Better Health Through Social Networking?

or, Facebook is Not Just for Kids

Charlene Chausis,
Mgr. Technology and Training
Adlai E. Stevenson High School, Lincolnshire, IL

- Are you confused about social networking tools like Facebook, MySpace, Twitter, or LinkedIn?
- This session will provide an overview of popular Social Networking tools, with an emphasis on Internet Safety for both adults and teens.

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5 Ways Social Media
is Changing Our Daily Lives

1. Where we get our news
2. How we start and do business
3. How we meet and stay in touch with people
4. What we reveal
5. What we can influence

http://mashable.com/2009/10/16/social-media-changing-lives/

Quick fire Quiz

What's the number 1 activity on the Web?

~~Pornography?~~

Social Media

www.easykey.net

Quick fire Quiz

What percentage of consumers trust
Advertisements?

14%

What percentage of consumers trust
Peer Recommendations?

78%

www.easykey.net

Social Networks?

http://www.youtube.com/watch?v=6a_KF7TYKVc

Popular Social Networks

*twitter*

Linked in **facebook**

myspace.com
a place for friends

LinkedIn

LinkedIn

Charlene Chausis
Greater Chicago Area

- Contact Charlene Chausis
- Add Charlene Chausis to your network

Connections ⊕ **120** connections

Industry Primary/Secondary Education

Public profile powered by: **Linked in**

Create a public profile: **Sign In** or **Join Now**

View Full Profile

View Charlene Chausis's full profile:
- See who you and **Charlene Chausis** know in common
- Get introduced to **Charlene Chausis**
- Contact **Charlene Chausis** directly

View Full Profile

Name Search:
Search for people you know from over 60 million professionals already on LinkedIn.

First Name   Last Name

(example: **Charlene Chausis**)   Search

---

is Twitter for Twits and Facebook a Farce?

T **facebook**

What's all the hype about?

The Oprah effect: Friday, 4/17/09

OPRAH.COM

The Power of Twitter

tweet!

In 2006, a small Internet company in San Francisco developed a fast, free way to share and discover what's happening *right now*. Twitter.com was born, and in the past three years, this simple concept has attracted more than 14 million users and taken the world by storm!

Every day, celebrities, politicians, moms and dads log on to answer the question, "What are you doing?" The answer is called a "tweet," and it can be just about anything...as long as it's short. Posts are limited to 140 characters or less.

Users post everything from food diaries and marriage proposals to breaking news. In January 2009, a Twitterer was the first to post a photo of the U.S. Always plane that crash-landed into the Hudson River.

The Twitterverse boasts many notable users, including Ellen DeGeneres, Shaquille O'Neal, Ashton Kutcher, Demi Moore, Gayle King and Ali Wentworth's husband, ABC News correspondent George Stephanopoulos.

Just months after Oprah joined Facebook, a popular social networking website, she's jumping on the Twitter bandwagon! "It's too cool," she says.

Check out Oprah's Twitter page!

Some of Oprah's famous friends are already posting on her page, including Ali's husband. George writes in to ask Oprah to take care of his wife, who has a head cold. Shaquille also woke up early to send Oprah one of her first tweets!

Ellen tweets to ask why Oprah's online instead of working on their *O* magazine cover!

While the cameras roll, Oprah attempts to send a tweet of her own. What's her first post? "ASHTON KUTCHER IS NEXT!? Then she writes, "HI TWITTERS. THANK YOU FOR A WARM WELCOME. FEELING REALLY 21st CENTURY."

The Oprah effect: Saturday, 4/18/09

twitter   Home Profile Find People Settings Help Sign out

Oprah

Follow

Name Oprah Winfrey
Web http://www.oprah.com
Bio Live Your Best Life

10   231,835
Following followers

@kingsthings hey Larry, wanted to tweet you on the show tonite. But will be in the air. Not sure about airtweets. Have fun with Ashton!
about 6 hours ago from web in reply to kingsthings

@THE_REAL_SHAQ thanks for being my twitter buddy. this is cool.
about 6 hours ago from web in reply to THE_REAL_SHAQ
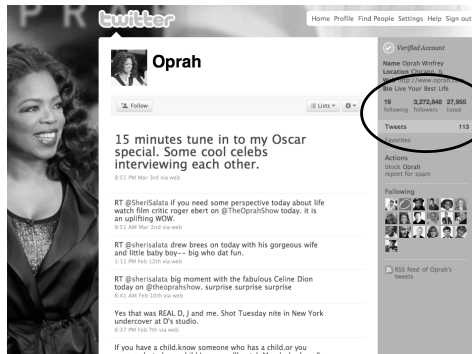
@ev great to have you on the show. I'm all a twitter. Having strawberry margaritas with producers in my office right now. Toasting you!
about 6 hours ago from web in reply to ev

@mrskutcher count me in for 20,thousand nets.
about 6 hours ago from web

george thats a promo not a tweet.
about 6 hours ago from web

little jordan is next. love this kid
about 6 hours ago from web

Updates   9

Favorites

Actions
block Oprah

Following

The Oprah effect: Saturday, 3/13/10
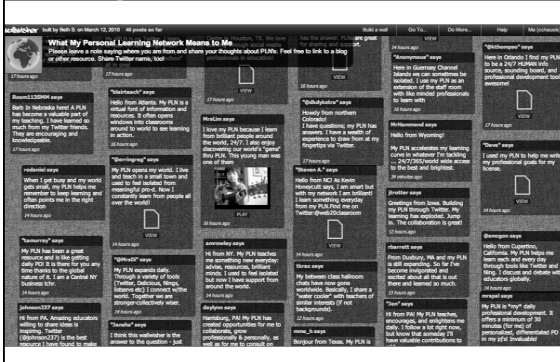

Twitter – Surely a waste of time?

Sad people with nothing better to do?

www.easykey.net

Building a PLN (Personal Learning Network)

---

the Big Party

What would you do?

---

the Big Party

- Look for people you might know
  *Twitter **Search***

- Find people who are into the things that interest you
  *Search Topics - **follow** people*

- Listen to folks - so you begin to get to know them
  Read carefully

www.easykey.net

---

the Big Party

- Compliment people
  Reply

- Let them know when you agree with something they say
  Re-Tweet (RT)

- Ask a question about something that genuinely interests you
  tweet
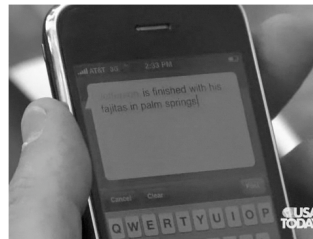
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Slide 1

twitter the Big Party

Annoying People at the Party

What Not to Tweet

- Talk about their business
- Try to Sell you stuff
- Don't listen or ignore you
- Rude or Bad Language
- Irrelevant Conversation
- Mundane or Boring
- Selling Stuff

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easykey

Slide 2

What are you doing?

...is finished with his
fajitas in palm springs|

http://www.usatoday.com/video/index.html#/Talking+Tech%3A+Status+messages/34328174001

Slide 3

History of online Social Networks:

- 2003: **Friendster** used by "20-30-somethings"
  -- originally dating
- 2003: **MySpace** started as a 'rip-off' of
  Friendster... rock musicians and indie rock
  bands used for publicity
  — drawing in teens.
- 2004: **Facebook** started in colleges
  (elite social network)
- 2005: **Facebook** accepted high school
  students
- 2006: **Facebook** accepts everyone

Slide 4

Pew Internet
Pew Internet & American Life Project

REPORT: TEENS, SOCIAL NETWORKING
Social Networking Websites and Teens

A social networking site is an online place where a user can create a profile and build a personal network that connects him or her to other users. In the past five years, such sites have rocketed from a niche activity into a phenomenon that engages tens of millions of internet users. **More than half (55%) of all online American youths ages 12-17 use online social networking sites,** according to a new national survey of teenagers conducted by the Pew Internet & American Life Project.

Teens, Privacy and Online Social Networks
Apr 18, 2007
Amanda Lenhart

83% The percentage of Roving Nodes who like that they are more available due to gadgets.

http://pewinternet.org/

Slide 5

MediaPost NEWS

ONLINE MEDIA DAILY

Home > Search > Online Media Daily > Friday, April 17, 2009

Facebook Closing In On MySpace In U.S
by Mark Walsh, Thursday, April 16, 2009, 10:45 PM

Article ▼ | Comments (1) ▼

Facebook is catching up with MySpace in the U.S., according to comScore.

The social network added about 4 million unique visitors in March to reach 61.2 million and close within 9 million of MySpace, the top social network in the U.S. But while MySpace's audience of 70.2

Facebook's audience up 72% shrunk by 4% in the last year, Facebook has jumped 72%.

At its current rate of growth, Facebook is poised to overtake its social networking rival in the U.S. in the next few months. The company already surpassed MySpace last year as the most-trafficked social network globally. Facebook this month announced that it crossed the 200 million mark in active users worldwide, while Facebook has an estimated 130 million.

At stake in the U.S. are more than bragging rights, however, since the domestic market is where most of the ad dollars that Facebook and MySpace compete for come from. Facebook isn't the only social network moving up. comScore reported Wednesday that Twitter's

Twitter's audience tops 9.3 million tripled to 9.3 million in the last month as broader media coverage of the micro-blogging phenomenon helped propel growth.

With less fanfare, AOL-owned Bebo nearly doubled its U.S. audience from 5.8 million to 10.8 million. Bebo in February gave users tools for lifestreaming, an online service that lets people post frequent updates about their lives by aggregating blog posts, status updates, online photos and other online content. Adding lifestreaming to their profiles also allows Bebo users to get updates from external sites such as Facebook and MySpace in this format.

TOOLS
EMAIL | SUBSCRIBE
PRINT | RSS
REPLY | SHARE ▼

RELATED ARTICLES
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4. Borrell: Local Online Spending To Grow 6%
5. Hi Ho, Hi Ho, It's Off To Porn Tube We Go
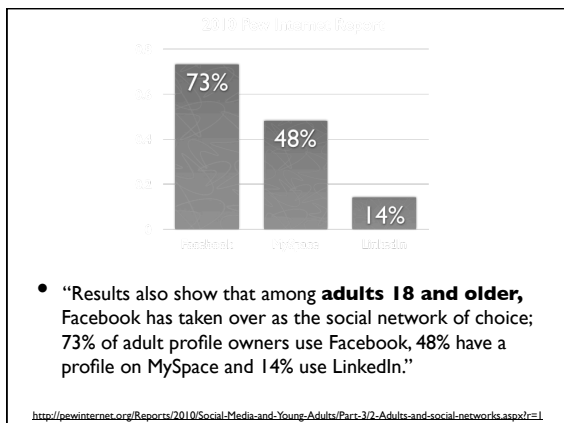
TAGS: Research, Social Networks, Online

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2. Starbucks Fights Back With Major Campaign
3. Healthy 'Private Practice' Gives ABC Thursday Sweeps

Slide 6

150% Increase in Social Networking

- **Project Tomorrow,** the Irvine, California-based organization that sponsors an annual survey of students, teachers, parents, and administrators, saw a *150% increase between 2007 and 2008* **"in the proportion of students using Facebook and other social-networking sites to work with their peers on group projects for school."**

PROJECT **TOMORROW**
www.tomorrow.org

("Schools Seen as Inhibiting Student Tech. Use," Education Week, March 24, 2009).
http://www.edweek.org/ew/articles/2009/03/24/27digital.h28.html

3/14/10

Slide 1

- "Results also show that among **adults 18 and older,** Facebook has taken over as the social network of choice; 73% of adult profile owners use Facebook, 48% have a profile on MySpace and 14% use LinkedIn."

http://pewinternet.org/Reports/2010/Social-Media-and-Young-Adults/Part-3/2-Adults-and-social-networks.aspx?r=1

Slide 2

Countries: the 5 biggest Populations?

	Country	Population
	China	1.3 billion
	India	1.1 billion
	USA	309 million
	Indonesia	231 million
	Brazil	193 million

Slide 3

Population of Facebook?

facebook

400 million

The 3rd largest "country"

…and gro**wing!**

Slide 4

What is **facebook** ?

- Info
- Photos
- Wall
- Events
- Apps
- Links
- Causes

www.easykey.net

Slide 5
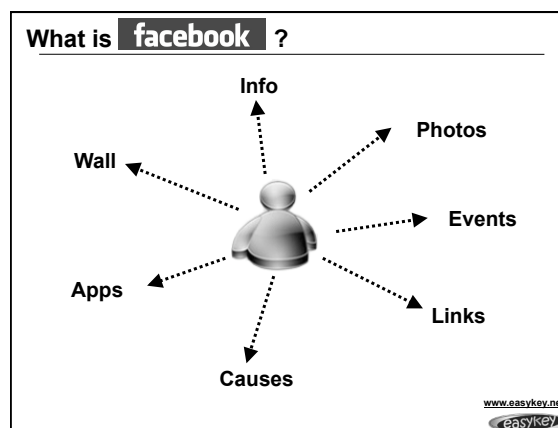
facebook Info

Your Profile

Denis O'Regan

Wall Info Photos Events Links Causes

Basic Information

Gender:	Male
Birthday:	27 June
Hometown:	Hertfordshire, Furneux Pelham, United Kingdom
Relationship Status:	Married
Interested in:	Women
Looking for:	Friendship Networking

Personal Information

Activities:	Playing the Piano (Classical, Folk and in Rock Band)
Interests:	Photography, Bird Watching, Fishing
Favourite Music:	Sting, Stravinsky, Chopin, JS Bach, Mark Isham, Steve Reich, Laurie Anderson, Sia, Coldplay, Hot Chip, Planxty
Favourite TV Programmes:	Jools Holland, Man stroke Woman, The IT Crowd, The Apprentice

View Photos of Me (6)
Edit My Profile

Write something about yourself.

Information
Birthday: 27 June
Hometown: Hertfordshire, Furneux Pelham, United Kingdom
Website: http://www.easykey.net

Friends

www.easykey.net

Slide 6

facebook Wall

Collection of Activities

Wall Info Photos Events Links Causes

What's on your mind?
Attach:

Denis O'Regan
Getting Excel to Display Currency
You can change the way Microsoft Excel formats numbers so it is display... you noticed if you type numbers into cells how it is actually displayed? T... Format. Look at the figures on the right.... Display as Currency Do you
See more
16 February at 23:50 via twitterfeed · Comment · Like

"Blog"

RECENT ACTIVITY
Denis posted a link to Using the Internet to Promote Your Business's W...
Denis and Geoff Wills are now friends. · Comment · Like

Recent Activity

Sarah Hector
I just sent you a snowball!
Here's a snowball! See what it is! Please send me one

Some Fun

www.easykey.net

facebook Photos

A Place to Share Photos/Videos etc.

Denis O'Regan

Wall Info Photos Events Links Causes » +

+ Create a Photo Album

Photos of Denis 6 photos
View Comments

www.easykey.net

Generation Y

what is Generation ?

- "Echo Boomer"
- "Millennial"
- Born 1982-95 (15 to 28 years)

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Characteristics of Generation Y

- **Individual Expression** (most radical change in China)
- More Culturally **Liberal** and Morally **Tolerant** than Generation X
- The rise of **instant Communication Technologies** via the Internet
- The growth of **Social Networking** and **Interactive Gaming** platforms

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Why the Sociology Lesson?

- In **2010 Gen Y** will outnumber **Gen X** (Baby Boomers)
- **96%** use at least one Social Network
- Fastest growing segment on Facebook?

   55-65 year-old females

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MediaPost NEWS

ONLINE MEDIA DAILY

Home > Search > Online Media Daily > Tuesday, Feb 3, 2009

News Brief

Women Over Age 55 Fastest-Growing Group On Facebook

Tuesday, February 3, 2009, 8:30 AM

Article ▼   Comments (3) ▼

Attention, marketers targeting older women: Women age 55 and over are the fastest-growing U.S. demographic group on Facebook in the last three months, according to new data reported by Inside Facebook Monday. The number of women on Facebook is growing faster than men in almost every age group, and women now make up 56.2% of users.

Women over 55 have nearly tripled on Facebook since September to more than 717,000, and are nearly double the number of men in the same age group. The Facebook audience overall is getting older as its audience grows well beyond the base of college students it started with.

Almost a quarter of U.S. members are now age 35 and over, and 45% are 26 and up. Those ages 18 to 25 make up 43% of users, while teenagers account for 12%.

Dove, known for its Real Beauty campaign targeting women over 50, may have been ahead of the curve when it launched its first Facebook application in November.--Mark Walsh

TOOLS
- EMAIL   SUBSCRIBE
- PRINT   RSS
- REPLY   SHARE ▼

RELATED ARTICLES
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5. Paid Search Can Create Negative Impact For Competitors

TAGS: Social Networks, Online

Facebook Today

- Facebook now has **more than 400 million** active users, up from only 50 million as recently as 2007.
- **More than 50 percent** of Facebook's members in the United States **are 35 or older**, and **only 26.8 percent are 24 or under,** according to an analysis of December 2009 visitors by *comScore Media Metrix.*
- **Games are the killer app for Facebook.** Because of their social nature, popular Facebook games produce direct network effects. The dedicated farmers of the FarmVille game — *it attracts* **83** *million users a month* — nudge friends to play and become virtual neighbors, enhancing their own game experience.

Million Users

	400	
400		
300		
200		
100		50
0	2009	2007

FARMVILLE

The Conversation: Facebook and FarmVille, Fun or Frivolous?

ABC's Diane Sawyer and New York Times Writer Nick Bilton Dig Into FarmVille Craze
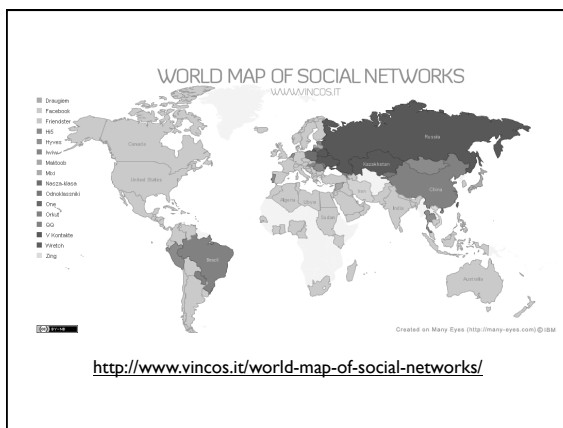
Feb. 24, 2010

9 comments

Facebook. It's the Internet phenomenon that shows no signs of slowing down. In the past week, Facebook surpassed Yahoo in popularity. It now sits comfortably in second place, with only Google blocking its complete Internet supremacy. And Facebook isn't just for reconnecting with former school friends and keeping up on the latest gossip. The world of Facebook games is ever-growing, with the popular FarmVille leading the way.

Love it or hate it, FarmVille now has close to 100 million users, with some 30 million active daily. So for today's Conversation, Diane Sawyer and New York Times technology writer Nick Bilton look at what makes Facebook and FarmVille so appealing. Bilton takes us through his own farm, explains the social networking aspect of the game and how some people are so dedicated to their farms that they use real money, yes real money, to buy virtual eggplants.

If you are tuned in to the world of Facebook and FarmVille, then you've got

http://abcnews.go.com/WN/conversation-facebook-farmville/story?id=9931036

http://abcnews.go.com/WN/conversation-facebook-farmville/story?id=9931036

WORLD MAP OF SOCIAL NETWORKS
WWW.VINCOS.IT

http://www.vincos.it/world-map-of-social-networks/

Grow Your Own Social Network: "Ning.com" or "GROU.PS"

Concerns ?

• Privacy

http://www.flickr.com/photos/hyku/368912557/
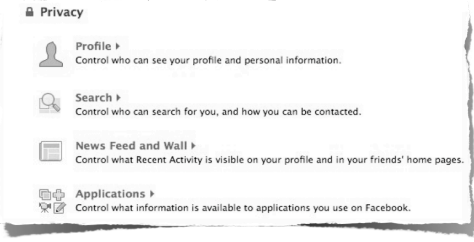
Facebook Applications & Privacy

http://www.usatoday.com/video/index.html#/How+Facebook+quizzes+and+games+grab+your+personal+info/49985670001

Understand Privacy Settings

http://www.allfacebook.com/2009/02/facebook-privacy/

http://www.allfacebook.com/2009/02/facebook-privacy/

10 Facebook Privacy Settings:

1. Use Your Friend Lists

2. Remove Yourself From Facebook Search Results

3. Remove Yourself From Google

4. Avoid the Infamous Photo/Video Tag Mistake

5. Protect Your Albums

6. Prevent Stories From Showing Up in Your Friends' News Feeds

7. Protect Against Published Application Stories

8. Make Your Contact Information Private

9. Avoid Embarrassing Wall Posts

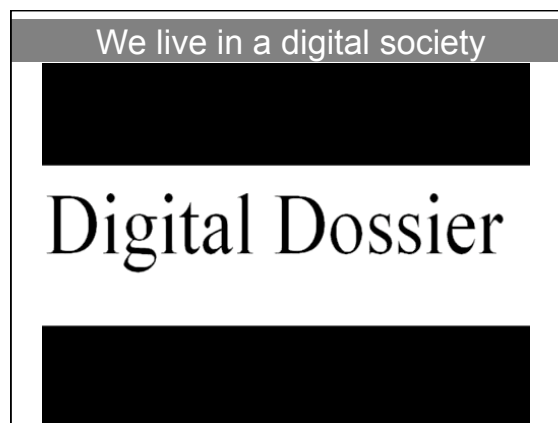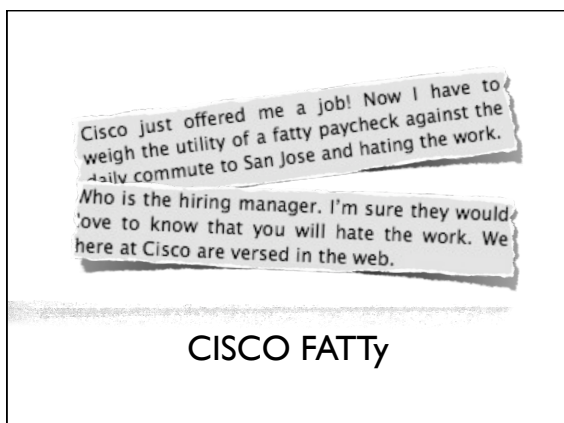10. Keep Your Friendships Private

http://facebookforparents.org

The Internet is not Private

Just the facts

- **Assume everyone is going to see everything.**

  –Nothing on the internet is private
  –An alias provides only minimal protection
  - 44% of teens only use one screen name
    – *Source: Pew Internet & American Life Project Teens and Parents Survey*
  –Deleted does not mean gone

CISCO FATTy

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

Who is the hiring manager. I'm sure they would love to know that you will hate the work. We here at Cisco are versed in the web.

We live in a digital society

Digital Dossier

What families can do

- **Start a conversation with your children** about what they do online. Let them know that you understand how important using the Internet and other networked devices, such as cell phones, are to their lives.
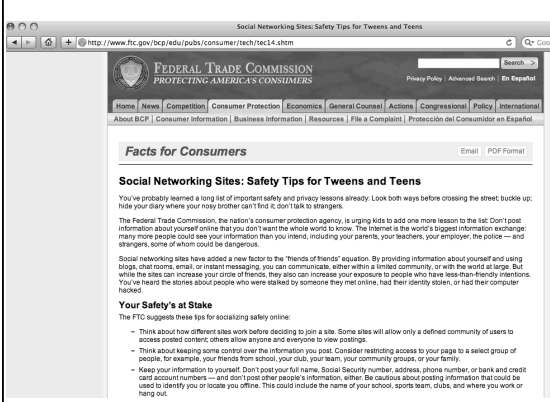
© CyberSmart! Education.
http://cybersmart.org/

What families can do

- Let your children know that safety challenges—*such as protecting the identities of family members*—are a shared responsibility of all members of the family.
- As a family, set rules that consider the age and developmental stage of each child. Hold family meetings to revisit these rules on a regular basis.

© CyberSmart! Education.
http://cybersmart.org/

Advice for Teens:

- Never use a screen name that could reveal your gender

CAUTION!

- Use a **different screen name** for all the sites you visit
- Set your MySpace/Facebook page to "Private" — **only your friends** can visit
- Never put your home phone # on the Internet
- Never put your email address on a website

FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

http://www.ftc.gov/bcp/edu/pubs/consumer/tech/tec14.shtm

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Facts for Consumers   Email | PDF Format

Social Networking Sites: Safety Tips for Tweens and Teens

You've probably learned a long list of important safety and privacy lessons already: Look both ways before crossing the street; buckle up; hide your diary where your nosy brother can't find it; don't talk to strangers.

The Federal Trade Commission, the nation's consumer protection agency, is urging kids to add one more lesson to the list: Don't post information about yourself online that you don't want the whole world to know. The Internet is the world's biggest information exchange: many more people could see your information than you intend, including your parents, your teachers, your employer, the police — and strangers, some of whom could be dangerous.

Social networking sites have added a new factor to the "friends of friends" equation. By providing information about yourself and using blogs, chat rooms, email, or instant messaging, you can communicate, either within a limited community, or with the world at large. But while the sites can increase your circle of friends, they also can increase your exposure to people who have less-than-friendly intentions. You've heard the stories about people who were stalked by someone they met online, had their identity stolen, or had their computer hacked.

Your Safety's at Stake
The FTC suggests these tips for socializing safely online:

- Think about how different sites work before deciding to join a site. Some sites will allow only a defined community of users to access posted content; others allow anyone and everyone to view postings.
- Think about keeping some control over the information you post. Consider restricting access to your page to a select group of people, for example, your friends from school, your club, your team, or your community groups, or your family.
- Keep your information to yourself. Don't post your full name, Social Security number, address, phone number, or bank and credit card account numbers — and don't post other people's information, either. Be cautious about posting information that could be used to identify you or locate you offline. This could include the name of your school, sports team, clubs, and where you work or hang out.

Slide 1:

Blinklife: How to Help Social Network Addicts

Blinklife

http://www.youtube.com/watch?v=0JmYYTEasus

Slide 2:

'Flocking' behavior lands on social networking sites

"Findings… suggest health and psychological benefits for those who 'friend' and are 'friended.'"

"For the most part, being of a social network is good for you, research suggests."

http://www.usatoday.com/news/health/2009-09-27-social-networking_N.htm

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Slide 3:

Health Benefits

- "… social support and social networking offer benefits, from additional resilience to greater life satisfaction to reducing the risk of health problems. Other studies in the past two years have found that feeling like a part of a larger group helps in stroke recovery and memory retention and boosts overall well-being."

  - *– Scientific American*

http://www.usatoday.com/news/health/2009-09-27-social-networking_N.htm

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Slide 4:

Health Benefits

- "We're not replacing everyday personal social networks with everyday online social networks. That's not the way it works. We're not substituting online for offline. We're augmenting."

- "We have more means of being in touch, and we seem to be using all of them."

http://www.usatoday.com/news/health/2009-09-27-social-networking_N.htm

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Slide 5:

Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives
by Nicholas A. Christakis and James Fowler
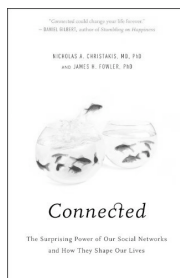
"(The authors) argue that our social networks actually comprise a 'super-organism.' Our lives take shape not just via those we know, our friends and relations, but through their friends and relations, even if we never meet those people."

– Michael Fitzgerald Globe Correspondent / March 9, 2010

http://www.boston.com/ae/books/articles/2010/03/09/connected_offers_a_new_way_of_thinking_about_social_networks_and_the_world/

Slide 6:

5 Ways to Cultivate an Active Social Network
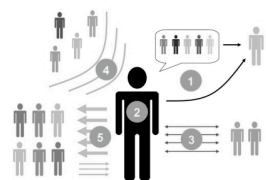
Source: Cultivate an Active Network (Chris Brogan)

1. **BE HELPFUL** - offer your network advice or suggest people that can help
2. **BE PRESENT** - participate and contribute
3. **BE SOCIAL** - engage with as many people as possible…not to be confused with just pushing out messages to a list.
4. **SHARE THE LOVE** - make it about them…talk about your network
5. **PAY IT FORWARD** - build equity by contributing to your network before asking for anything in return…and never take out more than you put in.

©Mark Smiciklas   IntersectionConsulting/Blog

http://www.flickr.com/photos/intersectionconsulting/3704908885/

Thank You!

Charlene Chausis

– 2008 Google Certified Teacher
– 2007 International Society for Technology in Education (ISTE) Outstanding Leader
– 2007 Illinois Computing Educators (ICE) Outstanding Technology Using Educator
– 2003 Apple Distinguished Educator
– 2002 State of Illinois "Those Who Excel" Awardee

Presentations

Link to resources provided for various conference presentations and workshops.

Charlene Chausis is the Technology Training and Integration Manager at Adlai E. Stevenson High School in Lincolnshire, IL, where she maintains an extensive staff development website and weekly blog for promoting the learning of adults in schools. Charlene is a frequent presenter at national, state and local education conferences, and serves on the Northern Illinois Computing Educators (NICE) board as the newsletter editor.

http://homepage.mac.com/charlenechausis/

twitter cchausis   in Charlene Chausis

Credits/References:

- *Digital Domain - Facebook Is Getting Older Without Getting Old* – http://NYTimes.com

- *"Is Twitter for Twits and Facebook a Farce?"* – retrieved from http://SlideShare.net/easykeyshow

- *Permanent Record* – Steve Dembo, Discovery Education

- *Research on Social Network Sites* – http://www.danah.org/SNSResearch.html

- *"Your Digital Footprint"* – retrieved from http://Slideshare.net/shareski