



Making Sense of Social Networks



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Course schedule

Date	Topics
10/26	Introduction How we got here: A brief history of social networks
11/2	A closer look at today's social networks
11/9	Why they work, why they don't
11/16	Truth and trust – Promises made, broken, repaired, rinse, repeat
11/30	What's ahead?



Making Sense of Social Networks - Class 1 2

About your presenter

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- YouTube – [KarlHakkara](#)
- Course page:
 - <http://queenlake.com/wise/wise-fall-2018/social-networks/>
 - Syllabus
 - PowerPoint slides
 - Questions and answers from class discussion
 - Other items of interest



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Can it be DONE?

Our Popular Inventions Series


UM - TWENTY DEAD AND FIFTEEN KISSING!

TELEVISION NEWSPAPER

SOME DAY YOU MAY BE ABLE TO RECEIVE THE FRONT PAGE OF YOUR MORNING NEWSPAPER THE WAY - FULLY PRINTED AND SHOWN ON THE SCREEN OF A TELEVISION SET. CAN IT BE DONE?

In the news

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Donald J. Trump
@realDonaldTrump

The New York Times has a new Fake Story that now the Russians and Chinese (glad they finally added China) are listening to all of my calls on cellphones. Except that I rarely use a cellphone, & when I do it's government authorized. I like Hard Lines. Just more made up Fake News!

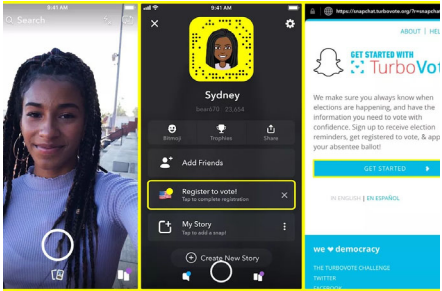
9:57am - 25 Oct 2018 After my iPhone

22,285 REPLIES 26,913 RETWEETS 92,110 LIKES

In the news

NYT: When Trump Phones Friends, the Chinese and the Russians Listen and Learn

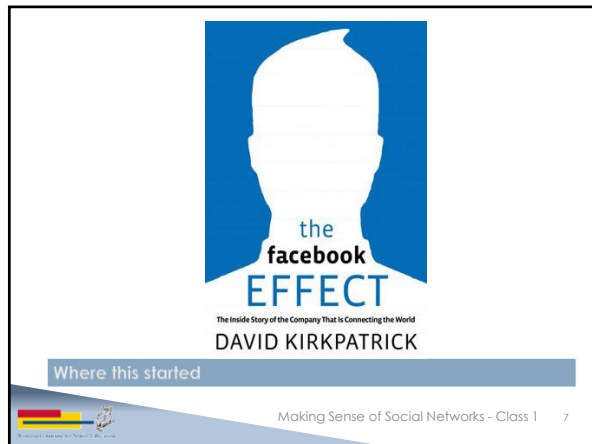
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Voter registration via app

NYT: Snapchat Helped Register Over 400,000 Voters

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What are our goals?

- Review background information on social networks as they exists outside the realm of technology
- Consider the 21st century village and explore the concept of The Third Place
- Develop a basic understanding the current social networking environment
- Discuss what's still working, what's broken, and what's next

And find good questions

How many of you have ...

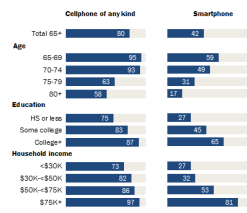
- › A Facebook account?
- › A Twitter account?
- › Cellphones and have sent text messages?
- › Smartphones (iPhone, Android?)
 - Do you send and receive text messages?
 - What else?
- › Watched a YouTube video that wasn't about cats or someone falling down?



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Roughly four-in-ten seniors are smartphone owners

% of U.S. adults ages 65 and older who say they own the following ...



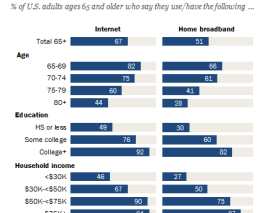
Source: Survey conducted Sept. 29-Nov. 6, 2016.

"Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER

Internet use and broadband adoption among seniors varies greatly by age, income and education

% of U.S. adults ages 65 and older who say they use/have the following ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.

"Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER

Smartphone and internet usage among seniors

Tech Adoption Climbs Among Older Adults (2017)
Pew Research Center – Internet and Society



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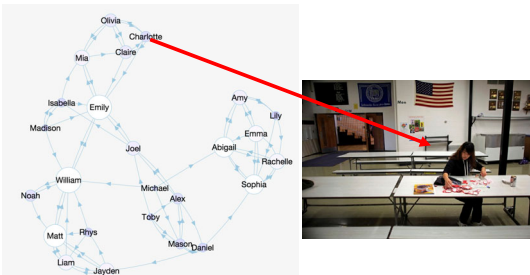
idea | www.MrBeffs.com



It starts with people



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Studying human networks and isn't new

Social Network Analysis has been used in behavioral, pharmaceutical, organizational, and medical research since the 1940s.

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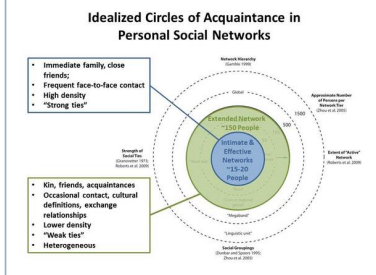
Dunbar's Number

5	15	50	150	500	1500
Your inner circle	The people you can turn to for sympathy	The people you would consider your close friends	Casual friends AKA "Your Clan"	Acquaintances	The maximum number of people you can put a name to a face

Neocortex size as a constraint on group size in primates, R. I. M. Dunbar, Neocortex size as a constraint on group size in primates, J. Human Evo., 22:469, 1992.

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Idealized Circles of Acquaintance in Personal Social Networks



- Immediate family, close friends:**
 - Frequent face-to-face contact
 - High density
 - "Strong ties"
- Kin, friends, acquaintances:**
 - Occasional contact, cultural definitions, exchange
 - Lower density
 - "Weak ties"
 - Heterogeneous
- Extended network:**
 - Approximate number of people in network for others (2000)
 - Approximate number of people in network for others (2000)

The Peculiar Characteristics of Human Social Networks

Prehistoric Social Networks Andrew A. White

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FRANK & ERNEST

Villages - then, now, and real soon

Places where we grew up
Places where we live
Places where our grandchildren live and will live

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A third place is a public setting accessible to its inhabitants and appropriated by them as *their own*. The dominant activity is not "special" in the eyes of its inhabitants, it is a taken-for-granted part of their social existence. It is not a place outsiders find necessarily interesting or notable.

Third places

Oldenburg, R., and Brissett, D. 1982. The Third Place. Qualitative Sociology, 5.4: 265-284.

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Organizations want to make third places special. It isn't working.

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And then technology takes over

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Most popular social networks – 2018

United States	Worldwide
1. Facebook – 168.76	1. Facebook – 2,234
2. Instagram – 116.99	2. YouTube – 1,900
3. Facebook Messenger – 110.95	3. WhatsApp – 1,500
4. Twitter – 70.21	4. Facebook Messenger – 1,300
5. Pinterest – 58.23	5. WeChat – 1,058
6. Snapchat – 52.09	6. Instagram – 1,000
7. Reddit – 33.44	7. QQ – 803
8. Tumblr – 23.35	8. QZone – 548
9. WhatsApp – 20.94	9. Douyin / Tik Tok – 500
10. Google Hangouts – 15.28	10. Sina Weibo – 431
11. GroupMe – 10.82	11. Twitter – 335
12. Discord – 9.67	12. Reddit – 330
13. Kik – 8.35	13. LinkedIn** – 303
14. Skype – 7.89	14. Baidu Tieba* – 300
15. Periscope – 4.61	15. Skype* – 300

Millions of monthly active users. Source: statista.com

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We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

A definition

Social Network Sites: Definition, History, and Scholarship
danah m. boyd and Nicole B. Ellison, 2007

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The importance of mobile technology

- Facebook became ge
- Twitter became availa
- YouTube founded in 20



Cellphones became practical for adults in the mid-90s, for kids in the mid-00s. These are the popular models in 2006.



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Daily Number of Photos Shared on Select Platforms, Global, 2005 – 2015

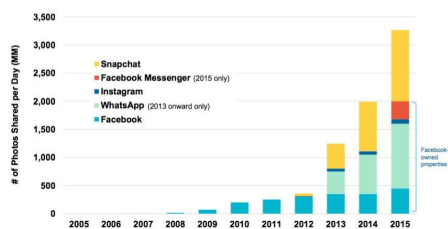
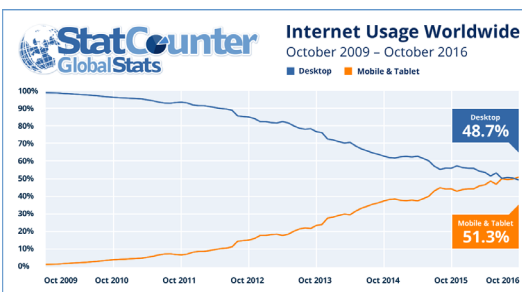


Photo-sharing as an index of mobile social network usage

Meeker predicts huge rise in image and speech search (2016)



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Mobile internet use passes desktop – 2016

Source – [TechCrunch](#)

Note: 46% of WISE users read our emails on mobile devices



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Recurring themes

Stupid Chickens by Doug Savage

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What's ahead?

- Week 2: A closer look at the social networks
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram, Pinterest, Snapchat, others
- Week 3: What works, what doesn't
- Week 4: Privacy and trust
- Week 5: How fast can the future get here?

future headlines

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Questions?

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