

# Tech Talks

# Social Media

Glen Maxson

Center for Learning in Retirement

Spring 2020 – Session 4 of 6

[Seniortechadvisor.com](http://Seniortechadvisor.com)

# What we'll cover in 6 weeks

- 1) ~~Computers & Operating Systems~~
- 2) ~~Applications & The Cloud~~
- 3) ~~The Internet & The Web~~
- 4) Social Media
- 5) Security & Privacy
- 6) Entertainment & IoT

# What is Social Media?

- Social Media

- Social media is an interactive [Web 2.0](#) Internet-based application

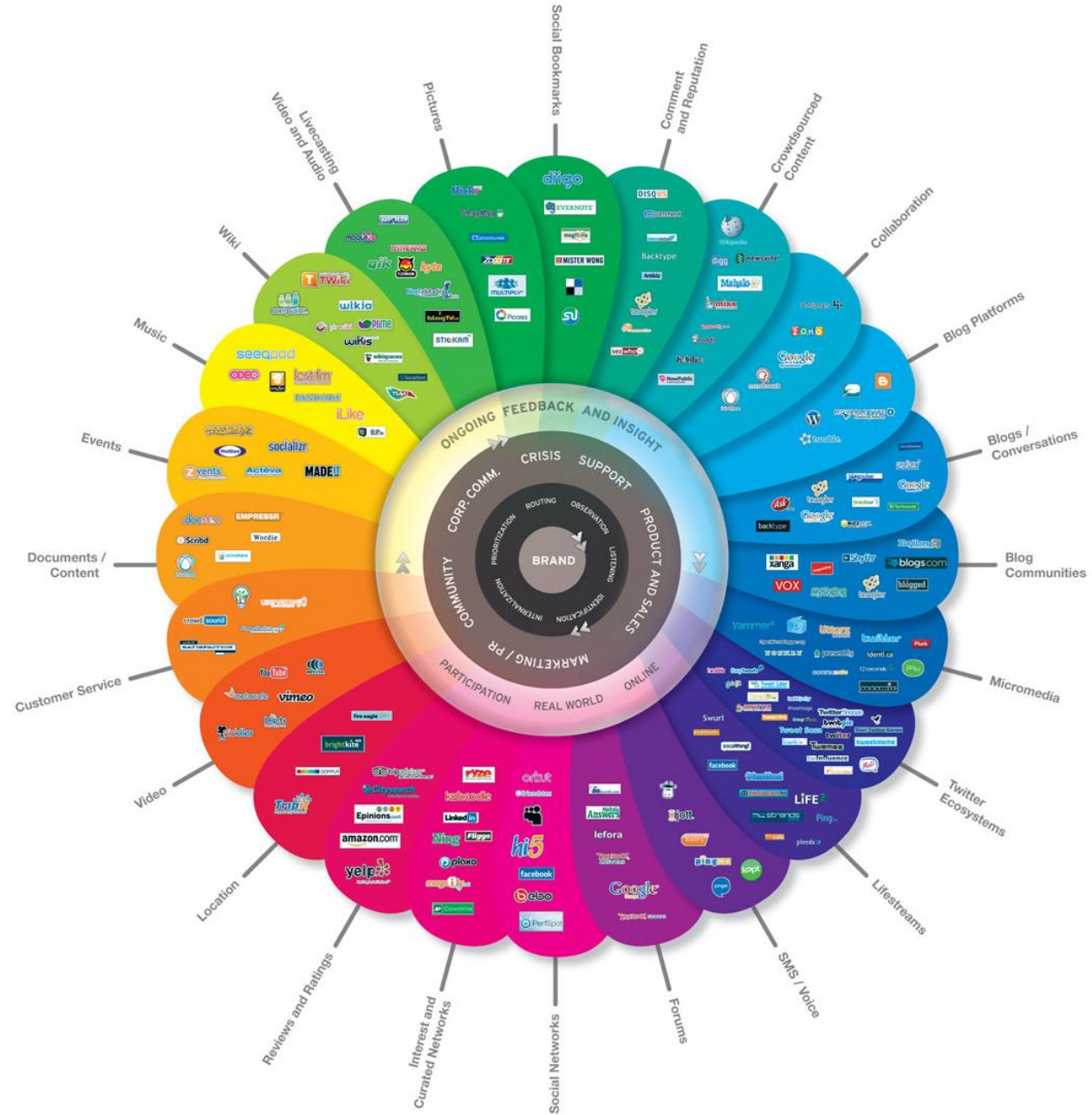
- Web 2.0 websites allow users to interact and collaborate with each other in a [social media](#) dialogue as creators of [user-generated content](#) in a [virtual community](#)

facebook

An Introduction

Vox

# A Brief History of Social Media



# Social Media Innovators

- 1997 – [Google.com](#) registered
- 1999 – [Blogger](#) (bought by Google 2003)
- 2003 – [LinkedIn](#) (bought by Microsoft 2016)
- 2004 – [Facebook](#) (opens to the public 2006)
- 2005 – [YouTube](#) (bought by Google 2006)
- 2006 – [Twitter](#)
- 2009 – [WhatsApp](#) (bought by Facebook 2014)
- 2010 – [Instagram](#) (bought by Facebook 2012)
- 2011 – [Snapchat](#)
- 2011 – [Pinterest](#)
- 2011 – Google + ...

[Jack Dorsey](#)



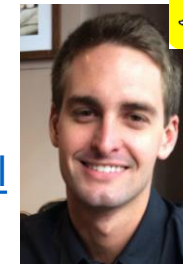
[Brian Acton](#)  
[Jan Koum](#)



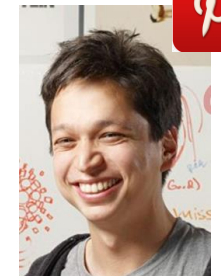
[Kevin Systrom](#), [Mike Krieger](#)



[Evan Spiegel](#)



[Ben Silbermann](#)



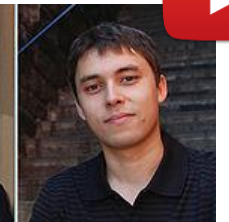
[Mark Zuckerberg](#)



[Reid Hoffman](#)



[Chad Hurley](#), [Steve Chen](#), [Jawed Karim](#)



[Sergey Brin](#)



[Larry Page](#)

[Ev Williams](#)



# Popular social media sites

[Facebook](#), incl. [Facebook Messenger](#)

[WhatsApp](#)

[Tumblr](#)

[Instagram](#)

[Twitter](#)

[Baidu Tieba](#)

[Pinterest](#)

[LinkedIn](#)

[Gab](#)

[Google+](#)

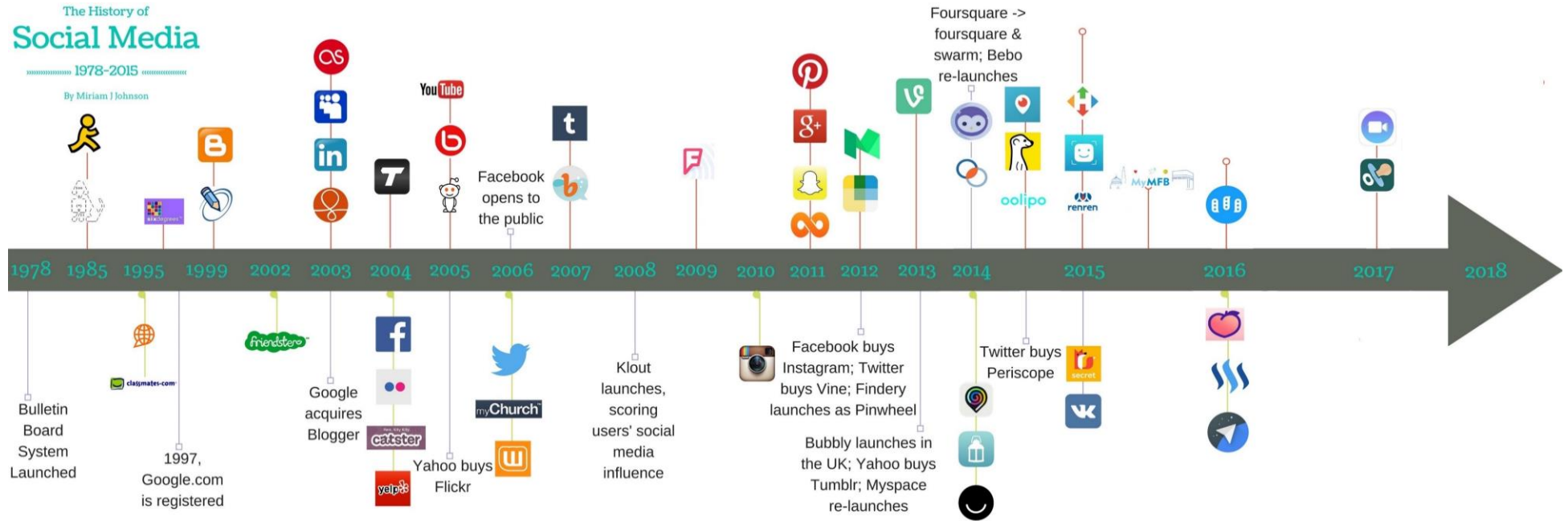
[YouTube](#)

[Viber](#)

[Snapchat](#)

[Weibo](#)

[WeChat](#)



In the news: [Millions of Ugandans quit internet services as social media tax takes effect](#)  
Economic fears raised as online subscriptions plummet in months following launch of levy created to curb 'gossip'

# Social Media

Social Media - [computer-mediated](#) technologies that allow the creating and sharing of [information](#), ideas, career interests and other forms of expression via [virtual communities](#) and [networks](#). ([source](#))

Common features:

1. social media are interactive [Web 2.0 Internet-based applications](#)
2. [user-generated content](#) such as text posts or comments, [digital photos](#) or videos, as well as data generated through all online interactions, are the lifeblood of social media
3. [users create service-specific profiles](#) for the website or [app](#), that are designed and maintained by the social media [organization](#)
4. social media [facilitates the development of online social networks](#) by connecting a user's profile with those of other individuals or groups



[Facebook](#), incl. [Facebook Messenger](#) ([video](#))

Facebook is a **social networking site** that makes it easy for you to **connect and share** with your family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, **anyone** over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with **more than 1 billion users** worldwide.

What makes Facebook unique is the ability to **connect and share** with the people you care about at the same time. For many, having a Facebook account is now an expected part of being online, much like having your own email address. And because Facebook is so popular, other websites have worked to **integrate Facebook**. This means you can use a single Facebook account to sign in to different services across the Web.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Note about having a Google and Facebook account.

A large blue rectangular area with the word "Vox" in white script font in the top right corner.

Vox

# Facebook EULA (End User License Agreement)

## [Terms of Service](#) and [Data Use Policy](#) (Information Facebook obtains)

- Device attributes: information such as the operating system, hardware and software versions, **battery level, signal strength, available storage space**, browser type, app and file names and types, and plugins.
- Device operations: information about operations and behaviors performed on the device, such as **whether a window is foregrounded or backgrounded**, or mouse movements (which can help distinguish humans from bots).
- Identifiers: **unique identifiers, device IDs, and other identifiers**, such as from games, apps or accounts you use, and Family Device IDs (or other identifiers unique to associated with the same device or account).
- Device signals: Bluetooth signals, and information about **nearby Wi-Fi access points, beacons, and cell towers**.
- Data from device settings: **information you allow us to receive** through device settings you turn on, such as access to your **GPS location, camera or photos**.
- Network and connections: information such as the **name of your mobile operator or ISP**, language, time zone, mobile phone number, IP address, connection speed and, in some cases, **information about other devices that are nearby or on your network**, so we can do things like help you stream a video from your phone to your TV.
- Cookie data: **data from cookies stored on your device**, including cookie IDs and settings.

# Facebook EULA (End User License Agreement)

[Terms of Service](#) and [Data Use Policy](#) (Information Facebook obtains)

And this one:

- Facebook writes, “We also collect contact information if you choose to upload, sync or import it (such as an address book or call log or SMS log history), which we use for things like helping you and others find people you may know.”

# Facebook Permissions

## [Facebook Privacy Settings: 18 changes you should make right away](#)

- 1) I want to... get an overview of my privacy settings
- 2) I want to... control who sees my posts
- 3) I want to... control who sees my app activity
- 4) I want to... hide my personal information
- 5) I want to... hide posts from other people
- 6) I want to... post something, but hide it from my timeline
- 7) I want to... stop people sharing my photos and posts
- 8) I want to... check what my Public profile looks like
- 9) I want to... change who can see old posts
- 10) I want to... limit who can send me friend requests
- 11) I want to... block someone
- 12) I want to... limit who can look me up through contact information
- 13) I want... my Facebook page kept off Google
- 14) I want to... hide my real name
- 15) I want to... protect my location
- 16) I want to... prevent/remove a tag
- 17) I want to... make my profile completely private
- 18) I want to... tag friends but limit who sees the posts

## [LinkedIn \(video\)](#)

LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Our mission is to connect the world's professionals to make them more productive and successful. We can help you:

Establish your professional [profile](#) and control one of the top search results for your name.

[Build and maintain your professional network.](#)

[Find and reconnect](#) with colleagues and classmates.

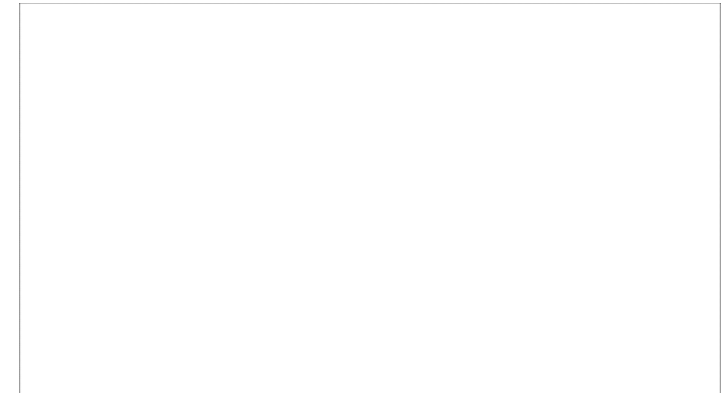
Learn about other [companies](#), and get industry insights.

Find other professionals in the same industry using [groups](#).

Share your thoughts and insights through [LinkedIn's long-form publishing platform](#).

Tap into the knowledge of your network.

Discover new career opportunities by [searching for jobs](#).



## WhatsApp (video)

**WhatsApp Messenger** is a freeware, cross-platform messaging and Voice over IP (VoIP) service owned by Facebook. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other media.

WhatsApp's client application runs on mobile devices but is also accessible from desktop computers, as long as the user's mobile device remains connected to the Internet while they use the desktop app. The service requires users to provide a standard cellular mobile number for registering with the service.

The client application was created by WhatsApp Inc. of Mountain View, California, which was acquired by Facebook in February 2014 for approximately US\$ 19.3 billion. It became the world's most popular messaging application by 2015, and has over 1.5 billion users worldwide as of February 2018.



## [Pinterest \(video\)](#)

**Pinterest** is a web and [mobile application](#) company that operates a [photo sharing](#) website. Registration is required for use.<sup>[4]</sup> The site was founded by [Ben Silbermann](#), [Paul Sciarra](#) and [Evan Sharp](#).

Pinterest CEO Ben Silbermann summarized the company as a "catalog of ideas," rather than as a social network, that inspires users to "go out and do that thing."<sup>[5]</sup>

Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pinboards.<sup>[6]</sup> Pinterest acts as a personalized media platform. Users can browse the content of others in their feed. Users can then save individual pins to one of their own boards using the "Pin It" button, with Pinboards typically organized by a central topic or theme.



## [Snapchat \(video\)](#)

It's a popular mobile app that allows you to send videos and pictures, both of which will self destruct after a few seconds of a person viewing them.

**Snapchat** is also a fun messaging app.

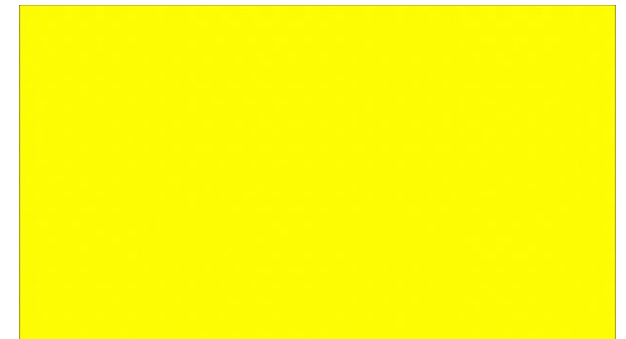
[Snapchat is the third most popular social app among millennials](#), trailing only Facebook and Instagram.

Mostly older teens, twenty-somethings use it.

I use Snapchat with my mom, it's actually a lot of fun especially because she sucks at technology so her Snapchat selfies are hilarious.

I'm a millennial. I will pay for nothing — just throw in more ads or something.

How to use Snapchat ([link](#)) or ([link](#))







[Instagram](#) (owned by Facebook - [video](#))

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, choose a filter to transform the image into a memory to keep around forever. Instagram allows you to experience moments in your friends' lives through pictures as they happen. They imagine a world more connected through photos.

TechBoomers™

[YouTube](#) (as social media - [video](#))



[YouTube](#) is a free **video sharing website** that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around **6 billion hours** of video every month.

### [About YouTube](#)

YouTube has many of the elements of a Social Media Platform while also being the second largest search engine, second only to Google. YouTube is a Social Platform and more. Including User Submitted Content, Users who view other user submitted content, Likes, Pluses, Thumbsup, Messaging, Sharing, Commenting, Private Messages, Groups or Lists

### [Tutorials](#)

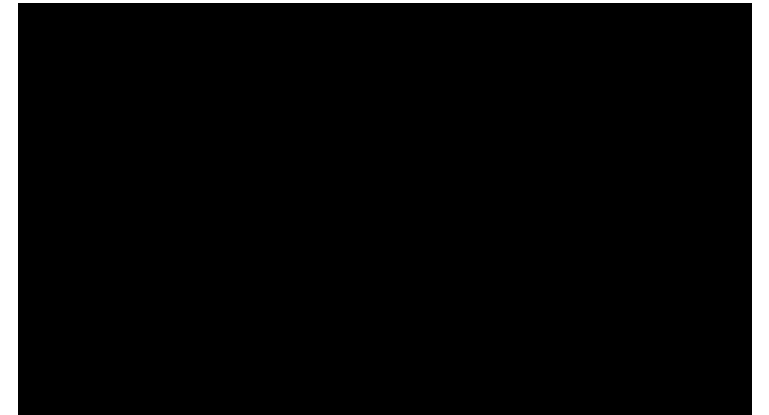


[TikTok \(video\)](#)

**TikTok** is a [video-sharing social networking service](#) owned by [ByteDance](#), a Beijing-based company founded in 2012 by [Zhang Yiming](#). It is used to create short lip-sync, comedy, and talent videos. The app was launched in 2017 for [iOS](#) and [Android](#) in markets outside of China.

ByteDance had previously launched **Douyin** ([Chinese](#): 抖音) for the China market in September 2016. TikTok and Douyin are similar to each other, but they run on separate servers to comply with [Chinese censorship restrictions](#).

[AI](#) is the special sauce!



[Voice](#) ([video](#))([keynote](#))

### **Are you a human?**

If so, you're in. We use a special authentication system to ensure everyone on Voice is an actual person.

### **Get posting.**

Go forth and create content! Share a thought piece. Weigh in on a hot topic. Tell the world something interesting.

### **Now the fun part.**

Your post goes live. When others like your post, you earn Voice Tokens and your post gains visibility.

### **You pocket the reward.**

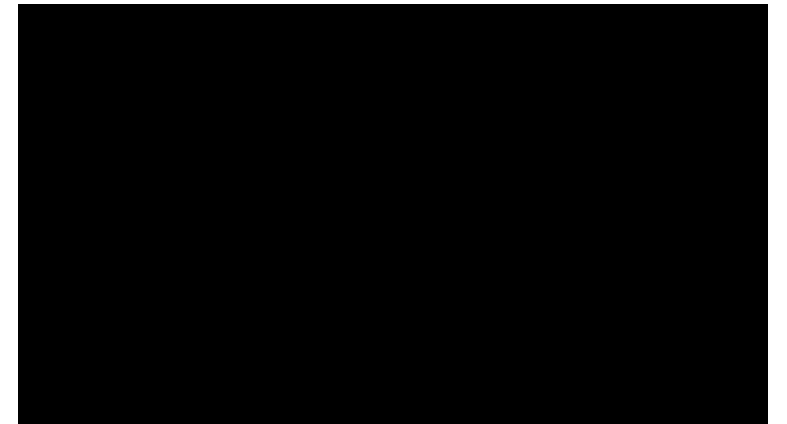
Use your tokens to put your opinion on top and ensure your Voice is heard.

### **Collect your Voice.**

Everyone gets Voice Tokens just for showing up. This means everyone has an opportunity to be heard.

Use of [blockchain](#) tech sets this platform apart!

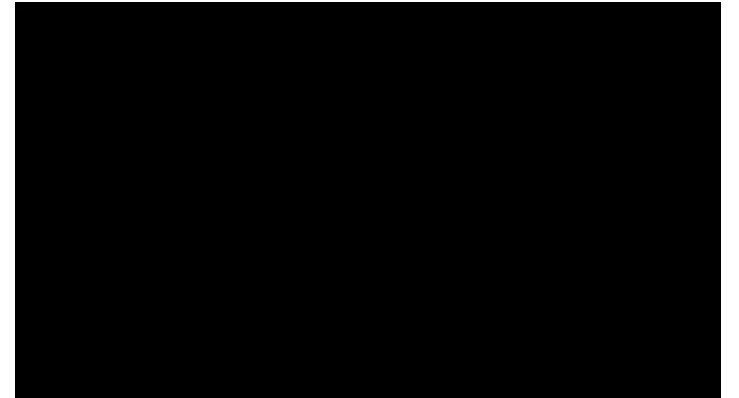
[What Is EOS and How Does it Work?](#)



## [Twitter \(video\)](#)

**Twitter** ([/'twɪtər/](#)) is an online [news](#) and [social networking](#) service where users post and read short 140-[character](#) messages called "tweets". [Registered](#) users can post and read tweets, but those who are unregistered can only read them. Users access Twitter through the website interface, [SMS](#) or mobile device [app](#).

As of March 2016, Twitter had more than [310 million monthly active users](#).<sup>[6]</sup> On the day of the [2016 U.S. presidential election](#), Twitter proved to be the largest source of breaking news, with 40 million tweets sent by 10 p.m. that day



# Social Media Wars

- There is a war taking place in cyberspace and I'm not talking about hackers vs companies.
- The bigger war is between the top social media platforms. Each platform has a need to ensure that they not only maintain their active user base but also increase their active users and not lose their user base to other platforms.
- Social Media Platforms cost money to operate. Servers, programmers, energy, bandwidth, lawyers, IT Specialists and the list goes on.
- The way these companies make money is by selling a product, and we are the product that they sell to advertisers. While some may not want to be identified as a product, ultimately it's been this way for a long time.

# Let's talk politics (and Facebook)...

- **Political Origins of Facebook**

- [Mark Zuckerberg](#) served as a field organizer for Democrat [John Kerry](#) in the 2004 presidential election
- Zuckerberg was responsible for [Get out the vote](#) and mobilization efforts
- Facebook was launched the same year. The [Facebook Platform](#) relies on group formation and constant communication, both of which are goals for any political campaign
- [Chris Hughes](#), a founding member and developer at Facebook, left the company to work as an advisor for President Barack Obama
- Hughes worked on Obama's Facebook page and utilized his knowledge of [content management](#) and new developments to outpace other candidates in relation to their online presence

# Let's talk politics (and Facebook)...

- **2008 Presidential Election**

- The 2008 presidential election was the first election in which candidates utilized the Internet and social media
- Barack Obama was the first to use the Internet to organize supporters, advertise, and communicate with individuals in a way that had been impossible in previous elections
- Obama utilized sites like [YouTube](#) to advertise through videos. The videos posted on YouTube by Obama's were viewed for 14.5 million hours



# Let's talk politics (and Facebook)...

- **2012 Presidential Election**

- By the 2012 election more candidates were utilizing a wider array of social media platforms
- Politicians were now on social networking sites like [Twitter](#), [Instagram](#), [YouTube](#) and other new social media tools and [mobile apps](#)
- [Barack Obama](#) emailed a video to 13 million when he announced his intention to run for re-election and [Mitt Romney](#) sent out a [tweet](#)
  - There is a clear difference between the Obama and Romney campaign's presence on social media throughout the 2012 campaign
    - In October 2012, President Obama had over 20 million followers on [Twitter](#) and Romney had 1.2 million
    - On [Facebook](#) Obama had over 29 million likes on his page and Romney had 7.9 million
    - On [Instagram](#) Obama had 1.4 million followers and Romney had 38,000 followers
    - During Obama's 2012 campaign, total online donations were \$690 million in 2012

# Let's talk politics (and Facebook)...

- Social media in the 2016 United States presidential election ([source](#))
  - Stanford researchers found that 62% of U.S. adults get their news on social media and that people are more likely to believe in news favoring their choice of candidate
  - Frank Speiser ([SocialFlow](#)) said, "This is the first true social media election."
  - The [Trump presidential campaign](#) benefited from large numbers of supporters who were active on social media from the beginning of the campaign
  - Trump has become well-documented in his frequent Twitter posts, which the *Washington Post* calls "prolific, [populist](#), and self-obsessed"

# @realDonaldTrump

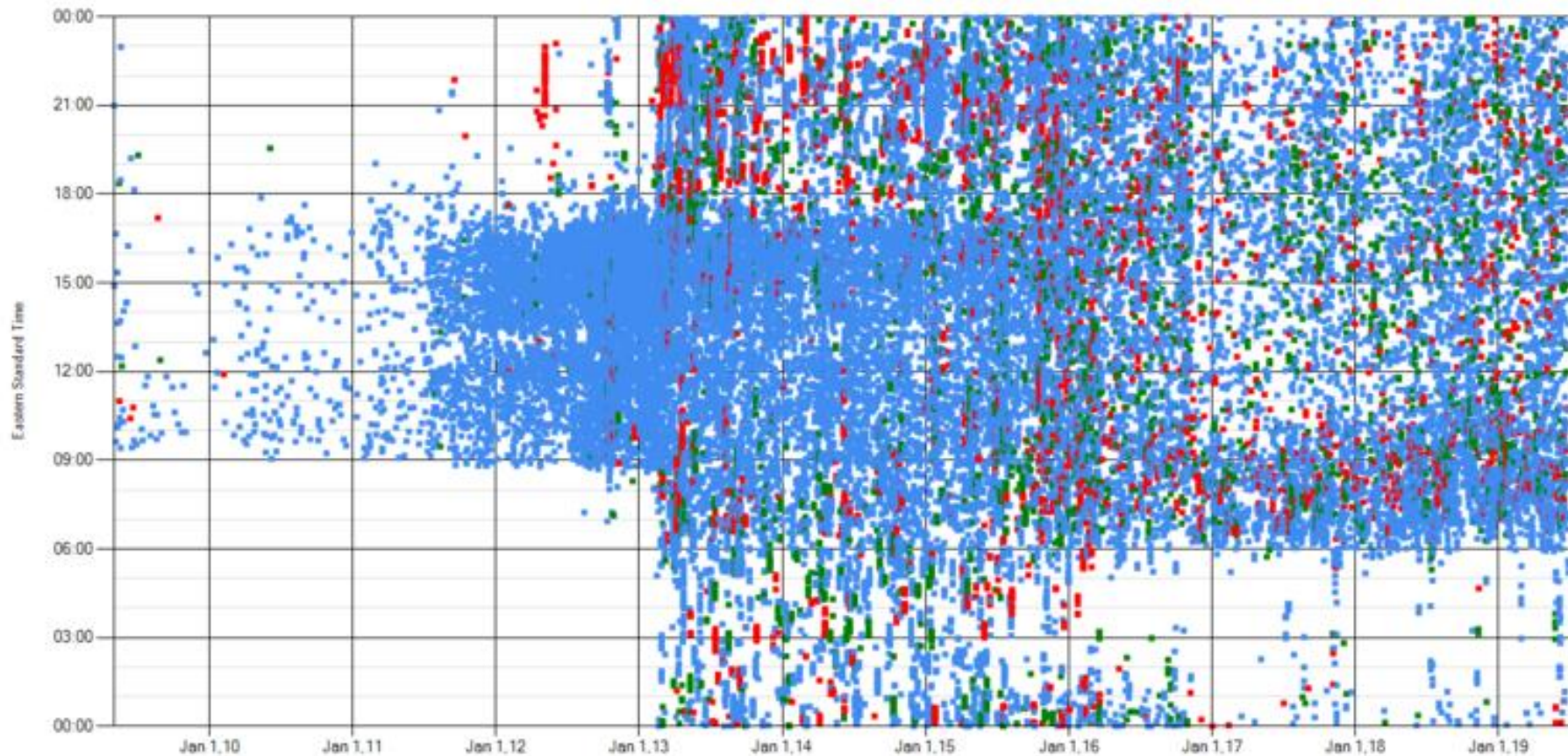
“He needs to tweet like we need to eat,” Kellyanne Conway said of the president.

With more than 11,000 tweets since taking office, Mr. Trump has used Twitter as a springboard to change policy, a cudgel against critics and an outlet for self affirmation.



# Twitter activity of Donald Trump

Donald J. Trump (@realDonaldTrump) 38131 tweets plotted (10 tweets per day) First tweet=14:54, 4 May 2009  
(Red: Sunday Green: Saturday)



# Also in the news...

**Twitter CEO Jack Dorsey dropped a bombshell decision Wednesday, announcing that Twitter would no longer be accepting political ads of any kind starting in late November**

The decision was a pointedly clear response to [Facebook's decision](#) to allow any and all political ads regardless of whether they contain verifiable falsehoods

"We believe political message reach should be earned, not bought,"  
Dorsey writes

- **But implementing Twitter's broad ban on political ads may be more complicated than it seems**
  - What about ads encouraging voter registration, for example?



# And there's more

- Software developed by an Israeli firm was used earlier this year to hack into the phones of 1,400 individuals via WhatsApp, many of them high-profile government officials
- Instagram has issued a cease-and-desist to the creepy stalking app Like Patrol, which lets users keep tabs on whoever their loved ones (or frenemies) are interacting with
- Facebook Marketplace is now under scrutiny by EU regulators for violating rules or stifling competition from traditional classified ad publishers
- Facebook is once again being used as a megaphone for hate speech in a province in India where a poor, Muslim minority is being targeted for expulsion
- Russian oligarch Yevgeny Prigozhin appears to have launched a broad new influence campaign in Africa via Facebook, and the campaign reveals what may be Russia's latest tactics ahead of the 2020 U.S. election
- An activist in California registered as a candidate in the 2022 gubernatorial race in order to post false ads on Facebook and call attention to the company's political ad policy
- *And it goes on, and on, and on...*

# Remember Cambridge Analytica?

- At least four former employees of [Cambridge Analytica](#), the data-mining firm that improperly harvested the private data of 87 million Facebook users during the 2016 presidential race, are working for President Trump's 2020 re-election campaign
- They work for a new company called [Data Propria](#), a new company that specializes in voter and consumer targeting similar to the work Cambridge Analytica did before it closed in May ([source](#))
- Cambridge Analytica's former head of product, Matt Oczkowski, leads the new company, which also includes Cambridge Analytica's former chief data scientist, David Wilkinson.
- And what about [Emerdata Limited](#)? And why is [Rebekah Mercer](#) on the board? And their director is Jacquelyn James-Varga who previously worked at the [Mercer Family Foundation](#) (a foundation run by Rebekah) –

*oh, what a tangled web we weave?*