

# The Risks and Rewards of Mobile Social Networking

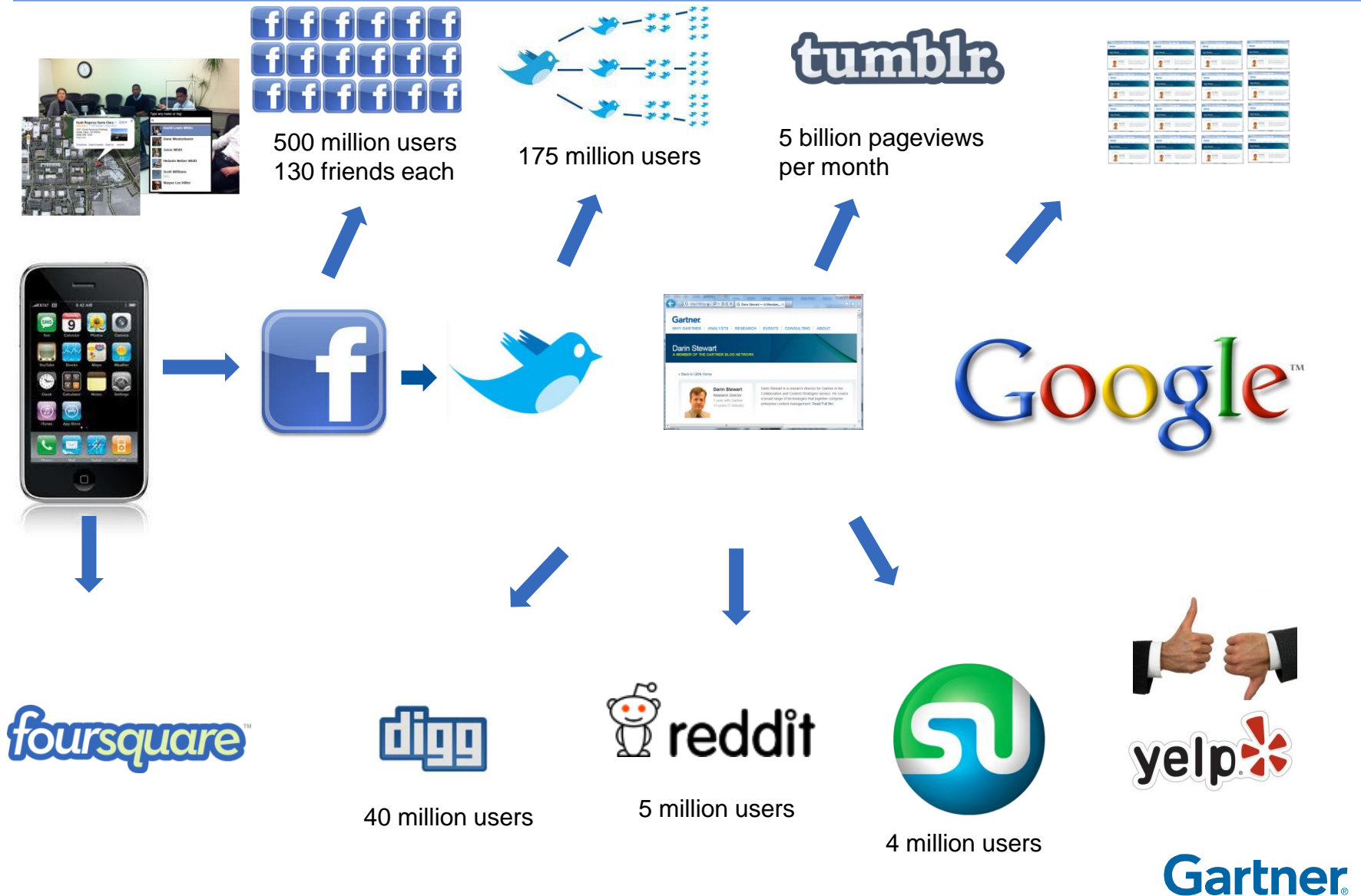
Darin Stewart

California State University – Northridge

Technology Faire

29 June 2011

# The Social Media Viral Effect



# Agenda

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1. What are Social Networking and Mobile Computing and how are they converging?
2. How does Mobile Social Networking change user behaviors and expectations?
3. What are the ramifications of supporting Mobile Social Computing for the enterprise?
4. What should you do about it?

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# Facebook is a Tool not a Social Network

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- Social Networks
  - The connections among people and organizations.
- Social Media
  - Web 2.0: the participatory web
- Social Computing
  - Our tools enable conversations about our contributions

“...and what is the use of a book,” thought Alice, “without pictures or conversations?”



# The Social Computing Spectrum



# GradeGuru and OpenStudy



GradeGuru A McGraw-Hill Education Start-up

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## Sharing Notes, Spreading Knowledge

GradeGuru is a knowledge sharing network where college students can share and find class-specific notes, build their academic reputations and earn rewards.

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Find out more!

News & Updates
Dec 13, 2010: IMPORTANT NOTICE SENT TO CA STATE STUDENTS – please check your email. - [Learn more](#)
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### GradeGuru at a Glance:



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to access study materials from our community



**Invite**  
your classmates to grow your study support network



**Find**  
relevant notes from your classmates



**Share**  
your study notes to help others



**Build**  
your academic reputation and status



**Earn**  
rewards as other members use your notes

### Find Your School:

- [Cornell University](#)
3172
- [University of Georgia](#)
3171
- [University of Pennsylvania](#)
3119
- [Duke University](#)
2935
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2089

### Top Gurus



**briegawrys**  
Duke University  
Developmental psychology

59 notes  
Average Rating: ★★★★★

Gold Guru



**ewc227**  
New York University  
Politics teaching

105 notes  
Average Rating: ★★★★★

Gold Guru



**tgangwan**  
Indiana University  
Cognitive psychology

62 notes  
Average Rating: ★★★★★

Gold Guru



**eskim5**  
University of Illinois at ...  
Communications

28 notes  
Average Rating: ★★★★★

Gold Guru

# GradeGuru and OpenStudy

The screenshot shows the OpenStudy website interface. At the top is a blue navigation bar with the OpenStudy logo on the left, a search bar with the text "Find People & Study Groups", and navigation links for "My Study Groups", "Home", "Jferrin (8)", "Settings", and "Logout".

The main content area features a yellow "Welcome to your Home Page!" banner with a "close" button. The banner contains a numbered list of four instructions: 1. Ask your study question, 2. Get the latest updates from your study groups, people and topics, 3. View study groups you've joined or create new ones, and 4. Follow and track your topics of interest. Below the list is a link for "New Feature Details!". To the right of the list is a small thumbnail image of the website interface with numbered callouts 1, 2, and 3.

Below the banner are two large blue buttons: "Ask a Question" and "Create Studypad". Under "Create Studypad" is the text "Problems Sets, Office Hours, Assignments". Below these buttons is a text input field with the placeholder text "Post a message to your followers".

On the right side of the page is a vertical sidebar with several sections: "Invite Your Friends" (a blue button), "Your Study Groups (1)" (a section header), "Browse All Study Groups" (a link), a search box containing "OpenStudy", "Create New Study Group" (a blue button with a plus icon), "Your Topics (0)" (a section header), "Add topics to get items about them in your feed." (a text description), "Add More Topics" (a text input field) and "Add" (a blue button), and "Topics you might like" (a section header).



# The Higher Education Social Stream



## Contact information



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## Last modified

March 16, 2011

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## SOCIAL STREAM

Rectangular Snip

Filter by

nataljasundseth - Peep these dope lees my bro & his #SCAD friends made. 100% of sales are donated to help Japan... <http://tinyurl.com/4blm9tq> RT PLEASE!

9:41am  
17 Mar



sandytraub - Weird story! RT @scaddistrict: Happy St. Patrick's Day. #SCAD! ...video ...getting close to Forsyth Park fountain: <http://bit.ly/eR8vE2>

9:51am  
17 Mar

traviswalters - The #SCAD drumline and Art the Bee are in the #Savannah #stpatricksday parade! <http://t.co/S3bM5Ts>

1:39pm  
17 Mar

**Robertson & Markowitz Seeks Part Time Designer**  
17 Mar 2011

Robertson & Markowitz Advertising & Public Relations / Robmark Interactive in Savannah is cu...[\[Read more\]](#)



**Co-op with LPK**  
15 Mar 2011

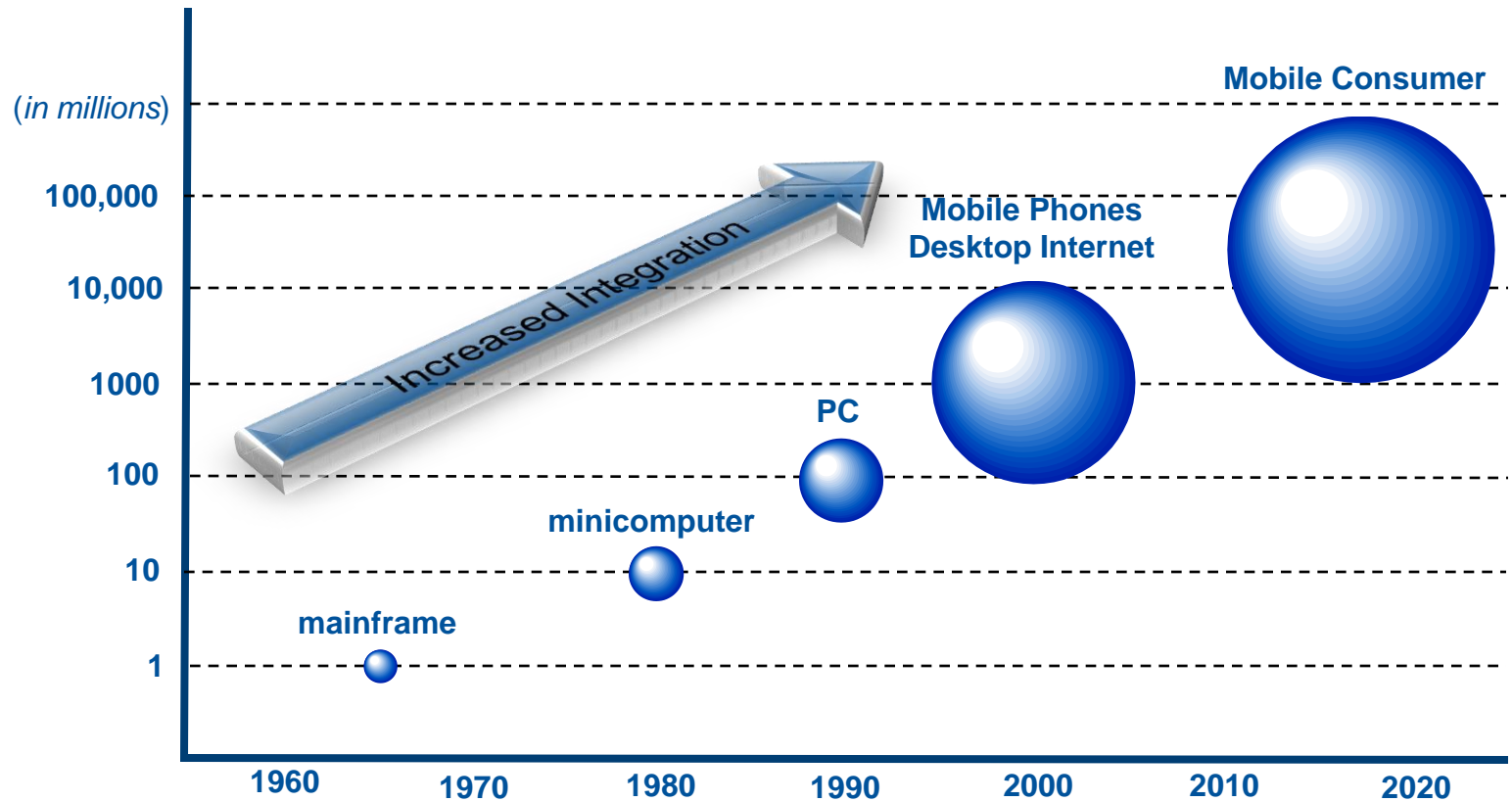
LPK—Creators, Thinkers, Provocateurs, Owners. Remarkable people Building Leadership Brands®. We a...[\[Read more\]](#)

**Last Day of the Quarter**  
15 Mar 2011

Happy "End of the Quarter" to all. Best wishes to our graduating Seniors and Happy St...[\[Read more\]](#)



# The Evolution of Computing



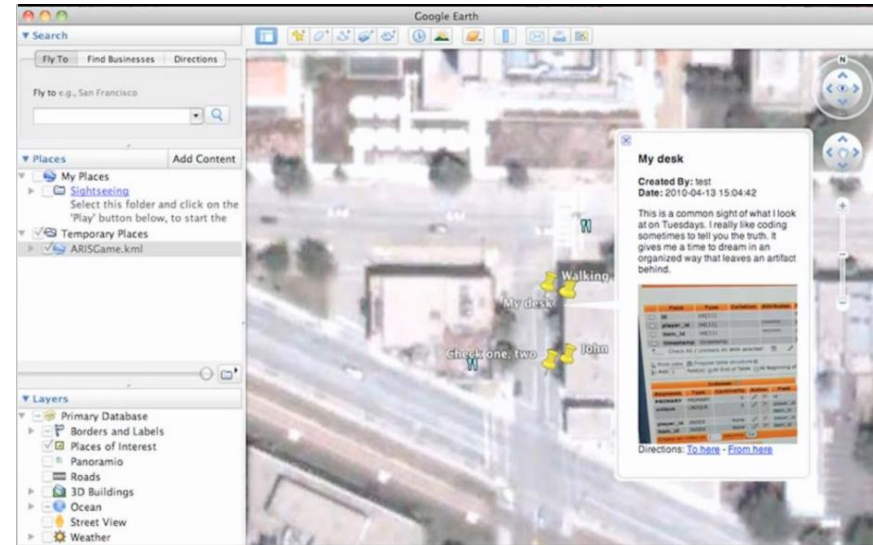
# Mobile is Different

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- People spend more time on mobile phones than ever before, but less time actually talking on them.
- Mobile devices have unique affordances
  - Always On, Always Connected
  - GPS, Accelerometer
  - Multi-media capture
- Mobile devices have unique constraints
  - Tiny screens
  - Bandwidth is still expensive
  - Device Fragmentation

# Dow Day

- University of Wisconsin – Madison
- November 1967 Student protests
- Location-based, Augmented Reality
- Remote Data Collection



# Agenda

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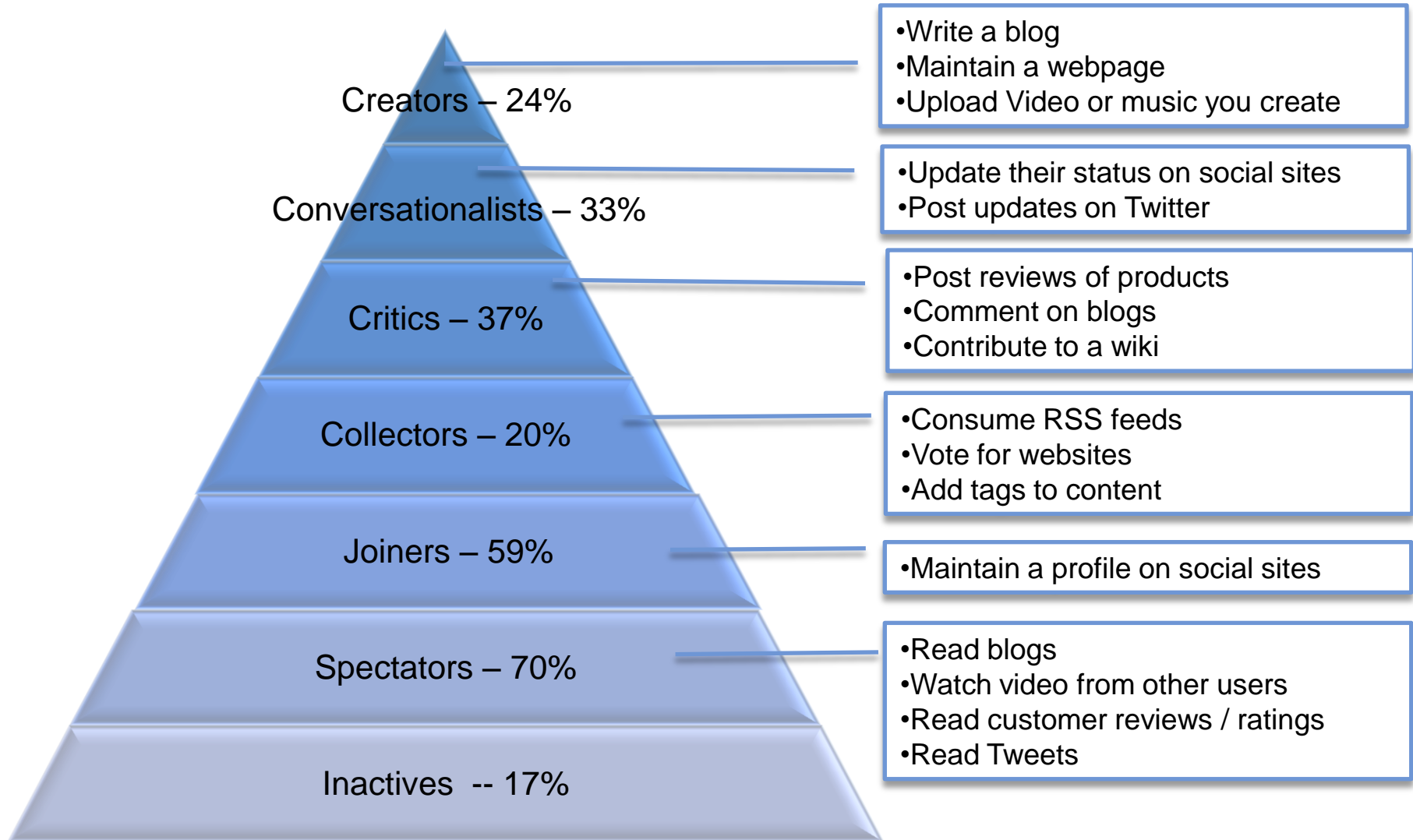
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# Digital Strangers, Immigrants and Natives

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- **Digital strangers**
  - This group joined the workforce before computers were prevalent.
- **Digital immigrants**
  - This group entered the workforce when computers were novel.
- **Digital natives**
  - These young workers grew up with PCs, the Internet, and cell phones.

# Different Roles at Different Times



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# Branding and Messaging

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- You can't control the conversation but you can make your voice heard.
- Technology is not a solution to a management problem
- A little policy goes a long way
  - Code of Conduct
  - Acceptable Use
- Anonymity is not necessary or advisable

# Social Security

facebook



**Dad's Status:** Our new 60" High Def 3D TV just arrived. It cost a fortune but it was worth it.

**Mom's Status:** Getting ready for our trip to Disneyland Saturday. A week away with the whole family!

**Son's Status:** Totally biffed it in our driveway today. Check out the pix.

## Married to



Susan Johnson

## Family



Mark Johnson

Son



David Johnson

Son



**Address:** ☆

Placement on map is approximate  
Waverly St  
Bethesda, MD 20814



Street view

[Directions](#) [Search nearby](#) [Save to...](#) [more ▼](#)

# Social Security

facebook



Married to



Family



David Johnson

Son



family!

ck

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# Recommendations

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- Learn the landscape and map it to your own services, offerings, users and customers.
- Look at your infrastructure, policies, and objectives and do gap analysis for what you want to offer and what your users are already doing.
- Develop a strategy and roadmap
- Appoint a Champion
  - If you build it, they will come but they'll probably just stand around looking at each other.

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# Questions?