

Topics in social networking

Somewhere in the past was a golden age, when the young respected their elders, neighbors didn't steal at night, and men's hearts were closer to God. In ancient times when a bearded prophet forecast what was to come, the news was generally bad.

Hello



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Senior Education**

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Course description

We will explore topics related to law, mobile technology, worldwide usage, multi-generational use, and online writing. Students need not have specific experience with computers, the Internet, or social networking.

Course outline

Date	Topic	You are here
2/8	Overview	
2/15	Generation landslide	
2/22	The law and privacy	
2/29	A truly worldwide web	
3/8	What's ahead?	

About your presenter



Contact information

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- ▶ 508 829 5825
- ▶ Slides: <http://queenlake.com/wise>
- ▶ <http://www.linkedin.com/in/karlhakkarainen>
- ▶ [Twitter: RoasterBoy](#)
- ▶ Study group
 - Mondays 11:30-1:00
 - Charlie's in the Hagan Student Center

Work and family

- ▶ 30 years in the high-tech industry
- ▶ Blogger with United Business Media
- ▶ Former newspaper reporter, short-order cook, Kelly Girl, and factory worker
- ▶ In college in every decade since the 60s
- ▶ Married, father of two, grandfather of seven



About this course



Spring 2012

Topics in Social Networking

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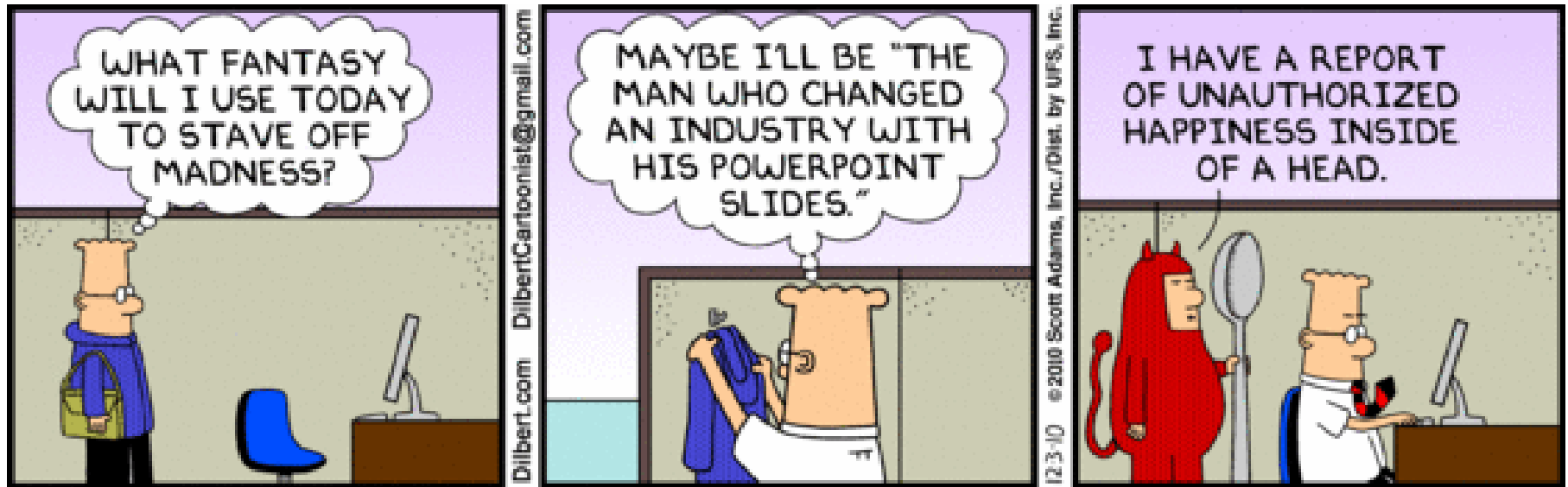
Course outline

We will explore topics related to social network across generations, around the world, in the courtroom, and pretty much every place you go.

Date	Class
2/8	Introductions and course overview <ul style="list-style-type: none">A ridiculously fast history of the Internet, the worldwide web, and the major social networks as of 15 minutes agoRecurring themes<ul style="list-style-type: none">Who knows what about me and what will they do with it?Who's getting rich and does that matter?Is Google making us stupid?
2/15	Generation landslide <ul style="list-style-type: none">Digital natives, digital immigrants, and digital nomadsThe natural order of thingsEducation and work in a connected world
2/22	The law, security, and privacy <ul style="list-style-type: none">Anonymity, real names, and who knows what about you and why.Who do you trust to protect your interests:<ul style="list-style-type: none">A corporation led by a bunch of 20-something billionaires?A government that can and does seize your web sites with or without warrants?We don't catch the smart ones.Whose property is it, anyway?
2/29	A really worldwide web <ul style="list-style-type: none">Tamam, şimdi Türkiye olarak neye benzediğini görmek izin verin.Why is it easier to pay for a taxi ride with a cellphone in Nairobi than with a credit card in New York?Is the First Amendment good idea in all places and all times?
3/7	What's ahead? <ul style="list-style-type: none">The challenges and opportunities of digital preservationCan I ever be alone again?How can we keep pace with all this?I'm writing this in February. You want me to predict what's going to happen in March?

Topics in Social Networking

Page 1 of 2



Questions?

Themes to keep in mind

- ▶ Who knows what about me and what will they do with it?
- ▶ Who's getting rich and does that matter?
- ▶ Is Google making us stupid?

Frequently grumbled questions

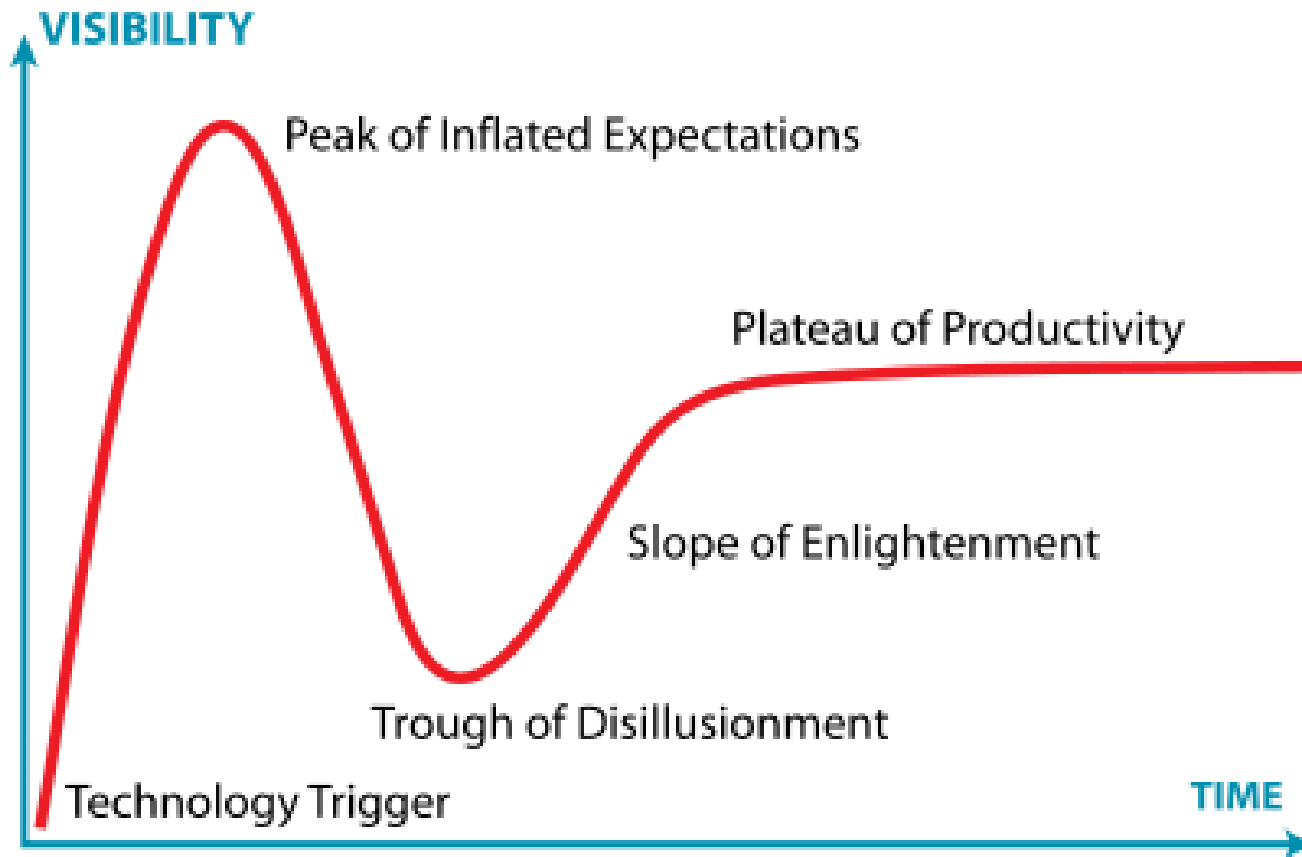
- ▶ Isn't Facebook just
 - People talking about what they had for lunch?
 - Teenagers sharing too much?
 - A waste of time?
- ▶ Isn't all of this making us lazy and rude?
- ▶ Am I obsolete?

A working definition of social networking

Relationships established, supported, and/or enhanced by electronic communications

- ▶ One to many
- ▶ Many to one
- ▶ Many to many

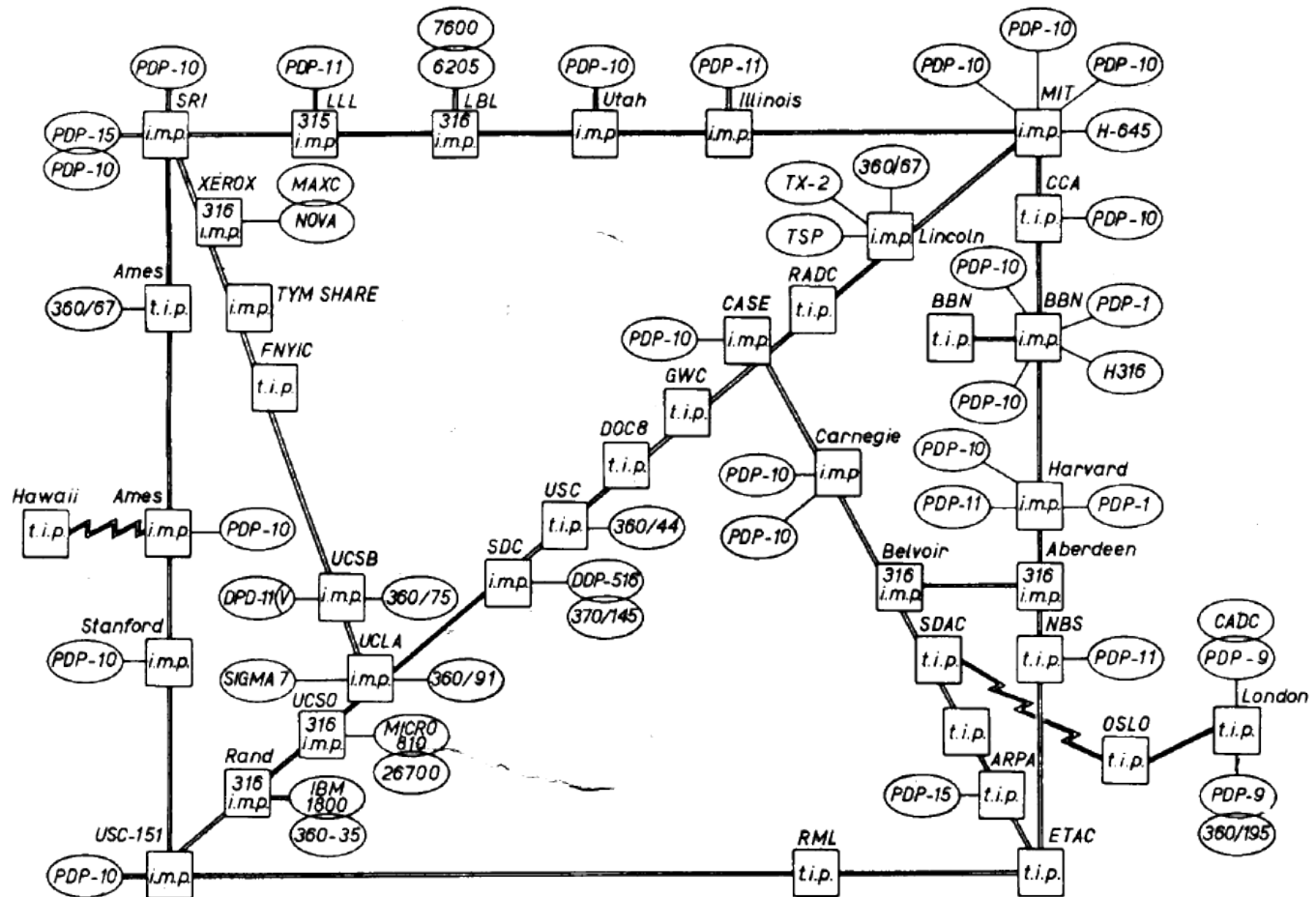
Social media is often used as a synonym for social network



The Gartner Hype Cycle

[Hype Cycle Research Methodology | Gartner Inc.](#)

A 15-minute Internet history



When they started

1995  amazon.com.

2003 **Linked** 




1997


2005
You 

2001



2006



twitter 


facebook

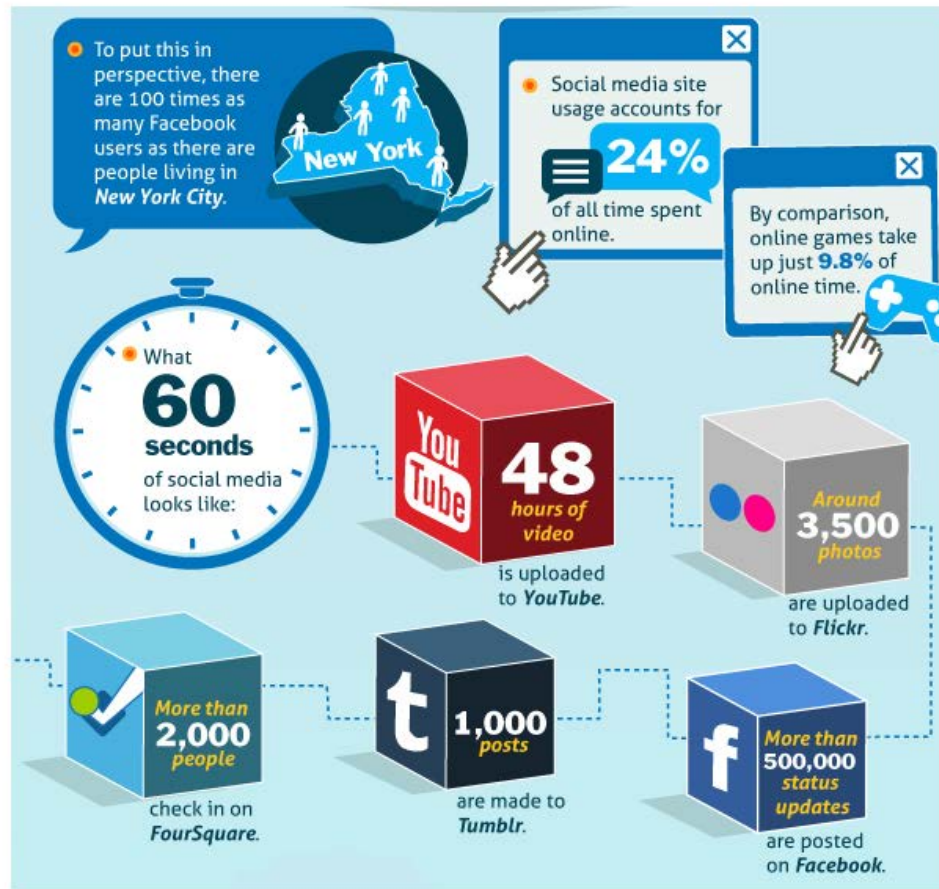
About Facebook



845 million
monthly active users



2.7 billion
Likes & Comments per day

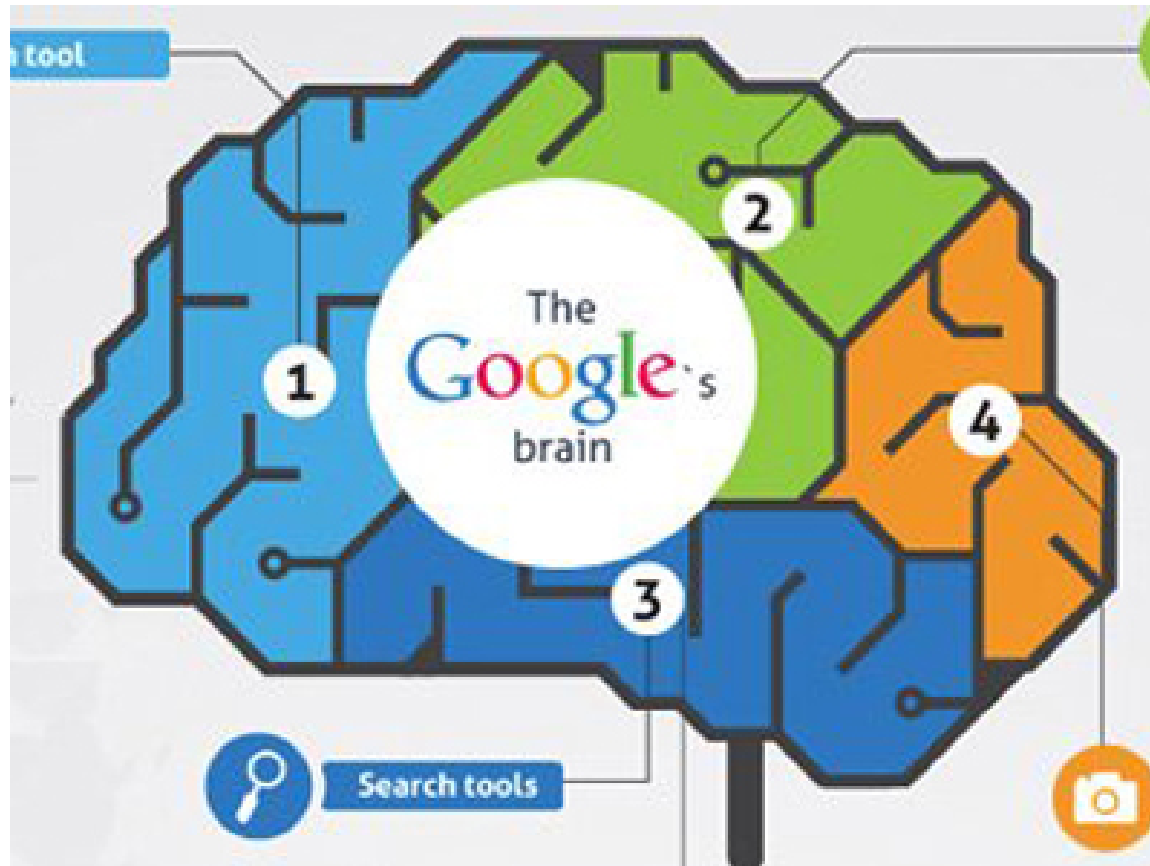


Social media in a minute

[Facebook, Twitter, LinkedIn, Google+ And The Social Sharing Avalanche \[INFOGRAPHIC\] - AllTwitter](#)

What's happened lately?

- ▶ Facebook has filed for an initial public offering
 - Expected in May 2012
 - Zuckerberg may be worth \$1B/year of his age
- ▶ Twitter set a record on that night about which we shall not speak
 - 10,245/sec at halftime
 - 12,233/sec at game end
- ▶ Wikipedia went dark on January 18
 - Stop Online Privacy Act (SOPA) and Protect Intellectual Property Act (PIPA)
 - Congress was beaten by a bunch of nerds
- ▶ Google introduces Search Plus Your World



"We are becoming symbiotic with our computer ... by knowing information than by knowing where the information can be found."

[Google Search And Memory](#)

What's on my Facebook page?

The image shows a screenshot of a Facebook profile page for Karl A. Hakkarainen. The page layout includes a left sidebar with navigation links, a central news feed, a right sidebar with recommended pages and a friend list, and a bottom section with sponsored ads. Red callout boxes with arrows point to specific features:

- News Feed Items from people with whom you interact:** Points to a post by Brian Goslow via Liz Ireland about Paradise Gardens.
- Lists of friends:** Points to the 'Lists' section in the left sidebar, which includes 'Rational Software', 'Holden Area', and 'Joseph's'.
- Pages: Organizations and businesses on Facebook:** Points to the 'Pages' section in the left sidebar, which includes 'WISE - Worcester Institute...', 'Social Networking at WISE', 'Mount Wachusett Communi...', and 'Queen Lake Consulting'.
- Ticker: Updates from all of your friends:** Points to the 'Ticker' section on the right sidebar, which shows updates from friends like Liz Augustine and Tracy O'Connell Novick.
- Friend list: who is online now?:** Points to the 'Friend list' section on the right sidebar, which lists friends like Adam Hakkarainen, Brett L. Malofsky, Claudia Snell, Ellis Booker, Gay Crede, Liz Augustine, Mike Lebeaux, Noah R. Bombard, Penny Perini, Sandra Hakkarainen, and Tracy O'Connell Novick.

The page also features a top navigation bar with the Facebook logo, a search bar, and the user's name 'Karl A. Hakkarainen'. The central news feed contains posts from friends and recommended pages like 'Wild Willy's Worcester' and 'IKEA Bolingbrook'.

What's on my Twitter page?

The image shows a screenshot of a Twitter profile page for Karl Hakkarainen. The page is divided into several sections, each with a red callout box explaining its function:

- About me:** A red callout box points to the profile header area, which includes the user's name, profile picture, and bio.
- Tweets:** A red callout box points to the main content area, which displays a list of tweets from the user and others they follow.
- Twitter stream, with new tweets coming in:** A red callout box points to the top of the tweet list, indicating the flow of new content.
- Suggestions of people to follow:** A red callout box points to the 'Who to follow' section, which lists users suggested by Twitter.
- What are people tweeting about in Boston?:** A red callout box points to the 'Boston trends' section, which lists popular hashtags and topics in the local area.

The profile page for Karl Hakkarainen shows 4,871 tweets, 1,276 following, and 605 followers. The 'Who to follow' section lists users like edutopia, Ed Marshall, and Howard Kurtz. The 'Boston trends' section lists hashtags like #TheRiver, #10sexiestmales, and #YouMightBeStupidIf. The 'Tweets' section shows tweets from ElectNext, Dmitri Bilgere, Keith D. Maderer, POLITICO, The Register, PostPolitics, and Jim Brown.

What's on the web right now?



Things that were once amazing

1. Kids Adapt to New Technologies Faster.
2. Consumer Technology Turns Over Quickly.
3. Operating Systems Turn Over, Too
4. Printer Ink Is Expensive.
5. The License Agreements Are Overreaching.

Things That Were Once Amazing

– David Pogue, New York Times

What we've looked at, so far

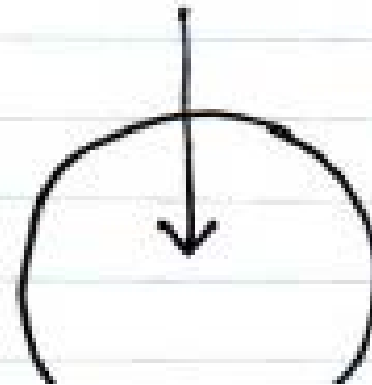
- ▶ Our topics
 - History of Internet, the web, and things like that
 - The current crop of social networks
 - An acceleration of the rate of change
- ▶ Our themes
 - Who knows what about me and what will they do with it?
 - Who's getting rich and does that matter?
 - Is Google making us stupid?

What's next?

- ▶ Generation landslide
- ▶ Digital natives, digital immigrants, and digital nomads
- ▶ The natural order of things
- ▶ Education and work in a connected world



your comfort
zone



Questions?