Social Networks
What is it?

Nodes/Links: (Facebook "objects and edges"): one part of a *network* (people. places…)
Network: a collection of connected *nodes*
Hub: a *node* with a lot of connections
Spoke: person connected to the *hub* in a group
Isolate: person connected to only one other person in a group
Group: cluster of *nodes*

Symmetrical Relationship: Both people in a relationship are connected in same way (both are cousins)
Asymmetrical Relationship: Both people have different relationships depending on perspective (mother and son)

Social networks provide more relevant results because it uses your profile and information, in contrast to search engines

Types of Conversations

Dyadic: conversation where 2 people speak, listen, and respond
Party: many people speak, listen, and respond
Synchronously: existing in the same time (facetime, text messaging…)
Broadcast: one speaker, many listeners, few to little responders
Asynchronously: not existing in the same time (lesson video…)
Narrowcast: one speaker, but message is personalized to each individual receiver

Making Money on the Web

Version 3 Phenomenon: trial and error tactic companies use when launching a product several times before having it work well
Infomediation: making money by being in between the information and people that need that information
Aggregate: formed by the combination of multiple units (aggregate data = collecting a bunch of information from different sources)
Monetize: convert/express in the form of currency