

















# Users	Name/Logo	Icon	Description & Notes	Core Audience
1,390 million			Facebook is definitively the biggest and most ubiquitous Social Network (which is a good movie, by the way). Most people, brands, public figures, and companies have presences here. Is the biggest personal photo repository on the web. Also used significantly for sharing news/articles and messaging.	20-60 year olds worldwide, and many more
300 million			Google Plus has far fewer active users than claimed—anyone with a Gmail or YouTube account gets a G+ account automatically, but I can count the number of people I know who use it regularly on one hand. Otherwise it's similar to Facebook, with some better and some worse features.	30-55 year olds who avoid Facebook
332 million			It seems like everyone has a LinkedIn account, but I don't know anyone who takes it seriously outside of the business world. It's basically full of resumes and people trying to network their way to better jobs, but people can also use it as a blog. It can be useful for job searching though.	25-65 year olds climbing the corporate ladder
284 million			Twitter spans the entire spectrum of the Internet—offering everything from spam accounts and silly personal “Tweets”, to major newsbreaks, poignant observations, and global activism. Posts are limited to 140 characters, which makes it easy to post via mobile phone, and encourages conciseness.	18-55 year olds worldwide
300 million			Bigger than Facebook for younger audiences on mobile phones, Instagram is built around taking square photos that you can quickly & easily filter to create artsy images. It basically functions as a simple, photo-based, mobile-based blogging app.	18-35 year olds, with a lot of variety
100 million			Snapchat is the social networking mobile app with the youngest audience (at the moment). Millennials generally love it for its combination of easy communication (you can type or finger-write short messages), visual appeal (it's based on taking random pictures or videos—from “Selfies” to food and everything in between), and transiency (“snaps” self-destruct after 10 seconds or less, leaving no trace).	13-35 year olds
420 million			Tumblr is a photo-blog network. People run <i>tumblrs</i> on all sorts of subjects, mostly full of photos but with some textual posts as well. There are a lot of porn <i>tumblrs</i> out there—they've purposely remained less restrictive on content than many other sites.	18-40 year olds, depending on the topic
70 million			Pinterest is another image-based site, but with a unique format—users basically create online visual collections (like old pin-up or tack boards) where they share things they want, recipes, crafts, and the like. Boards are usually thematic. They are also used for event or personal planning.	25-55 year olds, largely women
1,000 million			Owned by Google, everyone has seen YouTube videos at some point. It's also a social network of its own, where individuals, brands, and public figures can share their videos, and users can post and discuss comments. Often, though, the commentary is bottom-of-the-societal-barrel. (Vimeo is a competitor that specializes in HD video, and has fewer restrictions on content.)	Everyone at some point
50 million			Vine can be seen as the Snapchat of video sites. Users can easily create very short, squared, looping videos. It's easy to edit the videos, so there are a lot of very creative, amateur stop-motion special effects used to great humor and effect.	15-30 year olds
30 million			Tinder has grown tremendously over the last year or so. It's a very simple “dating” mobile app, where users simply swipe photos left or right to accept or reject potential dates. It's superficial, and started as just a sex/hookup app, but has grown into a messaging and legitimate online/mobile dating platform.	18-35 year olds in cities
15 million			One of a multitude of online dating sites, OK Cupid is the best of the free options. Along with other sites like Match , eHarmony , or PlentyofFish , online dating is responsible for at least 33% of all relationships in the US today. (They also have a fascinating data-driven blog: OK Trends).	20-40 year olds
6 million			One of the largest <i>crowd-funding</i> sites, Kickstarter is most popular among burgeoning inventors, designers, and entrepreneurs, among others. Anyone can easily raise money for their projects here.	Varied entrepreneurs

13 million			The other major crowd-funding site, Indiegogo is geared more toward creative endeavors, but again, it has a wide user-base. People even use crowd-funding sites to raise money for the medical expenses of loved ones, hoping their sad stories will resonate with others' wallets.	Varied creative types
174 million			The biggest <i>news-aggregator</i> and comment-based discussion forum out there, Reddit has become much more popular over the last couple years thanks to the political activism of its user-base, as well as a number of very high-profile people who've done " AMA "s ("Ask Me Anything"s) there, where public figures or experts respond to posted questions in real time.	18-50 year olds, and more
7 million			One of the oldest news-aggregator sites on the net, Fark has remained a modestly sized community that's known for its funny headlines that are often "borrowed" by radio- and news-people to spice up daily news reports. Fark was recently in the news since its founder announced a run for Governor of KY .	25-45 year olds
7 million			4Chan , the biggest of the "chans"—image and message boards—is also infamous for being the anus of the internet. Hacker/activist group "Anonymous" likely has its origins here. Interestingly, despite being populated by the dregs of society, 4Chan is also a creative hub—many memes originated here.	The best and worst of the web

Other useful terms and to know about for general Internet fluency, organized alphabetically:

- **Crowdsourcing** – Taking advantage of the power of crowds, through the power of the internet. Think about it this way—if 1 billion people gave \$1 each for a project, then suddenly your idea has a billion dollars. The same concept applies to volunteer projects, writing, coding, art, and other entrepreneurial and creative endeavors.
- **The Dunning-Krueger Effect** – An actual psychological term, it refers to the cognitive bias where low-skill individuals routinely and significantly *overestimate* their abilities and knowledge, while actually skilled people regularly *underestimate* their skills and knowledge. It applies readily to the Internet and social media, since the Web gives the unskilled masses a medium to share and get validation for their overinflated opinions. There are far too many examples of this effect out there, in politics, science, medicine, and in nearly every forum on the net.
- **The Greater Internet Fuckwad Theory** – The idea that when normal, well-adjusted people are given the anonymity and captive audiences of the internet, they exhibit antisocial and even psychopathic behaviors. See: Twitter responses to controversial topics, YouTube comments, or for that matter, unmoderated comments on any major news sites.
- **Hashtag** – Anything after the "#" symbol becomes a hashtag. They're used to categorize, refer to, and link related posts on a number of social networking sites (especially Twitter, Instagram, and Facebook).
- The **Intertubes** – A synonym for the Internet or World Wide Web. It's becoming ubiquitous, even though it started as a meme making fun of a politician who clearly didn't know how the internet works.
- **Memes** – Correctly pronounced as "meems". A meme is simply a viral idea, article, image, video, joke, concept, or term that takes on a life of its own and spreads rapidly around the web, shared from person to person. Most of them involve visual humor or captioned images. Memes can spread as far as multiple types of media around the entire world, or stay confined to certain websites, communities, or regions of the web.
- **Netflix, Amazon Instant Video, Hulu** – You're probably already familiar with these subscription-based video streaming services, but they're important to know, as they are on track to kill cable, network tv, and Hollywood in the future. They also account for a large percentage of all traffic on the internet.
- **Posts, Threads, & Forums** – ...are basic but important terms used for nearly all social sites out there. Simply put, anything anyone submits, publishes, or shares anywhere on the internet can be seen as a "*post*". Posts can either stand alone, or be part of a "*thread*", or series of posts and responses on a certain topic. At the broadest level, posts and threads occur in "*forums*" (or synonym: "*boards*") of various kinds, where like-minded people tend to gravitate to discuss various topics.
- **Trolls** – The jerks of the internet. Trolls enjoy purposely riling up others, posting controversial, inflammatory, or purposely obtuse comments in a given thread or forum. While regular people caught up in the *Dunning-Krueger effect* and individuals succumbing to the *Greater Internet Fuckwad Theory* often come across as trolls, in reality trolls are a separate beast, who consciously play devil's advocate in a disruptive way.
- **XKCD** – XKCD is an online comic that caters to the techie, science-loving, internet-savvy crowd. I mention it here since, much like *Calvin & Hobbes*, *Peanuts*, and *The Far Side* in the newspaperly past, or *The Simpsons*, *Seinfeld*, or *I Love Lucy* in the video realm, there is said to be an XKCD comic that is relevant for every situation or topic that comes up.