Social Networking

Grand Computers Club
Social Networking Special Interest Group
Background

• Definition
• Traits
• Benefits
• History
• Statistics
Definition

A *social network* (SN) is a social structure made of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.

Source: http://en.wikipedia.org/wiki/Social_network
Traits of Social Networking

- Web based
- Focuses on building online communities
- Provides a variety of ways for users to interact
- Shares a specific discipline
- Fundamental shift in the way we communicate and share information
Benefits

• Increases communication & discussion
• Develops community behavior
• Helps participants to connect to others
• Creates specialized virtual work places
• Operates on defined rules & objectives
• Provides global and local preferences
History

- UseNets, BBS (1970s)
- AOL, CompuServe, Prodigy (1980s)
- Classmates.com, SixDegrees.com (1990s)
- Friendster, MySpace, LinkedIn (2000s)
Social networking site use by age group

% of adult internet users in each age group who use social networking sites

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>&quot;Yesterday&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 18-29</td>
<td>86%</td>
<td>70%</td>
</tr>
<tr>
<td>Age 30-49</td>
<td>72%</td>
<td>52%</td>
</tr>
<tr>
<td>Ages 50-64</td>
<td>50%</td>
<td>31%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>34%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project January 20-February 19, 2012 tracking survey of 2,253 adults age 18 and older. Interviews were conducted in both English and Spanish, by landline and cell phone. Margin of error is plus or minus 2.7 percentage points for results based on internet users [n=1,803].
Social networking site use by age group, 2005-2012

% of adult internet users age 18+ who use social networking sites

What is included in social networking?
Social Networks

An online service or site that focuses on facilitating the building of social networks or social relations among people who may share interests, activities, backgrounds, or real-life connections.

Facebook*
Google+
Linkedin

*Class taught at Computer Club
Blogging & Microblogging

A discussion of information published on a Website and consisting of discrete entries ("posts") typically displayed in reverse chronological order.

Blogging*

Twitter*

*Class taught at Computer Club
Social Bookmarking

A method for Internet users to organize, store, manage and search for bookmarks of resources online.

Pinterest
StumbleUpon
Delicious
Social News Apps and Electronic News

Allows people to vote web content up or down; provides user with electronic copy of news.

Zite
Pulse
Flipboard
RSS Feeds
Newspapers and Magazines
Photo Sharing

An image organizer and image viewer for organizing and editing digital photos, plus an integrated photo-sharing website.

Picasa*
Instagram
Flickr

*Class taught at Computer Club
Music sharing

The practice of distributing or providing access to digitally-stored music.

Pandora

Spotify

Last.fm
Video Sharing

The practice of distributing or providing access to digitally-stored videos.

YouTube
Vimeo
Blip.tv
uStream.tv
Socialcam
Spreecast
Third Party Apps

Programs that will distribute information to any and all other online networking programs.

TweetDeck
HootSuite
Chat and Messaging

Send messages and talk with friends or family live on computer screens anywhere in the world.

Skype*
Google+
Hangouts
Facebook

*Class taught at Computer Club
Location

GPS or mapping programs to direct you from one location to another.

Foursquare
GoogleMaps
Waze
Cloud Computing

The use of computing resources (hardware and software) that are delivered as a service over a network (typically the Internet).

iCloud
DropBox
GoogleDrive
Sky
Microsoft?
Online Shopping & Daily Deals

A form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service.

Groupon
LivingSocial
Amazon
eBay
Most Retail Stores
Miscellaneous

Programs that can perform many different types of functions that either overlap with others or combine their attributes.

PayPal
Evernote
Twingly
Klout
Podcast
How to find us?
Mission: The Grand Computers Club is run by Sun City Grand volunteer residents to support, train, and enhance the use of personal computers and related technology by all interested residents. We are here to help a beginner get started and an experienced user to advance their abilities.

Members of Grand Computers can sign up online or in the clubroom for classes. The classroom has 11 student computers and 4 laptop internet cable connections; the open-use room has 16 PCs, 6 iMacs (4 running Windows), and 4 laptop connections available during hours of operation.

Visit us in the Chaparral Center or call for information at (623) 546-7500. The Winter Class Schedule is now available. General registration for Winter classes will open on January 1, 2013. You must renew your membership before you register.

Yearly dues are $20 from October 1 through the next September 30. Dues are just $10 from April 1 through September 30.

New Members can join the computer club online by filling out the Membership Application. You can pay your dues using PayPal (online) or by visiting the Grand Computers Club on Monday through Friday during hours of operation.

Hours of Operation: Monday through Friday
Oct - Apr: 9:00 am to 3:30 pm
May - Sep: 12:30 pm to 3:30 pm

General Membership Meeting
1st Wednesday of the Month
Gila Room, Climeron Center @ 1:00 pm, Oct - May
The Open Use Room is closed all afternoon.
Special Interest Groups (SIG) of Grand Computers

**Compose Yourself SIG**
Provides club members a forum for writing about their family.

**Devices SIG**
Provides club members a forum to share knowledge and experience of handheld devices.

**Financial Education SIG**
Provides club members a forum for financial education.

**Flight Simulator SIG**
Provides club members a forum to discuss flight simulators.

**Genealogy SIG**
Provides club members a forum for genealogy - the research of family history.

**Graphics SIG**
Provides club members a forum to discuss graphical software.

**Mac SIG**
Provides club members a forum and classes on the MAC computer.

**New Technologies SIG**
Provides club members a forum and experiences using the latest technologies.

**Social Networking SIG**
Provides club members a forum to discuss social networking internet programs.
Social Networking

Social Networking Special Interest Group

Social Networking SIG Mission

The Social Networking Special Interest Group’s purpose is to review and share information concerning social networking programs that are available on the Internet.

Social Networking SIG Purpose

- Review many of the social networking programs for their purpose, functionality, and practicality.
- Provide demonstrations and training on social networking programs.
- Keep members abreast of new developments and changes in the social networking programs.
- Provide a focal point for members to meet, work and exchange ideas about various social networking programs.
- Assist members in further developing their knowledge base to enhance their social networking communication skills.
- Help members determine which program is best for them.
- Offer classes related to the SIG and coordinate these classes with the Education Director.

Meetings: Second Monday of every month (Oct-May)
Time: 4:00pm to 5:30pm
Place: Open Use Room, The Chaparral Center
Contact: John Nuerenberg, 623-973-0900, Social@grandcomputers.org

Social Networking SIG Blog

Social Networking SIG Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 12, 2012</td>
<td>4:00 pm</td>
<td>Open Use Room</td>
<td>In-depth study of Facebook, Twitter, and blogging</td>
</tr>
<tr>
<td>December 10, 2012</td>
<td>4:00 pm</td>
<td>Open Use Room</td>
<td>Shopping online!</td>
</tr>
<tr>
<td>January 14, 2013</td>
<td>4:00 pm</td>
<td>Open Use Room</td>
<td>Social Bookmarking</td>
</tr>
<tr>
<td>February 11, 2013</td>
<td>4:00 pm</td>
<td>Open Use Room</td>
<td>Sharing Photos</td>
</tr>
<tr>
<td>March 11, 2013</td>
<td>4:00 pm</td>
<td>Open Use Room</td>
<td>Social News Apps</td>
</tr>
<tr>
<td>April 8, 2013</td>
<td>4:00 pm</td>
<td>Open Use Room</td>
<td>Social Networking Spring Wrap-up</td>
</tr>
</tbody>
</table>
Graphics & Social Networking SIGs

Reviews and tips regarding graphics, photography and social media

Social Networking SIG

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The Social Networking Special Interest Group thanks you for your attendance.

Happy New Year
Got Social Networking?