

EXPLORING THE SOCIAL WEB

Chris Koerner

Thursday, May 5, 2011

Exploring the Social Web

Millennial students are sometimes referred to as 'digital natives', which reflects their comfort and familiarity with technology. This session will provide an overview of advances in web technology available as a tool to further reach and engage our students individually, and in community. Learn about the benefits of open source, creative commons and social networks and how they might apply to our Student Affairs work.

Content

Trends

Social
Networks

Analytics

Open Source

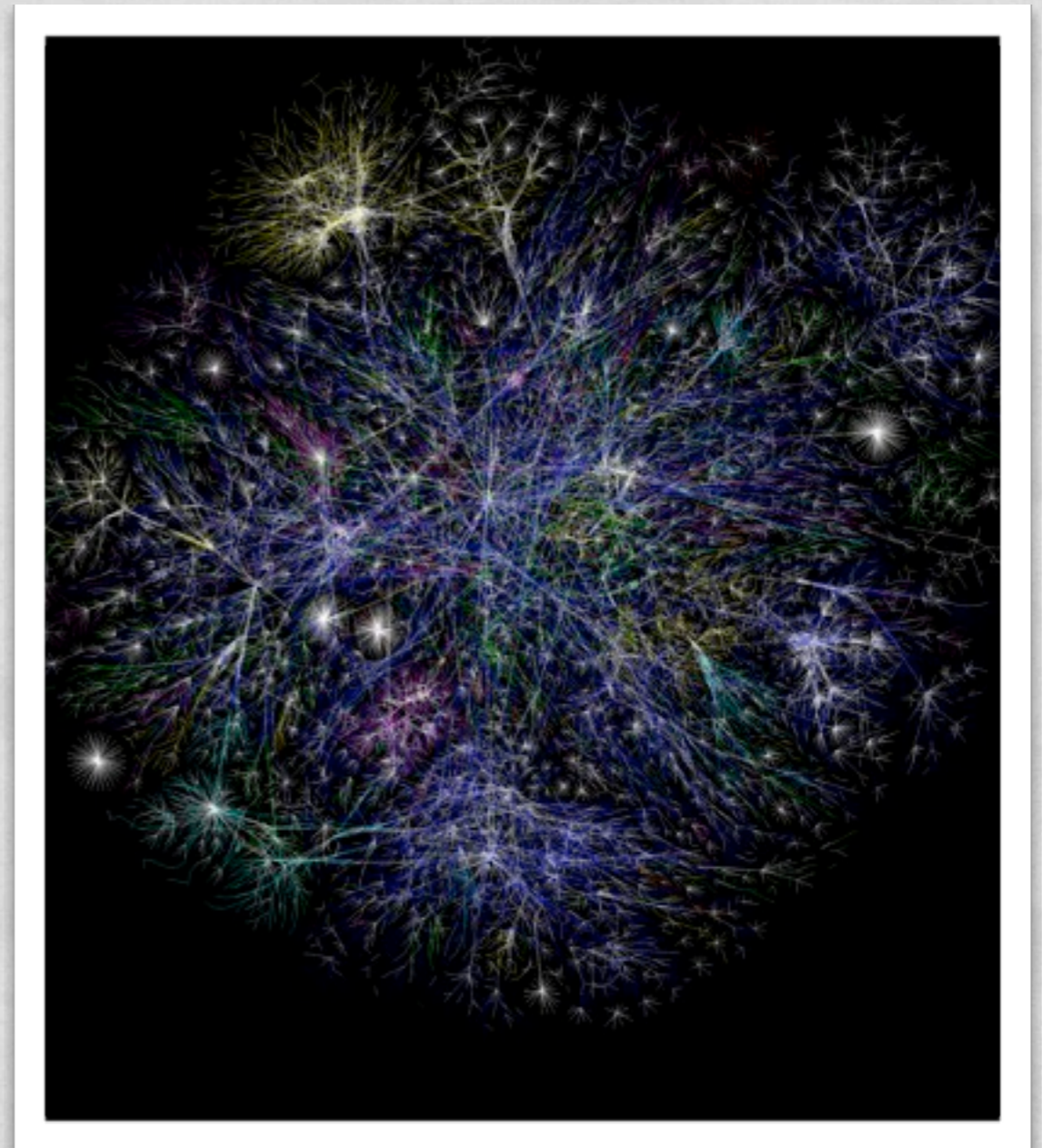
Creative
Commons

Google Apps

CMS

Video

A Surprise



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map of web circa 2005

Exploring the Social
Millennial students
and familiarity with
technology available
community. Learning
and how they might

comfort
in web
and in
networks

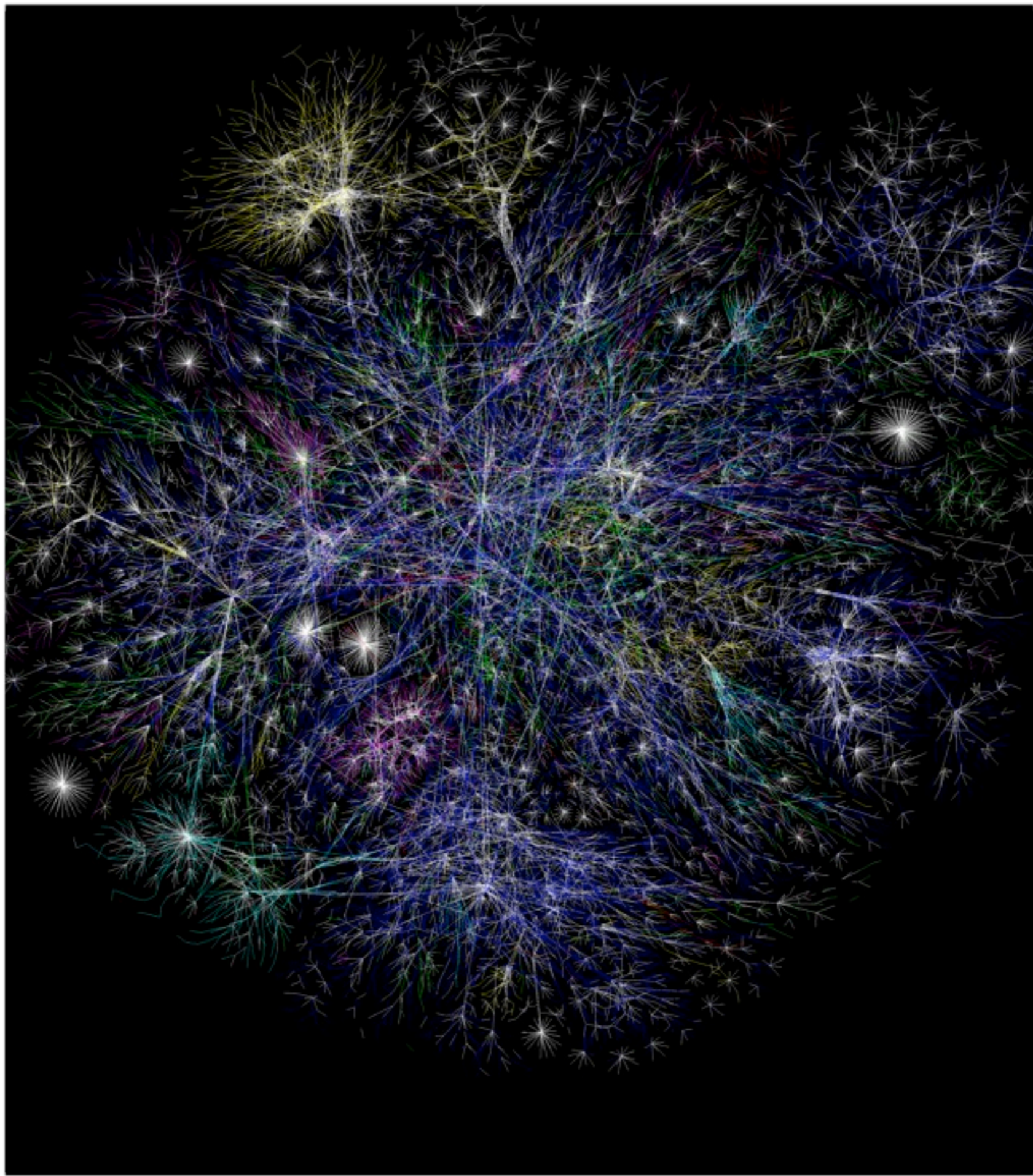
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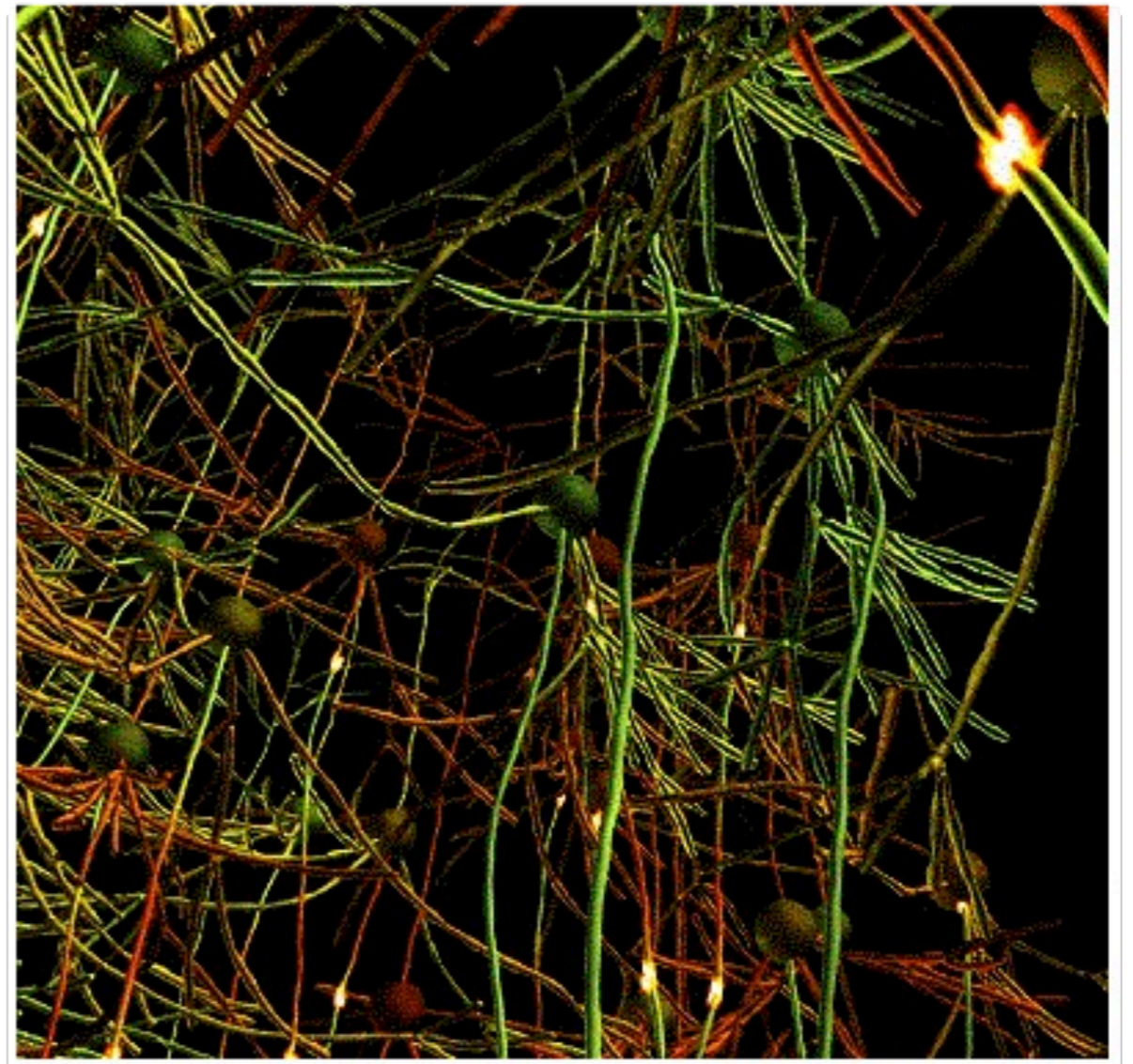
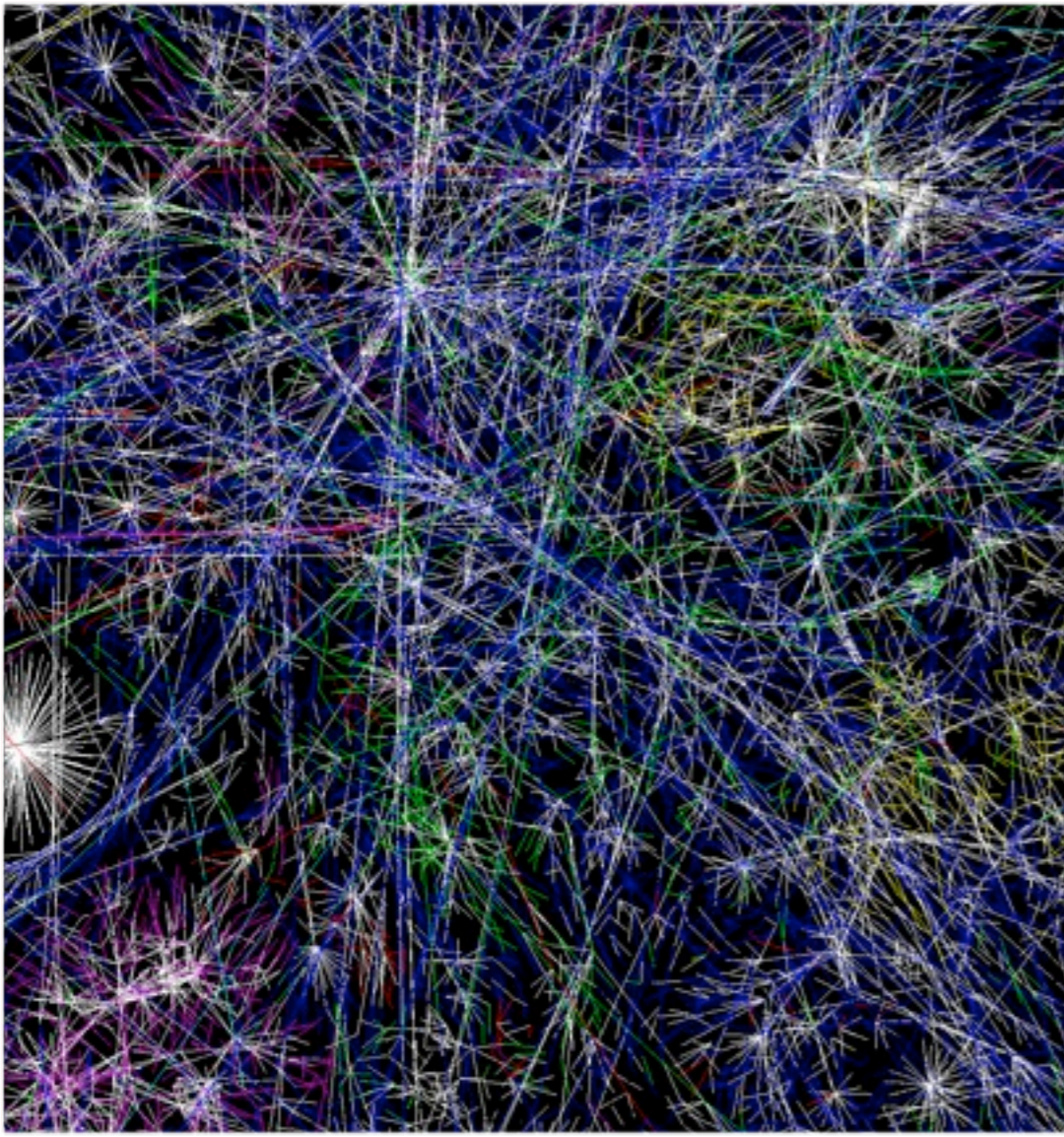
Analytics

Open Source



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map of web circa 2005



WEB VS NEURONS

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map of neurons and their connections in the brain

CONTENT

- Content is King



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take a step back

talking about communication, information people want or need.

content is text, pictures, video, twitter updates and facebook profiles.

User created content

SOME TRENDS

Mobile

Micro Blogging

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Personal web

MOBILE WEB

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the most interesting is the mobile web
popular now and growing

MOBILE WEB



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the most interesting is the mobile web
popular now and growing

MOBILE STATS

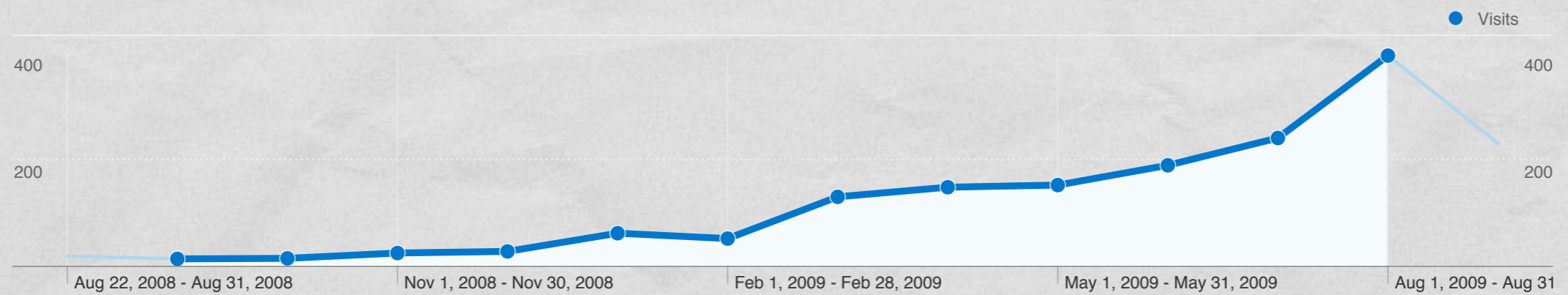
Student Development

Operating System:

iPhone

Aug 22, 2008 - Sep 21, 2009

Comparing to: Site



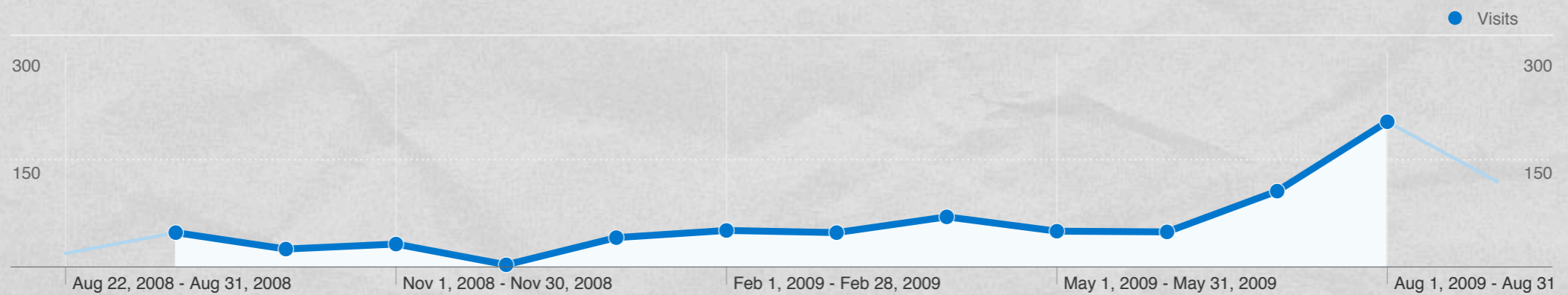
SLUConnection

Operating System:

iPhone

Aug 22, 2008 - Sep 21, 2009

Comparing to: Site



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from google

SOCIAL NETWORKS

- Facebook
- Twitter
- Youtube
- SLU Connection

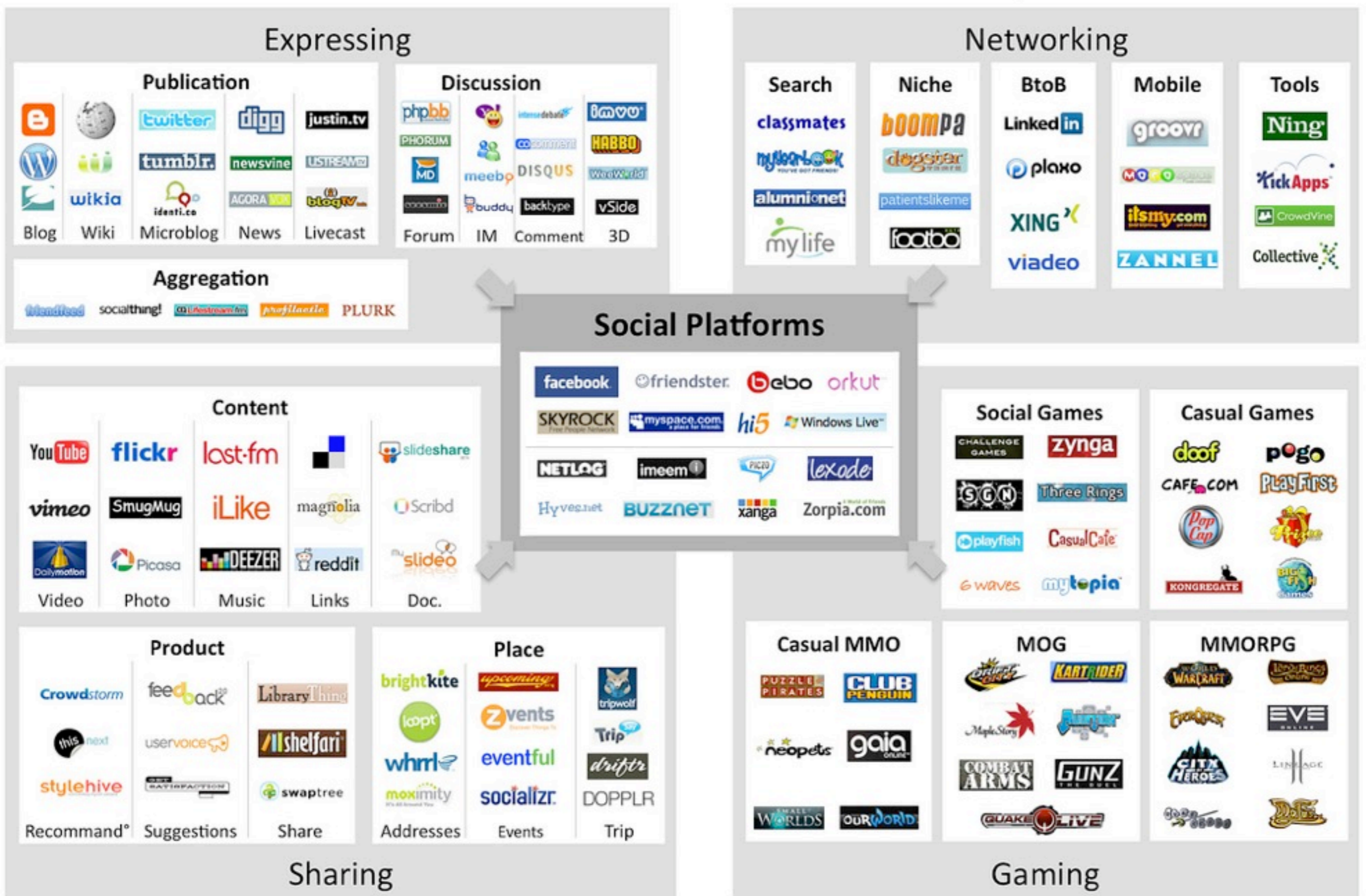


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social networks are a funny thing. casually they are useful for small networks of people you know IRL.

add more people and you are no longer being the same sort of social

Social Media Landscape



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FredCavazza.net

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This is crazy.

Professor Clay Shirky says that the problem with the internet is that It's Not Information Overload. It's Filter Failure.

Fats, Oils & Sweets
USE SPARINGLY

KEY

● Fat (naturally occurring and added)

▼ Sugars (added)

These symbols show fats and added sugars in foods.

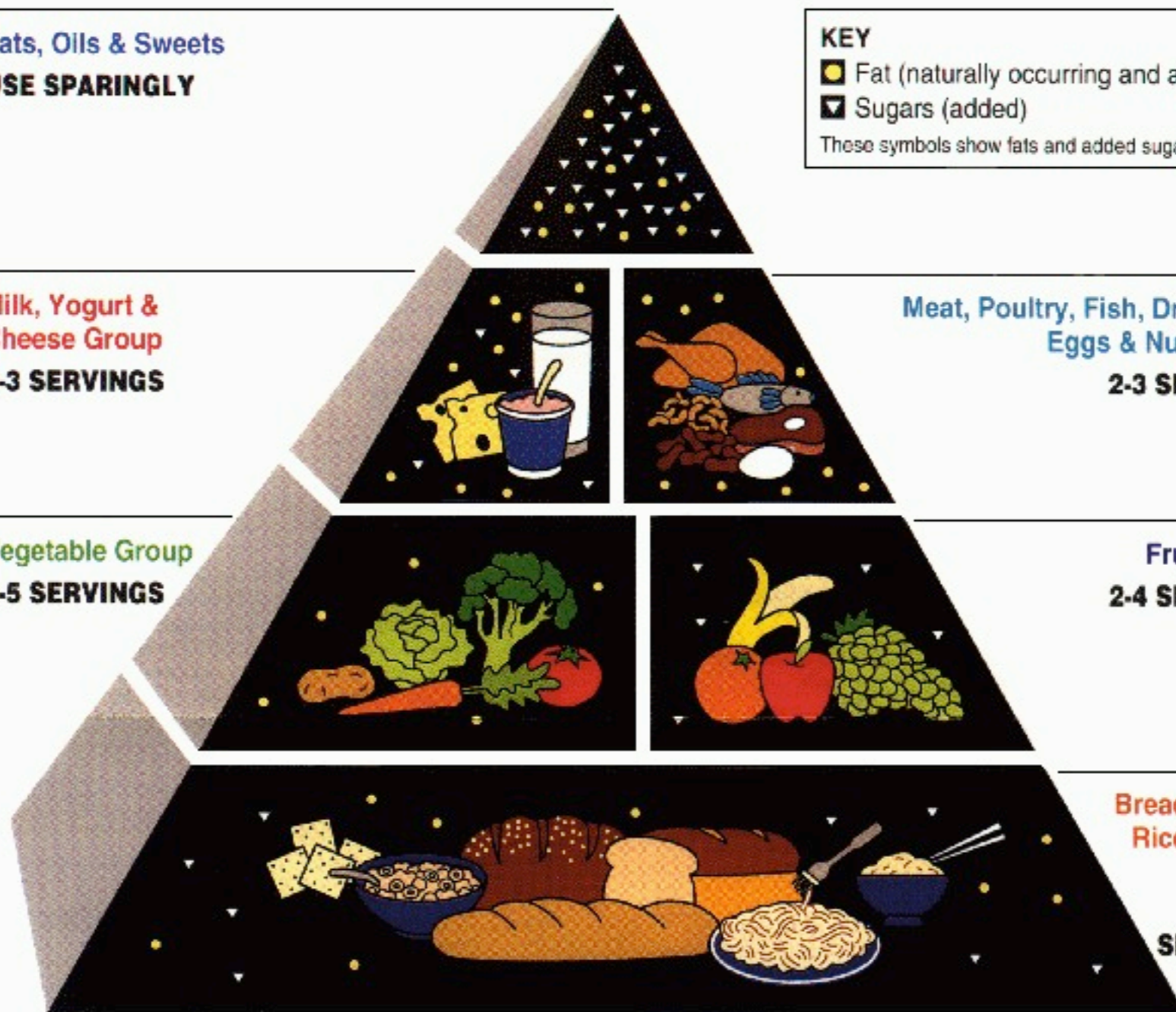
Milk, Yogurt & Cheese Group
2-3 SERVINGS

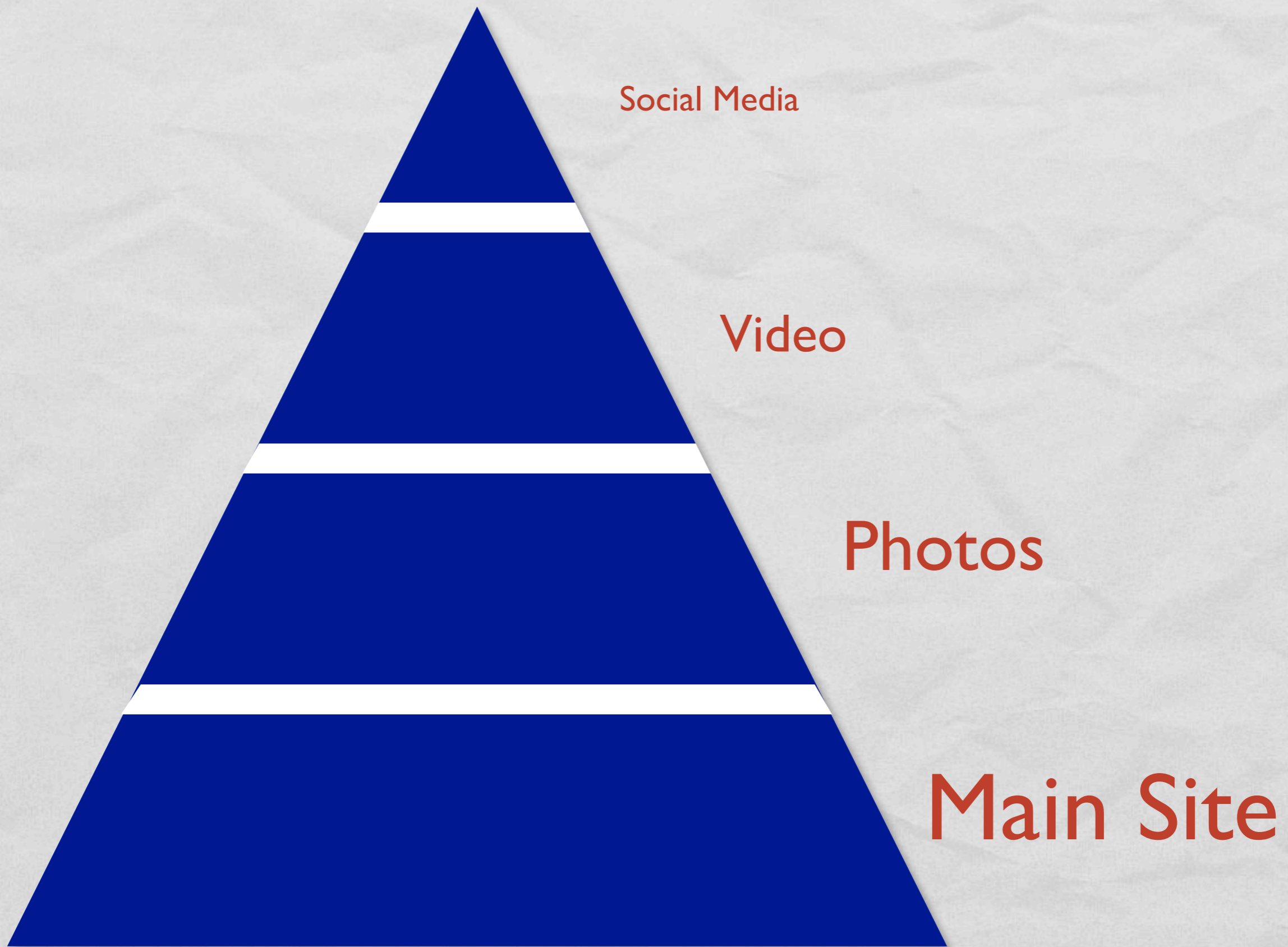
Meat, Poultry, Fish, Dry Beans, Eggs & Nuts Group
2-3 SERVINGS

Vegetable Group
3-5 SERVINGS

Fruit Group
2-4 SERVINGS

Bread, Cereal, Rice & Pasta Group
6-11 SERVINGS





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healthy diet of where to focus efforts to create content

facebook®

Photos

Events

Conversation

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great for events and updates

Photos

great place to have a conversation

just don't let it take over your site, if you have one.

Let's take a look at some Insights



Live updates

Exclusive Info

Conversation

Zeitgeist

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Some ideas on how to use it

Shaqness

Live updates

exclusive info

conversation

SLU Connection uses it as fancy rss feed, every update gets syndicated to our followers and it's also a great way to determine the zeitgeist of their minds

Let's look at SLU Connection's followers

YOUTUBE



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viral and analytics, hosting and embedding
Let me show you how.

SLU CONNECTION

- 12,562 Visits
- 300+ Followers
- Newslink
- SGA Mailer
- Digital Signage
- SLU Facebook
- MySLU



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show stats of traffic from sources, twitter facebook

Let's talk numbers

visitors

syndication

newslink

digital signage

facebook 2,189 Fans

mySLU - 141,413 visitors this month

It's the resource to get your event, group, project, in front of the community.

ANALYTICS

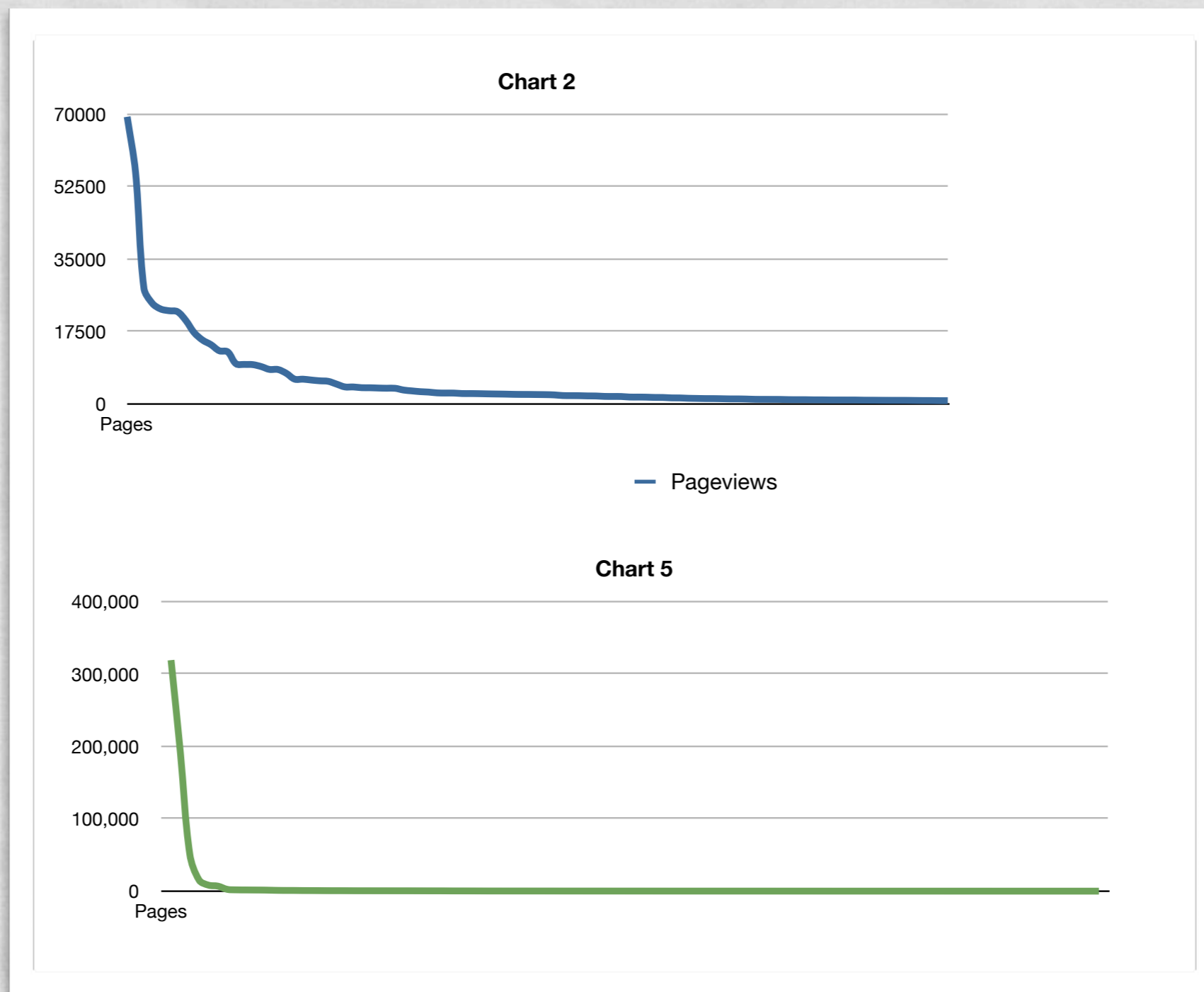
Bosses
like
numbers



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let me show you our stats quickly

POWER LAW DISTRIBUTION



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when thinking about traffic, don't just focus on those pages with the most traffic. If you do you will be focusing on the minority.

Most pages receive a few visits, but in aggregate it's a larger percentage than just the most popular pages.

PROBLEM WITH NUMBERS

What Metric?

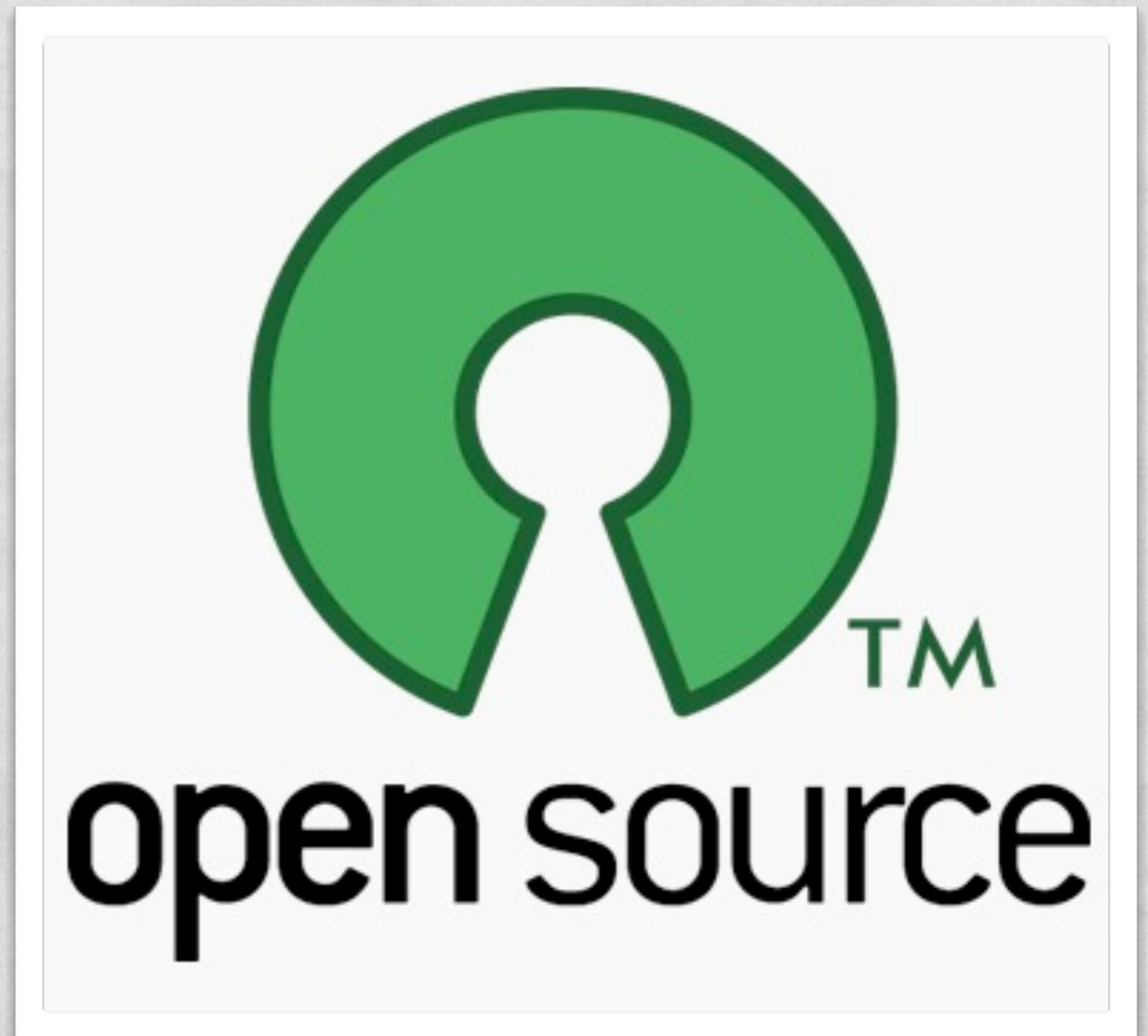
What other influences are there?

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A couple of things to keep in mind when looking at numbers
metric- who are we comparing ourselves to?
What other seasonal influences are there?

OPEN SOURCE

- Firefox
- VLC
- Miro
- Inkscape
- Wordpress



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What does Open source mean?

Software whose source code is published and made available to the public, enabling anyone to copy, modify and redistribute the source code without paying royalties or fees.

Group of like-minded individuals collaborating and sharing



- <http://flickr.com>
- <http://creativecommons.org/>
- <http://www.thesixtyone.com/>
- <http://www.jamendo.com>
- <http://images.google.com/imghp?hl=en&tab=wi>

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A way for artists to share their works, for us to use those works and for the original author to get credit for their work.

GOOGLE APPS

- Calendar
- Forms



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Have

THE CMS

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content is king

Think of it as your home, after a fun night of hanging out and socializing, this is where you come back to.

THE CMS

Love it

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THE CMS

Love it

Your Home

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FURTHER READING

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HORIZON PROJECT

- nmc.org/horizon
- horizon.wiki.nmc.org/



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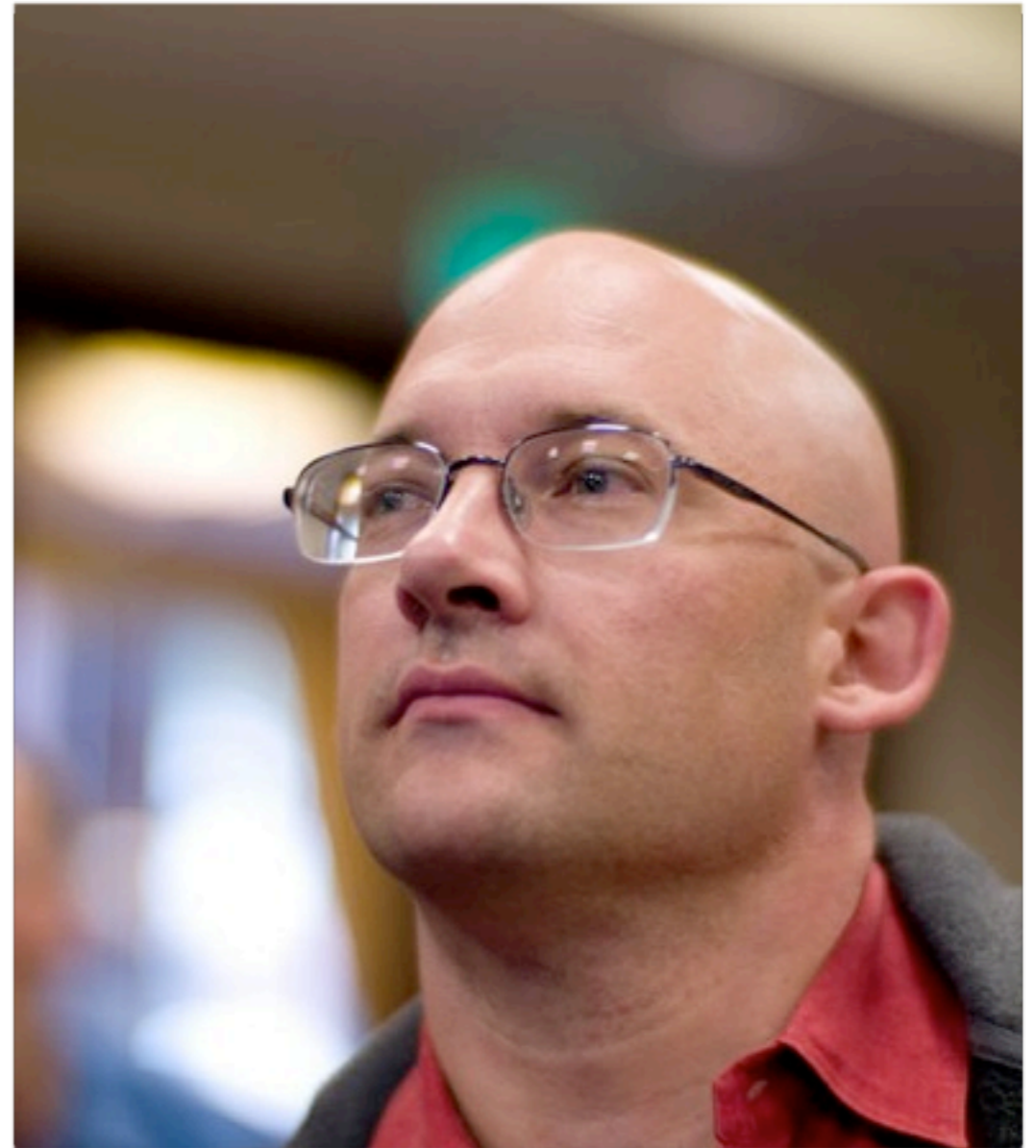
If you want to know more about any of the trends I'll be talking about I suggest you look into the Horizon Project

Product of the New Media Consortium
they predict, with great accuracy the trends we'll be seeing in the next few years.

useful in planning for the future and meeting student expectations.

CLAY SHIRKY

- New Media Professor at NYU
- *Here Comes Everybody: The Power of Organizing Without Organizations*

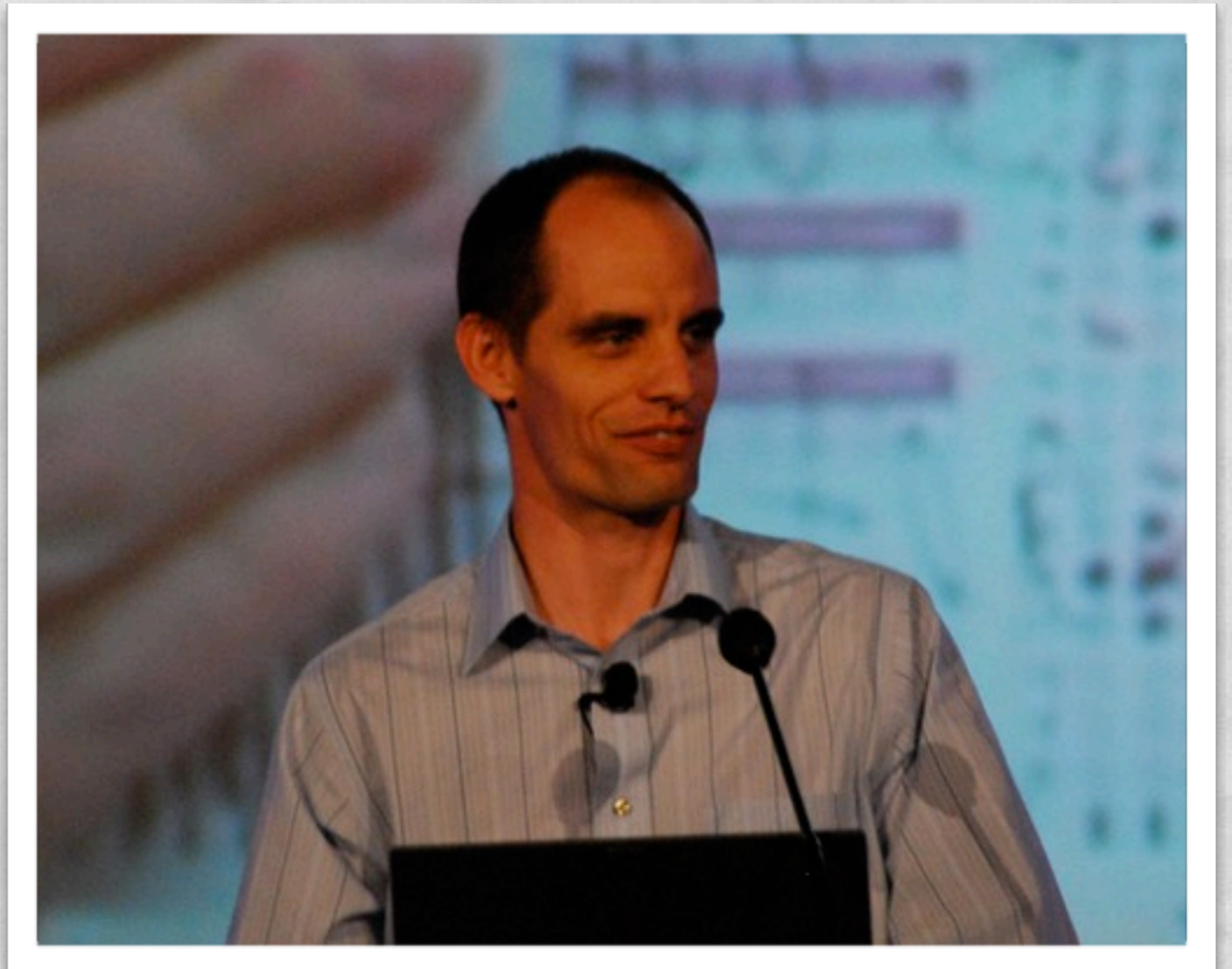


MICHAEL WESCH

*Mediated Culture/
Mediated Education*

Friday October 2

1:30pm AB Auditorium
Cook Hall



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I encourage you all to attend an event next week
Professor of Cultural Anthropology and Digital Ethnography
Kansas State University

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25¢

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MINUTE**

**MADE BY
STUDENTS
AT SLU**

The Student Media Production Team is a team of students who are trained videographers guided by staff advisors. Our rates are very affordable and our production is top notch. Let us create a promotional video, commercial or caputre a historic event for your group.

For more information, contact Jason Young (jyoung42@slu.edu) or Chris Koerner (koerner@slu.edu).

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student produced video
trained
equipped

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trained
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One More Thing...

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Rankings & Honors
Health Care
SLU Facts
From the President

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Colleges & Schools
Study Abroad
Libraries
Research

ADMISSION

Undergraduate
Graduate & Professional
Professional Studies
International
Scholarship & Financial Aid

News



Vicente Fox Captivates Capacity Crowd
The former head of state shared his experiences, insights.

Highlights



What is a Billiken? Unmasking SLU's Cool and Unusual Mascot
Learn more about the Billiken's unique history.

ATHLETICS

Billiken Athletics
Billiken Tickets
Chaifetz Arena
Merchandise
What is a Billiken?

CAMPUS LIFE

Activities & Clubs
Living on Campus
Internships & Careers
Service & Leadership
Safety & Preparedness

VISIT US

About St. Louis
Campus Tour Videos
Campus Visits
Maps & Directions
Museums & Arts

BE A BILLIKEN 

FLU INFO

SLU Home : Contact Us : Disclaimer
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1-800-SLU-FOR-U 

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we're working on redesigning the university site
i'd like to share with you the progress thus far

All pages within the CMS are moving to this. There will be greater flexibility in not only the navigation, but in the body copy as well.

We're also working on a Mobile version of the site, when you visit anything on slU.edu (that's in the CMS) with a mobile device you'll be presented with a specially formatted version.



PROSPECTIVE STUDENTS

CURRENT STUDENTS

FACULTY & STAFF

ALUMNI

PARENTS

Top Links

- Majors & Degrees
- Colleges & Schools
- Jesuit Tradition
- SLU Facts
- From the President

Be A Billiken

- + Videos
- + Quizzes
- + Campus Tour
- + Virtual SLU
- and more...



News Headlines

- U.S. News Rankings: SLU Among Finest Jesuit Universities
- SLU Researches Possible Dengue Fever Vaccine
- Becoming Billikens
- Big, Bright Freshman Class Hits Campus

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- Professional Studies
- International
- Scholarship & Financial Aid

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- Billiken Athletics
- Billiken Tickets
- Chaifetz Arena
- Merchandise
- What is a Billiken?

CAMPUS LIFE

- Activities & Clubs
- Living on Campus
- Internships & Careers
- Service & Leadership
- Safety & Preparedness



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SOURCES

- http://commons.wikimedia.org/wiki/File:Internet_map_1024.jpg
- <http://www.flickr.com/photos/xjy/51519638/>
- <http://www.flickr.com/photos/matthamm/2945559128/>
- <http://www.flickr.com/photos/fredcavazza/3428921418/>
- http://www.flickr.com/photos/stephen_downes/3719466254/
- <http://commons.wikimedia.org/wiki/File:ClayShirkyII.jpg>

Thank You

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