

TEC 154 2014S, Class 37: Social Media (1)

Overview

- Preliminaries.
 - Admin.
 - Questions.

Preliminaries

Admin

- Edits due on Wednesday.
- Today's note takers: AF and LY.
- Different groups of students will get different readings for Wednesday.

Upcoming EC

- CS Extra Thursday - Edward Snowden.
- CS Table Friday - Edward Snowden.

Questions

Comments from LY

- Social media has started to be part of everyday life
- How has social media affected social interactions?

*What is social media? * 3 characteristics of social network sites: 1.) Profiles 2.) Visibility and connections 3.) Ability to have connections

- Comparing "Networks" v. "Networking"
 - Networking is different in it means to go out and make connections
 - Networks is more of an interaction between personal users
- Social media enables the user to make a profile, whether its private or public
- Social media has created an environment for context collapse
 - Why would anyone lie to college admissions if its so easy to find them online because of social media?

- We can use social media as a survival tactic
- Public scolding can occur from context collapse
- Technology can change what/who you look like
 - People can tag you without control
- There are numerous ways to create pages with unidentifiable information with sophisticated security
- How do people fill out their profiles?
 - Some aren't truthful
 - Security purposes have people lying
- Facebook is the most common social media outlet where context collapse occurs
- Social media networks all have their own unique motives and purposes, which is one of the great benefits of this industry
- People are always watching you with your social media account(s)
- It can be tricky to accurately build a profile that represents you correctly for you friends, family, and professional associates
- Anonymous comments enables you to protect your name from the web
 - the ability to do something that doesn't ties you to a particular identity
- Social media has changed the ways that we define ourselves as individuals

Professor Yoose

- Is our Discovery and Integrated Systems Librarian
- Has provided us with sugar technology to keep us awake
- Tweets a lot (20K since 2008, compared to 174 for Rebersky since 2009)
- Rebersky screwed up and had you read the Pew data even though it wasn't required.
- Quick survey ... Who uses [Twitter, Facebook, etc.]
- Has become a social mainstay.

Social Media

- How has it changed (and not changed) the ways in which we interact with other people?
- How has it changed (and not changed) the ways we present our identity?
- Let's walk through boyd and Ellison. So, what does a social network site consist of?
 1. A profile
 2. Ability to have connections

3. Visibility of connections

- That is, you can make connections and people can see them, so they can follow your connections.
- Relationship between "network" and "networking". Sometimes treated as the same "social network" and "social networking" are different things
 - "Social networking" - Meet new people
 - "Social network" - People you already know; extending existing connections online
 - E.g. LinkedIn provides a "How do you know this person?" question.
 - Of course, LinkedIn is also used for Networking.
- Any questions about these three core functions?
 - Is SnapChat social media?
 - Is SnapChat as private as it's supposed
 - Are blog sites social networks? Maybe LiveJournal, but no one remembers LiveJournal anymore.
 - Also depends on whether we accept connections of 'blogs vs. connections of people.
- Note that the three issues (profile, ability to have connections, visibility of connections) happen in real life.
 - Our dress and body shape and attitude are our "profile"/identity
 - We may have different identities at work and at home (and elsewhere)?
 - Our connections are sometimes implicit (faculty at Grinnell are connected) and sometimes explicit (we see two people talking together)
- Social media lets you manage an online identity.
 - Example from Boyd: Two athletes, one who is negotiating an identity for recruiters, one who is negotiating an identity for freidns.
 - Chance for contact collapse
 - Story of gang member who wrote a college application letter explaining that he wanted to get out of the gang. But recruiters go online and see gang signs on MySpace.
 - "Why lie to an admissions committee when the committee can learn the truth online?"
 - Because he may still need to provide an identity for his current community, particularly for safety. Huge consequences.
 - Have you had a context collapse happen online?
 - Relatives commenting on posts intended for friends. (Friends then comment AFK.)
 - MBJames photo.
- In some ways, social media technology gives takes away your control over your identity.
 - E.g., if you don't manage your Facebook settings well, and forget to use privacy settings to prevent tagging, ...
 - Loopholes tend to allow things to be shared online that you don't intend to be shared.
 - How is it easier to explore different facets of your personality, in person or online? E.g., what if you are questioning your sexuality?
 - Online may be easier: Use different browsers and different IDs for different personas.
- Why do people lie in their profiles?
 - Under age and want to use a site.
 - Different perspectives: Some people assume that what's online is truthful and others assume that some mistruths (e.g., age) are expected.
 - Can lead to context collapse.

- Do you use your different social media sites in different ways?
 - Tumblr for pop culture - reposting and liking are mostly confined to here. Facebook for communication with close friends; puts much less out there.
 - GCPride Tumblr [Whoops ... Sam started to look.]
- Reinforcing identity creation and maintenance
- Define new aspects more efficiently and more safely.

Rainer's take on Foucault's panopticon

- Fortunately (or unfortunately), many people have encountered Foucault before.
- Foucault's panopticon
 - Circle of cells
 - Warden in the center who can, in essence, watch everyone at once.
 - Prisoners can watch the warden and (most of) the other prisoners.
- Even when prisoners leave the panopticon, they still regulate their behavior as if they are being watched on a 24/7 basis.
- Rayner explores this idea in the context of social media.
- Trying to make your intended audience see what you want them to see.
 - Play up your strengths
 - Edit out your weaknesses
- You may think your stuff is private, but there are likely to be friends who don't understand your boundary settings for privacy.
- There's a greater effect when your identity is tied to your name.
- E.g., Becky's Twitter feed
 - Librarians
 - Colleagues
 - Family and friends
 - How do you build an identity that plays to a majority of these audiences while limiting the number of context collapses that can happen?
 - How do you maintain some control?
- What's the difference between making anonymous comments and making comments as yourself?
 - Not much of a difference
 - Some things we would do online that we don't want tied to your identity (e.g., listening to album prereleases)
 - E.g., the folks in Anonymous will see lots of negative consequences.
 - We have an online version of a mask.
- More ways to manage
 - Some new
 - Some digital equivalents of things that are happening in real life.
- "It's a mixed bag"
- More movement toward private networks, which limits visibility of connections.
- You still have an audience to play to, whether you are online or offline.

Next class

- Ten minutes prep
- Five minutes to summarize article, including two-three main points.
- Then tie it together to the conversation today.
- Friendster: PG, ZS, CO
- LinkedIn and Facebook: LY, EL, and AF
- Subgroup use of Twitter DB, TD, and EG
- Women's use of Facebook: JV, DP, and MK, CC

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