Титовская средняя школа

Individual project

Social network

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Introduction

Social network - an online platform used for communication, dating, creating social relationships between people who have similar interests or offline connections, as well as for entertainment (music, movies) and work.

The benefits of social media
- Communication and dating: Social networks allow you to communicate with friends from a distance and find new acquaintances.

 - Information exchange: They provide access to a huge amount of information and opportunities for self-development.

 - Entertainment: Users can watch videos, listen to music and play games.

Disadvantages of social media

- Addiction and negative impact on mental health: Excessive use can lead to addiction and negatively affect mental and physical health.

- Harmful information: The risk of encountering harmful or fraudulent information.

- Impact on real relationships: May lead to antisocial behavior and decreased real communication skills.

The main purpose of social media may include:

Increase brand awareness. This helps to attract the attention of the audience, establish contact with potential customers and create a positive impression of the company.

Attracting the target audience. Develop content that will attract exactly those people who are the target audience.

Increase the number of subscribers and audience. This increases the potential number of customers and the possibility of further interaction with them.

Increase customer loyalty. Creating and maintaining trusting relationships with clients, as well as providing feedback and solving problems.

Increase the traffic to the site. Attracting social media users to the company's website to receive additional information or make a purchase.

Increase in sales. Stimulating and increasing the conversion of users from social networks into buyers of the company's products or services.

There are such social network as:

Twich; VK; Telegram; YouTube; TikTok; Instagram; OK.

Twitch

Twitch is a video streaming platform that is popular, particularly among the gaming community. The service allows users to broadcast, or "stream", and watch live video game broadcasts, including gameplay and esports tournaments.

 Initially, Justin Kahn, Emmett Shear, Michael Seibel and Kyle Vogt launched the Justin live streaming platform.TV in 2007. The goal was to allow any user to create their own channels and broadcast their lives.

At the initial stage, the site only contained Justin Kahn's channel, which broadcast his day with a webcam attached to his baseball cap connected to a laptop in his backpack. Kang became the first live streamer to create content from his daily life.

Justin.TV became popular as the concept of live streaming attracted the attention of the public. There were several categories on the site where people could broadcast, but the games category turned out to be the most popular. This led to the creation of a specialized platform for live streaming of games: TwitchTV.

Here are a few key aspects about Twitch:

Community: The platform actively encourages the creation of communities. Streamers can create their own channels where subscribers can interact, share content, and participate in discussions.

Monetization: Streamers can earn money through subscriptions, donations from viewers, and advertising integrations. Twitch offers several ways to monetize, including affiliate programs for popular streamers.

Events and tournaments: Twitch is actively involved in organizing various gaming tournaments and events, which contributes to the development of esports and increases interest in the platform.

Interface and Accessibility: Twitch is available both in a web browser and as apps for mobile devices and video game consoles, making it accessible to a wide audience.

Variety of content: Although Twitch is known for its gaming broadcasts, a variety of content can also be found on the platform, including music, cooking, art, sporting events, and more.

By February 2012, the site's audience reached 15 million players per month. 45 million unique visitors per month. The audience is based on people from 18 to 34 years old. In October 2012, the channel was visited by 20 million people, and in August 2013 it was already 45 million.

Today Twitch is owned by Amazon. Despite the fact that the platform mainly revolves around esports and computer games, offering a wide range of broadcasts and the best moments from streams, Twitch has gone beyond these limits and now musicians, artists and even talk show hosts can broadcast their content and interact with the audience. Twitch has also become a place to discuss topics such as gender equality and inclusion in the gaming industry. 

VK

VKontakte is Russia's largest social network, available in 85 languages of the world.

Here are a few key aspects and functions of VKontakte:

User Profiles: Users can create their own profiles, add photos, share statuses and messages, and blog.

Groups and communities: In VK, you can create and participate in interest groups, as well as follow the news of various communities and organizations.

Messaging: VKontakte offers a private messaging feature where users can chat with each other, send photos, videos, and voice messages.

Multimedia: The platform allows you to upload and share photos, videos, and music. Users can create playlists and listen to music directly on the website or in the app.

Games and applications: There are various games and applications available on VKontakte that can be used for entertainment and interaction with friends.

Cross-platform: VKontakte is available both through a web browser and through mobile apps for iOS and Android.

Commerce: VK is also actively used for business — companies create pages to promote goods and services, as well as conduct advertising campaigns.

Privacy and Security: Users can configure privacy settings by restricting access to their information and content.

The resource is also distinguished by the presence of a variety of mini-applications, browser games, a money transfer system and a full-fledged platform for business promotion. The date of foundation of VKontakte is October 10, 2006, St. Petersburg, Russia. The creator of the project and the former owner is Pavel Durov. Today, his brainchild belongs to Mail.Ru Group", after rebranding (2021) adopted the name VK.The resource is also distinguished by the presence of a variety of mini-applications, browser games, a money transfer system and a full-fledged platform for business promotion.

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Telegram

Telegram is a multifunctional messenger that allows users to exchange messages, photos, video and audio files, and make calls. It was developed by Russian entrepreneur Pavel Durov and launched in 2013. Telegram is available for use on a variety of devices, including computers, smartphones and tablets, and on operating systems such as Android, iOS, Windows and macOS.

To make it easier to discuss in large groups, a shared Telegram chat can be divided into separate topics, which reduces the difference between the messenger interface and a topic-based forum. At the end of December 2022, administrators of groups with more than 100 users received the right to hide the list of participants. In May 2019, it became possible to link a group to the channel to discuss published posts. The developers pleased users by giving them a gift for the New Year from 2021 to 2022 in the form of an official opportunity to set reactions in chats and channels. From a conceptual point of view, channels give readers, on the one hand, the opportunity to feel on the same level as the author (channel publications look the same as personal messaging), and on the other, they allow users to consume content in a convenient coordinate system in the format of a separate dialogue (based on the chronology of publication of materials).

From August 2024, Telegram channel authors can include a paid subscription to their channels, which can be joined if they pay in domestic currency. At the same time, owners of paid channels will not be able to manually approve or reject applications for membership.

Advantages of Telegram:

Security and privacy;

fast message sending;

large file size limit;

the ability to create groups and channels;

a large number of functions;

ease of use.

Disadvantages of Telegram:

the risk of fraud and other illegal actions;

the possibility of sending spam;

the large amount of memory used by Telegram.



YouTube

If you have always been interested in what "YouTube" is and what this word means, the answer lies in foreign jargon. The name of the site is formed from two words: you ("you, you") and tube (literally translated as "pipe", slang means "TV"). It hints at the specifics of the portal: it was created from the very beginning as a site where you can upload videos, share them with other people and watch videos that someone else uploaded. Now YouTube has really become the Internet equivalent of television.

Those who made YouTube the way it is were three former employees of the PayPal payment system. Their names were Javed Karim, Chad Hurley and Steve Chen. Karim is called the main creator: according to the USA Today newspaper, it was he who came up with the idea of the project. It is believed that the idea of creating a video hosting was prompted by a case when he could not find a video with Justin Timberlake and Janet Jackson on the web, as well as a video recording of the tsunami in the Indian Ocean. And Time magazine says that the idea was co-invented in January 2005. The future creators of YouTube could not send recordings from the party to their friends – they were too voluminous to send them by mail. My colleagues decided to start a new project – a website where you can upload videos and share them with others.

The advantages of YouTube include:

There is a huge amount of useful free content. Courses, training sessions, programs - everything can be viewed and used whenever it is convenient, and an unlimited number of times.

Clear navigation, the presence of a “Library" where you can find already watched videos, a “Favorites” where you can send videos that you need to watch later.

You can send a link to a time-bound video.

You can find like-minded people in the comments and make new acquaintances.

It's easy to create your own channel and upload personal videos there.

The main disadvantages of YouTube include:

A large number of ads (preroll, slowroll, built). It cannot be squandered or skipped, which wastes time and mood. But it should be understood that this claim should apply to those who upload videos rather than to YouTube, as it only allows you to monetize videos. The author decides on his own how much and what kind of advertising he is ready to place in his content. In addition, you can purchase YouTube Premium, a paid subscription that allows you to watch all videos without ads.

Channel authors complain about this disadvantage primarily, not viewers. Youtube mercilessly bans. The list of reasons why videos can be banned can fit into a huge volume. The rules are being slowly revised, which allows us to have hope for changes.



TikTok

TikTok is an online platform for creating and publishing short videos, the rights to which belong to ByteDance. Date of foundation of Tik Tok: September 14, 2015. It entered the international market in 2018, becoming one of the most popular and downloaded in the world. Today it is already a global social network, whose offices are open in Los Angeles and Tokyo, New York and Seoul, London and Jakarta, Paris and Dubai, Moscow and Berlin. It is available in 141 countries around the world, the main audience is Generation Z, young people aged 16-24.

Programmers from China, Zhang Yimin, Alex Zhu and Liu Yang, worked on the creation of the application.

Here are the main features of TikTok:

Content Format: TikTok allows users to create and share videos between 15 and 10 minutes long. Videos are usually accompanied by music tracks, filters, and effects.

Social Network: TikTok combines the functions of a social network, allowing users to subscribe to each other, comment and rate videos. Users can also interact with each other through "duets" and "reactions".

Algorithms: The platform uses sophisticated machine learning algorithms to personalize content by offering users videos that they might be interested in based on their behavior and interactions.

Audience: TikTok has attracted millions of users, especially among young people and teenagers. As of 2023, the number of active TikTok users worldwide has exceeded 1 billion.

Culture and Trends: TikTok has become a launching pad for many trends, challenges, and memes that spread very quickly. The platform also serves as an important tool for musicians, allowing them to promote their music.

Security and Privacy: TikTok has faced criticism over data privacy and security, which has led to legislative initiatives and bans in some countries.

Monetization: TikTok provides opportunities for creators to earn money through content creator support funds, sponsorship, and brand collaborations.

Despite the fact that TikTok is banned in some countries, it is used by almost 1.5 billion users worldwide.



Instagram

This is a free application for mobile devices that allows you to talk about yourself and what is happening around you. The words are backed up by an interesting picture taken on a smartphone camera. The built-in photo editor allows you to quickly edit photos. Users often refer to Instagram as a social photo network. Ordinary social networks are filled with posts and stories on a wide variety of topics – information about interesting and fascinating events, news, posters, books, tests, sales, and much more, which may have a very mediocre relationship to the personality of the author himself. Instagram has its own content about itself, not about others.

Instagram is a social network that uses photos or videos as posts.

Developed by Instagram, Inc., authors Kevin Systrom and Mike Krieger. The service started working in October 2010, and was originally designed for Apple devices. The Android version was created in 2012 and was installed by more than a million customers on the first day. The app was bought by Facebook in April 2012 for $1 billion. A number of innovations have appeared, not all of which were liked by users. Thus, the provision that all photos uploaded to the service can be used by the company for advertising purposes caused the loss of about a quarter of all registered customers.

In 2013, a version for Windows Phone 8 appeared, the ability to mark people and places in photos, record a short video. In 2015, the service expanded business opportunities – there were photo galleries of products and a link to the company's website. Business options are developing further – there are "Buy now" buttons, and the display of commercials. The quality and number of photos that can be uploaded for display have improved, the interface has changed, emojis and multimedia content have appeared. You can create several accounts at the same time and stay in them in parallel.

Instagram is one of the most popular apps in the world. The number of users exceeds 800 million and is projected to reach one billion by the end of 2018. They are mostly millennials – young people from 18 to 30 years old.

The first step is to download the program to your mobile device from the App store or GooglePlay, depending on the operating system you have installed. Create a nickname and password. The program will request access to photos stored on your smartphone. Without this, you will not be able to add them for viewing. You will need information about your email address and phone number. Registration is over, you can use it.

There is an opportunity to subscribe (follow – from English follow – follow) to your social circle on Facebook. This is how a beginner quickly finds friends to chat, view and show pictures.

The application is designed for mobile devices, but many would like to use it on a computer. This has not yet been fully implemented. Alternatively, you can install the BlueStacks Android OS emulator program. Another option is to view from the website (Instagram.com ) accounts of different participants.



OK

Odnoklassniki was launched in 2006 by web developer and entrepreneur Albert Popkov. Initially, the main purpose of the social network was to bring together people who graduated from a common school and provide them with the opportunity to communicate, share memories and reconnect. Over time, the service has evolved and added new features to meet the diverse needs of users. So, in 2008, groups appeared in Odnoklassniki, in 2009 – a news feed, and in 2011 – the ability to create video chats.

In 2010, the platform became part of the company Mail.ru Group. In 2016, she was the first Russian social network to launch her own messenger, OK Messages, later renamed TamTam.

Currently, the monthly attendance of Odnoklassniki is about 50 million users. The network continues to evolve and add new features.

Odnoklassniki offers a wide range of functions for communication, information exchange and entertainment. Among the main features, we note the following.

Communication. Users can exchange text messages, make voice and video calls.

Photo sharing. You can share them online and view photos of your friends.

Video hosting. The platform provides the ability to download and view videos from popular services.

Music. Odnoklassniki has access to audio recordings and the ability to create your own playlists.

Games. The social network offers games for every taste, including multiplayer.

Geolocation. Users can track the location of friends.

Events. The service allows you to receive information about various events, including birthdays, parties and meetings.

Groups. Odnoklassniki offers the opportunity to join interest groups and participate in their lives or create your own.

Search for people by various criteria. Users can quickly find friends by configuring the search parameters.

The Odnoklassniki audience is a wide range of users of different ages, education, profession, and interests. However, the main segment consists of people aged 25 to 55 years.

The geography of the platform's users includes Russia, Belarus, Ukraine, Kazakhstan, Azerbaijan, Armenia, Moldova, Tajikistan, Uzbekistan, Latvia, Lithuania, Estonia, Georgia and other countries.

Conclusion

Social networks are a two—sided sword: they offer many opportunities for development and communication, but they also carry risks associated with addiction and negative health effects. Therefore, it is important to use them with caution and awareness.

Social networking has revolutionized communication, business practices, activism, and entertainment. While its benefits are undeniable, its challenges require careful navigation to ensure responsible usage. By fostering digital literacy and critical thinking skills, society can maximize the positive impacts while mitigating the negative ones.

In telegram and VK, we learned that you can correspond and create your own accounts and post photos and videos there. You can also play mini games in VK.

You can watch different streamers from all over the world on twitch. On which they can stream games, chat, IRL.

You can upload videos and shorts on YouTube, you can also watch them.

You can post various photos and stories on Instagram. Conduct live broadcasts and save them.

In TikTok, you can upload short videos and watch them as well. Tik tok is blocked in the territory of the Russian Federation, Instagram is also blocked.

In OK, you can upload photos, create animated avatars, create your own gift.

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