



Social Media and Communication Networks

Year	Event	Person/Body
1971	 First email	Ray Tomlinson (introduced the @ sign)
1973	 First mobile phone call; Ethernet	Martin Cooper; Robert Metcalfe
1974	 TCP/IP protocol	Vint Cerf & Bob Kahn ("fathers of the Internet")
1989-91	 World Wide Web (proposed 1989, public 1991)	Tim Berners-Lee (CERN)
1995	 Internet in India (public)	VSNL, 15 August 1995
1998	 Google	Larry Page & Sergey Brin

Web Generations

Web 1.0

Read-only,
static pages



Information was published
by a few creators and
mainly consumed by users.

Web 2.0

Read-write and
interactive



The term is credited to
Darcy DiNucci (1999) and was
popularised by Tim O'Reilly (2004).
Social media belongs here.

Web 3.0

Semantic web and
decentralised web



Based on Tim Berners-Lee's idea.
Aims for a more intelligent,
semantic and decentralised
internet.

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 Platform	 Year	 Founder(s)	 Key fact
 SixDegrees.com	1997	Andrew Weinreich	First recognised social networking site.
 Blogger	1999	Pyra Labs (Google bought it in 2003)	Early blogging.
 Wikipedia	2001	Jimmy Wales & Larry Sanger	Collaborative encyclopedia.
 Friendster	2002	Jonathan Abrams	Early social network.
 LinkedIn	2002 (launched 2003)	Reid Hoffman	Professional network; Microsoft acquired it in 2016.
 MySpace	2003	Tom Anderson & Chris DeWolfe	Popular before Facebook.
 Facebook	2004	Mark Zuckerberg (with Saverin, Moskovitz, Hughes, McCollum)	Started at Harvard; parent company renamed Meta in 2021.
 Orkut	2004	Orkut Büyükkökten (Google)	Popular in India and Brazil; shut down 2014.
 YouTube	2005	Chad Hurley, Steve Chen, Jawed Karim	Google acquired it in 2006.



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 Platform	 Year	 Founder(s)	 Key fact
 Reddit	2005	Steve Huffman & Alexis Ohanian	Forum-based.
 Twitter (X)	2006	Jack Dorsey, Noah Glass, Biz Stone, Evan Williams	Microblogging; renamed X in 2023.
 Tumblr	2007	David Karp	Microblogging.
 WhatsApp	2009	Jan Koum & Brian Acton	Facebook acquired it in 2014.
 Instagram	2010	Kevin Systrom & Mike Krieger	Facebook acquired it in 2012.
 Pinterest	2010	Ben Silbermann and others	Visual bookmarking.
 Snapchat	2011	Evan Spiegel & Bobby Murphy	Disappearing messages.
 Telegram	2013	Pavel Durov	Cloud-based messaging.
 TikTok	2016	ByteDance	Banned in India in June 2020.
 Threads	2023	Meta	Rival to X.



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