

Unit 5

Social Networking

Computer Concepts 2016

ENHANCED EDITION



5 Unit Contents

- Section A: Social Networking
- Section B: Content Communities
- Section C: Blogs and More
- Section D: Online Communication
- Section E: Social Media Values

5 Section A: Social Networking

- The Social Media Mix
- Social Networking Evolution
- Social Networking Basics
- Geosocial Networking
- Social Network Analytics

5 The Social Media Mix

- **Social media** are online services that facilitate communication and interaction among people who want to share information about their lives, issues, and events using a multimedia mix of text, pictures, video, and audio

5 The Social Media Mix

- The **Social Media Honeycomb** provides a visual model for classifying and comparing various social media services
- Each hexagon in the honeycomb represents a social media building block



FIGURE 5-1: THE SOCIAL MEDIA HONEYCOMB

Source: Kozminski, Harkness, McCarthy, and Edwards Social Media: The Revolution #2011 Kelley School of Business, Indiana University. doi:10.1016/j.chbs.2011.01.002.

5 The Social Media Mix

- In this unit, social media are categorized into four groups:
 - Social networking
 - Geosocial networking
 - Content communities
 - Online communications



FIGURE 5-3: POPULAR SOCIAL MEDIA SERVICES

5 Social Networking Evolution

- A **social networking service** revolves around personal profiles and interconnections among subscribers who want to share information about themselves
- Social networking can be traced back to **online services**, such as CompuServe, Prodigy, and America Online (AOL), that were not part of the Internet



FIGURE 5-4: SOCIAL NETWORKING SERVICES TIMELINE

5 Social Networking Basics

- A person's presence on a social media service is referred to as an **online identity**
- Each online identity is encapsulated in a profile; a **social media profile** is the set of information provided to friends, contacts, and the public



FIGURE 5-5: SOCIAL MEDIA PROFILE ELEMENTS

5 Social Networking Basics



FIGURE 5-6: ANATOMY OF A SOCIAL NETWORK ACCOUNT

5 Geosocial Networking

- **Geosocial networking** provides a platform for users to carry out interactions based on their current locations
- Some of the most popular and well-designed geosocial services include: Yelp, Foursquare, Banjo, and Google Maps
- An emerging subset of geosocial networking called **social discovery**, uses geolocation to meet with people who are nearby and have similar interests

5 Geosocial Networking

FIGURE 5-7: GEOSOCIAL NETWORK ACTIVITIES

 Check in Registered users open the app or otherwise sign in to indicate they want to interact.	 Locate Using automatic geolocation technology or manually initiated location tracking, the user's current location is determined.	 Search Depending on the service, users can search for the geotagged places, people, or events that are nearby.	 Recommend Crowdsourced ratings and recommendations are offered.	 Map Maps and directions to selected places, people, or events are provided.
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5 Geosocial Networking

- When individuals contribute computer time, expertise, opinions, or money to a defined project, they are participating in **crowdsourcing**
- Yelp, Amazon, Zappos and other online merchants, provide ratings compiled from user reviews; this is an example of crowdsourcing

5 Geosocial Networking

FIGURE 5-8: LOCATION SERVICES

- There are four ways that the location of a device can be determined:



GPS trilateration
This service locates smartphones and other devices containing GPS chips. It is accurate to within about three square yards.

Cell tower triangulation
Cellular telephone companies monitor the position of mobile phones relative to nearby cell towers. If a phone is turned on and within range of three towers, a process called cell tower triangulation can determine the position of a device to an area of about three-quarters of a mile.

Hotspot triangulation
This technique can gauge the location of a Wi-Fi router based on its signal strength relative to nearby routers. Desktop and laptop computers connected to the router can be assumed to be operating within a circle of about 50 feet.

IP address lookup
IP addresses can provide a rough estimate of a device's location based on information in the WHOIS database. The country in which a device is located can be determined with 99% accuracy. However, the accuracy of pinpointing the region or city dwindles to about 50%.

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5 Geosocial Networking

- Presenting information about what's nearby requires places and landmarks to be tagged with their location; geotagging and geocoding provide the necessary geographical information:
 - **Geocoding** is the process of determining the coordinates of a specific place, such as the street address or the longitude and latitude of a location
 - **Geotagging** is the process of adding location data to photos, Web sites, HTML documents, audio files, blog posts, and text messages

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5 Social Network Analytics

- Social networks are not exclusively online; sociologists use social network diagrams called **sociograms** to depict connections between people
- The circles in these diagrams are referred to as **sociogram nodes**
- The lines connecting nodes are referred to as **sociogram edges**
- **Two-way edges** exist when two people consider each other to be friends
- **One-way edges** exist when a relationship is not reciprocal, such as a Twitter follower who does not follow back

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5 Social Network Analytics

- Sociograms can get extremely complex, making connections difficult to trace and analyze
- An alternative method for depicting social connections is with an adjacency matrix
- A **binary adjacency matrix** is a set of cells containing a 0 if there is no connection between two people and a 1 if there is a connection

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5 Social Network Analytics

- Sociograms and other analytic tools help us to discover and understand the quality and quantity of our personal social networks
- One odd phenomenon that was discovered is called the "class size paradox" because it is related to the reason students feel that they are always in larger than average classes

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5 Social Network Analytics

- Here's how it works: Does it seem like most of your friends have more friends than you have? It turns out that is the case with more than 80% of Facebook users; the explanation is that people tend to choose popular classes and friends, and such popularity does indeed mean that the classes are larger and your friends will have more friends than you have



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5 Section B: Content Communities

- Evolution
- Media Content Communities
- Intellectual Property
- Creative Commons

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5 Evolution

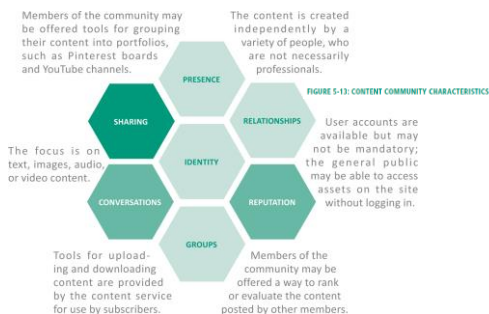
- Many social media sites, such as Wikipedia, YouTube, and Flickr, were designed as repositories for user-generated content
- These social media sites are sometimes called **content communities**
- These communities may focus on text-based information, or their focus may be on other media, such as photos, music, or video

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5 Evolution

- Content communities typically have these characteristics:



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5 Evolution

- The bulletin board systems (BBSs) of the 1970s contained user-generated content and could be considered forerunners of today's content communities and social networks
- In 2001 a text-based collaborative called Wikipedia was launched and a community of contributors quickly formed around it
- Video content communities launched with the founding of YouTube in 2005; that same year was the first instance of an online video going **viral**
- In the context of social media, viral refers to media elements that quickly infiltrate popular culture via social media

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5 Media Content Communities

- Media content communities are so popular that most people with an Internet connection have logged in to take a look at videos from YouTube and images from Flickr
- Although many content communities allow open access to media, most require registration before files can be uploaded
- Content communities offer simple tools for uploading media files from a computer, and most offer apps that handle uploads from mobile devices

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5 Media Content Communities

- A **metadata tag** is simply a keyword that describes information, such as the content of a media element
- **Formal tagging** methods add information to a tag according to a set of tagging standards

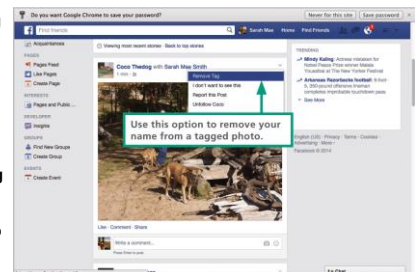


FIGURE 5-16: HOW TO REMOVE YOUR NAME FROM A FACEBOOK TAG

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5 Intellectual Property

- All of the creations that materialize from the mind or intellect are considered **intellectual property**
- Inventors, artists, writers, and other creative individuals are the owners of their intellectual property
- There are four categories of intellectual property:
 - Patents
 - Trademarks
 - Copyrights
 - Trade secrets
- A **trademark** is any word, name, symbol, or design used in commerce to identify and distinguish the goods of one company from those of another

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5 Intellectual Property

- **Copyright** is a form of legal protection that grants the author of an original work an exclusive right to copy, distribute, and sell
- **Public domain** refers to the status of works with expired copyrights or whose creators have forfeited their copyright; the works of Shakespeare are in the public domain

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5 Creative Commons

- A Creative Commons license is based on five rights that copyright holders can grant or deny to others:



FIGURE 5-19: CREATIVE COMMONS LICENSE RIGHTS

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5 Creative Commons

- Whereas copyright is designed to limit the use of a work, **copyleft** is designed to make a work freely available for distribution and modification under the condition that all derivative works use the same license

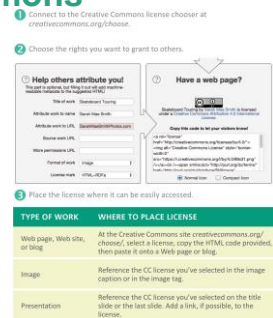


FIGURE 5-20: HOW TO ASSIGN CC RIGHTS

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5 Creative Commons

- **Fair use** allows for the limited use of copyrighted material without obtaining permission from the copyright holder
- United states copyright regulations include four factors that characterize fair use:

- 1 **The purpose and character of the use.** The use of copyrighted materials without permission is more likely to be "fair" when the materials are transformed and used for a purpose different from that of the original work.
- 2 **The nature of the copyrighted work.** Guidelines for fair use of photos may differ from guidelines for music, videos, or written works.
- 3 **The amount of the copyrighted work that is used.** Quoting a paragraph from a book is more likely to be fair use than reproducing an entire chapter.
- 4 **The effect on the value of the copyrighted work.** Uses that deprive the copyright holder of income are not generally considered fair use.

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5 Creative Commons

- A **derivative work** modifies a copyrighted work but does not substantially change its content or purpose; translations and adaptations are examples of derivative work
- A **transformative work** repackages a copyrighted work to add new meaning or produce a work that is used for a purpose different from the original work; parodies are considered transformative

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5 Section C: Blogs and More

- Blogs
- Microblogs
- Wikis

5 Blogs

- A **blog** (short for Web log) is similar to an online diary; it is maintained by a person, a company, or an organization, and it contains a series of entries on one or more topics

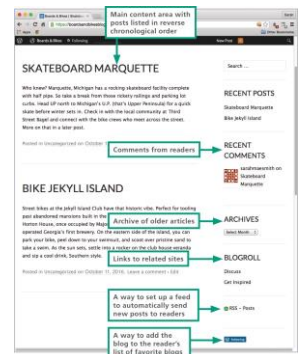


FIGURE 5-21: ANATOMY OF A BLOG

5 Blogs

- Blogger and WordPress are the most popular blogging platforms
- You can use an **RSS reader** or **blog aggregator** to set up a “feed” that monitors your favorite blogs, collects the latest posts, and displays them
- The blogosphere—all the blogs and their interconnections—is influential; blogs and other Internet-based news outlets have the potential to reach mass audience

5 Blogs

- Professional journalists and the media companies they represent are guided by a code of ethics that encourages seeking truth, reporting it, minimizing harm, resisting outside influences, and maintaining accountability



FIGURE 5-22: HOW TO EVALUATE BLOGS

Who is the blogger? Look for information about the blogger's expertise at sites other than the blog.



What are the blog's readership and Alexa rating? Popular blogs tend to be more reliable because they are subject to scrutiny by many readers.



Are comments substantive and supportive? Blogs that generate negative comments and corrections may not contain accurate information.



How extensive is the blog's archive? Well-established blogs may remain active for many years, so look at the blog's track record and also make sure it contains recent posts.

5 Microblogs

- Twitter was modeled as a Web-based version of the text messaging services offered on mobile phones; it is an example of a microblogging service
- A **microblogging service** is essentially a short blog post
- Twitter messages, called tweets, are limited to 140 characters

5 Microblogs

- Twitter has a vocabulary all its own, and some of its terminology has spilled over to other social media

Twitter handle: User name

Tweet or status update: Messages of 140 or fewer characters

Retweet: A tweet that is forwarded from one Twitter user to others

Promoted tweet: Tweets that contain paid advertising and are labeled to distinguish them from non-commercial tweets

Twitter stream: A list of tweets; a user's home page Twitter stream shows the user's own tweets and tweets from anyone the user is following

Follow: Specifying a Twitter user whose tweets you want to receive

Followee: A Twitter user who follows your tweets

Follow back: When Twitter users mutually follow each other (e.g., Sue follows Joe, and then Joe follows Sue back)

@ mention: A person who is referred to in a tweet with his or her Twitter handle preceded by an @ symbol (e.g., mentioning @BillGates in a tweet broadcasts it to your followers and places it in Bill Gates's in a tweet)

Reply: A message sent in reply to a tweet; automatically addressed to the source of the original tweet preceded by the @ symbol

hashtag: A hashtag such as #iPadgames that specifies a keyword that can be used to find and group tweets by topic, both in Twitter and across other social media; clicking a hashtag in a tweet displays all the other tweets with that hashtag (A directory of hashtags can be found at www.hashtags.org)

DM: Direct, email-like messages sent by Twitter users to any of their followers using the Messages option on the navigation bar

Trending: Tweet hashtags that are popular for a period of time

FIGURE 5-24: TWITTER TERMINOLOGY

5 Wikis

- A **wiki** is a collaborative Web application that provides tools that enable contributors to post, read, and modify content
- Participants are encouraged to register with the Wikipedia community and become “Wikipedians”
- As of 2014, more than 75,000 participants were regular contributors

FIGURE 5-25: WIKIPEDIA CONTENT STANDARDS

NPOV Neutral point of view: Content for Wikipedia articles should be phrased and presented in neutral language and with unbiased intent.

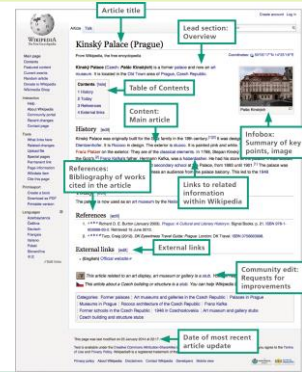
NOR No original research: Articles should be based on existing recognized knowledge. Personal views and original research are not appropriate.

RS Reliable sources: The sources for Wikipedia content must conform to a set of guidelines designed to help contributors determine whether a source is acceptable.

V Verifiability: Readers must be able to verify all content against credible external sources based on citations included within the text and listed at the conclusion.

5 Wikis

FIGURE 5-26: WIKIPEDIA PAGE ELEMENTS



5 Wikis

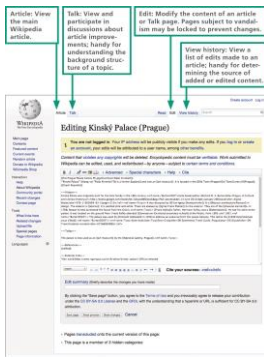


FIGURE 5-27: WIKIPEDIA TABS

5 Wikis

FIGURE 5-28: WIKIPEDIA ACADEMIC USAGE GUIDELINES

- Do not quote Wikipedia directly; do not list Wikipedia articles in bibliographies; work with original sources.
- Cross-check before using facts from Wikipedia articles.
- Follow links in citations or use Google to locate original sources before including information in research papers.
- Never “lift” citations from the references section of a Wikipedia article; use citations only if you have examined the source document.
- Be sure to use sources beyond Wikipedia to research topics in sufficient depth.
- Before submitting papers, articles, and other academic work, check the sourcing guidelines provided by instructors or editors who will review your work.

5 Section D: Online Communication

- Communication Matrix
- Email
- Online Chat
- Voice and Video over IP

5 Communication Matrix

- The Internet offers many tools for communicating and collaborating; more are appearing every day

FIGURE 5-29: COMMUNICATION MATRIX

PUBLIC ASYNCHRONOUS	PUBLIC SYNCHRONOUS
Blogs	Chat rooms
Microblogs (Twitter)	
Forums and discussion groups	
Public social media posts	
PRIVATE ASYNCHRONOUS	PRIVATE SYNCHRONOUS
Email	Voice over IP (Skype)
Text messaging service (SMS)	Video conferencing (WebEx)
Multimedia messaging service (MMS)	Instant messaging (iCC, AIM)
Private social media posts	
Snapchat	

5 Communication Matrix

- **Synchronous** communication – interchanges happen in real time while all parties are online; these communications have the advantage of immediacy
- **Asynchronous** communication – messages are held until the recipient is ready to view them; it offers convenience because information can be gathered whenever you want it

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5 Communication Matrix

- **Public** communications – can be accessed by individuals unknown to the person who created a message; the word *posting* is associated with this type of communication because it is similar to posting a billboard, sign, or poster
- **Private** communications – communications for which you specify one or more recipients; text messaging is a popular type of private communication

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5 Email

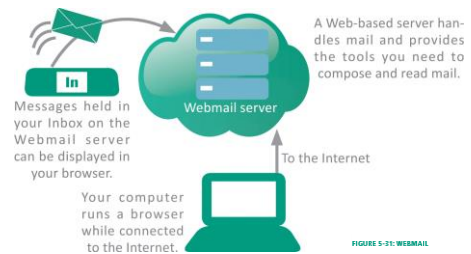
- The term **email** can refer to a single message or to the entire system of computers and software that transmits, receives, and stores email messages
- An **email message** is an electronic document transmitted over a computer network
- The computers and software that provide email services form an **email system**
- At the heart of a typical email system is an **email server**—a computer that essentially acts as a central post office for a group of people
- Email messages have a standard format that consists of a message header and the message body; the **message header** contains the sender and recipient addresses, date, and subject line

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5 Email

- Webmail is typically a free service accessed using a browser



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5 Email

- **Pros and Cons of Webmail:**
 - **Affordable** – most Webmail is free; you can easily establish additional accounts
 - **Access from mobile devices** – it can be accessed from mobile devices when your computer is not handy
 - **Access anywhere** – it's ideal for people who travel because messages can be accessed from any computer connected to the Internet
 - **Security risks** – your email messages are stored on Web servers that can be hacked into
 - **Advertising** – free Webmail is supported by advertising, so expect to see ads

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5 Email

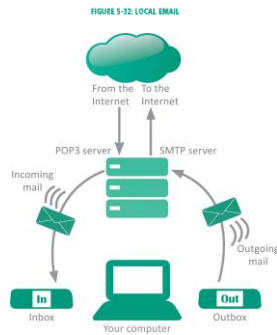
- When you use **local email**, an Internet based email server stores your incoming messages until you launch your email client and get your mail
- This telecommunications technique is sometimes referred to as **store-and-forward**
- The protocols **POP3** (Post Office Protocol version 3) and **IMAP** (Internet Message Access Protocol) can be used to manage incoming mail
- **SMTP** (Simple Mail Transfer Protocol) handles outgoing mail

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5 Email

- Keep these protocols in mind when setting up local email because the server you specify for outgoing mail might be different from the server for incoming mail



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5 Email

➤ Pros and Cons of Local Email:

- **Offline access** – you can compose and read mail offline; you only need to go online to transfer outgoing mail from your Inbox to the email server and to receive incoming messages
- **Control** – when you use POP3 to collect your mail, your messages are transferred to your computer's hard disk, where you can control who has access to them

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5 Online Chat

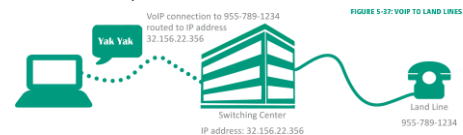
- Online chat services are used when you want to establish two-way communication
- **Instant messaging (IM)** is a synchronous, real-time technology for two or more people to type messages back and forth while online
- As the Internet grew, online services, such as Yahoo!, MSN, and AOL developed IM systems
- Today, IM is popular for customer service at ecommerce sites

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5 Voice and Video over IP

- **VoIP** (Voice over Internet Protocol) is a technology that uses a broadband Internet connection instead of PSTN land lines to place voice and video calls
- Skype, Google Talk, and Snapchat are examples of VoIP
- VoIPs work when software converts voice communications and video images into data packets using digitized techniques similar to those presented in Unit 1



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5 Section E: Social Media Values

- Identity
- Reputation
- Privacy

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5 Identity

- An online identity consists of far more than a photo and a brief autobiographical sketch; the elements that constitute a social media identity include a biographical profile, the set of people who form connections, and the information supplied as posts
- By some estimates, nearly 40% of all online identities are fake
- False identities are used for nefarious purposes by cyberbullies, criminals, and stalkers

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5 Identity

- The use of **sockpuppets**—any online identity created and used for purposes of deception—is widespread

FIGURE 5-39: SOCKPUPPET PRIMER



Sockpuppet: A false identity used for purposes of deception such as:

- To circumvent a suspension or ban from an online group
- For surreptitious self-promotion
- For criminal identity theft
- To stuff online ballot boxes

5 Identity

- Most social media sites provide a **generic profile image** for users who do not upload a personal photo
- Users who retain the generic image tend to be newcomers or spammers
- Most social media profiles include a short, publicly viewable **tagline**
- Detailed biographical information is generally viewable only by designated connections, depending on the user's privacy settings

5 Identity

- Some things to consider when selecting a profile picture:



FIGURE 5-40: IMAGE GUIDELINES

5 Reputation

- An online reputation is the impression that is generated by an online persona
- Many factors can have a negative effect on an individual's online reputation
 - **Mistakes** – you may inadvertently post messages, comments, or photos that could be misinterpreted; these can affect public opinion of you
 - **Defamation** – communicating false statements that damage the reputation of another individual is referred to as **defamation**
 - Cont...

5 Reputation

- **Impersonation** – deliberately using the name or avatar of another person without his or her consent and with the intent to harm, defraud, or intimidate is called **impersonation**
- **Doppelgangers** – Online **doppelgangers** are two or more online personas with the same name or username; the personas of doppelgangers are sometimes mistaken for each other, and their reputations may become intertwined

5 Reputation

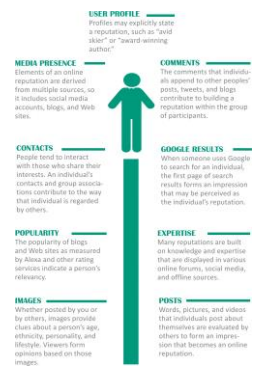


FIGURE 5-41: ANATOMY OF AN ONLINE REPUTATION

5 Reputation

FIGURE 5-42: REPUTATION MANAGEMENT BEST PRACTICES

Cultivate your roster of friends. Don't be tempted to bump up your numbers by accepting invitations from random avatars operated by spammers.

Search for your name and make note of any results that might damage your reputation.

Use Google Alerts to keep informed of information that is posted about you.

Adjust settings within your social media accounts so that you are notified when you are tagged in photos and videos.

Don't let your online identities languish. Add posts regularly.

Check all your social media sites periodically to make sure they have not been compromised by identity thieves.

Maintain a consistent user name and identity across sites—especially those that are open to the public.

Remove posts, comments, photos, and blog entries that don't portray your desired online image.

Push enough positive information to the top of your Google search results to obscure any negative content that relates to you.

Separate your professional sites from your personal sites and keep posts appropriate to each.

Consider buying domain names that contain your real name.

Establish accounts on all the popular social media sites so that others cannot impersonate you there.

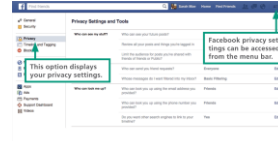
Maintain civil discourse. Democracies promote free speech, but there are legal and cultural limits. You must be alert, within all of your networking circles, for the norms regarding speech that is acceptable and speech that is not.



5 Privacy

FIGURE 5-43: CHECK YOUR PRIVACY SETTINGS REGULARLY

- **Privacy** is “the right to be left alone”
- Individuals can control their own **personally identifiable information (PII)** to limit when they can be identified, tracked, or contacted
- Most social media services have a written **privacy policy** that states how PII data is handled and how long it is stored



5 Privacy

- Key steps in maintaining online privacy include awareness of the different types of data collected by social media services and the level of privacy appropriate for each type

FIGURE 5-44: TAXONOMY OF SOCIAL MEDIA DATA

SERVICE DATA	The data you give to a social media service when registering to use it. Such data might include your legal name, your age, and your credit-card number.
DISCLOSED DATA	Information that you post on your own pages. Such information can include blog entries, photos, messages, and comments.
ENTRUSTED DATA	Information that you post on other people's pages. This information includes the same items as disclosed data, but you don't have control over the data once you post it.
INCIDENTAL DATA	Information that other people post about you. As with entrusted data, you do not have control over it.
BEHAVIORAL DATA	Data about you that is collected by the social media service based on your habits, site usage, post contents, and connections.
DERIVED DATA	Data about you that is derived from all the other data. For example, if lots of your friends self-identify as gay, your derived data might profile you as gay, too.

5 Privacy

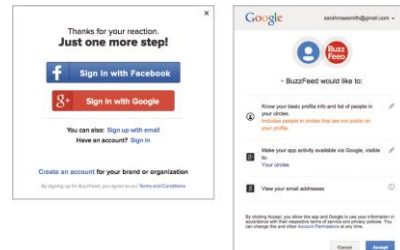
- Data “gone rogue” escapes its appropriate privacy setting and somehow goes public
- The most common causes of rogue data include:
 - A user changes his or her global privacy setting to Public
 - A user designates an item as public when it is posted
 - Changes in the social media service's privacy policy result in previously private information becoming public
 - A user ignores changes in the social media service's privacy policy
 - Posted information is reposted publicly
 - Third-party social networking apps redistribute information collected as the user works with an app

5 Privacy

- Hundreds of third-party social media apps are available and they all collect information from social media profiles, including contact lists
- The following aspects of third-party apps may affect your privacy:
 - Collected data might not be transmitted over secure channels
 - An excessive amount of personal data could be collected
 - Data about your contacts might be collected

5 Privacy

FIGURE 5-45: APPS MAY REQUIRE ACCESS TO YOUR SOCIAL MEDIA PROFILES



Before installing a third-party app, be aware of the information that it will collect from your social media accounts.

5 Privacy

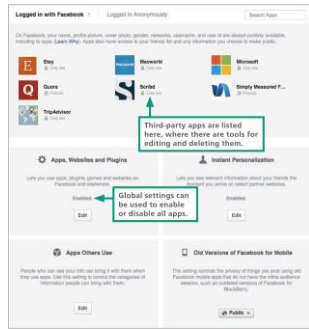


FIGURE 5-46: MANAGE YOUR THIRD-PARTY APPS

Access Facebook's third-party app settings from the Settings menu, which is a pull-down list located in the upper-right corner of the Facebook toolbar.

Unit 5 Complete

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