How Social Networks Have Changed The World script 0.23- 2.01

<https://www.youtube.com/watch?v=trH4iuebjjI>

So what is social networking? Take a look at Facebook, formed in 2004, this site now has over 1 billion active users every month and Twitter formed in 2006. These are the 2 major kings of the social networks. Think about your friend’s birthday. What would you do for your friend’s birthday? Me personally, I’d write on their wall, but how’s this changed the world?

 Let’s look at the facts. Before a time when Facebook was around, traditionally you would say happy birthday by sending a card. That card would cost anything from 50p to well, any amount. With the ease of simply writing happy birthday to your friend or family member through your Facebook account, there is now no need to go to the shops and spend money on these type of cards. This is one of the main contributors to the slow demise of card shops on the nation’s highstreets.

 The success of president Obama’s campaign back in 2008 was almost purely driven by the social networks. His advisor Chris Hughes was there to support him as his technology advisor with his decision making with this new medium. The outcome of the election could have been so much different without him.

 Let’s look at teenagers today. How are their lives different as opposed to somebody who was a teenager 65 years ago?

How do I use social networking? Well I only use it professionally inasmuch that being at the radio station here. I will use it to promote radio shows and what we’re doing here, but I don’t tend to use it on a personal basis at all.