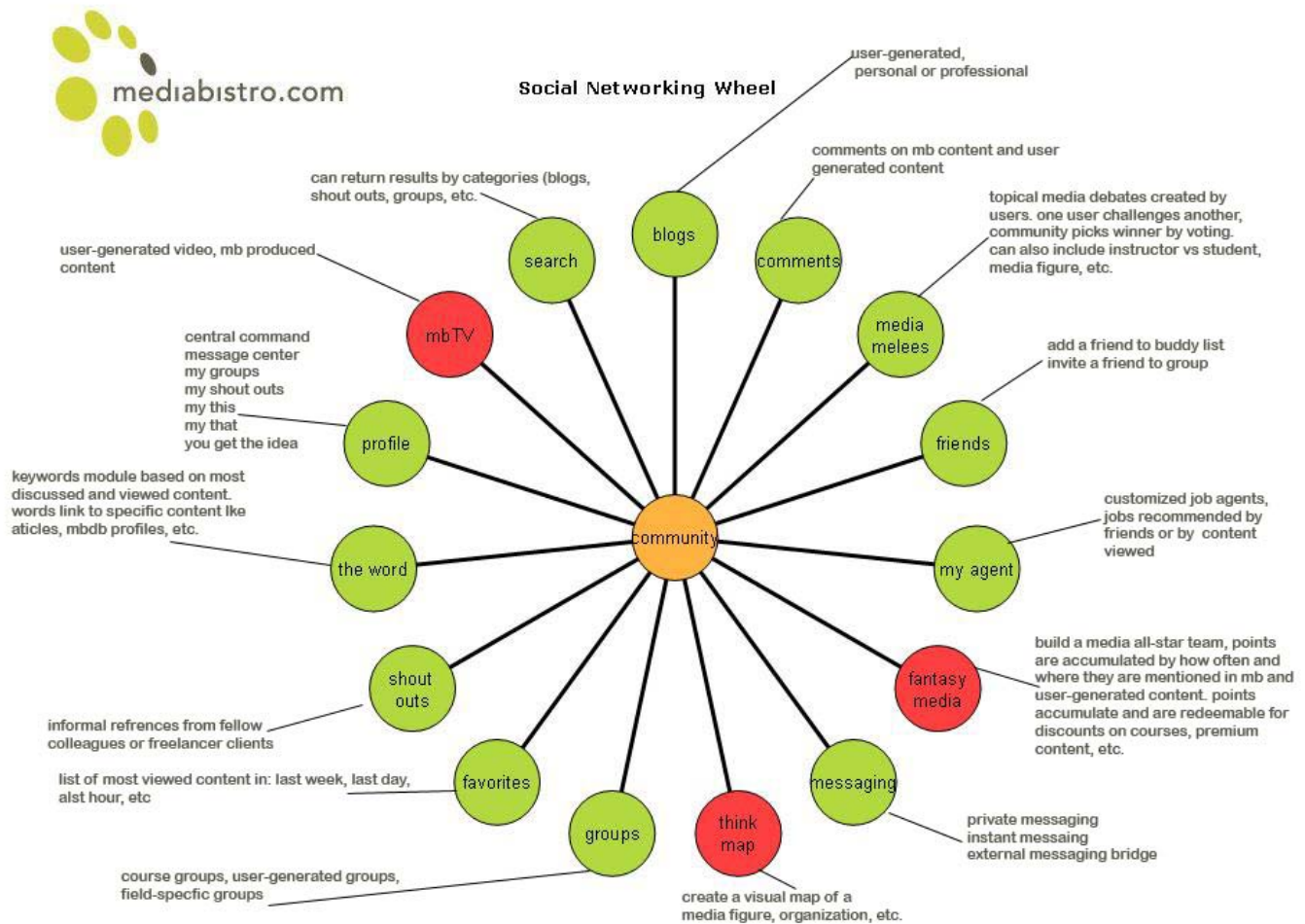


So what is social networking?

Definitions of **Social Networking** on the Web:

- A social network service focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. ... en.wikipedia.org/wiki/Social_Networking
- This is where people develop networks of friends and associates. It forges and creates links between different people. Like social bookmarks, a social network can form a key element of collaborating and networking edorigami.edublogs.org/2007/11/05/blooms-digital-taxonomy/
- The practice by which internet users build relationships and bookmark important sites with likeminded people. www.omega2webdesign.com/glossaryofterms.html



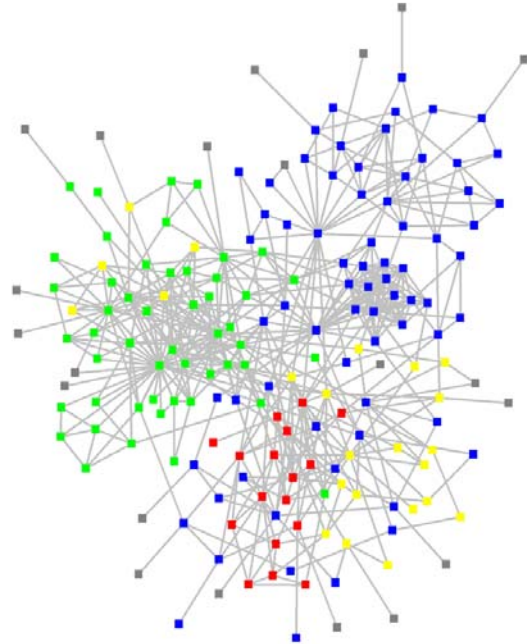
So what can it do?

- Connect people of like interests
- Share information
- Build brand image

Examples

Look for the following common features:

- Personalization
- Create Content
- Communicate with others
- Connect with others
- Access to others
- Control of privacy



Social Networking

- <http://www.myspace.com>
- <http://www.facebook.com>
- <http://www.facebook.com/LOST>
<http://www.facebook.com/natgeo>
- <http://www.linkedin.com/>
- <http://www.ning.com>
- <http://www.twitter.com>

Social Bookmarking

- <http://digg.com>
- <http://delicious.com>
- <http://www.diigo.com>

Social Tools

- Shared resources <http://creativecommons.org>
- Shared authoring <http://www.wikipedia.com>, <https://kivavolunteer.pbworks.com>,
<http://docs.google.com>
- Plus many, many Web2.0 applications

Creating Personal Presence

- <http://www.youtube.com>
- <http://www.flickr.com>
- <http://www.ustream.com>

Web 2.0

- There are only services, users provide the products
- Not about *what* a user wants, about *why* a user wants it
- Problem-solving approach
- Simple solutions
- Users are unique; some want to be different
- Giving the user a choice instead of making the user use what you have chosen for him
- Inherently social (tags, reviews, ratings, etc.)

Discussion:

So why is social networking so appealing and powerful?