

The slide features several decorative circles in a light purple color. Three circles are positioned behind the main title, and two more are located behind the lower text. The circles vary in size and are arranged in a scattered pattern.

# Social Networking, the Next Generation

Why Didn't We Think of That?!

How Do We Get Involved in this Without Driving  
Students Away?

or

or



Will Barratt, Indiana State University  
Pat Enos, Michigan State University  
Abe Geiger, Affinity Circles

# Outline for Today



- Background of Social Networking
- Privacy
- Theoretical Underpinnings
- Looking forward
  - Institutionally-customized and owned software
  - Creative service delivery and education
  - Partnering across the institution



# Assumptions

- We know the products
- Do you have your own accounts?
- Feel a little (or a lot) inadequate technically
- Concerned about student health and safety

# Challenges

A decorative graphic at the top of the slide consists of two rows of circles. The top row has three circles: a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right. The bottom row has three circles: a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right.

- Keep up with the technology and trends
- Educate students
- Meet our legal responsibilities

# Personal Experience with Technology

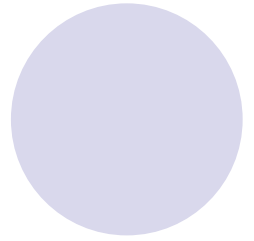
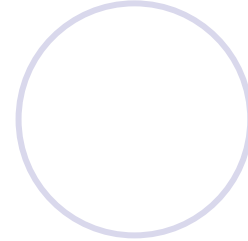
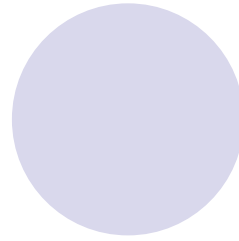
## Cognitive Friction

Alan Cooper, *The Inmates are Running the Asylum*, SAMS Publishing, 2004

**Apologists:** giddy with power at overcoming extreme challenges

**Survivors:** frustrated and stupid for failing; accept technology as necessary evil

Ultimate Challenge



Stay out of the Way

# History of Social Networking Software

- Club Nexus, 2001
  - Experiment to map social network of Stanford Undergrads
- Friendster, 2002
  - First example of explosive viral growth of social networks
  - Example of failed adaptation to user demands
- Facebook, February 2004, Mark Zuckerberg
  - Online community; help Harvard undergrads meet each other
- MySpace.com
  - Started as music themed social network
  - Open to anyone; 100 million members
  - 80% of social networking traffic

The text is centered and surrounded by seven light purple circles. Two circles are positioned above the text, and five are positioned below it. The circles are arranged in a way that they partially overlap the text and each other. The top row consists of three circles: an empty one on the left, and two filled ones on the right. The bottom row consists of four circles: two filled ones on the left and two empty ones on the right.

Why are Students Enamored?

# User-Centric



- Individually oriented
- MySpace, YouTube
- Immediate and accessible

# Samples of time students spend in social networks:

- Bowling Green State University:

- 65% log on daily
- 85% log on at least once a week
- 93% log on at least once a month

- Michigan State University

- 84% members of Facebook in 2005
- 93% in 2006
- 20% spend more than 1 hour/day

# Why Do Students Use Facebook?

(Health Education data)

- Freshmen at MSU:

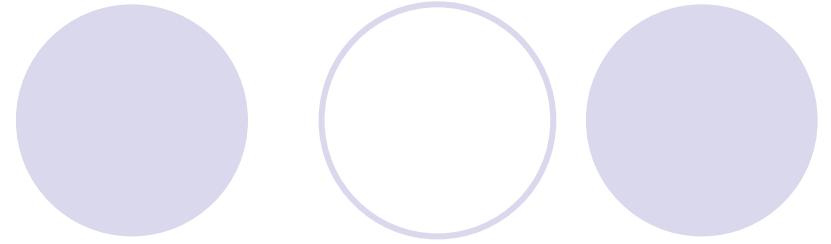
- Make it easier to meet new people - 78%

- Help keep informed about social events on campus - 66%

- Make it easier to keep in touch with friends in other places - 95%

- How can we capitalize on these motivations?

# “Facebooking”



- Sending a request to become a “friend”
- Sometimes following an evening of drinking
- May not know/remember the person
- Pride in the number of friends you have

# Facebook



- User generated content
- Constant updates from people you care about
- Pictures from friends

# MySpace

MySpace.com | Help | SignOut

Web | MySpace | People | Music | Blogs | Video

Search Web


save up to \$380 on select notebooks

shop now

savings

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Hello, Abe!



[Edit Profile](#)  
[Account Settings](#)  
[Add/Edit Photos](#)  
[Add/Change Videos](#)  
[Manage Calendar](#)  
[Manage Blog](#)  
[Manage Address Book](#)

View My:  
[Profile](#) | [Pics](#) | [Videos](#) | [Blog](#)

Nov 1, 2006

Your Network:  
125,159,939

Profile Views:  
276

Last Login:  
11/1/2006

Show My:  
[Ranking Score](#)  
[Favorites](#)  
[Invite History](#)  
[Classified Posts](#)  
[Bulletin Posts](#)  
[My Groups](#)

Grade My Professor!

Get MySpace Mobile Alerts!

Get MySpace Mobile on Helio!

Pick your MySpace Name/URL! [Help](#)  
[Click Here](#)

Tell people about your MySpace [?]

My URL  
<http://www.myspace.com/17364111>

My Blog URL  
<http://blog.myspace.com/17364111>

Make MySpace my Home Page

My Mail

inbox	friend requests
sent	post bulletin

Cool New People

Vinny

rosa

[Browse Users](#) | [Search](#) | [Favorites](#)

Featured Profile

Watch it for Free Now!

Watch it here before it airs on TV

Books | Comedy | Jobs NEW! | MySpaceIM  
Blogs | Filmmakers | Movies | Schools  
ChatRooms | Games | Music | TV On Demand NEW!  
Classifieds | Horoscopes | Music Videos | Videos

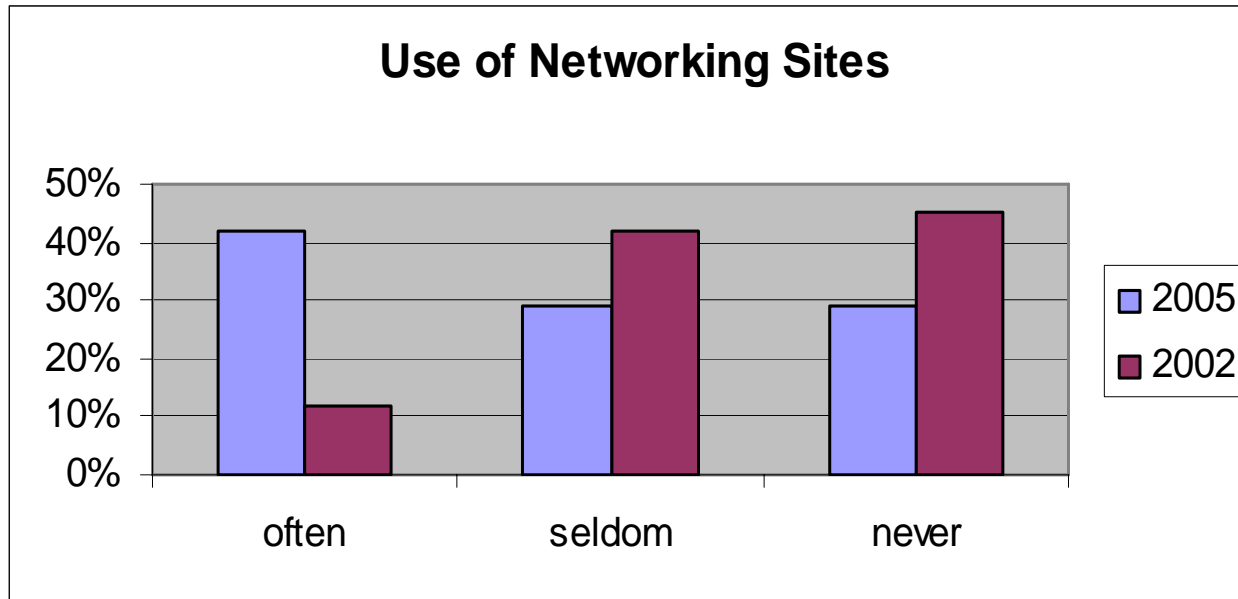
My Friend Space [\[Edit Friends\]](#)

You have 23 friends.

Tom Kelly alex Freddy

Who's Brand?

# Young Alumni Trends



## Key Trends

- Only 20% of respondents said they would pay a fee to join their alumni association in 2005 compared to 56% in 2002.
- The majority of 2005 graduates also do not feel that they will be interested in their alumni magazine or in their Alma Mater

- Source: eGrad Survey, Jan 2006



# Core Issue: PRIVACY

- Is the internet public or private?
  - Experienced as private
  - Actually incredibly public
- Physical: solitude, unwanted observation
- Psychological: protect thoughts and emotions
- Informational: control of personal information; financial

# Privacy cont.



- Constitution does not give right to privacy on the internet
- rely on Consumer Protection
  - Self-regulatory
  - 80-90% concerned about Internet privacy
  - 46% don't know how to manage
- Privacy “seals”
  - Little protection but implies greater trust

# Privacy cont.

- Helicopter parents on facebook

- “My child’s roommate won’t work out.”

- “He is too ‘urban’ and we are from the country.”

- “He listens to country and western and we don’t.”

- “We want a roommate who shares more interests.”

- “He looks like he drinks and parties all the time.”



# Acknowledge our Legal Responsibility

- Educating students about health and safety
- Due diligence in orientation and educational programming
- “Don’t ask, don’t tell” (or can we?)

# Examples of Institutional Proactive Responses

- **Fisher College in Boston** - Authorities expelled for one year a student for an ongoing negative diatribe about a campus police officer
- **University of California, Santa Barbara** – Students warned that they will be disciplined if they post pictures or comments about engaging in illegal activity, such as drinking in the dorms or taking drugs on campus
- **University of Toledo** – Held workshops on the dangers of putting too much personal information online

The title is centered and surrounded by six light purple circles. Three circles are positioned above the text: one behind the 'S' in 'Strength', one behind the 'W' in 'Weak', and one behind the 'T' in 'Ties'. Three circles are positioned below the text: one behind the 'S' in 'Strength', one behind the 'G' in 'Granovetter', and one behind the '3' in '1973'.

# Strength of Weak Ties

M. S. Granovetter, 1973

# Strength of Weak Ties



Mark Granovetter, 1973

- **Weak ties** between people **facilitate** more extensive and useful **connections** than those of more tightly woven membership groups and cliques.
- Organizations **lacking weak ties** connecting their various constituents will **become fragmented** and incoherent.



# Social Capital

R. D. Putnam

*Bowling Alone*, 2000

# “Bridging” Social Capital

R. D. Putnam, *Bowling Alone*, 2000

- Inclusive of people from broad range of backgrounds
- Loose connections
- Useful information and new perspectives
- Better for links to external assets and for information diffusion
- Generates broader identities and generalized reciprocity



# “Bridging” Impact on Social Capital

Online interactions may supplement or replace those previously found in voluntary organizations

Geographical communities supported by online networks have had positive impacts on community interaction, involvement and social capital

Create latent tie connectivity that leads to weak ties

# “Bonding” Social Capital



- Tightly-knit groups
- Emotionally close relationships
- Provide access to scarce resources

# Internet Impact on Social Capital

A. Quan-Haase & B. Williams, 2004

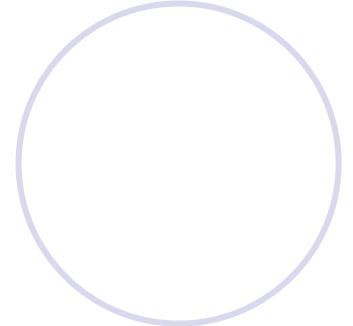
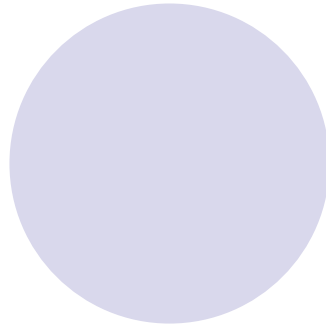
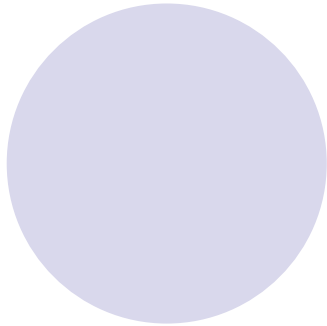
- **Transforms:** by providing alternate means to share information to detriment of offline communities
- **Diminishes:** by attracting people away from existing offline communities
- **Supplements:** blending and supporting existing relationships and establishing new ones

# Social Networks and Social Capital

Nicole Ellison, Charles Steinfield, & Cliff Lampe, MSU, 2006

- Robust connection between Facebook use and social capital by undergraduates
- Correlation between use and overall satisfaction
- Online communities help maintain relations as students move from one offline community to another
- Using online links to intensify and solidify relations that start offline (rather than to meet people)

Make New Friends but  
Keep the Old



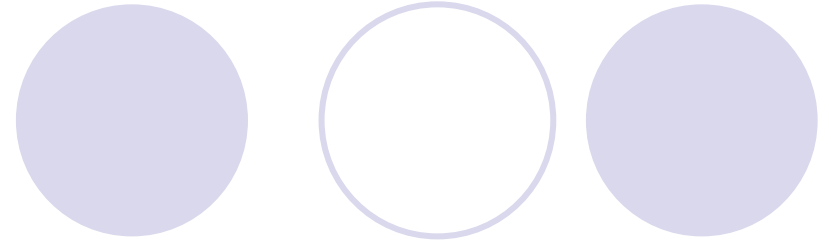
# Opportunities for Networking Interactions

- Career Networks
- Alumni Connections
- Student Organizations
- Residence Life
- New Student Orientation
- Parent Interactions
- Health Promotion
- Identity Groups

# Higher Ed/Student Affairs Issues

- Concern for students - safety, health, social
- Lag in technological sophistication
  - Generational issues
  - Accessible format
  - “Survivors” and “Apologists”
- Digital divide and equity
- Liability
- Ownership of data

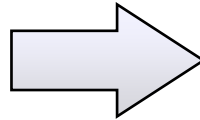
# Student Concerns



- Stalking
- Getting busted
- Lack of privacy
- Missing out

# The Paradigm Shift in Web Communication

- One-Size-Fits-All
- Static Content
- No 1:1 Sharing



- Personalized & Relevant
- User Generated Content
- Relationship-Driven

**YAHOO!** GROUPS

**YELLOWPAGES.COM**<sup>TM</sup>

HARRIS  CONNECT

**The New York Times**

**skype**<sup>TM</sup>

**flickr**<sup>GAMMA</sup><sup>TM</sup>

**WIKIPEDIA**

**match.com**

 **LIVEJOURNAL**<sup>TM</sup>

# The Next Generation of Social Networking Software



- A new level of maturity
- Methodology well-integrated into youth culture and higher education
- Sophisticated software (inCircle; YouTube)



# Next Generation for Higher Education

- Institution bound
- Designed for campus use, not just student use

# The Solution

## A Trusted Social Network

- **Earned Trust** – An atmosphere where members feel secure
- **Authentic** – Members are who they say they are
- **Relevant** – Content reflects the interests of your community
- **Member-Centric** – A personalized experience
- **Easy to Use** – Specifically designed for alumni



# Authentication

The title 'Authentication' is positioned at the top left. To its right, there are five circles arranged horizontally. The first circle is solid light purple. The second circle is a light purple outline. The third circle is solid light purple. The fourth circle is a light purple outline. The fifth circle is solid light purple.

- Addresses Privacy concerns
- University owns the data
- Users Trust other users

# Behavioral Norms



Behavior is a function of the people and the environment. This is true in off-line as well as online situations. Creating an environment consistent with your brand will result in behavior consistent with your brand.

$$B = f(P \times E)$$

# How the target audience might change the motivation/methodology

- Current Students
- Recent Alums
- Older Alums
- Regional differences
- Larger network including employers, mentors, etc.

# Dynamic Tension for Universities

- Recognizing student autonomy to interact
- Self-authorship – students create the communities that define them
  - “User-generated content”
- Desire to engage in the medium at the risk of driving students away

# Creating Context

A decorative graphic at the top of the slide consists of two rows of circles. The top row has three circles: a solid light purple circle on the left, a hollow light purple circle in the middle, and a solid light purple circle on the right. The bottom row has three circles: a solid light purple circle on the left, a hollow light purple circle in the middle, and a solid light purple circle on the right. The text 'Creating Context' is positioned over the first two circles of the top row.

- Maximizing the characteristics we have in common:
  - Our institution
  - Our interests
  - Our location
  - Our career track

# Challenges for departments (examples)

- College/Universities: pay to join?
- Alumni Assn: encouraging disconnected graduates to become more involved with their alma maters
- Student Activities: providing students with helpful information about opportunities
- Career Services: documenting employment; alumni advisory groups
- Health Providers: health information; medical crises
- Athletics: ticket purchases; game day details

# Getting on Board



- Develop/purchase own campus-based social networking software
- Utilize the advertising/commodity function to provide students with important/useful information.
  - Things they want to know and things we want them to know
- Generate some revenue with ads
- Control the medium to control the message

# Value

## For Your Users

### User-Centric

- Dynamic content
- Relevant & Personalized

### Flexible

- Reconnect with friends
- Share Media
- Find Services
- Find Advice
- Network Professionally

### Private

- Authenticated
- Verified
- Secure & Trusted

## For Institution

### Data & Insights

- More contact updates for your database
- More effective communications that leverage individual preferences and social relationships

### Engagement

- Increased event participation
- New member acquisition and retention
- Your brand is the centerpiece – the value you create is attributed back to you

### Low Cost

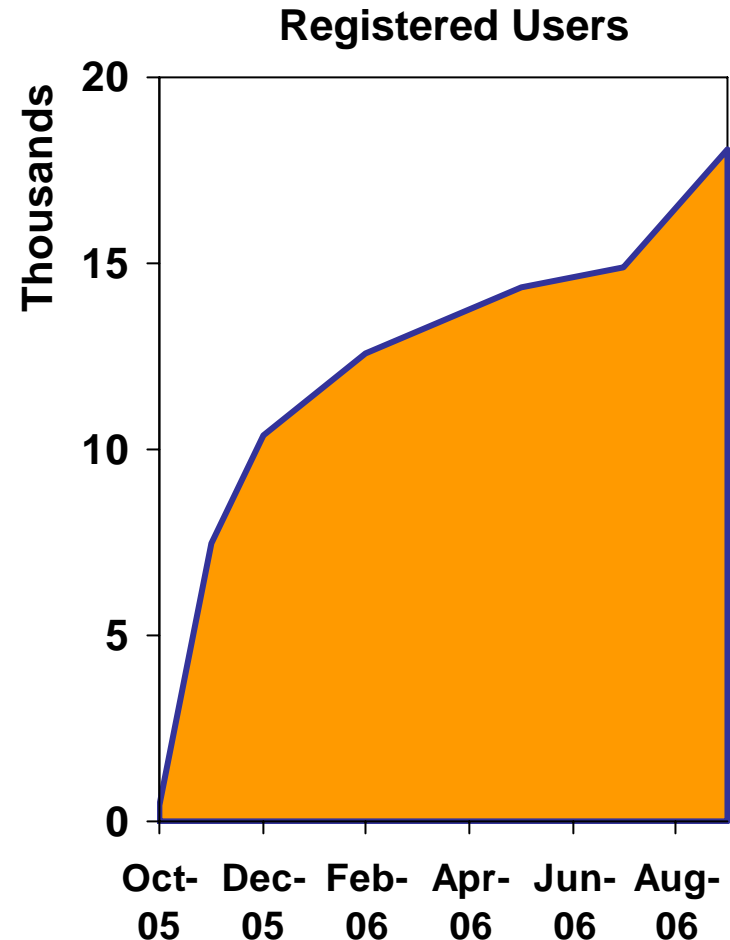
- Ability to reduce service fees to zero
- A solution that grows with you while enabling reduction of manual work

# Example of Institutionally driven Alumni/Student Social Network



Since launch in Nov 2005:

- Over 18,500 registered users
- Over 600 alumni groups
- Over 1 million profile hits
- Over 62K address updates
- Over 12.5K email updates





# Thank You!

- Will Barratt, Indiana State University,  
[wbarratt@isugw.indstate.edu](mailto:wbarratt@isugw.indstate.edu)
- Pat Enos, Michigan State University,  
[enos@msu.edu](mailto:enos@msu.edu)
- Abe Geiger, Affinity Circles,  
[abe@affinitycircles.com](mailto:abe@affinitycircles.com)