

Social Media: What it means for you!

Washington Apple Pi Meeting

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Topics

- ✦ Introduction
- ✦ Why is Social Media important to us?
- ✦ What are Social Networks?
- ✦ The Theory of Social Networks
- ✦ The Joy of Social Networking – Demonstrations
- ✦ Concluding Remarks

Our Real-World Social Networks

- ✦ Family and extended family;
- ✦ Friends
- ✦ Religious Affiliations and places of worship;
- ✦ Colleagues at work;
- ✦ Clubs we belong to: Washington Apple Pi
- ✦ Professional Societies
- ✦ We interact with our friends by email, letters, home visits, church socials, conferences, picnics, etc.

Our Online Social Networks

- ✦ Online Social Networks allow us to create digital versions of our real-world connections;
- ✦ Allow us to share our social media (messages, posts, photos, movies) with our friends online;
- ✦ We can monitor the pulse of what's happening to our friends, family, colleagues and even the world;
- ✦ Social Media allow us to tap into the world's collective insights.

Online Social Networks

- ✦ You can control who you interact with, what you share, and what you read via Social Media;
- ✦ Privacy is a very important aspect of Social Media;
- ✦ So what social media sites and networks are there?
- ✦ Which ones do you belong to and how do you use them?

Theory of Social Networks

- ✦ A **social network** can be represented as a graph consisting of nodes and edges in which the nodes can represent people and the edges can represent 'friendships' among those people;
- ✦ There are three important concepts that help us to understand why online social networks are successful:
 - ✦ Triadic Closure
 - ✦ Homophily
 - ✦ Degrees of Separation

Triadic Closure

- ✦ If A is a friend of B and B is a friend of C, then it makes sense that A might want to be a friend of C
- ✦ If Larry is a friend of Lawrence and Lawrence is a friend of Bob, then it is highly likely that Larry will become a friend of Bob.
- ✦ The idea is to make it easy to form friendships
 - ✦ Facebook has "Find Friends" Browser
 - ✦ Google+ has "Circles"
 - ✦ LinkedIn has "Add to my professional network"

Homophily

- ✦ Homophily indicates that we will make friends with those sharing similar interests:
 - ✦ Washington Apple Pi;
 - ✦ Locale where we live;
 - ✦ Associations we belong to;
 - ✦ HomeTown;
 - ✦ High School Attended;
 - ✦ University Attended;
 - ✦ Hobbies;
 - ✦ Special Interest Groups.

Facebook Find Friends Browser

facebook



Search



Larry 'mediator'

Find Friends

Find friends from different parts of your life

Use the checkboxes below to discover people you know from your hometown, school, employer and more.

Hometown

Cleveland Heights, Ohio

Enter another city

Current City

Fairfax, Virginia

Enter another city

High School

Enter a high school

Mutual Friend

Jason Zion

Robin Zion

Bruce Zion

Enter another name

College or University

Enter a college

Employer

Enter an employer

Graduate School

Enter a college



Miron Livny

Ahmed Elmagarmid and 4 other mutual friends

+1 Add Friend



Jianwen Su

University of Southern California

X Sear Wang and 5 other mutual friends

+1 Add Friend



Guido Moerkotte

Uni Mannheim

Frank Olken and 16 other mutual friends

+1 Add Friend



Victor Vianu

UCSD

Marianne Winslett and 9 other mutual friends

+1 Add Friend



Tim Berners-Lee

Director at W3C

Tim Finin and Carole Anne Goble are mutual friends.

+1 Add Friend



Johannes Gehrke

Cornell

Won Kim and 15 other mutual friends

+1 Add Friend

Google+ Find Friends

Google+ larry.kersohberg@gmail.com











1
Add people

2
Be awesome

Add people you know

You'll see what your friends & family are sharing when you add them. [Learn more](#)

Suggestions (80 PEOPLE) Add all

	Jim Chen George Mason University	Add		David Johnson	Add
	tiziana catarci	Add		Eric Yu University of Toronto	Add
	The Khuc	Add		Heitor Quintella Heitor M Quintella, originally a	Add
	Deborah Brousseau IMS ExpertServices, Blue Web	Add		Lutz Maicher Fraunhofer MOEZ	Add
	Jim Bergman	Add		Iris Robinson	Add

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Google+ Follow Interesting People and Pages


Google+ larry.kerschberg@gmail.com

1
Add people






2
Be awesome

Follow interesting people and pages

Add celebrities, photographers, and more to see what they're sharing publicly.




Featured on Google+ (43 PEOPLE)








The Hunger Games, Dalai Lama, TEDx, Jim Cramer, and 39 more. [View all](#)

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Entertainment (45 PEOPLE)








Alida Brandenburg, Harvey Levin, Jeri Ryan, Victoria Justice, and 41 more. [View all](#)

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Fashion (43 PEOPLE)






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Food & Drink (21 PEOPLE)



Janice Mansfield, Dava Pinn, Jake

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11


LinkedIn - People you may know


LinkedIn Account Type: Basic | Upgrade ▼ Lary Kerschberg Add Connections

Home Profile Contacts Groups Jobs Inbox 43 Companies News More People Search... Advanced

People You May Know DATA


See people from different parts of your professional life

George Mason University  Stanford University University of Maryland College University of Wisconsin-Madison Harvard University Massachusetts Institute of Technology Cornell University +




Robin Herron 2nd
Associate director of media and public relations at George Mason University
Washington D.C. Metro Area

[Connect](#) 2 shared connections




William Grosky 2nd
Chair at University of Michigan
Greater Detroit Area

[Connect](#) 2 shared connections




Randall Sylvertooth 2nd
Infrastructure Lead / Data Center Manager at Bocz Allen Hamilton
Washington D.C. Metro Area

[Connect](#) 3 shared connections




Jason Zion
Supply Chain Consultant, Accenture
Columbus, Ohio Area

[Connect](#) 2 shared connections



Bob Kohout 2nd
Vice President of Research at iRobot
Greater Boston Area

[Connect](#) 4 shared connections




Zahir Tari 2nd
Discipline Director in Distributed Systems & Networking, RMIT University
Melbourne Area, Australia

[Connect](#) 5 shared connections

Ads by LinkedIn Members


[250 business cards free](#)



Top quality, full-color business cards. Thousands of designs. Get started.

From: Vistaprint

[Raise student achievement](#)



Concrete solutions start with a Core Practice Audit. Free sample report!

From: National Center for Educational Achievement

[Need speed??](#)

Attach multiple db's, consolidate & report ad-hoc financial data in

Degrees of Separation - Small World Assumption

- ✦ The notion is that we are, on average, six degrees of separation away from any member in the social network; this was the pioneering work of Milgram in 1967.
- ✦ Kevin Bacon Game
 - ✦ The ***Bacon Number*** is the fewest number of steps for an actor in Hollywood to connect with Kevin Bacon;
 - ✦ Every actor in Hollywood is 6-degrees from Kevin Bacon;
 - ✦ An actor has co-starred with Kevin Bacon, or has co-starred with someone who co-starred with Kevin Bacon, or has co-starred with someone, ... (six-times) with Kevin Bacon;

Kevin Bacon and the Fonz



<http://orion.math.iastate.edu/rymartin/talks/SixDegrees/6degMAA.pdf>




Degrees of Separation - Small World Assumption

- ✦ On Facebook everyone is connected, on average, by 4-degrees of separation; WOW, that is hard to believe!
- ✦ On LinkedIn, Larry can reach over 4 million people with my connections (3-degrees of separation).
- ✦ On LinkedIn, Larry is 3-degrees from Mark Zuckerberg!
- ✦ On Twitter, my tweet can reach 100 million users.

Larry's Network on LinkedIn

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,380,900+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	281
2  Two degrees away Friends of friends; each connected to one of your connections	60,500+
3  Three degrees away Reach these users through a friend and one of their friends	4,320,000+
Total users you can contact through an Introduction	4,380,900+

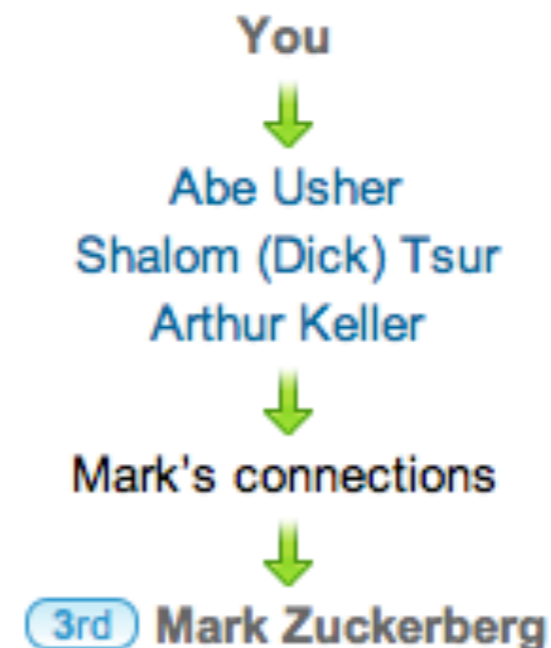
19,441 new people in your network since May 19

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail

Total users you can contact directly — [try a search now!](#)

How you're connected to Mark

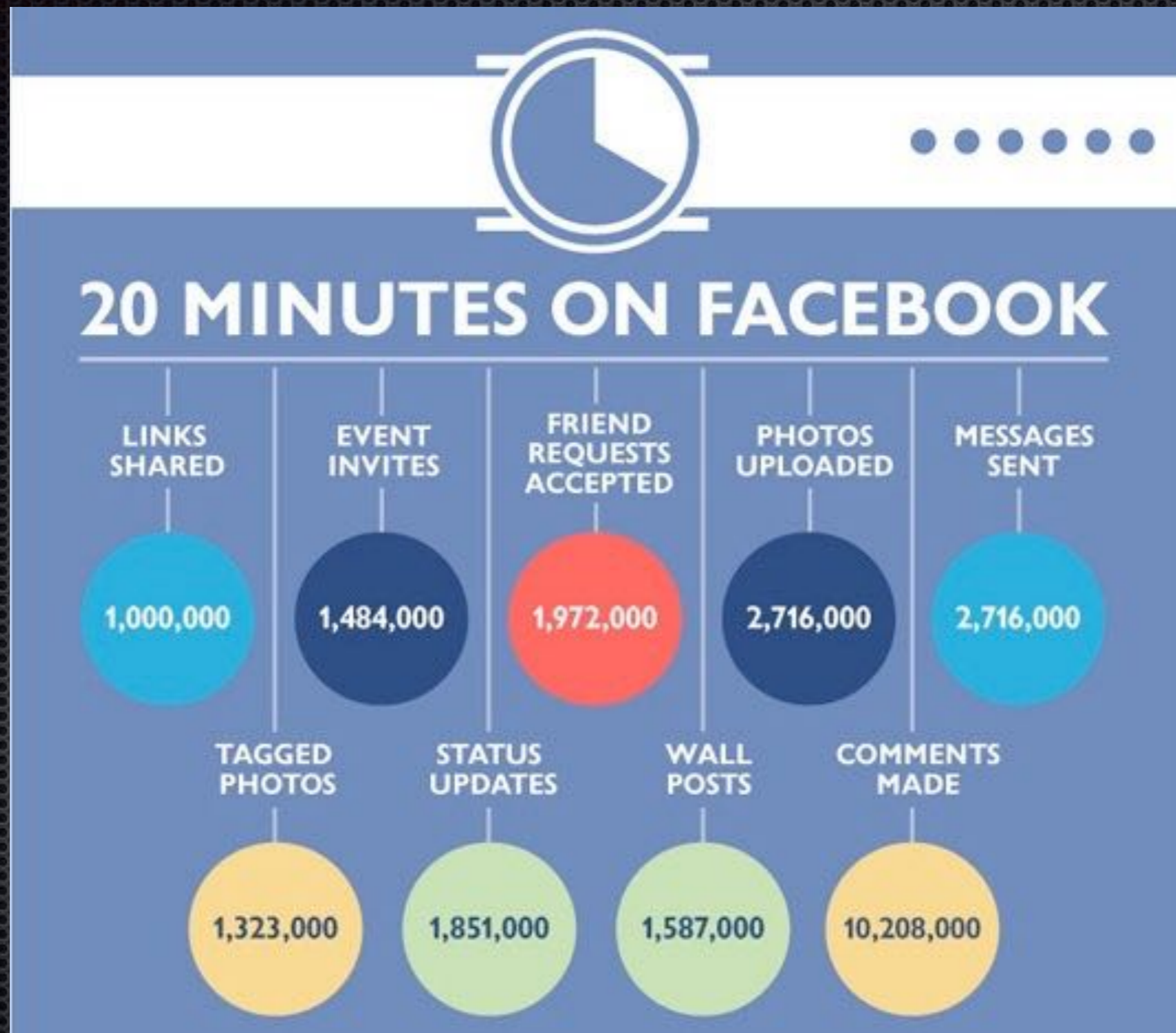


A day in the life of Facebook

Facebook “Facts”

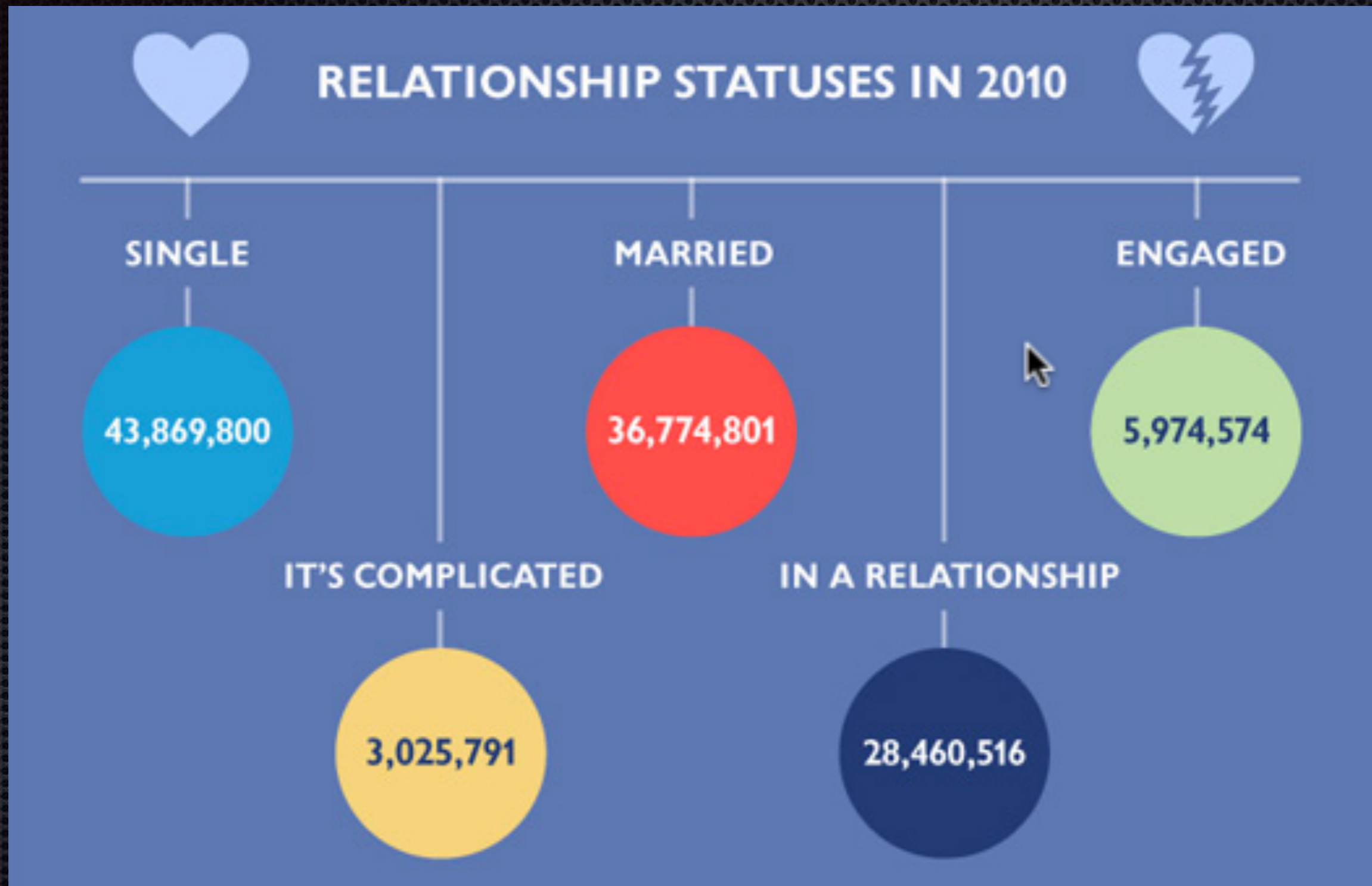
- As of February 26, 2012 (New York Times), there are 850 million active users and half are logged in to Facebook on any given day;
- 48% of 18-34 year olds check Facebook when they awaken;
- 28% use mobile apps to check Facebook before getting out of bed;
- 70% of Facebook users reside outside the USA;
- 48% of young Americans get their NEWS via Facebook;
- On New Year’s Weekend in 2011, 750 Million photos were uploaded to Facebook;
- Source: <http://digitalbuzz.s3.amazonaws.com/wp-content/uploads/2011/01/Facebook-Statistics-Facebook-Stats-Facts-2011.jpg>

Twenty Minutes of Facebook Activity



Source: <http://digitalbuzz.s3.amazonaws.com/wp-content/uploads/2011/01/Facebook-Statistics-Facebook-Stats-Facts-2011.jpg>

In a Relationship ...



As of April 2012, Facebook has:



901 million
monthly active users



3.2 billion
Likes & Comments per day



300 million
photos uploaded per day



125 billion
friendships

The Joy of Social Networking – Demonstrations

- ✦ Larry

- ✦ Making Friends on Facebook, Google+, and LinkedIn;
- ✦ Facebook Open Graph and Social Apps;

- ✦ Ken

- ✦ Facebook Timeline, uploading photos to Facebook and Google+;

- ✦ Lawrence

- ✦ Privacy settings for Facebook and Google+;

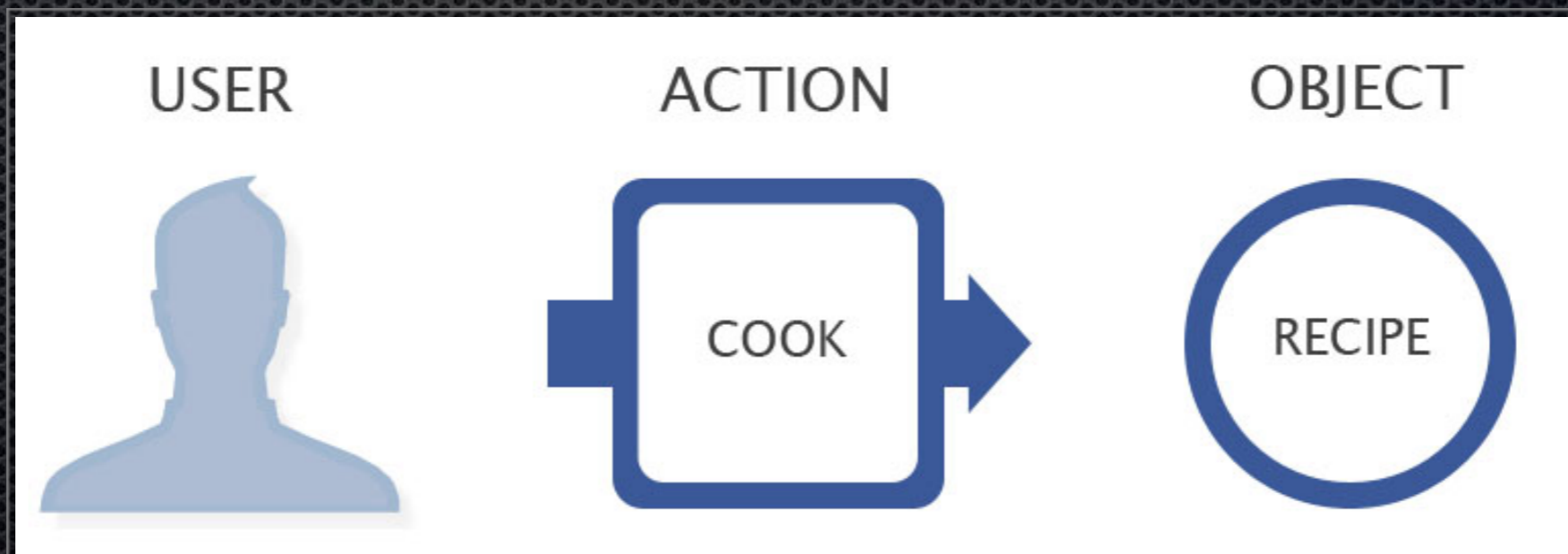
- ✦ Travis

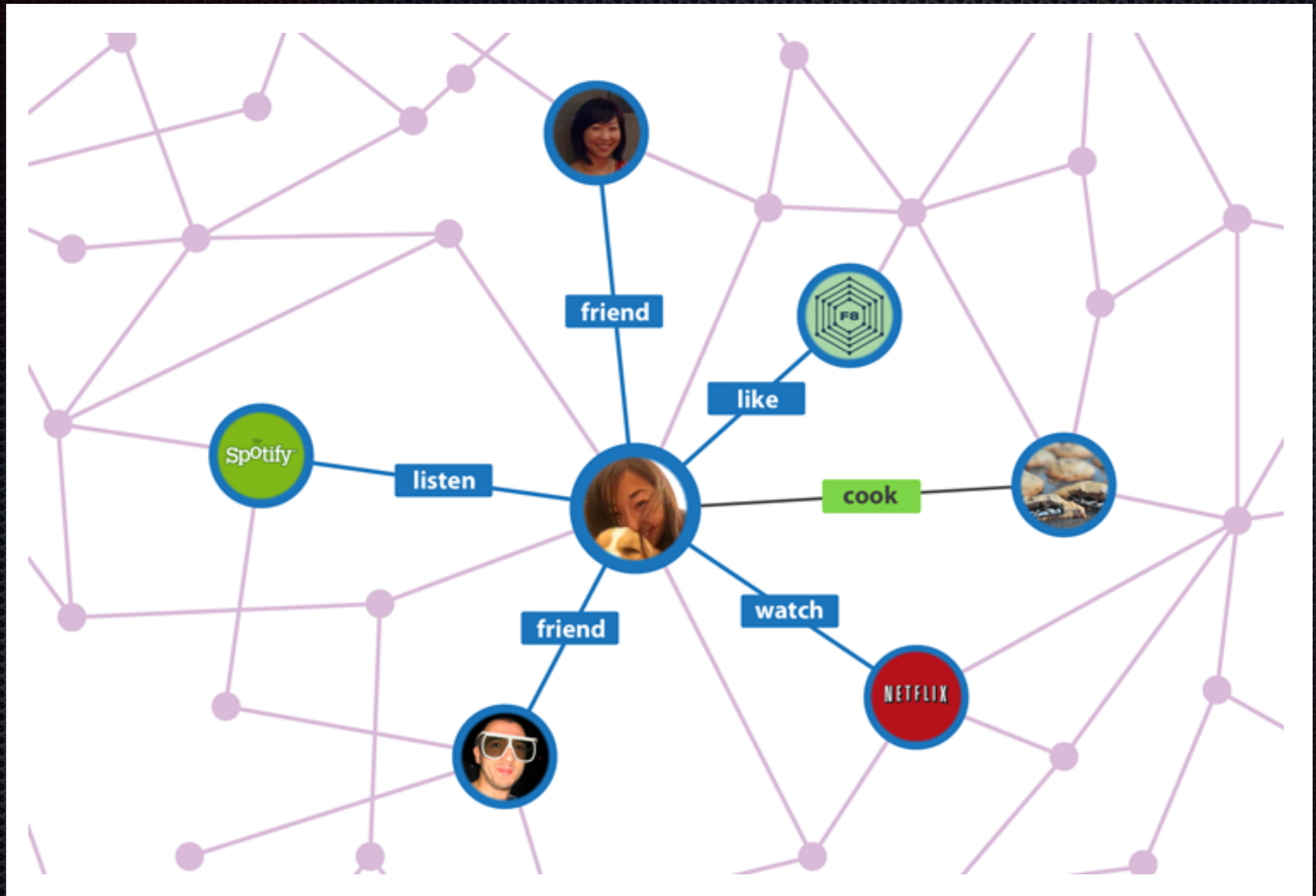
- ✦ Posting to Facebook, Google+ and Twitter

Facebook Open Graph and Social Apps

Open Graph

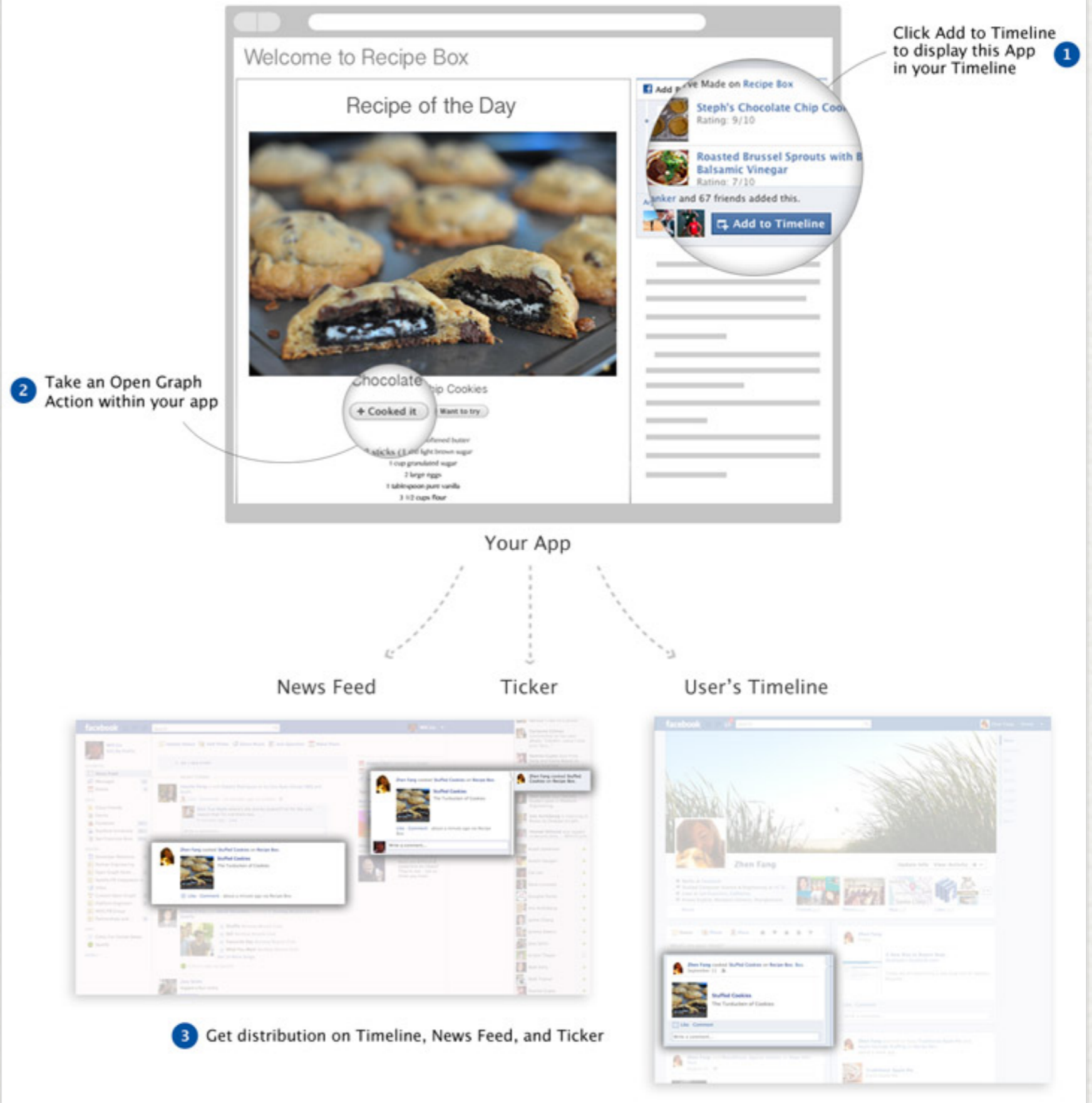
- ✦ Facebook has adopted the Open Graph Protocol to capture the objects, properties and relationships *among important objects in Facebook*,
- ✦ What kinds of objects do we find in Facebook?
- ✦ How are they represented in the OGP?





Example of a User's Open Graph

Open Graph Distribution of Your “Social Activities”



Social Apps Demo

- ✦ Social Graph
- ✦ Washington Post
- ✦ Netflix
- ✦ Social Cam
- ✦ Other apps recommended by the audience.

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Donut
Post
to
many
social
media

Conclusions

- ✦ Social Media and Social Networks allows us to connect to our friends and maintain our online social contacts;
- ✦ The Facebook Timeline encourages you to share your life events with your friends and the world;
- ✦ We have control over what we share, what we read and who we 'socialize' with;
- ✦ There is evidence that Facebook users have come to view their 'Profile' as a tangible object that is their property that they continue to improve upon.
- ✦ There is also evidence that even though people use social networks, they are becoming increasingly lonely (The Atlantic Monthly);
- ✦ Social Networks are here to stay and can improve our lives by enhancing our existing networks and creating new ones.