

Brad King  
Assistant Professor, Journalism  
Emerging Media Initiative Fellow

# FACEBOOK, SOCIAL MEDIA + YOUR LIFE IN COLLEGE

# Prologue

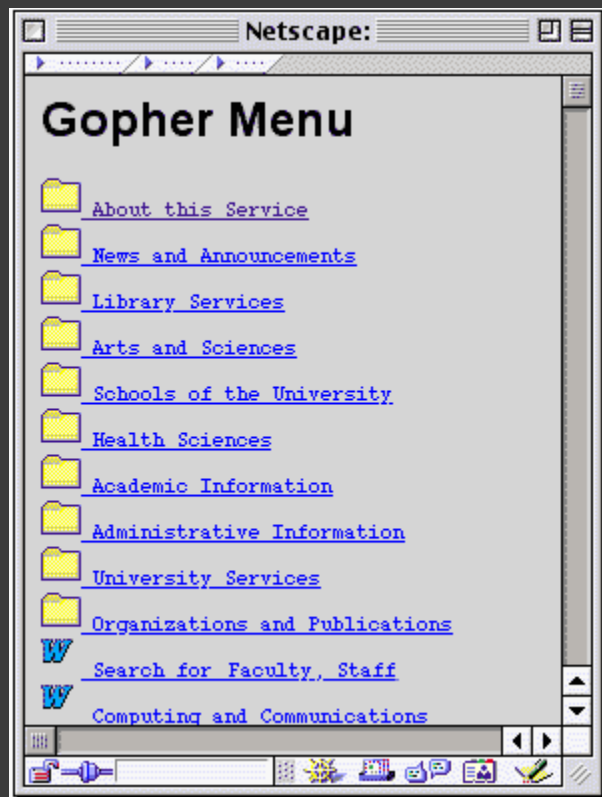
- The Story of Brad:  
In 3 Parts

## ◎ Part 1

© 1984 - 1994



● Gopher



● Quantum Link

Commodore  
Software  
Showcase

+ People +  
Connection



Commodore  
Information  
Network

Just  
For  
Fun

**QUANTUM**  
LINK

Learning  
Center

Customer  
Service  
Center

The Mall

News &  
Information

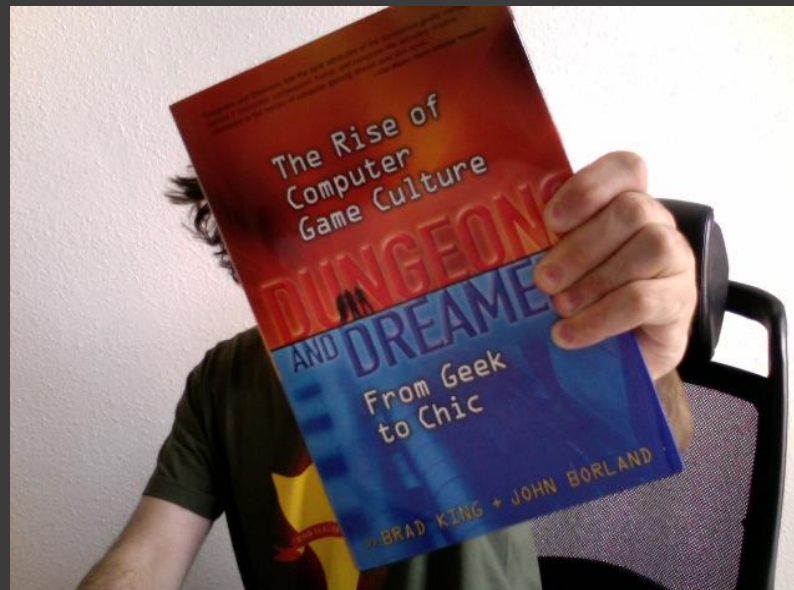
Use up & down arrow keys to  
make selection and press F1

## ● Part 2

© 1998 - 2002



**WIRED**



## ● Part 3

● 2004 - Present



**Massachusetts  
Institute of  
Technology**



## Media Informatics

web  
story  
design  
animation  
virtual



**Ball State  
University**

- Storytelling
- Communities
- Digital Streams

# Act 1: The Journey

- 3 stories

- Story 1: How Computers Work

● JCR Licklider

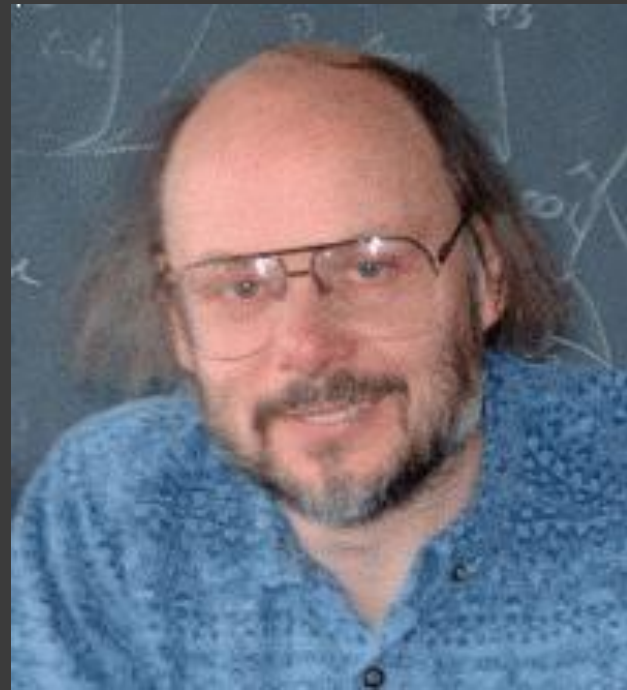


- ◎ “Man-Computer Symbiosis”
  - ◎ March 1960

- ⦿ Computers are agents
- ⦿ Humans are thinkers

## ◎ Story 2: How We Work

◎ Richard Bartle + Roy Trubshaw



- 1978 – 1980
- The Multi-user Dungeon (MUD)

- ⦿ Real-time
- ⦿ Virtual world

- ◎ “Hearts, Clubs, Diamonds, Spades:  
Players Who Suit Muds”
  - ◎ 1996

- Achievers
- Explorers
- Socializers
- Griefers

- Story 3: How We Work When We Work With Computers

◎ Shawn Fanning + Sean Parker



- 1999 – 2002
  - Napster

- ◉ Real-time sharing
  - ◉ Distributed
- ◉ Network effect (Metcalfe's Law)
- ◉ Re-envisioning of how we think

# Act 2: The Call to Action

- 2 stories about you

- ◎ Story 1: Computers as Agents

facebook



twitter

Ning



flickr from YAHOO!



Broadcast Yourself

Feedbuster - Yahoo! News - Health (3)

EMSI SOFTWARE Alnera Feedbuster

File Edit View Browser Tools Help

E	R	Title	Date received	Date published	Author	Source
		AP: Government Drafts Pandemic Flu ...	2006-05-02 16:33	2006-05-02 12:18:45		
		Enzyme May Play Role in Weight Loss ...	2006-05-02 16:33	2006-05-02 12:35:26		
		Governors Push for State Health Prog ...	2006-05-02 16:33	2006-05-02 02:55:18		
		Alzheimer's Theory Set for Drug Test ...	2006-05-02 16:33	2006-05-02 03:42:01		
		Drug Company Taking Tequin Off ...	2006-05-02 16:33	2006-05-02 02:54:47		
		Stomach surgery may have a role in ...	2006-05-02 16:33	2006-05-02 12:59:20		
		Impotence a Problem for Young ...	2006-05-02 16:33	2006-04-30 03:52:39		

Navigation window

- paranews.net
- Alnera news
  - Alnera news
  - FeedBuster version history (5)
  - FeedWorkshop version history (10)
- Health
  - All Headline News - health (12)
  - BioMed Central (17)
  - Consumer: health news (31)
  - Consumer: outdoor recreation news
  - IPS Inter Press Service - Health (15)
  - MedicineNet Daily News (23)
  - MedicineNet Weekly News Digest (
  - Medscape Medical News Headlines
  - MedTerms Word of the Day (1)
  - New York Times: Health (6)
  - Reuters: Health (10)
  - Scotsman.com News - Health (15)
  - Telegraph Health (45)
  - Wired News: Med-Tech Center (14)
  - Yahoo! News - Health (3)
- News
  - Amnesty International (30)

Address: [Alzheimer's Theory Set for Drug Test \(AP\)](#)

2006-05-02 03:42:01

**Alzheimer's Theory Set for Drug Test (AP)**

AP - A provocative new theory suggests that one root cause of Alzheimer's disease is linked to diabetes; a theory about to be tested in thousands of Alzheimer's patients given the diabetes drug Avandia in hopes of slowing brain decay.

Loading Feed : TechConnect Magazine

## ◎ Story 2: Humans as Thinkers

⦿ What do we do with these?

- ① What does this have to do with education?

- Anything.
- Everything.

- ① Because it upsets the paradigm



⦿ Which doesn't account for...



**Brad King** Halfway through my presentation for the BSU CCIM Living-Learning community. The topic: Social Media + Your Life in College.

33 minutes ago · [Comment](#) · [Like](#)

Tiffany Holbert and Ashley Marie Bedwell like this.



**Brad King** If you're lucky, I'll give this to ALL my classes :)

29 minutes ago · [Delete](#)



**Ashley Marie Bedwell** yay!! :) I like what you posted to dudeman.net this weekend too!

28 minutes ago · [Delete](#)



**Brad King** Which one?

27 minutes ago · [Delete](#)



**Ashley Marie Bedwell** The motivational video and the note about DFW :)

21 minutes ago · [Delete](#)



**Brad King** Thanks. We're getting ready to start THAT part of the class.

14 minutes ago · [Delete](#)



**Tiffany Holbert** failing? lol

9 minutes ago · [Delete](#)



**Ashley Marie Bedwell** hahahaha! but failing leads to success, right? so we are good!

9 minutes ago · [Delete](#)



**Brad King** Haha. Ben said today: You aren't going to just fail us all on the next paper are you? Answer: No. But that would be hilarious.

7 minutes ago · [Delete](#)



**Tiffany Holbert** haha! ashley, you sensed my fear in the question mark! way to bring some optimism lol!

7 minutes ago · [Delete](#)



**Tiffany Holbert** hahaha, hilarious for you...we may chuckle, nervously!

6 minutes ago · [Delete](#)



**Ashley Marie Bedwell** LOL I'm basically a people reader....andddd I agree- we are always chuckle nervously! lol

5 minutes ago · [Delete](#)



**Brad King** I did tell Ben it would likely only be funny for me. Which is how I like it :)

4 minutes ago · [Delete](#)

⦿ Or...



**Taylor Christine** so i was researching some info for my reaction paper and i stumbled across an essay covering the same case study we are evaluating. i think you would be impressed...

[www.valdosta.edu](http://www.valdosta.edu)

Source: [www.valdosta.edu](http://www.valdosta.edu)

2 hours ago · [Comment](#) · [Like](#) · [Share](#) · [See Wall-to-Wall](#)



**Brad King** That, my young friend, is very punk rock of you!  
2 hours ago · [Delete](#)



**Taylor Christine** hahaha, it brightened my night just a little!  
2 hours ago · [Delete](#)



**Brad King** these things are earned, not given. pat yourself on the back a bit.  
2 hours ago · [Delete](#)



**Taylor Christine** ALSO: lets talk about an ethical dilemma  
<http://www.youtube.com/watch?v=2o6PVOoTrCk>

...as you can see, everything i encounter is now related to your media ethics class. i hope you are happy MR KING. :)  
21 minutes ago · [Delete](#)



**Brad King** :) I am glad to hear that. (Also, not the first time a student has said that.) Remember, I'm out to make this the most relevant class of your life!!  
19 minutes ago · [Delete](#)



**Taylor Christine** haha yes, and you are doing a good job of it!  
18 minutes ago · [Delete](#)



**Brad King** You have no idea how much that makes me smile (as I sit in my ofc at 1130 pm).  
17 minutes ago · [Delete](#)



**Taylor Christine** ew! haha... well i am still working on tomorrows ethics paper so take comfort in knowing there are others working late nights as well. but i mean it IS the best class ever so im definitely not complaining  
15 minutes ago · [Delete](#)



**Brad King** HAHA! Now I officially don't believe anything else you say. You had me going for a bit, kiddo. ;)  
14 minutes ago · [Delete](#)



**Taylor Christine** hahaha, kidding kidding kidding! i do enjoy the class... real talk.  
12 minutes ago · [Delete](#)

⦿ Or...

# UGLY TRUTHS

FRIDAY, OCTOBER 9, 2009

## "You Fall Away From Your Past, But It's Following You"

It's 8:00 on a Friday night, I'm sitting at Barnes and Noble with books and assignments sprawled out around me, which has become my Friday ritual. Embarrassing, I know, but true. I've started to dread the weekends, as they are stark reminders that my life is not full. So I stay busy, however I can.

It's been a little over a year since I moved back to Anderson from Tampa. My life has changed completely, yet is nothing like I expected.

I'm of a totally different mind these days, which I'm embracing, albeit unsettling. I've noticed this most through conversations with my closest friends. With each long distance call, there is less common ground, the silences longer and more uncomfortable.

I've been too fearful to speak the truth of my now; fearful that they'll soon realize that I'm no longer the friend they knew.

In moving home, I naively believed that I would come back to the life I left seven years ago. That my circle of friends would be the same, that everything I knew and loved would simply fall back into place. It's been bittersweet learning that nothing stays the same for long.

Over the years, I've become comfortable with change. It's the stillness that's hard. It's the stillness that I run from. The stillness demands answers, honesty, confrontation.

Such stillness, dealt with me, harshly, yesterday. Early in the day, I

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"You Fall Away From Your Past,  
But It's Following ...

The Beginning

⦿ Or...

## Mentions

Brad\_King 



@Brad\_King lol well I guess that all depends on the threat :)

ittybitties, (+) Wed 07 Oct 18:48 via web in reply to...



@Brad\_King I want pictures of any Katanas purchased after the movie. Pretty please. :-) and hooray for Brad's verbal flogging. Lol.

beckyrasch, (+) Wed 07 Oct 12:38 via Seesmic in reply to...



@Brad\_King oh psh, we're not really angry. Just sad you're gone. :-) :-) merci for the words of Brad. Enjoy Zombieland!

beckyrasch, (+) Wed 07 Oct 12:11 via Seesmic in reply to...



@Brad\_King They should do a market study on katana sword sales pre-post Zombieland. Could be interesting

JoeKikta, (+) Wed 07 Oct 12:04 via TweetDeck in reply to...



@Brad\_King The more people talk about that movie, the more I want to see it. I keep hearing great things.

LMDeaton, (+) Wed 07 Oct 11:55 via TweetDeck in reply to...



@Brad\_King I'm a maybe. Moving and have to finish that & cleaning on Sat. See how quickly that goes.

Nick\_Fabisiak, (+) Wed 07 Oct 11:54 via txt



@Brad\_King Not sure, but it sounded funny.  
@ShannonChalfant Keep the words flowin!



⦿ Or...

← → ↻ ☆ <http://bsuethics.pbworks.com/group3>

Bookmark on Delicious Facebook Inbox Classic Home iGoogle Twitter.com pc.celtx.com My Policies Policy Detail

**bsuethics**

VIEW EDIT

☆ **group3**

last edited by [julia paulauski](#) 11 hours ago [Page history](#)

**Resources for reaction papers:**

- The **syllabus** can be found [here](#).
- **General paper requirements** can be found [here](#).
- **Ethics + Society**, the **Two Types of Moral Duty**, and **Reasoning to Ethical Duty** are explained in this [lecture](#):
  - **Ethics + Society** can be found on pages 23-26 in the text
  - **General and Particularistic Moral Duties** can be found on pages 30-31
  - **Ethical Duties** can be found on pages 31-33
- A simple guide to **Chicago footnotes** can be found [here](#). Scroll to the bottom to find links to the various types of resources.

HEY GUYS, INSTEAD OF SCROLLING SO MUCH, I'VE LINKED EACH CASE STUDY TO A NEW PAGE. HOPE THIS HELPS!

- <http://bsuethics.pbworks.com/Pentagon-Papers>
- <http://bsuethics.pbworks.com/Laura#>
- <http://bsuethics.pbworks.com/Case+6-1+the+soldier%27s+diary>

\*THANK YOU JULIA! GREAT JOB!!!!!!\* -Ash ;)

**Working definitions of our ethical foundations:**

Group member	Foundation:	Text Definition	Page	Personal Definition	Alternative Perspective(s)	Source(s)
Julia	Kant's Duty-Based	"Deontologists are sometimes referred to as 'nonconsequentialists' because of their	61-62	Ethics as a moral duty; The concept of 'the categorical imperative,' described by Day as the notion that 'moral agents should check the	<ul style="list-style-type: none"> <li>• The categorical imperative is further defined:</li> </ul>	<ul style="list-style-type: none"> <li>• Christopher Robichaud in "Superheroes and Philosophy,"</li> </ul>

- Learning.
- Happens.
  - Out.
  - Here

# Act 3: The Grail

- 1 story about your education

◎ Lawrence Lessig



◎ We live in the “Age of Prohibitions”

- ⦿ “We can’t kill the instinct that technology produces, we can only criminalize it.
- ⦿ We can’t stop our kids from using it, we can only drive them underground.
- ⦿ We can’t make our kids passive again, we can only make them “pirates”

- ◎ “Laws That Choke Creativity”
  - ◎ TED Conference
    - ◎ 2007

- But we live in a read/write culture
  - We live in a remix culture
- We live in a distributed, real-time stream

- I don't have the answers
- The faculty won't always know
  - You are responsible

Epilogue:

⦿ Where does that leave you?



- ◉ Play with these tools
- ◉ Use them when you aren't sure
  - ◉ Seek out people who do know
- ◉ Encourage your professors to use these

- <http://www.thedudemanager.net> – teaching
- <http://www.thecultofme.com> – book
- <http://www.thebradking.com> – personal
  
- Twitter: @brad\_king, @bsu\_brad,  
@thecultofme
- Email: jbking@bsu.edu
- IM: wiredbeat2000