourcing / UGC
- Collective Intelligence
- Folksonomy
- Long Tail
- Mashup
- Micro-blogging
- Open source

Key web 2.0 platforms and concepts

- Peer-to-Peer (P2P)
- Podcasting
- Search engines
- Social Networks
- Weblogs
- Wiki



THE MEDIEVAL ERA OF SOCIAL MEDIA

1988

Introduction to Internet Relay Chat
File sharing, link sharing & keeping in touch.

Introduction to ICQ

Multi user messaging, Multiplayer games, made emoticons & abbreviations such as "LOL" and "BRB" became famous.

NOVEMBER
1996

1997

Six Degrees

Glimpses of first social media resembling that of today's features like create profile & add friends.

Live Journal

First to introduce dynamic content on the blogs and forum, create groups and interact.

1999

THE GOLDEN ERA OF SOCIAL MEDIA

2001

Wikipedia

The online free encyclopedia was launched.

2002

Friendster

Operated by allowing people to meet new people and increase their network.

2003

Hi5

Included photo sharing, user groups, social gaming and status update.

2003

MySpace

Private messaging, public comments posted to an user's profile, bulletins sent to friends.

2004

The Facebook

Opened only for the Harvard University students.

2004

Orkut

Owned by Google, meet old and new friends, rate friends, change themes, etc.

2004

Flickr

Photo sharing platform

2005

YouTube

First organised video streaming & video sharing platform

2006

Twitter

A microblogging platform with a question and answer format.

2007

Tumblr

Live streaming and microblogging platform

2009

WhatsApp

iOS, Android and Windows based application for personal and group chats

2012

Snapchat

New platform for chatting by posting pictures.

2012

Tinder

A social discovery application for iOS and Android devices.

2013

Vine

A multiple platform video sharing social application.

2014

Phued

A social media platform with live broadcast option