# Name That Platform!

**ANSWER SHEET**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Primary Function</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Focused on status updates to 'friends' &amp; 'followers'</td>
<td>Create personal profiles, create businesses, support group, &amp; fan 'pages', Use '@' to link to other people's posts &amp; use '#' to make post searchable by topic, Location sharing through direct messages &amp; status posts, Interact in virtual reality, Post photos, videos, GIFs &amp; links, Send group, private &amp; disappearing messages.</td>
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<tr>
<td><strong>Instagram</strong></td>
<td>Focused on visual sharing (images, videos, GIFs)</td>
<td>Post time-limited (24 hrs) photos, videos &amp; GIFs to a secondary feed called 'Stories', Use '@' to link to other people's posts &amp; use '#' to make post searchable by topic, Save other users' posts to your 'Collection', 'Follow' others, Post photos, short videos, GIFs &amp; links, Send group &amp; private messages.</td>
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<tr>
<td><strong>Twitter</strong></td>
<td>'Retweet' or comment on other users' posts</td>
<td>'Retweet' or comment on other users' posts, Use '@' to link to other people's posts &amp; use '#' to make post searchable by topic, 'Follow' others, Post photos, videos, GIFs &amp; links, Send group &amp; private messages, Live-stream video.</td>
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</tbody>
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### Snapchat

**Primary Function:**
Focused on publishing & viewing videos

- Modify images & videos with augmented reality filters
- Live video chat
- Send group & private messages
- Location sharing via 'Snap Map'
- Post photos & videos to 'My Story', a timeline viewable by friends & set to erase after 24 hrs
- Direct messages are set to disappear either immediately or 24 hrs after being read

### WhatsApp

**Primary Function:**
Focused on secure instant messaging

- Make voice & video calls
- All communication tied exclusively to a phone number
- Send group & private messages
- Send files
- Location sharing
- Send photos, videos & recordings

### YouTube

**Primary Function:**
Focused on publishing & viewing videos

- Create your own channel
- Subscribe to other's channels when logged in
- Watch videos others have recorded
- Can view videos without logging in
- Share videos that you have found with others via email, messaging & social media
- Must log in to upload video or to like, dislike, or comment on other users' videos

### Alexa

**Primary Function:**
Uses voice commands, questions, and the associated app to access info & control compatible devices

- Can use associated app to access info & control compatible devices
- Control thermostat, appliances, TV, lights, security camera, locks, etc
- Add 'skills' to increase usefulness
- Get weather, traffic, news updates, etc.
- Send messages, make calls, set alarms, manage lists, make purchases, display images, play videos, etc.
- Use with smart speaker to play music, audiobooks, podcasts, etc
KEY OF COMMON TECHNOLOGIES:
NAMES AND FUNCTIONS

Platform Names: Match the platform name to its logo

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

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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