91.113 Exploring the Internet, Fall 2011

Lecture 6 Web 2.0 (2)

Social Networks

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Social Networks

- Definitions (from Wikipedia):
  - A ***social network*** is a social structure made up of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.
  - A ***social network service*** is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities. A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services.
- Wikipedia has a list of 194 social network sites as of Sept. 22, 2010:
  - http://en.wikipedia.org/wiki/List_of_social_networking_websites

Social Networks

- Social Networking in Plain English (from youtube)
  - http://www.youtube.com/watch?v=6a_KF7TYKVc
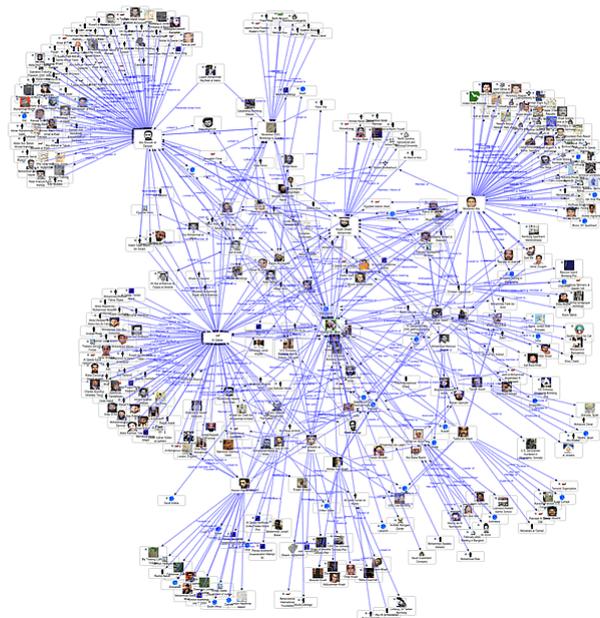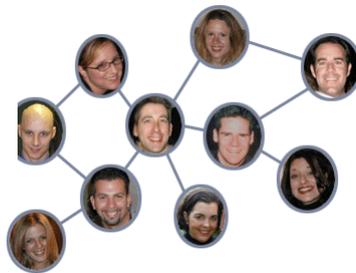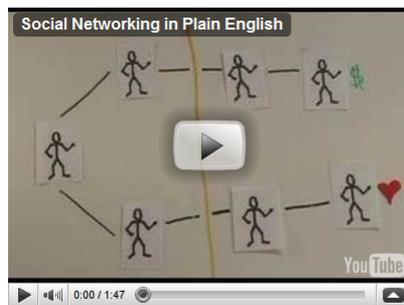
Social Networks

- Social networking sites
  - Allow users to keep track of their existing interpersonal relationships and form new ones

- Tim O'Reilly ([@timoreilly](#)) said:
  - "What distinguished 2.0 is the design of systems that harness network effects—a broader way of saying community—to get better the more people use them."

- *Network Effects*
  - Increased value of a network as its number of users grows
  - Example = ***eBay*** -- the more buyers and sellers that use the site, the more valuable the site becomes to its users
  - Set the user preferences to default to share content so users will automatically contribute to the value of the network
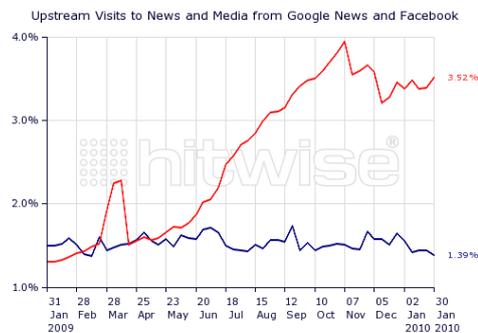
- *Craigslist.com*
  - One of first few social networking sites
  - Began the service in 1995 as an email distribution list of friends, featuring local events in the San Francisco Bay Area, before becoming a web-based service in 1996
  - Now it is a centralized network of online communities, featuring free online classified advertisements – with sections devoted to jobs, housing, personals, for sale, services, community, gigs, résumés, and discussion forums.

- *SixDegrees.com (1997-2001)*
  - One of first few social networking sites
  - Based on the Web of Contacts model
  - Allowed users to list friends, family members and acquaintances both on the site and externally

- *Facebook.com*
  - launched in February 2004
  - founded by Mark Zuckerberg (1984--) with his college roommates
  - Hitwise named Facebook the "preferred network among college students" in 2008
  - Facebook exceeds google news as traffic hub for media in Feb 2010

Upstream Visits to News and Media from Google News and Facebook

4.0%	
	3.52%
3.0%	
2.0%	
	1.39%
1.0%	

31 Jan 2009 28 Feb 28 Mar 25 Apr 23 May 20 Jun 18 Jul 15 Aug 12 Sep 10 Oct 07 Nov 05 Dec 02 Jan 2010 30 Jan 2010

■ news.google.com   ■ www.facebook.com

Weekly upstream % of 'News and Media', based on US usage.
Created: 02/02/2010. © Copyright 1998-2010 Hitwise Pty. Ltd.

hitwise
An Experian company

- Facebook:
  - www.facebook.com
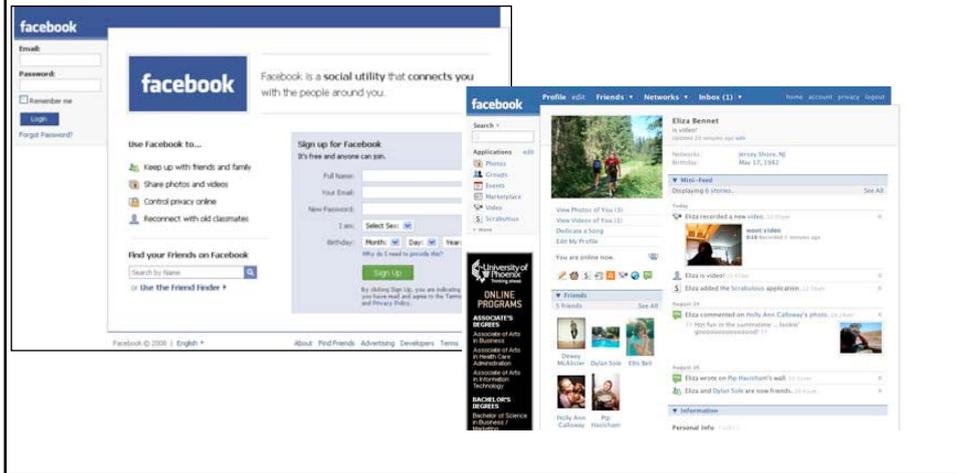
- *MySpace*
  - Became the most popular social networking site in the United States in June 2006.
  - Pages are personal and customizable
  - News Corp, which acquired MySpace in 2005 for $580 million
- *LinkedIn*
  - Business-oriented social networking site
    - stay in touch with professional contacts
    - network with new contacts
    - check references
    - find a job or a potential employee
    - privacy concerns are more
- *Xing*
  - Xing is a professional networking site based out of Germany and populare in Europe

- *Second Life*
  - Developed by Linden Labs in 2003, is a 3D virtual world with millions of residents
  - 769,000 users by 2009
  - Users create avatars, digital representations of themselves that they can use to meet other users with similar interests, conduct business, participate in group activities, take classes and more
  - Users can create objects and add scripts (to animate the objects) in the virtual world
    - Users to maintain rights to whatever they create, a dynamic marketplace has emerged that does millions of dollars in transactions
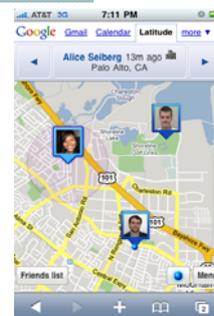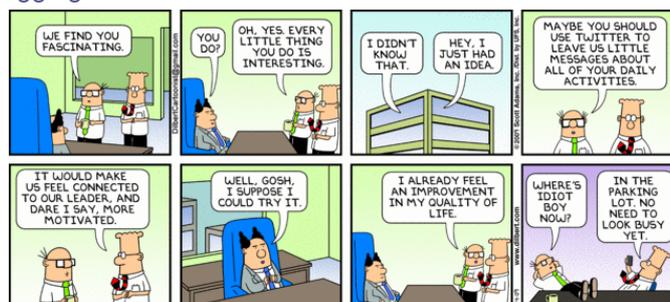

Second Life - The Online 3D Virtual World

http://youtu.be/z3gHCupXSMs

- *Mobile Social Networking*
  - Google Latitude
    - Records the GPS position from your smartphone
    - Share it with friends
  - Twitter (http://twitter.com/) provide similar services, accessible by text message, IM or a web client
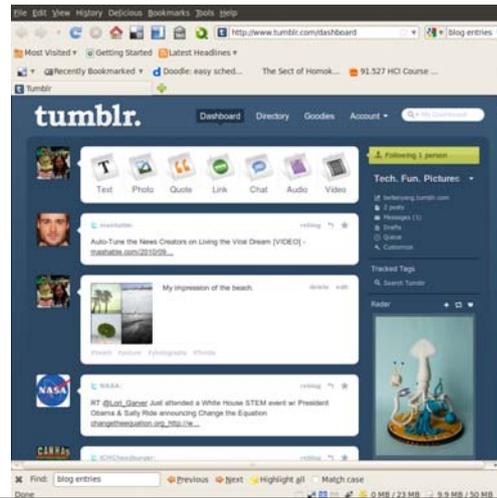 - Microblogging service

Is that what twitter is for?

- Tumblr.com
- Share anything with the others
- Customize everything: from colors, to your theme's HTML

- Most social networks are open to all
- Some social networks are restricted
  - Facebook used to limit membership to individuals with accounts on its *registered* networks (primarily college students and staff)
- Some social networks support a common interest
  - YouTube facilitates watching and sharing videos
  - deviantART.com: a social network for artists

- Virtual communities are not risk-free
- Consider carefully, then exercise extreme caution when changing virtual relationships into real ones
- Nobody verifies the accuracy of posted personal information!

- Physically meeting "virtual friends" has resulted in evidence of personal misrepresentation, physical assault, and worse
  - http://usat.ly/90rH1d
  - Diamond Ring Ad on Craigslist Leads to Murder
    - http://bit.ly/b0H7jX
  - Burglars Picked Houses Based on Facebook Updates
    - http://nyti.ms/dnUTPK

DANGERS of Posting Information on Social Networks

- Data visibility
- Self-portrayal
- Unaffiliated parties
- Time management
- Candid pictures
- Questionable content
- School conduct implications
- Time management issues
- IP tracking
- Identity Theft theft
- Message and ad links
- Virus or spy ware threats
- Information misuse
- Information sold to third party
- Legal implications

How Can Posted Information Be Used

- Cookies from advertisers can track computer usage and information.
- Inappropriate and illegal content can be subpoenaed.
- Advertisers can use information for soliciting emails.
- Providing personal information (i.e. address, room number, schedule etc.) can leave you vulnerable to theft and stalking.
- The internet is a public domain. Materials can be used inappropriately, leaving the owner liable.
- Students can become addicted to updating and checking their profiles, which could negatively impact academic success.
- Information posted that violates the student conduct code may be used against them in a student judicial hearing.

It is important to note:
Potential employers, local and campus police, and University administrators can log onto these on-line social networks and view the information that students make available. **Students Beware**, *the information you post may jeopardize your future aspirations.*

[Place a social network here   ] got me fired!

- Twitter got me fired:
  - http://youtu.be/_TJ-V8wI7Sk
- Youtube got me fired:
  - http://youtu.be/JdIqc5WCqSs

Social Networks

- FTC recommendations for social network participation:
  - Think about how different sites work before deciding to join a site.
  - Think about keeping some control over the information you post.
  - Keep your information to yourself. Don't post personal information.
  - Make sure your screen name doesn't say too much about you.
  - Post only information that you are comfortable with others seeing — and knowing — about you.
  - Remember that once you post information online, you can't take it back.
  - Consider not posting your photo. It can be altered and broadcast in ways you may not be happy about.
  - Flirting with strangers online could have serious consequences. Because some people lie about who they really are, you never really know who you're dealing with.
  - Be wary if a new online friend wants to meet you in person.
  - Trust your gut if you have suspicions.

More to Explore

- What is Web 2.0?
  - http://en.wikipedia.org/wiki/Web_2.0
  - http://www.youtube.com/watch?v=nsa5ZTRJQ5w
- Blogger.com's Youtube Channel:
  - http://www.youtube.com/user/BloggerHelp
- Social Network Sevices:
  - http://en.wikipedia.org/wiki/Social_network_services
- Social Networking in Plain English
  - http://www.youtube.com/watch?v=6a_KF7TYKVc
- RSS in Plain English
  - http://www.youtube.com/watch?v=0klgLsSxGsU

Readings

- Secure your Facebook account
  - Search on Google to find out how to do that
- Read the following:
  - FTC recommended safety tips of visiting social networking sites
    - http://www.ftc.gov/bcp/edu/pubs/consumer/tech/tec14.shtm
  - Section 3.1--3.10 of the Deitel's book, available at:
    - http://www.deitel.com/eBook/Contents/tabid/2480/Default.aspx
  - Skim through the Twitter book
    - Available online for free
    - Under "Resources" in the class website