Twitter

Twitter The 21st century has witnessed an infusion of digital technology that has reshaped the cultural landscape. Within this spectrum of understanding one of the most pervasive developments have been in the realm of social networking. Websites such as Facebook have gained millions of followers and have changed the contemporary cultural landscape. Another prominent networking site that has gained widespread popularity in recent years is Twitter. After debuting in 2006 Twitter has grown rapidly and now enjoys nearly 200 million users. This essay examines Twitter in terms of early history, development, and modern development.

Twitter emerged as a side project for a number of board members at the blogging and podcasting company Odeo. The original inventors included Jack Dorsey, Noah Glass, Evan Williams, and Biz Stone. The original name for the project was twttr. The first product utilization functioned within the Odeo Company, with the full version finishing development a number of months later (" The real history," 2011) . After the product was completed the original Twitter founders created Obvious Corporation and through investor funds purchased Odeo and all of its subsequent assets. In April 2007 Twitter spinoff from Odeo and became its own company. In terms of popularity the company gained perhaps its greatest boost at the Interactive portion of the South by Southwest festival; at this festival user-ship expanded from 20, 000 to 60, 000 (Picard, 2011).

There were a number of early development elements that occurred throughout the product's orientation. In large part the structural dimensions of the product have remained the same since its 2006 incarnation. Many of the early development elements occurred in terms of the company's management and organizational structure. In 2007 co-founder Noah Glass

was fired (" The real history," 2011). In 2008 Williams assumed company leadership in terms of becoming the chief executive officer and Jack Dorsey became chairman of the board. Williams would remain in this capacity until 2010 when Dick Costolo would assume the position. 2010 also witnessed a slight change in the company logo.

Twitter has experimented with a number of modern development changes in the last two years. Perhaps most prominent among these is the inclusion of a trending sidebar that indicates the most popularly tweeted topics (" A visual history," 2011). Twitter has implemented this service as a means of advertising as specific companies are given the opportunity to have their subject of choice featured as a trending topic. In 2010 Twitter purchased the application developer Atebits. This company further contributed to Twitter development and expansion through the developing the Twitter client Tweetie for the Macintosh computer and iPhone (" How stuff works," 2011). In addition, 2010 witnessed the development of ' New Twitter'. This was a more advanced platform that included the ability to upload photos, as well as supported websites such as YouTube and Flickr (" How stuff works," 2011).

In conclusion, this essay has examined the social media interface Twitter. In these regards, the company's history early development and modern development have been considered. While the company started out from small beginnings as an Odeo offshoot today it has evolved into one the country's largest social networking outlets. Ultimately, it's clear that Twitter constitutes an innovative contribution to SMS networking.

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