

SOCIAL MEDIA EXPLAINED

- TWITTER** I'M EATING A #DONUT
- FACEBOOK** I LIKE DONUTS
- FOURSQUARE** THIS IS WHERE I EAT DONUTS
- INSTAGRAM** HERE'S A VINTAGE PHOTO OF MY DONUT
- YOUTUBE** HERE I AM EATING A DONUT
- LINKEDIN** MY SKILLS INCLUDE DONUT EATING
- PINTEREST** HERE'S A DONUT RECIPE
- LAST.FM** NOW LISTENING TO "DONUTS"
- G+** I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

A closer look at social media

Making Sense of Social Networks – Class 2

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?

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In the news

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THE SWAMP to be Drained!

REFUSAL TO RECOGNIZE RACIAL TERRORISM
 RACE BAITING
 OBAMA'S ILLEGAL EXECUTIVE ORDERS
 OBAMA CARE
 BENGHAZI
 PAYING RANSOM
 PASTOR FURIOUS
 BLACK LIVES MATTER
 IRS SCANDAL
 NOT ENFORCING IMMIGRATION LAWS
 DELETED GOVERNMENT EMAILS
 IRAN NUCLEAR DEAL
 CLINTON'S ILLEGAL EMAIL SERVER
 OBAMA'S ILLEGAL EXECUTIVE ORDERS
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Life can only be understood backwards; but it must be lived forwards. – Kierkegaard

NYT: Cesar Savoc's Path on Social Media: From Food Photos to Partisan Fury

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Ronaldo dethrones Selena Gomez as most popular on Instagram

Ronaldo: 144,338,650 followers
 Gomez: 144,312,745 followers.

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the facebook dilemma

WATCH ONLINE
 #FacebookFilmPBS
 FRONTLINE

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WHAT'S GOING ON HERE?
WHAT DOES IT MEAN?

Questions?

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Email

- Predates Internet as we know it
 - @ used in 1972
 - AOL – early 90s
 - Web-based email services – mid-late 90s
- Spam
 - First spam message attributed to DEC in 1978
 - Why Spam?
 - An oblique reference to Monty Python's Spam sketch, where a message ("Spam") was repeated until the listeners screamed.

More than 85% of worldwide emails are spam. Only a very small percentage reaches our inboxes.

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Whole Earth 'Lectronic Link

THE **Well**

- The first "virtual community"
- Founded in 1985 by Stewart Brand (of Whole Earth Catalog) and Larry Brilliant
- 10,000 members in 1995. Currently, 4000

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What we'll see today

- Facebook and Facebook Messenger
- Twitter
- Instagram
- Pinterest
- Snapchat

2018
HEY SON,
I FOUND A
PICTURE OF
YOUR GRANDPA.

2060
HEY SON,
I FOUND A
PICTURE OF
YOUR GRANDPA.



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Facebook and the Heisenberg Principle



What you see depends on where you are.

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Twitter and the Heisenberg Principle



What you see depends on where you are.

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