

# What We Learned

A Recap of ICOM 210:  
Introduction to Social Media

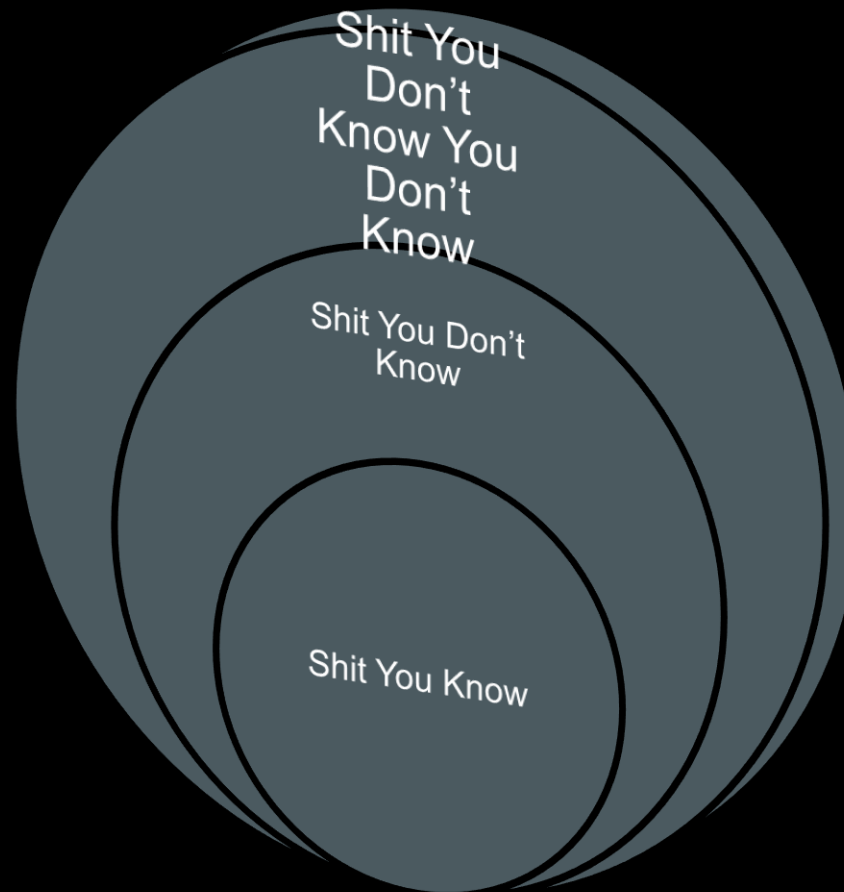
# Objectives:

- Understand the history of social media & the development of technology
- Understand and apply the practical technological and ethical concerns inherent to social networks
- Understand and use a series of frameworks to conceive, build, and evaluation a social website

# Constructivism

- Learning comes from the interplay between experience and ideas
  - Theory to develop frameworks
  - Frameworks to inspire action

# The Goal of Education



# Illusions of...

Attention

Memory

Confidence

Knowledge

Cause

Potential

# Frameworks

# 1: Shit You Know

# History

# Vannevar Bush

Computers Aid in  
Learning

Search +  
Retrieve

Small,  
Mobile

Crunch +  
Logic

“As We  
May Think”

# J.C.R. Licklider

Search in my Behalf;  
Search on my Behest

85-15%  
Think Time

Visualize  
Information

Real Time

Modeling  
(GUI)

# Question

- We've talked about how we ended up with the technology we have, but considering Bush, Licklider, and others:
  - By what criteria should you consider new technologies?
  - Why is understanding how to evaluate these technologies so important?
  - Why, if you don't, will you not be able to compete with smarter people?

# All Things Mediactive

# Collective Wisdom

## Facts

Hypothesis

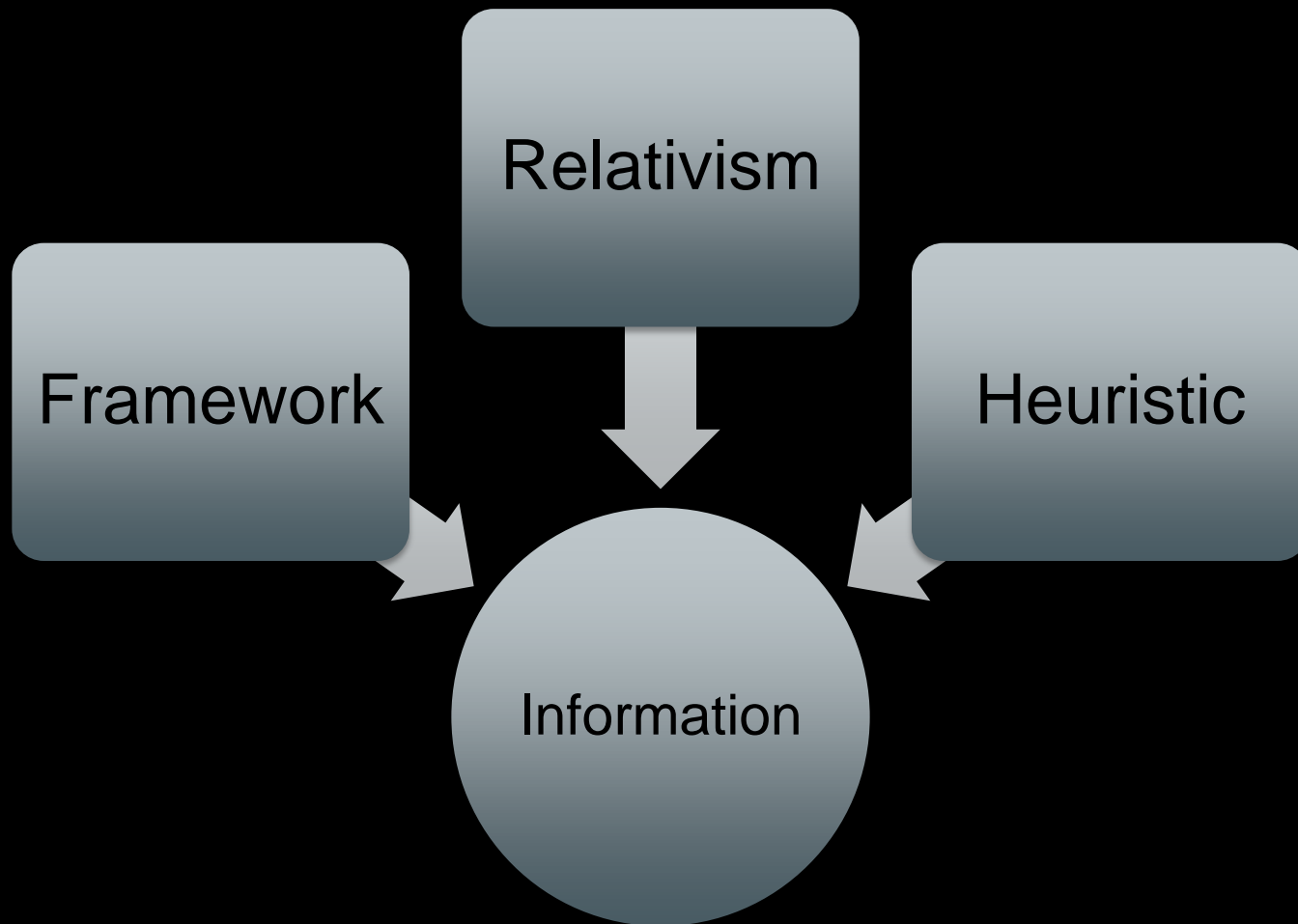
Test-able

Observe-  
able

Can be  
Proven  
Wrong

Replicate-  
able

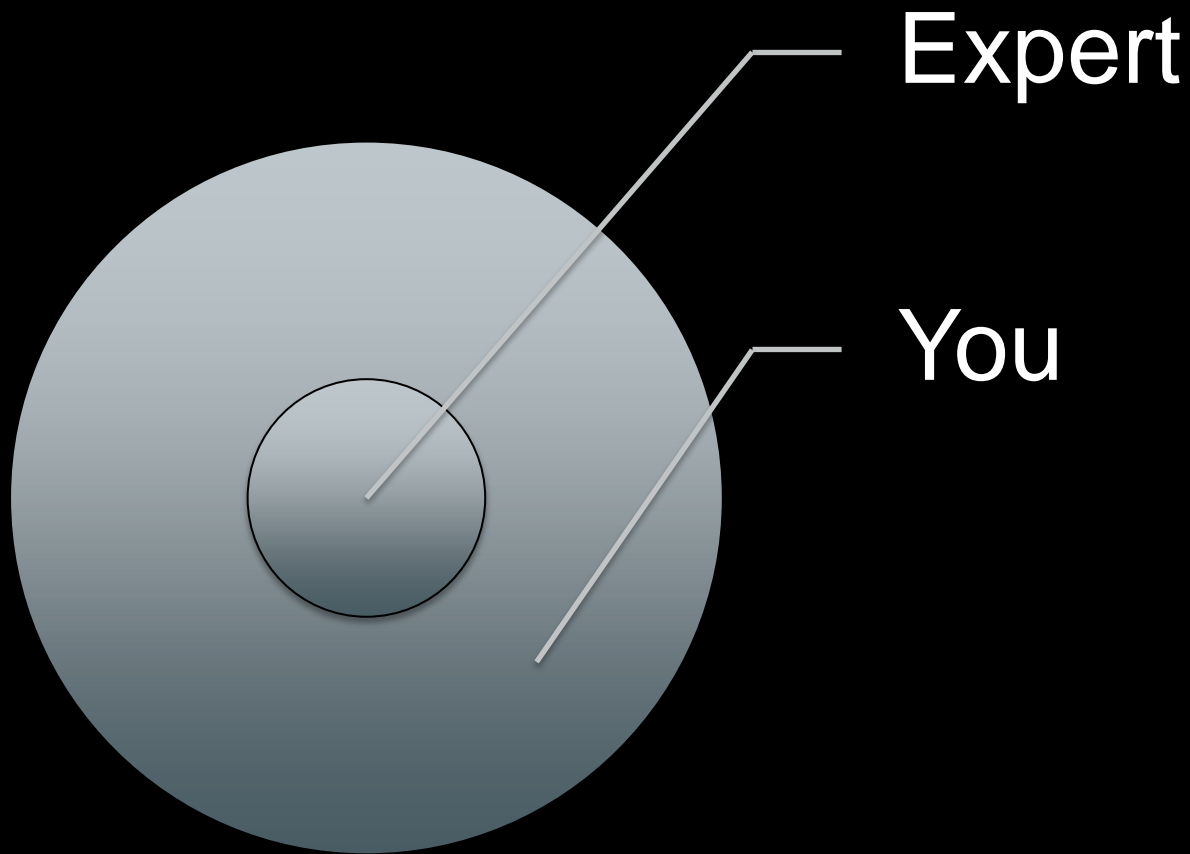
# Your Responsibility in Social Media



# Question

- The network creates an absolute democratic stream of information. Within that stream, why are frameworks for knowledge so important?
  - How might this help you structure your work and world with social media?

# The Relativity of Wrong



# Question

- How does Isaac Asimov's *Relativity of Wrong* related to the Illusions?
- What does that suggest you do whenever you approach information?

Copyright

Copyrighted Materials:  
Get permission

Your Own Work:  
Yours

Created  
Media

Creative Commons:  
Affirmative permission

Public Domain:  
Freely Available

# Question:

- Understanding copyright is just the first step in developing a functional knowledge of the media landscape.
  - How do you use this basic framework in the media collection and creation landscape?

# Building Communities

# Question

- The first part of this course was about history and techniques for thinking better; the second part of this course was about building communities with social tools.
  - How do these two sections of the class relate?

# Live Events

Attract a  
Crowd

Promote

Socialize

Puzzles

Entertainment

# Types of Stories

- Set End; real space

Spatial

- Allows players to create narrative

Evocative

- Players take on character roles in real space

Enacting

- Backstories

Embedded

- Within structured narrative; players act out

Emergent

# Question

- What reasons do you think it might be beneficial to connect a real world experience with a digital experience?

# Building an Audience

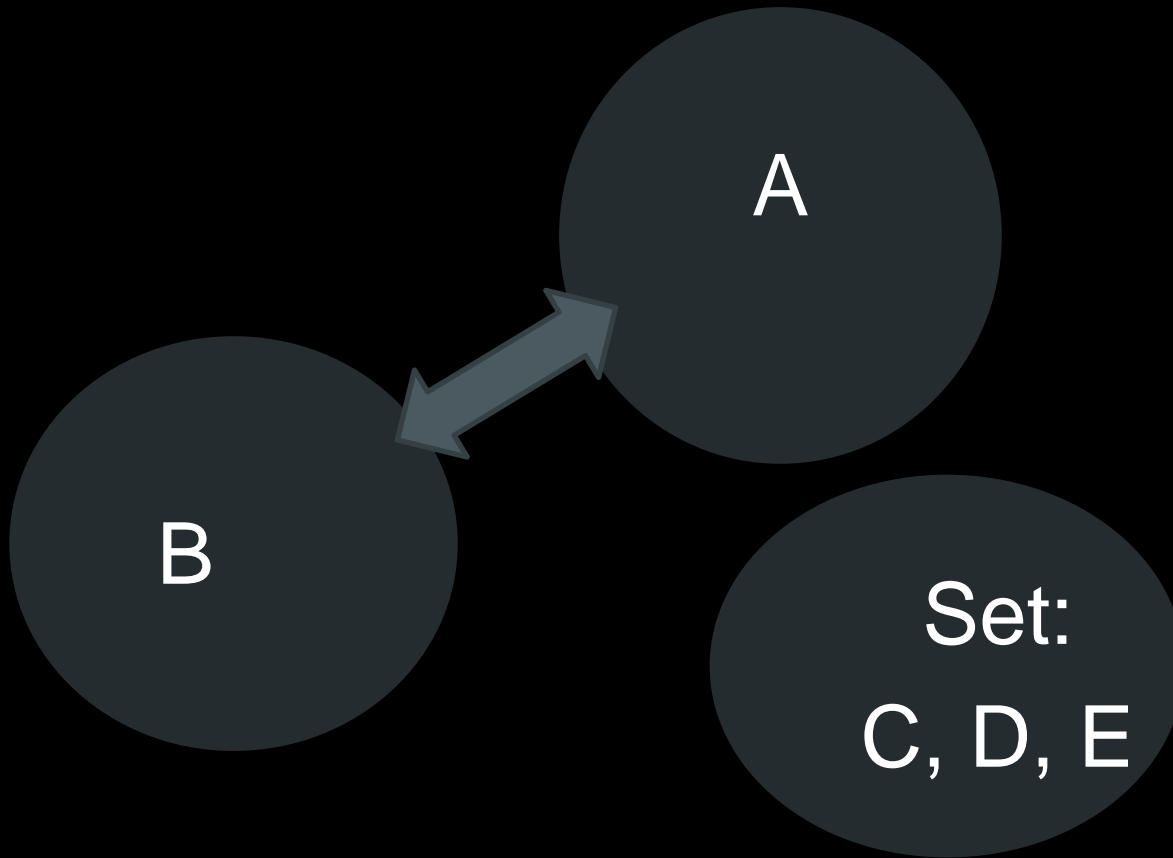
# The Strength of Weak Ties

# The Formula

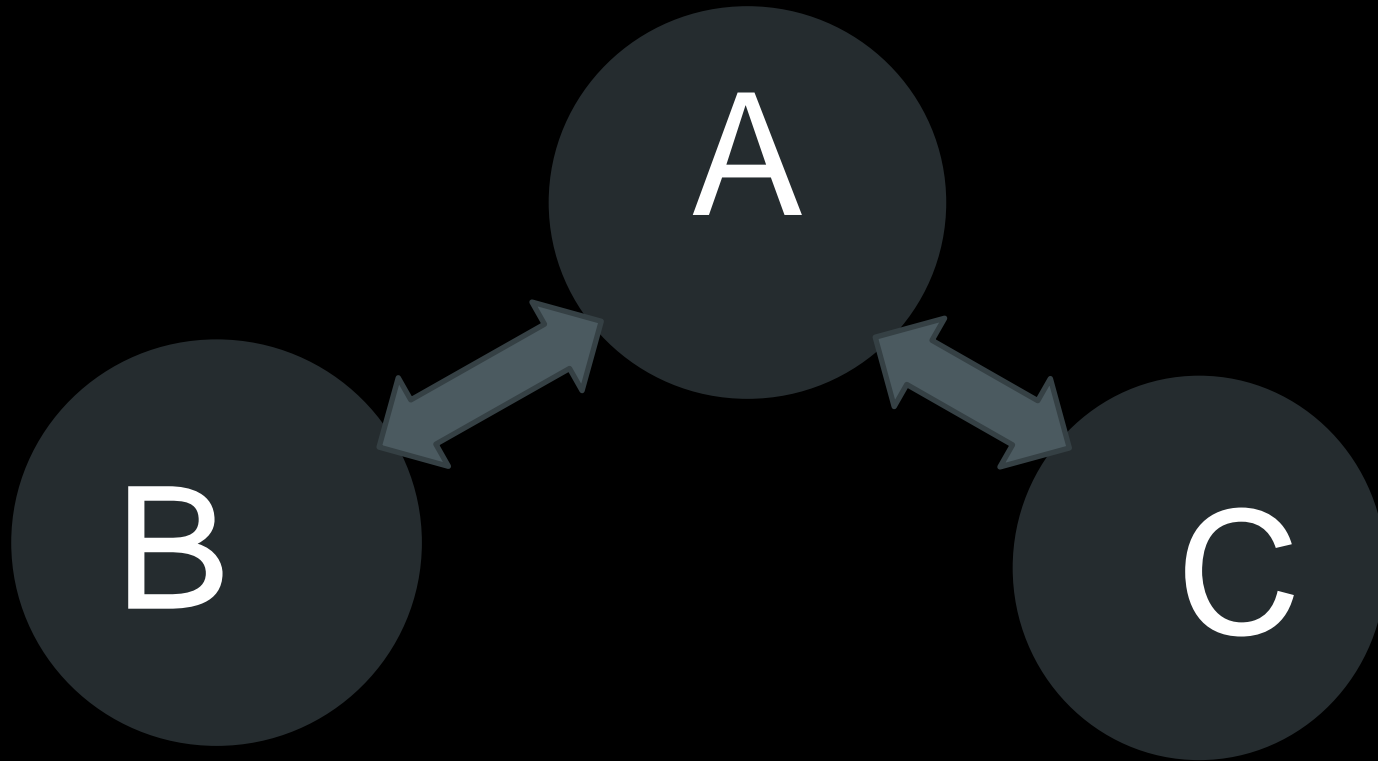
[Time + Emotional Response + Intensity]  
+ Reciprocation

1. Strong ties
2. Weak ties
3. Absent ties

# Strong Ties: Small Networks



# Weak Ties: “Bridge Ties”



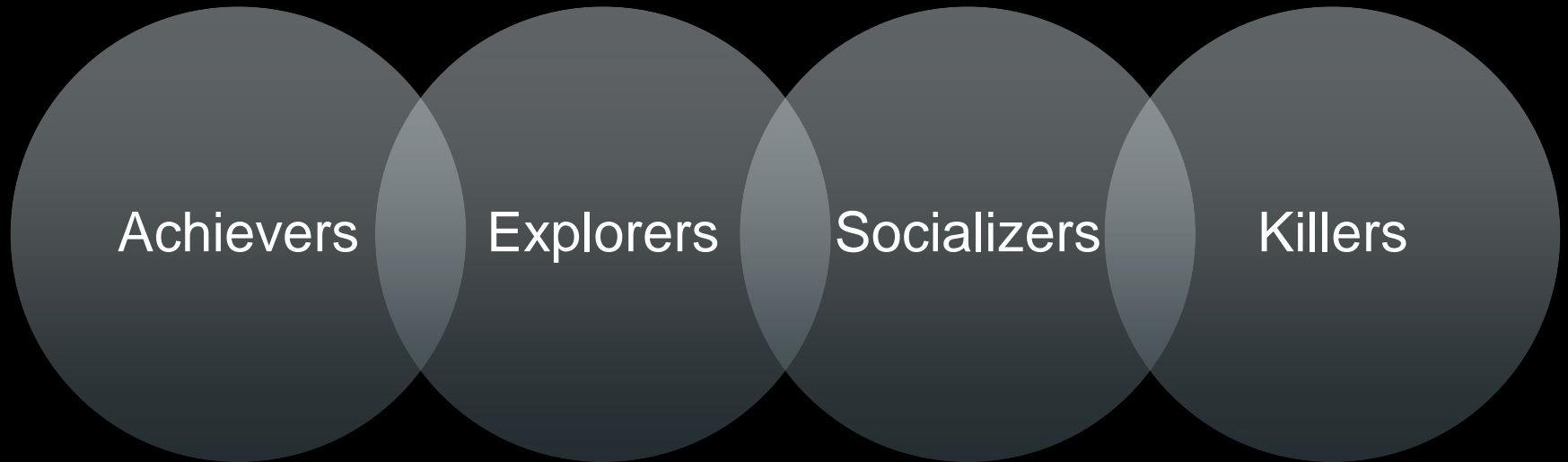
# Weak Ties

- Bridge Ties
  - connect systems together
  - lone information access point
  - far more of these connections

# Socio-Technographic Profile

- Achievers
- Conversationalists
- Critics
- Collectors
- Spectators
- Joiners

# Bartle's Taxonomy (e.g. Motivation)

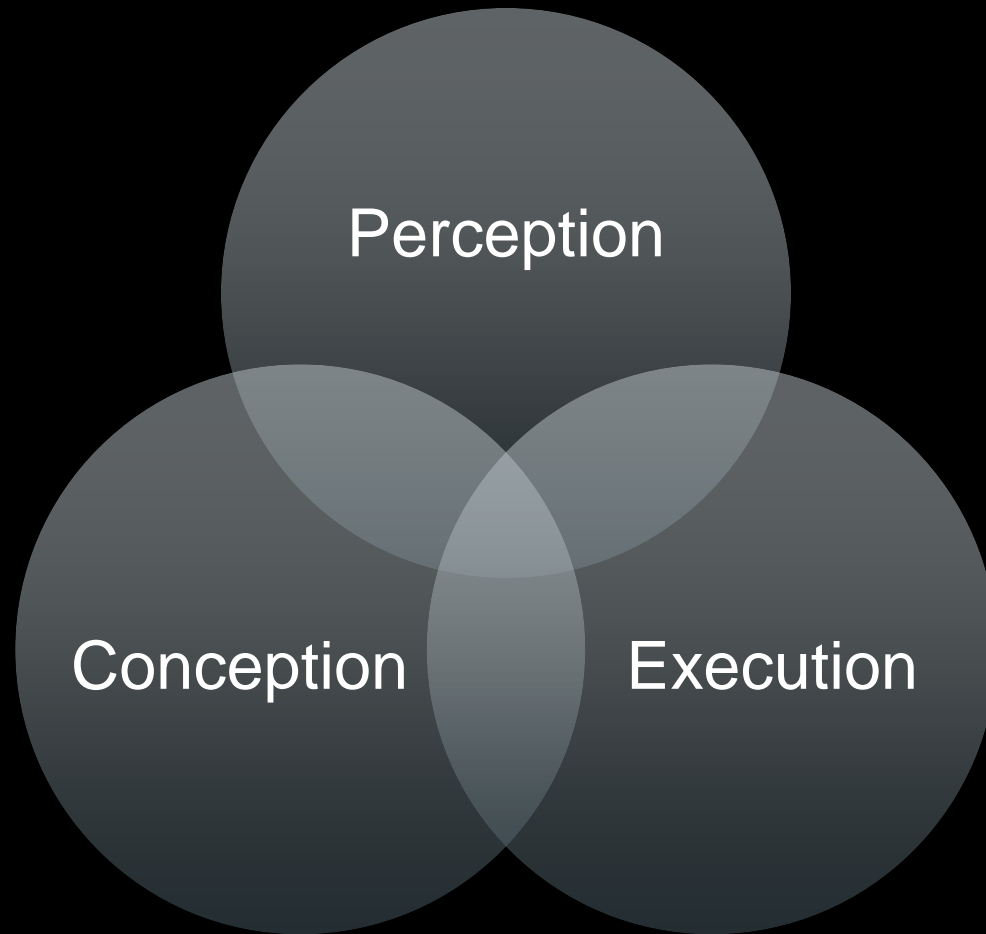


# Question

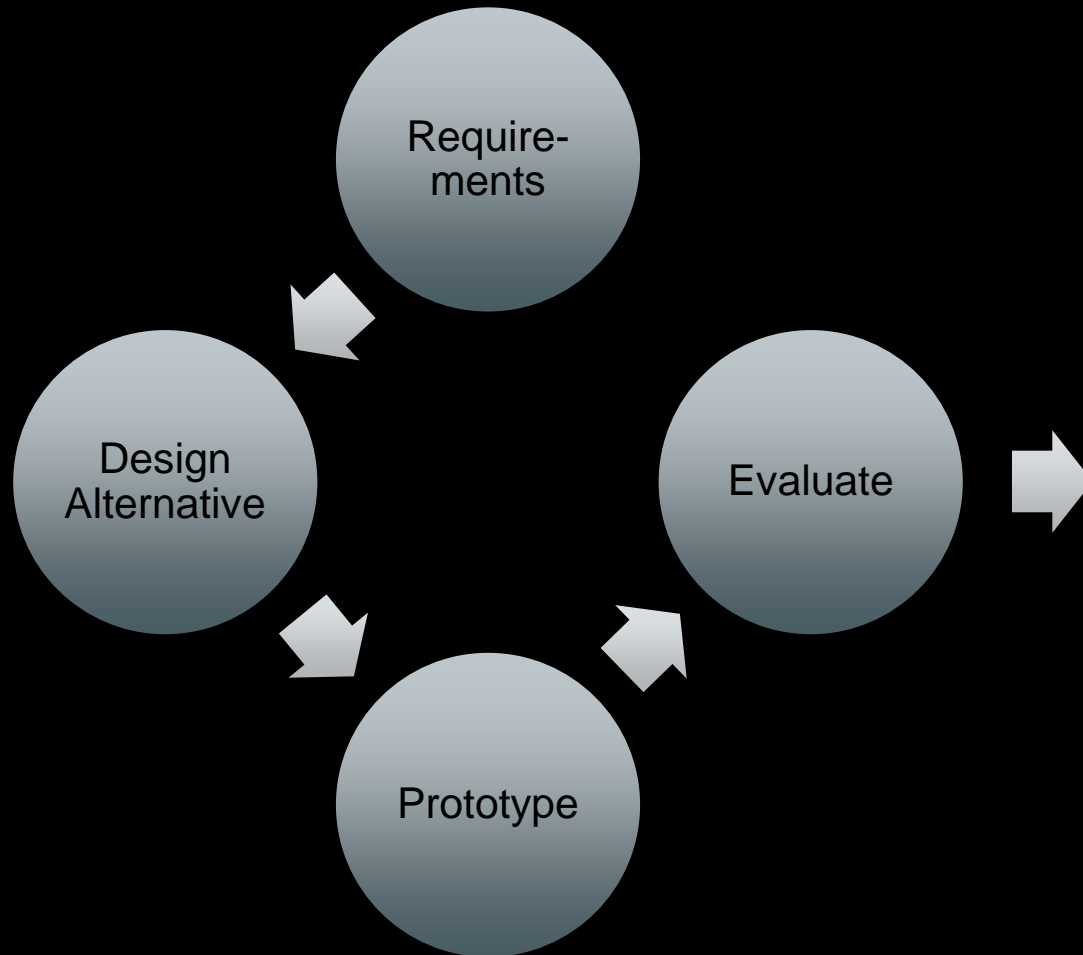
- How might The Strength of Weak Ties work with Bartle's Taxonomy and the Socio-Technographic Profile in other ways besides social media?

# Design + Evaluation

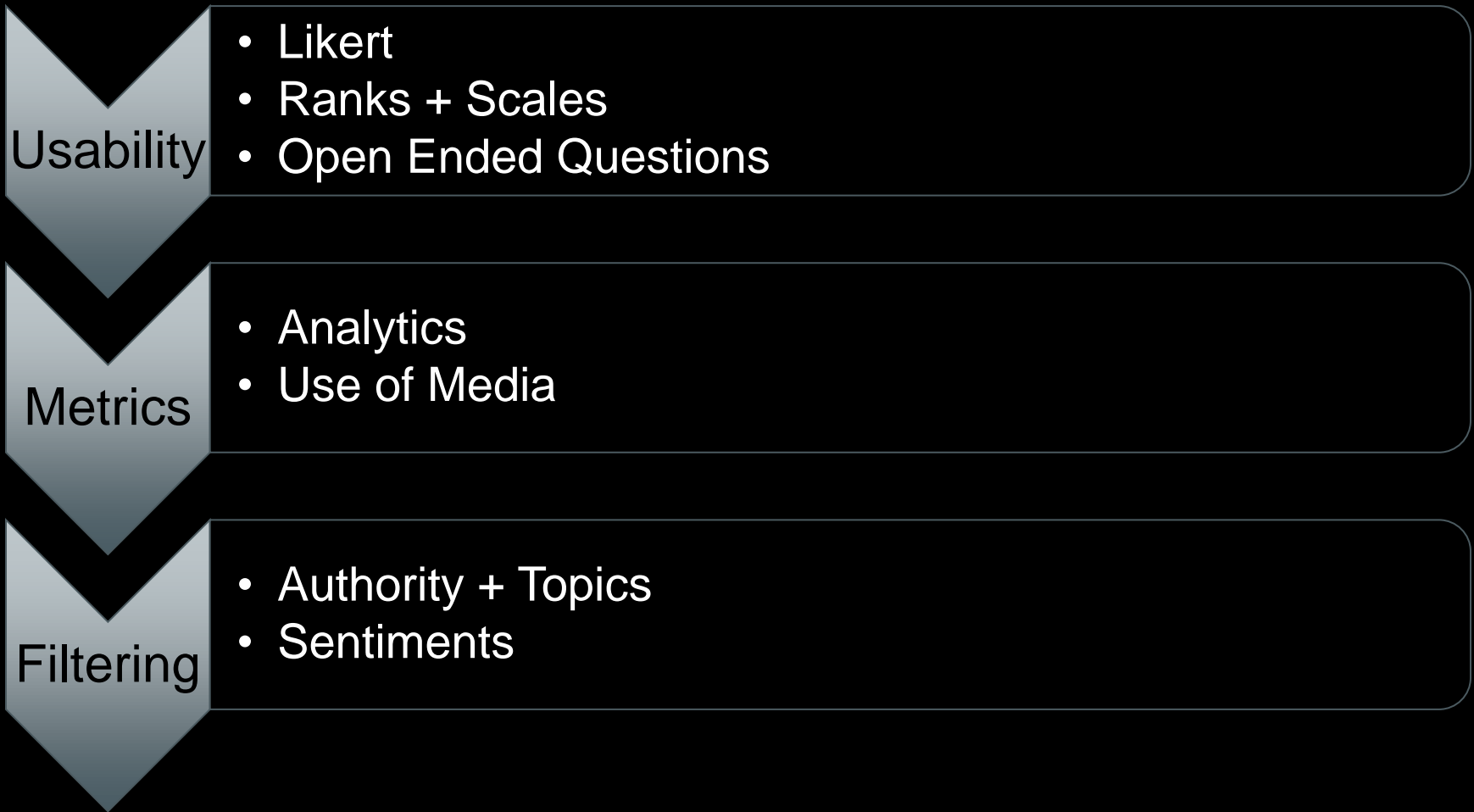
# The Creative Suite



# Lifecycle Model



# Evaluation



# Question

- Now that you've gone through the entire cycle of creation (the interaction design process), how do you think this type of framework might be beneficial in the future?

# The Final Question

- What did this all mean?