

The History of Social Media:

A look into the history of social media

With a focus on: Facebook and MySpace

Before diving into social media, it is important to understand the history of social media and how it has evolved into what we know today.

STEP 1

For a quick timeline on the history of social media read over “[The history of social media \[infographic\]](http://mashable.com/2011/01/24/the-history-of-social-media-infographic/)” by mashable.com. (<http://mashable.com/2011/01/24/the-history-of-social-media-infographic/>)

Discussion points in class:

- How has social media changed communication?
- How has social media changed a person’s reach in society; how far their voice can be heard?
- When did students start using social media, and what sites did they first sign up for? Have they quit sites? Why did they quit those sites and stick with others?
- What do they use social media for?
- What different sites are students aware of?
- At what point does social media just become white noise? How can a company avoid that?

While looking at the graphic organizer, have students fill out the following cause and effect graphic organizer (Example: Cause: Instant communication = Effect: People expect answers/responses fast.) After students have completed the organizer, have them pair up and compare what they found, and draw three conclusions as a pair based on what they found. After pairs have compared answers, have students share with the class at least 3 different conclusions they came up with.

STEP 2

After looking at the history as a whole, go into the specific history of Facebook and MySpace. Here are some resources:

FACEBOOK:

The look of it: http://mashable.com/2011/09/22/facebook-profile-evolution/#view_as_one_page-gallery_box2471

<http://www.theatlantic.com/business/archive/2012/02/the-history-of-facebook-as-a-facebook-timeline/252390/>

<http://www.guardian.co.uk/technology/2007/jul/25/media.newmedia>

MYSPACE:

http://www.randomhistory.com/2008/08/14_myspace.html

http://www.businessweek.com/print/magazine/content/11_27/b4235053917570.htm

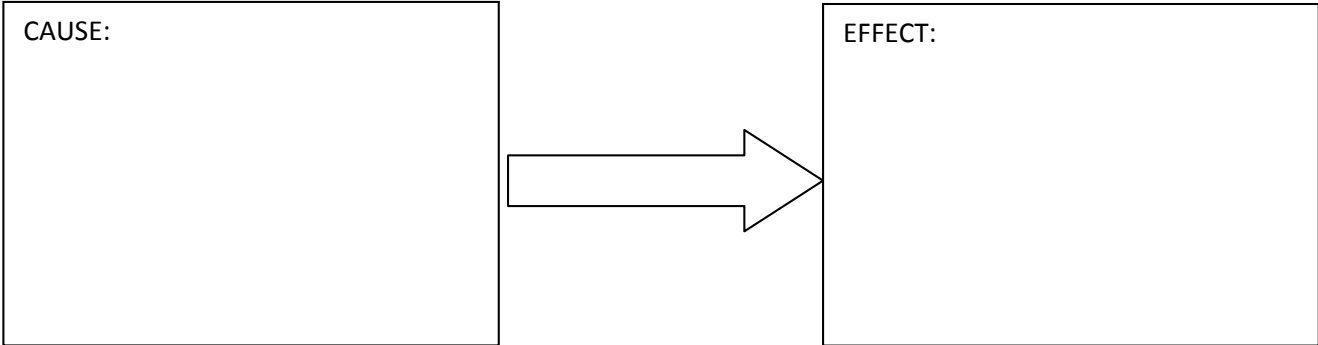
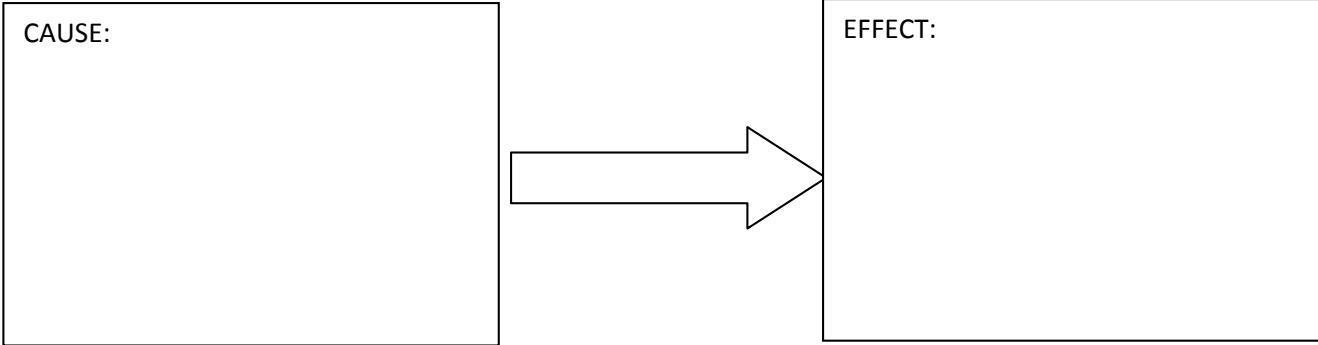
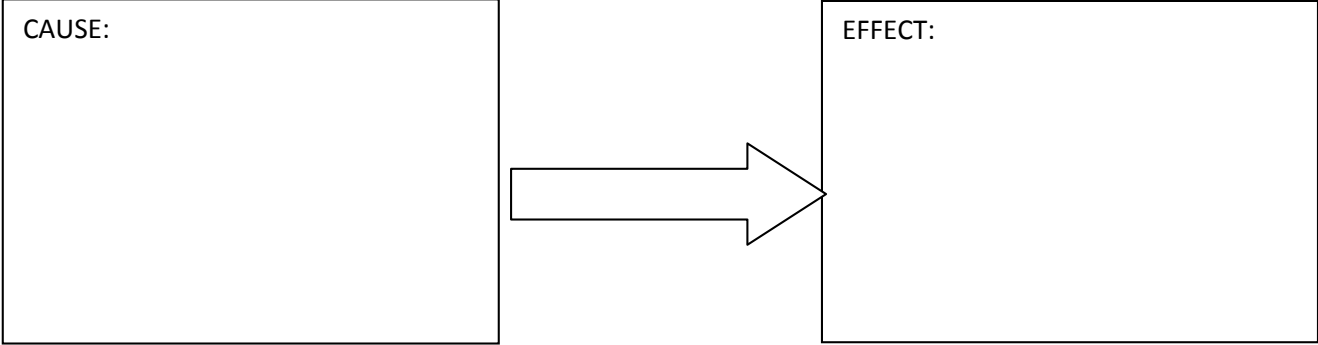
Points for discussion:

What did students already know?

What is new to students?

What is the difference between these two companies? Why did one survive, and one die off?

CAUSE AND EFFECT ANALYSIS ON HISTORY OF SOCIAL MEDIA: Identify 3 causes in the history of social media and the effect those causes had on the web, communication and media as we know it.



After meeting with a partner and comparing causes and effects, draw three conclusions based on the information you have received today.

Conclusion 1:

Conclusion 2:

Conclusion 3:

Assessment:

1. Predict where you think social media is headed using evidence from what was discussed in class today.

2. There are so many different types of social media aimed at different uses and audiences.

Identify some different social media sites you use or are aware of and what they are used for.

Take a stance on whether or not social media sites should combine into one mega social media site or continue to be segmented into different sites and purposes. Explain yourself with specific evidence and examples.