Social Media:
How It Affects Our Daily Routines

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Foreword

This ebook is a practical guide that divides the use of Social Media into three major areas: How the Internet and Social Media came to be; How Social Media developed throughout the Internet for youth, families, and entrepreneurs; and How Social Media became an active part of Big Business around the world.

To set the tone, this ebook will be presented in chronological order. Therefore, the front session may seem boring at first, but stand by. I think that you'll find it interesting to learn how the Internet preceded the Social Media era, who was involved, and how we received and use Social Media today.

With the exploration of cellphone, smartphones, tablets, and related devices using Social Media, what is a parent to do to keep his child, family, or workplace safe? Are there any helpful Social Media websites that can educate, help, and support children? The toughest question for a parent usually comes down to this: Despite when my child's friends are allowed to receive and manage their cellphone in their households and most importantly, at what age should my child receive his first cellphone?

Today thousands, millions, and even billions of people, are using the Internet and Social Media websites at any given time on a daily basis. Are they encountering advantages or disadvantages when using Social Media? If there are disadvantages, is Social Media websites are helpful in protecting and keeping users safe? Are there research findings presented online that will be helpful to parents and even entrepreneurs? What about marketing? Are Social Media websites involved with marketing? Has it expanded to Big Business and international marketing?

The answers to all these questions and more will be found within the pages of this ebook. Some chapters may new and a surprise to you while other topics might be familiar to you. Nevertheless, the moral behind this ebook is that it focuses on expressing or teaching a conception of right behavior for the reader, whether adult, parent, or child.

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Having conducted the latest research in the child's use of current technology, especially in Social Media era, along with the following topics in college, child development, psychology, and relations-building, I have written this ebook to offer a productive alternative for successfully integrating effective cellphone use and skills. This ebook intends to present practical, connection-based techniques that will really work--and that will bring parents and child closer together instead of driving them apart.

Throughout the ebook, you will find that I use the singular form for the word "children" in the family. Likewise, I have replaced the words, "kid" or "kids" with "child" or "children" because I am deliberately and subliminally disciplining you to get into the habit of addressing each child separately whether he be in your family, class, or workplace.

I realize that "**Social Media**" is a compound noun and does not need capitalization; however, for the purpose of emphasis, I shall capitalize **Social Media**, solely for the purpose of emphasis.

Note: Also, please note that words or phrases in **blue** and **bold** are hyperlinked. That means that by clicking on it, you'll be taken directly to the relevant website where you can get more information.

Looking at Today's Life Advice through a Window

The effects of living in today's metropolitan world of smartwatches, smartphones, cellular phones, mobile computers, electric cars, self-driving cars that may be gas-driven, electric-driven, hybrid-driven, or diesel-driven and other high-tech gadgets is not just hectic but has made this world very impersonal. We make money and then invest our time and effort in making more money.

Does the cycle end? Not usually, because we are never satisfied. How many times have we convinced ourselves, "If only we had some more money, life would be so sweet?" But then, after receiving a substantial raise, we realize that it wasn't enough and that we need more?

What Should You Do?

I have read many books on life, such as Mr. Robin Sharma's ***The Monk Who Sold His Ferrari***, who says this and the monk says that. And the outcome? They both seem to say that money is not necessary. But, I say, "It is". Can you do without cash and a lot of it? I know I can't.
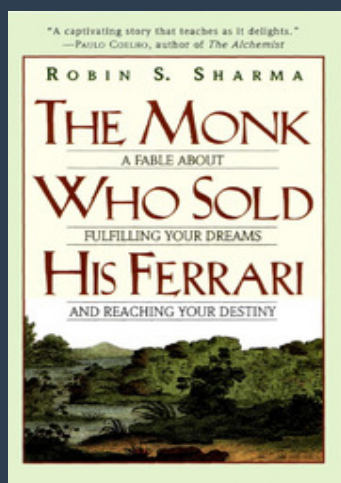
(Notes about Mr. Robin Sharma courtesy of Wikipedia: Robin Sharma is a Canadian writer, best known for his *The Monk Who Sold His Ferrari* book series. Mr. Sharma worked as a litigation lawyer until age 25, when he self-published *MegaLiving* (1994), a book on stress management and spirituality. He initially also self-published *The Monk Who Sold His Ferrari*, which was then picked up for wider distribution by HarperCollins. Mr. Sharma has published 12 other books and founded the training company Sharma Leadership International.**)**

So, I went to my neighborhood Rabbi and asked for advice that will help me find my true way in life.

The rabbi nodded and took me to the window. "What do you see?" he asked me.

Promptly, I answered, "I can see people walking to and fro and a blind man begging for alms at the left corner."

The Rabbi nodded and guided me to a big mirror. "Now look and tell me what you see?"

"I can see myself," I answered.

The Rabbi smiled. "Now you can't see anyone else. The mirror and the window are both created from the same raw material: glass, but because on one of them they have applied a thin layer of silver, when you look at it, all you can see is your own reflection."

The Rabbi placed his arm on my shoulders. "Compare yourself to those two pieces of glass. Without the silver layer, you saw the other people and felt compassion for them. When you are covered with silver, you see only yourself."

I looked at the Rabbi and stated. "I don't understand."

The Rabbi continued, "You will become someone only if have the courage to remove the silver covering your eyes in order to again see and love others." He patted me on my back and sent me on my way.

I have thought of what he said and come to the conclusion that he had a point and I agreed with him. Yes. We need the money and we should not aim to lead a moneyless existence; it's pointless and will only cause us and our families many heartbreaks in the future.

In life, we are allowed to and should be able to, look at both kinds of mirrors. I've learned to add that the mirrors of the world along with our eyes see all the technology has created and people of all ages are using. However, we should remember that when we stand alone in front of a mirror, the mirror reflects only us; a window is the door to compassion, health, and true wealth. In other words, seek wealth by all means, but don't let it dissuade us from life, people, children, the poor, and injustice.

Now, let's take a look at how the effects of today's social media and its technology have affected our daily routines, but first, let's look at it in chronological order. Before social media arose, the Internet, chatting, cellular phone, websites, and all the rest.

How the Internet Came to Be

The fundamental idea of the internet first came about in a paper that was published in 1960 by Mr. Joseph Carl Robnett Licklider (March 11, 1915 – June 26, 1990), known simply as" J. C. R." or "Lick". He was an American psychologist and computer scientist who was considered one of the most important figures in computer science and general computing history. In his paper, he articulated the concept of a wide network of computers, and some of the uses that would arise from such a network. Mr. Licklider had ideas that would shape the powerful tool that we use so frequently in modern times.

"Because I believe that humans are computers, I conjectured that computers, like people, can have left- and right-handed versions."
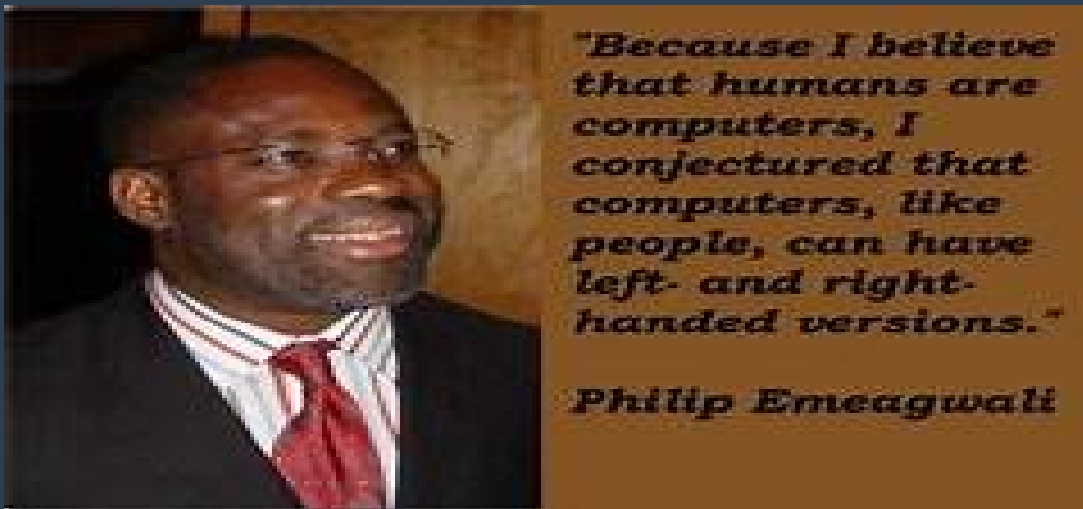
Philip Emeagwali

The following commentary about "**Philip Emeagwali, A Calculating Move**" was written for **_Time Magazine_** by Mr. Madison Gray, Friday, Jan. 12, 2007, and stated in his first two paragraphs, "It's hard to say who invented the Internet. There were many mathematicians and scientists who contributed to its development; computers were sending signals to each other as early as the 1950s. But the Web owes much of its existence to Philip Emeagwali, a math whiz who came up with the formula for allowing a large number of computers to communicate at once."

"Emeagwali was born to a poor family in Akure, Nigeria, in 1954. Despite his brain for math, he had to drop out of school because his family, who had become war refugees, could no longer afford to send him. As a young man, he earned a general education certificate from the University of London and later degrees from George Washington University and the University of Maryland, as well as a doctoral fellowship from the University of Michigan."

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Dr. Philip Emeagwali received several accolades, including

- *TIME*: "*The Unsung Hero*"; "*Behind the Internet*"
- "The Web owes much of its existence to Philip Emeagwali" – *TIME.com*
- "A father of the Internet" – *CNN.com*
- "One of the great minds of the Information Age"
  – President **Bill Clinton** (**The White House**)

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Additional commentary was obtained in part from the *Time.com*, and *YouTube* videos, as identified by the hyperlinks on the next page.

"Many sites will try very hard to downplay him, but when you look at the sources and facts... it is pretty clear."

"Just as when crediting Thomas Edison for inventing the light bulb, nobody says, 'well Ben Franklin invented electricity . . .', it is just that simple when you read up on Emeagwali and his invention of the internet. "

"So it is incorrect to begin an article on Emeagwali and the internet by saying '. . . computers were sending signals to each other as early as the 1950s.' "
~ *Time Magazine*

"Which, in my opinion, minimizes the credit he deserves for his hard work on something that absolutely changed the world."

"Because those computers could not all talk to each other simultaneously. Philip Emeagwali's formula made that possible. This is the "**Internet**". He even coined the name internet and explains why he called it so. "

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INTERNET FATHER - Philip Emeagwali, a **YouTube** interview with Dr. Emeagwali, "***Standin' Tall*** ", published on Feb 13, 2017, immediately following his receipt of the Golden Bell Prize he won in 1989. The award is considered the equivalent of the Nobel Prize, for developing the fastest supercomputer software in the world.

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"It is a little known - but very true and easily verifiable fact that - if you are reading this on your phone, tablet or computer - Akure, Nigeria born Philip Emeagwali made that possible."

"Philip Emeagwali figured out how to combine multiple computers into what we now know as the internet. It's just that simple."

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"**_Time Magazine_**, in an article back 2007 (link is a few paragraphs below), admits that Emeagwali alone came up with the formula to allow many computers to communicate to each other at the same time. Which is basically the internet as we know it."

"The Internet as we know it today did not cross my mind," Emeagwali told **_Time_**, "I was hypothesizing a planetary-sized supercomputer and, broadly speaking, my focus was on how the present creates the future and how our image of the future inspires the present." **~** from the **_Time_** article

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Back to Mr. Licklider:
He is particularly remembered for being one of the first to foresee modern-style interactive computing and its application to all manner of activities; and as an Internet pioneer with an early vision of a worldwide computer network long before it was built. He did much to initiate this by funding research which led to much of it, including today's canonical graphical user interface, and the **ARPANET**, the direct predecessor to the Internet.

Two years later, Licklider was hired by the U.S. Government's Department of Defense. Specifically, he worked in a branch called **DARPA**. At that point, they had 3 terminals in their office, and several men worked together on the technical concepts that would allow them to network the computers.

Although they established some groundbreaking computer protocol, their small network was barely a baby step towards what we have today. Computer scientists around the world worked on their own computer networks, trading ideas and information amongst themselves. Networks grew to be more complex, and to contain more computer terminals.
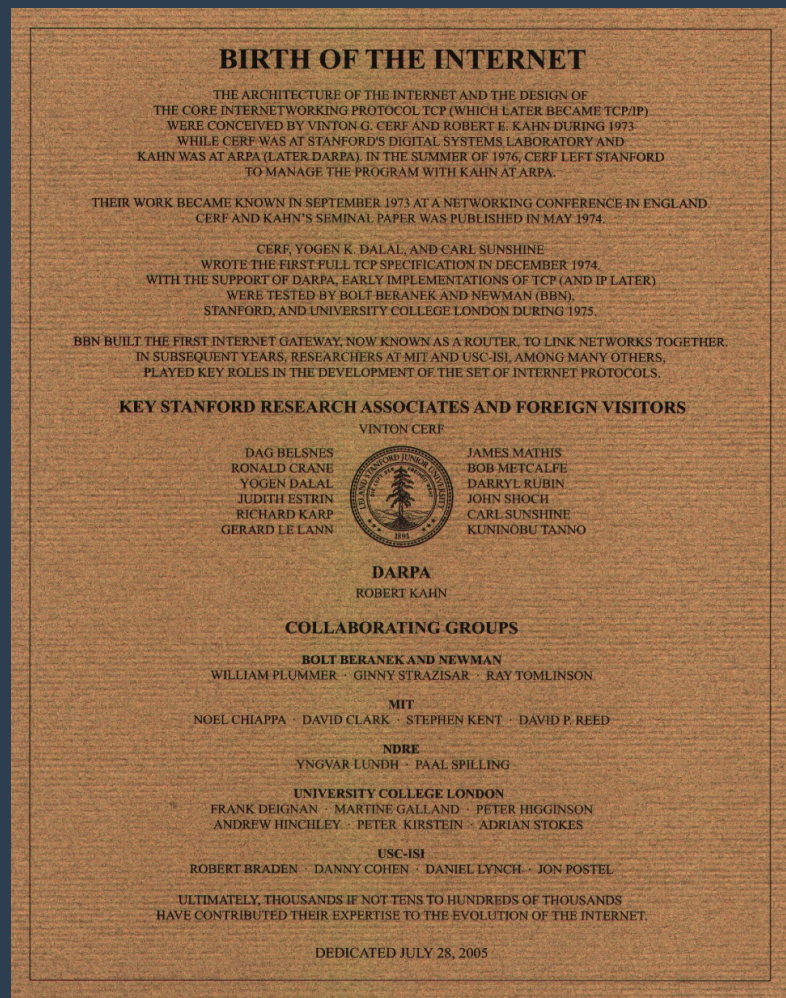
Eventually, the small handful of network owners began to theorize about what sort of possibilities there would be if every single computer network was interlinked into one giant network. Men from **DARPA** and Stanford University worked on the problem of how so many individual networks could be merged. Eventually they determined that the key was to establish a universal protocol. In order to be a part of the large network, individuals would have to follow the protocol.

Stanford researcher, Mr. Vincent Serf, wrote the " *Specification of Internet Transmission Control Program* " – which, coincidentally, was the first known use of the word "internet". It also established guidelines known as the **TCP/IP**. **DARPA**'s network-approved this protocol, and it became the only acceptable way to transfer data within its network. The standards were provided to all of the other major networks at the time, and one by one they converted their machinery to the new protocol. Because of this universal compliance, almost any two networks could be joined, no matter what their type was.

The phrase "**The Internet**" began to be used in reference to a sort of mainframe of inter-connected networks. They could be easily accessed by any machine using the proper protocol. Data could be easily transferred using existing infrastructure – in fact, countless satellite links and phone routing stations were converted to the **TCP/IP** protocol to further the information-carrying ability of the internet.

Throughout the 80s, the internet began to grow into a worldwide phenomenon. Naturally, almost every country had its own computer enthusiasts and research programs with their own networks established. Word spread of the universal **TCP/IP** protocol that was connecting computers across the world, and foreign networks enthusiastically adopted these standards. This globalization only contributed more to the spread of the internet, as brain power from across the world was united to optimize the networks and establish the best methods of data sharing.

To this day, **TCP/IP** remains nearly universal, being used by every internet-compatible computer as well as a huge number of private networks. We can certainly do more with the network than the pioneers of the 80s, but without their work, we could still be sending telegrams instead of emails. **Note:** There were many more professionals who were also involved. Too many to list here, in its place, I'll refer you to a Wikipedia page: **List of Internet Pioneers**.

BIRTH OF THE INTERNET

THE ARCHITECTURE OF THE INTERNET AND THE DESIGN OF
THE CORE INTERNETWORKING PROTOCOL TCP (WHICH LATER BECAME TCP/IP)
WERE CONCEIVED BY VINTON G. CERF AND ROBERT E. KAHN DURING 1973
WHILE CERF WAS AT STANFORD'S DIGITAL SYSTEMS LABORATORY AND
KAHN WAS AT ARPA (LATER DARPA). IN THE SUMMER OF 1976, CERF LEFT STANFORD
TO MANAGE THE PROGRAM WITH KAHN AT ARPA.

THEIR WORK BECAME KNOWN IN SEPTEMBER 1973 AT A NETWORKING CONFERENCE IN ENGLAND.
CERF AND KAHN'S SEMINAL PAPER WAS PUBLISHED IN MAY 1974.

CERF, YOGEN K. DALAL, AND CARL SUNSHINE
WROTE THE FIRST FULL TCP SPECIFICATION IN DECEMBER 1974.
WITH THE SUPPORT OF DARPA, EARLY IMPLEMENTATIONS OF TCP (AND IP LATER)
WERE TESTED BY BOLT BERANEK AND NEWMAN (BBN),
STANFORD, AND UNIVERSITY COLLEGE LONDON DURING 1975.

BBN BUILT THE FIRST INTERNET GATEWAY, NOW KNOWN AS A ROUTER, TO LINK NETWORKS TOGETHER.
IN SUBSEQUENT YEARS, RESEARCHERS AT MIT AND USC-ISI, AMONG MANY OTHERS,
PLAYED KEY ROLES IN THE DEVELOPMENT OF THE SET OF INTERNET PROTOCOLS.

KEY STANFORD RESEARCH ASSOCIATES AND FOREIGN VISITORS

VINTON CERF

DAG BELSNES	JAMES MATHIS
RONALD CRANE	BOB METCALFE
YOGEN DALAL	DARRYL RUBIN
JUDITH ESTRIN	JOHN SHOCH
RICHARD KARP	CARL SUNSHINE
GERARD LE LANN	KUNINOBU TANNO

DARPA
ROBERT KAHN

COLLABORATING GROUPS

BOLT BERANEK AND NEWMAN
WILLIAM PLUMMER · GINNY STRAZISAR · RAY TOMLINSON

MIT
NOEL CHIAPPA · DAVID CLARK · STEPHEN KENT · DAVID P. REED

NDRE
YNGVAR LUNDH · PAAL SPILLING

UNIVERSITY COLLEGE LONDON
FRANK DEIGNAN · MARTINE GALLAND · PETER HIGGINSON
ANDREW HINCHLEY · PETER KIRSTEIN · ADRIAN STOKES

USC-ISI
ROBERT BRADEN · DANNY COHEN · DANIEL LYNCH · JON POSTEL

ULTIMATELY, THOUSANDS IF NOT TENS TO HUNDREDS OF THOUSANDS
HAVE CONTRIBUTED THEIR EXPERTISE TO THE EVOLUTION OF THE INTERNET.

DEDICATED JULY 28, 2005

Also, on that page is a plaque commemorating the "**Birth of the Internet**" was dedicated at a conference on the history and future of the internet on July 28, 2005 and is displayed at the **Gates Computer Science Building**, Stanford University. The text printed and embossed in black into the brushed bronze surface of the plaque was dedicated July 28, 2005. The plaque further states, "Ultimately, thousands, if not hundreds of thousands have contributed their expertise to the evolution of the internet."

The History of Social Media Websites

Man has always been a social animal. Hence, he has always lived in complex social structures. The Internet added a new dimension to this aspect through the concept of Social Media websites.

How It All Started

As the Internet began to permeate into every home, teenagers found a new way of expression via the Internet. One way teens found of sharing common interests with other like-minded teenagers was through **MySpace**. This mode of expression had no immediate checks or rules clamped on by adults – parents actually felt safer having their teenagers play on their computers at home instead of partying outside.

Teenagers, as well as adults, found **MySpace** to be an exceptionally fast and viable way of communicating with one another. They could use **MySpace** – and now **Facebook**, or **Second Life** – to interact with one another, to share files with one another, and to coach one another into the fulfillment of their dreams.

Facebook, Inc., an online **Social Media** and **social networking service** company based in Menlo Park, California. It was founded by **Mark Zuckerberg**, along with fellow-Harvard College students and roommates Chris Hughes, Eduardo Saverin, Andrew McCollum, and Dustin Moskovitz. It is considered one of the **Big Four** technology companies along with **Amazon**, **Apple**, and **Google**

The founders of **Facebook** initially limited the website's membership to Harvard students and subsequently Columbia, Stanford, and Yale students. Membership was eventually expanded to the remaining Ivy League schools, MIT, and higher education institutions in the Boston area, then various other universities, and lastly high school students. Since 2006, anyone who claims to be at least 13 years old has been allowed to become a registered user of **Facebook**, though this may vary depending on local laws.

The name comes from the **face book** directories often given to American university students. **Facebook** held its initial public offering (IPO) in February 2012, valuing the company at $104 billion, the largest valuation to date for a newly listed public company. **Facebook** makes most of its revenue from advertisements that appear onscreen and in users' News Feeds.

Second Life is an online **virtual world**, developed and owned by the San Francisco-based firm, **Linden Lab**, and launched on June 23, 2003. By 2013, **Second Life** had approximately one million regular users; at the end of 2017 active user count totals "between 800,000 and 900,000". In many ways, **Second Life** is similar to massively multiplayer online role-playing games; however, Linden Lab is emphatic that their creation is not a game, "There is no manufactured conflict, no set objective".

Myspace is an American social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos. **Myspace** was the largest social networking site in the world from 2005 to 2008. It is headquartered in Beverly Hills, California.

Myspace was acquired by News Corporation in July 2005 for $580 million, and in June 2006 surpassed Google as the most visited website in the United States.

In April 2008, **Myspace** was overtaken by **Facebook** in the number of unique worldwide visitors and was surpassed in the number of unique United States visitors in May 2009, though **Myspace** generated $800 million in revenue during the 2008 fiscal year. Since then, the number of Myspace users has declined steadily in spite of several redesigns. As of January 2018, Myspace was ranked 4,153 by total Web traffic, and 1,657 in the United States.

Myspace had a significant influence on pop culture and music and created a computer game platform that launched the successes of **Zynga** and **RockYou,** among others. Despite an overall decline, in 2015 **Myspace** still had 50.6 million unique monthly visitors and had a pool of nearly 1 billion active and inactive registered users.

Zynga Inc., an American social game developer running social video game services, was founded in April 2007 and headquartered in San Francisco, California. The company primarily focuses on mobile and social networking platforms. **Zynga** states its mission as "connecting the world through games."

Zynga launched its best-known game, **FarmVille**, on **Facebook** in June 2009, reaching 10 million daily active users (**DAU**) within six weeks. As of August 2017, Zynga had 30 million monthly active users (**MAU**). In 2017 its most successful games were **Zynga Poker**, Words With Friends 2, with about 57 million games being played at any given moment, and CSR Racing 2, the most popular racing game on mobile devices.

RockYou was a company that developed widgets for **MySpace** and implemented applications for various social networks and **Facebook**. Since 2014, it has engaged primarily in the purchases of rights to classic video games; it incorporates in-game ads and re-distributes the games.

In June 2009, **Myspace** employed approximately 1,600 employees. In June 2011, Specific Media Group and Justin Timberlake jointly purchased the company for approximately $35 million. On February 11, 2016, it was announced that **Myspace** and its parent company had been purchased by **Time Inc.** and were in turn purchased by the Meredith Corporation on January 31, 2018.

The popularity of social networking websites grew with the need for teenagers to have a space of their own, away from the prying eyes of their parents and other responsible adults. What resulted was an extremely healthy and effective way of communication that spread like wildfire across the globe gaining thousands, if not, millions of members every day.

Until a few years ago, even though millions of teenagers spent hours on **MySpace**, many adults did not even know of its existence. Unfortunately, as Social Media websites became more popular and widespread, predators began using them as a tool to target victims and more and more people became aware of the concept of Social Media websites, for good and bad.

As the fame of Social Media websites developed and gained prominence, their potential as money makers came to the forefront. Social Media websites such as **Digg**, **Second Life**, **Reddit**, and **Facebook** have now become popular with adults and teenagers, and MySpace continues to be widely used.

How Social Media Websites Work

You start with your own space on a page that anyone can access. This is your lounge (known as a sitting room, living room, and other terms in various countries) where you entertain your Internet friends. There you place a number of bookmarks for sites that interest you and you put in your comments and extra links (if any). You can also add personal photos, a blog, and news about what is happening in your life. When your friends visit your page, they can check out your favorite sites or photos and leave their comments there.

In this manner, you develop a social circle which is fun and keeps you updated in your field of interest. You can easily form a network of online friends and referral sources via Social Media websites. More than just fun for teenagers, Social Media websites are recognized as an effective tool for viral marketing, and they have actually become a marketing vehicle for many individuals and organizations. Many businesspeople today use Social Media websites to build traffic to their own websites, promote their products, and develop a better and broader customer base.

Grom Social Helps Parents Teach Their Children to Stay Safe Online

The Internet changed everything! It made everyday life so much easier! It's a lot of fun, too. But the Internet is not all good. It can be dangerous, especially for those who don't know any better. Raising kids in the information age while keeping them safe is tough.

This is why **Grom Social** was created to help parents teach their children how to be safe online, and have fun online in a safe environment. **Grom Social** is a **social media entertainment** site for children that gives parents all the tools they need to make sure their child is secure.

Whether it is chatting, creating videos, watching shows, leaving comments, their app has everything a child wants from a social media site. They also have their own shows and online TV — all child safe.

Simply go to **groms.tv** on your Internet browser and let your child stream safe, curated video content with educational Internet safety messages. This is a great place for a parent who isn't ready for their child to use typical social networking and wants them to learn how to be "safe" before they do.

Teaching Online Safety

Grom Social created a cast of original characters called **Grom Helpers** for children to talk to and ask questions about the site. And to ensure the children's safety, **Grom users** are presented with pop-up safety messages and a chance to take the *Digital Citizenship License* course which is a short questionnaire that children can take to prove they know how to be safe online.

Grom Social has the **MamaBear** companion app where you'll be able to instantly start monitoring your child's activity. With more features coming soon, you'll be able to control what features you want your child to access and get notifications when your child does a certain activity.

When you approve your child's account, you will receive a free month of premium service for **MamaBear** so you can enjoy all the parenting features it has.

Grom Social Enterprises, the developer of *Grom Social*, is the leading social media platform for children and is the original children's entertainment content provider. They are introducing the *GROM* app, a fully COPPA-compliant social networking app that lets children ages 5-16 safely create, share, engage, and have fun with friends.

GROM combines the most popular features of some of today's leading social networks, **Facebook**, **YouTube**, and **Snapcha**t, in one rich and vibrant child-friendly destination with the industry's most powerful safety measures. With the **GROM** app, children can create their own customized "*Gromatar*" profiles and interact with others through direct messaging that includes liking-and-commenting, drawing, photo-sharing, and more. *GROM* is the only **COPPA-certified** app that gives children the ability to create and record original videos using a range of face filters and effects as well as access to over 1,000 hours of exclusive videos on demand.

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What Age is the Right Age for Your Child to Get a Smartphone?

Today's parents are hardly debating as much within and outside their family about what age they should give their child full access to the car keys. They know that their child has access to driver training in their high school, in most counties across the United States. However, nowadays, the parents face a trickier question: At what age should their child own a smartphone? Why is it tricky and lead to debate? Simply because they find that most schools or organizations elsewhere does not provide a cellphone training class.

Today's parents are hardly debating as much within and outside their family about what age they should give their child full access to the car keys. They know that their child has access to driver training in their high school, in most counties across the United States. However, nowadays, the parents face a trickier question: At what age should their child own a smartphone? Why is it tricky and lead to debate? Simply because they find that most schools or organizations elsewhere does not provide a cellphone training class.