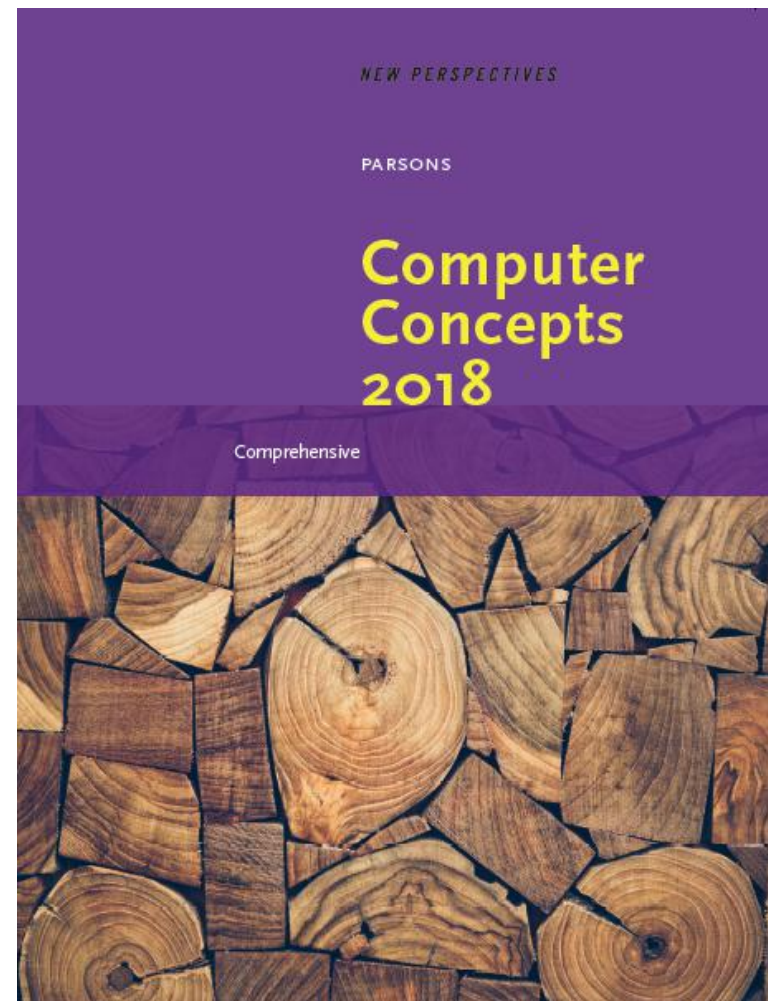


Computer Concepts 2018



Module 5 Social Media

Module Contents

- Section A: Social Networking
- Section B: Content Communities
- Section C: Blogs and More
- Section D: Online Communication
- Section E: Social Media Values

Section A: Objectives (1 of 2)

- Use the Social Media Honeycomb to differentiate among various social media
- Provide at least two examples of social networking, geosocial networking, content communities, and online communication
- List the three elements of a social media profile
- Define crowdsourcing and provide three examples

Section A: Objectives (2 of 2)

- List and describe four technologies that can be used to locate mobile and stationary devices
- Interpret the analytics displayed by a sociogram
- Explain how Six Degrees of Separation applies to social networking
- Provide examples of the inferences that might be drawn from an adjacency matrix

Section A: Social Networking

- The Social Media Mix
- Social Networking Evolution
- Social Networking Basics
- Geosocial Networking
- Social Network Analytics

The Social Media Mix (1 of 4)

- **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

The Social Media Mix (2 of 4)

- The **Social Media Honeycomb** provides a visual model for classifying and comparing various social media services
- Each hexagon in the honeycomb represents a social media building block



Source: Kietzmann, Hermkens, McCarthy, and Silvestre Social Media? Get Serious # 2011 Kelley School of Business, Indiana University. doi:10.1016/j.bushor.2011.01.005

The Social Media Mix (3 of 4)

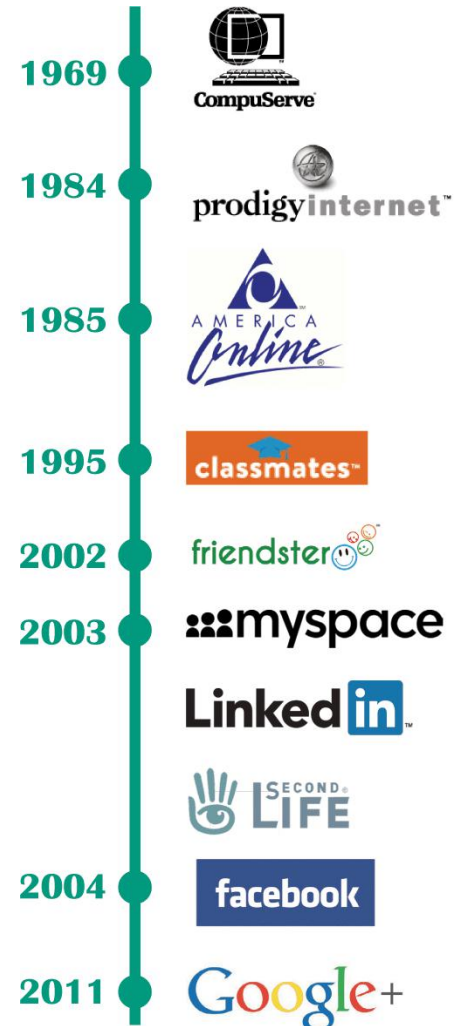
- In this unit, social media are categorized into four groups:
 - Social networking
 - Geosocial networking
 - Content communities
 - Online communications

The Social Media Mix (4 of 4)

SOCIAL NETWORKING	GEOSOCIAL NETWORKING	CONTENT COMMUNITIES	ONLINE COMMUNICATION
<p>Good for: Creating an online Presence Connecting with friends and family</p>	<p>Good for: Locating places, people, and events</p>	<p>Good for: Sharing user generated media and topical information</p> <p>Ratings</p> <p>Spreading a message</p>	<p>Good for: One-to-one, real-time communication</p> <p>Asynchronous messaging</p>
<p>Examples:</p> <ul style="list-style-type: none"> • Facebook • Google+ • Classmates.com • Ello • LinkedIn • Twitter • Tumblr 	<p>Examples:</p> <ul style="list-style-type: none"> • Yelp • Foursquare • Yik Yak • Nearby • Pebblee 	<p>Examples:</p> <ul style="list-style-type: none"> • YouTube • Flickr • Pinterest • Instagram • Wikipedia • StumbleUpon • Delicious • (bookmarks) • Reddit • Blogger • WordPress 	<p>Examples:</p> <ul style="list-style-type: none"> • Email • Snapchat • Skype • Chat • Periscope

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), which were not part of the Internet



Social Networking Basics (1 of 2)

- 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



A Twitter profile can include a photo and a tagline. Bill Gates sets a good example, using his tagline to provide potential followers with information about the topics he tweets about.



Facebook profiles help to build an online identity. Here LeBron James makes effective use of text and graphics to create a personal brand.



Google+ profiles can be professionally designed to establish an effective online presence, such as this profile for Ron Paul that promotes his Web site, Voices of Liberty.

Social Networking Basics (2 of 2)

The image is a screenshot of a Facebook profile page for Sarah Mae Smith. The page layout includes a top navigation bar with a search bar and links to Home, Find Friends, and a notification bell. The left sidebar contains a list of navigation options: News Feed, Messages, Events, and a link to Sarah's profile. The main content area shows a status update form with the text "What's on your mind?" and buttons for "Update Status" and "Add Photos/Video". Below the form is a post from Calvin Thomas, featuring a photo of a woman singing into a microphone at an outdoor event. The post has a caption "You better treat me right." and shows likes from Calvin Thomas and 17 others. A "Like" button is visible below the post. To the right of the main content area, there is a "TRENDING" section with links to "Saturday Night Live" and "Pahoa, Hawaii".

A profile created and maintained by each member

Tools for posting information in the form of text or media

A method by which members can specify who is in their network of friends

A way to view information posted by others

A way to comment on information posted by others

Geosocial Networking (1 of 5)

- 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 (2 of 5)

- **Check in:** Registered users open the app or otherwise sign in to indicate they want to interact.
- **Locate:** Using automatic geolocation technology or manually initiated location tracking, the user's current location is determined.
- **Search:** Depending on the service, users can search for the geotagged places, people, or events that are nearby.
- **Recommended:** Crowdsourced ratings and recommendations are offered.
- **Map:** Maps and directions to selected places, people, or events are provided.

Geosocial Networking (3 of 5)

- 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 (4 of 5)

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

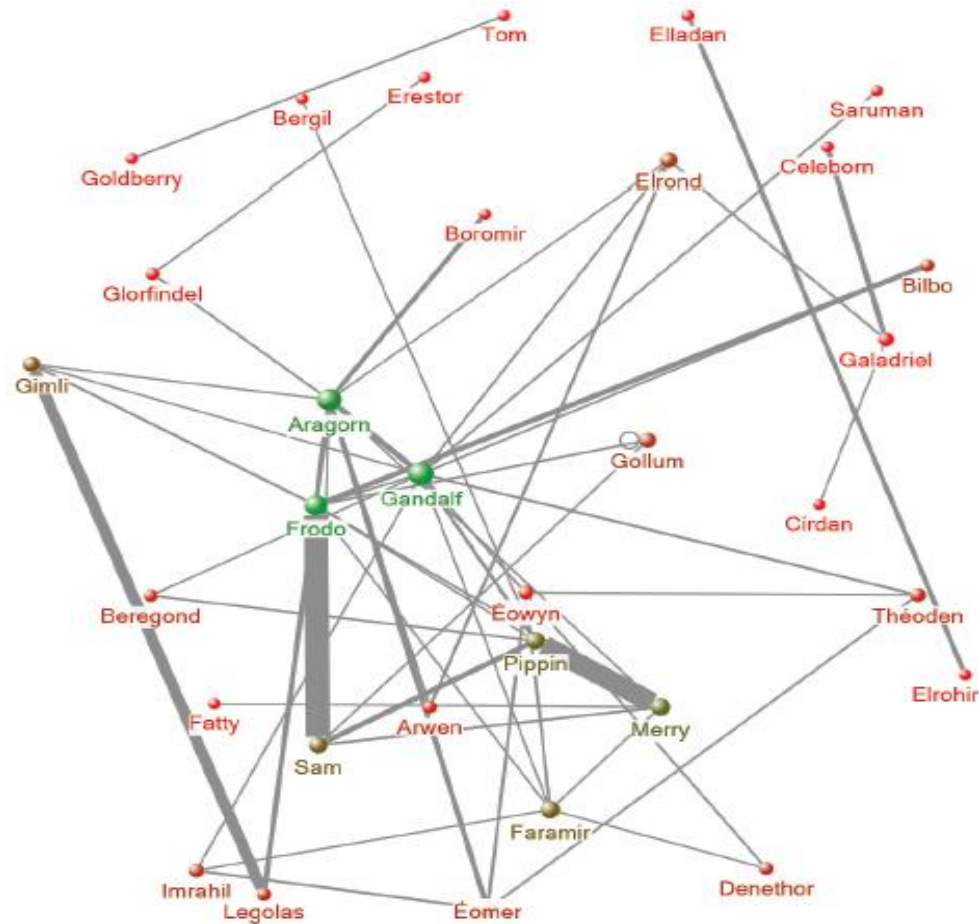
Geosocial Networking (5 of 5)

- 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 (1 of 5)

- 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

Social Network Analytics (2 of 5)



The thickness of connecting lines (edges) indicates connection strength.
Node colors indicate which characters are most important.

Social Network Analytics (3 of 5)

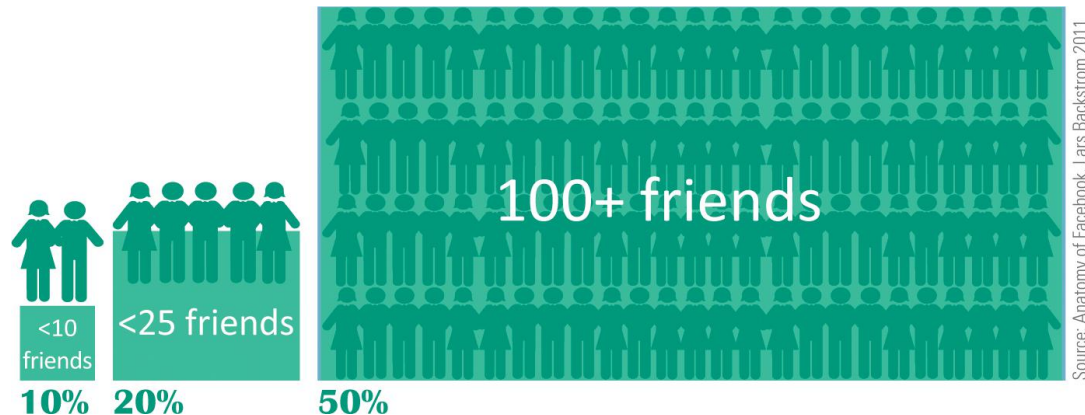
- Sociograms can get extremely complex, making connections difficult to trace and analyze
- An alternative method for depicting social connections is with an adjacency matrix
- A **binary adjacency matrix** is a set of cells containing a 0 if there is no connection between two people and a 1 if there is a connection

Social Network Analytics (4 of 5)

- Sociograms and other analytic tools help us to 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

Social Network Analytics (5 of 5)

- 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

Section B: Objectives (1 of 3)

- Use the Social Media Honeycomb to identify the primary characteristics of content communities
- Draw a timeline of the emergence of content communities, including significant dates
- Explain the concept of viral media
- Explain where content is stored and how that may affect privacy

Section B: Objectives (2 of 3)

- Describe the financial model for most content communities and how that model may affect the future of these communities
- State the difference between formal tagging and informal tagging
- List four types of intellectual property and identify which two are typically encountered in content communities

Section B: Objectives (3 of 3)

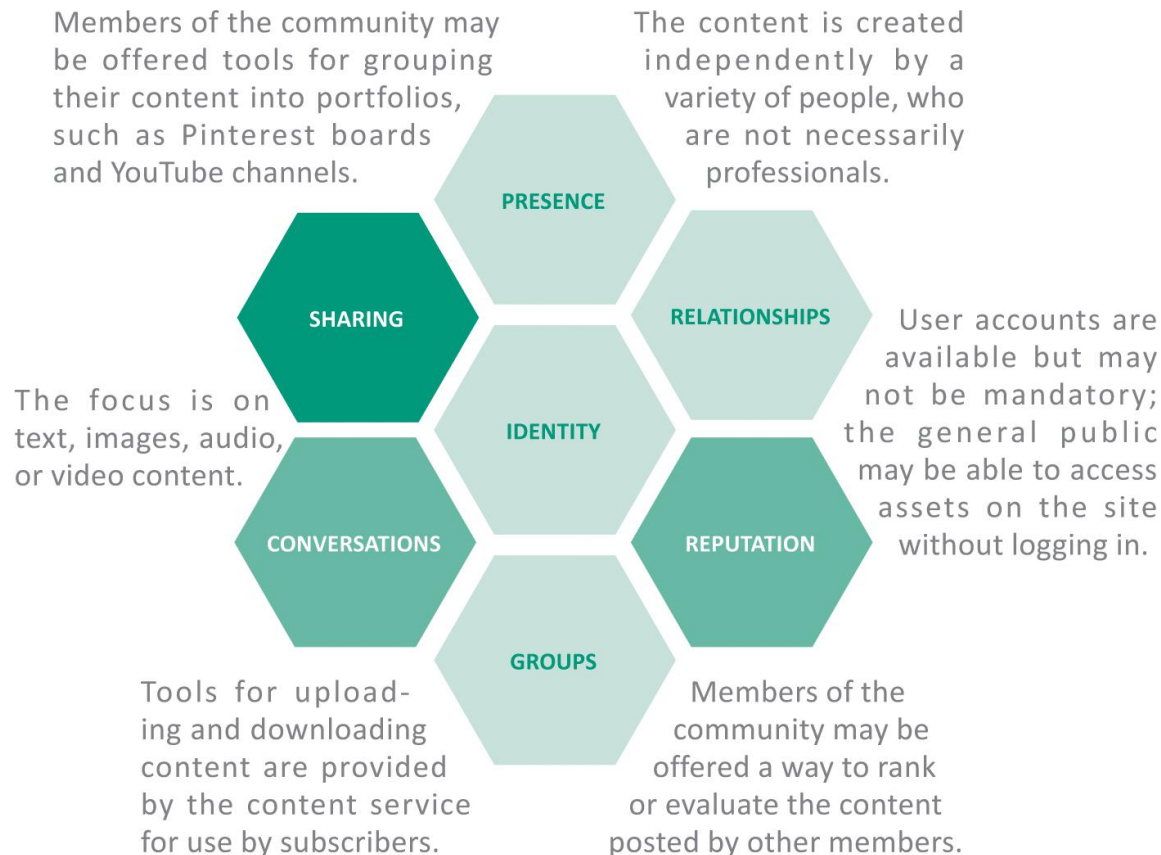
- List the six rights that are exclusively exercised by copyright holders
- List the five rights that can be granted under a Creative Commons license
- List the four factors that characterize fair use
- State the difference between a derivative work and a transformative work

Evolution (1 of 3)

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

Evolution (2 of 3)

- Content communities typically have these characteristics:



Evolution (3 of 3)

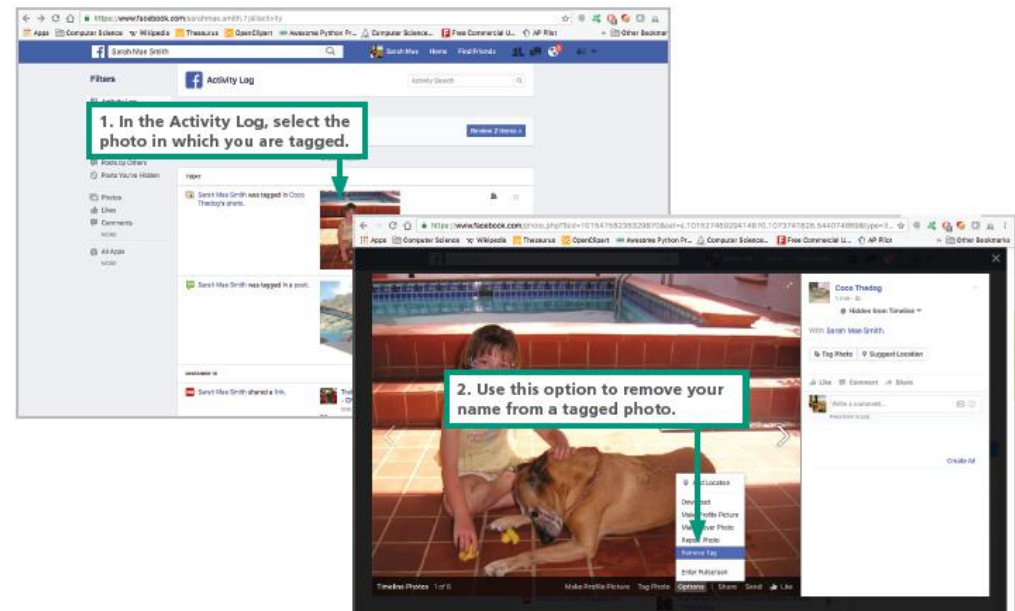
- The bulletin board systems (BBSs) of the 1970s contained user-generated content and could be considered forerunners of today's content communities and social networks
- In 2001 a text-based collaborative called Wikipedia was launched and a community of contributors quickly formed around it
- Video content communities launched with the founding of YouTube in 2005; that same year was the first instance of an online video going **viral**
- In the context of social media, viral refers to media elements that quickly infiltrate popular culture via social media

Media Content Communities (1 of 2)

- 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

Media Content Communities (2 of 2)

- A **metadata tag** is simply a keyword that describes information, such as the content of a media element
- **Formal tagging** methods add information to a tag according to a set of tagging standards



Intellectual Property (1 of 2)

- 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

Intellectual Property (2 of 2)

- **Copyright** is a form of legal protection that grants the author of an original work an exclusive right to copy, distribute, sell, and modify that work
- **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 (1 of 5)

- 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 citation or another appropriate manner.
 - **SHARE ALIKE.** New works based on the original must be distributed under the same license as the original work.
 - **NO DERIVATIVES.** The work must not be changed when it is redistributed or shared.
 - **PUBLIC DOMAIN.** All rights are granted for reuse or the work has been placed in the public domain.
 - **NONCOMMERCIAL.** The work may not be used for commercial purposes.

Creative Commons (2 of 5)

- Whereas copyright is designed to limit the use of a work, **copyleft** is designed to make a work freely available for distribution and modification under the condition that all derivative works use the same license

1 Connect to the Creative Commons license chooser at creativecommons.org/choose.

2 Choose the rights you want to grant to others.



The screenshot shows the 'License Features' panel of the Creative Commons license chooser. It includes a sub-header 'License Features' and a note: 'Your choices on this panel will update the other panels on this page.' There are two main sections: 'Allow adaptations of your work to be shared?' and 'Allow commercial uses of your work?'. The first section has three radio button options: 'Yes', 'No', and 'Yes, as long as others share alike' (which is selected). The second section has two radio button options: 'Yes' (selected) and 'No'. At the bottom, there are three circular icons: the Creative Commons 'CC' logo, a person icon (BY), and a circular arrow icon (SA).

3 Place the license where it can be easily accessed.

TYPE OF WORK	WHERE TO PLACE LICENSE
Web page, Web site, or blog	At the Creative Commons site creativecommons.org/choose/ , select a license, copy the HTML code provided, then paste it onto a Web page or blog.
Image	Reference the CC license you've selected in the image caption or in the image tag.
Presentation	Reference the CC license you've selected on the title slide or the last slide. Add a link, if possible, to the license.

Creative Commons (3 of 5)

- **Fair use** allows for the limited use of copyrighted material without obtaining permission from the copyright material
- United States copyright regulations include four factors that characterize fair use:

Creative Commons (4 of 5)

1. The purpose and character of the use. The use of copyrighted materials without permission is more likely to be "fair" when the materials are transformed and used for a purpose different from that of the original work.
2. The nature of the copyrighted work. Guidelines for fair use of photos may differ from guidelines for music, videos, or written works.
3. The amount of the copyrighted work that is used. Quoting a paragraph from a book is more likely to be fair use than reproducing an entire chapter.
4. The effect on the value of the copyrighted work. Uses that deprive the copyright holder of income are not generally considered fair use.

Creative Commons (5 of 5)

- 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

Section C: Objectives (1 of 3)

- Identify the six major elements of a blog page
- Describe the purpose of RSS readers and blog aggregators
- Discuss why blogs are considered a disruptive technology
- List five questions that help to evaluate the quality of information presented in a blog

Section C: Objectives (2 of 3)

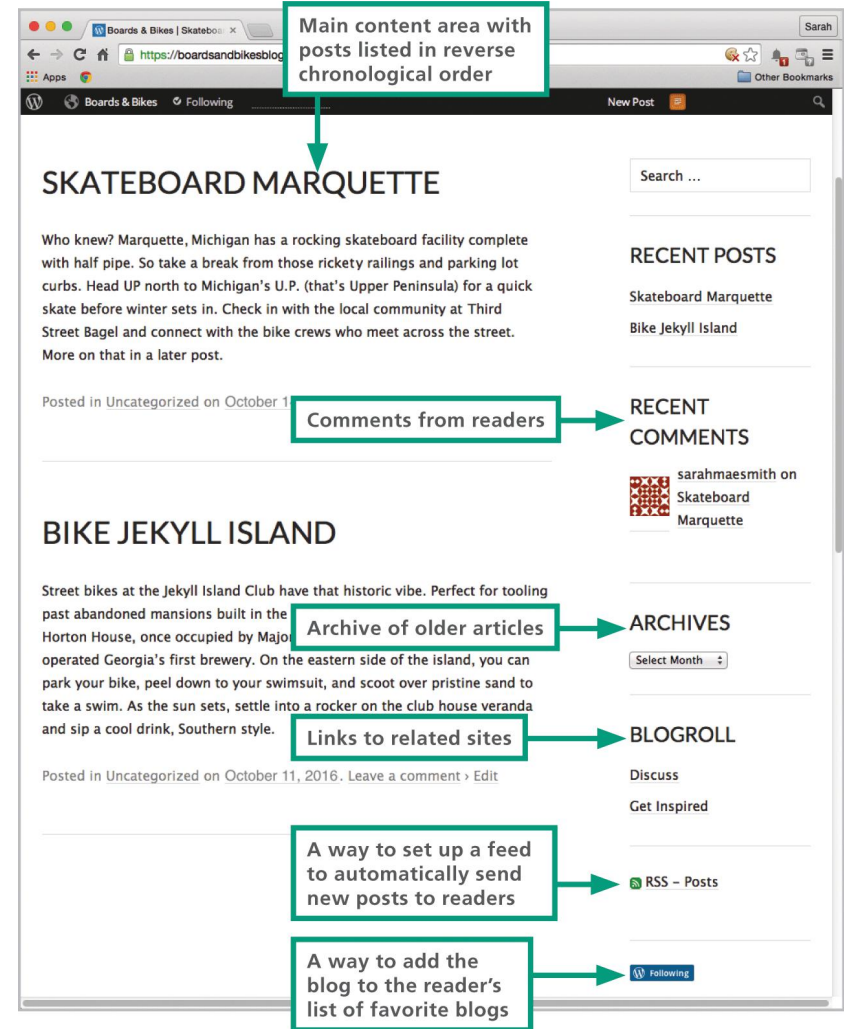
- Give examples of six ways in which Twitter has expanded its focus to go beyond personal status updates
- Identify the major elements of a Twitter page
- Describe the characteristics of a wiki
- Explain how Wikipedia articles are written and edited

Section C: Objectives (3 of 3)

- Explain the meaning of NPOV, NOR, and V in the context of Wikipedia
- Identify the elements of a Wikipedia article
- Identify the purpose of each Wikipedia tab

Blogs (1 of 4)

- A **blog** (short for Web log) is a sequence of informational articles posted in reverse chronological order and displayed on a scrollable Web page.
- Blogs are generally maintained by a person, a company, or an organization



Blogs (2 of 4)

- 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

Blogs (3 of 4)

- 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
 - Who is the blogger? Look for information about the blogger's expertise at sites other than the blog.
 - What are the blog's readership and Alexa rating? Popular blogs tend to be more reliable because they are subject to scrutiny by many readers.

Blogs (4 of 4)

- Are comments substantive and supportive? Blogs that generate negative comments and corrections may not contain accurate information.
- How extensive is the blog's archive? Well-established blogs may remain active for many years, so look at the blog's track record and also make sure it contains recent posts.

Microblogs (1 of 2)

- 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

Microblogs (2 of 2)

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



@username: A unique identifier for each Twitter account holder

Tweet: Messages consisting of 140 or fewer characters of text plus optional photos/videos

Retweet: A tweet that is forwarded from one Twitter user to others

Promoted tweet: Tweets that contain paid advertising and are labeled to distinguish them from noncommercial tweets

Twitter stream/timeline: A list of tweets; a user's Home timeline shows the user's own tweets and tweets from anyone the user is following

Follow: Specifying a Twitter user whose tweets you want to receive

Follower: A Twitter user who follows your tweets

Follow back: When Twitter users mutually follow each other (e.g., Sue follows Joe, and then Joe follows Sue back)

@mention: A person who is referred to in a tweet with his or her Twitter username preceded by an @ symbol (e.g., mentioning @BillGates in a tweet broadcasts it to your followers and places it in Bill Gates' Mentions tab)

Reply: A message sent in reply to a tweet; automatically addressed to the source of the original tweet preceded by the @ symbol

#hashtag: A hashtag, such as #ipadgames, specifies a keyword that can be used to find and group tweets by topic, both in Twitter and across other social media; clicking a hashtag in a tweet displays other tweets with that hashtag (A directory of hashtags can be found at www.hashtags.org)

DM: Direct, email-like messages sent by Twitter users to any of their followers using the Messages option on the navigation bar

Trending: Twitter hashtags that are popular for a period of time

Wikis (1 of 5)

- 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 2016, more than 125,000 participants were regular contributors

Wikis (2 of 5)

- (NPOV) Neutral point of view: Content for Wikipedia articles should be phrased and presented in neutral language and with unbiased intent.
- (NOR) No original research: Articles should be based on existing recognized knowledge. Personal views and original research are not appropriate.
- (V) Verifiability: Readers must be able to verify all content against reliable external sources based on citations included within the text and listed at the conclusion.

Wikis (3 of 5)

The image shows a screenshot of the Wikipedia article for "Kinský Palace (Prague)". The page is annotated with several green boxes and arrows pointing to specific features:

- Article title:** Points to the title "Kinský Palace (Prague)".
- Lead section: Overview:** Points to the introductory paragraph of the article.
- Table of Contents:** Points to the "Contents" box on the left side of the article.
- Content: Main article:** Points to the main body of the article text.
- Infobox: Summary of key points, image:** Points to the infobox on the right side of the article, which includes a photo of the palace.
- References: Bibliography of works cited in the article:** Points to the "References" section at the bottom of the article.
- Links to related information within Wikipedia:** Points to the "External links" section.
- Community edit: Requests for improvements:** Points to the "This article related to an art display, art museum or gallery is a stub" notice.
- Date of most recent article update:** Points to the "This page was last modified on 23 January 2014 at 22:17" notice.

The article content includes the title "Kinský Palace (Prague)", a lead section, a table of contents, a main article body, an infobox with a photo, a references section, and an external links section. The page also features a sidebar with navigation links and a footer with copyright information.

Wikis (4 of 5)

Article: View the main Wikipedia article.

Talk: View and participate in discussions about article improvements; handy for understanding the background structure of a topic.

Edit: Modify the content of an article or Talk page. Pages subject to vandalism may be locked to prevent changes.

View history: View a list of edits made to an article; handy for determining the source of added or edited content.

The screenshot shows the Wikipedia editing interface for the article "Kinsky Palace (Prague)". At the top, there are four callout boxes with arrows pointing to the "Article", "Talk", "Edit", and "View history" buttons. The "Article" box says: "Article: View the main Wikipedia article." The "Talk" box says: "Talk: View and participate in discussions about article improvements; handy for understanding the background structure of a topic." The "Edit" box says: "Edit: Modify the content of an article or Talk page. Pages subject to vandalism may be locked to prevent changes." The "View history" box says: "View history: View a list of edits made to an article; handy for determining the source of added or edited content."

The main content area shows the article title "Editing Kinsky Palace (Prague)" and a warning: "You are not logged in. Your IP address will be publicly visible if you make any edits. If you log in or create an account, your edits will be attributed to a user name, among other benefits." Below this is a notice: "Content that violates any copyrights will be deleted. Encyclopedic content must be verifiable. Work submitted to Wikipedia can be edited, used, and redistributed—by anyone—subject to certain terms and conditions." The article text is partially visible, showing the beginning of the "History" section: "Kinsky Palace was originally built for the Colz family in the 18th century. It was designed by (Johann Ignaz Haffner) and now an (art museum). It is located in the (Old Town (Prague)) (Old Town) area of (Prague), (Czech Republic)."

At the bottom, there is a "Cite your sources" section with a text area for a summary and a "Save page" button. Below the "Save page" button, there are links for "Show preview", "Show changes", and "Cancel". At the very bottom, there are two lines of text: "Pages transcluded onto the current version of this page:" and "This page is a member of 3 hidden categories:".

Wikis (5 of 5)

- Do not quote Wikipedia directly; do not list Wikipedia articles in bibliographies; work with original sources.
- Cross-check before using facts from Wikipedia articles.
- Follow links in citations or use Google to locate original sources before including information in research papers.
- Never “lift” citations from the references section of a Wikipedia article; use citations only if you have examined the source document.
- Be sure to use sources beyond Wikipedia to research topics in sufficient depth.
- Before submitting papers, articles, and other academic work, check the sourcing guidelines provided by instructors or editors who will review your work.

Section D: Online Communication

- Communication Matrix
- Email
- Online Chat
- Voice and Video over IP

Section D: Objectives (1 of 3)

- Classify communications technologies as synchronous, asynchronous, public, or private
- List the pros and cons of Webmail and local mail
- Explain how the term *store-and-forward* relates to email

Section D: Objectives (2 of 3)

- Differentiate between IMAP and POP
- List four steps that help to reduce the security risk of accessing email on a public computer
- Explain the circumstances under which a person might want to forward email between a Webmail account and a local account

Section D: Objectives (3 of 3)

- Describe the evolution of online chat
- List four services that use VoIP technologies
- Explain the controversy pertaining to Snapchat and its significance for using social media services

Communication Matrix (1 of 4)

- The Internet offers many tools for communicating and collaborating; more are appearing every day
- **Public Asynchronous**
 - Blogs
 - Microblogs (Twitter)
 - Forums and discussion groups
 - Public social media posts
- **Public Synchronous**
 - Chat rooms
 - Live streaming video

Communication Matrix (2 of 4)

- **Private Asynchronous**
 - Email
 - Text messaging service (SMS)
 - Multimedia messaging service (MMS)
 - Private social media posts
 - Snapchat
- **Private Synchronous**
 - Voice over IP (Skype)
 - Videoconferencing (WebEx)
 - Instant messaging (ICQ, AIM)

Communication Matrix (3 of 4)

- **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

Communication Matrix (4 of 4)

- **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

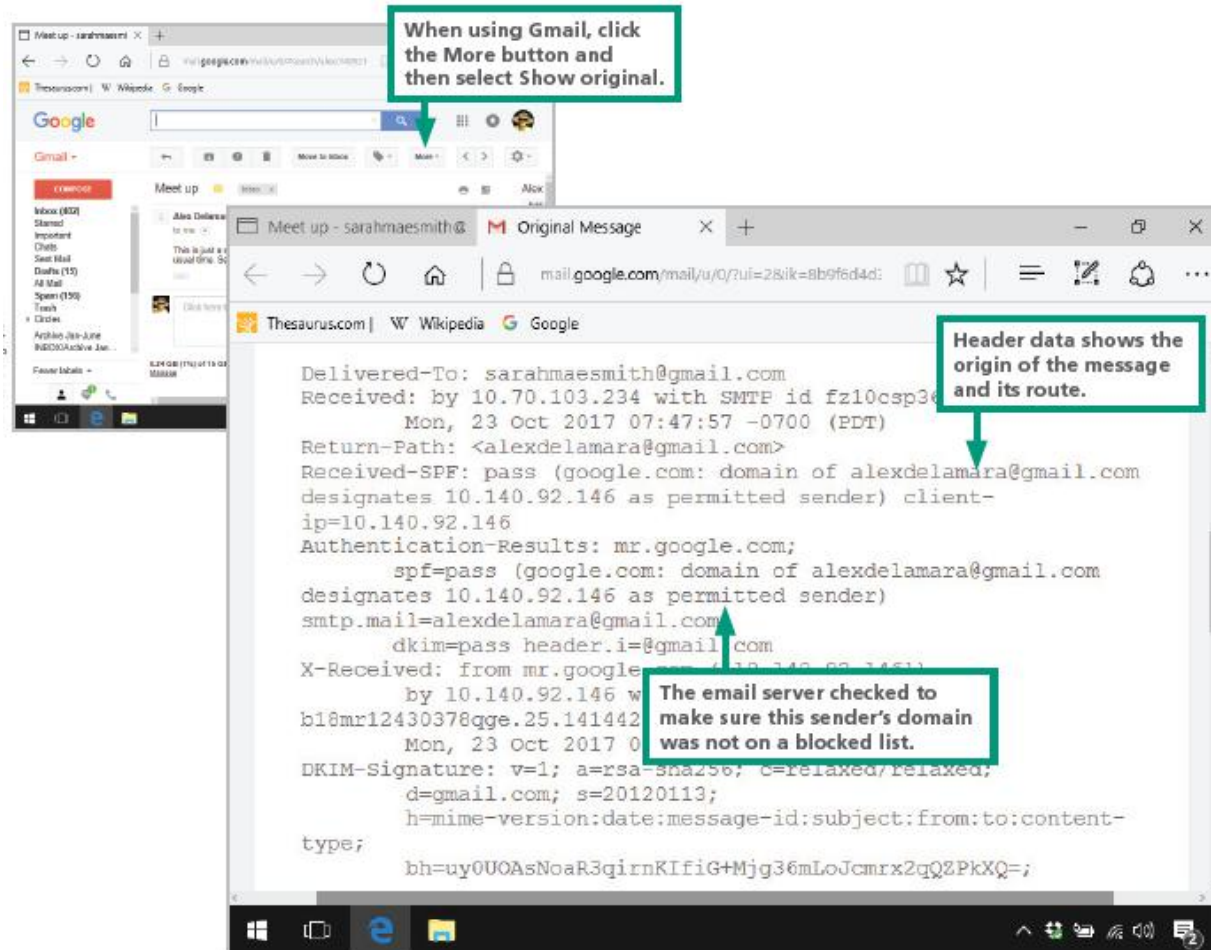
Email (1 of 8)

- 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 (2 of 8)

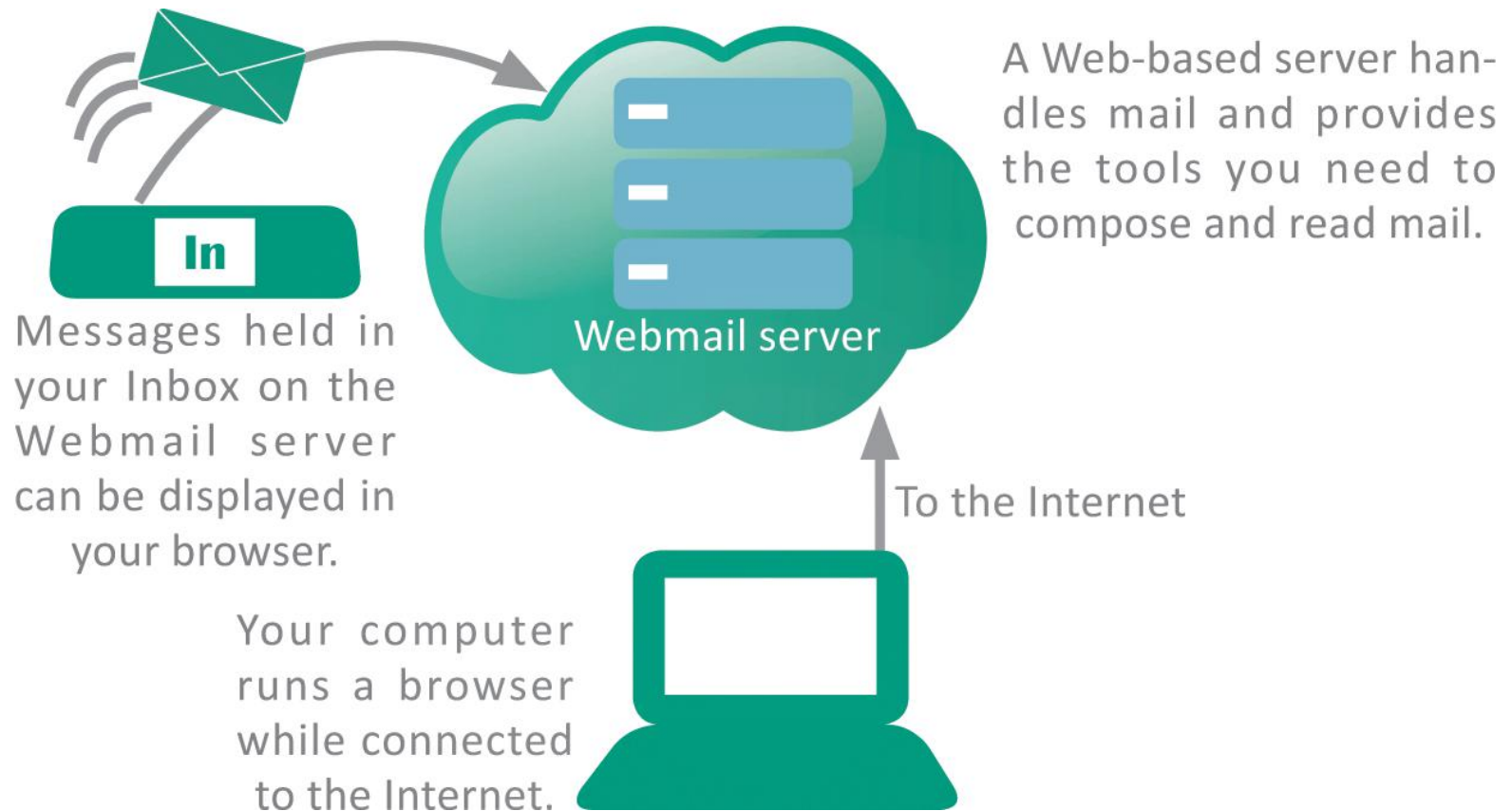
- Email messages have a standard format that consists of a message header and the message body; the **message header** contains the sender and recipient addresses, date, and subject line

Email (3 of 8)



Email (4 of 8)

- Webmail is typically a free service accessed using a browser



Email (5 of 8)

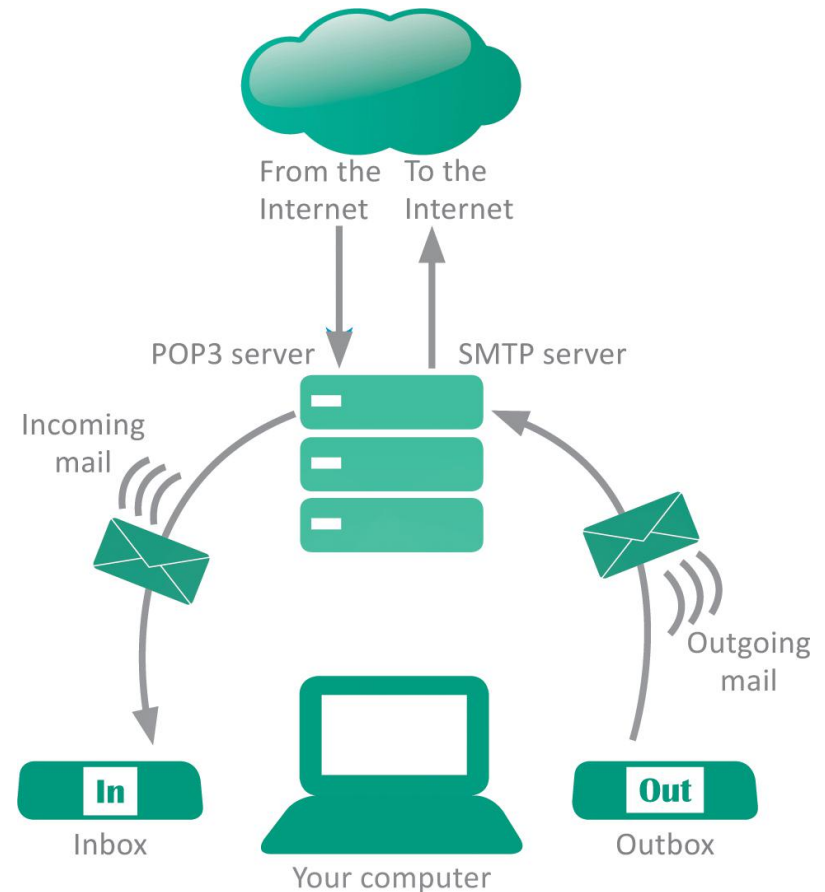
- **Pros and Cons of Webmail:**
 - **Affordable** – most Webmail is free; you can easily establish additional accounts
 - **Access from any devices** – it can be accessed from any device that has a browser
 - **Access anywhere** – it's ideal for people who travel because messages can be accessed from 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

Email (6 of 8)

- 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 (7 of 8)

- 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



Email (8 of 8)

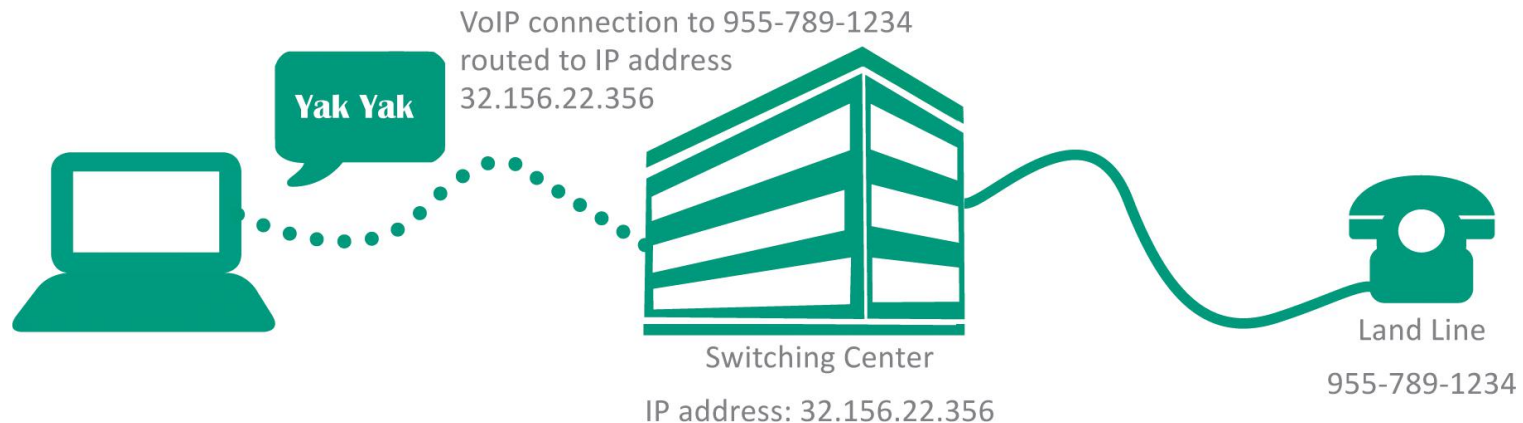
- **Pros and Cons of Local Email:**
 - **Offline access** – you can compose and read mail offline; you only need to go online to transfer outgoing mail from your Inbox to the email server and to receive incoming messages
 - **Control** – when you use POP3 to collect your mail, your messages are transferred 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

Section E: Objectives (1 of 3)

- List the elements that constitute an online identity
- Describe four ways in which sockpuppets are used for purposes of deception
- List three situations in which the use of an online pseudonym is justified if allowed by the social media service
- Explain why using a generic profile image should be avoided

Section E: Objectives (2 of 3)

- Differentiate between an online identity and an online reputation
- List five factors that can ruin an online reputation
- List four techniques for dealing with cyberbullies
- State the difference between an impersonator and a doppelganger

Section E: Objectives (3 of 3)

- List at least five reputation management practices
- Explain how an online presence can become a threat to an individual's privacy
- Define each of the six types of social media data
- List four potential problems with third-party social media apps

Identity (1 of 4)

- 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

Identity (2 of 4)

- 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



Identity (3 of 4)

- 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

Identity (4 of 4)

- Some things to consider when selecting a profile picture:

Toratico/Shutterstock



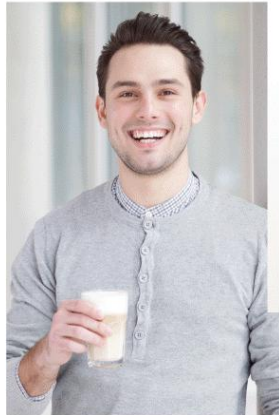
What are you wearing?

Toratico/Shutterstock



What is your facial expression?

Toratico/Shutterstock



What are you holding?



What are you doing?

Toratico/Shutterstock



Who are you with?

Kzenon/Shutterstock

Reputation (1 of 9)

- 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**

Reputation (2 of 9)

- **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

Reputation (3 of 9)

- **User Profile**
 - Profiles may explicitly state a reputation, such as “avid skier” or “award-winning author.”
- **Media Presence**
 - Elements of an online reputation are derived from multiple sources, so it includes social media accounts, blogs, and Web sites.
- **Contacts**
 - People tend to interact with those who share their interests. An individual’s contacts and group associations contribute to the way that individual is regarded by others.
- **Popularity**
 - The popularity of blogs and Web sites as measured by Alexa and other rating services indicate a person’s relevancy.

Reputation (4 of 9)

- **Images**

- Whether posted by you or by others, images provide clues about a person's age, ethnicity, personality, and lifestyle. Viewers form opinions based on those images.

- **Comments**

- The comments that individuals append to other peoples' posts, tweets, and blogs contribute to building a reputation within the group of participants.

- **Google Results**

- When someone uses Google to search for an individual, the first page of search results forms an impression that may be perceived as the individual's reputation.

Reputation (5 of 9)

- **Expertise**

- Many reputations are built on knowledge and expertise that are displayed in various online forums, social media, and offline sources.

- **Posts Words**

- pictures, and videos that individuals post about themselves are evaluated by others to form an impression that becomes an online reputation.

Reputation (6 of 9)

- **Cultivate** your roster of friends. Don't be tempted to bump up your numbers by accepting invitations from random avatars operated by spammers.
- **Search** for your name and make note of any results that might damage your reputation.
- **Use** Google Alerts to keep informed of information that is posted about you.
- **Adjust** settings within your social media accounts so that you are notified when you are tagged in photos and videos.
- **Don't** let your online identities languish. Add posts regularly.

Reputation (7 of 9)

- **Check** all your social media sites periodically to make sure they have not been compromised by identity thieves.
- **Maintain** a consistent user name and identity across sites-especially those that are open to the public.
- **Remove** posts, comments, photos, and blog entries that don't portray your desired online image.
- **Push** enough positive information to the top of your Google search results to obscure any negative content that relates to you.
- **Separate** your professional sites from your personal sites and keep posts appropriate to each.

Reputation (8 of 9)

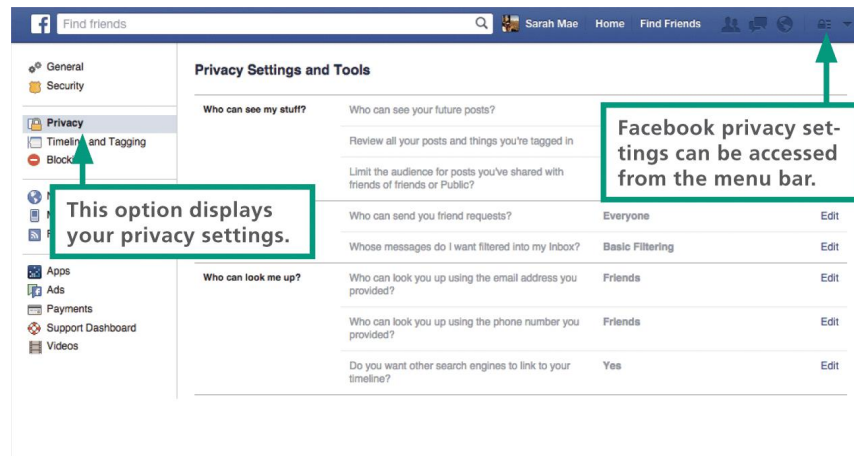
- **Consider** buying domain names that contain your real name.
- **Establish** accounts on all the popular social media sites so that others cannot impersonate you there.
- **Maintain** civil discourse. Democracies promote free speech, but there are legal and cultural limits. You must be alert, within all of your networking circles, for the norms regarding speech that is acceptable and speech that is not.

Reputation (9 of 9)



Privacy (1 of 6)

- **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



Privacy (2 of 6)

- 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

服务数据	您在注册使用社交媒体服务时提供给该服务的数据。此类数据可能包括您的法定姓名、年龄和信用卡号。
公开数据	您在自己的网页上发布的信息。此类信息可以包括博客文章、照片、消息和评论。（发布后可修改）
委托数据	您在其他人的网页上发布的信息。此信息包含与披露数据相同的项目，但一旦发布数据，您就无法控制这些数据。（改不了了）
附带数据	其他人发布的有关您的信息。与委托数据一样，您无法控制它。
行为数据	社交媒体服务根据您的习惯、网站使用情况、帖子内容和连接收集的 有关您的数据
派生数据	从所有其他数据派生的有关您的数据。例如，如果你的很多朋友自我认同为同性恋，那么你的衍生数据也可能将你描述为同性恋。

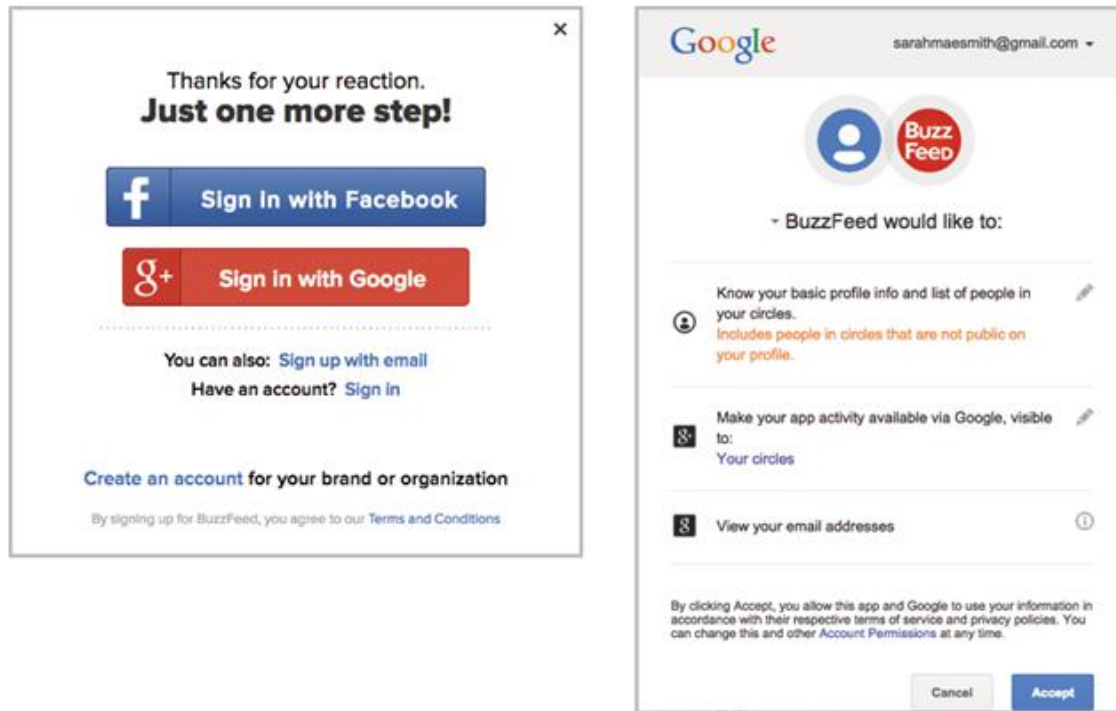
Privacy (3 of 6)

- Data “gone rogue” escapes its appropriate privacy setting and somehow goes public
- The most common causes of rogue data include:
 - 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

Privacy (4 of 6)

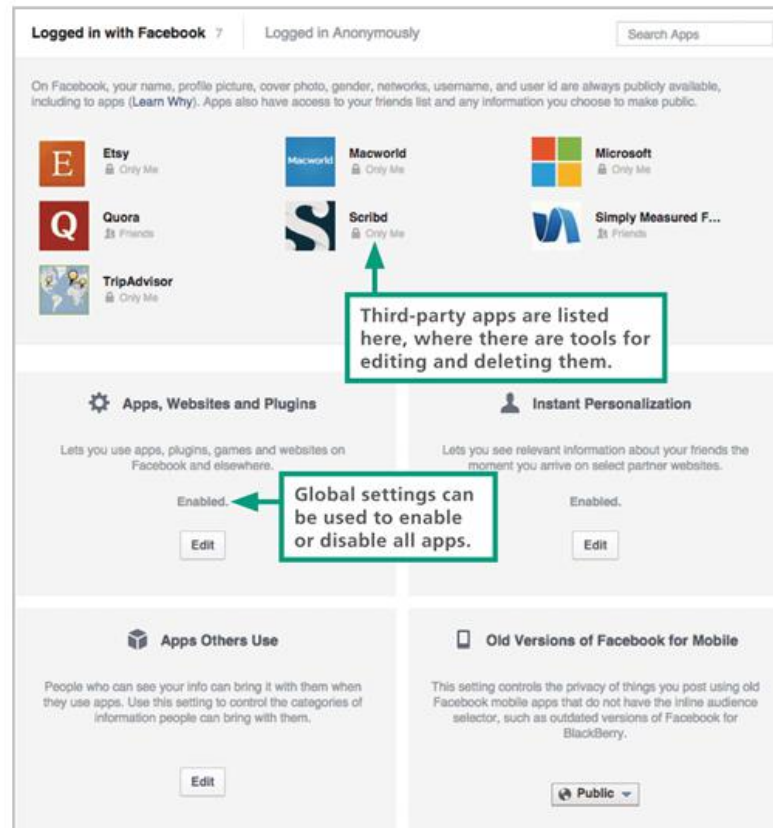
- Hundreds of third-party social media apps are available and they all collect information from social media profiles, including contact lists
- The following aspects of third-party apps may affect your privacy:
 - Collected data might not be transmitted over secure channels
 - An excessive amount of personal data could be collected
 - Data about your contacts might be collected

Privacy (5 of 6)



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

Privacy (6 of 6)



Access Facebook's third-party app settings from the Settings menu, which is a pull-down list located in the upper-right corner of the Facebook toolbar.