

# 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](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