Chancen und Verwirrungen des “Social Net”

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Professor Advanced Learning Technologies
Centre for Learning Science and Technology (CELSTEC)
Open Universiteit Nederlands
marcus.specht@ou.nl
www.marcuspecht.de
Open University of the Netherlands - OTEC

• Started in 1984; national institute;
• Two missions:
  1. provide open distance education
     • 7 faculties, 24000 students
     • 24 study centres in Netherlands and Belgium
     • Develop education in multidisciplinary teams
     • Deliver education through a variety of technologies (print, cd-rom, telephone, internet, face to face contact sessions, practical rooms, etc.)
  2. innovate education
• The Educational Technology Expertise Centre (OTEC) of the Open University of the Netherlands carries out R&D into Learning Technologies.
• The current technology development programme is investigating Self-Organized Learning Networks. (Ca. 80 Staff)
Open Universiteit Nederland, Bologna and Chiba building

by Chris Peeters

This photo is selected for Google Earth [?] - ID: 5890639

Sign up to comment. Sign in if you already did it.
technology changes
Technologie Web 2.0 (O’Reilly, Battelle)

• the web as a platform
• data as the driving force
• network effects created by an architecture of participation
• innovation in assembly of systems and sites composed by pulling together features from distributed, independent developers (a kind of "open source" development)
• lightweight business models enabled by content and service syndication
• the end of the software-adoption cycle (the so-called perpetual beta)
• software above the level of a single device, leveraging the power of the "Long Tail"
• ease of picking-up by early adopters
Service Web 2.0 (the participatory web “flock”)

- Von isolierten Webinhalten zur **Service Plattform**.
- **Nutzung und Generierung** von Inhalten zugleich, Dezentralisierung von Autorität, Sharing.
- Verbesserte **Organisation und Indizierung von Datenbeständen** sowohl top down als auch bottom up (**semantic web, folksonomies**)
- Leichte Integration (**mash ups**) von Services für neue Nutzungsszenarien
Was ist Social Software?

- Post, Telex, Telefon, TV, Internet, ...
- 1996 Discussion Boards, Forum
- 2006: Instant Messaging, Text chat, Internet forums, Blogs or Weblogs, Wikis, Collaborative real-time editor, Social guides, Social bookmarking, Social citations, Social libraries, Virtual worlds, Massively Multiplayer Online Games (MMOGs), Non-game world, ....

- Allgemeine Merkmale:
- *Identity, Presence, Relationships, Conversations, Groups, Reputation, Sharing*
<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td><strong>LinkedIn</strong> <a href="http://www.linkedin.com"></a> <a href="http://www.facebook.com">Facebook</a> <a href="http://www.orkut.com">Orkut</a></td>
<td>• 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>Technology that allows users to</td>
<td><strong>MySpace</strong> <a href="http://www.myspace.com"></a> <a href="http://www.friendster.com">Friendster</a> <a href="http://www.feedburner.com">FeedBurner</a></td>
<td></td>
</tr>
<tr>
<td>An XML standard that lets users</td>
<td><strong>OpenOffice.org</strong> <a href="http://www.openoffice.org"></a> <a href="http://www.gawker.com">Gawker</a> <a href="http://www.typepad.com">TypePad</a></td>
<td>• 47% of marketers use or plan to use RSS feeds.</td>
</tr>
<tr>
<td>collect and read content feeds.</td>
<td><strong>Weblogs.com</strong> <a href="http://www.weblogs.com"></a> <a href="http://www.spaces.msn.com">MSN Spaces</a> <a href="http://www.xanga.com">Xanga</a></td>
<td></td>
</tr>
<tr>
<td>Open source software</td>
<td><strong>Blogger</strong> <a href="http://www.blogger.com"></a> <a href="http://www.typepad.com">TypePad</a> <a href="http://www.spaces.msn.com">Spaces</a></td>
<td>• 56% of US firms use open source software; 19% plan to use it.</td>
</tr>
<tr>
<td>Publicly available software that</td>
<td><strong>Ask Jeeves</strong> <a href="http://www.ask.com"></a> <a href="http://www.google.com">Google</a> <a href="http://www.technorati.com">Technorati</a></td>
<td>• 39% of European firms use open source software; 29% plan to.</td>
</tr>
<tr>
<td>can be copied or modified without</td>
<td><strong>Weblogs.com</strong> <a href="http://www.weblogs.com"></a> <a href="http://www.spaces.msn.com">MSN Spaces</a> <a href="http://www.xanga.com">Xanga</a></td>
<td></td>
</tr>
<tr>
<td>payment.</td>
<td><strong>Weblogs.com</strong> <a href="http://www.weblogs.com"></a> <a href="http://www.spaces.msn.com">MSN Spaces</a> <a href="http://www.xanga.com">Xanga</a></td>
<td></td>
</tr>
<tr>
<td>Blogs</td>
<td><strong>Gawker</strong> <a href="http://www.gawker.com"></a> <a href="http://www.typepad.com">TypePad</a> <a href="http://www.spaces.msn.com">Spaces</a></td>
<td>• 10% of North American online consumers visit blogs weekly.</td>
</tr>
<tr>
<td>Online diaries of text, photos,</td>
<td><strong>Ask Jeeves</strong> <a href="http://www.ask.com"></a> <a href="http://www.google.com">Google</a> <a href="http://www.technorati.com">Technorati</a></td>
<td>• 51% of marketers use or plan to use blogs in some way.</td>
</tr>
<tr>
<td>or other media.</td>
<td><strong>Weblogs.com</strong> <a href="http://www.weblogs.com"></a> <a href="http://www.spaces.msn.com">MSN Spaces</a> <a href="http://www.xanga.com">Xanga</a></td>
<td></td>
</tr>
<tr>
<td>Search engines</td>
<td><strong>Yahoo!</strong> <a href="http://www.yahoo.com"></a> <a href="http://www.msn.com">MSN</a> <a href="http://www.ask.com">Ask Jeeves</a></td>
<td>• 79% of US online consumers use a search engine weekly in 2005.</td>
</tr>
<tr>
<td>Services that find Web content</td>
<td><strong>Weblogs.com</strong> <a href="http://www.weblogs.com"></a> <a href="http://www.spaces.msn.com">MSN Spaces</a> <a href="http://www.xanga.com">Xanga</a></td>
<td>• 79% of marketers use or plan to use search marketing.</td>
</tr>
<tr>
<td>based on user-specified criteria.</td>
<td><strong>Weblogs.com</strong> <a href="http://www.weblogs.com"></a> <a href="http://www.spaces.msn.com">MSN Spaces</a> <a href="http://www.xanga.com">Xanga</a></td>
<td></td>
</tr>
<tr>
<td>User review portals</td>
<td><strong>TripAdvisor</strong> <a href="http://www.tripadvisor.com"></a> <a href="http://www.reviewcentre.com">ReviewCentre</a></td>
<td>• 12% of North American and 21% of European online consumers visit ratings sites.</td>
</tr>
<tr>
<td>Web portals that allow users to</td>
<td><strong>Insider Pages</strong> <a href="http://www.insiderpages.com"></a> <a href="http://www.cnet.com">CNET</a> <a href="http://www.gamerrankings.com">GameRankings</a></td>
<td></td>
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<tr>
<td>search for peer reviews on a</td>
<td><strong>TripAdvisor</strong> <a href="http://www.tripadvisor.com"></a> <a href="http://www.reviewcentre.com">ReviewCentre</a></td>
<td></td>
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<tr>
<td>product or service.</td>
<td><strong>Insider Pages</strong> <a href="http://www.insiderpages.com"></a> <a href="http://www.cnet.com">CNET</a> <a href="http://www.gamerrankings.com">GameRankings</a></td>
<td></td>
</tr>
<tr>
<td>P2P file sharing</td>
<td><strong>Kazaa</strong> <a href="http://www.kazaa.com"></a> <a href="http://www.bittorrent.com">BitTorrent</a> <a href="http://www.gnutella.com">Gnutella</a></td>
<td>• 6% of North American and 5% of European online consumers use P2P networks.</td>
</tr>
</tbody>
</table>
Application Design - Service Integration
### SURFnet Dienstenportfolio (3) Groepscommunicatie

<table>
<thead>
<tr>
<th></th>
<th>TEXT</th>
<th>AUDIO</th>
<th>VIDEO</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASYNCHRONOUS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 on 1</td>
<td>• E-mail,</td>
<td>• Voice-mail</td>
<td>• Video-mail</td>
<td>• Presentation</td>
</tr>
<tr>
<td></td>
<td>• Forum</td>
<td></td>
<td>• Streaming</td>
<td>• Documents</td>
</tr>
<tr>
<td></td>
<td>• Listserv</td>
<td></td>
<td></td>
<td>• Project info</td>
</tr>
<tr>
<td></td>
<td>• News</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1 to Many</strong></td>
<td></td>
<td>• Webradio</td>
<td>• Webinar</td>
<td>• Website</td>
</tr>
<tr>
<td><strong>Synchronous</strong></td>
<td></td>
<td></td>
<td></td>
<td>• Repository</td>
</tr>
<tr>
<td><strong>SYNCHRONOUS/</strong></td>
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<tr>
<td><strong>REAL-TIME</strong></td>
<td></td>
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<tr>
<td><strong>COLLABORATION</strong></td>
<td>• Instant</td>
<td>• VoIP</td>
<td>• Video conf.</td>
<td>• Desktop sharing</td>
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<tr>
<td></td>
<td>Messaging</td>
<td></td>
<td></td>
<td>• Application sharing</td>
</tr>
<tr>
<td></td>
<td>• Chat</td>
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</table>
the users change

You're No One If You're Not On Twitter
Ben Walker
ihatemornings.com

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### Alexa Global Traffic Rankings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>2005 (1)</th>
<th>Rank</th>
<th>Website</th>
<th>2008 (2)</th>
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<tbody>
<tr>
<td>1</td>
<td>yahoo.com</td>
<td></td>
<td>1</td>
<td>yahoo.com</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>msn.com</td>
<td></td>
<td>2</td>
<td>youtube.com</td>
<td></td>
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<tr>
<td>3</td>
<td>google.com</td>
<td></td>
<td>3</td>
<td>live.com</td>
<td></td>
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<tr>
<td>4</td>
<td>ebay.com</td>
<td></td>
<td>4</td>
<td>google.com</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>amazon.com</td>
<td></td>
<td>5</td>
<td>myspace.com</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>microsoft.com</td>
<td></td>
<td>6</td>
<td>facebook.com</td>
<td></td>
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<tr>
<td>7</td>
<td>myspace.com</td>
<td></td>
<td>7</td>
<td>hi5.com</td>
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<tr>
<td>8</td>
<td>google.co.uk</td>
<td></td>
<td>8</td>
<td>wikipedia.org</td>
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<td>9</td>
<td>aol.com</td>
<td></td>
<td>9</td>
<td>orkut.com</td>
<td></td>
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<tr>
<td>10</td>
<td>go.com</td>
<td></td>
<td>10</td>
<td></td>
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</tbody>
</table>

**Traffic rank is based on three months of data and is a combined measure of page views / users (geometric mean of the two components).**

Microsoft Passport; (2) Rankings as of 3/12/08

*Global Traffic Rankings, Morgan Stanley Research*
Young people are spending their time in a space which adults find difficult to supervise or understand …

Their Space
Education for a digital generation

Hannah Green
Celia Hannon

The Generation Gap
Myth 1: The internet it too dangerous for children

MSN is good because you can’t have random strangers talking to you, you only talk to people you know. One time someone I didn’t know added me to their list but as soon as I realised I just blocked them.

Girl, aged 15

My dad won’t let me go on MSN because he thinks it’s a chatroom.

Boy, aged 12
Myth 3: There is an epidemic of plagiarism in schools.

Cutting and pasting isn’t cheating if you’ve read and understood it; that’s just getting inspiration.

Boy, aged 10
Myth 7: All gaming is good

If you play them all the time some games are only good for mashing your brain.

Boy, aged 8
so what’s the effect?
Personal Data and Social Networks

Dienstag, 11. November 2008

Online Reputation Monitoring Tool by Andy Beal

You’ve worked hard to build your online reputation; wouldn’t you like to know if a blogger is about to flush it down the toilet?

"The service is like Google Alerts on steroids." Larry Chase, Web Digest for Marketers

Online reputation monitoring doesn’t have to be a complex, time-consuming task. With Trackur’s sophisticated online reputation monitoring technology, you can easily deploy your own reputation tracking within minutes. You tell us the names, products, and brands that are vital to you and we’ll scour millions of blogs, news sites, images, and videos for you. If your reputation is being discussed, Trackur will alert you.

Use Trackur to warn you of an attack on your reputation, look for positive press coverage, or even monitor your competitors!

Better than Google Alerts!

- Full Media Monitoring
- AJAX Monitoring
- RSS Alerts
- Email Alerts
- Share Items
- Bookmark Items
- Filter Items
- Sort Items
- Monitor Images
- Customer Support

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Content Generation and Sharing

OpenUniversiteitNederland

Dienstag, 11. November 2008
Metadata Generation and Usage
Why does it work?
human communication is always personalized, pace and lead, personal branding is important, socialization in peer groups, accommodation and adaptation, personalisation is important for developing identity
Personal Media and Identity

How many times have I told you!
You was not downloaded, you was born...

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Personal Media, Transparency und Karma

STATS

- My karma is at ⭐⭐
- I'm ranked 1379 on the Hot List
- I discovered 11 Plazes
- I visited 13 cities
- I visited 5 countries

That's about 2% of the world

My average travel speed is 75 km/day
3. Competition, Fun, and Reputation
Reputation and Attention Streams

Online Reputation Monitoring Tool by Andy Beal

You’ve worked hard to build your online reputation; wouldn’t you like to know if a blogger is about to flush it down the toilet?

“The service is like Google Alerts on steroids.” Larry Chase, Webmaster

Online reputation monitoring doesn’t have to be a complex, time-consuming task. With sophisticated online reputation monitoring technology, you can easily deploy monitoring within minutes. You tell us the names, products, and brands that are vital to you. We monitor blogs, new sites, images, and videos for you. If your reputation is being discussed, Trackur will alert you so you can take action immediately.

You earned $10,000 for logging in 5 minutes ago.
Stefan Ternier bought your pet Moritz Stefaner for $716. You were reimbursed $664 ($51 profit) 7 days ago.
Stefan Ternier bought your pet for $1,261. You were reimbursed $596 ($65 profit) 6 days ago.
Martin Wepers bought your pet Martin Meeuw for $1,261. You were reimbursed $1,170 ($55 profit) 7 days ago.
Stefan Ternier bought your pet Martin Wepers for $898. You were reimbursed $388 ($39 profit) 8 days ago.
Stefan Ternier bought your pet Christian Phibs as a pet for $388. You were reimbursed $388 ($39 profit) 8 days ago.
You purchased Martin Wepers as a pet for $898. You were reimbursed $388 ($39 profit) 8 days ago.
You purchased Martin Meeuw as a pet for $1,126. You were reimbursed $596 ($55 profit) 6 days ago.
You purchased Steven Verjans as a pet for $571. You were reimbursed $571 (profit) 7 days ago.
You purchased Marco Kaas as a pet for $571. You were reimbursed $571 (profit) 7 days ago.
You purchased Moritz Stefaner as a pet for $540. You were reimbursed $540 (profit) 7 days ago.
You purchased Christian Phibs as a pet for $571. You were reimbursed $571 (profit) 7 days ago.
How to Play

1. You and a partner see the same image.
2. Each of you must guess what words your partner is typing.

Got it, Let’s Play!
View Top Scores

4. Games and a Shift of Focus
5. Attention and new business models
Patterns for Designing a Reputation System

The Competitive Spectrum
The designer needs to match the reputation system to the community's degree of competitiveness.

Named Levels
Participants in a community need some way to gauge their own personal development within that community.

Numbered Levels
Participants in a community need some way to gauge how far they've progressed within that community.

Identifying Labels
Community members need to identify distinguished members of the community.

Points
In some communities, participants want a tangible measurement of their accomplishments.

Collectible Achievements
Some participants in communities respond to opportunities to collect and display awards.

Ranking
In highly competitive communities, users may want to compare their performance against that of their peers.

Leaderboard
In highly competitive communities, users may want to know who are the very best performers in a category or overall.

Top X
Participants in some communities welcome the challenge of striving to enter the top tier of competitors.
6. Design Matters

SHAPING THINGS

THIS BOOK IS ABOUT CREATED OBJECTS and the environment, which is to say, it’s a book about everything. Seen from sufficient distance this is a small topic.

The ideal readers for this book are those ambitious young souls (of any age) who want to constructively intervene in the process of technosocial transformation. That is to say, this book is for designers and thinkers, engineers and scientists, entrepreneurs and financiers, and anyone else who might care to understand why things were once as they were, why things are as they are, and what things seem to be becoming.

by BRUCE STERLING

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The Future Playground
Mixed Reality Mashups

EMERGO

RAFT and Field Trips

Mixed Reality Mashups
Real World Tagging and Content Enrichment

Learning Hindi

MACE
team.sPod

Contextualized Learning
Ich seh den Wald vor ... nicht?
teach as you preach ...
Dienstag, 11. November 2008
go to delicious - web 2.0
Education: from outcome-based to process-based

http://www.slideshare.net/infe/parasitic-learning
go to yahoo pipes - web 2.0
Dienstag, 11. November 2008
Vorstellung eigener Erfahrungen und Kenntnisse aus der Runde

30 (Minuten) Impulsreferat Specht

http://www.mindmeister.com/maps/show/9072355

go to mindmeister, gliffy - web 2.0

http://www.gliffy.com/gliffy/#d=1476226&t=web2.0

OpenUniversiteitNederland

Dienstag, 11. November 2008
medialab :: Blog

[Logged in users] Reworking the ReScope Paper

Last week I received the confirmation that my design paper about ReScope has been accepted for the CAF special Track at the ICL Conference in September. The general feedback from the reviewers were pretty good, but they detected some minor bugs in the paper. So I spend the day reworking the paper for the final submission later next week.

Keywords: homeoffice, publications

Posted by Christian Glaahn | 0 comment(s)

July 30, 2008

[Logged in users] CELSTEC Laboratory

I'm not quite sure, but it is my impression that within Celstec (or even within the OUNL as a whole) very different perspectives on the pursued Celstec Laboratory have developed. This is probably due to 1) the long and mysterious preparation period before its launch, which inevitably raises expectations and speculations, 2) media programme people have only little time available for creating the lab, and 3) the changing perspectives and roles of the proposed Laboratory.

About 1): unfortunately, this long preparation period is unavoidable. There is a lot logistics involved (cleaning jobs, waiting for IT-infrastructure decisions, mounting of speakers etc.) by the OUNL facility unit. This causes quite some delays. Often also, things simply don't work due to unexpected driver problems, clumsy set-ups by ourselves, wrong cables, too large files.

About 2): for the Media Programme we have a lot of (European) project activities already ongoing, so, part of our team still sees us as part of our larger project-oriented goals. But part of our team already looks into the future and sees a new lab as part of a new research agenda....
don’t believe the hype ...
Figure 1. Hype Cycle for Emerging Technologies, 2008

Visibility

- Green IT
- Social Computing Platforms
- Video Telepresence
- Mobile Robots
- Behavioral Economics
- Cloud Computing
- Surface Computers
- Augmented Reality
- Microblogging
- 3-D Printing
- Context Delivery Architecture
- Erasable Paper Printing Systems
- Solid-State Drives
- Public Virtual Worlds
- Web 2.0
- Service-Oriented Business Applications
- Virtual Assistants
- RFID (Case/Pallet)
- Tablet PC
- Electronic Paper
- Wikis
- Social Network Analysis
- Idea Management
- Corporate Blogging

As of July 2008

<table>
<thead>
<tr>
<th>Technology Trigger</th>
<th>Peak of Inflated Expectations</th>
<th>Trough of Disillusionment</th>
<th>Slope of Enlightenment</th>
<th>Plateau of Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erasable Paper Printing Systems</td>
<td>Business Applications</td>
<td>Virtual Assistants</td>
<td>Social Network Analysis</td>
<td>Basic Web Services</td>
</tr>
</tbody>
</table>

Years to mainstream adoption:
- ○ less than 2 years
- ▲ 2 to 5 years
- ● 5 to 10 years
- △ more than 10 years
- ❗ before plateau

Source: Gartner (July 2008)
structure your needs ...
3 Kompetenzentwicklungsszenarien

3.1 Nutzen von Informationen aus dem „Social Web“ & Informationsmonitoring
   RSS & Feedreader

3.2 Informationskombination aus dem Social Web

3.3 Informationsmashup und Filtering für komplexes Monitoring

3.4 Annotieren und Reflektieren über Informationen

3.3 Gemeinschaftliches Erstellen von Informationen

3.5 Beziehungsmanagement und Lernen in sozialen Netzen

3.6 Informelles Kompetenzmanagement und DIY

3.7 ePortfolios und Kompetenzmanagement

Kompetenzentwicklung in der Wissensgesellschaft mit Social Software

Autor:
Marco Kalz
Ralf Klamma
Marcus Specht
continuous renewal and open innovation...
Thank You.

marcus.specht@ou.nl

http://marcuspecht.de