

A person wearing a red hooded cloak stands on a glass structure. The background is a textured, light-colored wall with a grid pattern.

Social Network Technologies for Learning

Stephen Downes

New York City

October 29, 2011

Overview:



- The Major Social Networks
- Anatomy of a Social Network
- Social Networks in Learning
- Platforms and Programs
- Learning Network Applications

1. The Major Social Networks



The Progenitors


- Friendster – <http://www.friendster.com>
- MySpace – <http://www.livespace.com>
- Orkut – <http://www.orkut.com>



Facebook

facebook  

Search 

 **Stephen Downes** | Home 

 **Stephen Downes**

FAVOURITES


 **News Feed**


 Messages 214

 Events 7

GROUPS

 Protesting the Tim... 1

 Change11 2

 Progressive Blogg... 4

 edumooc 4


 change11ES 4

 CCK11 5

 Create group

APPS

 Photos

 Music

MORE 



 You are currently offline.
To chat with your friends, go online.

 Update status  Add Photo / Video  Ask question


TOP STORIES SINCE YOUR LAST VISIT (20+) 

 **Stephen Downes**
@oldaily said: "'Neil Gaiman Presents" is open for business!
Neil Gaiman,
Website, October 27, 2011.
As somebody with a vis... <http://t.co/aKfZWf03>
 Like ·  Comment · 2 hours ago via ifttt

 **Carol Yeager**
From sculpture to Siri .. how might the humanities enhance science and technology?
 **Is a liberal arts degree worth it? | Need to Know | PBS**
www.pbs.org
What does calligraphy have to do with computing? The governor of Florida wants to cut funding to non-science departments at public universities. But innovators like Steve Jobs have relied on the liberal arts for inspiration.
 Like ·  Comment ·  Share · 9 minutes ago · 

 **Nico Baird** added 6 new photos to the album **Industry Day – 26 October 2011**.
  


 **Lynn Marentette** In 2009, the folks at Schmap asked if they could use a picture I took at the Mia...


 **Lance Turbes** commented on UFC: Ultimate Fighting Championship's photo: "His lovely lady lump! :-)"

 **Kymberli Mulford** commented on her own status: "G+ is still around? It didn't..."

 **Steve Sokoloski** commented on Mike Babinski's Post on Steve Sokoloski's Wall: "Well, 2/4 – RU is a Saturday n..."


 **Ron Lubensky** commented on Bruce Flanagan's Post in You know you're an old time North Shortie if:: "Turton was a little man with a..."

 **James Felton Keith and Thomas Burne Edcall** are now friends

 **Teresa Spínola** and 4 others

 2 events today

Sponsored 

 Chat (0)

Twitter

twitter Search Home Profile Messages Who To Follow Downes ▾

Downes
@Downes Moncton
<http://www.downes.ca>

2,709 Tweets **1** Following **4,545** Followers **506** Listed

Recent Images · [view all](#)

Following · [view all](#)

Find accounts to follow: [Browse interests](#) · [Find friends](#)

What's next? · [hide next steps](#)

1. Get Twitter on your phone

- Set up mobile notifications
- Download a Twitter application to your phone

2. Set up your profile

- Upload a profile picture
- Write a short bio

Tweets Favorites Following Followers Lists ▾

Downes Downes
My huge thanks to Dawn Amado from the Men's Warehouse in Providence Place who went way out of her way (24 miles!) to get me a pair of pants.
4 hours ago


Downes Downes
arrived in Providence, Rhode Island
26 Oct






Downes Downes
Time in Brussels: 3 nights. Number of meals eaten: 4. Number of meals that did not make me ill: 1 (a diced fruit breakfast at the hotel)
26 Oct

Downes Downes
Audio from today's [#change11](#) online session now available at change.mooc.ca/files/audio/ch...
25 Oct


<http://twitter.com/Downes>

Google+



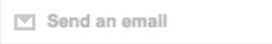


Search Google+



Stephen Downes
Free Learning

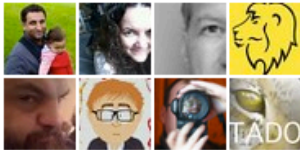
[Edit Profile](#)



In Stephen's circles (0)

Edit your profile to change who is visible in your network.


Have Stephen in circles (3091)



[View all »](#)

[Change who is visible here](#)

Posts About Photos Videos +1's



Stephen Downes - 10:09 - Public

Renewing our focus on open thinking
<http://www.downes.ca/post/56520>
David Porter summarizes the recent event on open learning held in Vancouver. He writes, "Sir John Daniel's speech (Public Money for Public Benefit)... validated the interest and commitment of audience members for making educational materials more freely accessible and remixable.... to confidently marshall our arguments in support of open education, open government and open data – in his words, 'to provide a common wealth.'" Porter's summary is a bit breathless and adulating, but the links to the actual recordings are invaluable. <http://conviviality.ca/2011/10/renewing-our-focus-on-open-thinking/>

BCcampus

Opening Education
October 17, 2011
UNESCO/COL OER Guidelines

<https://plus.google.com/109526159908242471749/posts>

Some of the Others:

- Flickr – <http://www.flickr.com>
- LinkedIn – <http://www.linkedin.com>
- YouTube – <http://www.youtube.com>



2. Anatomy of a Social Network



Personal Profile

2/7/2008

Personal Profile

personal profile.frx

Community Church Of Cartoonville (CCC)

Name: Duck, Daffy ID: 22
Gender: M Marital Status: Married Ministry Group: A Household Label: X

Address 1: 5498 Feathertick Court ID: 8

Cartoonville, TV 80922

Home: (917) 564-7913 Cell: (917) 210-1998 Other: () -

Address 2: Mailing Address:

Email: preacherduck@ccc.org

Birthdate: 4/23/1970 Age: 37 IM Screen Name:

Anniversary: 4/25/1993 Parent(s):

Occupation: Pastor

Employer: Community Church Of Cartoonville

Work: (917) 531-6900 Fax: (917) 531-6450 Pager: () -

District: 0 School: Grade: Lunch: : PM

First Attend: October Year: 1990 Visitor: Inactive: Believer: X

Created: 5/31/2002 Source:

Baptism: / / Member Since: 12/21/1990



Notes: As Of: 10/3/2007 12:37:50 PM By: admin

Small Group: Duck
Bunny

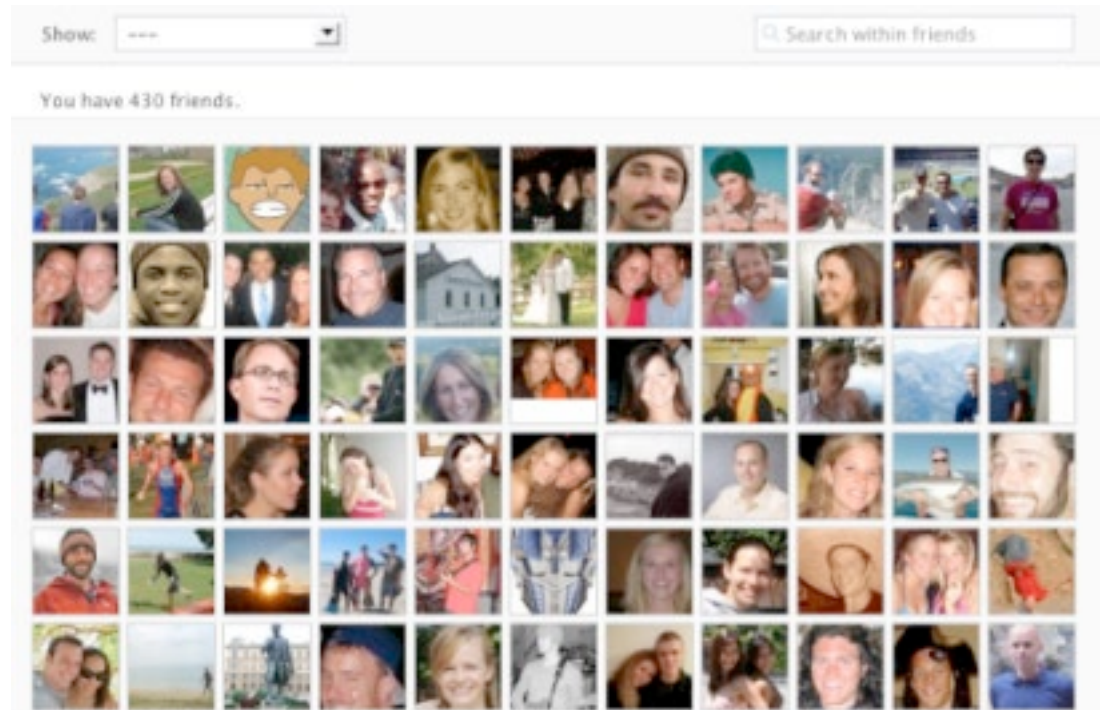
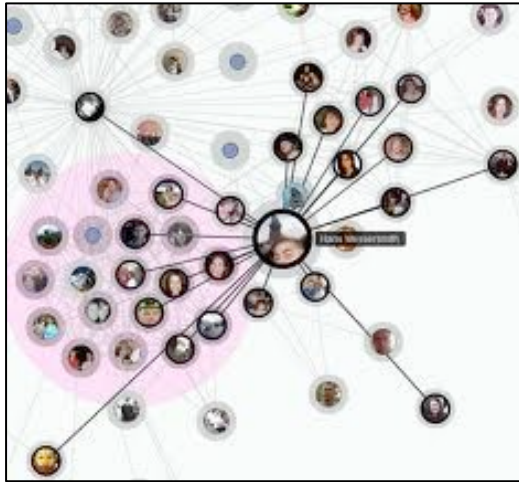
Volunteer: Small Group Ministry
Small Group Ministry

Director
Leader

Class/ Seminar: New Believer's Class
New Believer's Class



The Graph



- Facebook 'friending' vs Twitter 'following' vs Google+ 'circling'
- Recommending – friend suggestions or maybe just 'return the favour'

Actions

- Things to Do...
 - The Facebook 'poke'
 - Messaging
 - Checking In - <https://foursquare.com/>
 - Listening to - <http://www.last.fm/>
- The activity stream



Likes and Dislikes

- The 'Like' button / 'Fan'
 - Inside the Graph – Facebook
 - Outside the Graph – Google's +1
 - Extended graph – would you 'recommend' this person, write them an endorsement?
- Tagging – <http://www.delicious.com>
 - Twitter hashtags
 - word clouds



<http://www.wordle.net/>

Groups

- Explicit group formation:
 - Google Groups, Yahoo Groups
- Object-based group formation
 - Facebook ‘causes’, ‘like’, etc.
 - Events

Sharing

- Media – photo, video and audio uploads
- Artwork – DeviantArt -
<http://www.deviantart.com/>
- Experiences
 - the Twitter hashtag again
- Places – 4Square



fake batman by *berkozturk, DeviantArt

<http://browse.deviantart.com/?order=24&offset=24#/d4e3qt5>

Reputation

- Klout – <http://www.klout.com>
- HootSuite - <http://hootsuite.com/social-analytics>
- Social media key elements: PageRank, eBay Reputation, Amazon Reviews
- Achievement: ‘become mayor’, ‘unlock badge’

3. Social Networks in Learning



Some Benefits

- It's free
- It cuts down on isolation
- It builds tolerance and understanding of diversity
- It amplifies passions
- It's more open, and education needs to be more open

George Couros, Connected Principals, Why Social Media Can and Is Changing Education

<http://www.connectedprincipals.com/archives/3024>

Positives

- Connection and access
- Increased awareness
- Publicity and advertising
- It's who you know



Risks

- Privacy and security
 - putting your data out there
 - once online, always online
 - “you are not a customer, you are a product”

Douglas Rushkoff, You Are Not Facebook's Customer

<http://www.rushkoff.com/blog/2011/9/26/you-are-not-facebooks-customer.html>



Rumours and Innuendo

- Cyberbullying
- Quality control
 - Twitter rumours



HARVEY'S THESIS

THE Professor of medieval economics' humorous tale

Black Knight Bull Market

Drastic

INSIDER TRADING

THE Dastardly Merlin indicted on 39 counts

Camelot Sold

HISTORIAN CRINGES

THE Rewrites textbook in a fit of annoyance

25th edition

THE Copy editors, fact checkers, and pressmen refuse

LOST KNOWLEDGE

THE UNIVERSITY PUBLISHING TRAGEDY

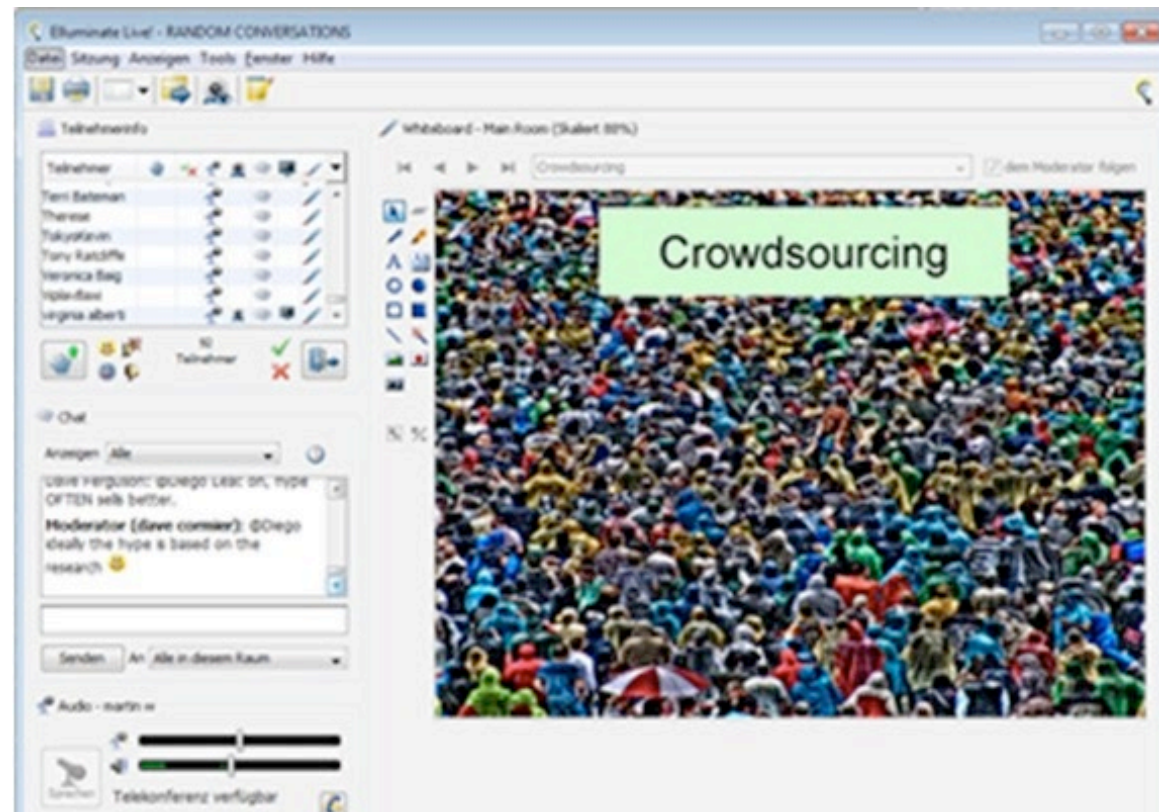
THE MANUSCRIPT NOTEBOOKS

Practical Applications

- Online Discussions
 - announcements and updates
 - conversations
- Group formation and planning
 - support networks
 - small group work & project teams
- Online e-portfolios
 - as an extension of the personal profile

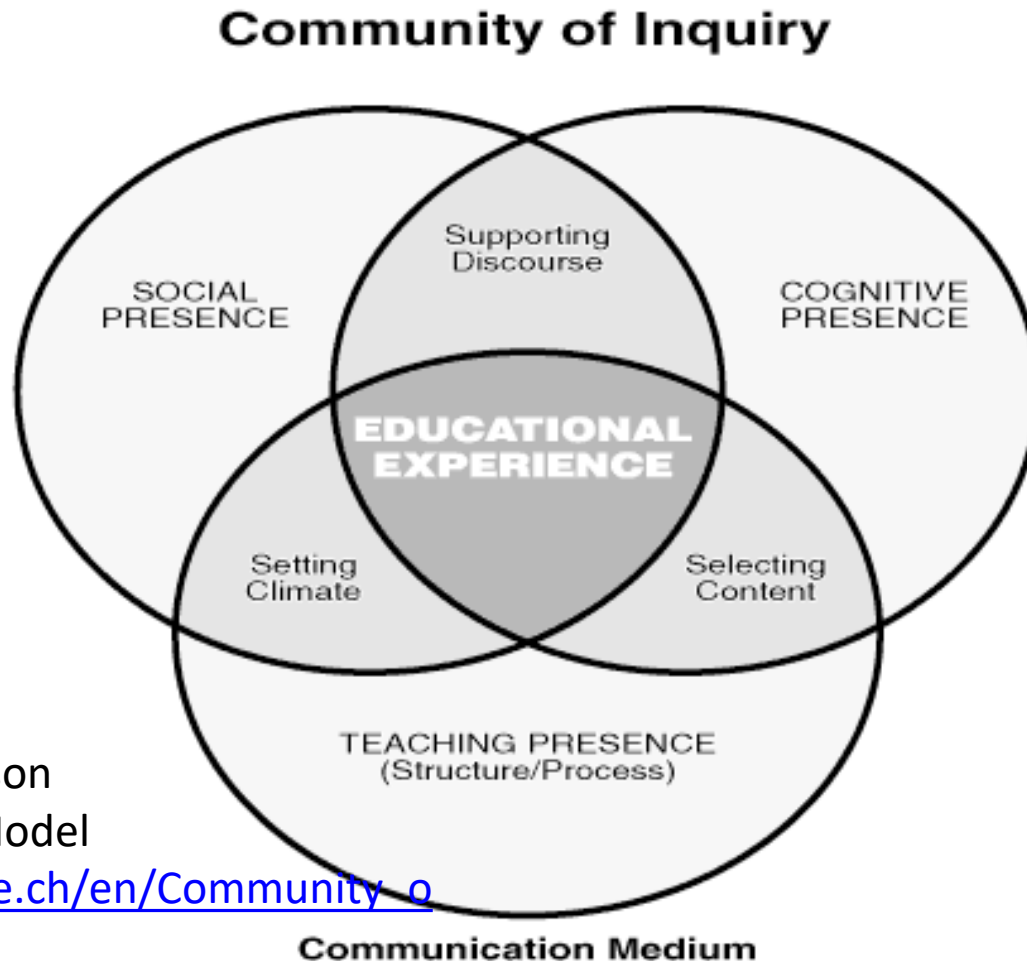
Crowdsourcing

- Wikipedia and such
- The Wisdom of Crowds



Social Presence

Twitter – “What are you Doing?”



Anderson, Archer, Garrison
Community of Inquiry Model

http://edutechwiki.unige.ch/en/Community_of_inquiry_model

The Five intangibles

- Attention
- Attraction
- Affinity
- Audience
- Action

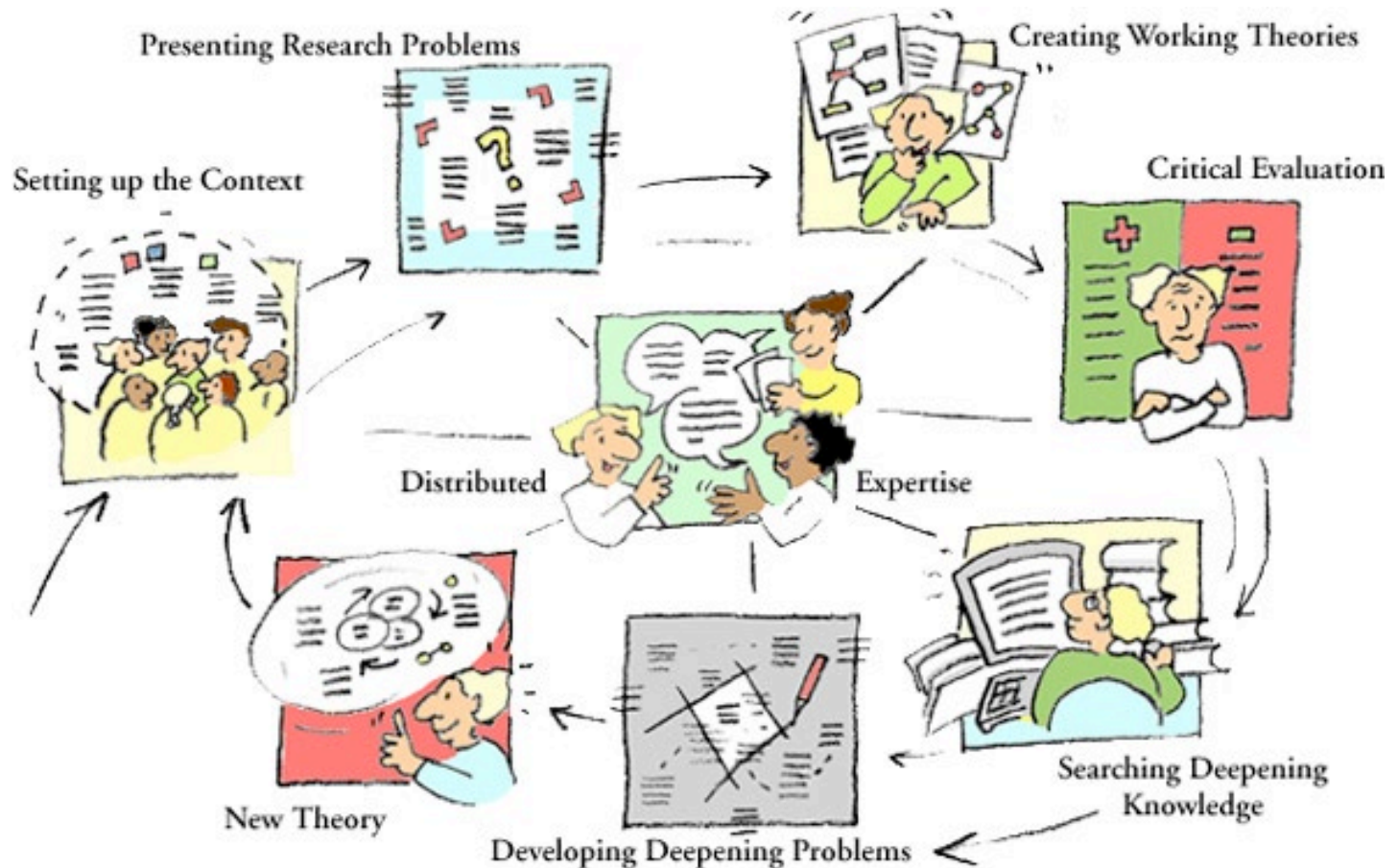


The Five Elements of Social Media

Jay Deragon & David Bullock with Irene Williams

<http://www.relationship-economy.com/Five Elements of Social Media.pdf>

Mapping SNs and Learning Theory

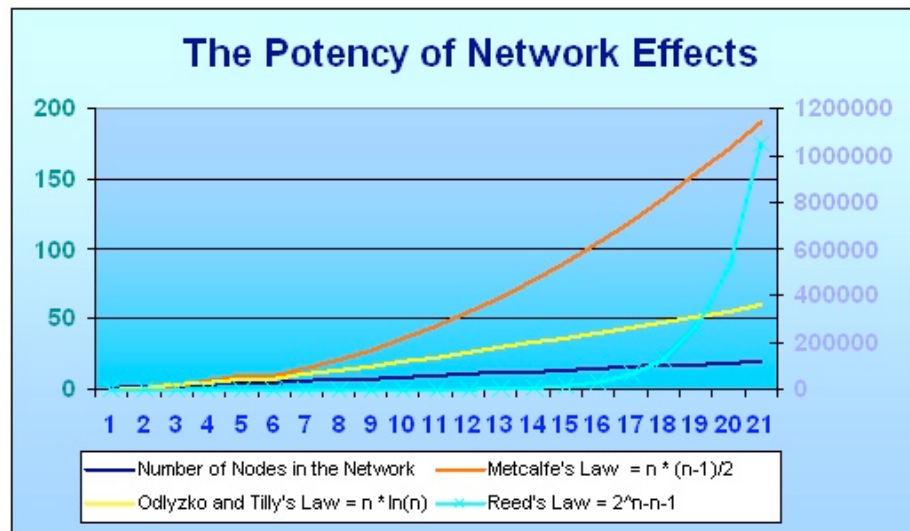


Centre for Research on Networked Learning and Knowledge Building,
Development of Learning Theories

<http://www.helsinki.fi/science/networkedlearning/eng/delete.html>

Network Effects

- “A virtual learning environment consisting solely of students and instructor, in contrast, cannot partake of these network effects.”



Source: <http://web2.wsj2.com>



Bryan Alexander, EDUCAUSE, Social Networking in Higher Education
<http://net.educause.edu/ir/library/pdf/PUB7202s.pdf>

Social Network Policies

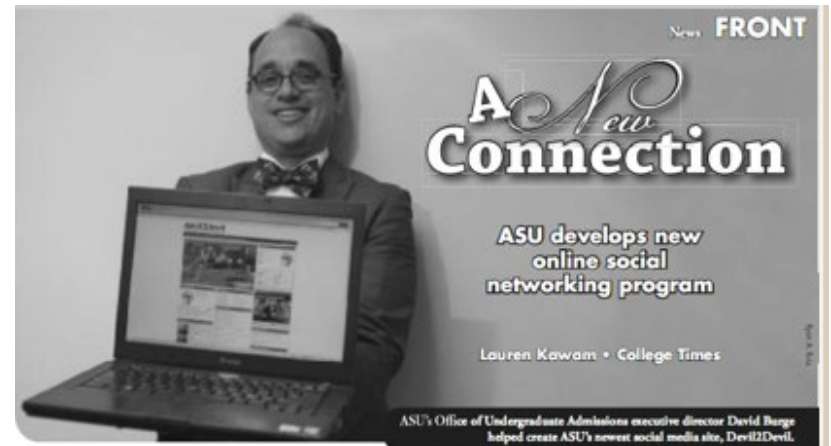
- Schools banning Facebook?
- “Discussions of privacy and copyright, and questions about creativity and appropriation, citizenship, and governance can become grounded in years of social media experience.”
– Alexander

Digizen, Case Study: Example Acceptable Use Policy

<http://old.digizen.org/cyberbullying/fullguidance/resources/caseexample.aspx>

Some SN Education Platforms

- Ning – <http://www.ning.com>
 - Elgg - <http://elgg.org/>
- ... and communities:
- Classroom 2.0 - <http://www.classroom20.com/>
 - -Association for Social Media in Higher Education - <http://www.socialmediahighered.com/>



4. Platforms and Programs



To Understand Platforms...

- Think of Mobile computing:
 - iPod, iPhone, iPad
 - Android, Windows Mobile, Blackberry
- Next, think of ‘the App store’
 - eg., the Apple app store
- Apply the concept to a social network
 - *inside* the social network is an ‘app store’
 - these apps access SN data and functionality

Some Analogies

- Extensions in Firefox or Thunderbird
- Modules in Drupal or WordPress
- Google Apps in Chrome

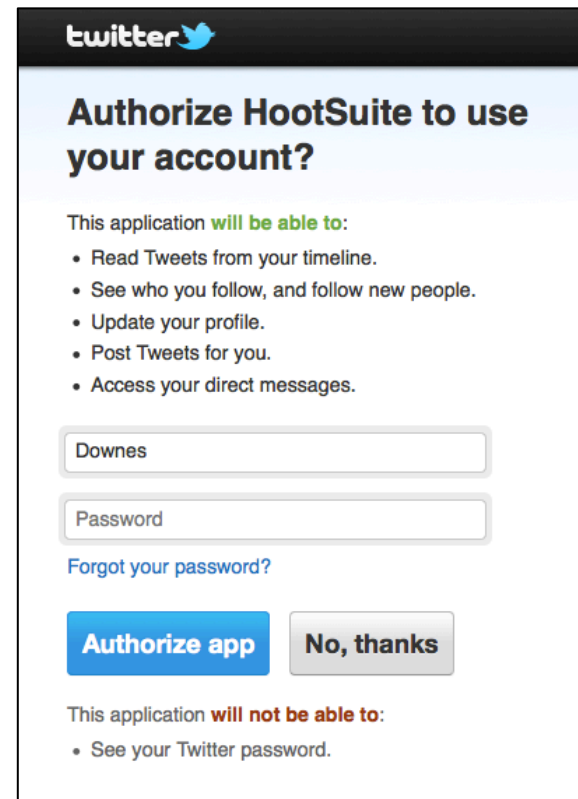


Connecting

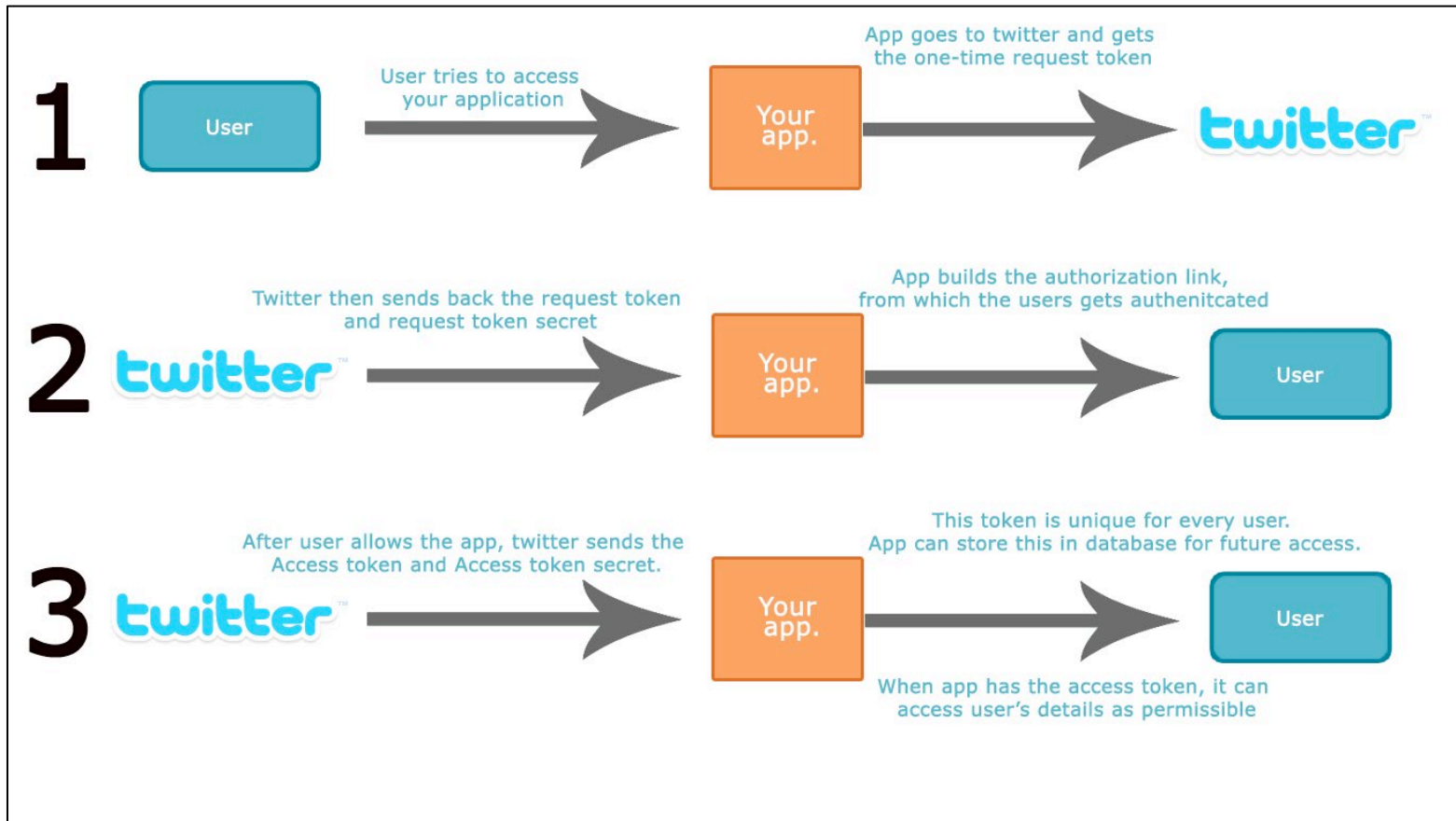


OAuth 2.0

<http://oauth.net/2/>



OAuth Permissions



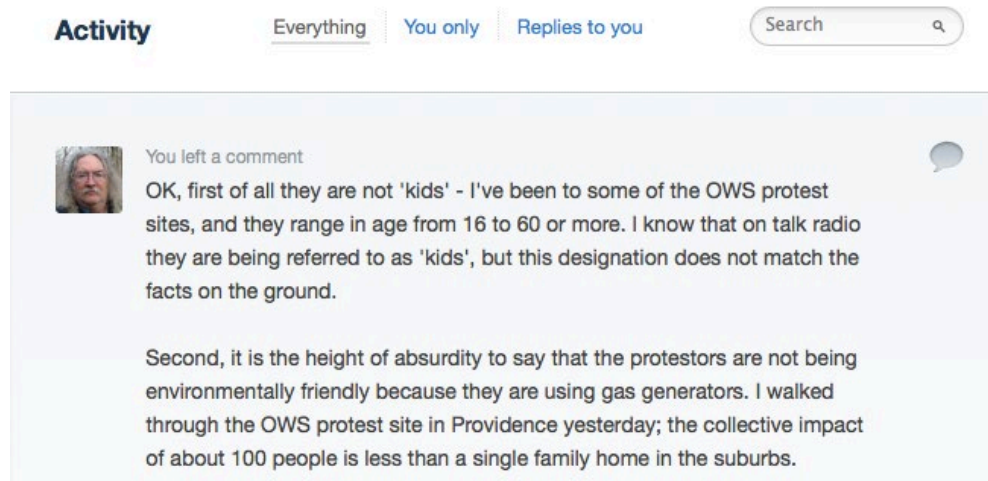
Sachin Khosla , Internet.com,

Upgrading Basic Twitter Authentication to OAuth with PHP

http://www.phpbuilder.com/columns/sachin_khosla062510.php3

Identity and Login

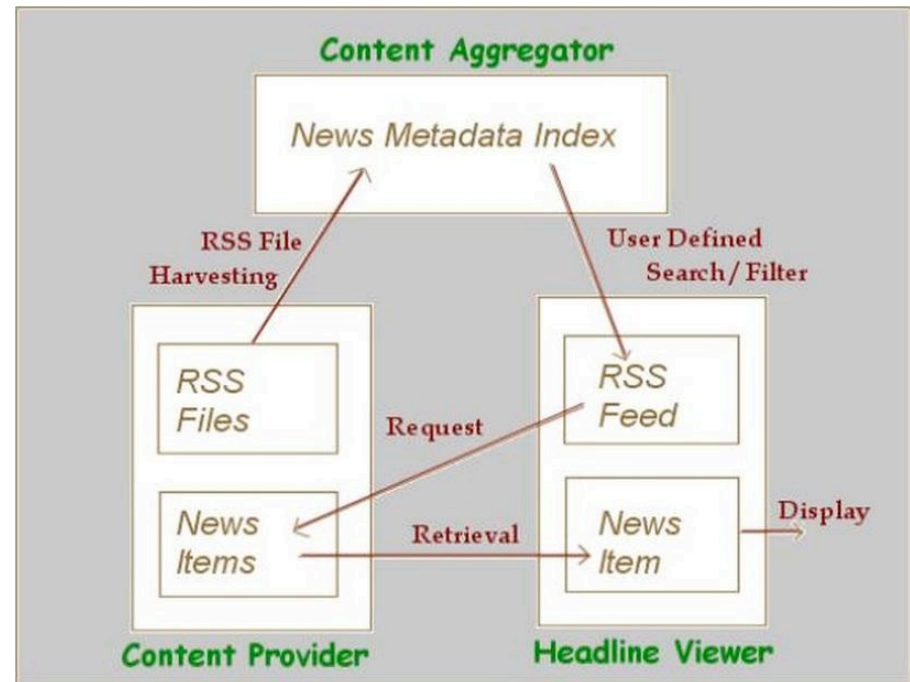
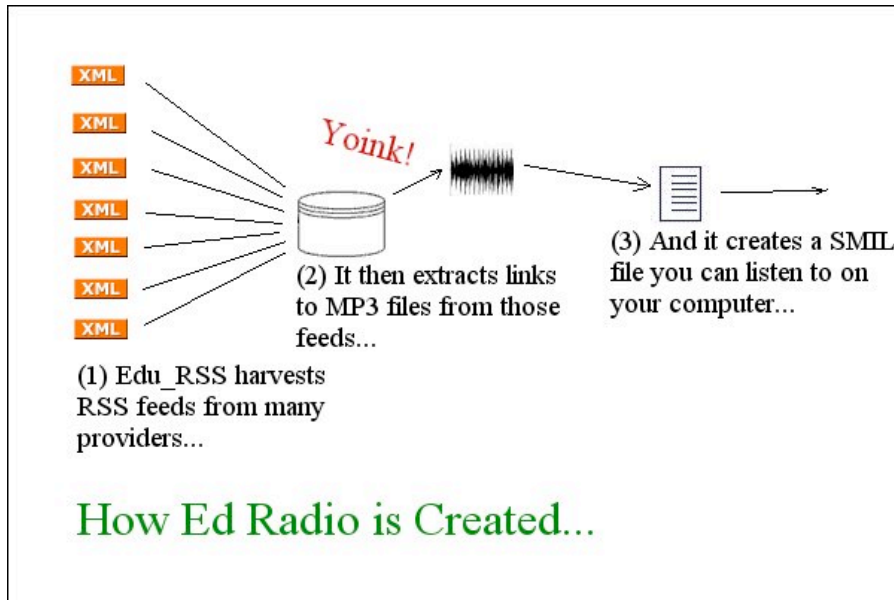
- Facebook Connect, Google SignOn, Twitter, OpenID
- Disqus Comments



Mark Aaron Murnahan, Why Disqus May Be The Best Social Network of 2011

<http://www.awebguy.com/2011/01/why-disqus-may-be-the-best-social-network-of-2011/>

RSS and Atom



Stephen Downes, An Introduction to RSS for Educational Designers

http://www.downes.ca/files/RSS_Educ.htm

5. Learning Network Applications



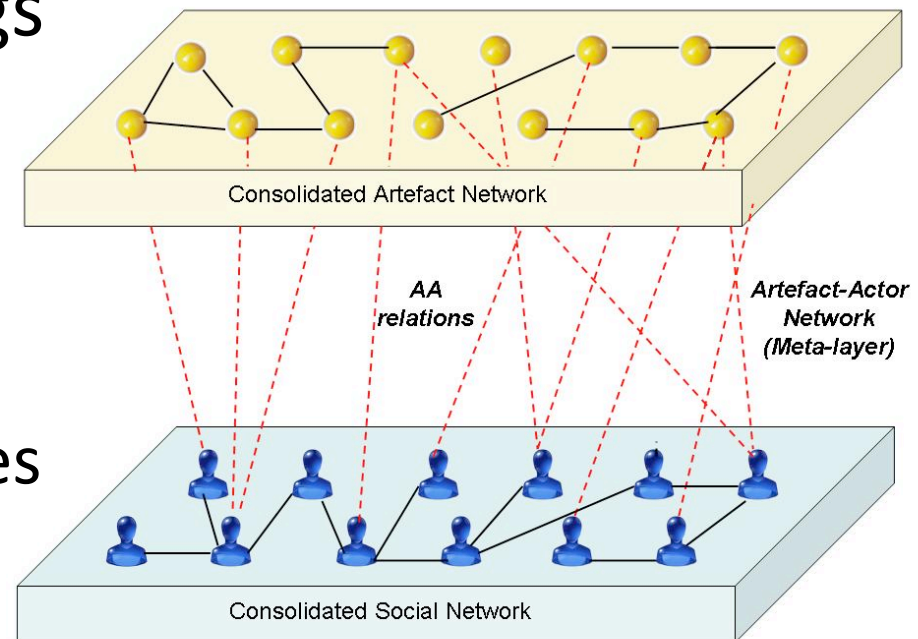
Distributed SN Architectures

- Napster, Gnutella, BitTorrent
- OpenID Again
- Diaspora - <https://joindiaspora.com/>
 - Distributed Social Networking Protocol - <http://www.complang.org/dsnp/>



The Semantic Social Network

- Recommender systems
- Metadata and metatags
- Types of indices:
 - subject index
 - keyword index
 - citations and link indices



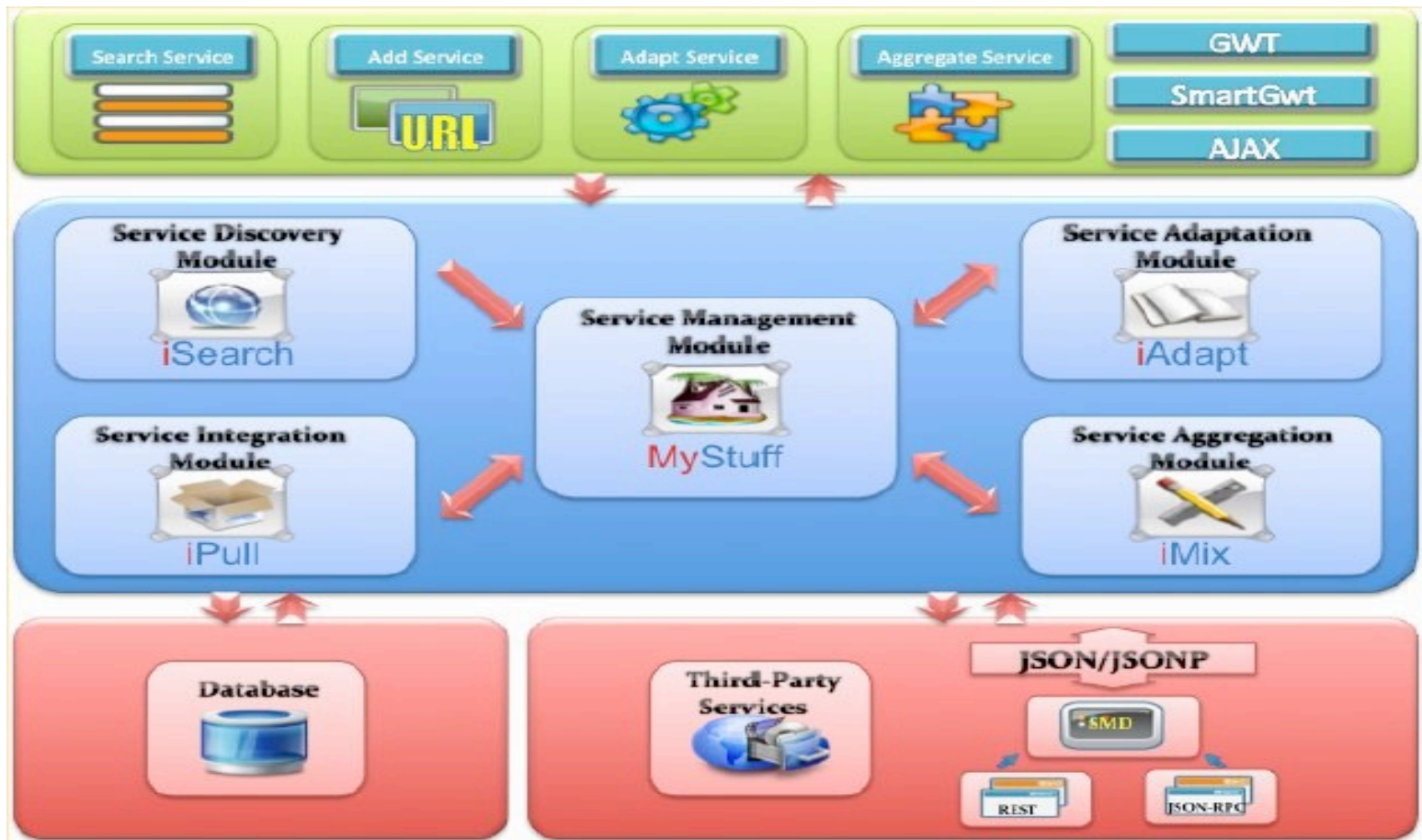
Stephen Downes, Semantic Networks and Social Networks

<http://www.downes.ca/post/31624>

Mahara, PLEs for Contemplation and Awareness: An Architectural Approach

<http://mahara.org/view/view.php?id=38342>

The Personal Learning Environment



Mohamed Amine Chatti, Model-Driven Mashup Personal Learning Environments

<http://mohamedaminechatti.blogspot.com/2009/10/model-driven-mashup-personal-learning.html>

Network Functionality

- Pattern Recognition
 - eg. from partial data – eg. face recognition
 - Regression (prediction)
- Similarity Functions
 - network-based recommendation
- Clustering
- Self-Organizing Feature Map (SOFM)

Emergent Properties

- The whole is not the sum of the parts
- Jarcho: “Culture is an emergent property of people working together. Leadership is also an emergent property.”



Harold Jarcho, Leadership emerges from network culture

<http://www.jarcho.com/2011/10/leadership-emerges-from-network-culture/>

Groups and Networks



Some other References

Thomas Vander Wal

Personal InfoCloud, The Elements in the Social Software Stack

<http://www.personalinfocloud.com/2008/01/the-elements-in.html>

Martin Bryant, TheNextWeb, Anatomy of a Twitter rumor: When a story's too juicy not to retweet <http://thenextweb.com/socialmedia/2011/07/28/anatomy-of-a-twitter-rumor-when-a-storys-too-juicy-not-to-retweet/>



<http://www.downes.ca>