



Social

- Adjective
- “Relating to activities that involve being with other people.”

Media

- Noun
- “Channels of communication, either electronic or print, that serve mass or targeted audiences.”
- Examples: newspapers, book publishing, radio and television, the recording industry, movie industry and theater.
- Digital media: text, pictures, sound, video

Social media

- Connecting **people** using **digital media**
 - Online services
 - Mobile apps
 - Interactive web sites
- Web 2.0
- Instant access to information

Social media services



Examples

- Social networking
- Geosocial networking
- Content communities
- Online communication

Social networking

- Good for:
 - Creating an online presence
 - Connecting with friends and family
- Examples:



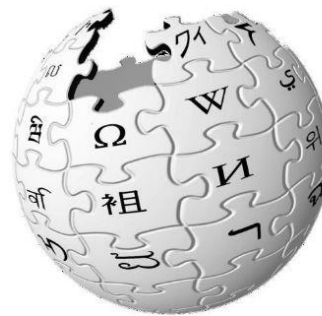
Geosocial networking

- Good for:
 - Locating places, people, and events
- Examples:



Content communities

- Good for:
 - Sharing user-generated media and topical information
 - Sending a message
- Examples:



WIKIPEDIA
The Free Encyclopedia



Instagram

Pinterest

Online communication

- Good for:
 - One-to-one, real-time communication
 - Asynchronous or synchronous messaging
- Examples:
 - Email
 - Chat
 - Video



FACE TIME

History

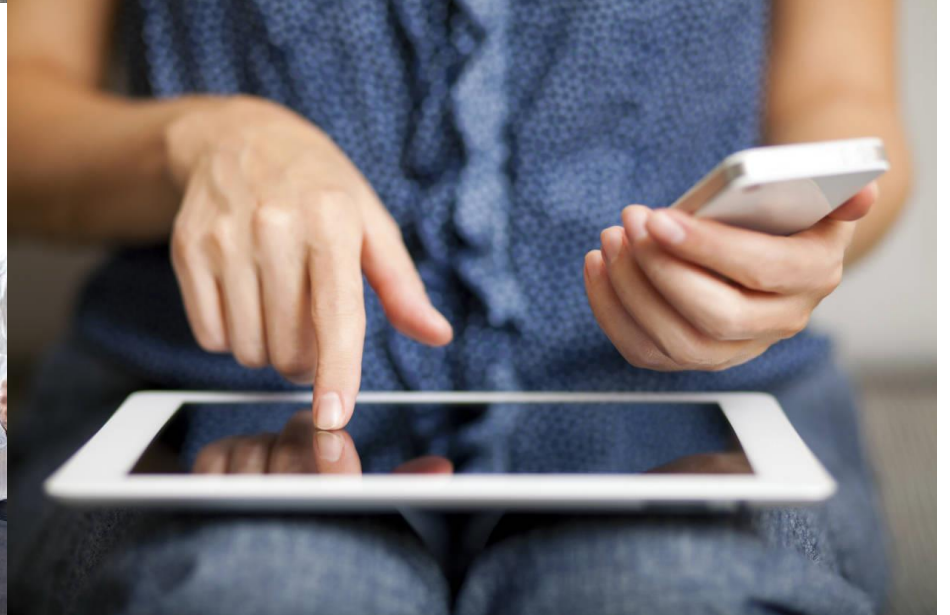
- Online services
 - Fee-based subscriptions
 - Dial-up access
 - CompuServe (1969)
 - \$12 per hour (daytime), \$6 per hour (nighttime)
 - More for premium services
 - Bulletin Board Systems (BBS) (1970's)
 - Prodigy (1984)
 - Owned by IBM and Sears
 - First attempt at online advertising
 - America OnLine (AOL) (1985)

History (continued)

- Social networking web sites
 - Classmates.com (1995)
 - Friendster (2002)
 - MySpace (2003)
 - LinkedIn (2003)
 - Facebook (2004)
 - Google+ (2011)

History (continued)

- Some recent trends and sites
 - Instagram
 - Twitter
 - Snapchat
 - Waze
- Future social networking applications?



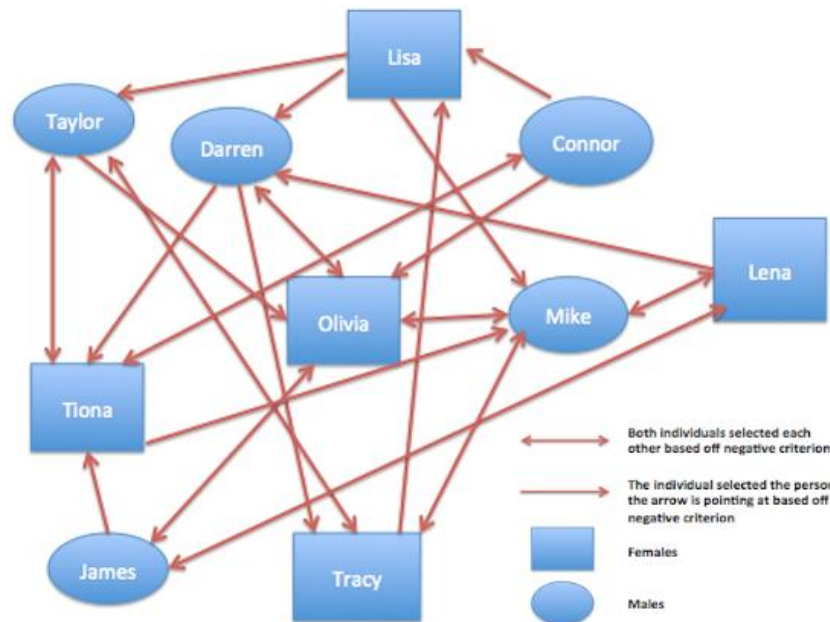
The downside

- Addiction to social media
- Loss of “social behavior”
- Loss of privacy
- Loss of time

Social networking technology

- Sociograms

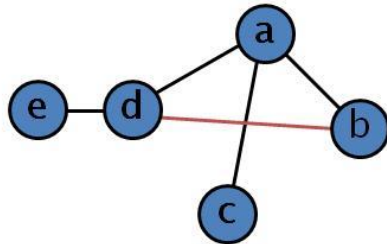
Depicts connections between people



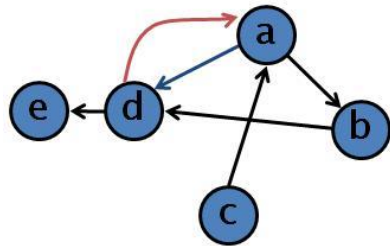
Social networking technology

- Binary adjacency matrix

Depicts connections in a matrix format



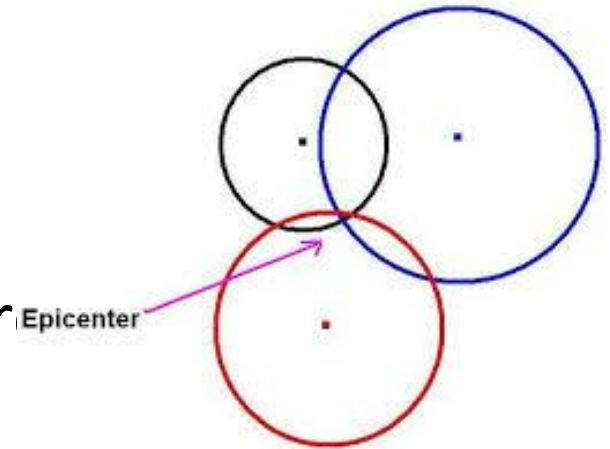
	a	b	c	d	e
a	0	1	1	1	0
b	1	0	0	1	0
c	1	0	0	0	0
d	1	1	0	0	1
e	0	0	0	1	0



	a	b	c	d	e
a	0	1	0	1	0
b	0	0	0	1	0
c	1	0	0	0	0
d	1	0	0	0	1
e	0	0	0	0	0

Geolocation methods

- **GPS triangulation**
 - Uses satellite technology
 - Accurate to about 3 square yards
- **Cell tower triangulation**
 - Accurate to about $\frac{3}{4}$ of a mile
- **Hotspot triangulation**
 - Uses WiFi to determine location
 - Accurate to about 50 feet



Content communities

- User-generated information
 - YouTube, Wikipedia, etc.
- What is **shared** vs. what is **owned**
- Intellectual property
 - Copyright, trademarks, patents
- Creative Commons
 - Standards for content communities
 - Copyleft (free sharing of information)

Types of communication

- Public or private
- Synchronous or asynchronous

Communication matrix

Public asynchronous • Public social media posts (Facebook) • Web logs (Blog) • Microblogs (Twitter)	Public synchronous • Chat rooms
Private asynchronous • Email • Private social media post • Short Message Service (SMS)	Private synchronous • Instant messaging (Messenger) • Voice over Internet Protocol (VOIP) • Voice conferencing (Skype, Facetime)