

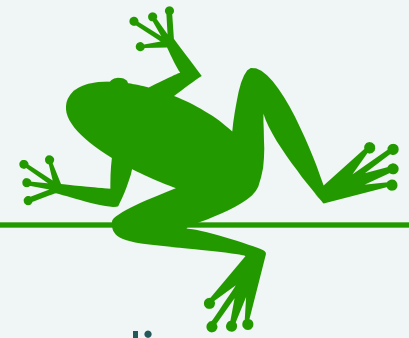
PowerPoint Presentation to Accompany



Chapter 8

Communicating & Sharing: The Social Web

Objectives



1. Compare different forms of synchronous online communication.
2. Demonstrate how to use email effectively.
3. Discuss the roles of social media in today's society.
4. Locate user-generated content in the form of a blog or podcast.
5. Discuss how wikis and other social media sites rely on the wisdom of the crowd.
6. Explain the influence of social media on e-commerce.

Objective 1: Overview

Talk to Me

1. Compare different forms of synchronous online communication
2. Define VoIP and how it works

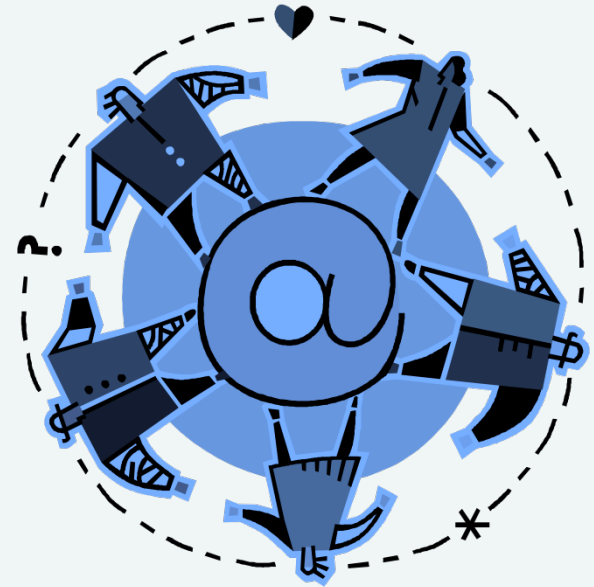
Key Terms

- Chat
- Instant messaging
- Synchronous online communication
- VoIP



Synchronous Communication

- Happens in real time
- Two or more people online at the same time
 - Instant messaging (IM)
 - Chat
 - VoIP



Synchronous Communication

Instant Messaging

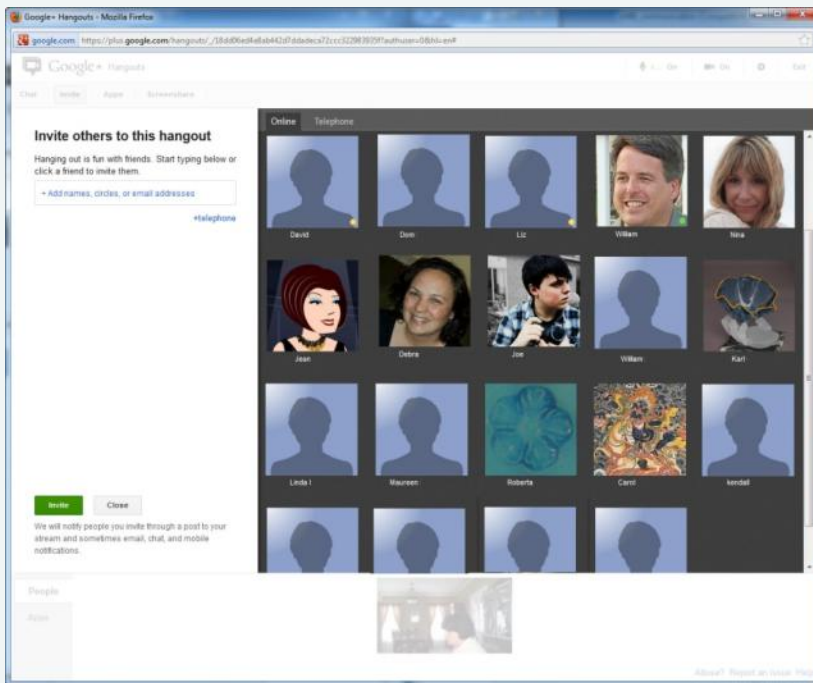
- Talk to one person at a time
- Session disappears when over
- Client-based IM systems
 - AIM
 - Windows Messenger
 - Google Talk
- Most IM software supports group chats



iChat

Synchronous Communication Chat

- Talk to multiple people at the same time
- Share common interests
- Text-based
- Persistent
- Social media chats
 - Facebook
 - Google+
- Client-based chats



Synchronous Communication

VoIP

- Phone calls transmitted over the Internet
- Skype
 - Free to other Skype users
 - Regular phones for a fee
- Video chat with webcam





Use the Internet to research chat and IM safety rules for kids. Create a list of five rules you consider the most important when it comes to keeping kids safe.

Objective 2: Overview

Leave a Message

1. Define asynchronous online communication
2. Define captcha and its purpose
3. Demonstrate how to use email effectively
4. Discuss forums and discussion boards

Key Terms

- Asynchronous online communication
- Captcha
- Email
- Forum



Asynchronous Communication

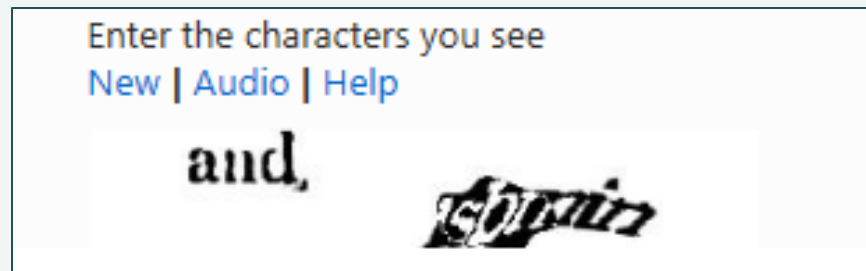
- Communication that does not require the participants to be online at the same time
 - Email
 - Forums and discussion boards



Asynchronous Communication

Captcha

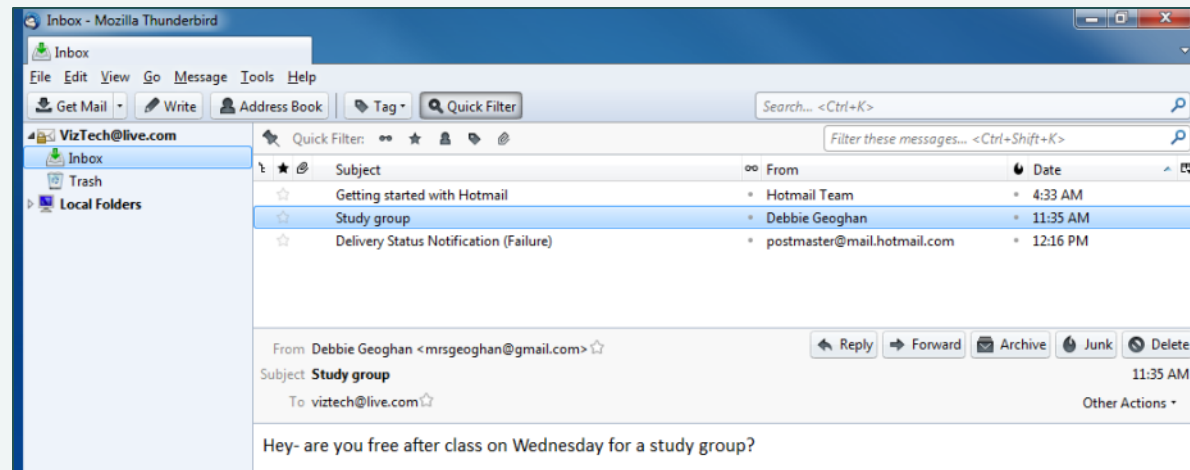
- Completely Automated Public Turing Test to Tell Computers and Humans Apart
- Difficult for automated software to read
- Relatively easy for humans to read
 - Series of letters and numbers
 - Distorted in some way



Asynchronous Communication

Email

- Electronic messages
- Store-and-forward technology
- Ways to access your messages
 - Email client
 - Outlook
 - Thunderbird
 - Webmail interface



Thunderbird

Asynchronous Communication

Email

PROS

- Access on PC, phone, or tablet
- Access anywhere, anytime
- Can have multiple accounts



CONS

- Not secure
- Spam
- Difficult to manage many accounts



Asynchronous Communication **Forums/Discussion Boards**

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



Visit [tripadvisor.com](https://www.tripadvisor.com) and click Forums. Select a destination that you have visited in the past. Read some of the threads. Select a thread that you would like to reply to. Do you agree with the replies posted? Would you find them helpful if you were deciding whether to visit this location?

Objective 3: Overview

There's a Place for Everyone ...

1. Examine the roles of social media and social network sites
2. Explore social video, image, and music sites

Key Terms

- Avatar
- Digital footprint
- Folksonomy
- MMORPG
- Social media
- Social network
- Viral video
- Web 2.0



Social Media

- Collection of tools
 - Create user-generated content
 - Connect
 - Network
 - Share
 - Video
 - Images
 - Music
- Sometimes called Web 2.0



Social Media

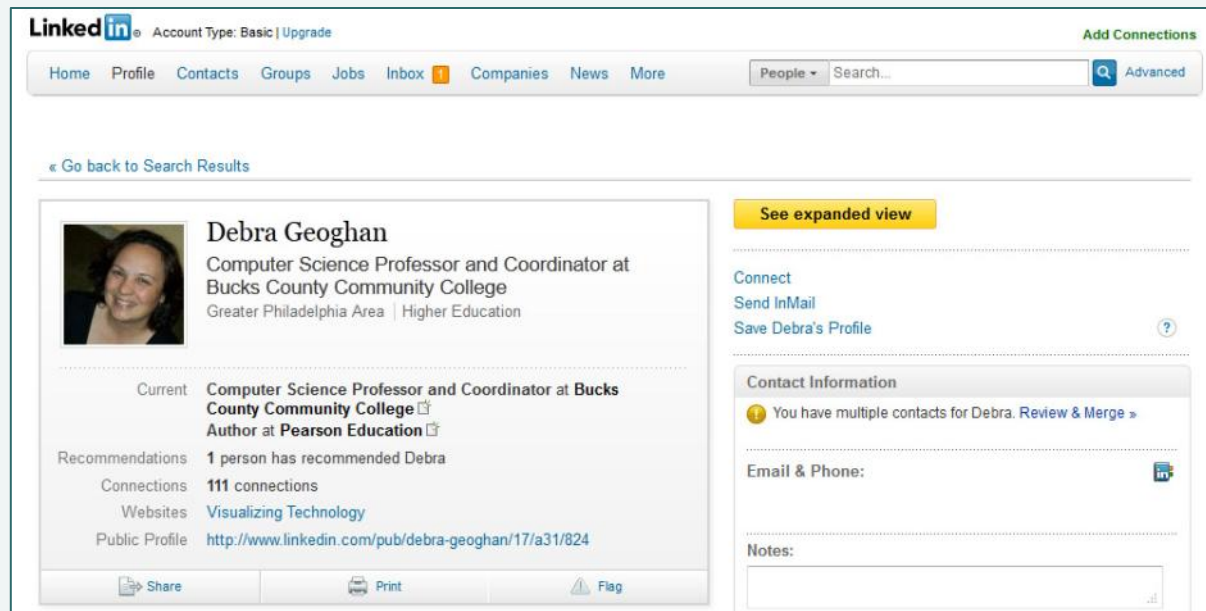
Social Networking

- Online communities
- Combine online tools
 - Chat
 - IM
 - E-mail
- Examples
 - Facebook
 - Pinterest
 - Twitter



Social Media

- Business social networks
 - Business-centered social networks
 - Designed for business professional connections
 - LinkedIn



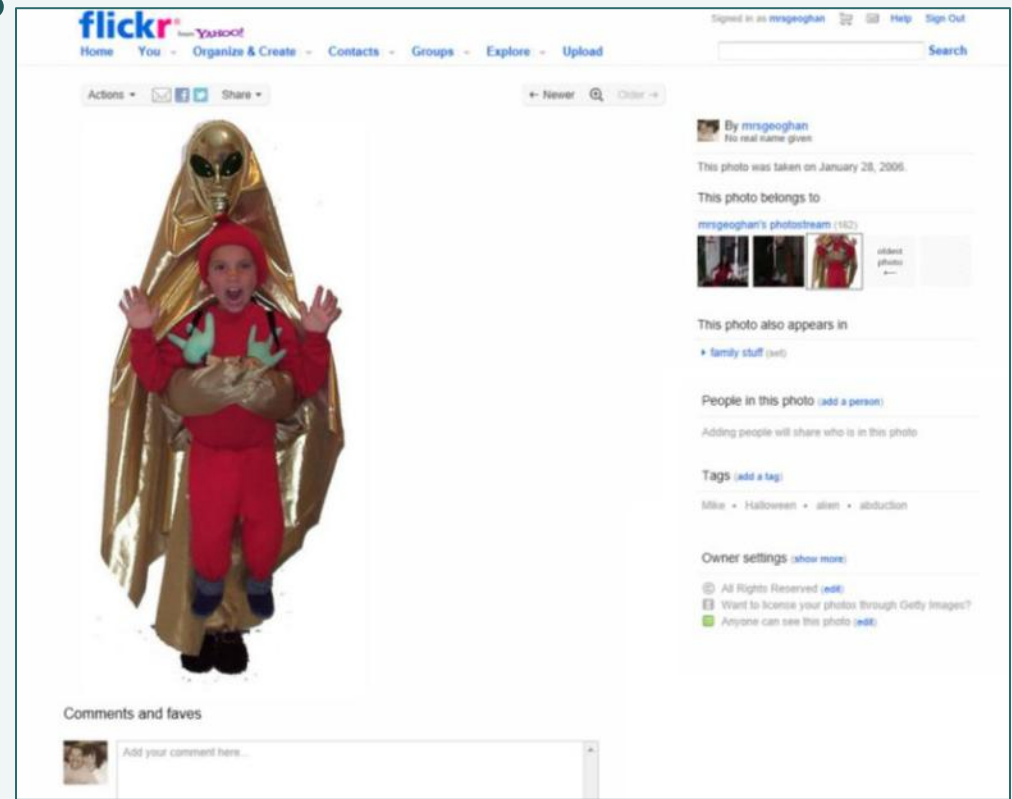
Social Media

- Virtual worlds:
 - Interact in real time
 - Avatar or virtual body
 - Second Life
 - Webkinz
 - MMORPG



Social Sharing

- Allow anyone to create and share media
- Ability to tag items
 - Folksonomy
 - Makes sharing more social



Flickr

Social Sharing

Video	Images	Music
<ul style="list-style-type: none">• YouTube• TeacherTube• CollegeHumor• Vimeo• Hulu	<ul style="list-style-type: none">• Flickr• Picasa• Photobucket• Shutterfly• Snapfish	<ul style="list-style-type: none">• Last.fm• Pandora
Characteristics		
<ul style="list-style-type: none">• Subscribe• Send messages• Make recommendations	<ul style="list-style-type: none">• Private or public• Tag images• Categorize images	<ul style="list-style-type: none">• Recommend music based on listening history

Digital Footprint

- Information about you on the Web
- Once posted, it is almost impossible to completely get rid of it
- Develop your own brand
- Make sure what is publically viewable fits that brand





Imagine that you're a prospective employer. Search the Web and major social networks to see what you would find. Log out of your social networking sites to see how an outsider would view you. How is your brand? Would you hire yourself? Was it easy to find things that you would rather keep private?

Objective 4: Overview

Get Your Word Out

1. Define user-generated content and how it relates to blogs, podcasts, and RSS
2. Define blog, podcast, and RSS

Key Terms

- Blog
- Blogosphere
- Microblogging
- Podcast
- Podcast client
- RSS
- User-generated content



User-Generated Content

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



User-Generated Content

Blogs

- Weblog
- Interactive online journal
- Vlog
 - Video blog
- Popular sites
 - Blogger
 - WordPress
- Blogosphere
 - All the blogs on the Web and connections among them
 - Search with Technorati.com
- Microblogging
 - 140 characters or less
 - Twitter

User-Generated Content

Podcasts

- Digital media file
- Prerecorded radio- and TV-like show
- Distributed on the Web
- Allows
 - Time shifting
 - Location shifting
- Find using a podcast client or media player program
 - iTunes
 - Winamp
- Web sites
 - Podcast.com
 - Podcastalley.com

User-Generated Content

RSS

- Really Simple Syndication
- Format used for distributing Web feeds that change frequently
- Saves you time
- Subscribe to sites
- Examples
 - Blogs
 - Podcasts
 - News



Search for a podcast about a topic that interests you. Find out as much as you can about the podcast and its creators. Listen to an episode and write a short summary of the contents. Did you enjoy it? Would you subscribe to it? Recommend it? Was this a good way to get this information? Explain your answers.

Objective 5: Overview

The Wisdom of the Crowd

1. Discuss how wikis and other social media sites rely on the wisdom of the crowd
2. Define social bookmarking and news sites

Key Terms

- Crowd sourcing
- Social bookmarking site
- Social news site
- Social review site
- Wiki



Wisdom of the Crowd

- Trusting the collective opinion of a crowd
 - Wikis
 - Social review sites



Wikis and Social Review Sites

Wikis

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

Social Review

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

Social Bookmarking and News

Social Bookmarking

- Allow you to save and share your bookmarks or favorites online
 - Delicious
 - StumbleUpon
 - Pinterest

Social News

- Online news sites
- Users submit content they discover on the Web for others to see and discuss
 - Digg
 - Slashdot



Go to the Wikipedia article “Reliability of Wikipedia” at wikipedia.org/wiki/Reliability_of_Wikipedia. How does Wikipedia assure that the content is correct? What procedures are in place to remove or correct mistakes? How does Wikipedia compare to other online sources of information?

Objective 6: Overview

Talk to Me

1. Discuss the influence of social media on e-commerce
2. Discuss the types of e-commerce
3. Discuss credit card safety on the Web

Key Terms

- E-commerce
- Social media marketing



Social Media and E-Commerce

- Social media marketing
 - Using social media sites to sell products and services
- E-commerce
 - Business on the Web
 - Categories:
 - B2B–Business to business
 - B2C–Business to consumer
 - C2C–Consumer to consumer

Types of E-Commerce

B2B	B2C	C2C
<ul style="list-style-type: none">▪ Business-to-business▪ Services that a business provides for another business▪ Examples:<ul style="list-style-type: none">▪ Google Checkout▪ PayPal	<ul style="list-style-type: none">▪ Business-to-consumer▪ Retailers selling online to consumers▪ Most familiar form of e-commerce▪ Used in social media to help customers find out about products	<ul style="list-style-type: none">▪ Consumer-to-consumer▪ “Global yard sale”▪ Examples:<ul style="list-style-type: none">▪ eBay▪ Craigslist



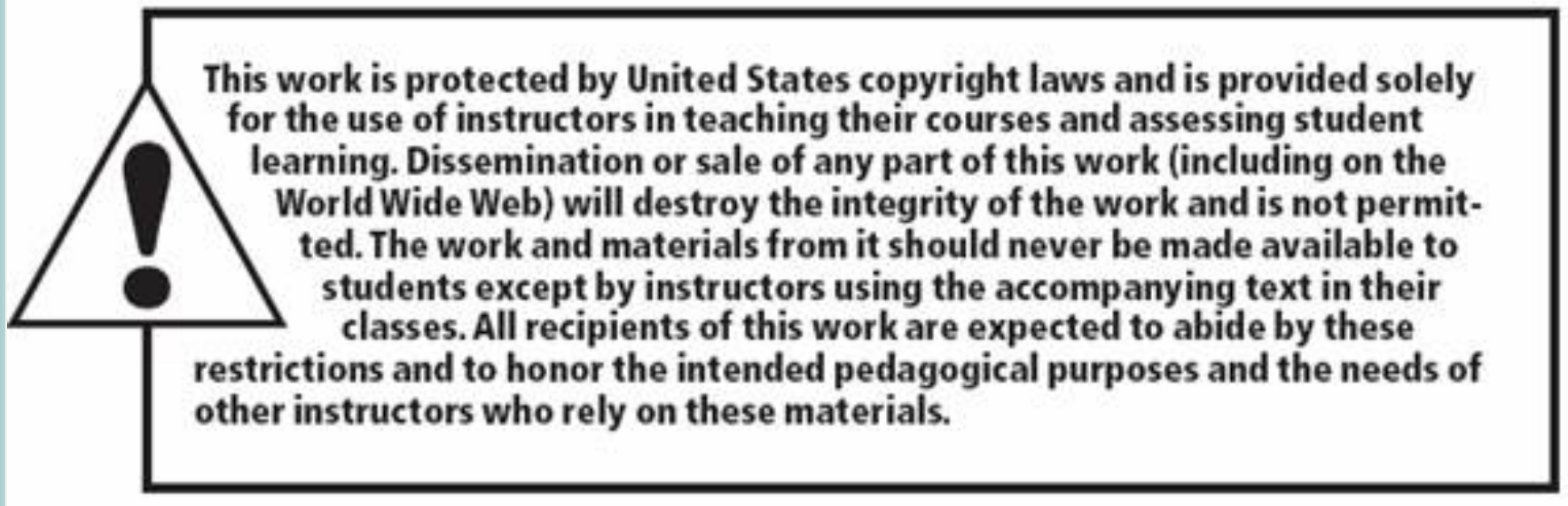
Credit Card Safety

- Consumers provide personal information
- Shop at well-known sites
- Use third-party payment sites
 - Google Checkout
 - PayPal
- Make sure website is secure
 - https://
 - SSL security





Visit Amazon.com. What are two ways that Amazon uses social media marketing? Can you find any other ways? How is this experience different from shopping in a store?



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