OLLI at Bradley University Study Group Summer 2012

Social Media: Blessing or Curse?

Dates and Times
Tuesdays, June 26 – July 31
9:00 – 11:00 a.m.

Location:
Cullom-Davis Library
1511 W Bradley Ave
Burlington Northern Room (2nd Floor)

Description:
Join Jon C. Neidy for this investigative Study Group in which we will review articles promoting the benefits of and identifying concerns about social media. Facebook, Twitter, Google+, and LinkedIn are the four common providers we will use as the foundation for our discussions. At the conclusion, we will determine for ourselves, and as an investigative team, whether or not social media is a blessing or a curse. Participants will be expected to read, discuss, and share opinions with each other.

Study Group Members:

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brejc</td>
<td>Jack</td>
<td><a href="mailto:jbrejc@hotmail.com">jbrejc@hotmail.com</a></td>
</tr>
<tr>
<td>Krum</td>
<td>William</td>
<td><a href="mailto:wtkrum@yahoo.com">wtkrum@yahoo.com</a></td>
</tr>
<tr>
<td>Maki</td>
<td>Eugene</td>
<td><a href="mailto:lmaki4@comcast.net">lmaki4@comcast.net</a></td>
</tr>
<tr>
<td>May</td>
<td>Carol</td>
<td><a href="mailto:cmay1223@comcast.net">cmay1223@comcast.net</a></td>
</tr>
<tr>
<td>Neidy</td>
<td>Jon</td>
<td><a href="mailto:neidy@bradley.edu">neidy@bradley.edu</a></td>
</tr>
<tr>
<td>Peine</td>
<td>Greg</td>
<td><a href="mailto:Gspeine@comcast.net">Gspeine@comcast.net</a></td>
</tr>
<tr>
<td>Rossi</td>
<td>Norma</td>
<td><a href="mailto:ptownrossi@aol.com">ptownrossi@aol.com</a></td>
</tr>
<tr>
<td>Strickler</td>
<td>Dorothy</td>
<td><a href="mailto:dstrickler@hotmail.com">dstrickler@hotmail.com</a></td>
</tr>
<tr>
<td>Trollope</td>
<td>Larry</td>
<td><a href="mailto:l.trollope@comcast.net">l.trollope@comcast.net</a></td>
</tr>
</tbody>
</table>

Tentative Agenda:

Tuesday, June 26, 2012
- Class introductions and icebreakers
- Initial Vote on Blessing or Curse
- Goals and motivations for participation
- Determine Ground Rules for Discussion (5)
- Introduction to Social Media
- Determine Investigative Procedures

Tuesday, July 3, 2012
- Facebook

Tuesday, July 10, 2012
- Twitter

Tuesday, July 17, 2012
- Google+

Tuesday, July 24, 2012
- LinkedIn

Tuesday, July 31, 2012
- Conclusion
- Evaluations
- Final Vote on Blessing or Curse

Facilitated by: Jon C. Neidy, neidy@bradley.edu or 309.677.2374
Social Media: Blessing or Curse?

Introduction to Social Media

Social media includes web-based and mobile based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Social media is ubiquitously accessible, and enabled by scalable communication techniques.

Classification of social media

Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. By applying a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) Kaplan and Haenlein created a classification scheme for different social media types in their Business Horizons article published in 2010. According to Kaplan and Haenlein there are six different types of social media: collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Twitter), content communities (e.g., YouTube), social networking sites (e.g., Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds (e.g., Second Life). Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few. Many of these social media services can be integrated via social network aggregation platforms. Social media network websites include sites like Facebook, Twitter, Bebo and MySpace.

Social Networking:

Social Networking in Plain English (http://www.youtube.com/watch?v=6a_KF7TYKVc)
Social Media in Plain English (http://www.youtube.com/watch?v=MpICiXjPE)
Facebook in Simple English (http://www.youtube.com/watch?v=GJNM2KWYtc)
Twitter in Plain English (http://www.youtube.com/watch?v=ddO9idmax0o)
Google+ Video Guide (http://www.youtube.com/watch?v=CaLiB1AsGiY&feature=related)
LinkedIn in Plain English (http://www.youtube.com/watch?v=1zT3JVUGUzM)

Social Media - Blessing or Curse?
(YouTube Debate)
The Curse: http://www.youtube.com/watch?v=XZIkHYtXIyg
The Blessing: http://www.youtube.com/watch?v=0fw-X3mwWG8&feature=relmfu
What is Facebook and why should you use it?
Facebook is a social networking service that lets you connect with friends, co-workers, and others who share similar interests or who have common backgrounds. Many use it as a way to stay in touch after finishing school, or as a way to share their life publicly. What makes Facebook different from other social networks are its extensive privacy controls, its development platform, and its large and quickly growing user base. Facebook has been called the "thinking person's" social network. Compared to many other social networks, Facebook gets new features and improvements on a regular basis.

What is Twitter?
An information network
Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations.
At the heart of Twitter are small bursts of information called Tweets. Each Tweet is 140 characters long, but don’t let the small size fool you—you can discover a lot in a little space. You can see photos, videos and conversations directly in Tweets to get the whole story at a glance, and all in one place. See it in action.

What is Google+?
Google+ (pronounced and sometimes written as Google Plus, sometimes abbreviated as G+) is a multilingual social networking and identity service owned and operated by Google Inc. It was launched in June 28, 2011. As of April 2012, it has a total of 170 million registered users.

Google+ integrates social services such as Google Profiles, and introduces new services identified as Circles, Hangouts and Sparks. Google+ is available as a website and on mobile devices. Sources such as The New York Times have declared it Google's biggest attempt to rival the social network Facebook, which has over 800 million users. Google+ is considered the company's fourth foray into social networking, following Google Buzz (launched 2010, retired in 2011), Google Friend Connect (launched 2008, retired by March 1st, 2012) and orkut (launched in 2004, now operated entirely by subsidiary Google Brazil).

What is LinkedIn?
LinkedIn is the world’s largest professional network with over 120 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

Watch this short video for an overview of what LinkedIn is and how it can help you.
Social Media: Blessing or Curse?

Blessing

Curse

Facilitated by: Jon C. Neidy, neidy@bradley.edu or 309.677.2374