

SOCIAL MEDIA EXPLAINED

- TWITTER: I'M EATING A @ DONUT
- FACEBOOK: I LIKE DONUTS
- FACEBOOK: THIS IS WHERE I EAT DONUTS
- INSTAGRAM: HERE'S A LITTLE VIDEO OF MY DONUT
- YOU TUBE: HAHA I AM EATING A DONUT
- LINKED IN: MY SKILLS INCLUDE DONUT EATING
- PINTEREST: HERE'S A DONUT RECIPE
- LAST FM: NOW LISTENING TO "DONUTS"
- GT: I'M A GOOGLE CHALLENGER WHO EATS DONUTS.

**Social Networking:
The 21st Century Village**

What we'll cover today

- ▶ Course overview
- ▶ About our goals
- ▶ In the news
- ▶ A ridiculously fast history of the Internet and the World Wide Web.
- ▶ The major social networks and related topics
- ▶ Your questions

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A lifetime of this stuff

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In the news - crowdsourcing


International Herald Tribune THE GLOBAL CENTER OF THE NEW YORK TIMES

IHT Rendezvous

NEWS FROM IHT - CONNECTED BY THE WORLD'S BEST JOURNALISTS


Crowdsourcing Iceland's Constitution

By ROBERT KELLEY



REYKJAVIK — Icelandic like to do it their way. When else do you get to share on social media and publicly and virtually address the prime minister?

FINLAND'S NEXT LAWS TO EMERGE FROM ONLINE CROWDSOURCED PROPOSALS



Who said that was hard?

The new law has followed the process of crowd sourcing that was first used by Wikipedia. But citizens are that decision has popped up on conversations in one form or another. It's the unusual degree of citizen participation in the government, especially their frustration at what is not not equal. But the political world of change are getting momentum, and governments are beginning to see the value of the crowd, and approved to the process, it's being replicated.

Check it out: Finland has plans citizens to propose law has online, and an initiative gathers enough votes, the government must vote on it.

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A working definition of social networking

- ▶ Relationships established, supported, and/or enhanced by electronic communications
- ▶ One to many
- ▶ Many to one
- ▶ Many to many

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Any training program for improving the productivity of professionals must first target taking initiative.

How Bell Labs Creates Star Performers



by Robert Kelley and Janet Caplan

How Bell Labs creates star performers: Robert Kelley and Janet Caplan, Harvard Business Review (July-August 1993)

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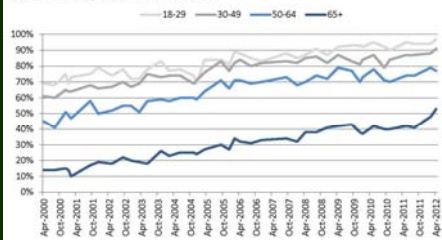
How many of you have ...

- ▶ An email address?
 - More than one email address?
- ▶ A Facebook account?
- ▶ A Twitter account?
- ▶ Cellphones and have sent text messages?
- ▶ Smartphones (iPhone, Blackberry, Android?)
- ▶ Watched a YouTube video that wasn't about cats or someone falling down?



Internet use by age group, 2000-2012

% of American adults age 18+ who use the Internet



Source: Pew Internet & American Life Project Surveys, April 2000-April 2012.
More: <http://pewinternet.org/Trend-Data/Internet-Adoption.aspx>



Villages then and real soon





History of Social Media

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The infographic shows a timeline of social media from the 1960s to the 2010s. It is divided into three main eras: 1960s-1980s (orange and green), 1990s-2000s (green and blue), and 2010s (blue). Key milestones include the creation of ARPANET, Usenet, CompuServe, and the World Wide Web in the 1960s-80s; the rise of email, Usenet, and the World Wide Web in the 1990s; and the emergence of social networking sites like MySpace, Facebook, and Twitter in the 2010s. The timeline is represented by a series of colored arrows pointing right, with text boxes describing each era.

DEMONSTRATION

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What's next?

- ▶ Week 2: The 21st Century Village
- ▶ Week 3: Social networks around us
- ▶ Week 4: On the go
- ▶ Week 5: How fast will the future get here?

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