social networking

Presented by
Sarah Huibregtse & Lea Ann Turner

Mid-State Technical College
Instructional Technology Coordinators

Plugged in and ready for change

Please share…
- **Your name**
- **School and Role**
- **When you were 16 and wanted to hear your favorite music, did you:**
  - Turn on the radio
  - Put a record on the record player
  - Slip a cassette tape into the tape player
  - Listen to a CD on your Walkman
  - Put in your earbuds and listen to your MP3 player or iPod
- **When you want to listen to music now, do you:**
  - Turn on the radio
  - Put a record on the record player
  - Slip a cassette tape into the tape player
  - Listen to a CD on your Walkman
  - Put in your earbuds and listen to your MP3 player or iPod

---

Did you know?

http://shifthappens.wikispaces.com/

Comparing the Generations

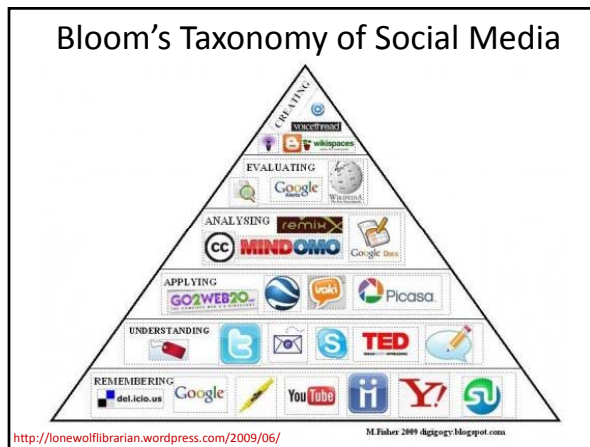| The Boomers	Gen Xers	The Millennials
• Worldview shaped by Vietnam War • Believe they can change the world • Self-Identity derived from job • Motivated by recognition and reward • Life-long learning valued for improving performance • Willing learners • Prefer structured environments and clear guidelines for learning	• Prefer a learning environment where they are able to demonstrate their own expertise • Want to know the bottom line of what they need to know • View education as a necessary evil for goal attainment • Time is considered precious commodity- learning experiences need to be efficient and relevant	• Tech savvy • Personal feedback important • Want structure and guidance • Read less- technology more appealing • Gravitate toward group activities • Difficulty honing critical analysis skills due to volume of info available to them • Consider doing more important than knowing

Bloom's Taxonomy of Social Media

http://lonewolflibrarian.wordpress.com/2009/06/

M.Fisher 2009 digigogy.blogspot.com

What is Social Networking?

Social Networking in Plain English

Social Networking defined

- "A **social network service** focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others."
- Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services."

  ~ http://en.wikipedia.org/wiki/Social_networking

Social Networking Timeline

ARPANET, LISTSERV,BBS, and EIES

WELL

Theglobe.com, Geocities

Tripod, Classmates.com

SixDegrees.com

LinkedIn

Friendster, MySpace, Hi5, Bebo

Facebook (US college's only)

Ning

Facebook opened to non-college community

Twitter

Websites & Forums
by US Market Share of Visits (%)
August 2009

Facebook	39.53
MySpace	23.65
YouTube	13.16
Tagged	1.69
Twitter	1.40
Yahoo! Answers	1.24
myYearbook	0.83
Yahoo! Profiles	0.61
Yahoo! Groups	0.56
Windows Live Home	0.45

What are your students doing on the web?

%	Activity
41%	Posting messages
32%	Downloading music
30%	Downloading videos
29%	Uploading music
25%	Updating personal Web sites or online profiles
24%	Posting photos
17%	Blogging
16%	Creating and sharing virtual objects
14%	Creating new characters
10%	Participating in collaborative projects
10%	Sending suggestions or ideas to Web sites
9%	Submitting articles to Web sites
9%	Creating polls, quizzes or surveys

Facebook

- Users can add friends and send them messages, and update their personal profiles to notify friends about themselves.
- Additionally, users can join networks organized by city, workplace, school, and region.

~ http://en.wikipedia.org/wiki/Facebook

Facebook (continued)

- http://www.facebook.com/

MySpace

- MySpace is a social networking website targeted at a general audience.
- Utilizing a system of adding friends to your network, the ability to customize your profile, write blog entries, play favorite mp3 tracks, join groups and enter discussions, MySpace allows users to interact in a way unparalleled before its emergence.
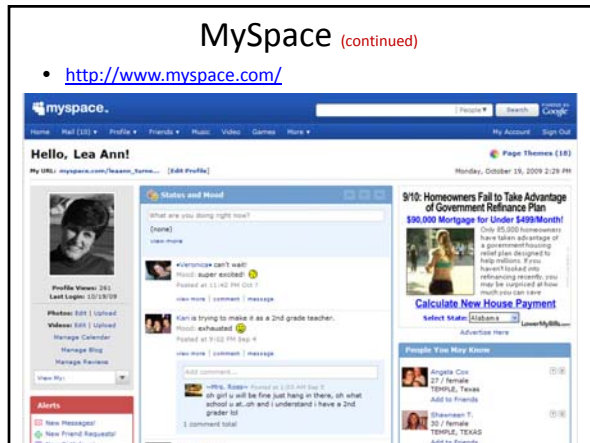
  ~ http://webtrends.about.com/od/profiles/fr/MySpace-Profile.htm

MySpace (continued)

- http://www.myspace.com/

Twitter

- Twitter is micro-blogging.
- It is social messaging.
- It is an event coordinator, a business tool, a news reporting service and a marketing utility.

~ http://webtrends.about.com/od/socialnetworking/a/what-is-twitter.htm

Twitter (continued)

- http://twitter.com/
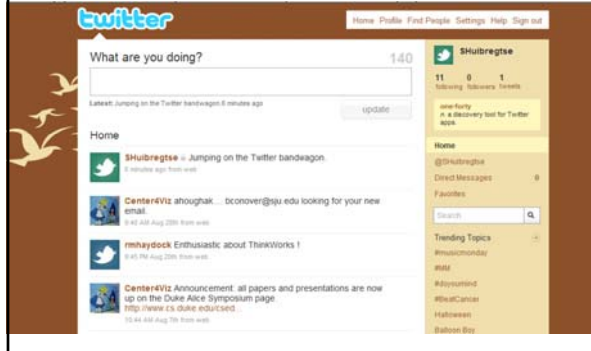
LinkedIn

- Linkedin is a business-oriented social network dedicated to helping professionals maintain a list of connections.
- These connections can then be used to find a job, find out more about potential employers including which of you contacts might be able to refer you, and fill your own job vacancies through the social network.
  ~ http://webtrends.about.com/od/profiles/fr/LinkedIn-bio.htm

LinkedIn (continued)

- http://www.linkedin.com/home

Social Networking in the Job Market
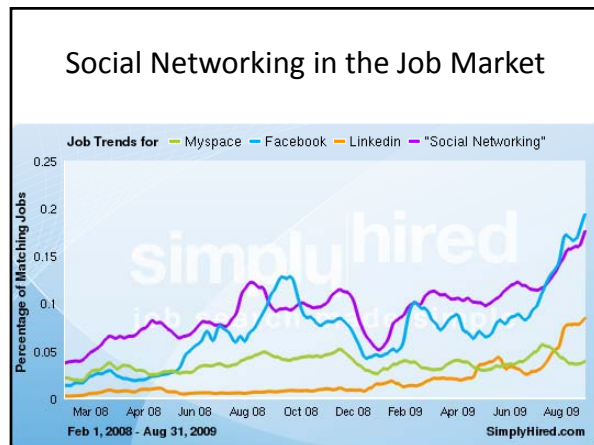
Ning

- Ning invites users to create their own social network by going through a series of steps that name the social network, select a color scheme, and allow for unique profile questions.

  ~ http://webtrends.about.com/od/profiles/fr/what-is-ning.htm

- Like a Facebook, but a "closed" group with a moderator to control content.

Ning (continued)

- http://www.ning.com/

What is Social Media?

YouTube

- **YouTube** is a video sharing website on which users can upload and share videos.
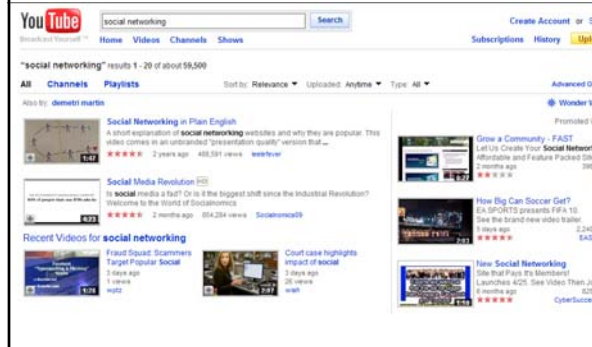 ~ http://en.wikipedia.org/wiki/YouTube

## YouTube (continued)

- http://www.youtube.com/

TeacherTube

- **TeacherTube** is a video sharing website similar to, and based on, YouTube.
- It is designed to allow those in the educational industry, particularly teachers, to share educational resources.
- The site contains a mixture of classroom teaching resources and others designed to aid teacher training.

~ http://en.wikipedia.org/wiki/TeacherTube

TeacherTube (continued)

- http://www.teachertube.com/
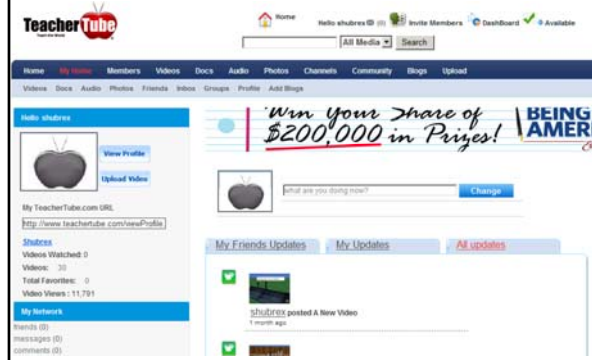
iTunes/iTunes U

- The **iTunes Store** is a software-based online digital media store operated by Apple Inc.
- **iTunes U** - The service was created to manage, distribute, and control access to educational audio and video content for students within a college or university as well as the broader Internet.

~ http://en.wikipedia.org/wiki/ITunes_U#iTunes_U

iTunes U (continued)

iTunes U (continued)
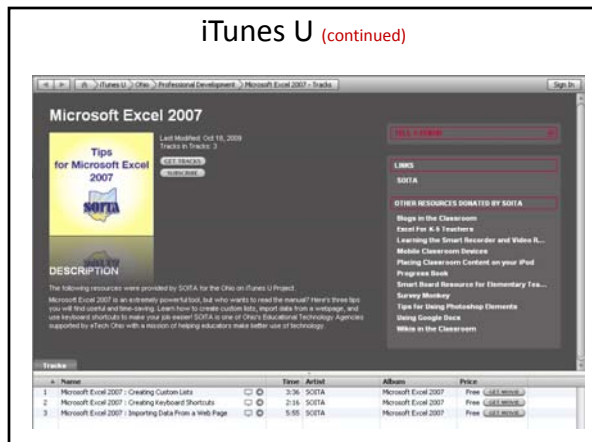
Wikis

- **Wiki** - is a website that allows multiple users to create, modify and organize web page content in a collaborative manner.

  ~ http://www.govst.edu/elearning/default.aspx?id=12984

Wikis (continued)

Wikis (continued)

- http://technologyintegrationideas.wikispaces.com/

- Other Available Wiki Resources
  - Wikispaces
    - http://www.wikispaces.com/
  - Pbworks (prev Pbwiki)
    - http://pbworks.com/
  - Wetpaint
    - http://www.wetpaint.com/
  - Wikia
    - http://www.wikia.com/wiki/Wikia

Blogging

- A blog (a contraction of the term weblog) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.
- Entries are commonly displayed in reverse-chronological order.

~ http://en.wikipedia.org/wiki/Blogging

Blogging (continued)

Blogging (continued)

- Additional Blogging Resources
  - Wordpress
    - http://wordpress.org/
  - Blogger (formerly Blogspot)
    - https://www.blogger.com/start
  - Edublogs
    - http://edublogs.org/

Social Bookmarking

- **Social bookmarking** is a method for Internet users to share, organize, search, and manage bookmarks of web resources.
- Unlike file sharing, the *resources* themselves aren't shared, merely bookmarks that *reference* them.

~ http://en.wikipedia.org/wiki/Social_bookmarking

Social Bookmarking (continued)

http://www.twine.com/

Additional Social Bookmarking Resources

- Digg
  - http://digg.com/
- Yahoo Delicious
  - http://blog.delicious.com/
- Google Reader (RSS/Feed reader)
  - http://www.google.com/reader
- Bloglines (RSS/Feed reader)
  - http://www.bloglines.com/login
- NetNewsWire (RSS/Feed reader)
  - http://www.newsgator.com/

Web Conferencing

- **Web conferencing** is used to conduct live meetings, training, or presentations via the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet.
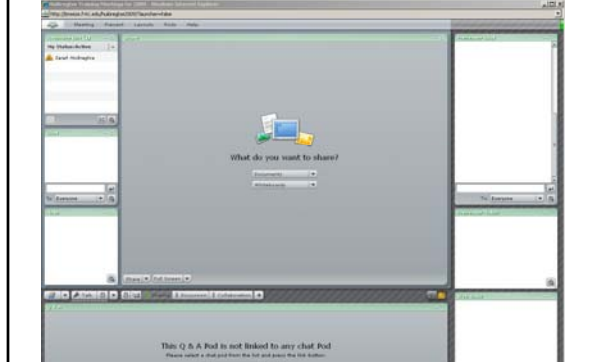
Web Conferencing – Adobe Connect (continued)

- http://tryit.adobe.com/us/connectpro/webconference/?sdid=DJZGI

Web Conferencing - Elluminate (continued)

- http://www.elluminate.com/
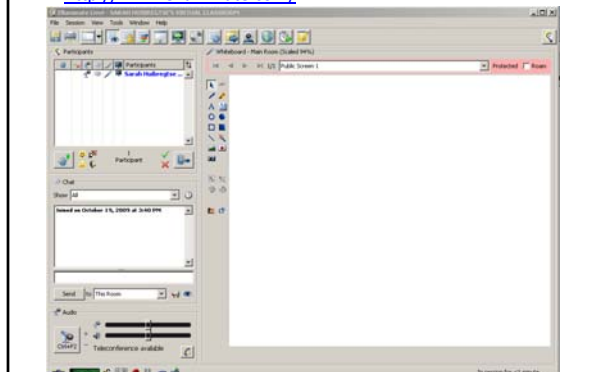
Web Conferencing (continued)

- Additional Resources
  - Skype (Instant messaging/VoIP)
    - http://www.skype.com/
  - VoiceThread
    - http://voicethread.com/#home
  - Webex
    - http://www.webex.com/
  - GoToMeeting/GoToTrain
    - https://www1.gotomeeting.com/
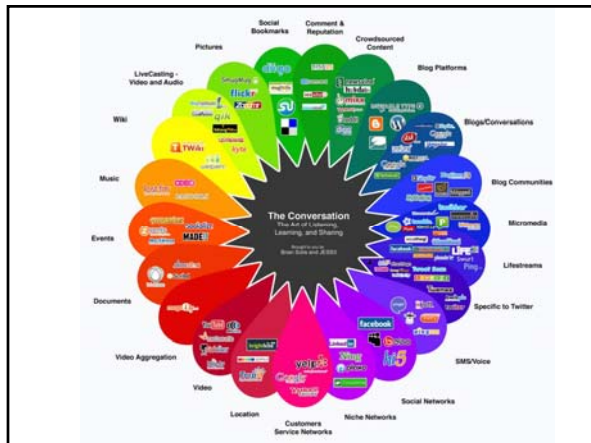
What does the future hold?

- Google Wave is an online tool for real-time communication and collaboration.
- A wave can be both a conversation and a document where people can discuss and work together using richly formatted text, photos, videos, maps, and more.

Google Wave Explained

Additional Related Resources

- Camtasia Studio
  - http://www.techsmith.com/camtasia.asp
- Jing
  - http://www.jingproject.com/
- SnagIt
  - http://www.softwarecasa.com/snagit.html
- Adobe Captivate
  - http://www.adobe.com/products/captivate/
- Animoto
  - http://animoto.com/
- Google Docs
  - http://docs.google.com
- Slideshare
  - http://www.slideshare.net/
- Firefox
  - http://www.mozilla.com/en-US/
- Audacity
  - http://audacity.sourceforge.net/
- Moodle
  - http://moodle.org/
- Flickr
  - http://www.flickr.com/
- iGoogle
  - http://www.google.com/ig
- Gmail
  - http://mail.google.com
- Diigo
  - http://www.diigo.com/
- Wikipedia
  - http://www.wikipedia.org/
- Articulate
  - http://www.articulate.com/

- Prezi (presentation software)
  - http://prezi.com/
- Evernote (note taking tool)
  - http://www.evernote.com/
- Wordle
  - http://www.wordle.net/
- Google Earth
  - http://earth.google.com/
- Google apps
  - http://www.google.com/apps/
- Google Calendar
  - http://www.google.com/calendar/
- Glogster (intereactive Poster)
  - http://www.glogster.com/
- Bubbl.us (online mind mapping tool)
  - http://bubbl.us/
- Freemind (mind mapping tool)
  - http://sourceforge.net/projects/freemind/
- Onenote
  - http://office.microsoft.com/oneNote
- Google Alerts (keep track of new information)
  - http://www.google.com/alerts
- Google Maps
  - http://maps.google.com/
- Survey Monkey
  - http://www.surveymonkey.com/
- Zoomerang
  - http://www.zoomerang.com/
- SoftChalk
  - http://www.softchalk.com/
- Earth Album
  - http://www.earthalbum.com/

Sarah Huibregtse
sarah.huibregtse@mstc.edu

Lea Ann Turner
leaann.turner@mstc.edu