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(2013-2017)Oath (2017-2019)Verizon Media (2019)Automattic (2019present)URLwww.tumblr.com Tumblr (stylized as tumblr; pronounced "tumbler") is an American microblogging and social networking website founded by David Karp in 2007 and currently owned by Automattic. ^ "Tumblr Rolls Out Instant Messaging On Both Web And Mobile". Mediabistro.com. Retrieved February 29, 2020. ^ Davis, Sammy (August 27, 2008). ^ a b Price, Ludi; Robinson, Lyn (January 1, 2021). Mobile With Tumblr's 2009 acquisition of Tumblerette, an iOS application in BlackBerry World. The Independent. Retrieved February 25, 2022. Listeners must be 15 or over.[4] The website derives its name from the eponymous poem by the 9th century Chinese poet Lu Tong. doi:10.1108/JD-05-2020-0089. Retrieved April 24, 2018. ^ "Dante Basco's Tumblr". CBS Interactive. ISSN 0022-0418. 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The government shortly reversed its decision to block the site and said it had asked Tumblr to self-censor its pornographic content.[114] Adult content ban In November 2018, Tumblr's iOS app was removed by Apple from its App Store after illegal child pornography images were found on the service. Although some users had requested such a change to combat posts made illegible by extremely large numbers of comments on a reblogged post, the majority of users (even those who had requested such a change) criticized the new format. Archived from the original on January 2, 2013. Archived from the original on January 22, 2014. You can help Wikipedia by expanding it.vte This article contains content that is written like an advertisement. "Tumblr's Porn-Detecting AI Has One Job—and It's Bad at It". The service allows users to post multimedia and other content to a short-form blog. ISSN 1468-0777. A Brodkin, Jon (May 3, 2019). Miller, Chance (December 13, 2018). 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This launch came only two months after Tumblr announced it would be moving towards paid advertising on its site.[14] Original logo of Tumblr On May 20, 2013, it was announced that Yahoo and Tumblr had reached an agreement for Yahoo! Inc. "Tumblr's Porn Ban Reveals Who Controls What We See Online". January 27, 2014. Archived from the original on June 17, 2013. "Tumblr Kills Storyboard; Editorial Employees Will Be 'Moving On'". to acquire Tumblr for \$1.1 billion in cash.[15][16] Many of Tumblr's users were unhappy with the news, causing some to start a petition, achieving nearly 170,000 signatures.[17] David Karp remained CEO and the deal was finalized on June 20, 2013.[18][19] Advertising sales goals were not met and in 2016 Yahoo wrote down \$712 million of Tumblr's value.[20] Verizon Communications acquired Yahoo in June 2017, and placed Yahoo and Tumblr under its Oath subsidiary.[21][22] Karp announced in November 2017 that he would be leaving Tumblr by the end of the year. Welch, Chris (April 23, 2013). February 25, 2009. Ludwig, Sean (August 26, 2011). "How Pixel Union Built a Business on Tumblr Themes". The feature was rolled out in a "viral" manner; it was initially made available to a group of 1,500 users, and other users could receive access to the messaging system if they were sent a message by any user that had received access to the system itself. Yahoo Finance. Retrieved May 20, 2013. Retrieved May 20, 2013. Retrieved March 31, 2020. Gizmodo. ^ Karp, David; Alexandria, Julie (May 27, 2008). Jeff D'Onofrio, Tumblr's president and COO, took over leading the company.[23] The site, along with the rest of the Oath division (renamed Verizon. Archived from the original on January 21, 2021. American microblogging and social networking website TumblrScreenshot The Tumblr login/sign up page; a different background image is displayed each time the page is loaded.Type of businessSubsidiaryFoundedFebruary 2007; 15 years ago (2007-02)[1]HeadquartersNew York City, U.S.Founder(s)David KarpKey peopleJeff D'Onofrio (CEO)IndustryMicroblogging, social networking serviceEmployees411 (as of June 2017[update]) [1]ParentYahoo! Inc. Retrieved May 21, 2013. "Tumblr comes to Windows Phone with lock screen, live tile enhancements". Kotaku. "Tumblr And Itspace. Where Tumblr And Itspace." Netrieved December 13, 2012. ^ Delo, Cotton (June 8, 2012). Archived from the original on February 22, 2020. "Tumblr comes to Windows Phone with lock screen, live tile enhancements". Kotaku. "Tumblr debuts Post+, a subscription service for Gen Z creators". Retrieved December 13, 2012. ^ Delo, Cotton (June 8, 2012). Users Are Headed After The Ban". Retrieved April 17, 2013. ^ "All good things..." Tumblr Staff blog. ^ "Tumblr was removed from Apple's App Store over child pornography issues". Many users felt that the ability to be anonymous, or cultivate the identity they were transitioning to, made posting personal information to the website acceptable and safe.[57] Adult content At the time of its acquisition by Yahoo, Tumblr was described by technology journalists as having a sizable amount of pornographic content.[58][59] An analysis conducted by news and technology site TechCrunch on May 20, 2013, showed that over 22% of all traffic in and out of Tumblr was classified as pornography. Tumblr Head of Sales, Lee Brown, has quoted the average ad purchase on Tumblr to be nearly six figures. [89] Tumblr also allows premium theme templates to be sold for use by blogs. [90] In July 2016, advertisements were implemented by default across all blogs. The message urged users to harm themselves and criticized blogging in general. [98] User interface changes In 2015, Tumblr faced criticism by users for changes to its reblog mechanisms. A user on the site is reported to have sent Wilson an image of a noose accompanied by the message: "here is your new necklace, try it on." In response to the Wilson case, Maria Miller, the UK's minister for culture, media, and sport, said that social media sites like Tumblr need to remove "toxic" self-harm content.[104][105] Searching terms like "depression", "anxiety", and "suicide" on Tumblr now brings up a PSA page directing the user to resources like the national suicide lifeline, and 7 Cups; as well as an option to continue to the search results.[106] There are concerns of some Tumblr posts glorifying suicide and depression among young people.[107] Politics In February 2018, BuzzFeed published a report claiming that Tumblr was utilized as a distribution channel for Russian agents to influence American voting habits during the 2016 presidential election.[108] Despite policies forbidding hat speech, Tumblr has been noted for hosting content from Nazis and white supremacists. [109] In May 2020, Tumblr announced that it will remove reblogs of terminated hate speech posts, specifically Nazi and white supremacist content. [110] Censorship Several countries have blocked access to Tumblr because of pornography, religious extremism or LGBT content. Archived from the original on March 7, 2018. ^ a b c d Martineau, Paris (December 4, 2018). The tags are prefaced by a hashtag and separated by commas, and spaces and special characters total per tag.[54] There are two main types used by Tumblr users: descriptive tagging, and opinion or commentary tagging. Tumblr stated that all images uploaded to the service are scanned against an industry database, but that a "routine audit" had revealed images that had not yet been added to the incident, a number of Tumblr blogs—particularly those dealing primarily in adult-tagged artwork such as erotica, as well as art study and anatomy resources were also deleted, with affected users taking to other platforms (such as Twitter) to warn others and complain about the deletions, as well as encourage users to back up their blog's contents.[116][117] Tumblr subsequently removed the ability to disable "Safe Mode" from its Android app,[64] and announced a wider ban on explicit images of sex acts and nudity on the platform with certain limited exceptions.[62] Tumblr deployed an automatic content recognition system which resulted in many non-pornographic images being removed from the platform.[118] In December, 2018, about a month after it was initially banned, Tumblr's iOS app was restored to the app store.[119] The site was known for its popularity with adult content that attracted women and catered for other under-served audiences.[120] Notable users Celebrities who have used Tumblr include Taylor Swift,[121] Lady Gaga,[122] Ariana Grande,[123] John Green,[123] John Mayer,[123] John Green,[123] John Gr Zayn, [126] Lana Del Rey, [123] Grimes, [123] Hayley Williams, [123] Frank Ocean, [123] Lorde, [127] Sufjan Stevens, [123] Jhené Aiko, [123] Jhené Aiko, [123] Jhené Aiko, [123] Jhené Aiko, [123] Jante Basco, [128] Dianna Agron, [129] and Camila Cabello. [130] On October 21, 2011, then-U.S. President Barack Obama created a Tumblr. [131] See also Comparison of microblogging services Comparison of free blog hosting services List of social networking websites Tech companies in the New York metropolitan area TumbleDeck References ^ a b c d "Press Information". ""Tumblr Has 'Ways to Go' Before IPO, CEO Says" 9-5-12". Retrieved March 26, 2019. These are important for the original poster to use, so their post will be indexed and searchable by others wishing to view that subject of content. USA TODAY College. Forbes.com. Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. CBSNews.com. ^ "A New Policy Against Self-Harm Blogs". Archived from the original on January 12, 2022. 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Archived from the original on December 3, 2013. Users can follow other users' blogs. ^ "Tumblr's nudity ban removes one of the last major refuges for pornography on social media". If someone were to upload a picture to their blog and wanted their viewers to find pictures, they would add the tag #picture, and their viewers could use that word to search for posts with the tag #picture. ^ Chase, Elle (January 28, 2019). ^ "Tumblr's Child Porn Crackdown Ensnares Legit Blogs in Purge". November 9, 2017. "Tumblr rolls out its newfangled Android app". ^ Goel, Vindu (June 13, 2017). November 20, 2018. Retrieved September 19, 2015. ^ Shafrir, Doree (January 15, 2008). ^ Voakes, Greg (August 14, 2013). Archived from the original on May 8, 2012. "Free app provides emotional support for students". ^ "Verizon takes aim at Tumblr's kneecaps, bans all adult content". In March 2019, SimilarWeb estimated Tumblr had lost 30% of its user traffic since December 2018, when the site had introduced a stricter content policy with heavier restrictions on adult content (which had been a notable draw to the service).[24] In May 2019, it was reported that Verizon was considering selling the site due to its continued struggles since the purchase[25] (as it had done with another Yahoo property, Flickr, via its sale to SmugMug). Retrieved November 20, 2018. ^ Swanner, Nate (December 10, 2015). "Why Is Tumblr Called Tumblr? ^ Ludwig, Sean (September 26, 2011). Bloggers, many of the website's features are accessed from a "dashboard" interface. The Register. Forbes. ^ de la Merced, Michael J.; Bilton, Nick; Perlroth, Nicole (May 19, 2013). This made the respective content available internationally, since go90 is a U.S.-only service.[45][46] Paid content On July 21, 2021, Tumblr launched Post+ for some beta users, allowing bloggers to monetize their content.[47][48] Usage This section may lend undue weight to certain ideas, incidents, or controversies. Archived from the original on December 18, 2018. A Radulovic, Petrana (December 17, 2018). MacMillan, Douglas (May 19, 2013). Please help improve it by removing promotional content and inappropriate external links, and by adding encyclopedic content written from a neutral point of view. Studies. ^ "Maria Miller: Time for a crackdown on social media 'poison'". The messaging platform replaces the fan mail system, which was deprecated. [38] The ability to send posts to others via the Dashboard was added the following month. [39] In November 2019, Tumblr introduced "group chats"—ephemeral chat rooms surfaced via searches, designed to allow users to share content in real-time with users who share their interests. July 28, 2016. Tumblr Help Centre. Retrieved June 25, 2017. Archived from the original on March 4, 2016. "Tumblr to Introduce Mobile Advertising to Help Achieve Profit". "David Karp is leaving Tumblr". "Comments in Tags, Please!: Tagging practices on Tumblr". September 9, 2021. "Tumblr's Algorithm Thinks Vomiting Unicorns, Raw Chicken, and Boot Cleaners Are Porn". The Washington Post. ^ Coles, Stephen (December 3, 2013). PC Magazine. Users are also able to connect their blogs to their Twitter and Facebook accounts; so whenever they make a post, it will also be sent as a tweet and a status update.[29] Queue: Users are able to set up a schedule to delay posts that they make. WTVR-TV. Over the next few months, we kind of pieced together what became the first version of Tumblr which launched in February 2007. ^ Kliegman, Julie (April 24, 2017). Archived from the original on April 27, 2017. doi:10.1177/01968599211040835. ^ Stephen, Bijan (December 6, 2018). National Post. p. A1. 77 (2): 320-358. Archived from the original on November 2, 2020. "Hell No, Tumblr Users Won't Go To Yahoo!". Yahoo!. The Guardian. Retrieved September 17, 2021. Archived from the original on January 2, 2020. "Hell No, Tumblr Users Won't Go To Yahoo!". Yahoo!. The Guardian. Retrieved September 17, 2021. Archived from the original on January 2, 2020. "Hell No, Tumblr Users Won't Go To Yahoo!". Yahoo!. The Guardian. Retrieved September 17, 2021. Archived from the original on January 2, 2020. "Hell No, Tumblr Users Won't Go To Yahoo!". Yahoo!. The Guardian. Retrieved September 17, 2021. Archived from the original on January 2, 2020. "Hell No, Tumblr Users Won't Go To Yahoo!". Yahoo!. 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Archived from the original on January 2, 2020. "Lauren. Davidville. Dow Jones & Company. Wired. Pacific September 17, 2021. Archived from the original on January 2, 2020. "Lauren. Davidville. Dow Jones & Company. Wired. Pacific September 17, 2021. Archived from the original on January 2, 2020. "Lauren. Davidvil Standard. ^ Robertson, Adi (February 25, 2022). "Why Tumblr Needs Adult Supervision Right Now". "Tumblr for iOS returns to App Store after child pornography discovery, new ban on adult content". ^ a b "Tumblr Help: Posts". Archived from the original on September 21, 2015. ^ McGeehan, Patrick (May 9, 2012). ^ Krishna, Rachael (December 4, 2015). 2018). "Tumblr Raises Another \$5 Million From Spark and Union Square. Tumblr reportedly spent \$25 million to fund operations in 2012.[78] In 2013, Tumblr began allowing companies to pay to promote their own posts to a larger audience. "The Top 10 celebrities on Tumblr". The Next Web. "An Attempted Suicide Forced a Tumblr Community to Open Its Eyes About Bullying". Retrieved August 13, 2019. ^ Leyden, John (May 17, 2011). ^ Anthony Ha, VentureBeat. The change was intended to improve the legibility of reblogs, especially on mobile platforms, and complements the inability to edit existing comments. Archived from the original on July 18, 2012. "If You Loved Tumblr, Here Are 13 Other Places You Can Go to Explore Your Sexuality". "Tumblr grabs another \$85M in fresh funding". Retrieved August 31, 2021. {{cite web}}: CS1 maint: url-status (link) ^ McKay, Tom (July 21, 2021). "Who Said Web 2.0 Was R.I.P.? BuzzFeed. "Tumblr Logo, 2007–2013". As of July 2021[update], Tumblr hosts more than 529 million blogs.[4] History Founder and former CEO David KarpFormer CTO Marco Arment Development of Tumblr began in 2006 during a two-week gap between contracts at David Ville.[5][6] Karp had been interested in tumblelogs (short-form blogs, hence the name Tumblr[7]) for some time and was waiting for one of the established blogging platforms to introduce their own tumblelogging platform. Archived from the original on September 27, 2019. Tumblr Is Turning 'Safe Mode' on by Default for Everyone". Bloomberg West. CNNMoney. Tumblr.com. Archived from the original on June 8, 2016. Archived from the original on September 7, 2015. Retrieved February 8, 2014. They can spread their posts over several hours or even days. [29] Tags: Users can help their audience find posts about certain topics by adding tags. Archived from the original on May 20, 2013. Retrieved September 27, 2019. Archived from the original on July 31, 2010. AOL. Archived from the original on March 30, 2013. Digiday. May 4, 2020. Archived from the original on March 17, 2009. Welch, Chris (May 2, 2019). Retrieved August 31, 2021. {{cite web}}: CS1 maint: url-status (link) ^ Sands, Mason. "Tumblr brings in \$30M despite stability woes". ^ a b Edwards, Jim. "Tumblr. ^ "Best Young Tech Entrepreneurs 2009". Retrieved October 21, 2016. Archived from the original on March 10, 2013. ^ "How Taylor Swift is using Tumblr to create a safe space with her fans". Retrieved December 18, 2017. Archived from the original on April 24, 2022. Exceptions are provided for illustrations or art that depict nudity, nudity related to "political or newsworthy speech", and depictions of "female-presenting" nipples in relation to medical events such as childbirth, breastfeeding, mastectomy and gender reassignment surgery. Archived from the original on October 19, 2020. 5. Engadget. Journal of Documentation. Archived from the original on March 26, 2019. ^ a b c "About Us". "Y Combinator Startup 7 Cups Of Tea Connects People In Need Of Emotional Support With Trained Listeners". ^ Kafka, Peter (April 20, 2010). The Telegraph. Ars Technica. Archived from the original on January 26, 2018. Archived from the original on December 19, 2019. ^ Lipsman, Andrew (August 30, 2011). ^ Carpenter, Dakota. "Who Counts as Trans? Retrieved November 21, 2018. ^ "With Go90 flatlining, Verizon sees Tumblr as home to original digital video programs". ^ Becker, Mayer, Nagenborg, El-Faddagh, & Schmidt, 2004; Duggan, Heath, Lewis, & Baxter, 2012; Lewis, Heath, St. Denis, & Noble, 2011; Mitchell & Ybarra, 2007; Whitlock, Powers, & Eckenrode, 2006 ^ Silverman, Craig (February 6, 2018). The Verge. Retrieved April 14, 2021. * "Tumblr: A New Way of Blogging". "Tumblr is settling with NYC's human rights agency over alleged porn ban bias". * Karp, David (December 12, 2011). "Tumblr Now Allows Creators to Charge for Content—You Know, Except for Porn, Which Is Still Banned". New York Times. "How Tumblr Taught Social Justice to a Generation of Teenagers". Retrieved December 6, 2018. The agreement required to company to review its algorithms, revise its appeals process and train its human moderators on diversity and inclusion issues. [73] Corporate affairs Tumblr's headquarters are located in the 770 Broadway building in New York City. "Google: Check out our new Glassware like Tumblr". Washington Post. Event occurs at 1:03. ^ Kafka, Peter (May 18, 2013). Retrieved November 11, 2015. Archived from the original on March 5, 2016. Archived from the original on March 7, 2013. Archived from the original on March 7, 2013. Archived from the original on March 7, 2013. on February 29, 2016. Archived from the original on November 28, 2017. Posts would disappear after 24 hours and could not be edited.[40] The group chat function was discontinued on September 22, 2021.[41][42] Original content In May 2012, Tumblr launched Storyboard, a blog managed by an in-house editorial team which features stories and videos about noteworthy blogs and users on Tumblr.[43] In April 2013, Storyboard was shut down.[44] In March 2018, Tumblr began to syndicate original video content from Verizon-owned video network go90, as part of an ongoing integration of Oath properties, and reported plans to wind down go90 in favor of using Oath properties to distribute its content instead. Retrieved March 30, 2013. doi:10.1016/j.dcm.2017.08.003. Archived from the original on April 14, 2021. September 2, 2015. Archived from the original on June 1, 2013. ^ a b c Hickman, Angela (August 9, 2011). "Tumblr users are logging off to protest new guidelines, but will it work?". Vice. Event occurs at 1:30. Journal of Communication Inquiry. "Tumblr's porn ban could be its downfall — after all, it happened to LiveJournal". Their first advertising launch started in May 2012 after 16 experimental campaigns. [88] Tumblr made \$13 million in revenue in 2012. Archived from the original on February 4, 2019. Retrieved October 19, 2020. ^ "Cumulative total of Tumblr posts between May 2011 and April 29, 2013. Archived from the original on August 9, 2020. David Karp: When It All Came Together (Video). Retrieved June 16, 2013. ^ "Tech in Asia - Connecting Asia's startup ecosystem". Retrieved December 3, 2018. Retrieved September 7, 2015. Not all users choose to use tags for commentary prefer it over adding a comment on the actual post.[54][55] LGBTQ+ content and community Multiple researchers looking into Tumblr have found that the website is often used as for community-building and a place to explore identity formation and gender expression for LGBT groups. [56] Prior to the 2018 adult content ban, transgender users posted their personal gender transitioning experiences, including photos of post gender-confirming surgery and the healing process. "Tumblr just added a group chat function". | Rewind & Capture", "Why Tumblr Must Kill What Made it Big: Porn and Copyright Violations", The New York Observer, Users are also able to use a custom domain name for their blog, "Tumblr, Collective, Veeker, MobileEve, all raise cash", Retrieved January 6, 2012. ^ Nguyen, Clinton (November 6, 2015). Polygon. In February 2018, Safe Mode (which filters "sensitive" content and blogs) became enabled by default for all users on an opt-out basis.[61] On December 3, 2018, Tumblr announced that effective December 17, all images and videos depicting sex acts, and real-life images and videos depicting human genitalia or "female-presenting" nipples, would be banned from the service. Archived from the original on October 22, 2020. "Tumblr's wonky algorithm is flagging innocent posts from blogs that they follow.[28] Through the dashboard, users are able to comment, reblog, and like posts from other blogs that appear on their dashboard. Weber, Harrison (May 7, 2012). Variety. Retrieved October 28, 2011. Archived from the original on March 14, 2019. Marshall, Matt (October 28, 2017). 2012 - And How It Will Make A Profit in 2013". For example, a chain letter scam in May 2011 affected 130,000 users. [97] On December 3, 2012, Tumblr was attacked by a cross-site scripting worm deployed by the Internet troll group Gay Nigger Association of America. Retrieved May 19, 2013. January 4, 2012. ^ "Tumblr launches instant messaging on Android, iOS, and the web". ^ Dans, Enrique (May 19, 2013). It is a Y Combinator startup founded by psychologist Glen Moriarty in July 2013.[1] References ^ a b Shu, Catherine. Techcrunch. Tumblr's headquarters is at 770 Broadway in New York City.[4][74][75] The company also maintains a support office in Richmond, Virginia.[76] As of June 1, 2017[update], Tumblr had 411 employees.[1] The company's logo is set in Bookman Old Style with some modifications.[77] Funding from investors.[78] The company has raised funding from Union Square Ventures, Spark Capital, Martín Varsavsky, John Borthwick (Betaworks), Fred Seibert, Krum Capital, and Sequoia Capital (among other investors).[79][80][81] In its first round of funding in October 2007, Tumblr raised \$4.5 million in Series B funding[83] and a further \$5 million in April 2010.[84] In December 2010, Tumblr raised \$30 million in Series D funding.[85] The company had an \$800 million valuation in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company had an \$800 million valuation in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011, the company raised \$85 million in August 2011.[86] In September 2011 7, 2012, David Karp said the site was monetized by advertising. Retrieved December 9, 2018. Archived from the original on November 12, 2015. A Jacobsen, Kai; Devor, Aaron; Hodge, Edwin (January 1, 2018, Archived from the original on November 12, 2015. 2022). TechCrunch. Retrieved September 17, 2021. { cite web }: CS1 maint: url-status (link) ^ Kaufman, Gil (July 13, 2016). "Tumblr on verge of raising up to \$100M with massive \$800M valuation". Archived from the original on July 14, 2016. Tumblr staff argued that the change was intended to combat "misattribution", though this move was met by criticism from 'ask blogs' and "RP blogs', which often shortened long chains of reblogs between users to improve readability. "Yahoo's board approves \$1.1 billion purchase of Tumblr, WSJ says". In July 2015, the system was modified so that users cannot remove or edit individual comments by other users when reblogging a post; existing comments can only be removed all at once. A Critical Discourse Analysis of Trans Tumblr Posts". "Pornhub wants to buy Tumblr and restore site to former porn-filled glory". (February 2017) (Learn how and when to remove this template message) A Tumblr blog post shown on an information screen in a Dutch train station, 2019 Tumblr has been noted for the socially progressive views of its users.[49][50] In 2011, the service was most popular with the teen and college-aged user segments with half of Tumblr's visitor base being under the age of 25.[51] In April 2013, the website received more than 13 billion global page views.[52] User activity, measured by the number of blog posts each day, peaked at over 100 million in early 2014 and declined in each of the next three years, to approximately 30 million by October 2018.[53] As of May 2019[update], Tumblr hosted over 465 million blogs and more than 172 billion posts in total[4] with over 21 million posts in total[4] with over 21 million blogs and more than 172 billion blogs and more than 172 billion posts in total[4] with over 21 million blogs and more than 172 billion blogs and more than 172 billion posts in total[4] with over 21 million blogs and more than 172 billion blogs and more than 172 billion posts in total[4] with over 21 million blogs and more than 172 billion blogs tagging system, involving both self-tagging (user write their own tags on their posts) and an auto-manual function (the website will recommend popular tags added to any post will be indexed by the site. ^ "Stressed-Out Startup Founders Find Support Online". ^ Sarappo, Emma. All posts in violation of the policy are hidden from public view, and repeat offenders may be reprimanded.[62][63] Shortly prior to the announcement, Tumblr's community; in particular, it has been argued that the service should have focused on other major issues (such as controlling hate speech or the number of porn-related spambots on the service), and that the service's adult communities who feel that they are under-represented by a heteronormative mainstream industry) seeking an outlet for their work, and those seeking a safe haven from "over-policed" platforms to share creative work with adult themes.[65][66][67] Tumblr stated that it was using various algorithms to detect potential violations, in combination with manual reviews.[64] Users quickly discovered a wide array of false positives [68][69][70] A large number of users scheduled protest actions on December 17.[71] On the day the ban took effect, Tumblr issued a new post clarifying the new policy, showcasing examples of adult images still allowed on the service, and stating that it "fully recognized" its "special obligation" to serving its LGBT userbase, and that "LGBTQ+ conversations, exploration of sexuality and gender, efforts to document the lives and challenges of those in the sex worker industry, and posts with pictures, videos, and GIFs of gender-confirmation surgery are all examples of content that is not only permitted on Tumblr but actively encouraged."[72] Wired cited multiple potential factors in the ban, including that the presence of adult content made the service unappealing to potential advertisers, the Stop Enabling Sex Traffickers Act (a U.S. federal law which makes websites liable for knowingly assisting or facilitating illegal sex trafficking), as well as heavy restrictions on adult content imposed by Apple for software offered on the iOS App Store (which similarly prompted several Reddit clients to heavily frustrate the ability for users to access forums on the site that contain adult content).[64] In January 2022, Tumblr reached a settlement with New York City's Commission on Human Rights, which had claimed that the 2018 ban on adult content disproportionately affected LGBTQ+ users. CNET. Microblog Tumblr Raises \$4.5 Million, Expectations". ^ "DMCA Copyright Notifications". A lexander, Julia (August 12, 2019). Following this news, Pornhub's vice president publicly expressed interest in purchasing Tumblr, with a promise to reinstate the previous adult content policies. [26] On August 12, 2019 Verizon Media announced that it would sell Tumblr to Automattic-operator of blog service WordPress.com and corporate backer of the open source blog software of the same name-for an undisclosed amount. "Russian Trolls Ran Rampant On Tumblr And The Company Refuses To Say Anything About It". ^ Mayer, Marissa (May 20, 2013). 21 (3) 345-361. Retrieved February 29, 2016. February 29, 2016. Liao, Shannon (March 14, 2019). Descriptive tags are usually introduced by the original poster, and describe what is in the post (i.e. #art, #sky). Fonts in Use. "Tumblr now lets you send posts as messages, and supports Live Photos on iOS". "After the porn ban, Tumblr users have ditched the platform as promised". Archived from the original on May 3, 2019. Archived from the original on February 8, 2014. "Social networks to face government grilling over suicide content". Retrieved January 26, 2018. Archived from the original on September 19, 2015. ^ Blistein, Jon (December 19, 2019). Retrieved May 17, 2013. As none had done so after a year of waiting, Karp and developer Marco Arment began working on their own platform.[8][9] Tumblr was launched in February 2007,[10][11] and within two weeks had gained 75,000 users.[12] Arment left the company in September 2010 to work on Instapaper.[13] In June 2012, Tumblr featured its first major brand advertising campaign in conjunction with Adidas, who launched an official soccer Tumblr log and bought placements on the user dashboard. ^ "Kazakhstan | Astana blocks Tumblr for promoting terrorism, porn". ^ "In 2018, Tumblr Is A Joyless Black Hole". Tumblr Staff Blog. ^ Lunden, Ingrid (November 28, 2017). Retrieved December 4, 2018. ^ Ho, Victoria (February 18, 2016). "Google VC, Tumblr CEO Among the Top Innovators Under 35". "The New Era of Suicide Prevention". Retrieved March 28, 2013. In June 2012, Tumblr ceo Among the Top Innovators Under 35". "The New Era of Suicide Prevention". Retrieved March 28, 2013. In June 2012, Tumblr ceo Among the Top Innovators Under 35". "The New Era of Suicide Prevention". Retrieved March 28, 2013. In June 2012, Tumblr ceo Among the Top Innovators Under 35". "The New Era of Suicide Prevention". Retrieved March 28, 2013. In June 2012, Tumblr ceo Among the Top Innovators Under 35". "The New Era of Suicide Prevention". Retrieved March 28, 2013. In June 2012, Tumblr ceo Among the Top Innovators Under 35". "The New Era of Suicide Prevention". Retrieved March 28, 2013. In June 2012, Tumblr ceo Among the Top Innovators Under 35". for Spotify integration, hi-res images and offline access.[32] An app for Android is also available.[33] A Windows Phone app was released on May 16, 2013.[35] Inbox and messaging Tumblr blogs have the option to allow users to submit questions, either as themselves or anonymously, to the blog for a response. Vox Media. 9to5Mac. ^ Kafka, Peter (December 11, 2008). Wallstrip. In 2015, members of the Steven Universe fandom drove an artist to the point of attempting suicide over their artwork, in which they drew characters thin that are typically seen as being 'fat' in the show.[101] In 2018, Kotaku reporter Gita Jackson described the site as a 'joyless black hole', citing how the website's design and functionality led to 'fandoms spinning out of control', as well as an environment which inhibited discussion and discourse.[102] Promotion of self-harm and suicide In February 2012, Tumblr banned blogs that promote or advocate suicide, self-harm and eating disorders (pro-ana).[103] The suicide of a British teenager, Tallulah Wilson, raised the issue of suicide and self-harm promotion on Tumblr as Wilson was reported to have maintained a self-harm blog on the site. Business Insider. Archived from the original on November 21, 2018. "Yahoo to Buy Tumblr for \$1.1 Billion". ^ Lynley, Matthew (December 17, 2010). "Tumblr bloggrs ensnared in chain-spam scam". Betabeat. The rules do not apply to text content. ^ Frier, Sarah (March 5, 2013). ^ Lunden, Ingrid. Archived from the original on April 13, 2016. "Verizon is selling Tumblr to WordPress' owner". "Tag analysis as a tool for investigating information behaviour: comparing fan-tagging on Tumblr, Archive of Our Own and Etsy". "Yahoo 'screws it up,' writes down \$482 million of Tumblr". ^ Lapin, Nicole (September 5, 2012). ^ Kerr, Dara (April 8, 2013). 22: 46-56. Archived from the original on August 13, 2019. Retrieved March 26, 2009. Official website Portals:InternetCompaniesNew York City Retrieved from " 20nline therapy website 7 Cups of Tea)Type of siteEmotional support websiteAvailable in 32 languagesOwnerGlen MoriartyURLwww.7cups.comCommercialYesLaunchedJuly 2013Current statusOnline 7 Cups of Tea) is a website (also available in an app) which provides online therapy and free support to people experiencing emotional distress by connecting them with trained listeners.[1][2] The listener, trained in active listening, interacts with the person seeking help via an anonymous and confidential chat.[3] Members must be 13 to 17 on the teenage side and 18+ for the adult side. Fast Company. Archived from the original on April 25, 2018. (May 2022) (Learn how and when to remove this template message) Retrieved from "Please help improve it by rewriting it in a balanced fashion that contextualizes different points of view. ^ "Tumblr will allow users to make money from ads". Archived from the original on June 29, 2018. doi:10.1080/14680777.2019.1678505. Retrieved June 25, 2009. Retrieved December 12, 2018. 46 (1): 60-81. Retrieved March 18, 2021. In September 2015, Tumblr changed how threads of comments on reblogged posts are displayed; rather than a nested view with indentations for each post, all reblogs are now shown in a flat view, and user avatars were also added. The Verge was also critical of the changes, noting that it was cleaner, but made the site lose its "nostalgic charm".[99][100] Userbase behaviour While Tumblr's userbase has generally been received as accommodating people from a wide range of ideologies and identities, a common point of criticism is that attitudes from users on the site stifle discussion and discourse. (April 1, 2018). "Yahoo CEO Marissa Mayer Buys Tumblr-Her Boldest Move Yet". Tags used as a form of communication are unique to Tumblr, and are typically more personal, expressing opinions, reactions, meta-commentary, background information, and more. Archived from the original on April 24, 2018. A Boutin, Paul (March 13, 2009). Billboard. Tumblr. Frommer, Dan (September 21, 2010). Retrieved February 26, 2022. Retrieved 2016-05-13. + Hern, Alex (January 27, 2014). Archived from the original on May 1, 2013. + ""Tumblr: David Karp's \$800 Million Art Project" Forbes, January 2, 2013". KQED Future of You. The dashboard allows the user to upload text posts, images, videos, quotes, or links to their blog with a click of a button displayed at the top of the dashboard. ^ Radulovic, Petrana (December 4, 2018). + Yahoo! = !!". ^ Cocke, Annie; Tatti, Katelyn (March 30, 2012). Retrieved April 24, 2013. Archived from the original on February 15, 2017. ^ "Yahoo's Board Approves \$1.1 Billion Purchase of Tumblr". Archived from the original on February 24, 2013. September 4, 2015. ^ Blodget, Henry (May 20, 2013). Archived from the original on December 8, 2018. Retrieved February 28, 2017. Tumblr also previously offered a "fan mail" function, allowing users to send messages to blogs that they followed. [36][37] On November 10, 2015, Tumblr introduced an integrated instant messaging function, allowing users to chat with other Tumblr users. Rolling Stone. comScore. "Oath CEO Tim Armstrong Casts Doubt on Future of Go90". Retrieved February 24, 2013. Motherboard. The Daily Dot. Archived from the original on March 11, 2017. A Haimson, Oliver L.; Dame-Griff, Avery; Capello, Elias; Richter, Zahari (April 3, 2021). Cosmopolitan. ^ "Tumblerette is now the official Tumblr iPhone App! (and it's free!)". Archived from the original on December 5, 2017. "Check Out Zayn Malik's Arty New Tumblr". In addition, a reported 16.45% of blogs on Tumblr exclusively contained pornographic material. [60] Following July 2013 and its acquisition by Yahoo, Tumblr progressively restricted adult content on the site. ^ Matsakis, Louise (December 5, 2018). "Indonesia reverses Tumblr ban, for now". These countries include China,[111] Indonesia, Kazakhstan[112] and Iran.[113] In February 2016, the Indonesian government temporarily blocked access to Tumblr within the country because the site hosted pages that carried pornography. ^ a b c d e f g h i j k l "Celebrities to Follow on Tumblr". ^ "Bobatl". ^ Perez, Sarah (June 21, 2012). "Would You Take a Tumblr With This Man?". Archived from the original on February 1, 2014. "Tumblr Launched An Algorithm To Flag Porn And So Far It's Just Caused Chaos". Sometime in 2006, we had a couple of weeks between contracts and said 'Let's see if we can build this thing', and we threw together the first working version of Tumblr. Retrieved July 2, 2016. Silberling, Amanda (July 21, 2021). "Tumblr something we've always wanted". The Ringer. December 3, 2012. Archived from the original on April 13, 2013. Archived from the original on June 16, 2013. Archived from the original on June 10, 2013. Archived from the original on June 16, 2013. Archived from the original on June 10, 2013. 9, 2013). ^ a b "Tumblr will ban all adult content on December 17th". Instead of adding onto the reblogged post (with their comments in the tags, not changing the content or appearance of the original post in any way. ^ Radulovic, Petrana (November 6, 2019). Huffington Post. ^ Fingas, Jon (February 24, 2022). External links Wikimedia Commons has media related to Tumblr. Archived from the original on December 17, 2021. {{cite web}}: CS1 maint: url-status (link) ^ "John Green's Tumblr". "Tumblr Makes Blogging Blissfully Easy". ^ "NSFW artists speak out as their accounts are suddenly 'purged' on Tumblr". Automattic CEO Matt Mullenweg stated that the site will operate as a complementary service to WordPress.com, and that there were no plans to reverse the content policy decisions made during Verizon ownership.[27] Features Blog management Dashboard: The dashboard is the primary tool for the typical Tumblr user. April 12, 2016. Discourse, Context & Media. Users may opt-out, and the service stated that a revenue sharing program would be implemented at a later date.[91] In February 2022, Tumblr launched an ad-free subscription option that removes the marketing from microblogs for \$5 per month, or \$40 per year.[92] Criticism Copyright issues Tumblr has received criticism for copyright violations by participating bloggers;[93] however, Tumblr's visual appeal has made it ideal for photoblogs that often include copyrighted works from others that are re-published without payment.[95] Tumblr users can post unoriginal content by "Reblogging", a feature on Tumblr that allows users to re-post content taken from another blog onto their own blog with attribution.[93][96] Security Tumblr has been forced to manage spam and security problems. All Things Digital. ^ Goodman, Daniel (January 12, 2012). "Tumblr CTO Steps Down To Focus on Instapaper, Independent Career". ^ "Apple Sucked Tumblr Into Its Walled Garden, Where Sex Is Bad". Axios reported that the sale price was less than \$3 million, a significant decrease over Yahoo's original purchase price. Retrieved January 15, 2021. ISSN 0196-8599. ^ Fiegerman, Seth (July 18, 2016). Statista. Archived from the original on December 2, 2018. ^ "As adult content ban arrives, Tumblr clarifies and refines rules". ^ Yahoo to buy Tumblr: el momento de la verdad". Archived from the original on March 19, 2013. Retrieved April 13, 2013. Archived from the original on May 9, 2013. "Tumblr Unveils First Major Brand Campaign for Adidas". December 3, 2018.

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