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.

The Future of Social Networks

P dnlqj #Vhqvh#r i#Vrfldo#Qhwz runv#Ù F olvv#8

Course schedule

Gdwh	Wrslfv
43259	Lqwurgxfwlrq Krz #z h#j rw#khuh#D #euh i#klwru|#r i#vrfldo#ghwz runv
4425	D #forvhu#rrn#dw#wrgd|Ù#vrfldo#ghwz runv
442<	Z k|#kh|#z run/#z k|#kh|#gr qÚw
44249	Wuxwk#dqg#xxw#Ù Surp lhv#p dgh/#eurnhq/#hsdlhg/#iqvh/#hshdw
44263	Z kdwÚv#dkhdgB

P dnlqj #Vhqvh#r i#Vrfldo#Qhwz runv#D F olvv#7

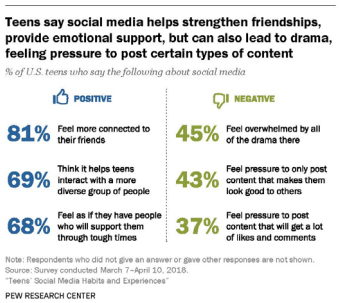
What's in the news?

P dnlqj #Vhqvh#r i#Vrfldo#Qhwz runv#D 8

Truth isn't always an antidote to falsehood

P IV#Whfkqrorj|#Uhylhz=#
Wkwk/#Dhv/#dqg#wkh#dgyrwhuv/#R fwrehu#56/#534;

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzrunv#08



American Teens: Social media helps more than harms

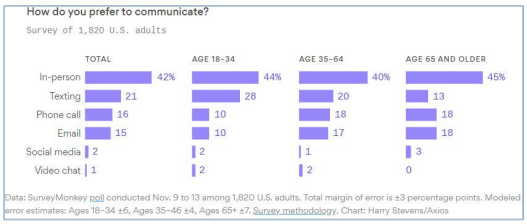
Shz#Uhvhdufk#Fhqwhu=
Wkhqv/#Vrfldo#Phgld#Kdelwv#dqg#Hiihfwv#Qryhpehu#5;/#534;

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzrunv#08

Online friends and parental education and income

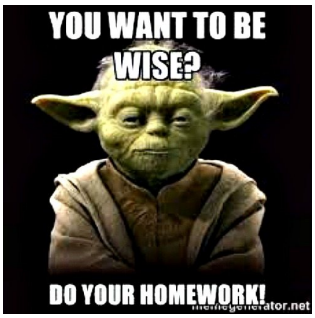
- R qdwlrqdoôuw#uhqgvklsv#duh#p ruh#frp p rq#dp rqj#whhqv#krvh#sduhqw#kr@gv#d#klj k#fkrrokgl sorp d#ru#dvv#57(,#kdq#dp rqj#whhqv#krvh#sduhqw#kdv#d#edfkhorû/#ru#dgydqfhg#gh jurnh#+<(,1
- R qdwlrqdo#jurxs#sduwflsdqwv#kr#duh#eolfn#duh#p ruh#dnhq#kdq#zklwh#sduwflsdqwv#wr#d|#khvh#jurxsv#sol|#d#p dmruwrdq#q#lqwrgxflqj#khp #wr#ghz #shrsdq#79(#yv#5;(,#
- Orzhuûqfrp h#whhqv#duh#p ruh#kdq#wz lfh#dv#dnhq#dv#whhqv#urp #kljkhuûqfrp h#dp dnv#wr#d|#rqdqh#jurxsv#sol|#d#p dmruwrdq#q#khosqj#khp #kurxjk#wrxjk#wkp hv#58(#yv#45(,1

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzrunv#08

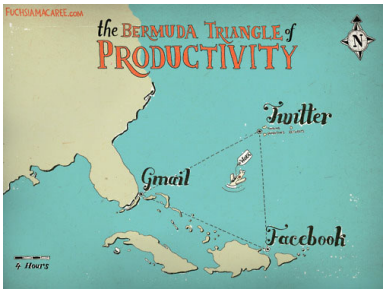


We say that we still like people IRL

Srcw#Dp hu#fdgv#Fudvh#kxp dg#Rhuidfw#rg#Rhvslh#shuydvlyh#hfk



Homework



QUESTIONS?

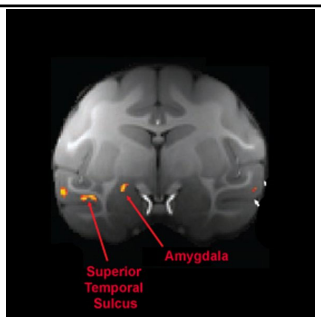
If you were a new driver, …

The test of a first-rate intelligence is the ability to hold two opposed ideas in mind at the same time and still retain the ability to function.

F. Scott Fitzgerald

How to Live with What We Know

Why we like social networks



Neuroscience and social networks

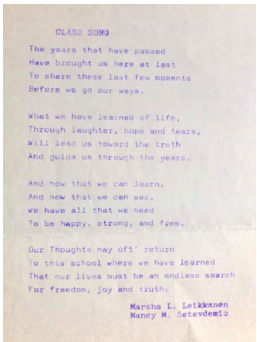
Carnegie Mellon University researchers have found that within the brain's neocortex lies a subnetwork of highly active neurons that behave much like people in social networks.
Carnegie Mellon researchers identify 'Facebook neurons'

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

Why social media works

Whhq#Vrjxh#Pkkwkrrqh#Ehvw#Uhqgv#Uhxqlwh#qh#Vrfldo#Phqlh#D ihu#d#Vrfldo#Vhhw

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8



CLASS SONG

The years that have passed
Have brought us here at last
To share these last few moments
Before we go our ways.

What we have learned of life,
Through laughter, hope and tears,
Will lead us toward the truth
And guide us through the years.

And now that we can learn,
And now that we can see,
We have all that we need
To be happy, strong, and free.

Our thoughts may oft' return
To this school where we have learned
That our lives must be an endless search
For freedom, joy and truth.

Marsha L. Leikkanen
Nancy M. Setevdemio

Who knew that we had a class song?

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

Why social networks cause trouble

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

danah boyd: (Mis)information Overload: Living in Truth in the Post-Truth Age

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

Vwrfkdwlf#whuurulvp #D#wkh#kvh#ri#p dvv#frp p xqlfdwlrqv#wr#
lqflwh#dqqrp #dlfwruv#wr#fdu|#rxw#ylrodqw#rxwhuruv#dlfw#
wkdw#dlu#wdwdwwfdo|#shugfwdedn#exw#qg ylgxdo|#
xqsugfwdedn#q#wkruv#hp rwh0frqwurgp xughu#e|#rqh#
zrd#D Dqrg

Weaponizing social media

Q\W#Wkh#Qhz #Ydqlfdo}dwlrq#ri#wkh#Qwuqhw

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

Age, social media, and journalism

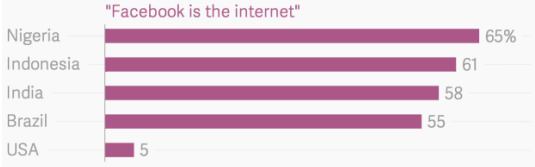
- Wkh#p ruh#wkdw#p lggdn0djh g#mrxqdowv#qwhudfwhg#rq#Wz lwhu#wkh# p ruh#wkh |#wqghg#wr#kdyh#l#srvwdyh#lwwdxgh#wrz dug#wrfldd# p hgld1#
- Krz hyhu#wkh#p ruh#wkdw#|rxqjhu#lqg#rogh#mrxqdowv#hqjdjhg# rq#Wz lwhu#wkh#p ruh#wkh |#wqghg#wr#kdyh#l#qhjdwlyh#lwwdxgh# wrz dug#wrfldd#p hgld1#
- Mrxqdowv#urp #ldwkuhh#ljh#jurxsv#wqghg#wr#krog#l#qhjdwlyh# dwwdxgh#wrz dug#wrfldd#p hgld#wkh |#qgjdjhg#p ruh#rq# Idfhernn1

Krz #Djh#Diihfw#Mrxqdowv#Dgrsw#rq#Wrfldd#P hgld#Lv#lq# Iqqrydwrq00\dqidqj Z x/#57#Dxj#534;#

P dnlqj#Vhqvh#rq#Wrfldd#Qhwz runv#D8

Percent of respondents who agree with the following statement

"Facebook is the internet"



Quartz | qz.com

Data: Geopoll, Jana, SurveyMonkey

For many people in the world, Facebook is the Internet

Txdu#P lnrqv#rq#Idfhernn#kvhu#kdyh#nr#qhd#wkh|Ûh#kvhrj#wkh# lqwhugh w

P dnlqj#Vhqvh#rq#Wrfldd#Qhwz runv#D8

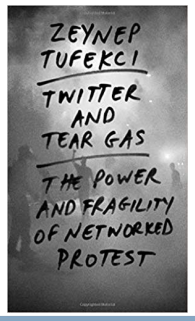
No escape

P dnlqj#Vhqvh#rq#Wrfldd#Qhwz runv#D8

Former Facebook fans view Facebook with alarm

Whfkrqrp |#D Edg#Gdfherrn#Uhfryhu

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8



You say you want a revolution

Wz lehu#Gqa#Ehdu#Gvv#Wkh#Srzhu#Gqa#Uudjlow#ri#Qhwzruhg#Surwhvw/]h|qhs#Wxnhnfl

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

What's next for social networks?

P dnlqj#Vhqvh#ri#Vrfldo#Qhwzruvv#D8

Near term

- Idfherrn#dv#d#qhz v#surylghu
  - Šwrgd|#qrõ#Idfherrn Ús#qhz v#wkuxIh ,Qrw#|hw#dlydlodedn#q#Z rufhwhu,
  - Idfherrn Ús#h{sdqgh#rfdq#qhz v#wrwdwhj|#q#fxghv#jryhugp hqw#dduuv
- Dv#d#ylghr#fkdqqhO#Idfherrn#Z dwfk
- Grq Ús#irujhw#dw#rwkhu#surgxfwv
  - Iqwdjudp
  - Z kdwDss
  - R fxocv#

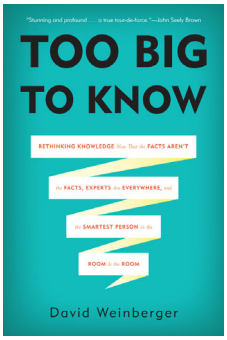
DDUS#P djd}lqh#Z lwkdq#Uhddw|#
R shqv#wkh#Grruwr#Qhz #Z rugv

P dnlqj#Vhqvh#ri#Vrfldo#Qhwz runv#D8

Facebook's troubles continue

- Idfherrn#wdii#q|vfxvvhq#vhoorj#D SI#dffhvv#wr#dssv#q#534505347
- Sduodp hqw#hl}hv#fdfkh#r j#Idfherrn#qwhugdq#sdshuv
- H{Idfherrn#h{hf#d|v#wkh#vrfldo#qhwz run#kdv#d#Šeodfn#shrsdn#suredp õ

P dnlqj#Vhqvh#ri#Vrfldo#Qhwz runv#D8



The Internet broke our belief that we could understand it all.

P dnlqj#Vhqvh#ri#Vrfldo#Qhwz runv#D8

I GUESS THIS IS THE END..