

facebook

friendster

Blogger

ebo

myspace
a place for friends

xanga.com
THE WEBLOG COMMUNITY

classmates.com

Windows Live
Spaces

YAHOO! 360°
BETA

You Tube

Uloop

flickr
GAMMA

LIVEJOURNAL

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The Impact of Social Networking

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What is it?

- Dictionary.com – “the use of a website to connect with people who share personal or professional interests, place of origin, education at a particular school, etc.”
- Facebook.com – “Facebook is a social utility that connects you with the people around you.”
- MySpace.com – “Myspace, a place for friends”
- A website where users interact and share multimedia, comments, and other information.

Where did it come from?

- Internet = a network often used for socializing
- Email = early social networking application
 - Instant messaging
- Classmates.com; sixdegrees.com
- Blogging era (Xanga, Blogger, Livejournal...)
- Modern sites
 - Facebook, MySpace

What's involved?

- Create a profile
- Post journals, pictures, music, videos
- Connect with other profiles ("friends")
- Send private or public messages
 - Group or individual
- Advertisement-supported
- Set privacy controls

Why use it?

- Meet people (new school/life stage)
- Free, easy, and fun way to communicate
- Interactive activity planning
 - "I'll make a Facebook event."
- "Catch up" with friends and acquaintances
- Everyone else is doing it
 - "Good to meet you! Are you on Facebook?"
 - "I'll add you on MySpace."
- Get your own "website"

What's popular?

■ MySpace

- Aimed at all social networking users
- VERY popular among middle/high schoolers
- Messy layout
- Extensively customizable
- Non-extensive privacy controls
- Integration with music industry
- Over 110 million users

What's Popular?

■ Facebook

- Aimed at college and high school students
- No extensive customization
- Organized by school or regional “network”
- Extensive and default privacy controls
- Very clean interface
- Built-in optional “application” components
- Over 70 million users

What's the risk?

- Giving out too much personal information
 - Can be collected by criminals?
 - Can be collected by companies?
 - Can be collected by government?
- Data is not necessarily gone when "deleted"
- May be used in criminal investigations?
 - Cheating scandals
 - Photographic proof of underage drugs/drinking
- Appear unprofessional to employers

What do I do now?

- Have guidelines and openly discuss them
- Be moderate
 - Be involved but also understanding
- Review your child's online presences regularly
- Sign up for a social network and become familiar with it
- Become your child's "friend"

Example sites and profiles

- www.facebook.com
- www.myspace.com

Questions?

- Panel discussion