

# INTRODUCTION TO SOCIAL MEDIA

Xi Lin

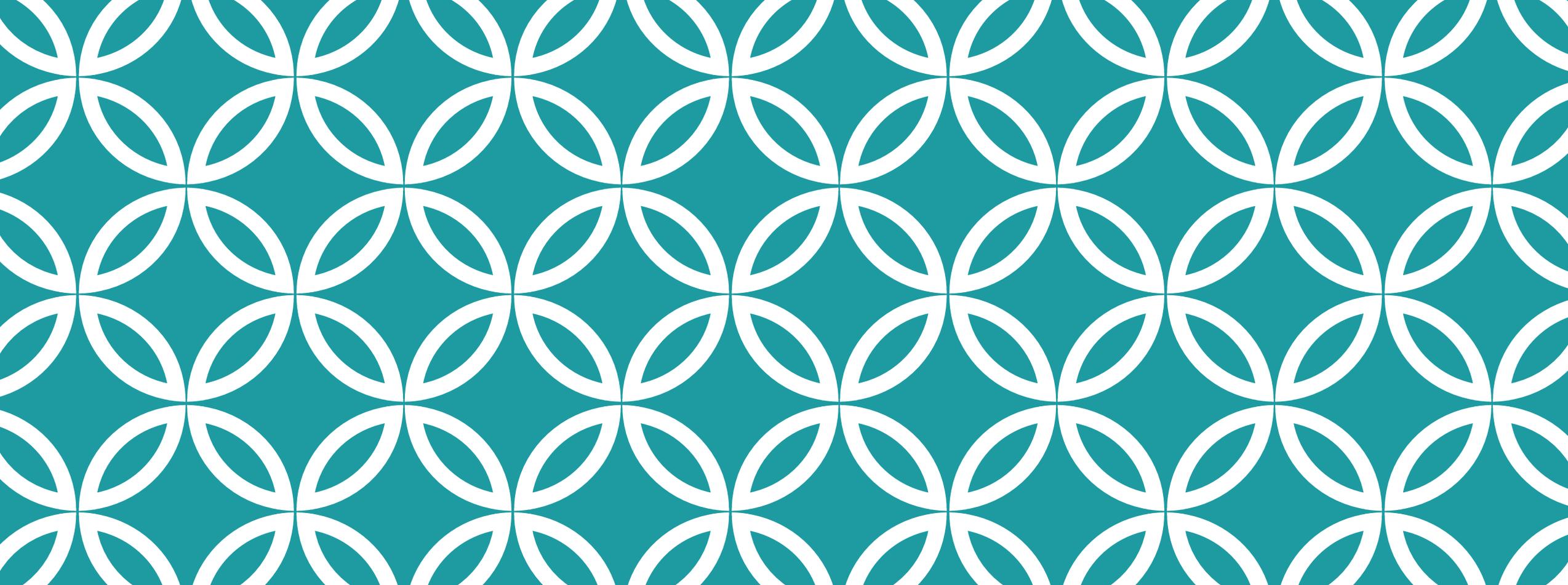


**❖ Your name?**

**❖ Something about you?**

**❖ Your experience of using social media?**

**❖ What do you expect to learn about social media?**

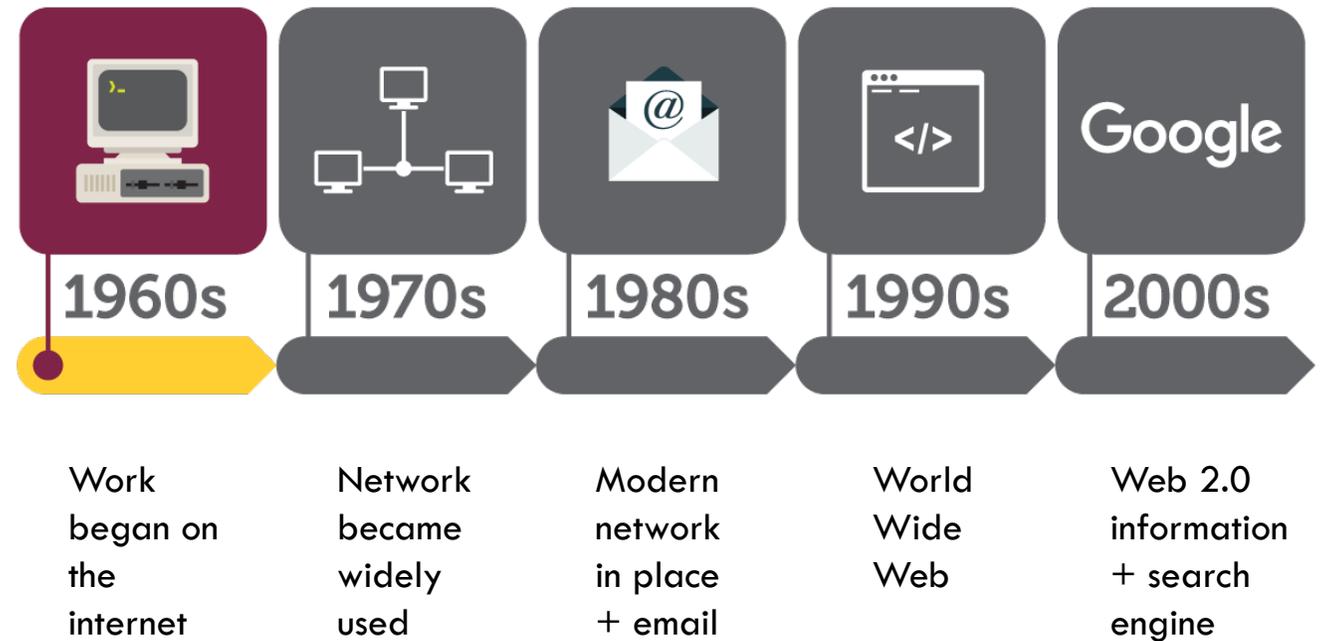


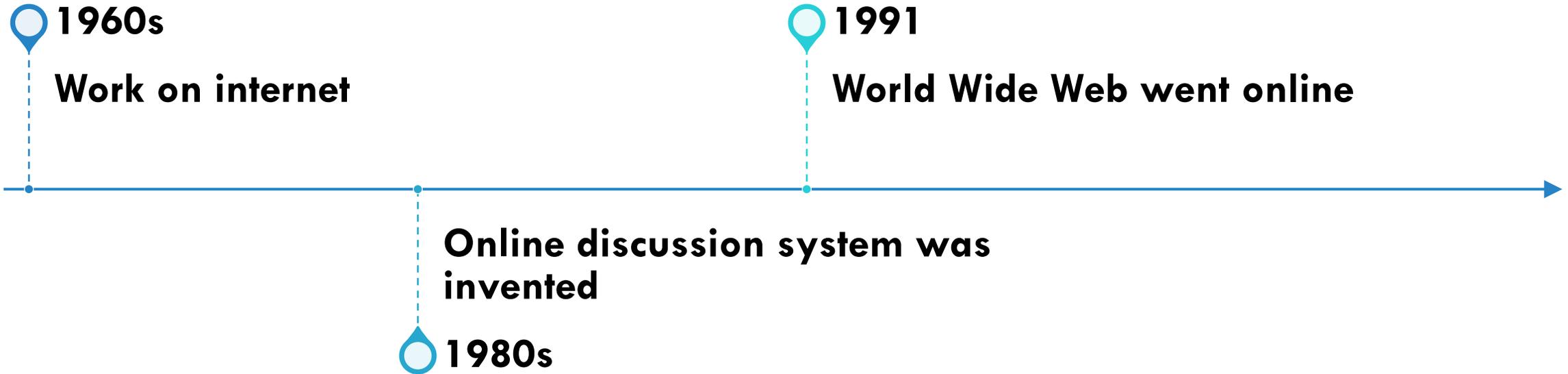
# A BRIEF HISTORY OF SOCIAL MEDIA

Week 1

# A BRIEF HISTORY OF SOCIAL MEDIA

- ❖ Genesis of the internet
- ❖ The early world wide web
- ❖ Growing popularity
- ❖ Social networks appear
- ❖ WEB 2.0 and the rise of social networks





# GENESIS OF THE INTERNET

TH

**FUDforum**  
Fast Uncompromising Discussions. FUDforum will get your users talking.

Forum Search:

Members Calendar Search Help Register Login Home

Show: [Today's Messages](#) :: [Unanswered Messages](#) :: [Show Polls](#) :: [Message Navigator](#)

Forum	Messages	Topics	Last message
<b>FUDforum - End-user discussions.</b>			
<p><a href="#">FUDforum Documentation</a>   Redirect to FUDforum's Documentation and Development Wiki. Here you'll find <a href="#">download</a> links, the <a href="#">FAQ</a>, and much more.</p>	--	--	--
<p><a href="#">FUDforum Announcements</a>   Latest news about FUDforum, patches, new releases and critical bugs. <a href="#">Subscribe to this forum to receive important announcements via E-mail.</a></p> <p style="text-align: right;"><b>Moderators:</b> <a href="#">Ilia</a> <a href="#">JanRei</a></p>	708	176	Fri, 27 August 2010 By: <a href="#">naudefj</a> ↕
<p><a href="#">FUDforum Installation Issues</a>   If you are having problems installing or upgrading FUDforum, ask your questions here.</p> <p style="text-align: right;"><b>Moderators:</b> <a href="#">Ilia</a> <a href="#">JanRei</a></p>	7647	1141	Fri, 03 September 2010 By: <a href="#">naudefj</a> ↕
<p><a href="#">FUDforum Suggestions</a>   If you have suggestions for features that you would like to see in FUDforum, this is the place to tell us about them.</p> <p style="text-align: right;"><b>Moderators:</b> <a href="#">Ilia</a> <a href="#">JanRei</a></p>	3948	764	Sun, 29 August 2010 By: <a href="#">JanRei</a> ↕
<p><a href="#">How To</a>   Don't understand how something in FUDforum works? This is the place to ask.</p> <p style="text-align: right;"><b>Moderators:</b> <a href="#">JanRei</a> <a href="#">Marticus</a></p>	9142	1813	Tue, 31 August 2010 By: <a href="#">INVY</a> ↕
<b>FUDforum Development - Discuss FUDforum's development and customization.</b>			
<p><a href="#">FUDforum 3.0+</a>   Discussion on the development of FUDforum 3.0 and above.</p>	2497	386	Mon, 30 August 2010

The  
con

“○

ams

# GROWING POPULARITY



**blogger™**

**Registered Users**  
Please log in.  
Username   
Password

**New Users**  
Please choose a  
username and password.  
Username   
Password   
Verify Password

[Create a New Blogger Blog](#)

**What is it?**  
Blogger is an automated weblog publishing tool.

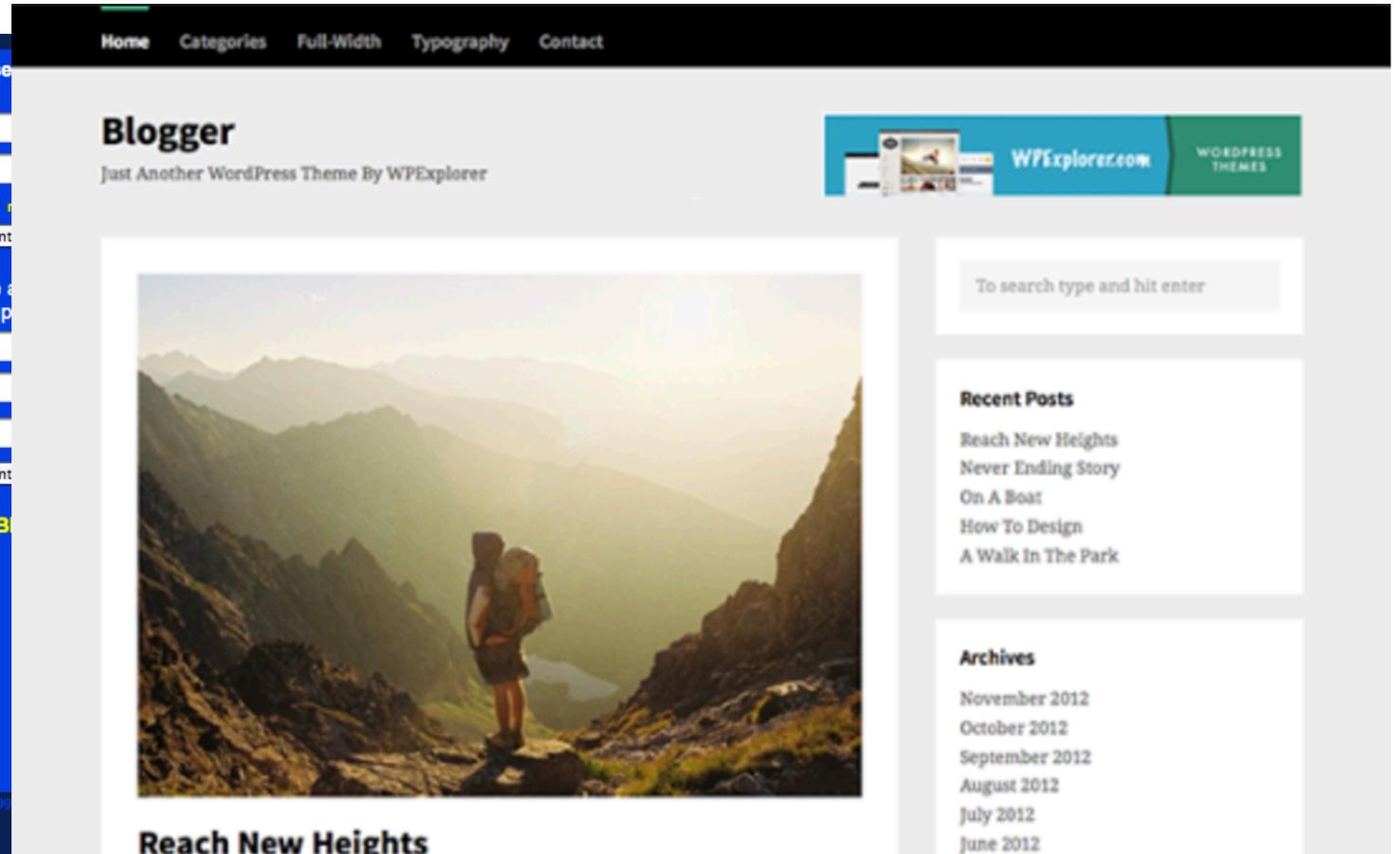
**What does it do?**  
You make posts to your weblog (or your What's New page or any other web page you want to update frequently with chronologically sorted posts) by submitting a form on this web site, and the results immediately show up on \*your\* site, with \*your\* design.

**How does it work?**  
Magic! Well, actually, you provide Blogger a template of your page (or use the default) that indicates where you want your posts to appear. When you make a new post, you'll get a "Save to Server" button that will automatically FTP your new page to your web server. No muss. No fuss. Total control.

**Wow, where do I enter my credit card number?**  
Blogger is free. Try it out.

Copyright © 1999

**pyra™**  
Blogger is integrated with and powered by Pyra – the collaborative web site management tool.



Home Categories Full-Width Typography Contact

## Blogger

Just Another WordPress Theme By WPEXplorer

WPEXplorer.COM WORDPRESS THEMES

To search type and hit enter

**Recent Posts**

- Reach New Heights
- Never Ending Story
- On A Boat
- How To Design
- A Walk In The Park

**Archives**

- November 2012
- October 2012
- September 2012
- August 2012
- July 2012
- June 2012

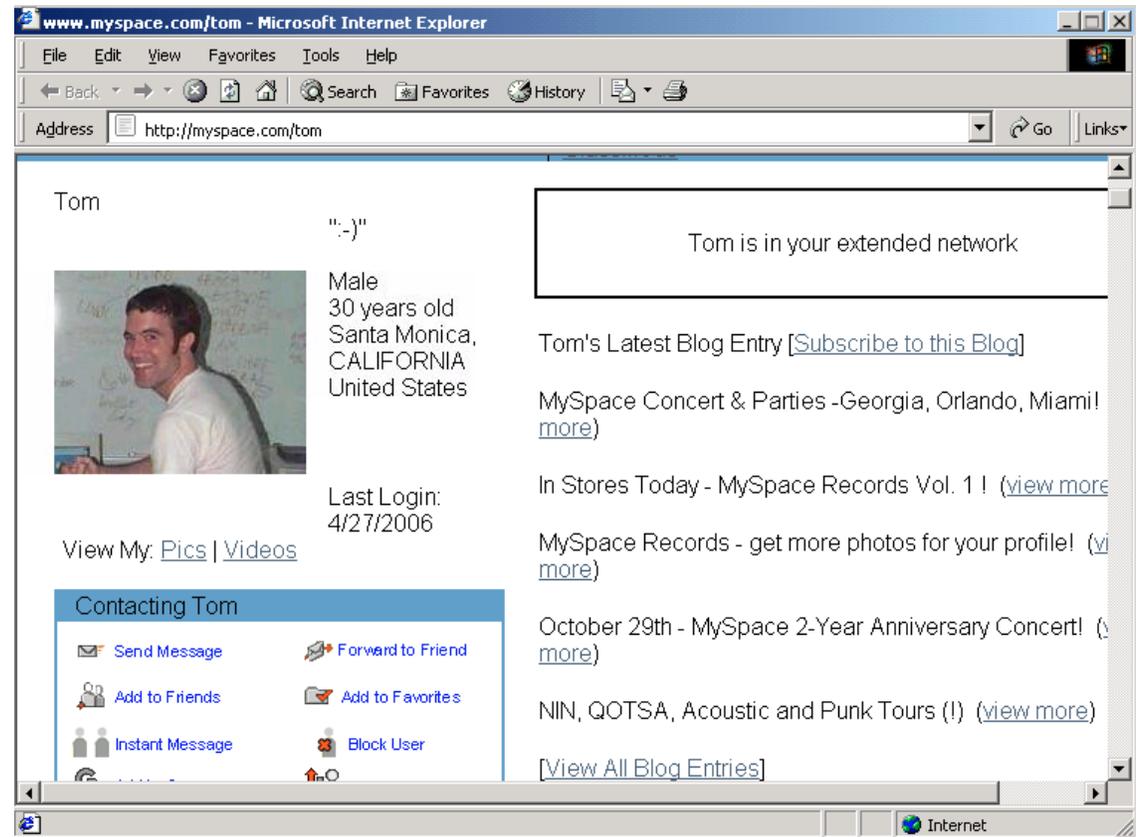


### Reach New Heights

# SOCIAL NETWORKS APPEAR

Early 2000s, a new kind of site started to appear. These sites were focused less on creating online diaries and more on creating online profiles.

People could also find any friends who were also members of the same system and connect to them.



# WEB 2.0 AND THE RISE OF SOCIAL NETWORKS

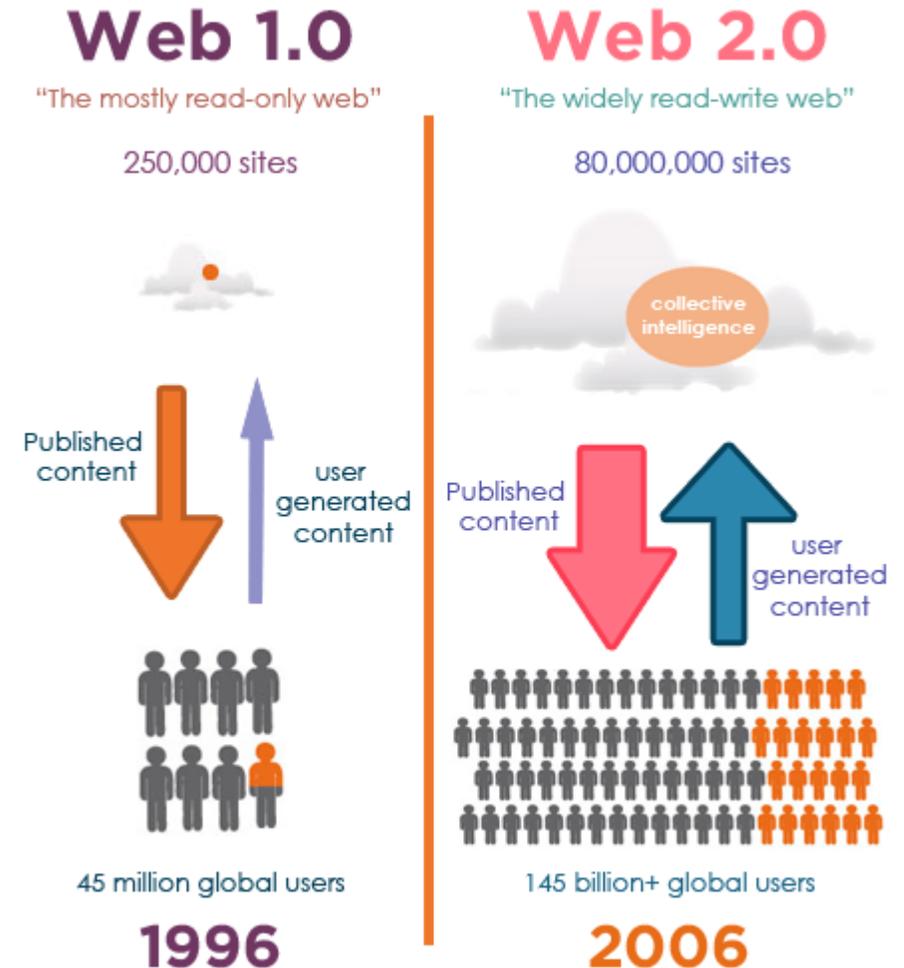
2003-2004: Photo-sharing websites

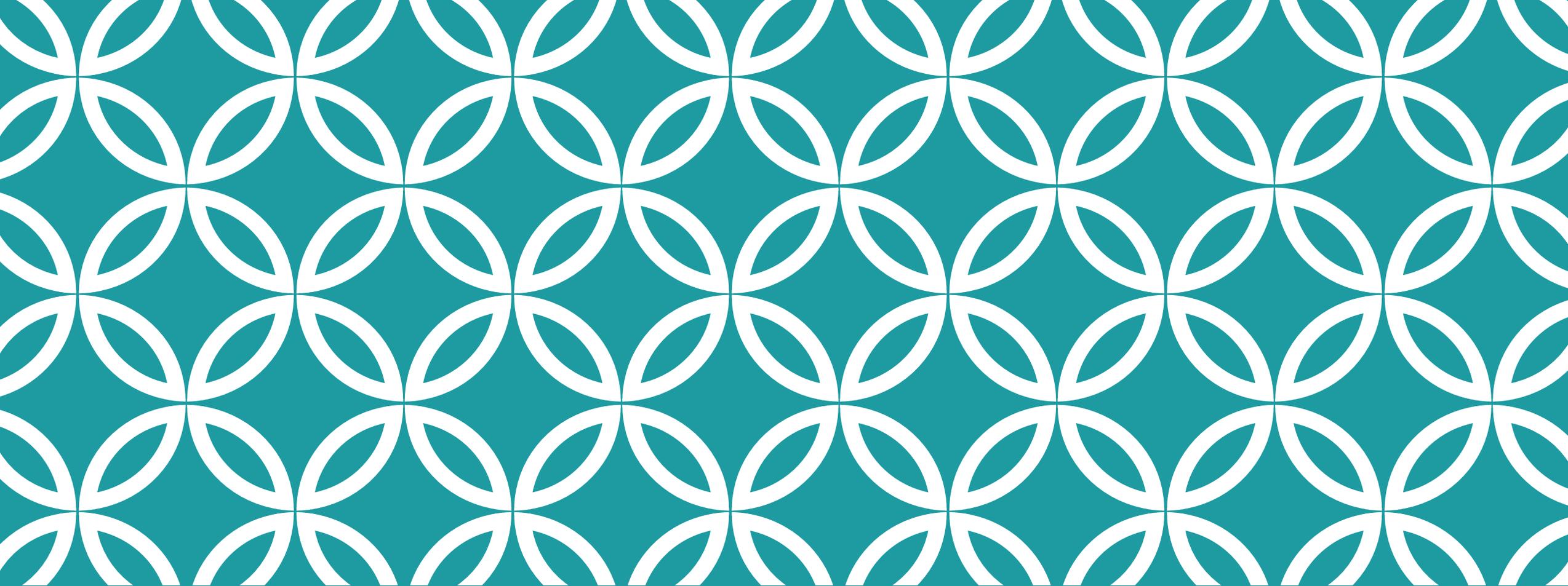
2005: Video sharing

Sites that let people organize other types of content (like bookmarks to sites they liked) also appeared.

No longer were they simply browsing others' content. Instead, they were actively **creating** profiles, **interacting**, **making connections**, and **generating** their own content.

- status update: real time, (usually) brief, and almost always about what people were doing, thinking, reading, and watching. i.e. Twitter, Facebook





# TYPES OF CONTENT ON SOCIAL MEDIA

Week 1

# TYPES OF CONTENT

- *Updates/posts*
- *Comment/reply*
- *Photos and videos*
- *Social networks/friends/contacts*

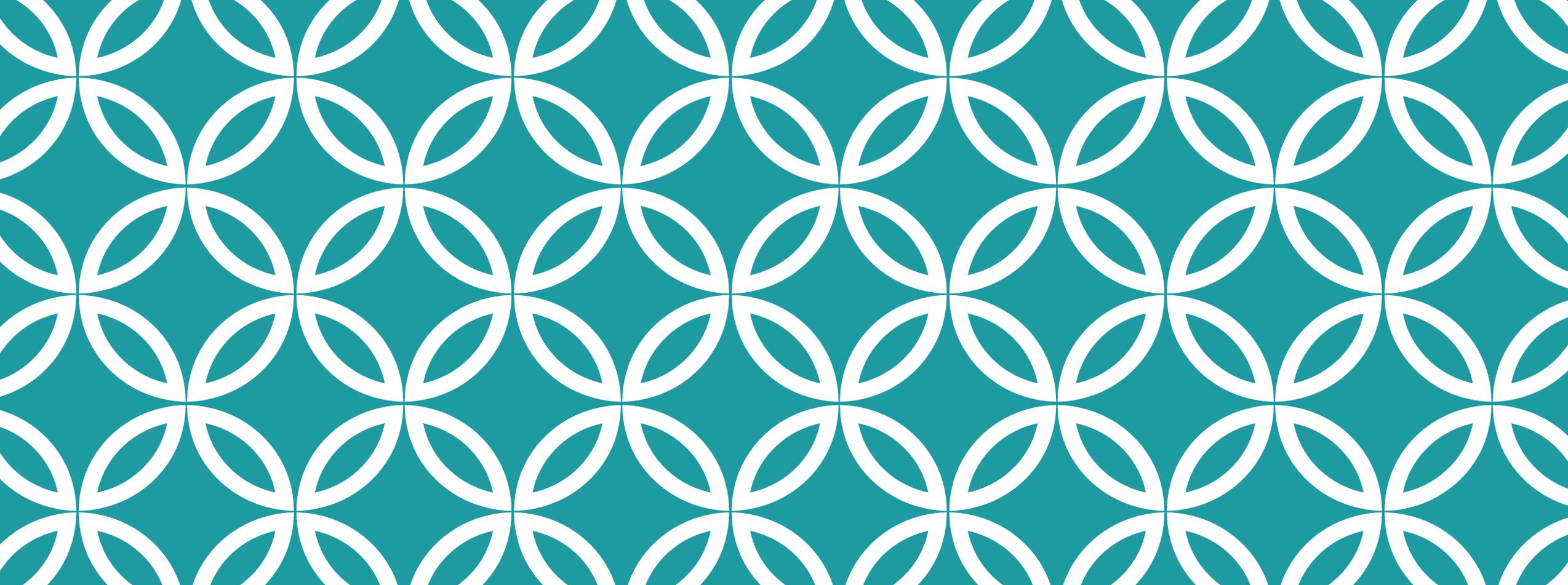


**How China is changing your internet:**

<https://www.youtube.com/watch?v=KXnhLIBgeEU&t=37s>

**One day with Wechat:**

<https://www.youtube.com/watch?v=cYDLL0oS2uk>

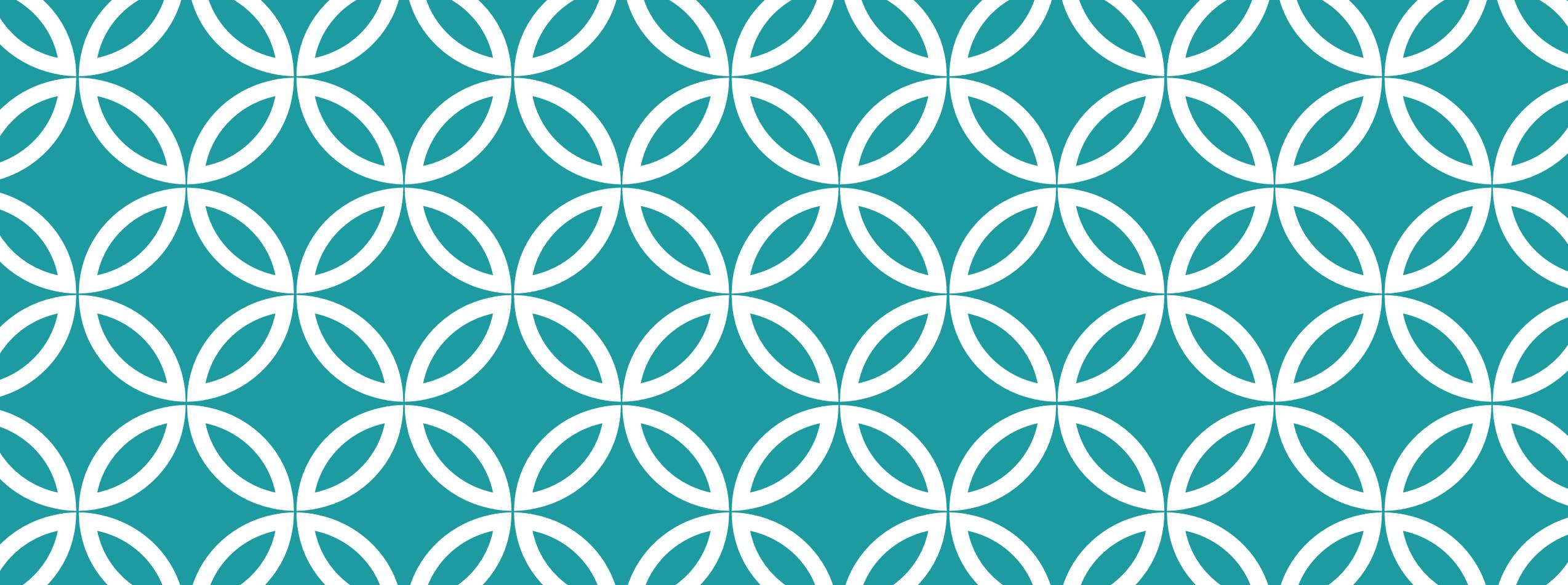


# CATEGORIES OF SOCIAL MEDIA

Week 1

# CATEGORIES OF SOCIAL MEDIA

- *Social networks*
- *Photo and video sharing*
- *Microblogging*
- *Social bookmarking*
- *Social gaming*
- *Apps (Applications)*



# CURRENT SOCIAL MEDIA LANDSCAPE

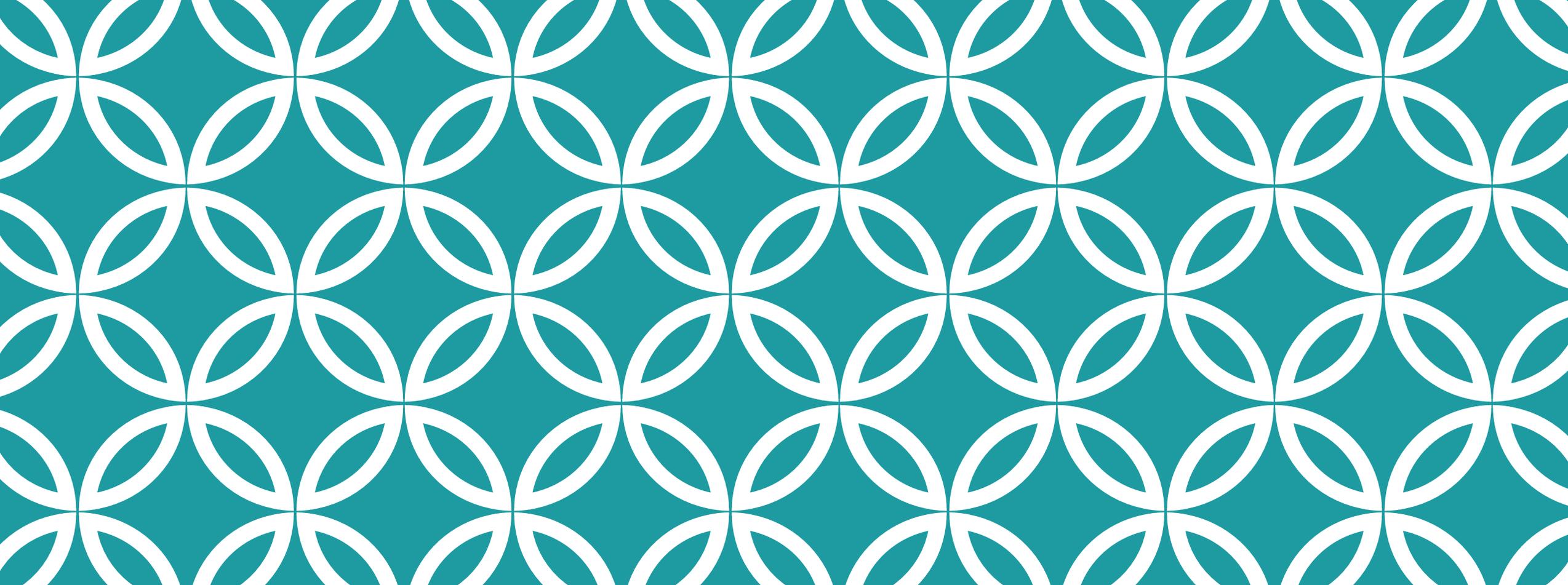
Week 1

# MOST POPULAR SOCIAL MEDIA SITES

1. [Facebook](#)
2. [Twitter](#)
3. [Youtube](#)
4. [Linkedin](#)
5. [Pinterest](#)
6. [Google+](#)
7. [Tumblr](#)
8. Instagram



<https://www.youtube.com/watch?v=Ha3dHchSZDQ>



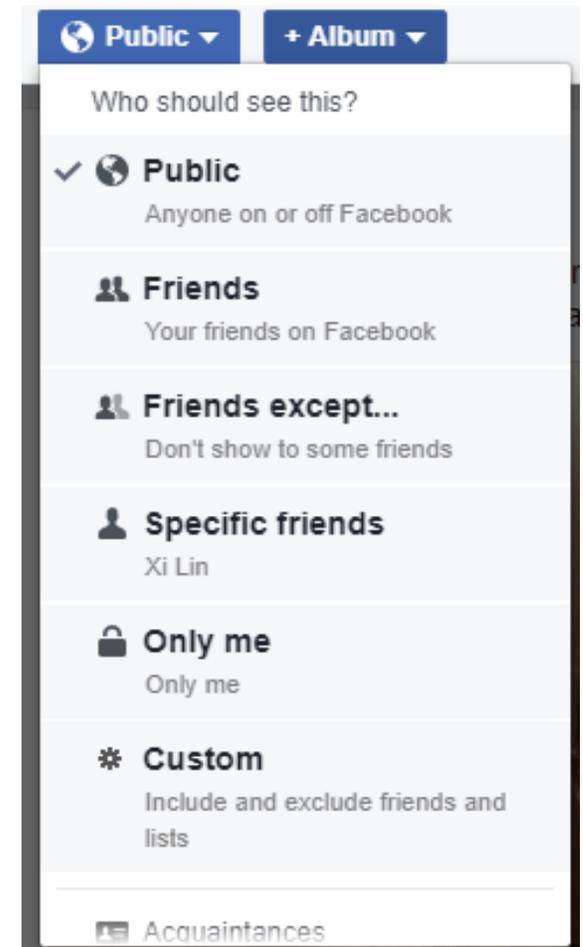
# PRIVACY: YOURS AND OTHERS'

Week 1

# WHO CAN/CANNOT SEE?

Privacy is important on social media, both for people who have profiles there and for people who are searching.

Most sites allow information to be restricted so that only friends can view it. Some allow much more complex and fine-grained privacy settings. Posts can be limited to specific groups of friends or even individual people.



# NEXT WEEK

**Week 2: Personal information and privacy controls**

