



# Tumblr

DID THE PROJECT OF BALEV ALEXANDER

TEACHER LATYSHEVA V.N.

# Plan

- ▶ What is Tumblr
- ▶ History
- ▶ Features
- ▶ Blogs
- ▶ Declining popularity of Tumblr

# Tumblr

- ▶ **Tumblr** (stylized as **tumblr** and pronounced "tumbler") is a microblogging and social networking website founded by David Karp and currently owned by Automattic.

AUTOMATTIC



**tumblr.**  
it's more than just a blog.


# History







- ▶ Development of Tumblr began in 2006 during a two-week gap between contracts at David Karp's software consulting company, Davidville. Karp had been interested in tumblelogs (short-form blogs) for some time and was waiting for one of the established blogging platforms to introduce their own tumblelogging platform. As no one had done so after a year of waiting, Karp and developer Marco Arment began working on their own tumblelogging platform. Tumblr was launched in February 2007, and within two weeks the service had gained 75,000 users. Arment left the company in September 2010 to focus on Instapaper.










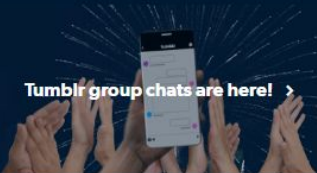



# Features

 Поиск в Tumblr












**michaelswaney**



Finger Family (9thHand), 2018  
mixed media on unprimed canvas  
190 x 170cm  
#mikeswaney #michaelswaney  
55 заметок





**ууууу!**





**Icaro Ayamura** buy share  
from A Collection of Mr. Kite's Open Mind by OM Collective

**Рекомендуемые блоги**

**melissa-mell**  
Oit.


**mydobby**  
слишком осенний человек.


**moringmark**  
Thank you blanchin' MoringMark bot

**lesly-oh**  
WATCHING STARS COLLIDE

[Исследовать Tumblr](#)


**Радар**

**alinajames**  
Blue Me Away



1 652 заметки

**Спонсируется**



О рекламе в Tumblr

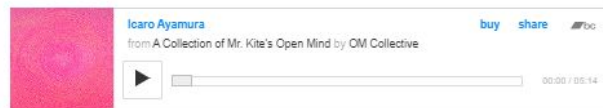
О Tumblr Приложения Юридические сведения

Конфиденциальность

# Blogs

Y V Y N Y L

music blogging since '07 + info + letters + shop



## // Letters to YVYNYL //

OM Collective - Icaro Ayamura

/ Today, I opened my mailbox and got a package with some outrageous but amazing goodies. First, a fully-written old school Letter on paper! From Australia! The package was so cool, my kids were trying to claim them as their own. My 3 year old daughter said that the rainbow-man USB stick is now her's. But luckily, she let me have it back long enough for me to plug it in and listen (and download) the music. Meantime, I scanned the letter for you, lovely readers. Timothy James Ferson goes deep for us, his shamanistic approach to life and music. I share many of his experiences with the magic plants of our globe and understand where he's coming from. Why don't you join us for the ride. Listen to this one track of his gorgeous new album, hot off the presses.



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[@COPYCATSBLOG](#)

» COVERS // REMIXES \ MASHUPS «

**It'll All Work Out (Bonus Track)**  
Phoebe Bridgers

**"It'll All Work Out" by Phoebe Bridgers**  
Originally by Tom Petty  
Available on the Digital Deluxe edition of *Stranger in the Alps*  
(Source: [Spotify](#))

Tagged: [phoebe bridgers](#), [tom petty](#), [stranger in the alps](#), [cover song](#), [cover](#)  
Posted on [October 3, 2018](#) by [perfectmidnightworld](#) with [127 notes](#)

[1 Comment](#)

**"Harder, Better, Faster, Stronger" by Rundfunk-Tanzorchester Ehrenfeld**  
originally by Daft Punk

Tagged: [cover](#), [daft punk](#), [orchestra](#), [live](#), [video](#), [rundfunk-tanzorchester ehrenfeld](#)  
Posted on [June 18, 2017](#) by [andrewinchards](#) with [29 notes](#)

[0 Comments](#)

# Declining popularity

## tumblr staff

POSTS FEATURES EXPLORE LANGUAGES #ACTION ARCHIVE

### A better, more positive Tumblr

Since its founding in 2007, Tumblr has always been a place for wide open, creative self-expression at the heart of community and culture. To borrow from our founder David Karp, we're proud to have inspired a generation of artists, writers, creators, curators, and crusaders to redefine our culture and to help empower individuality.

Over the past several months, and inspired by our storied past, we've given serious thought to who we want to be to our community moving forward and have been hard at work laying the foundation for a better Tumblr. We've realized that in order to continue to fulfill our promise and place in culture, especially as it evolves, we must change. Some of that change began with [fostering more constructive dialogue among our community members](#). Today, we're taking another step by no longer allowing adult content, including explicit sexual content and nudity (with some exceptions).

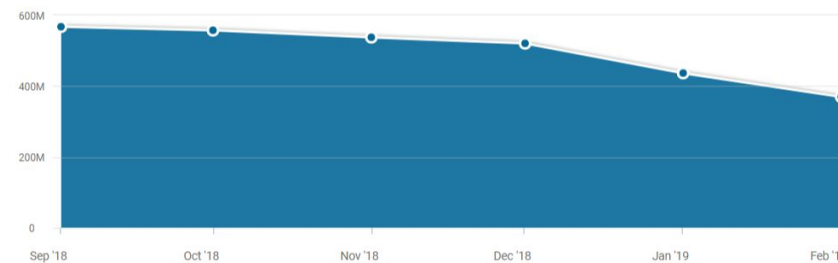
Let's first be unequivocal about something that should not be confused with today's policy change: posting anything that is harmful to minors, including child pornography, is abhorrent and has no place in our community. We've always had and always will have a zero tolerance policy for this type of content. To this end, we continuously invest in the enforcement of this policy, including industry-standard machine monitoring, a growing team of human moderators, and user tools that make it easy to report abuse. We also closely partner with the National Center for Missing and Exploited Children and the Internet Watch Foundation, two invaluable organizations at the forefront of protecting our children from abuse, and through these partnerships we report violations of this policy to law enforcement authorities. We can never prevent all bad actors from attempting to abuse our platform, but we make it our highest priority to keep the community as safe as possible.

#### TOP PHOTOS



### Total Visits ⓘ

On desktop & mobile web, in the last 6 months



### Engagement

Total Visits	369.60M ▼ 15.40%
Avg. Visit Duration	00:09:45
Pages per Visit	6.92
Bounce Rate	43.90%



# Sources

- ▶ Wikipedia - <https://en.wikipedia.org/wiki/Tumblr>
- ▶ Statistics - [https://pro.similarweb.com/#/website/worldwide-overview/tumbler.com/\\*/999/3m?webSource=Total](https://pro.similarweb.com/#/website/worldwide-overview/tumbler.com/*/999/3m?webSource=Total)
- ▶ Popular blogs - <http://www.lookatme.ru/mag/live/inspiration-lists/192899-tumblr>



# Thank you for your attention!

