



Social Networking: The 21st Century Village

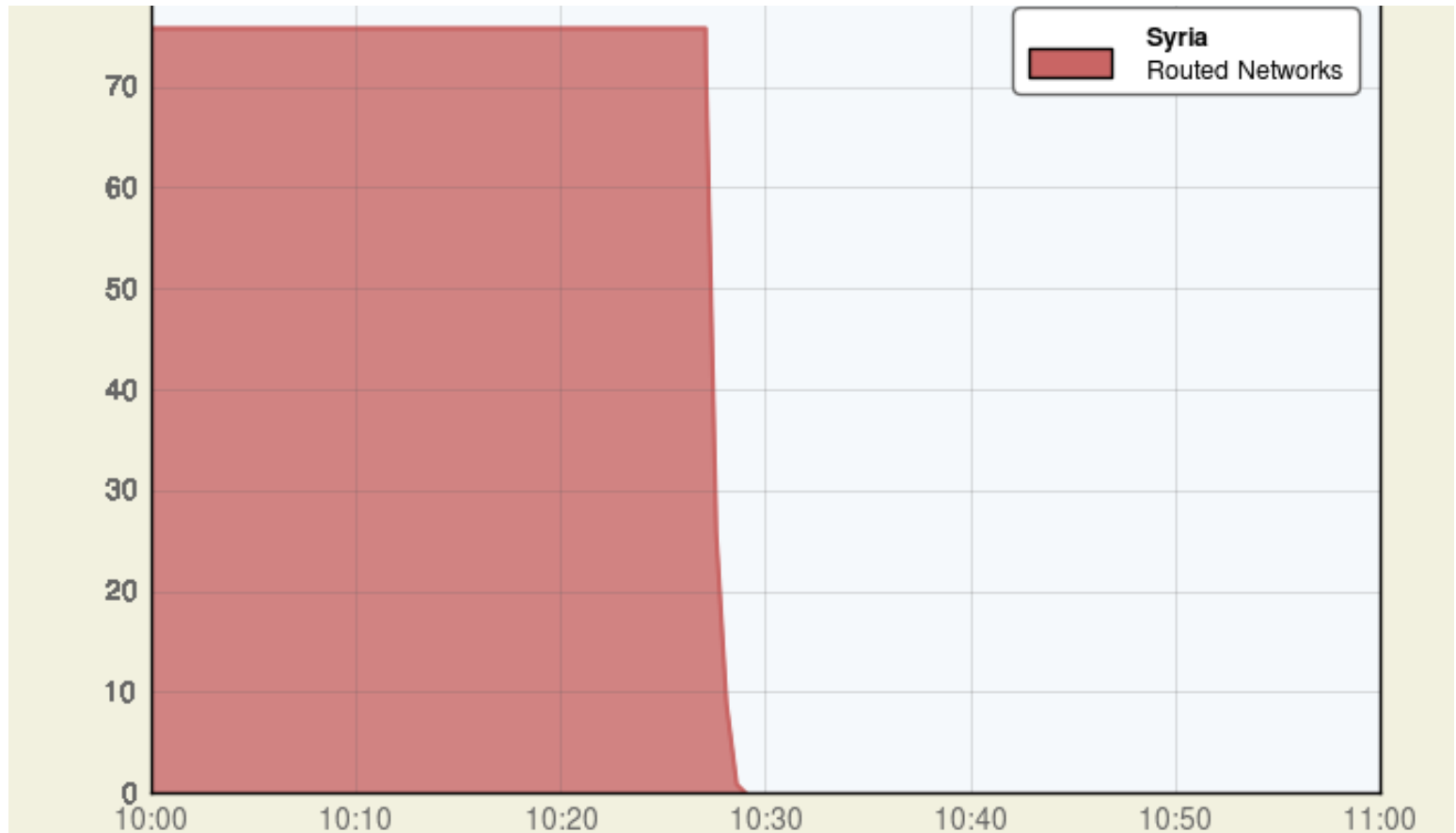
This week

- ▶ Your questions
- ▶ In the news
- ▶ Review
- ▶ The future as we knew it
- ▶ The future as we know it

Facebook: nouns and verbs

- ▶ Do you need to have a Facebook page to become a friend?
 - You need to have a Facebook **account**, which gives you a personal Facebook page.
 - A personal page is sometimes called a **Wall** or a **Timeline**.
 - Once you have a Facebook account, you can add another person as a friend.
 - You can also **Like** an organization's page.
 - You can **Like** another person's **posts** (also known as a **status update**).

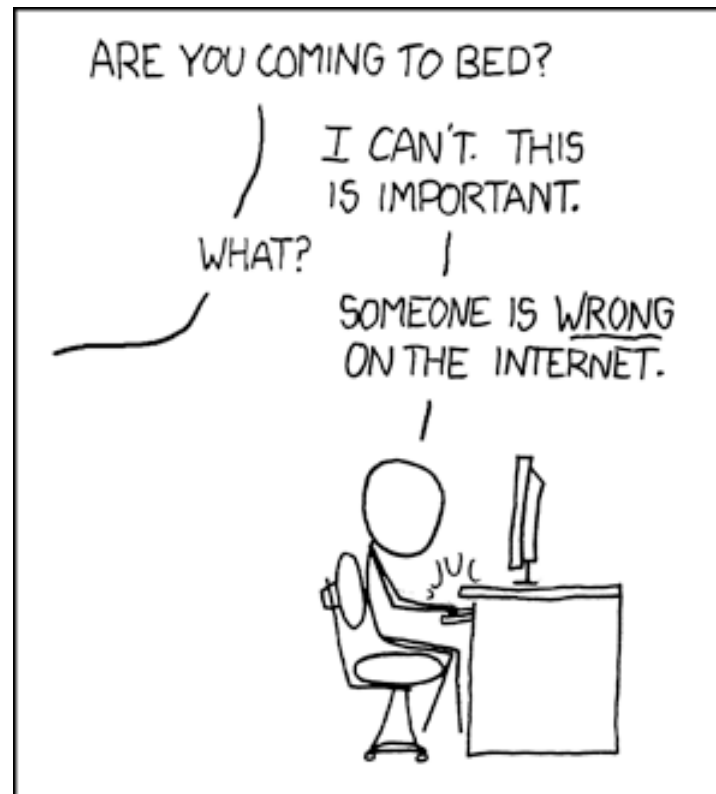
Syria Cut Off From The Internet Again



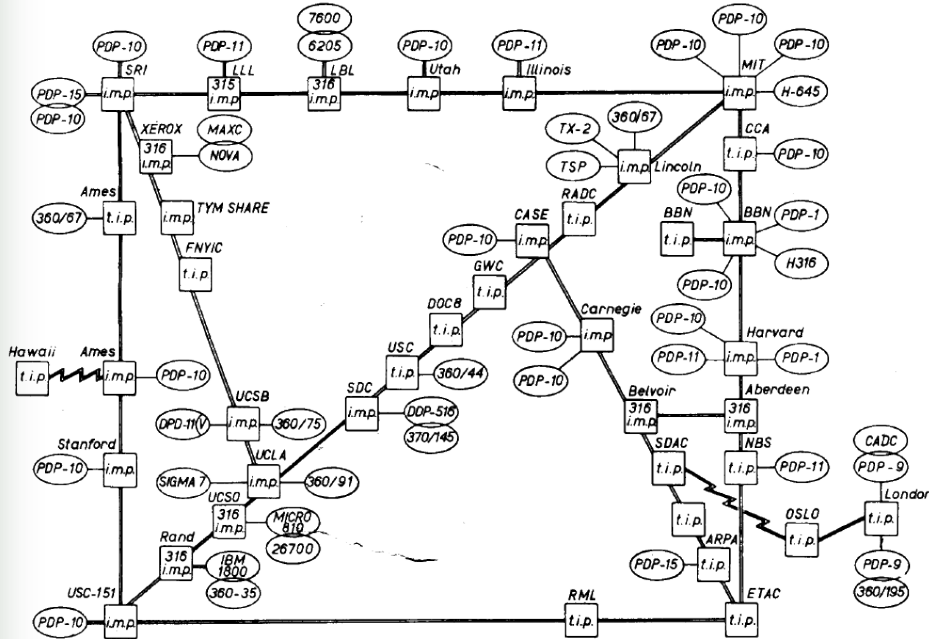
Goals for this course

- ▶ Develop a basic understanding the social networking environment
- ▶ Develop a model of a 21st century village
 - What do we carry forward?
 - What's changed?
 - What will it look like for our grandchildren?
- ▶ Find out what all the fuss is about

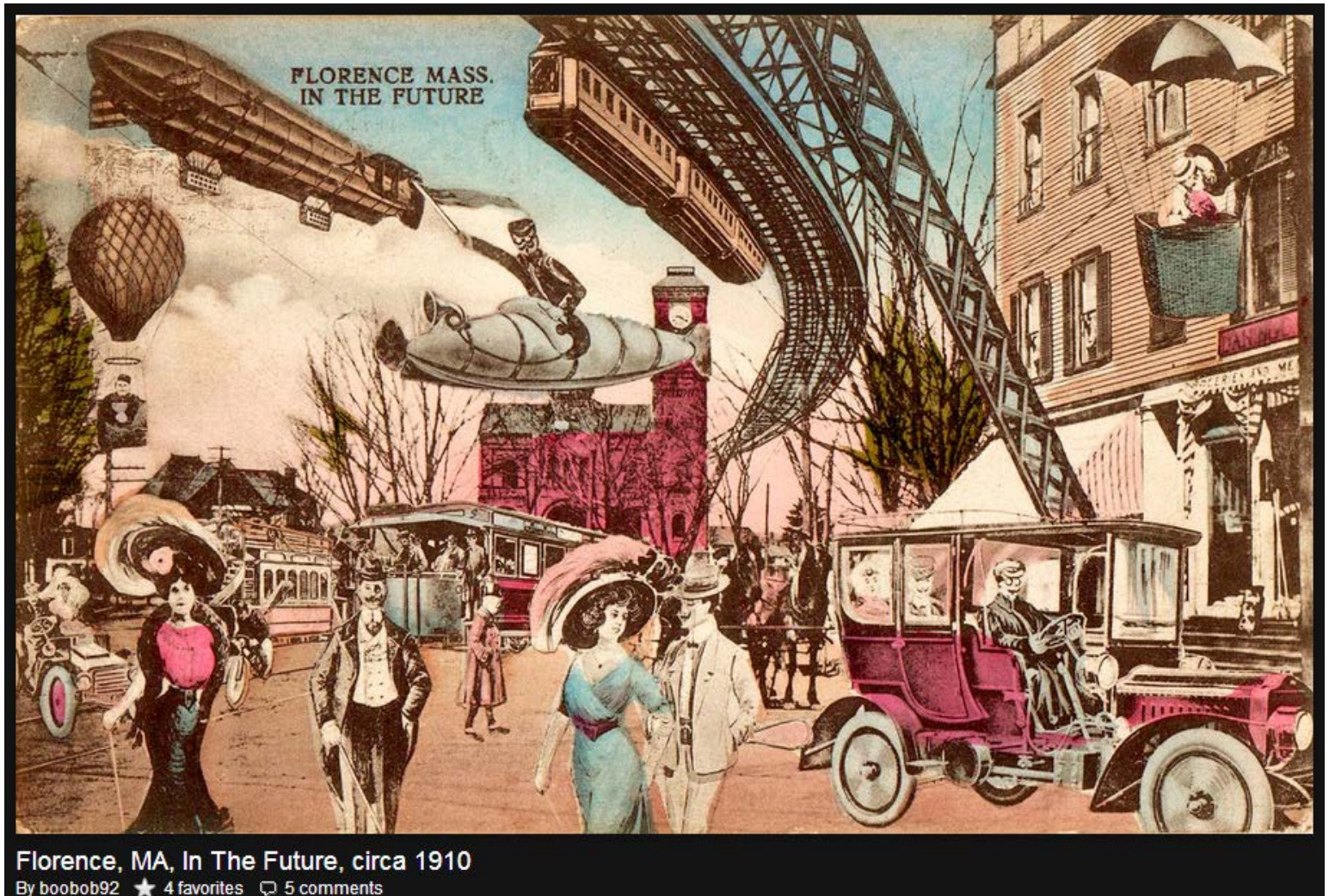
What's live on the web now?



The Internet is a network of networks



- ▶ So, too, are:
 - UNESCO
 - al-Qaeda
 - World Health Organization
 - Occupy Wall Street
 - Families
 - Neighborhoods



By JOHN ELFRETH WATKINS, JR.

Few Drugs will be Swallowed or taken into the stomach unless needed for the direct treatment of that organ itself. Drugs needed by the lungs, for instance, will be applied directly to those organs through the skin and flesh. The pain will be carried with the electric current applied without any need to penetrate the skin of the body. Microscopes will reveal the vital organs, through the living flesh, of men and animals. The living body will to all medical purposes be transparent. Not only will it be possible for a physician to actually see a living, throbbing heart inside the chest, but he will be able to magnify and photograph any part of it. This work will be done with rays of invisible light.

Communication is important

Telephones Around the World. Wireless telephone and telegraph circuits will span the world. A husband in the middle of the Atlantic will be able to converse with his wife sitting in her boudoir in Chicago. We will be able to telephone to China quite as readily as we now talk from New York to Brooklyn. By an automatic signal they will connect with any circuit in their locality without the intervention of a "hello girl."

1/19

A worldwide world

Man will See Around the World. Persons and things of all kinds will be brought within focus of cameras connected electrically with screens at opposite ends of circuits, thousands of miles at a span. American audiences in their theatres will view upon huge curtains before them the coronations of kings in Europe or the progress of battles in the Orient. The instrument bringing these distant scenes to the very doors of people will be connected with a giant telephone apparatus transmitting each incidental sound in its appropriate place. Thus the guns of a distant battle will be heard to boom when seen to blaze, and thus the lips of a remote actor or singer will be heard to utter words or music when seen to move.

txt spk 4castd

There will be No C, X or Q in our every-day alphabet. They will be abandoned because unnecessary. Spelling by sound will have been adopted, first by the newspapers. English will be a language of condensed words expressing condensed ideas, and will be more extensively spoken than any other. Russian will rank second.

The future of medicine

Few Drugs will be Swallowed or taken into the stomach unless needed for the direct treatment of that organ itself. Drugs needed by the lungs, for instance, will be applied directly to those organs through the skin and flesh. They will be carried with the electric current applied without pain to the outside skin of the body. Microscopes will lay bare the vital organs, through the living flesh, of men and animals. The living body will to all medical purposes be transparent. Not only will it be possible for a physician to actually see a living, throbbing heart inside the chest, but he will be able to magnify and photograph any part of it. This work will be done with rays of invisible light.

How are we doing with our future?

Social Networking on Mobile Phones

% of cell phone owners who use a social networking site on their phone

All cell phone owners (n=1,954)	40%
Men (n=895)	39
Women (n=1,059)	41
Age	
18-29 (n=340)	67***
30-49 (n=562)	50**
50-64 (n=587)	18*
65+ (n=429)	5
Race/ethnicity	
White, Non-Hispanic (n=1,404)	36
Black, Non-Hispanic (n=234)	48*
Hispanic (n=180)	49*
Annual household income	
Less than \$30,000/yr (n=447)	38
\$30,000-\$49,999 (n=316)	40
\$50,000-\$74,999 (n=272)	48*
\$75,000+ (n=538)	45*
Education level	
No high school diploma (n=156)	33
High school grad (n=542)	37
Some College (n=490)	42*
College + (n=752)	43**

Source: Pew Internet Spring Tracking Survey, March 15 – April 3, 2012.
N=2,254 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 3 percentage points for results based on cell phone owners.

* Statistically significant difference compared with others in the same grouping

Mobile Monthly Active Users (Mobile MAUs)

Millions of Mobile MAUs



Please see Facebook's Form 10-K for the quarter ended September 30, 2012 for definitions of user activity used to determine the number of our MAUs, DAUs and mobile MAUs. The number of MAUs, DAUs, and mobile MAUs do not include Instagram users unless such users would otherwise qualify as MAUs, DAUs, and mobile MAUs based on activity metrics shared back to Facebook.

facebook



You Will Want Google Goggles

Google Co-Founder CEO with his pair of Google Glasses (aka Google Goggles)

Instant vital signs



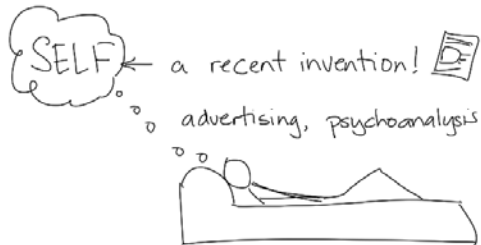
By the end of 2013, a new device will be launched that'll work just like the gadgets from sci-fi movies, allowing you to conduct a quick scan of your body by holding it to your temple, which sounds both scary and magical at the same time.

The Scanadu Scout is a handheld scanning device that pairs up to your mobile phone and fits in the palm of

The Quantified Self

KEVIN KELLY

Quantified Self' 2012
Sept 16 - Closing Plenary

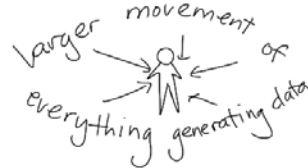


The **QUALIFIED** self
→ **exo-senses**

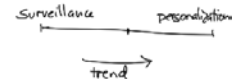
Quantified Exosenses

- sharable?
- verifiable?
- Malleable?
- Intelligible?

Quantified



New ways to measure, new ways to better.



If it can be measured or recorded, someone is tracking it.

even toenails?



Extending our selves



The sense of NORTH

Display is an INTERMEDIATE step.



Your cellphone is a great TRACKING DEVICE that you can make calls with.

$n = 1$

but

$2 \cdot (n = 1)$



$n = 2$



Are we ready for this sale?

Zillionics

data ≠ new gold
 $R \rightarrow R = R \cdot R$

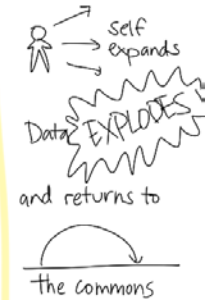
ownership access

Nobody owns the ALPHABET.

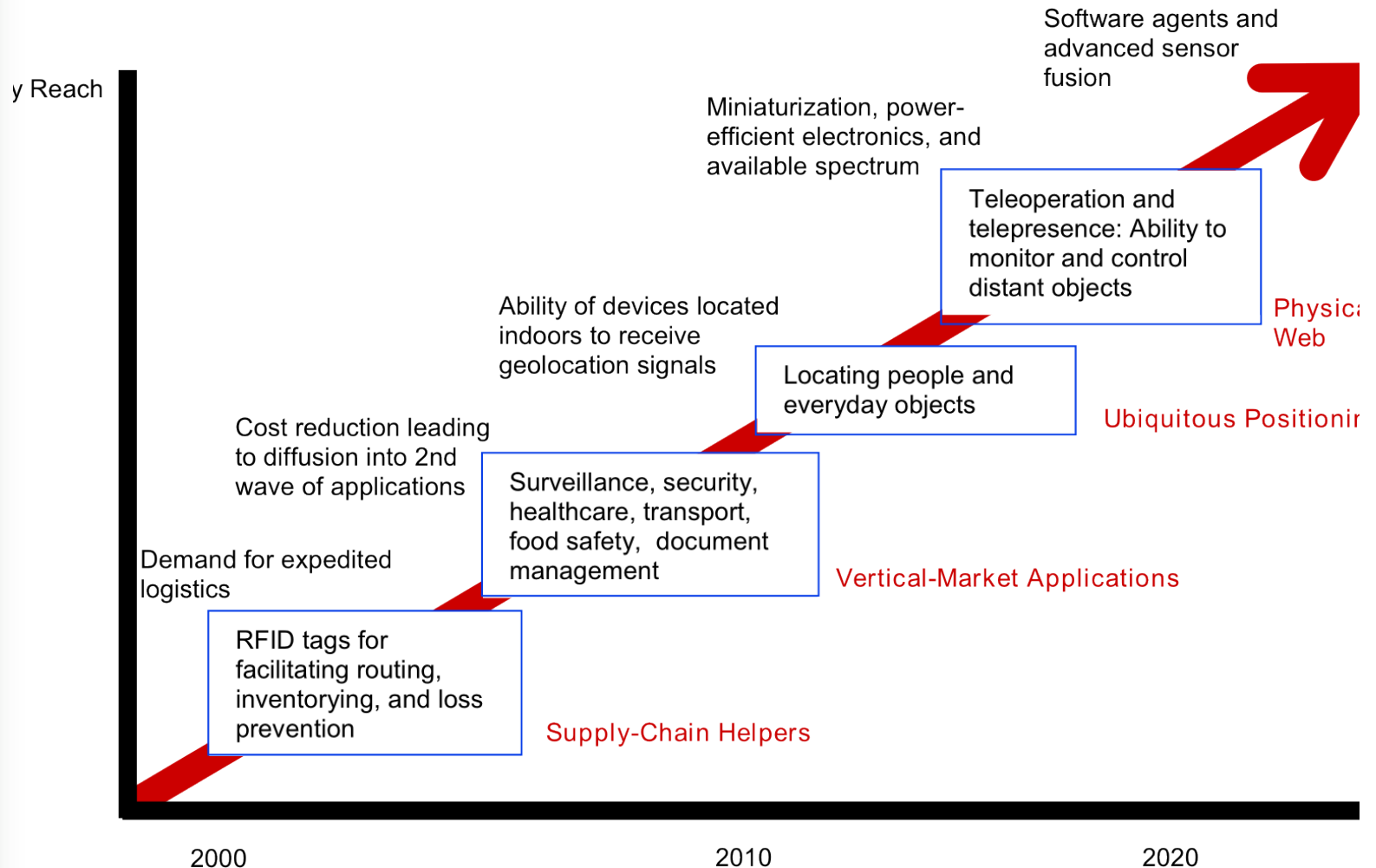
Data can't be owned → rights duties



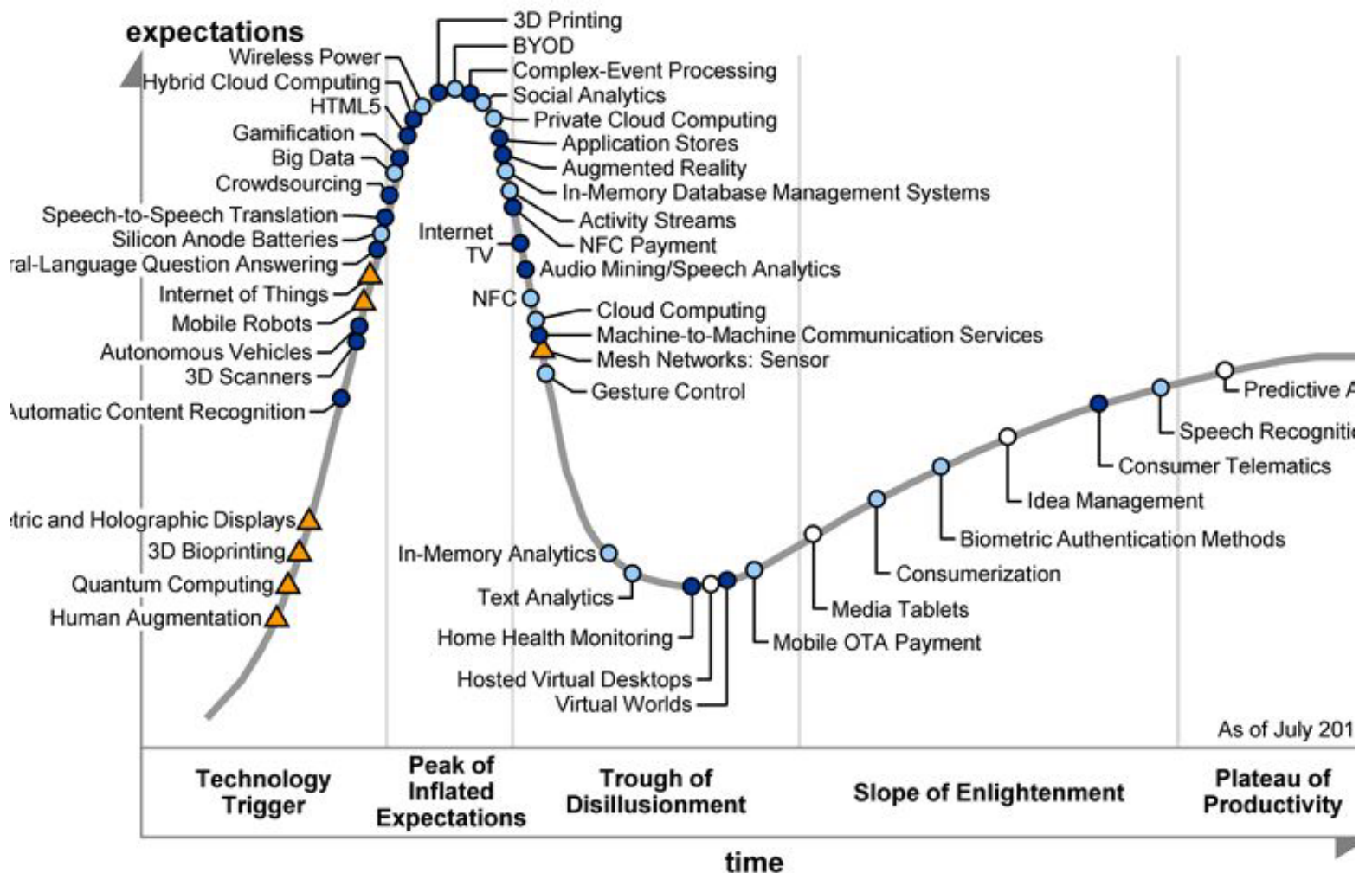
The **QUANTIFIED** CENTURY →



TECHNOLOGY ROADMAP: THE INTERNET OF THINGS



: SRI Consulting Business Intelligence



Plateau will be reached in:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

obsolete

⊗ before plateau

Internet Futures Scenarios

Will the world embrace or resist the open Internet model? What model will be more successful? Command and control? Or, distributed and decentralized?

Porous Garden Scenario

Generative

Common Pool Scenario

App Stores & Closed Devices

Innovation

Interoperability

Client capture

Competition

Open Access

Sticky services

Trust

Internet Model

Command & Control

*Heavy regulation
Exclusive standards*

*Light regulation
Open standards*

Decentralized & Distributed

Tight Regulation

Security

Balkanization

Censorship

Risk-mitigation

No Consensus

Content Control

Control-through-rules

Multiple Roots

Moats and Drawbridges Scenario

Reductive

Boutique Networks Scenario



6 October 2009

<http://isoc.org/scenarios>

In conclusion ...

W.W. Norton Publisher 1960
Paperback

In the Sahara there is a saying ,which in its quiet phrase
 , paints an entire desert scene where man ,flocks, and
beasts of burden must crowd into one small oasis. It says
very simply , "Drink from the well , and yield your place to
another." It is a symbol of the generations , as well as
of the caravans.

Jose Ortega Y Gasset
in WHAT IS PHILOSOPHY? page 37

W.W. Norton Publisher 1960
Paperback

The older I grow the more I distrust the familiar doctrine that age brings wisdom.

Thank you

H.L. Mencken – [A Second Mencken Chrestomathy: A New ...](#)
[- H. L. Mencken - Google Books](#)