

How Social Computing Impacts Society

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Sand from Centuries Past Send Future Voices Fast



The Nobel Prize in Physics 2009

"for groundbreaking achievements concerning the transmission of light in fibers for optical communication"

"for the invention of an imaging semiconductor circuit – the CCD sensor"



Photo: Richard Epworth

Charles K. Kao



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Willard S. Boyle



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George E. Smith

Nobelprize.org

BACK to previous page



Video Info

Nobel Lecture by Charles K. Kao (27 minutes)

Charles K. Kao's Nobel Lecture was held on 8 December 2009, at Aula Magna, Stockholm University, by his wife, Mrs Gwen Kao. They were introduced by Professor Joseph Nordgren, Chairman of the Nobel Committee for Physics.

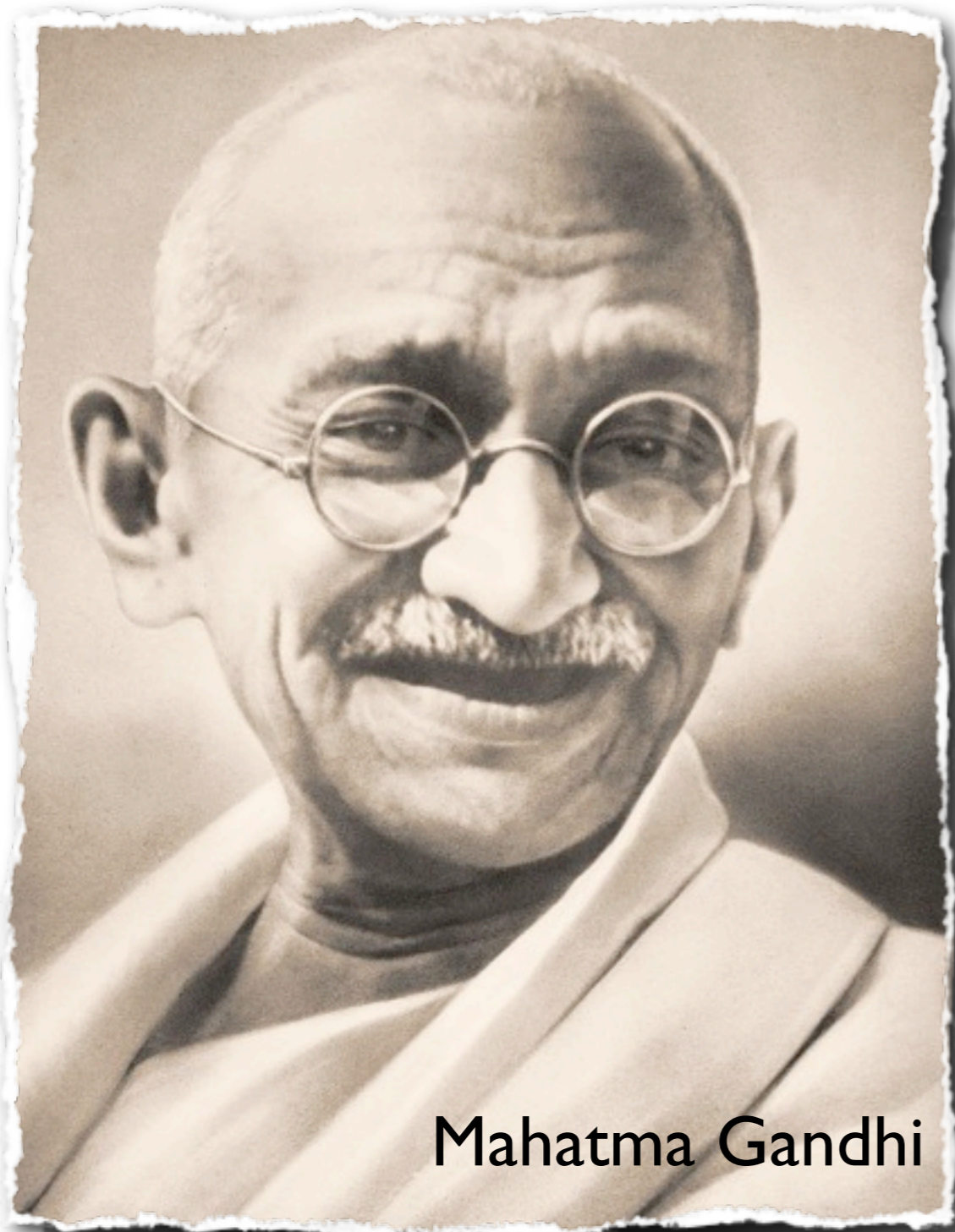
Ratings ★★★★★ (86)

Your rating ★★★★★

Download this video

- High quality (0 MB)
- Low quality (0 MB)





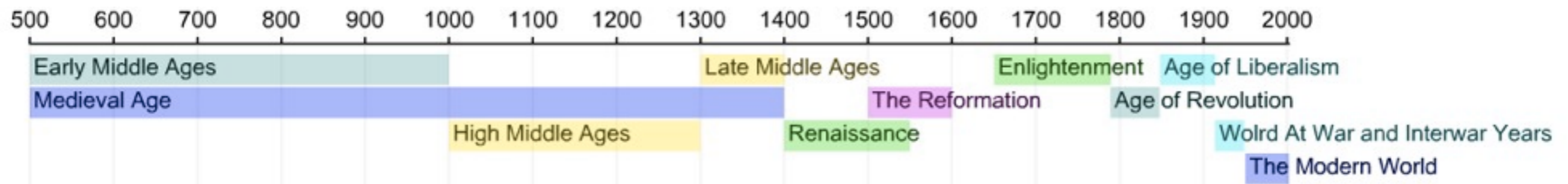
Mahatma Gandhi

Interdependence is and ought to be as much the ideal of man as self-sufficiency.

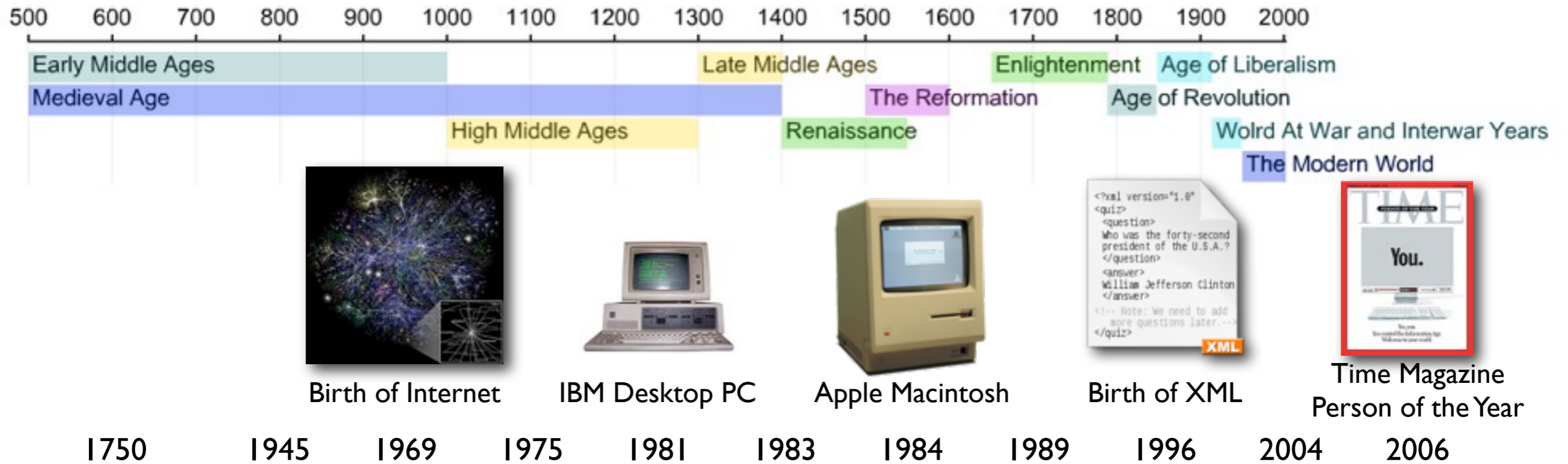
Man is a social being.



A Brief History of the World



A Brief History of the World



**Industrial
Revolution**

**Information
Age**

**Internet
Age**

**www
Age**

**Attention
Age**

ENIAC



The MITS Altair
Apple II



Time Magazine
Person of the Year



Birth of WWW



Birth of Web 2.0





intel.

revolution in evolution

Highlights from the Journey to 1 Billion PCs

1,000,000,000
900,000,000
800,000,000
700,000,000
600,000,000
500,000,000
400,000,000
300,000,000
200,000,000
100,000,000

1,000,000,000
900,000,000
800,000,000
700,000,000
600,000,000
500,000,000
400,000,000
300,000,000
200,000,000
100,000,000



2005-2006 - The number of PCs shipped worldwide may reach 2 billion, according to industry analyst firm Gartner Dataquest.¹

1971 - Intel, founded by Robert Noyce, Gordon Moore and Andy Grove, introduces the world's first microprocessor and calls it the Intel® 4004.

1974 - Intel introduces the 8080 microprocessor, which was used in the first commercially successful personal computer - the Intel 8080.

1976 - Apple Computer, Inc. releases the Apple I, the first single-circuit board computer.² The following year, the company introduces the Apple II, the first for a personal computer, the Apple II featured color graphics.³



Microsoft ships the Windows® operating system with a graphical user interface.
America Online is founded.⁴

1986 - The number of PCs shipped worldwide reaches nearly 64 million and a 15-year period of continuous growth begins.⁵

1987 - Toshiba introduces the T1080 laptop PC, making portable computing more widely available.

1988 - Recordable CD discs become available.⁶



1991 - Creative Labs introduces a Multimedia Upgrade Kit containing a CD-ROM drive, Sound Blaster™ Pro card, speakers and multimedia software.

1992 - The number of PCs shipped worldwide reaches 200 million.⁷



¹www.intel.com/about-us
²Apple Computer
³Apple Computer
⁴www.aol.com
⁵www.gartner.com
⁶www.toshiba.com
⁷www.intel.com

⁸www.intel.com/about-us
⁹www.intel.com/about-us
¹⁰www.intel.com/about-us
¹¹www.intel.com/about-us
¹²www.intel.com/about-us

For more information, please visit <http://www.intel.com>



Billionaires' Shuffle

2007



2008



Facebook in 2004.02

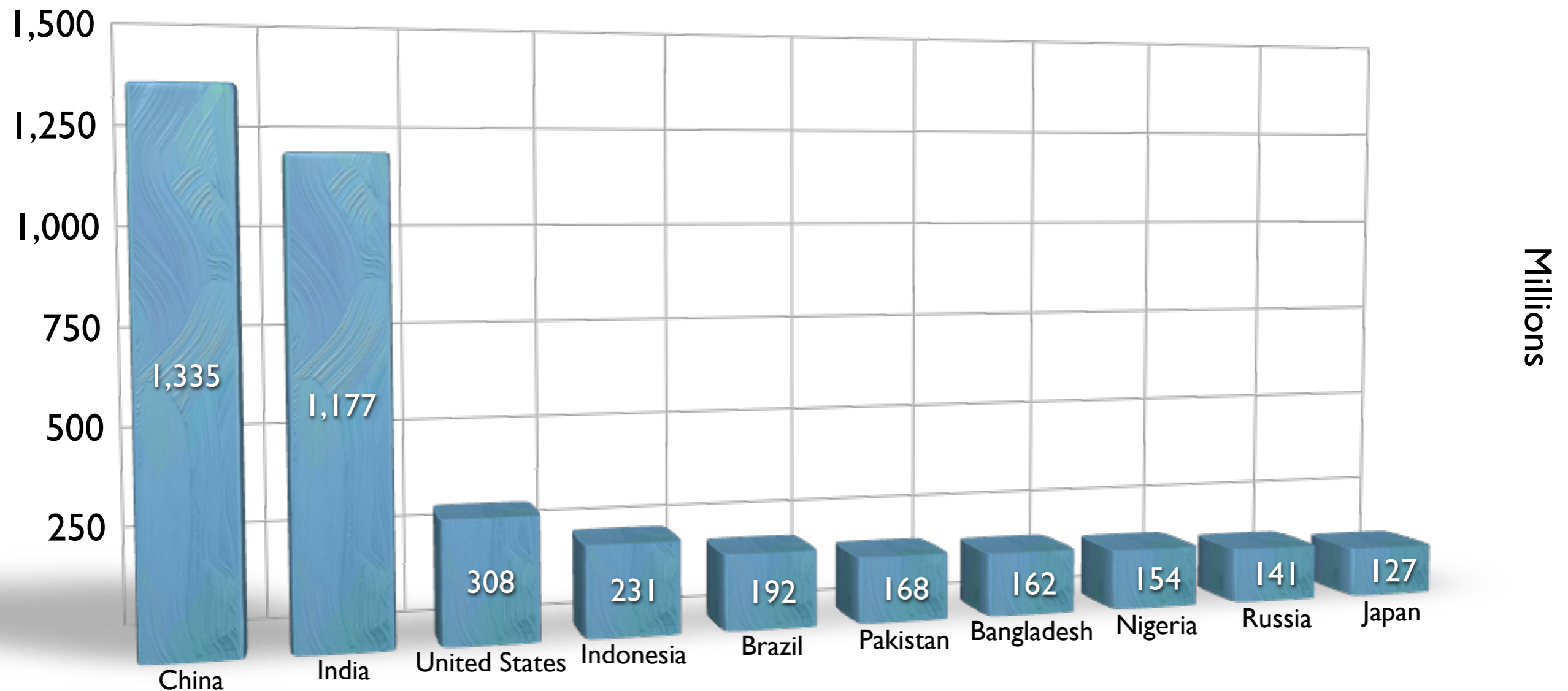
2008
at **23** and \$ **1.5** billion later...

How Social Computing Impacts Society, Irwin King, Asia Society, March 11, 2010, Hong Kong



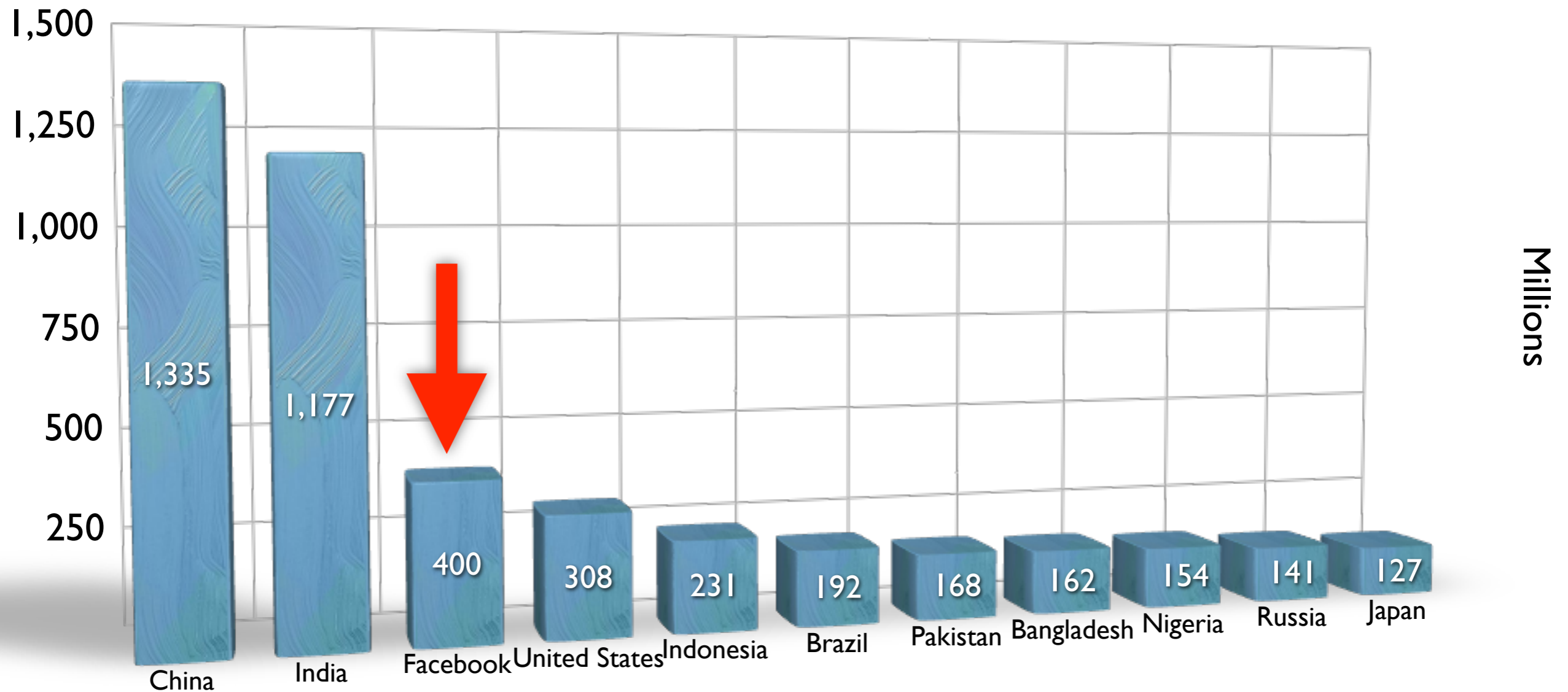
Top 10 Most Populated Countries

as of July 2009



Top 10 Most Populated Countries

as of February 2010



Facebook's Global Audience

Global Audience: 316,402,840

Data for 11/03/2009



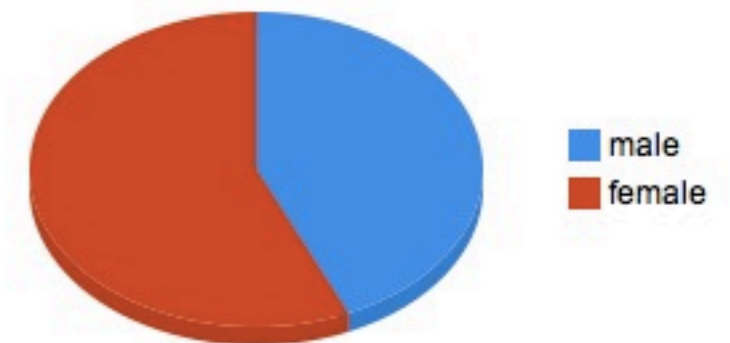
United States

Country Audience: 94,748,820

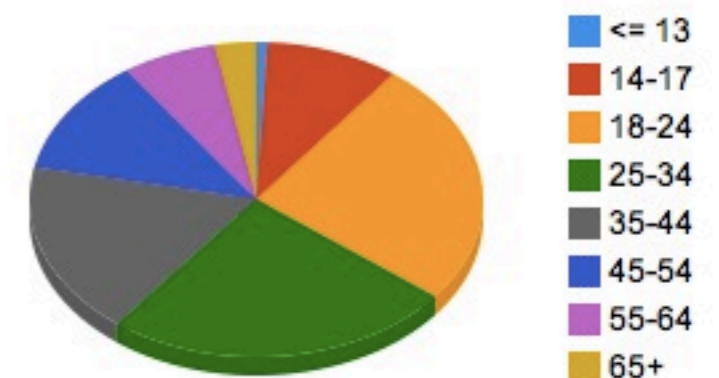
Percent of Global Audience: 29.95%

Share This Site 1543 retweet

United States Male / Female



United States Age Distribution



Facebook's Growth Stats

Statistics

Company Figures

More than 400 million active users
50% of our active users log on to Facebook in any given day
More than 35 million users update their status each day
More than 60 million status updates posted each day
More than 3 billion photos uploaded to the site each month
More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week

10 Largest Countries

1. United States	94,748,820
2. United Kingdom	22,261,080
3. Turkey	14,215,880
4. France	13,396,760
5. Canada	13,228,380
6. Italy	12,581,060
7. Indonesia	11,759,980
8. Spain	7,313,160
9. Australia	7,176,640
10. Philippines	6,991,040

10 Fastest Growing Over Past Week

1. Poland	12.46 %	137,900
2. Thailand	10.96 %	161,300
3. Portugal	9.81 %	80,040
4. South Africa	9.25 %	189,080
5. Taiwan	7.82 %	367,400
6. Romania	7.65 %	28,060
7. Germany	7.54 %	350,240
8. Malaysia	7.43 %	236,840
9. Indonesia	6.84 %	752,640
10. Iraq	6.72 %	6,380



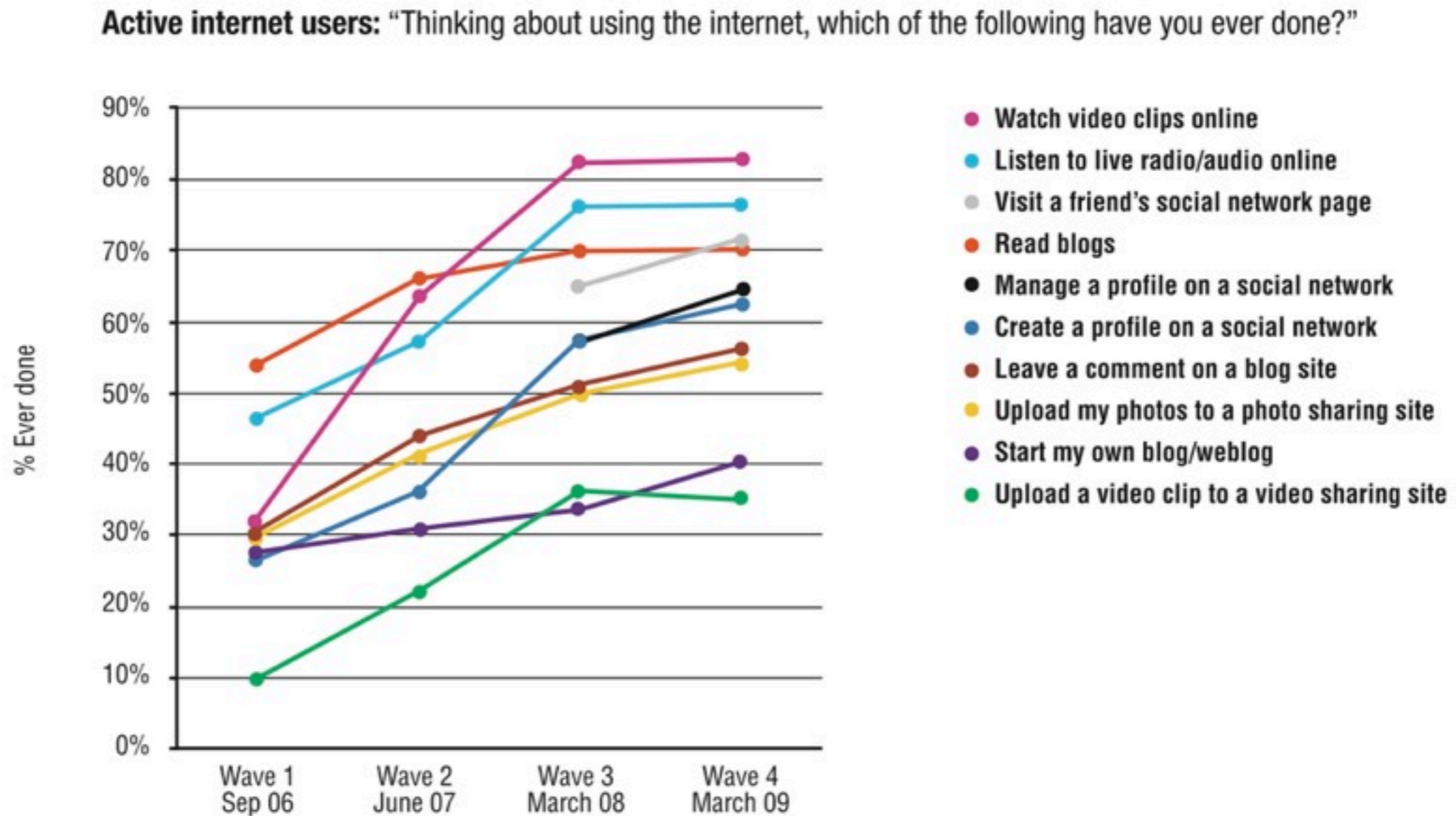
Global Internet Traffic

Alexa as of May 2009	China	USA	Japan	India	Brazil	Global
1	Baidu	Google	Yahoo.jp	Google.in	Google	Google
2	QQ	Yahoo	FC2	Google	Orkut.br	Yahoo
3	Sina	Facebook	Google.jp	Yahoo	Windows Live	YouTube
4	Google.cn	YouTube	YouTube	Orkut.in	Universo Online	Facebook
5	Taobao	Myspace	Rakuten	YouTube	YouTube	Windows Live
6	163	MSN	Livedoor	Blogger	Globo	MSN
7	Google	Windows Live	Ameblo.jp	Rediff	MSN	Wikipedia
8	Sohu	Wikipedia	mixi	Facebook	Google	Blogger
9	Youku	Craigslist	Wikipedia	Wikipedia	Yahoo	Baidu
10	Yahoo	EBay	Google	Windows Live	Terra	Myspace



EU Commission on Social Computing

Figure 2: The growth in active usage of social computing applications



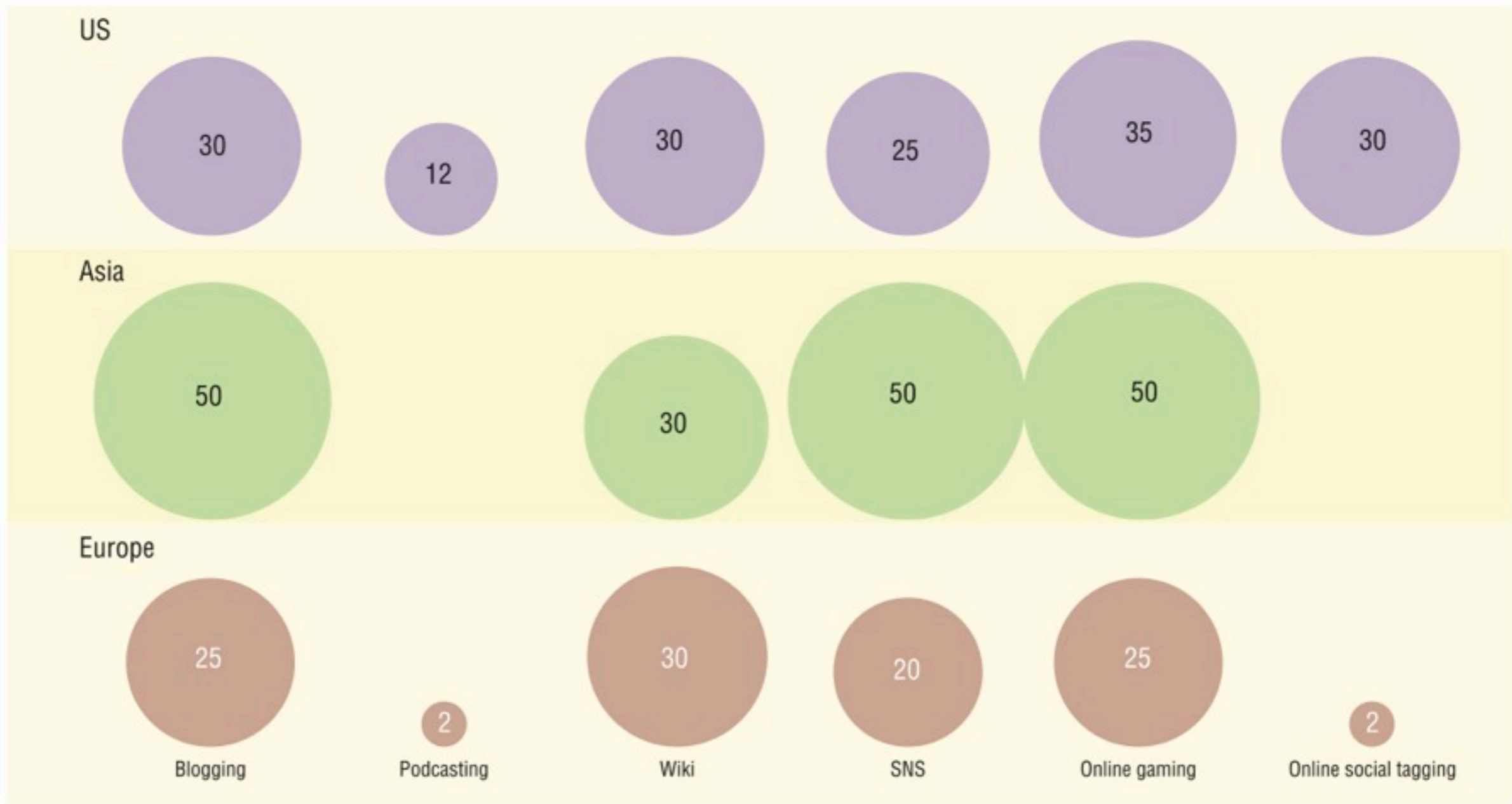
Source: (Universal McCann, 2009)

How Social Computing Impacts Society, Irwin King, Asia Society, March 11, 2010, Hong Kong



EU Commission on Social Computing

Figure 1: Adoption of Social Computing



Social Computing with Web 2.0

- Web as a medium vs. **Web as a platform**
- Read-Only Web vs. **Read-and-Write Web**
- Static vs. **Dynamic**
- Restrictive vs. **Freedom & Empowerment**
- Technology-centric vs. **User-centric**
- Limited vs. **Rich User Experience**
- Individualistic vs. **Group/Collective Behavior**
- Consumer vs. **Producer**
- Transactional vs. **Relational**
- Top-down vs. **Bottom-up**
- People-to-Machine vs. **People-to-People**
- Search & browse vs. **Publish & Subscribe**
- Closed application vs. **Service-oriented Services**
- Functionality vs. **Utility**
- Data vs. **Value**



The Brave New Words

博客

維基

AVATAR

tag cloud

推特

unfriend

tweet

blogsphere

twitterati

defriend

hashtags

SEXTING

Folksonomy

Twisdom

頭像



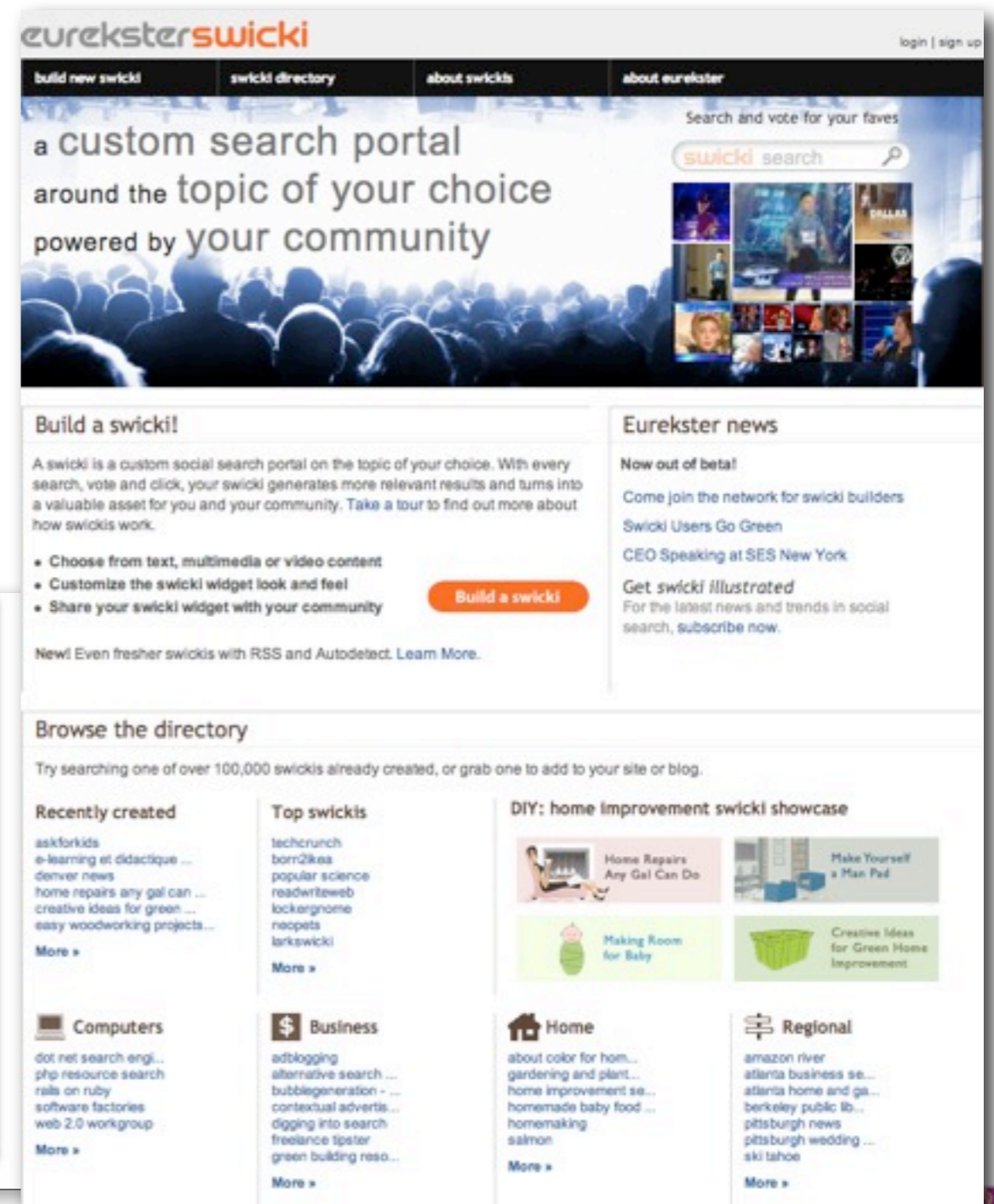
Social Networking Sites

- Example of Social Networking Sites: FaceBook, MySpace, Blogger, QQ, etc.



Social Search

- Social Search Engine
- Leveraging your social networks for searching



Social Media

The screenshot shows the YouTube homepage with the following elements:

- Header:** YouTube logo, "Broadcast Yourself™", navigation tabs (Home, Videos, Channels, Community), search bar, and "Upload" button.
- Videos being watched right now...:** A row of five video thumbnails with durations (02:13, 03:29, 01:58, 07:01, 03:53).
- Promoted Videos:** Four video thumbnails with titles like "Think Again Awards" and "第14屆十大電視廣告頒獎典禮 - 播出...".
- Featured Videos:** A list of featured videos with thumbnails, titles, and descriptions. Examples include "David Sedaris delivers a pizza" (11,313 views), "Erbert and Gerbert's Candle Cannon" (109,029 views), "Girl's Night Out" (169,435 views), and "Lionel Neykov - Freeze My Senses" (150,758 views).
- What's New:** A yellow box containing updates for "YouTube Mobile", "Warp!" (Fullscreen player), "RSS Feeds", and "SXSW on YouTube".
- Login:** A login form with fields for Username and Password, and a "Login" button.

The screenshot shows the Flickr homepage with the following elements:

- Header:** Flickr logo, "Sign In", and "Create Your Account" button.
- Main Content:** A large photo of a small plant growing from a crack in the pavement. Text reads "Share your photos. Watch the world." with a search bar.
- Statistics:** "3,802 photos uploaded in the last minute · 558,832 photos tagged with urban · 2.2 million photos uploaded this month · Take the tour".
- Navigation:** Four icons for "Share & stay in touch", "Upload & organize", "Make stuff!", and "Explore...".
- Footer:** "Take the Tour" button and a link to "Explore Flickr Blog, the World Map, Camera Finder or interesting photos from the last 7 days".

The screenshot shows the iLike homepage with the following elements:

- Header:** iLike logo, "In partnership with MySpace Music", and a search bar for "Enter an artist or song name here".
- Sign Up/Log In:** "Sign Up" and "Log In" buttons, with a note for artists to "Sign up to manage your profile".
- Popular artists on iLike this week:** A row of four artist profiles: "Empire Of The Sun", "James King", "Marina V", and "Jamie Cullum".
- Mobile Apps by iLike:** "Local Concerts" app description: "Find nearby shows. Coming soon. Personalized to your music collection." and "iLike player (beta)".
- Recent activity on iLike:** "Recent song picks by iLike users" section featuring "To Be With You by Mr. Big" and "Morning After Dark (Feat... by Timbaland)".

How Social Computing Impacts Society, Irwin King, Asia Society, March 11, 2010, Hong Kong



Social News/Mash Up

The screenshot shows the Digg homepage with a navigation bar at the top. The main content area features a list of news items, each with a score, a title, and a brief description. A sidebar on the right displays 'Top in All Topics' with a list of trending articles. The interface is clean and organized, typical of a social news aggregator.

The screenshot shows the Twitter homepage. The 'What is Twitter?' section features a blue header with the Twitter logo and a yellow bird icon. Below the header, there is a sign-in form with fields for 'user name or email address' and 'password', along with a 'Remember me' checkbox and a 'Sign in' button. A 'Watch a video!' button is also visible. The background is a light blue gradient.

The screenshot shows the FoxyTunes website, which is a music discovery and streaming platform. The main focus is on the artist Björk, with a search bar at the top and a list of her albums and tracks. The interface includes a 'Videos on YouTube' section, a 'Lyrics from Yahoo! Music' section, and a 'Flickr Photos' section. The design is modern and user-friendly.

The screenshot shows the TwitterVision website, which is a mashup of Twitter data and a map. The map displays the United States and surrounding regions, with a pink bird icon indicating a tweet location. A tweet overlay shows the text 'Killane I feel odd 17 minutes ago in North of Seattle'. The interface is interactive and visually appealing.



On-line Games and Virtual Communities

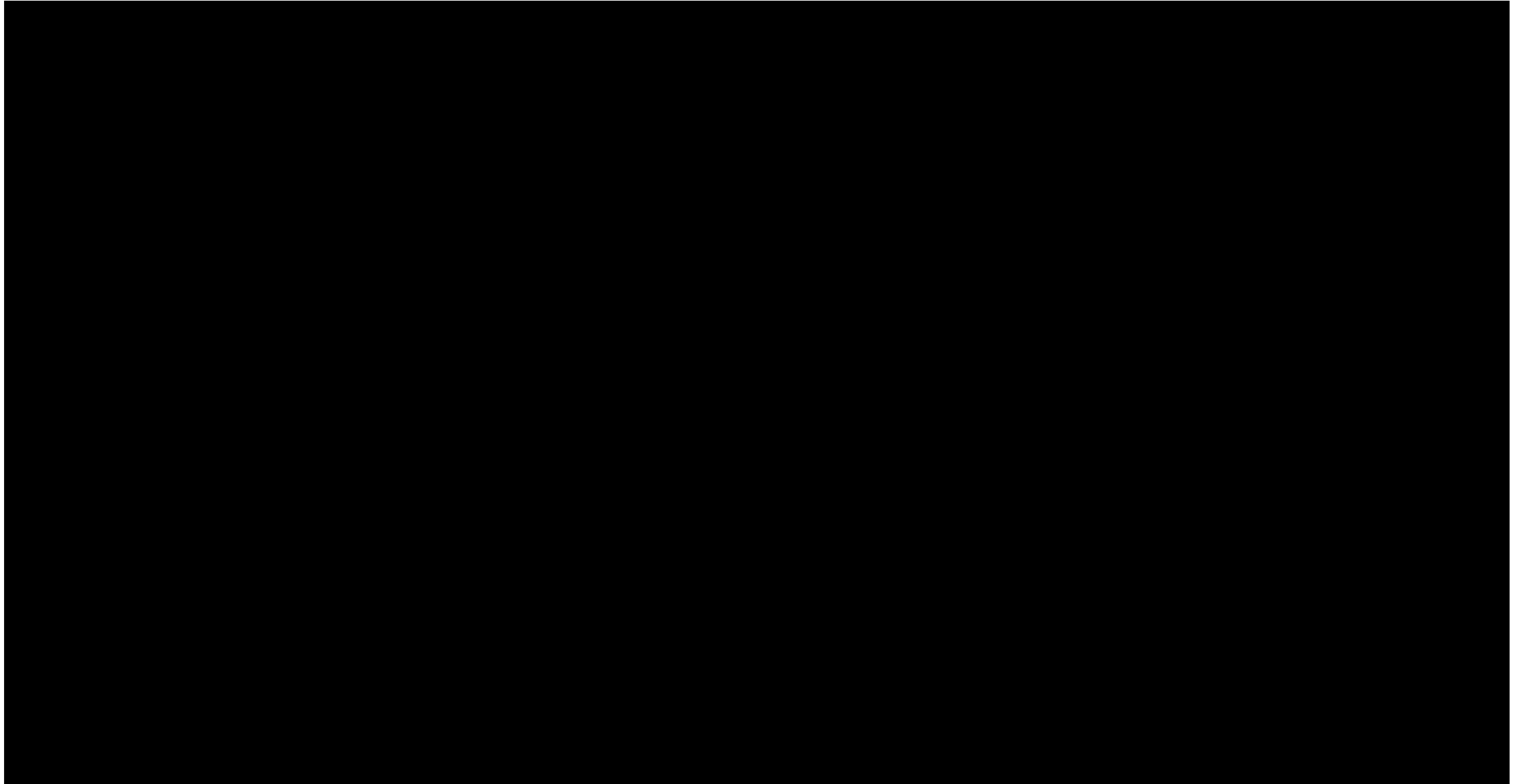
The screenshot shows the top navigation bar of the Second Life website. It includes the "SECOND LIFE" logo, a search box, and links for "WHAT IS SECOND LIFE?", "SHOWCASE", "COMMUNITY", "LAND", "BLOG", and "SUPPORT". A "LOGIN" button is also present. Below the navigation bar is a grid of nine video thumbnails. The bottom-left thumbnail contains the text: "Second Life is an online, 3D virtual world imagined and created by its Residents." A video player control bar is visible at the bottom of the page.



The screenshot shows the homepage of the Second Life website. It features the "SECOND LIFE" logo and the tagline "Your World. Your Imagination." Below the logo is a navigation bar with links for "WHAT IS SECOND LIFE?", "SHOWCASE", "COMMUNITY", "BLOG", and "SUPPORT". A search box is also present. The main content area includes a large banner with the text "Get Started! Membership is FREE!" and "Second Life is an online, 3D virtual world imagined and created entirely by its Residents." Below the banner are several smaller sections, including "Your Organization in Second Life!" and "GRID".



Second Life



Social Bookmarking

The screenshot shows the Delicious social bookmarking website. At the top, it says "delicious Delicious social bookmarking marking". Navigation links include "It's Free!", "Join Now", and "Sign In". A banner reads "The tastiest bookmarks on the web. Save your own or see what's fresh now!". Below is a search bar: "Search the biggest collection of bookmarks in the universe...". There are tabs for "Fresh Bookmarks", "Popular Bookmarks", and "Explore Tags". A list of bookmarks is shown, including "The Associated Press: Text of Obama's Nobel Peace Prize speech" and "BBC News - Barack Obama set for Oslo Nobel Peace Prize ceremony".

The screenshot shows the BibSonomy website. It features a search bar with "search:all" and a placeholder "<fulltext search here>". Navigation links include "Home", "tags", "authors", "relations", "groups", and "popular". A description states: "BibSonomy is a system for sharing bookmarks and lists of literature. When discovering a bookmark or a publication on the web, you can store it on our server. You can add tags to your post to retrieve it more easily. This is very similar to the bookmarks/favorites that you store within your browser. The advantage of BibSonomy is that you can access your data from wherever you are. Furthermore, you can discover more bookmarks and publications from your friends and other people." There are sections for "bookmarks" and "publications" with RSS and XML feeds. A "filter" sidebar on the right lists various tags like "analysis", "architecture", "business", "clustering", "community", "computing", "conference", "data", "datamining", "development", "digitalisierung", "e-learning", "education", "evaluation", "events", "evolution", "flash", "framework", "free", "fun", "functional", "google", "guide", "health", "history", "howto", "human", "information", "innovation", "integration", "interface", "internet", and "java".

The screenshot shows the citeulike website, sponsored by Springer. It features a search bar and navigation links: "Browse | FAQ | News | Log In". The main text reads: "citeulike is a free service for managing and discovering scholarly references. 3,367,975 articles - 5,043 added today." A list of features includes: "Easily store references you find online", "Discover new articles and resources", "Automated article recommendations^{NEW}", "Share references with your peers", "Find out who's reading what you're reading", and "Store and search your PDFs". There is a "Join now" button and an illustration of a document with a magnifying glass and a "my tag" label.



Social Entertainment

The screenshot shows the top of the Swoopo website. On the left is the Swoopo logo. To its right, it says "Swoopo in the news" with a newspaper icon and "Entertainment Shopping". On the far right, it says "Swoopo international:" followed by flags for Germany, UK, Spain, USA, France, and Canada. Below this is a navigation menu with "Home | My Swoopo | Help | Register". A login bar contains a "Username" field, a password field with dots, and a "LOGIN" button. A dark bar below the login bar says "All categories" with a search icon. The main banner features a kitchen scene with a stand mixer and knives. A red starburst says "Starting NOW". Large red text reads "CALPHALON, HENCKELS & KITCHENAID". A dark blue box on the right says "REGISTER NOW FOR FREE" and "BUY BIDS AND BID WITHOUT RISK!". A red arrow points to "Browse Kitchenware".

The screenshot shows a section titled "Bid now - these auctions are about to end". It contains five auction cards, each with a red "44 Auction" banner. Each card displays the item name, a timer, the current bid price, and the seller's name, with a green "BID" button at the bottom.

Item	Timer	Current Bid	Seller
300 Bids Voucher	00:00:18	\$117.90	Nirajzala
MySims Agents (Nintendo DS)	00:02:05	\$0.24	Bb4kids
Samsung UN46B6000 46-Inch 1080p LED HDTV	00:00:15	\$102.00	Julia30
Wii Nintendo Console + Wii Sports	00:00:15	\$32.04	Bearboy66
Apple MacBook Pro MB991LL/A 13.3-Inch Laptop	00:45:27	\$12.42	Jamesham



Social Recommendations

Genius Recommendations for Apps NEW

There are tens of thousands of apps in the App Store, with more added every day. A new feature of iPod touch makes finding cool new apps even easier. It's Genius for apps, and it works just like Genius for your music. Tap the Genius icon and get recommendations for apps that you might like based on apps you and others have downloaded.



Genius Playlists

Say you're listening to a song you really like and want to hear other tracks that go great with it. The Genius feature finds other songs on your iPod touch that sound great with the one you were listening to and makes a Genius playlist for you. Listen to the playlist right away, save it for later, or even refresh it and give it another go. Count on Genius to create a mix you wouldn't have thought of yourself.



Genius Mixes NEW

Now the Genius feature is even more powerful. Introducing Genius Mixes. All you do is sync iPod touch to iTunes, and Genius automatically searches your library to find songs that sound great together. Then it creates multiple mixes you'll love. These mixes are like channels programmed entirely with your music.



Social Knowledge Sharing

WIKIPEDIA

English
The Free Encyclopedia
2 268 000+ articles

Deutsch
Die freie Enzyklopädie
718 000+ Artikel

Français
L'encyclopédie libre
631 000+ articles

日本語
フリー百科事典
474 000+ 記事

Nederlands
De vrije encyclopedie
414 000+ artikelen

Español
La enciclopedia libre
339 000+ artículos

Svenska
Den fria encyklopedin
277 000+ artiklar

Polski
Wolna encyklopedia
477 000+ hasel

Italiano
L'enciclopedia libera
421 000+ voci

Português
A enciclopédia livre
364 000+ artigos

search · suche · rechercher · szukaj · 検索 · ricerca · zoeken · busca
buscar · sök · поиск · 搜索 · søk · haku · suk · cerca · căutare · ara

English

Ελληνικά

πύλας · σόκ · поиск · 搜索 · sök · haku · suk · cerca · căutare · ara
search · suche · rechercher · szukaj · 検索 · ricerca · zoeken · busca
buscar · sök · поиск · 搜索 · søk · haku · suk · cerca · căutare · ara

KNOL™
BETA

Welcome to Knol

Share what you know

Write and post a knol (nōl) — a unit of knowledge.

Create
easy to write and manage

Search
searchable through popular search engines

Control
each knol is owned by you, the author

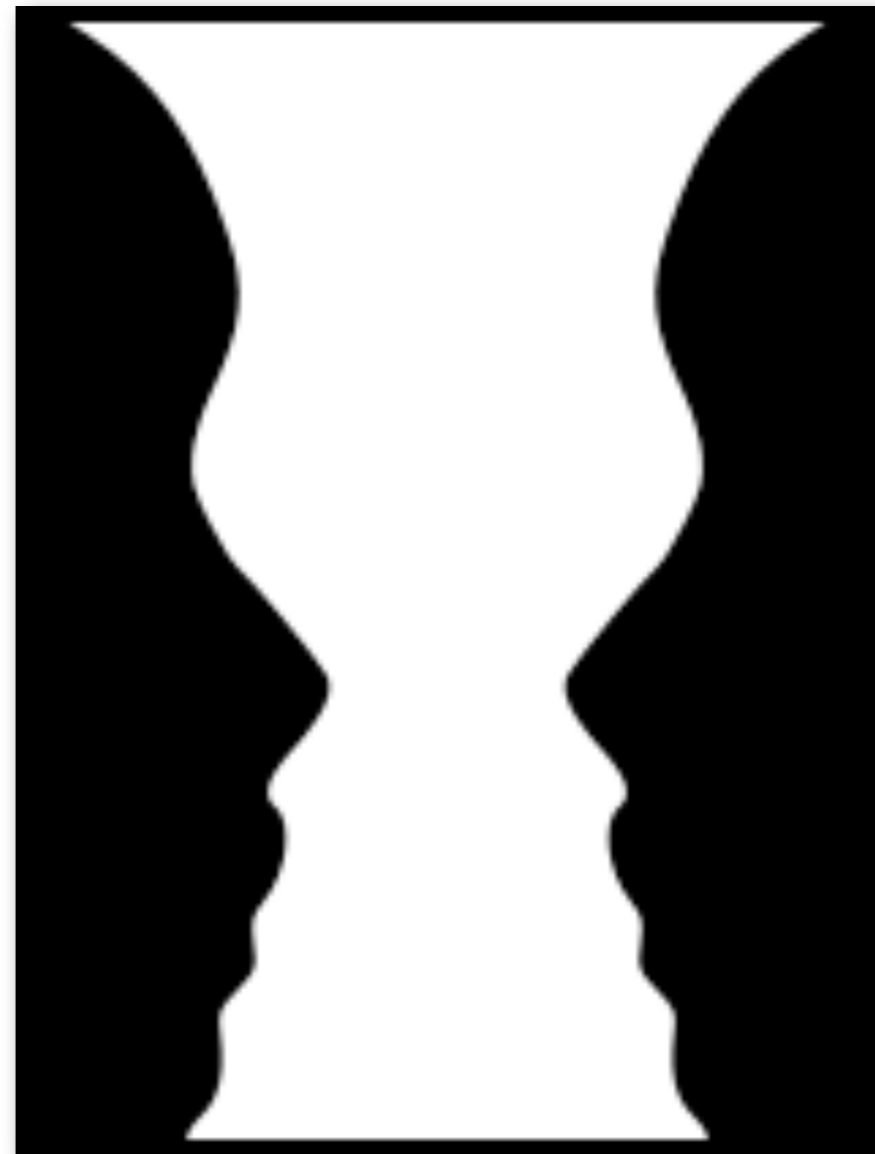
the author
each knol is owned by you,
the author

ΚΟΥΠΟΛ



Social Computing Revolution

Connectivity
Collaboration
Communities



Social Analytics/Informatics

Social Informatics

Contact : [Slovenian](#) : [FDV](#)



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Introduction

- [Concept](#)
- [History](#)

The notion of social informatics relates to the interaction between society and ICT (information-communication technologies). In its broadest sense it covers:

1. the social consequences of ICT at micro (e.g. social aspects of ICT applications at personal and organisational level) as well as at macro level (e.g. information society studies);
2. the application of ICT in the area of social sciences and social/public sector;
3. the use of ICT as a tool for studying social phenomena (within social science methodology).

Graphical presentation is [here](#)>>

Relevant Fields

- [Social Informatics](#)
- [Web Content Structure](#)
- [Survey Methodology](#)
- [Marketing Research](#)
- [Social Science Methods](#)
- [Applied Statistics](#)
- [Official Statistics](#)
- [Data Collection](#)
- [Library Science](#)
- [Information Society](#)
- [HC Interaction](#)
- [Information Systems](#)
- [Social ICT Applications](#)
- [Data Modeling & Simulations](#)
- [Media & Communication](#)
- [Science & Technology](#)
- [Arts & Informatics](#)

News

- 07.12.09 [Information Society Free Virtual Library](#)
- 02.12.09 [Job offer: Professor in Social Informatics](#)
- 01.12.09 [Call for papers to "New technologies and data collection in social sciences"](#)
- 09.11.09 [Call for Papers "IASSIST 2010"](#)
- 27.10.09 [Job offer: Associate Professor Position - Department of Social Informatics](#)

[archive](#)

Blogs

- [Social Informatics by Michael Tyworth](#)
- [Social Informatics - a knol by Per Arne Godejord](#)
- [Pixelcharmer Field Notes: Social Informatics](#)
- [Journal of Social Informatics Blog](#)
- [Social Informatic - International Blog](#)

[more](#)

Associations

- [The European Survey Research Association](#)
- [Council of American Survey Research Organizations \(CASRO\)](#)
- [Marketing Research Association](#)
- [International Communications](#)




Politics

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times
Friday, June 19, 2009

News

Search All NYTimes.com 

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS


The Lede

[The New York Times News Blog](#)

June 2, 2009, 7:05 PM

China's Great Firewall Blocks Twitter

By ROBERT MACKEY



Catherine Henriette/Agence France-Presse — Getty Images

Search This Blog

Previous Post: [Bloggers Ponder Last Message From Missing Jet's Computer](#)

Next Post: [Punditry From Bin Laden and Zawahiri on Obama's Trip to the Middle East](#)

Recent Posts

June 18 (38 comments) [Latest Updates on Iran's Disputed Election](#)
To supplement reporting from New York Times correspondents inside Iran on Thursday, The Lede will continue to track the aftermath of Iran's disputed presidential election online.

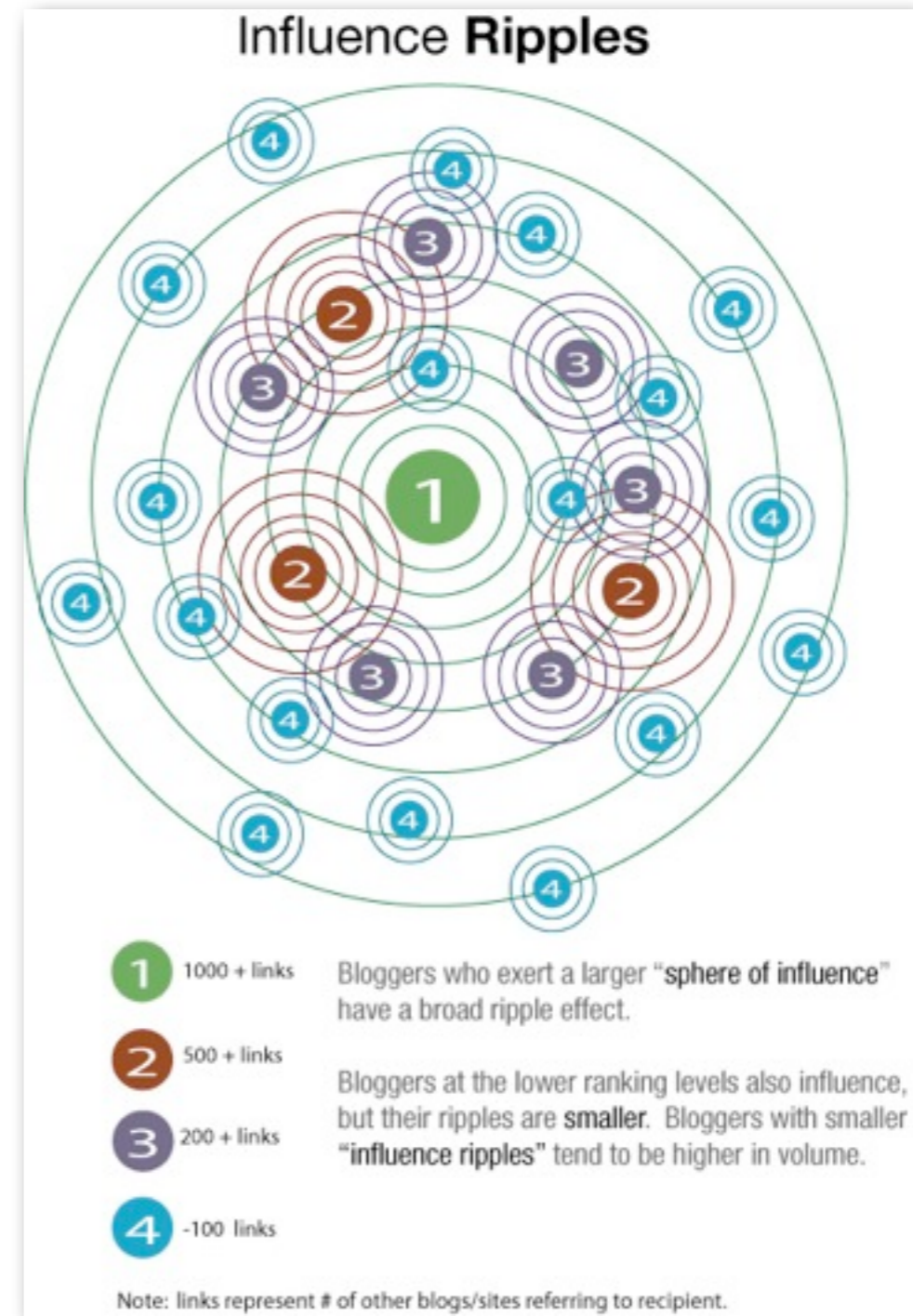
June 17 (129 comments) [Wednesday: Latest Updates on Iran's Disputed Election](#)
On Wednesday, The Lede will continue to track the aftermath of Iran's disputed presidential election online, to supplement reporting from New York Times correspondents inside Iran.

June 16 (198 comments) [Tuesday: Latest Updates on Iran's Disputed Election](#)
To supplement reporting from New York Times correspondents inside Iran, The Lede



Commerce

- Social marketing
- Who are the **brokers**?
- Who can exert the **most influence** on buying/selling?
- How **much** should one advertise?



Public Health

- People's **behavior** can be monitored
- What is on people's mind translates to **search queries**
- Google predicts flu trends...

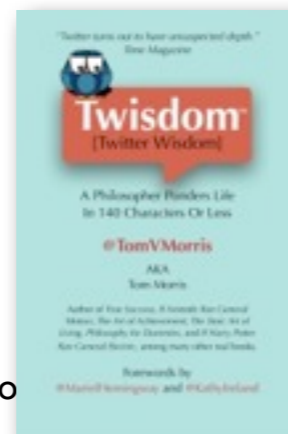
2007–2008 U.S. Flu Activity - Mid-Atlantic Region

ILI percentage



Twitter Pop Culture

- Twisdom: Twitter Wisdom
 - A Philosopher Ponders Life in 140 Characters or Less
 - “I don’t know the key to success, but the key to failure is trying to please everybody.” Bill Cosby Do what you know in your soul is right!
 - It is a miserable state of mind to have few things to desire, and many things to fear. – Francis Bacon
- The Longest Poem In the World-the awesome twitter poem! 956,644 verses this morning and ~4,000 a day!



The Emergence of Twitter, Irwin King, AT&T Intel



The YouTube Generation

The screenshot shows the YouTube channel page for 'The Academy of Motion Picture Arts and Sciences'. At the top left is the Academy's logo, a gold silhouette of an Oscar statuette inside a circle. To its right, the text reads 'THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES'. Further right are three buttons: 'VISIT OSCARS.ORG', 'BECOME A FAN', and 'SIGN UP FOR NEWS'. Below the header is the channel's navigation bar, which includes the 'Oscar® Oscars's Channel' name, a 'Subscribe' button, and tabs for 'Uploads' and 'Favorites'. A search bar is located on the right side of the navigation bar.

The main content area features a video player showing the opening monologue of the 82nd Academy Awards. The video title is 'Steve Martin and Alec Baldwin hosting the Oscars®', with 312 views and a 5-star rating. Below the video player are options for 'Info', 'Comments', 'Favorite', 'Share', 'Playlists', and 'Flag'. To the right of the video player is a list of related videos, each with a thumbnail, title, and view count:

- Opening Number at the 2010 Oscars® (303 views - 4 hours ago)
- "The Hurt Locker" winning Best Picture (303 views - 4 hours ago)
- John Hughes Tribute at the Oscars® (301 views - 5 hours ago)
- Kathryn Bigelow winning the Oscar® for Directing (301 views - 5 hours ago)
- Sandra Bullock winning Best Actress (309 views - 5 hours ago)
- Jeff Bridges winning Best Actor (334 views - 5 hours ago)
- Steve Martin and Alec Baldwin hosting the (312 views - 6 hours ago)
- Editing Oscar® Nominees (27,246 views - 4 days ago)



The Age of FaceBook

The screenshot shows the Facebook interface for Barack Obama's page. At the top, the Facebook logo and navigation links (Home, Profile, Account) are visible. The page header includes a search bar and a 'Become a Fan' button. The main content area features a profile picture of Barack Obama, followed by tabs for Wall, Info, Boxes, Events, Notes, and Photos. Below these are buttons for 'Barack Obama + Fans', 'Barack Obama', and 'Just Fans'. The main feed contains several posts:

- A post with a large number '8' and the text: "Barack Obama 8: the number of people every minute who are denied coverage, charged a higher rate, or otherwise discriminated against because of a pre-existing condition." It includes a link to "Health Reform by the Numbers: 8" on www.whitehouse.gov and is dated "27 minutes ago".
- A post titled "Barack Obama Speaking about health insurance reform this morning at Arcadia University - starting at 11:00 a.m. ET." It features a "LIVE" video player and a link to "President Obama Speaks on Health Insurance Reform" on www.whitehouse.gov, dated "Yesterday at 12:21am".
- A post titled "Barack Obama I need your help in urging all Americans who want health reform to make their voices heard." It includes a video player and a link to "President Obama's message to supporters: 'We need you in this final march for reform'" on www.youtube.com, dated "March 5 at 8:14am".

On the right side, there is a sidebar with a "Create an Ad" section and a "Connect With More Friends" section featuring an envelope icon and the text: "Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting." Below this is a "More Ads" link.

On the left side, there is a section titled "Add to My Page's Favorites" and "Suggest to Friends". Below that, a text box states: "This page is run by Organizing for America, the grassroots organization for President Obama's agenda for change. To visit the White House Facebook page, go to: http://bit.ly/2bVCm. OFA is a special project of the Democratic National Committee."

At the bottom left, there is an "Information" section with the following details:

- Current Office:** Office: President of the United States
- Information:** President of the United States



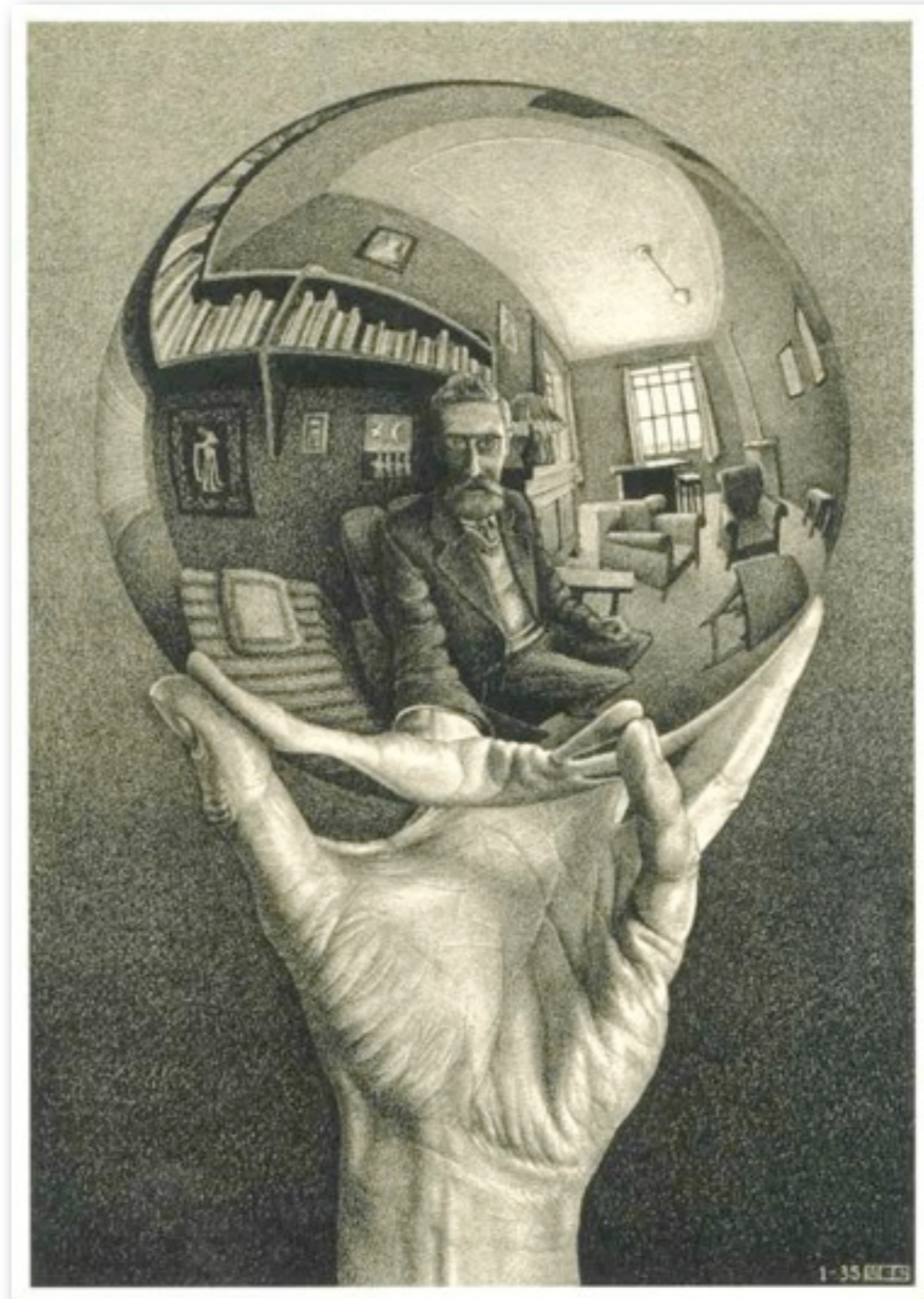
Social Media vs. Anti-Social Media?

- Being on-line vs. being **face-to-face**
- Being superficial in relating vs. **creating a rich experience of relationship**
- Being disrupted vs. being **in command of your personal space**
- Being educated on-line vs. being **mentored in person**



The Future of Social Computing

- **Technologies** and **social media** will continue to advance at a very rapid pace...
- **Social Computing** impacts significantly to culture, commerce, humanities, ...
- **Join the flow** or **be left behind?**



Q & A

