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David Karp: The Mastermind Behind Tumblr (Gateway Biographies)



Synopsis

What's more popular than Tumblr? This microblogging site has taken the Web by storm since its founding in 2007. Not much can top it when it comes to capturing its fans' imaginations, except for perhaps its creator, David Karp. Karp developed Tumblr after he tried to start a blog and found the process daunting. With most platforms, a blogger faces a huge, empty text box that begs to be filled with words. It was intimidating for a guy who'd never blogged before. Karp had the idea for tumblelogging—creating short blog posts—and built Tumblr as a platform. It lets users easily post both text and images, making Tumblr highly visual and expressive. Creating a different way to blog came naturally to Karp, who never does things by the book. At fifteen, he dropped out of school. At seventeen, he moved to Tokyo, holing up with a computer and fine-tuning his tech skills. He returned to the states to build a business—but to do that, he stretched the truth. He used a deep voice on the phone with potential clients so they wouldn't guess how young he was. He didn't tell anyone how little experience he had. Yet people could see he had a good thing going with Tumblr. The company quickly found support and grew into what it is today: a groundbreaking site for connection and creation. And as the mastermind behind it, Karp is sure to remain a figure to watch.

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Customer Reviews

David Karp attended the Calhoun School in Manhattan where his mother taught. Like many boys his age, he didn't "excel in any particular subject," but there was one thing that he loved and that was technology. David was destined to be a techie and by the time he was ten, he was coding. He enjoyed connecting with others online, including his classmates. Eager to learn more about coding, he read "HTML for Dummies" and was soon building small websites. That was when he was eleven, but when David turned fourteen, he "landed an internship that would change his life." He began working at Frederator studios. David was shy, but he flourished in an environment where he garnered respect from coders and engineers. They understood what he was talking about. Another change came when his mother "asked how he felt about going back to school that fall." Naturally school was something he could do without and she offered to homeschool him. David was tutored at home and was able to continue working on his internship. When he was sixteen, he was offered a part-time job with UrbanBaby. Little did they know that their "chief technology officer" was so young because they never met him. An unexpected crisis in his personal life led to a move that would lead him to Tokyo, Japan. David continued to work for UrbanBaby, but finally the gig was up. They learned about his age and the fact that he was working from "home" half way across the world. Finally he returned to New York and "started his own consultant firm," Davidville. It was definitely a launching point for his own career. In this book you'll read about his job as a Web consultant, the sites he built, his employees, how Tumblr was launched, how they developed and improved the site, its explosive development, and you'll learn many other interesting things about David Karp, "the mastermind behind Tumblr. This is a fascinating mini-biography of David Karp, a techie who created Tumblr. A lot of young people have dreams, but David is one of those rare individuals that made his come true. He had a passion for coding and with a little bit of luck and a lot of talent he was able to envision Tumblr, his microblogging site. One of the more interesting things is how he tried to fool people into thinking he was much older than he was, something that will intrigue the reader. The layout of the book is simple with numerous full-color photographs. In the back of the book is an index, a list of important dates (1986 to 2012), source notes, a select bibliography, and additional book and website resources to explore. This book courtesy of the publisher.

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