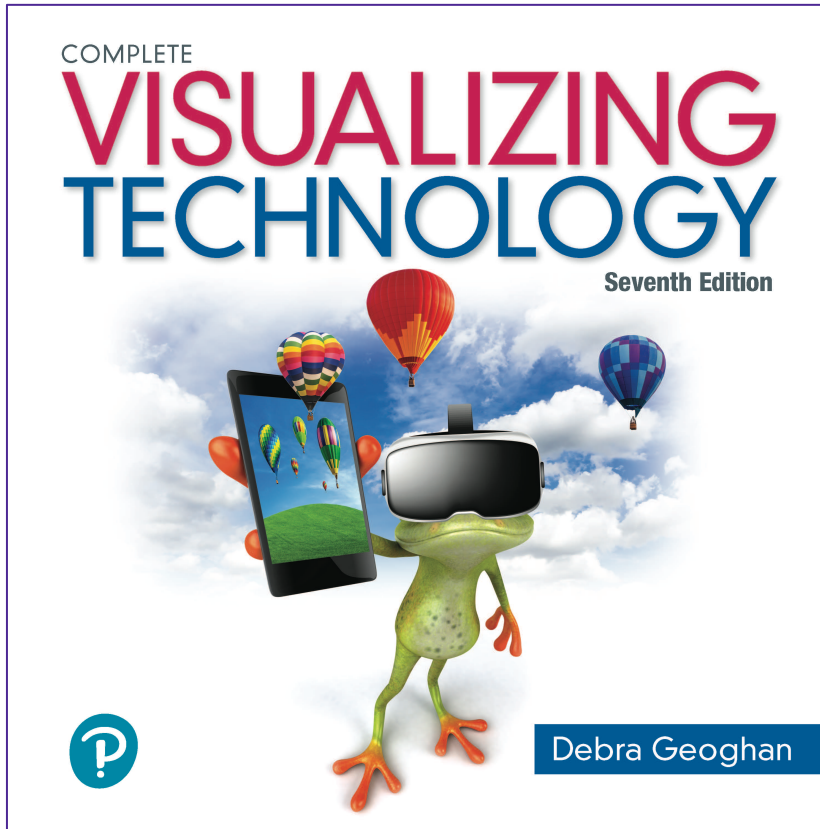


# Introductory Visualizing Technology

Seventh Edition



## Chapter 8

Communicating and  
Sharing: The Social Web

# Learning Objectives

- 8.1 Compare Different Forms of Synchronous Online Communication
- 8.2 Compare Different Forms of Asynchronous Online Communication
- 8.3 Discuss the Impact of Social Media in Society
- 8.4 Locate User-Generated Content in the Form of a Blog or Podcast
- 8.5 Discuss How Wikis and Other Social Media Sites Rely on the Wisdom of the Crowd
- 8.6 Explain the Influence of Social Media on E-commerce
- 8.7 Compare Social Media and Other Online Technologies Used in Business

# Learning Objective 8.1

- Compare Different Forms of Synchronous Online Communication

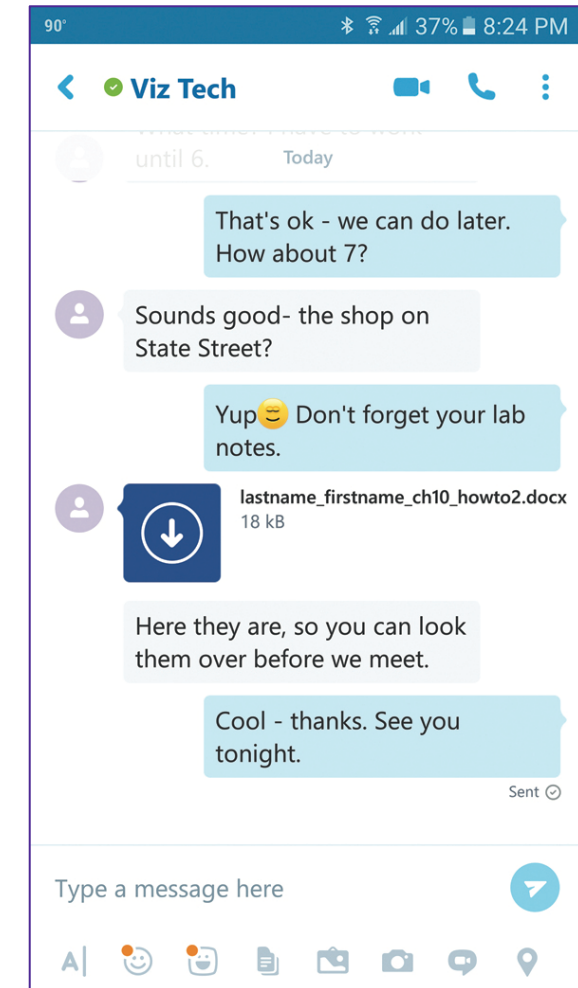
# Compare Different Forms of Synchronous Online Communication





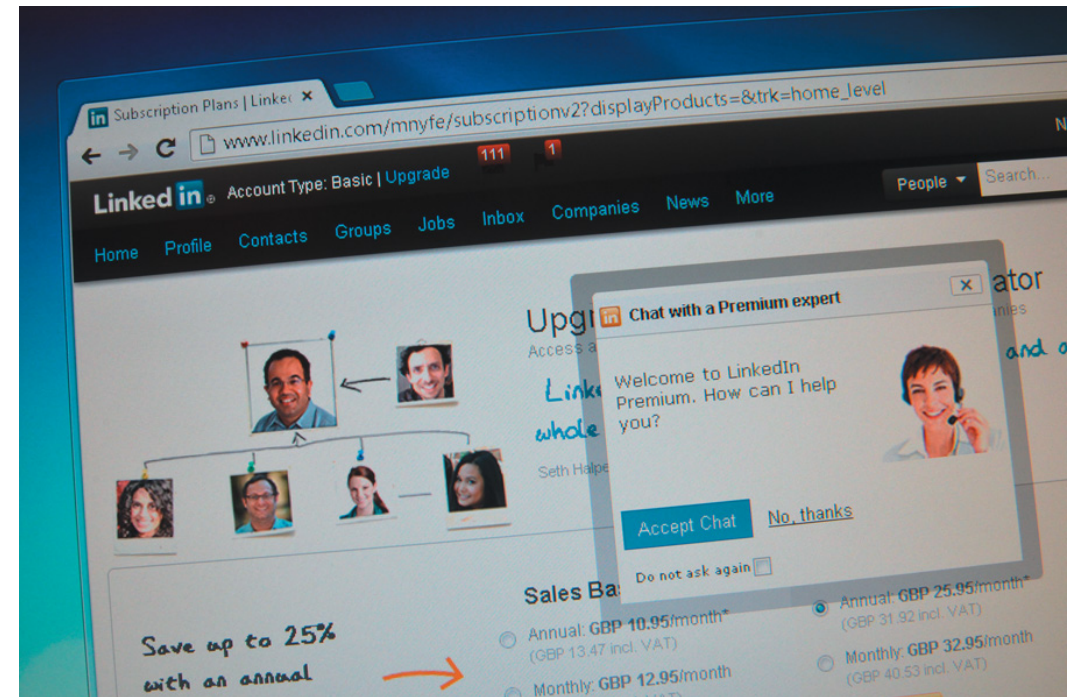
# Talk to Me—Synchronous Online Communication

- Happens in real time
- Two or more people online at the same time



# Talk to Me—Chat and IM

- Chat
  - Allows you to talk to multiple people at the same time in a chat room
  - Facebook and Google Hangouts
- Instant messaging (IM)
  - Talk to one person at a time
  - Facebook Messenger



# Talk to Me—Voice over Internet Protocol (VoIP)

- Make calls from computer or mobile device from anywhere with Internet access
  - Apple FaceTime and Skype
- Video chat with a webcam



## Learning Objective 8.2

- Compare Different Forms of Asynchronous Online Communication

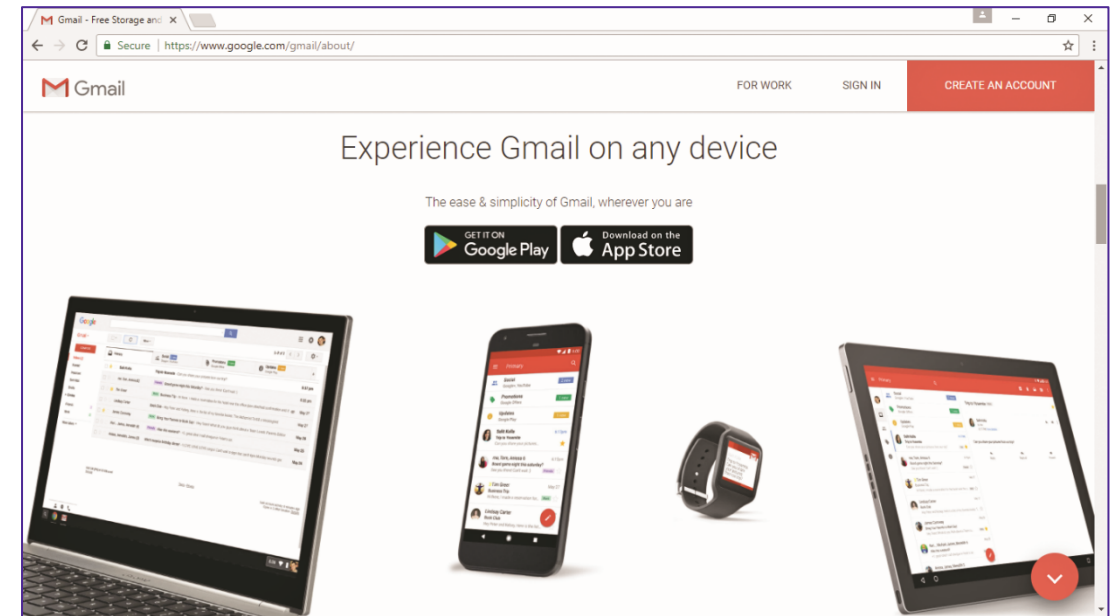
# Compare Different Forms of Asynchronous Online Communication





# Leave Me a Message—Asynchronous Online Communication

- Communication that does not require participants to be online at the same time
  - Email
  - Text and multimedia messaging
  - Forums/discussion boards

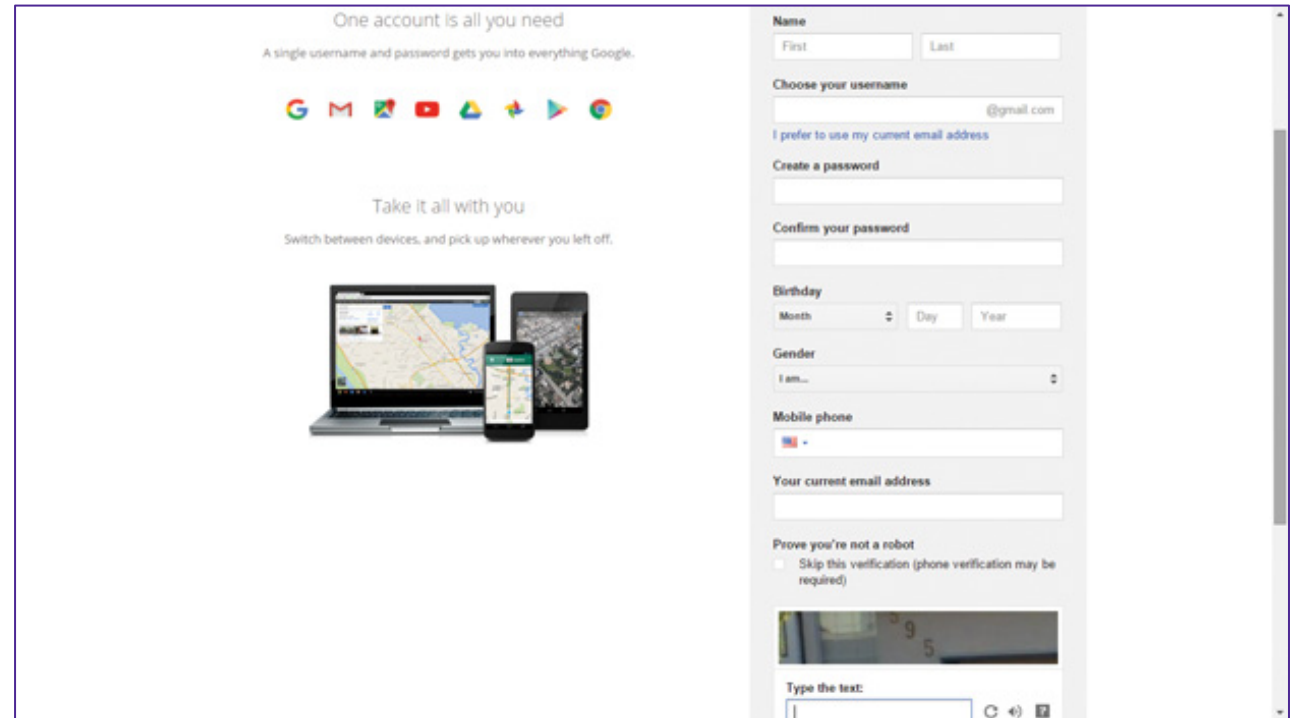


# Leave Me a Message—How Do You Read and Send Email? (1 of 2)

- Email uses store-and-forward technology
- Two ways to access your messages
  - Email client
  - Webmail interface—email available online anywhere
- CAPTCHA
  - Completely Automated Public Turing Test to Tell Computers and Humans Apart
  - Difficult for automated software to read
  - Relatively easy for humans to read

# Leave Me a Message—How Do You Read and Send Email? (2 of 2)

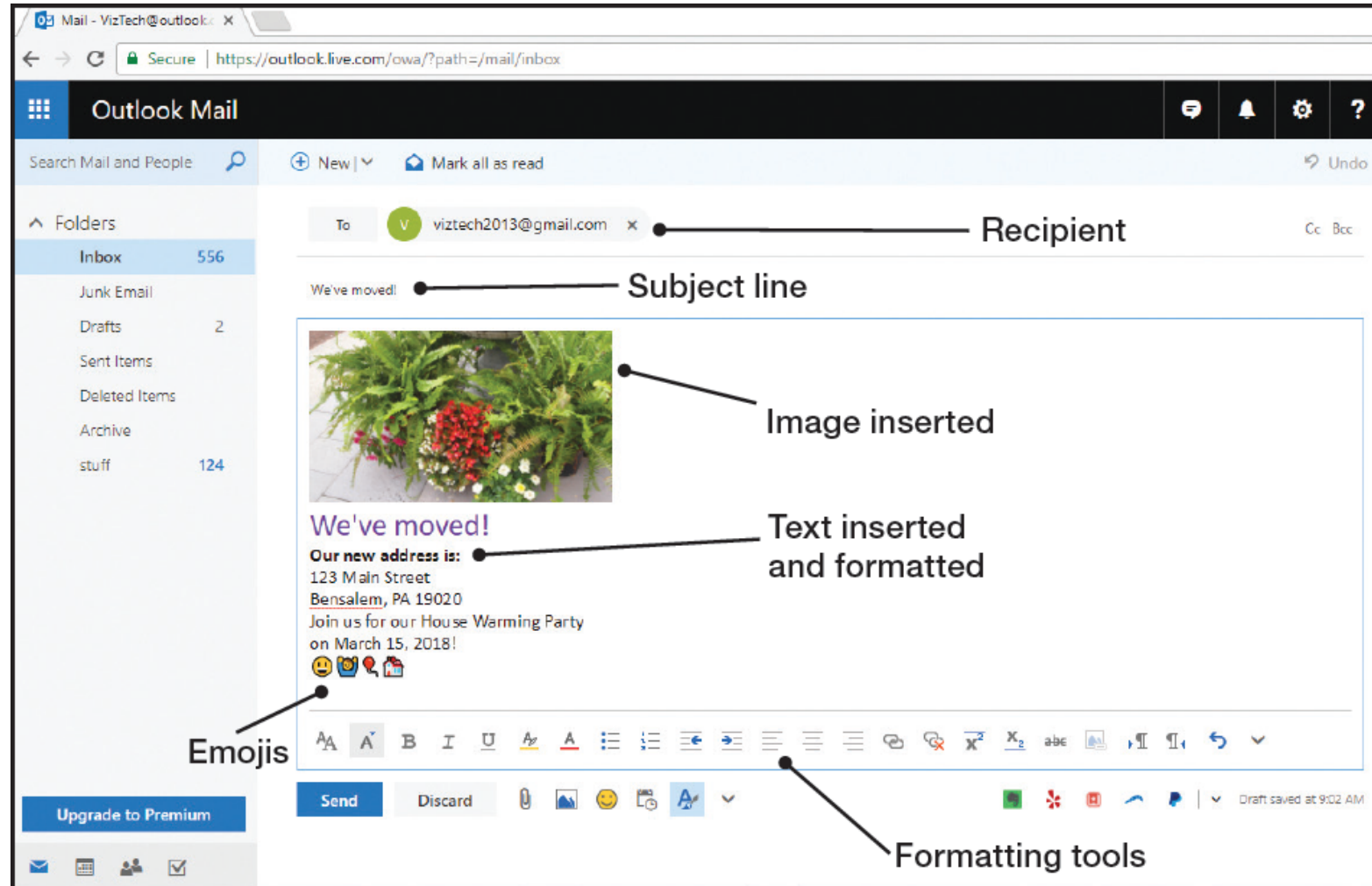
- Email advantages
  - Access email from a PC, phone, or tablet
  - Have multiple email accounts
- Email disadvantages
  - Messages are not secure
  - Can be scanned by employers



The image shows the Google account creation interface. On the left, a promotional message states 'One account is all you need' and 'A single username and password gets you into everything Google.' Below this, it says 'Take it all with you' and 'Switch between devices, and pick up wherever you left off,' accompanied by an image of a laptop, a smartphone, and a tablet. On the right, the registration form is displayed with fields for Name (First and Last), Choose your username (with a suggestion like '@gmail.com'), Create a password, Confirm your password, Birthday (Month, Day, Year), Gender (I am...), Mobile phone, and Your current email address. At the bottom, there is a CAPTCHA section titled 'Prove you're not a robot' with a checkbox to 'Skip this verification (phone verification may be required)' and a visual puzzle with the text 'Type the text:'.

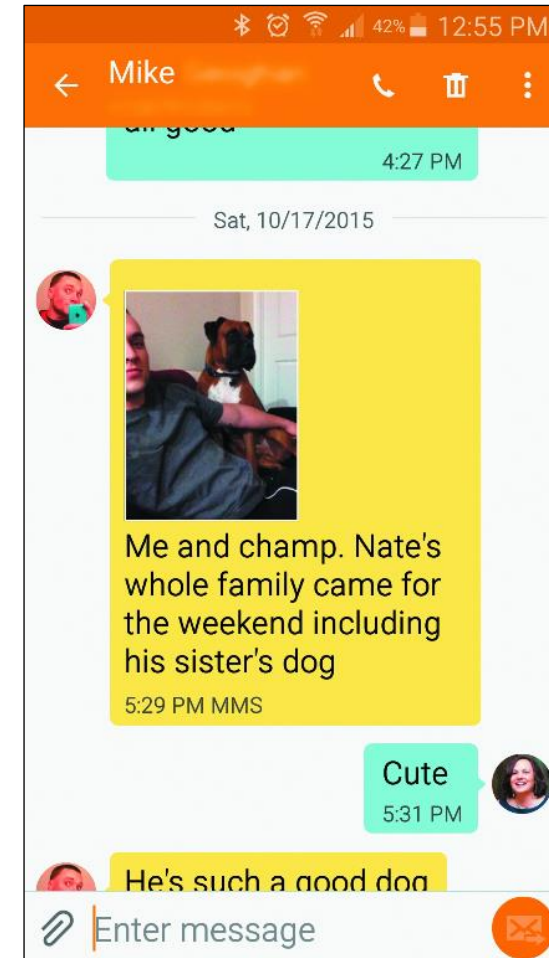


# Leave Me a Message—Parts of an Email Message



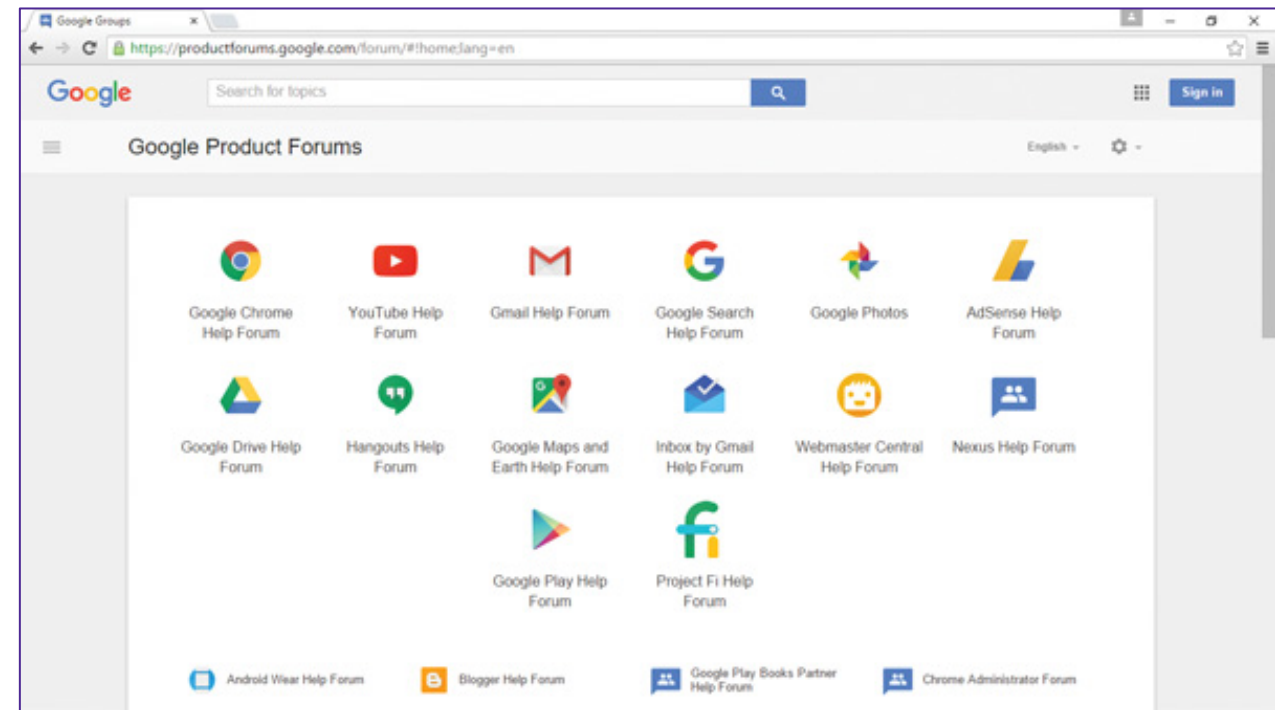
# Leave Me a Message—Text and Multimedia Messaging

- Short Message Service (SMS)
  - Brief message sent to another mobile device
- Multimedia Message Service (MMS)
  - Allows images and videos



# Leave Me a Message—Forums/Discussion Boards

- One of the first forms of social media
- Like chat but not in real time
- Often found on technology and product websites
  - User support system
- Referred to as a community
- Most are moderated
- Require you to create an account



## Learning Objective 8.3

- Discuss the Impact of Social Media in Society

# Discuss the Impact of Social Media in Society

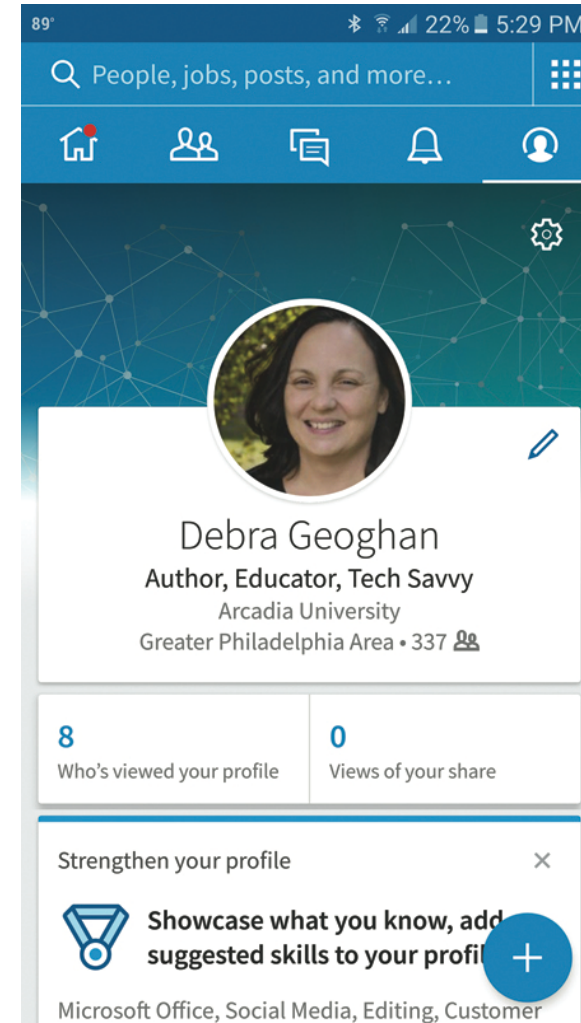


# There's a Place for Everyone—Social Media

- Social media is a collection of tools that allows users:
  - Create user-generated content
  - Connect
  - Network
  - Share video, images, and music
- Sometimes called Web 2.0
- Second screen – use of a computer or mobile device while watching television to interact with other viewers or enhance content

# There's a Place for Everyone—Social Network Sites

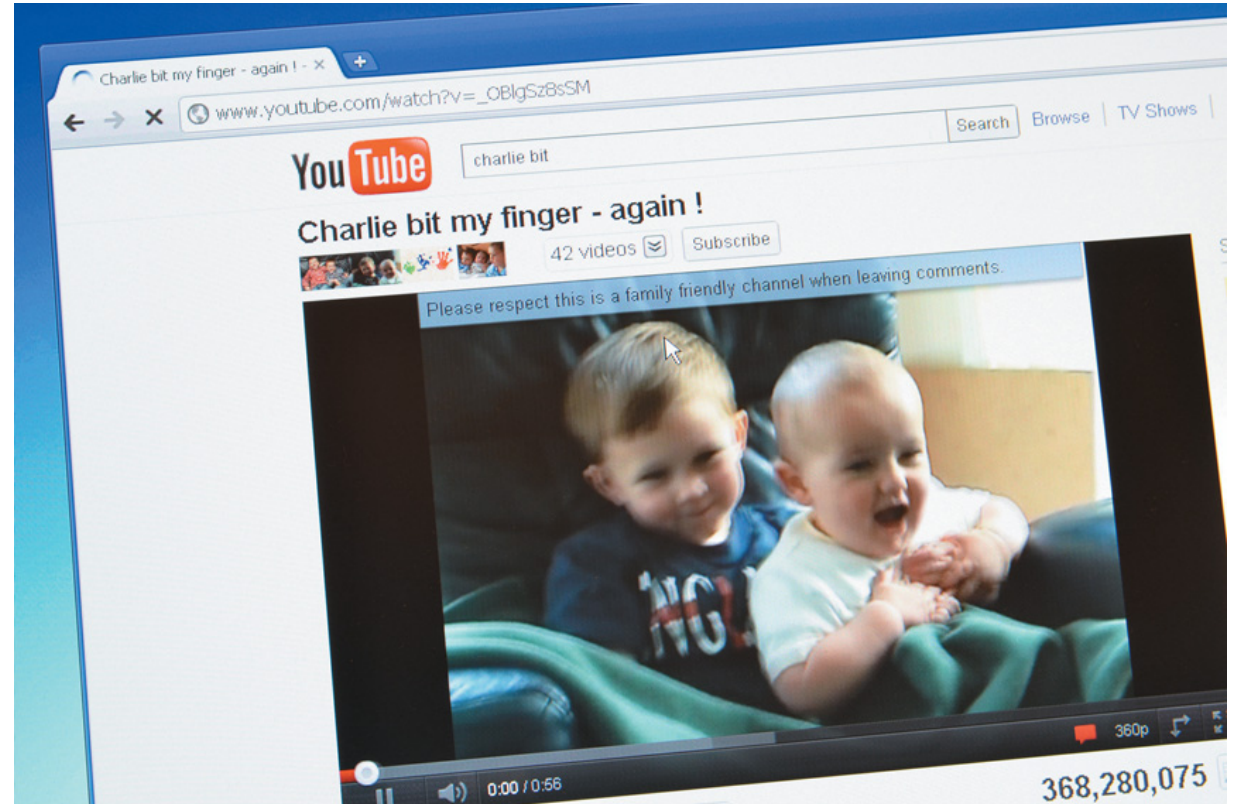
- Facebook
  - Launched in 2004 for Harvard students
  - In 2006 opened up to anyone
- Business social networks
  - LinkedIn
- Virtual worlds
  - Massively multiplayer online role-playing games (MMORPG)





# There's a Place for Everyone—Social Video, Image, and Music Sites

- Video—YouTube
  - Largest online video-hosting site in the world
  - Viral video – a video that becomes extremely popular
- Images
  - Flickr
- Music
  - Pandora





## Learning Objective 8.4

- Locate User-Generated Content in the Form of a Blog or Podcast

# Locate User-Generated Content in the Form of a Blog or Podcast



# Get Your Word Out—User-Generated Content

- Content created by non-professional writers and photographers
  - Videos
  - Photos
  - Writings
  - Recordings

# Get Your Word Out—Blogs (1 of 2)

- Web log (blog) is an online journal
  - Blogger
  - WordPress
- Video log (vlog) is a video journal
- Blogosphere
  - All blogs on the web and connections among them



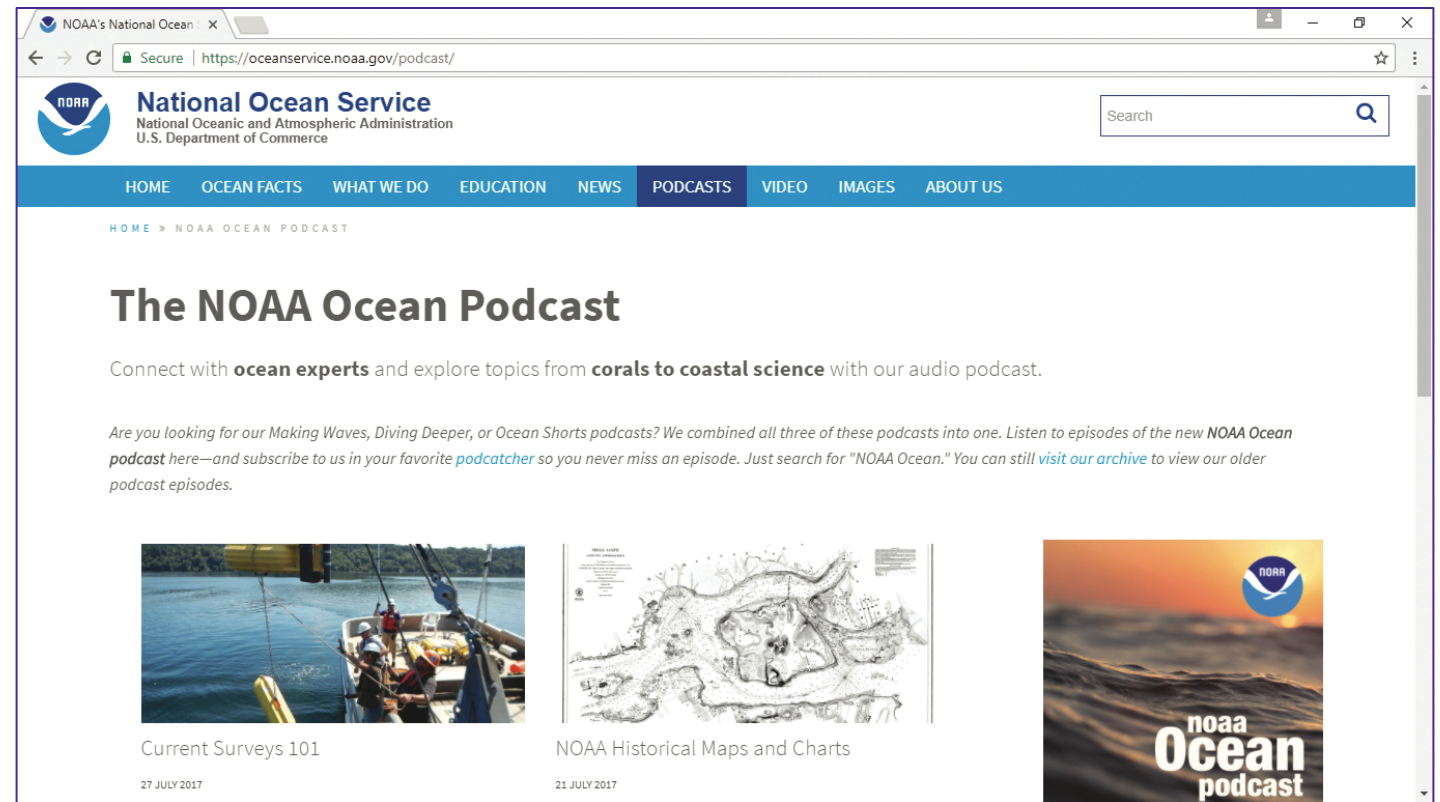
# Get Your Word Out—Blogs (2 of 2)

- Microblogging
  - Posts are limited in size
  - Twitter
  - Tumblr



# Get Your Word Out—Podcasts

- Digital media file
- Prerecorded radio- and/or TV-like show
- Distributed on the web
- Allows:
  - Time shifting
  - Location shifting





# Get Your Word Out—RSS

- RSS (Really Simple Syndication) is a format used to distribute web feeds that change frequently
  - Saves you time
  - Subscribe to sites
    - Blogs
    - Podcasts
    - News



# Get Your Word Out—Crowdfunding

- Used to fund start-up, social, and charitable projects
- Raises money from multiple small investors
- Replaces the need to take out traditional loan
  - [gofundme.com](https://www.gofundme.com)
  - [kickstarter.com](https://www.kickstarter.com)
  - [indiegogo.com](https://www.indiegogo.com)



## Learning Objective 8.5

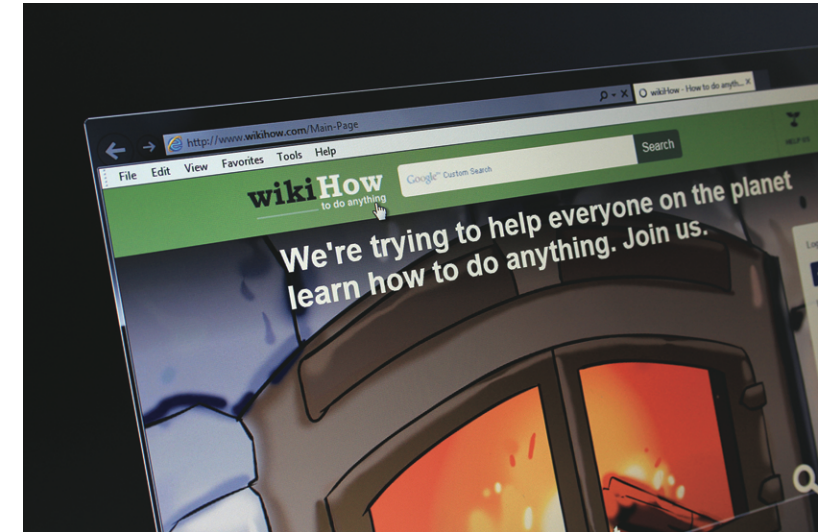
- Discuss How Wikis and Other Social Media Sites Rely on the Wisdom of the Crowd

# Discuss How Wikis and Other Social Media Sites Rely on the Wisdom of the Crowd



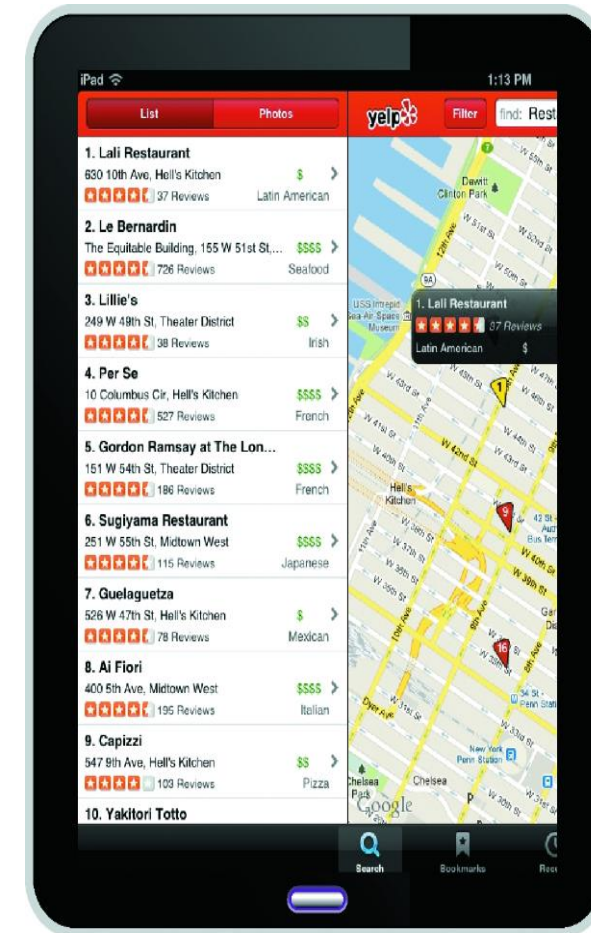
# The Wisdom of the Crowd—Wikis

- Users edit content, even if written by someone else
- Designed for collaboration
- Wikipedia
  - Most well-known
  - Not the most reliable for academic research



# The Wisdom of the Crowd—Social Review Sites

- Users review hotels, movies, games, books, and other products/services
  - TripAdvisor
  - Yelp





# The Wisdom of the Crowd—Social Bookmarking and News Sites

- Social bookmarking sites
  - Save and share your bookmarks or favorites online
- Social news sites
  - Online news sites
  - Users submit content they discover on the web for others to see and discuss



## Learning Objective 8.6

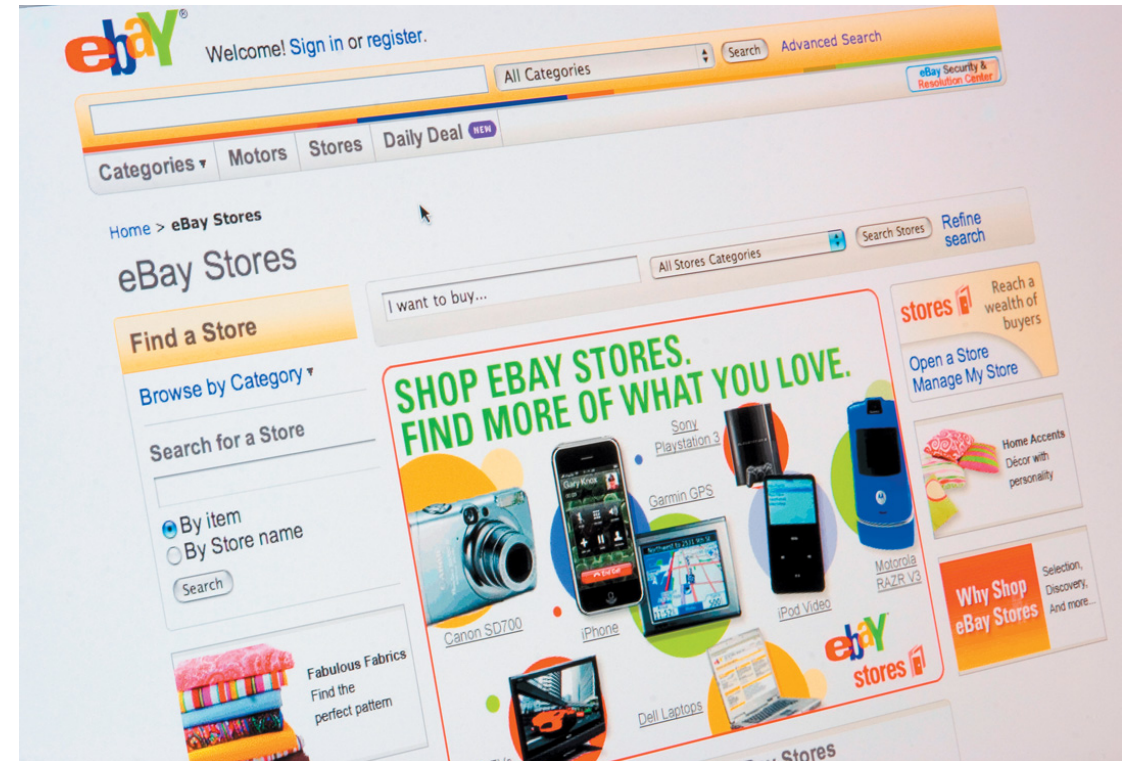
- Explain the Influence of Social Media on E-commerce

# Explain the Influence of Social Media on E-commerce



# E-commerce—Types of E-commerce

- SMM—Using social media sites to sell products and services
- Business on the web
  - B2B (business-to-business)
  - B2C (business-to-consumer)
  - C2C (consumer-to-consumer)





# E-Commerce—How Safe Is My Credit Card?

- Consumers provide personal information
- Shop at well-known sites
- Use third-party payment sites
- Make sure website is using Secure Sockets Layer (SSL) security



## Learning Objective 8.7

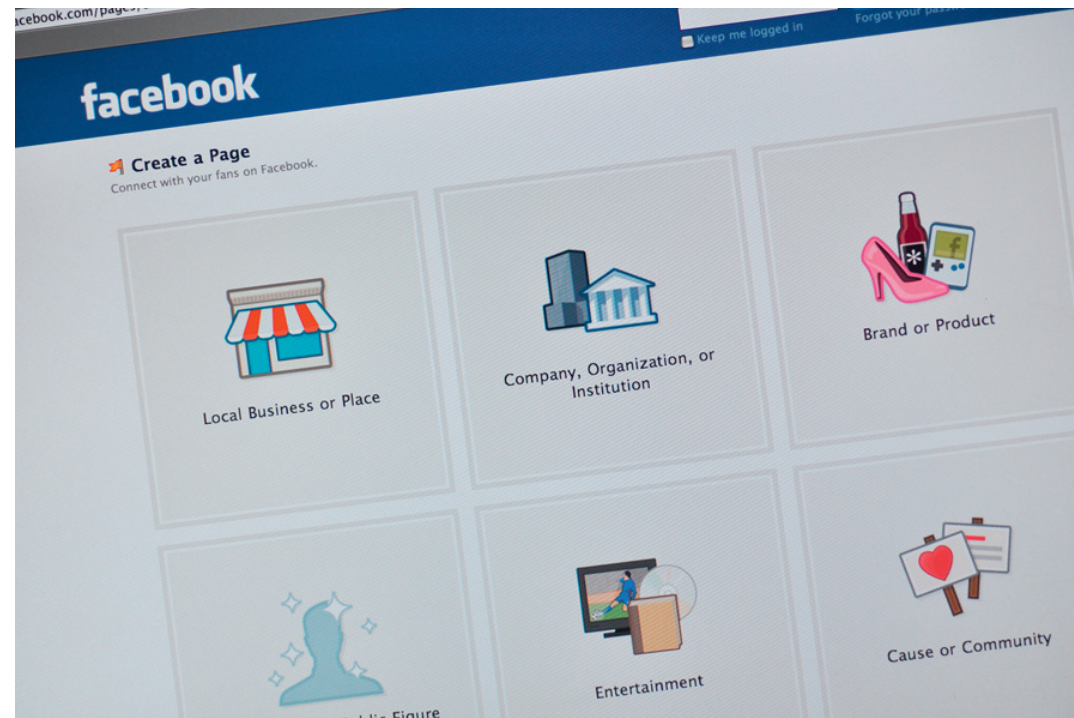
- Compare Social Media and Other Online Technologies Used in Business

# Compare Social Media and Other Online Technologies Used in Business



# Facebook Pages

- Used to promote an organization, a product, or a service
- Can have more than one administrator



# Twitter

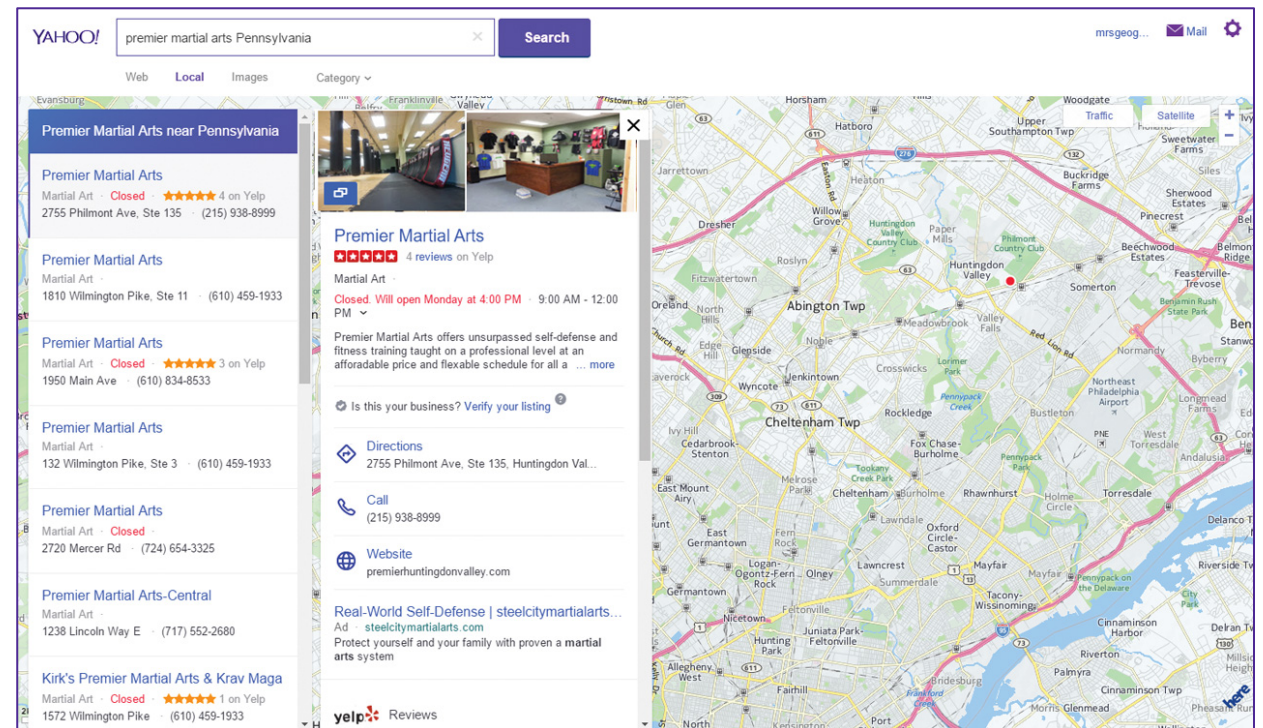
- Only one type of account
- Hashtag





# Search Engines

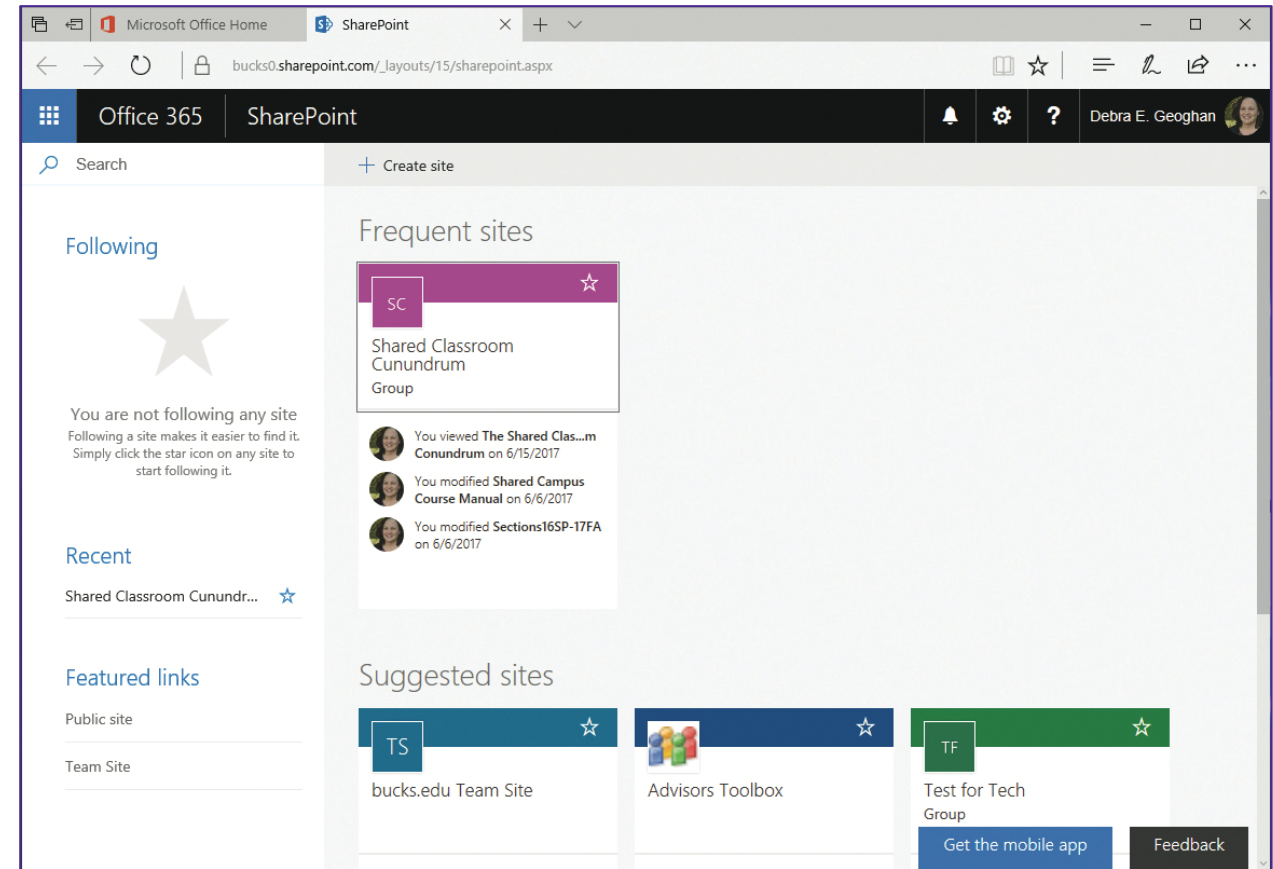
- To find your website, most people begin by using a search engine
- You want your site to appear on first results page
- Search engine optimization
  - Makes a website easier to find





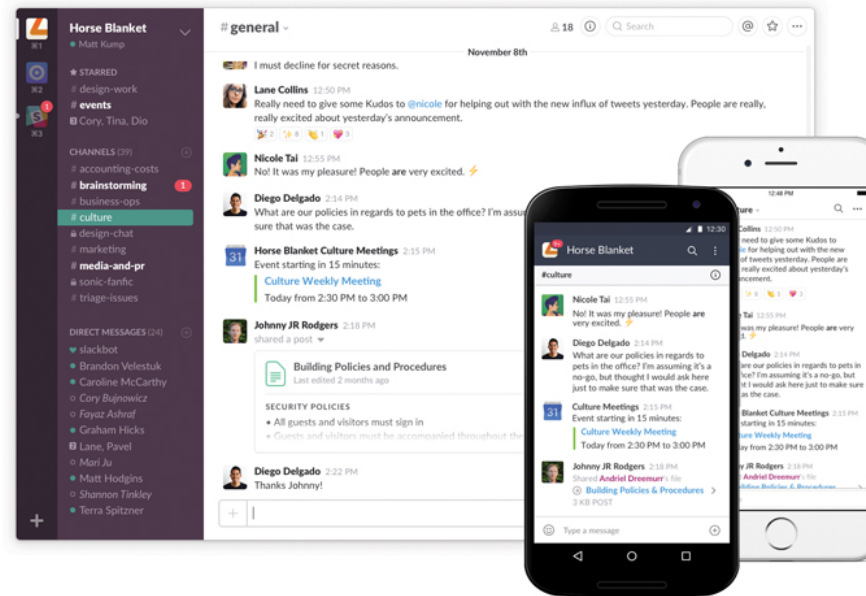
# Online Collaboration Technologies (1 of 3)

- SharePoint
  - Accessed by signing in to:
    - Office 365
    - Organization intranet site
  - Share documents with people:
    - Inside an organization
    - Outside an organization



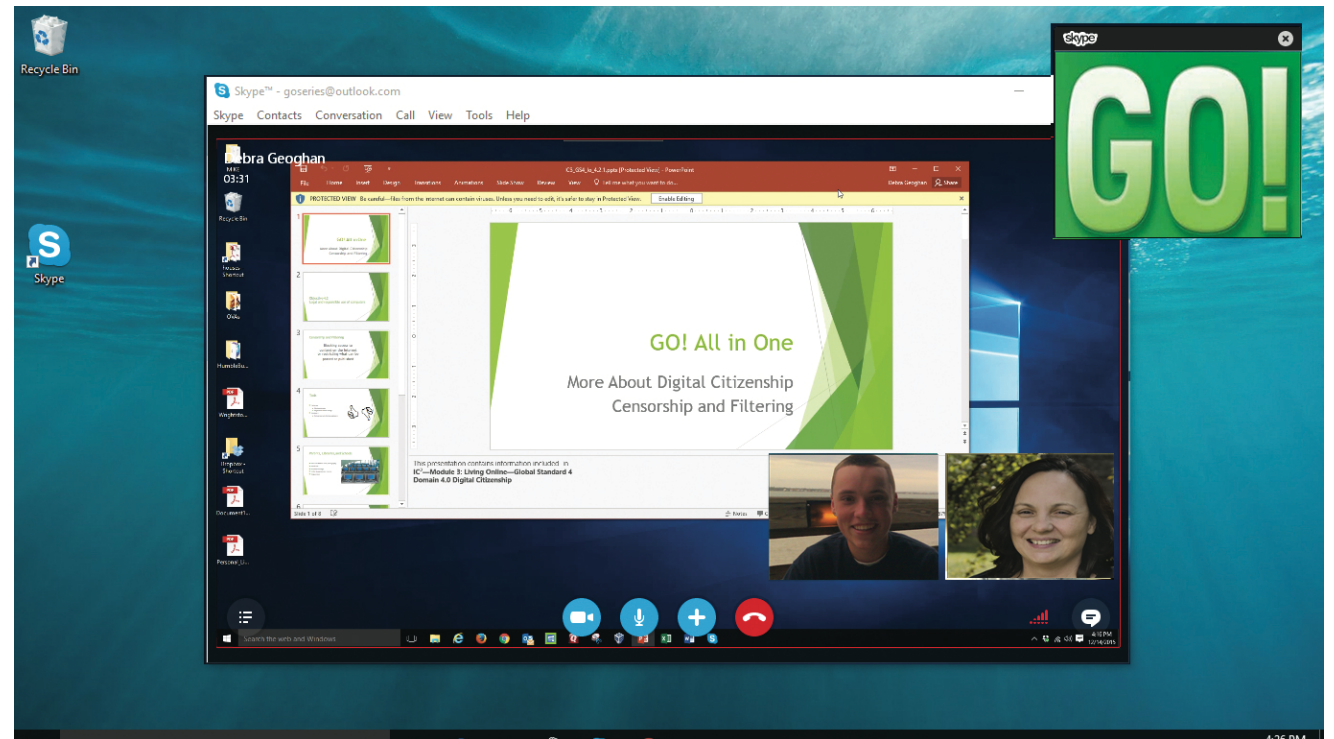
# Online Collaboration Technologies (2 of 3)

- Slack
  - Organized into channels
    - Public—accessible by all team members
    - Private—accessible only by invited members



# Online Collaboration Technologies (3 of 3)

- Skype
  - Saves the cost of travel
  - Users can add video



# Questions



# Copyright

