Unit 5
Social Networking

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ENHANCED EDITION

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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.

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

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.

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.

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.
Geosocial Networking

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

- GPS triangulation
- Cell tower triangulation
- Hotspot triangulation
- IP address lookup

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.

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.

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.

Sociograms and other analytic tools help us 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.

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.
Section B: Content Communities

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

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Evolution

- Many social media sites, such as Wikipedia, YouTube, and Flicker, 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

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
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.

Creative Commons

- A Creative Commons license is based on five rights that copyright holders can grant or deny to others:
  - Attribution: When the work is used, the copyright holder must be given credit for the work in a manner specified by the original licensor.
  - Share Alike: New works based on the original must be distributed under the same license as the original work.
  - No Derivative Works: The work must not be changed when it is redistributed or offered.
  - Public Domain: All rights are granted for reuse or the work has been placed in the public domain.
  - Non-Commercial: The work may not be used for commercial purposes.

Copyright

- 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.

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 nature of the copyrighted work, the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and the effect of the use upon the potential market for or value of the copyrighted work.
  2. The amount and substance of the portion used in relation to the copyrighted work as a whole.
  3. The nature of the copyrighted work.
  4. The effect on the market for the copyrighted work.

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.
Section C: Blogs and More

- Blogs
- Microblogs
- Wikis

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.

- 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.

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.

- 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.

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

Communication Matrix

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

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

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

5 Email

- **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

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
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.

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.

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.

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.

Section E: Social Media Values

- Identity
- Reputation
- Privacy

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

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

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.

Some things to consider when selecting a profile picture:

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...

**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.
Privacy

- 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

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

Data "gone rogue" escapes its appropriate privacy setting and somehow goes public:
- 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

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

Before installing a third-party app, be aware of the information that it will collect from your social media accounts.
Unit 5 Complete

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