

Getting a Handle on Social Networking

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Introduction

- ◆ Evolution of technology from Web 1.0 to Web 2.0
- ◆ New Web 2.0 Tools
 - Blogging
 - Microblogging (Twitter)
 - Social Networking (Facebook)
 - User Generated Content
 - Video (YouTube)
 - Wikis (Wikipedia)

I am not an EXPERT

Evolution of Communication Technology:

◆ **Traditional Technology**

- Printing Press, Radio, fax, copy machine, etc.

◆ **Web 1.0**

- Web pages, e-mail, discussion boards, newsgroups, GIS, teleconferencing, online fundraising

◆ **Web 2.0**

- Social networking, mobile technology, blogs, microblogs, wikis, podcasts, etc.

■ Adapted from McNutt

Web 2.0

- ◆ **New Way of Using the Web**

- Web as a Platform

- ◆ **Focus on:**

- COLLABORATION
- NETWORKS
- USER-CONTRIBUTION/USER DEVELOPMENT

- Definitive Source: O'Reilly
- <http://www.oreilly.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Web 1.0

Web 1.0

- ◆ Webpages
 - ◆ Email
 - ◆ Online Dictionaries
 - ◆ Directories
 - ◆ Discussion Boards
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Web 2.0 Technologies

- ◆ Blogs, VideoBlogs & Microblogs
 - ◆ User Generated Content
 - ◆ Social Networking
 - ◆ Podcasts
 - ◆ Wikis
 - ◆ Tagging/Social Bookmarking
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Using Blogs

What is a Blog?

- Updated frequently
- Single User or Multi-user
- More than TWO MILLION Blog posts per day

Blog Examples

◆ News/Organizational/Celebrity

- Huffington Post
 - <http://www.huffingtonpost.com>
- Vikings (unofficial)
 - www.dailynorseman.com
- College of Education & Human Development
 - <http://blog.lib.umn.edu/cehd/insideout/>
- www.LoonCommons.com
 - (Minnesota environmental partnership)
- Paul Krugman – Conscience of a Liberal
 - <http://krugman.blogs.nytimes.com>

◆ Personal Blogs

- Liz's Fulbright in Namibia

- www.lightfootline.blogspot.com

- Others

- <http://mylifeatninetylookingbackandmovingon.blogspot.com/>

- <http://www.silverfox-whispers.com/>

- <http://cliffmorrow.blogspot.com/>

Make your Own Blog?

- ◆ Some “make your own blog websites” are VERY straightforward
 - www.blogspot.com
 - Lots of other “hosts”
 - www.wordpress.com

Reading Blogs - RSS

- ◆ RSS=Really Simple Syndication
- ◆ Example
 - www.bloglines.com
- ◆ Searching Blogs
 - www.technorati.com

Microblogs

www.Twitter.com

140 characters or less

1 million active users

80% are followers!

A tweet can only be one hundred and forty characters long. This paragraph, which you can see in purple, is about the longest a tweet can be.

Social Networking

- Establish Profiles
- Link with “friends” – establish networks
- Key examples
 - www.Facebook.com
 - ◆ 200 million active users/125 million daily
 - www.MySpace.com
 - ◆ 110 million active users
 - www.Linkedin.com
 - ◆ 10 million active users

Social Networking

- ◆ Niche – age based (quickly losing popularity!!)
 - www.eons.com (aging baby boomers – now Defunct)
 - www.teebeedee.com (baby boomer & beyond -- NOW defunct)
 - www.Sagazone.com
 - www.Growingolder.com

I would steer clear of these!

Social Networking

- ◆ Other niches – lots of them!
 - www.Caringbridge.com
 - www.Dogster.com
- ◆ Marketing Sites (embedded)
 - www.ebay.com
 - www.amazon.com
- ◆ Rating sites
 - www.tripadvisor.com

www.ning.com

make your own social network!

User Generated Content

- Video Sharing
 - ◆ www.youtube.com
- Photo Sharing
 - ◆ www.flickr.com
- Examples
 - ◆ Sandboarding Lightfoots
 - www.youtube.com/watch?v=JJzGTdW2FEw
 - ◆ Susan Boyle on Britain's Got Talent (27 million hits)
 - ◆ National Geographic

Podcasts

- ◆ Publishing digital files to the Internet
 - For play on mp3 (iPods) computers
 - Examples
 - MPR Shows
 - ◆ <http://prairiehome.publicradio.org/about/podcast/>
 - Learn a Language
 - ◆ <http://rlnvault.com>
 - ◆ Just about anything
 - <http://www.openculture.com/>
 - ◆ LibriVox
 - www.librivox.org

Wikis

- ◆ A website that "front end" users can edit and add content to.
- ◆ <http://en.wikipedia.org>

Other neat things...

- ◆ www.pandora.com
 - Make your own radio station

- ◆ www.evite.com
 - Online invitations

Web Site Story

- www.collegehumor.com/video:1913584

Comments?

