Name That Platform!

Using the resource "Key of Common Technologies" at the bottom of the handout, identify the online platform logos below. Write the primary function and any supplemental functions for each platform. Use the Key of Common Technologies to choose what functions go with which platform.

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**Facebook**

**Primary Function:**

- Use '@' to link to other people’s posts & use '#' to make post searchable by topic
- Post photos, videos, GIFs & links
- Send group, private & disappearing messages

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**Instagram**

**Primary Function:**

- Use '@' to link to other people’s posts & use '#' to make post searchable by topic
- Post photos, short videos, GIFs & links
- Send group & private messages

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**Twitter**

**Primary Function:**

- Use '@' to link to other people’s posts & use '#' to make post searchable by topic
- Post photos, videos, GIFs & links
- Send group & private messages
<table>
<thead>
<tr>
<th>App</th>
<th>Primary Function</th>
<th>Secondary Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>📸</td>
<td>Location sharing via 'Snap Map'</td>
<td>Send group &amp; private messages</td>
</tr>
<tr>
<td>📱</td>
<td>Live video chat</td>
<td>Location sharing via 'Snap Map'</td>
</tr>
<tr>
<td>📧</td>
<td>Send group &amp; private messages</td>
<td>Send photos, videos &amp; recordings</td>
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<tr>
<td>长久</td>
<td>Send photos, videos &amp; recordings</td>
<td>Location sharing</td>
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<tr>
<td>🎥</td>
<td>Location sharing via 'Snap Map'</td>
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<tr>
<td>📦</td>
<td>Send group &amp; private messages</td>
<td>Send photos, videos &amp; recordings</td>
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<tr>
<td>🎥</td>
<td>Can view videos without logging in</td>
<td>Location sharing</td>
</tr>
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<td>🎥</td>
<td>Can view videos without logging in</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🎥</td>
<td>Share videos that you have found with others via email, messaging &amp; social media</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🎥</td>
<td>Watch videos others have recorded</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🎬</td>
<td>Can view videos without logging in</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🎬</td>
<td>Share videos that you have found with others via email, messaging &amp; social media</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🎬</td>
<td>Watch videos others have recorded</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🌟</td>
<td>Get weather, traffic, news updates, etc.</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🌟</td>
<td>Send messages, make calls, set alarms, manage lists, make purchases, display images, play videos, etc.</td>
<td>Location sharing</td>
</tr>
<tr>
<td>🌟</td>
<td>Add 'skills' to increase usefulness</td>
<td>Location sharing</td>
</tr>
</tbody>
</table>
KEY OF COMMON TECHNOLOGIES:
NAMES AND FUNCTIONS

**Platform Names:** Match the platform name to its logo

- Snapchat
- Facebook
- Alexa
- Instagram
- Twitter
- YouTube
- WhatsApp

**Primary Function:** Match the primary function to its platform

- a. Focused on communicating through disappearing photos, videos & GIFs
- b. Focused on visual sharing (images, videos, GIFs)
- c. Focused on using voice commands, questions, & the associated app to access information & control compatible devices
- d. Focused on status updates to 'friends' & 'followers'
- e. Focused on publishing & viewing videos
- f. Focused on short posts limited to 280 characters for fast sharing & consumption
- g. Focused on secure instant messaging

**Supplementary Functions:** Match the remaining functions to their platform

1. Create personal 'profiles'; create business, support group, & fan 'pages'
2. Location sharing through direct messages & status posts
3. Interact in virtual reality
4. Post time-limited (24hrs) photos, videos & GIFs to a secondary feed called 'Stories'
5. Save other users' posts to your 'Collection'
6. 'Follow' others
7. 'Retweet' or comment on other users' posts
8. 'Follow' others
9. Live-stream video
10. Modify images & videos with augmented reality filters
11. Direct messages are set to disappear either immediately or 24 hours after being read
12. Post photos & videos to 'My Story' - a timeline viewable by friends & set to erase after 24 hours
13. Make voice & video calls
14. All communication tied exclusively to phone number
15. Send files
16. Create your own channel
17. Subscribe to other's channels when logged in
18. Must log in to upload, like, dislike or comment on other users' videos
19. Can use associated app to access information & control compatible devices
20. Control thermostat, appliances, tv, lights, security camera, locks, etc.
21. Use with a smart speaker to play music, audiobooks, podcasts, etc.
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