

Social Media for Creating Networks and Sharing Knowledge

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COLLEGE OF
INFORMATION
STUDIES

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Agenda

- Introduction to Social Media Concepts
- Comparison of Social Media Applications
- Case Studies of Social Media Use
 - Blogging
 - Wikis
 - LinkedIn
 - Google Docs
 - Twitter

The Concepts

- Social media
- Social networking
- Blogs
- Wikis
- LinkedIn
- Google Docs
- Twitter
- Online Video/Photo Sharing



WIKIPEDIA
The Free Encyclopedia



Social Media



Social Media

- User-generated content
- Others can view, respond, and make use of the content we created
- A conversation is created collaboratively

Social Media vs. Mass Media

- What is social media?
- “Social”
- “Media”
- “Social Media” versus “Mass Media”
 - Interactivity
 - More people can express yourself – and to a broader audience

Social Networking

- Online social connections
- Profile: your personal Webpage created on a social networking site
- Friends: the people you have chosen to connect with a social network site

Examples of Social Media Tools

Blogs

Wikis

LinkedIn

Google Docs

Twitter

Online Video/Photo Sharing

Blogs

- Short for “**Web Log**”
- Blogs allow us to post our news stories online
- Each news story is a “blog entry” or “post”
- The collection of these entries creates the “log” on the Web – an online personal diary
- Can focus on any topic (e.g., sports, politics, or neighborhood)
- Others can respond by “posting a comment”



What Can Blogs Do For YOU

- Share your experience with others
- Exchange ideas
- Just for self-satisfaction – YOURSELF – personal blog
- (Your Web-based business card)

Wikis

- Hawaiian word for “quick”
- Collaborative
- Web-based
- Open-editing
- Example: Wikipedia



LinkedIn

- Social networking geared specifically towards professionals
- Post CV and qualifications
- Recommend people or be recommended
- Join work-related groups



Google Docs

- An online version of Word, Excel and PowerPoint
- Always available online via a web browser, no other applications need to be installed
- Document sharing with friends and colleagues
- Two people can edit documents at the same time



Twitter

- Allows us to share short, bite-sized updates about your life
 - e.g., your thoughts, ideas, and observation about a particular topic
- Follow: twitter allows us to read (i.e., follow) other people's updates
- Tweet: a “tweet” is a *message*/update posted on twitter



Online Video/Photo Sharing

- To post digital photos on the Web, to share and preserve
- Also allows for collaborative tagging of photos



Comparing Social Media Tools

Feature	<u>Blog</u>	<u>Wiki</u>	<u>Facebook</u>
Cost of signing up	Free	Public – Free Private – fee	Free
Send private, text-based message	No	No	Yes
Text-based chat	No	No	Yes
Send publicly viewable messages	Yes	Yes	Yes
Establish a network of “friends”	Yes	You can, but not the main purpose	Yes

**How Does Social Media
Apply to YOU??**

Demonstrations

- How to use Social Media in your Profession
 - [Blogger](#)
 - [Wikispaces](#)

Case Studies

Blogging to increase your professional profile

How can you disseminate your ideas, message, and thoughts to a broad group of similar professionals?

Case Studies

Wikis to help collaboration with colleagues

How can you collaboratively build a public resource with a vast group of colleagues on a subject related to your work?

Case Studies

LinkedIn to connect to other professionals

How can you connect, contact and build relationships with professionals with similar interests?



Case Studies

Twitter to share information on your work and interests

How can you quickly increase your profile in a field, create and sharing information, and learn about a subject related to your work?



Questions?

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