

Social Networking – useful or wasteful?

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Definition

- A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.
- Excellent overview at http://en.wikipedia.org/wiki/Social_networking
- Major US
 - Facebook
 - MySpace
 - Twitter
 - MS Live Spaces
 - Sparkpeople
- Our discussion will encompass 'secondary' sites as well
 - Twitter
 - Remember the Milk
 - tr.im

Evolution

- Local bulletin boards (limited)
- Usenet/Arpanet (text)
- CompuServe/AOL (fee)
- Large regional (campus based)
- IRC
- Open, free Web based
- Interest specific
 - LinkedIn
 - Plaxo
 - Youtube
 - Flickr
 - Digg
 - Delicio.us

Issues

- Ownership of postings (Facebook reversal)
 - All EULA's allow owner to change terms
- SLA's
- Privacy
 - Probably best to assume there is none
- Copyright issues
 - Most sites seem to be don't ask, don't tell unless they get a takedown notice.
 - Many sites are now making it easy to share (buttons to FB, etc)
- Work use, or use during work
 - Employment rules
 - Access/bandwidth
 - Exposure of IP
- Use by Law Enforcement

Secondary

- Twitter
- Remember the Milk
- tr.im
- Those listed as interest specific