

Download Writing On The Wall Social Media The First 2000 Years

Tom Standard Writing on the Wall: Social Media—The First 2,000 Years . New York: Bloomsbury, 2013.
Clive Thompson Smarter than You Think: How Technology Is Changing Our Minds for the Better. Are social networking sites good for society? Social media sites help students do better at school. 59% of students with access to the Internet report that they use social media to discuss educational topics and 50% use the sites to talk about school assignments. [] After George Middle School in Portland, Oregon, introduced a social media program to engage students, grades went up by 50% ...The development of social media started off with simple platforms such as sixdegrees.com. Unlike instant messaging clients, such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. The first social networks were short-lived, however, because their users lost interest. The question that we get most often about social media marketing is how much it costs — which makes sense. Like so many major decisions in business and in life, the major constraining factor tends to be your budget (that is, if it isn't time).