

Defining social networks



Match the descriptions with the logos:

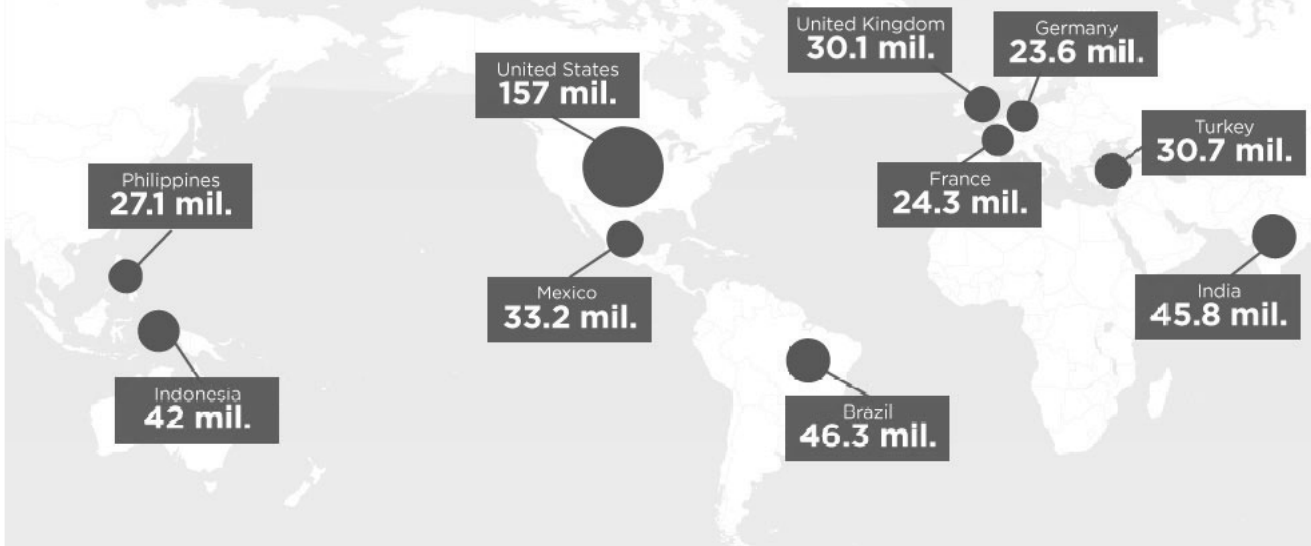
- A. It is an acronym for the Microsoft Network, enabling people to send instant messages.
- B. It is a social networking website that was originally designed for college students, but is now open to anyone 13 years of age or older.
- C. It is the world's most popular search engine.
- D. It is a popular photo sharing website that allows members to upload their own photos into customizable albums.
- E. It is a business-oriented social networking service that allows you to manage your professional identity (resume, work experience...) and communicate with people. You can build your own professional network.
- F. It is a website, which offers a social networking and micro blogging service, enabling its users to send and read messages called *tweets*.
- G. It is a very popular video sharing Web site that lets anyone upload short videos for private or public viewing.

What about you ?

1. What social networking sites do you use? Which one do you prefer and why?
2. Look at the document 'life on planet facebook " and compare it to your own facebook behaviour.
3. Think of all the things you can do on social networking sites. Mention 5 things that are useful and 5 things that are a waste of time.

LIFE ON PLANET facebook

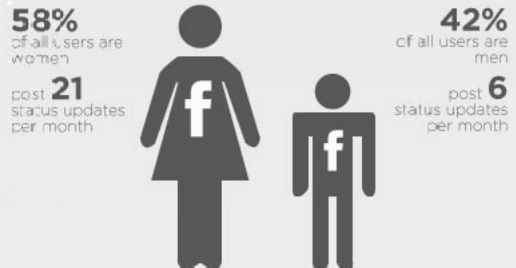
901 million worldwide users **or**  **1 in every 7.78** people in the world



Product brands with most fans or "likes"



Women vs. men



Average facebook user...



- ... is **38 years old**
- ... has **229 Facebook friends** (20% of those friends are from high school, 12% are extended family, 10% are co-workers, and 9% are from college)
- ... makes **7 new Facebook friends** per month
- ... **accepts 80%** of their friend requests
- ... **has never met in person 7%** of their facebook friends
- **15%** update status daily
- **22%** comment on another's status

