

# Social Media and Blogging

Week 9

F27WD

Helen Hastie

Some content from Marta Kagan

<http://bonafidemarketinggenius.com/>

# Nearly there...

- Web design basics: IA, billboards, elements of good design
- Accessibility and Copyright
- Mobile app design and development
- HTML+ CSS
- PHP + MySQL

# Today's Class

- What is Social Media and why do we care?
- Social Media and Marketing
- Blogging



**Cmdr\_Hadfield** Chris Hadfield

Mt Etna erupting and shooting steam and smoke high above the cloud, seen from space. [pic.twitter.com/PFKIehvDPS](https://pic.twitter.com/PFKIehvDPS)

Details





**Cmdr\_Hadfield** Chris Hadfield

Tonight's Finale: Edinburgh to Dundee, with the big Tay and Forth bridges visible. Save the rest for another day! [pic.twitter.com/OOxBnpGIFc](https://pic.twitter.com/OOxBnpGIFc)

[Details](#)

# Traditional Media

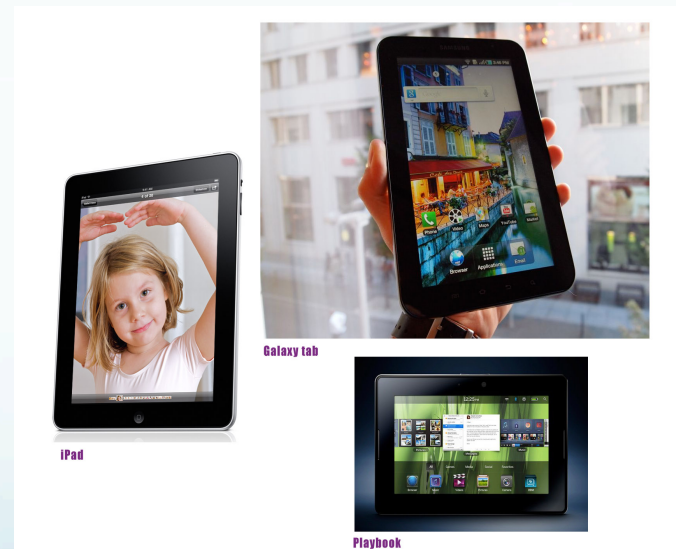
- Television
- Movies
- Radio
- Newspapers
- Books
- Magazines



Image from <http://maureenholland.wordpress.com/>

# New Media

- Digital Television, Music and Video
- Computer Games/Simulations
- Digital Photography
- Internet/Email
- e-Books
- Smartphones



*Image from precedent*



# Social Media

“A group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#).”

*As defined by Andreas Kaplan and Michael Haenlein*

Kaplan, Andreas M.; Michael Haenlein (2010).

["Users of the world, unite! The challenges and opportunities of Social Media"](#). *Business Horizons* **53** (1): 59–68. [doi:10.1016/j.bushor.2009.09.003](#). [ISSN 0007-6813](#). Retrieved 2010-09-15.

# Web 2.0

- Use technology beyond the static pages of earlier web sites
- Participatory
- Web applications that facilitate
  - information sharing,
  - interoperability,
  - user-centered design
  - Collaboration



# Characteristics of Social Media

**Participation**

**Openness**

**Conversation**

**Community**

**Connectedness**

# Social Media Tools



# Social Media Landscape 2012



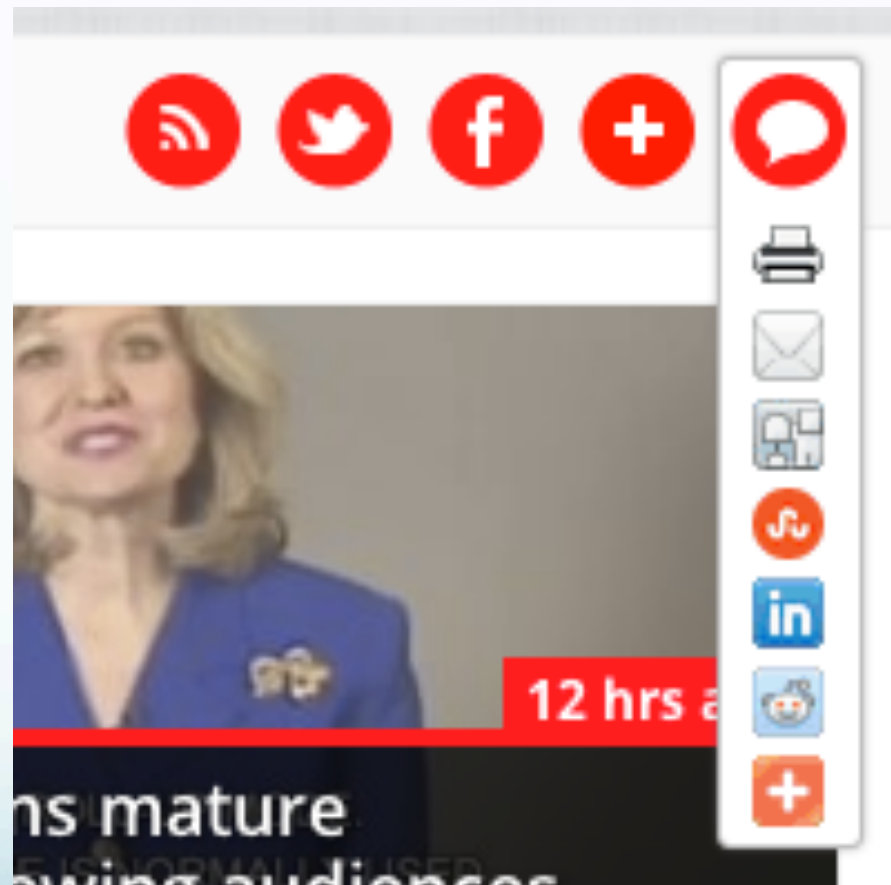
# Why do we care?

- Wikipedia: thousands of articles on social media



|                   |   |
|-------------------|---|
| <b>Partyflock</b> | Dutch virtual community for people interested in house music and other electronic dance music |
| <b>Pingsta</b>    | Collaborative platform for the world's <a href="#">Internetwork Experts</a>                   |
| <b>Pinterest</b>  | Online pinboard for organizing and sharing things you love                                    |

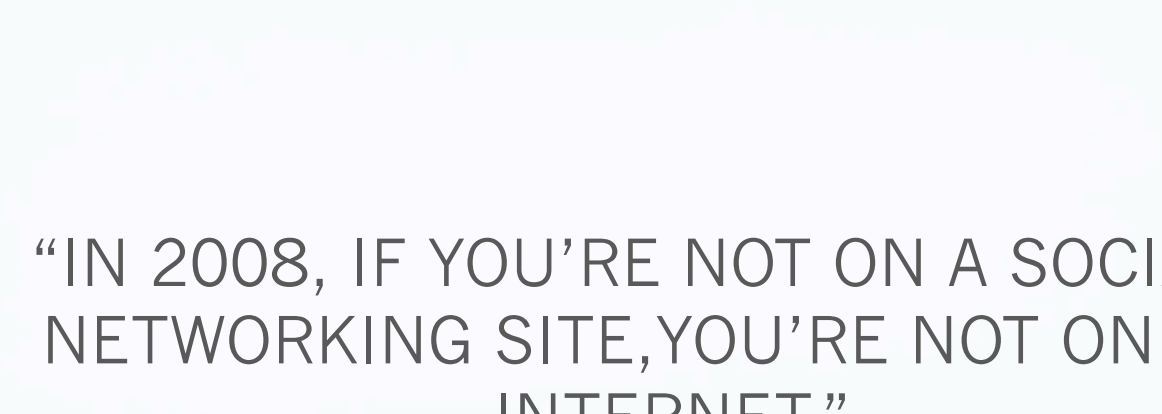
# Sharing





# Many ways to share

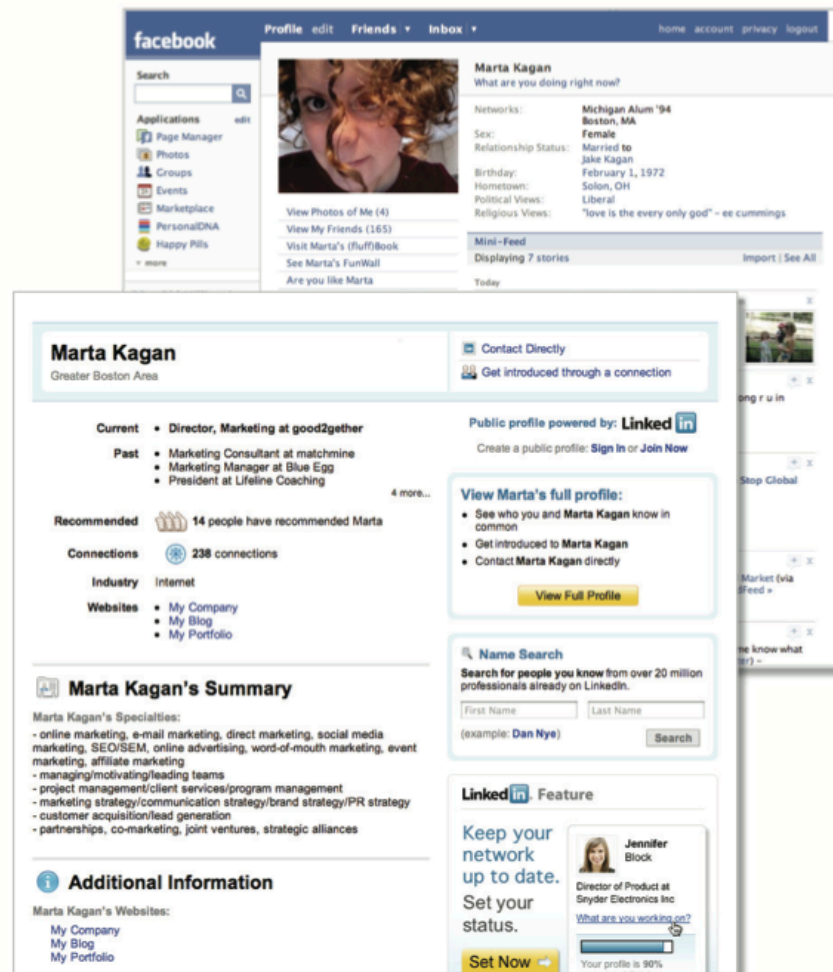




“IN 2008, IF YOU’RE NOT ON A SOCIAL  
NETWORKING SITE, YOU’RE NOT ON THE  
INTERNET.”

IAB PLATFORM STATUS REPORT: USER GENERATED CONTENT, SOCIAL MEDIA,  
AND ADVERTISING - AN OVERVIEW, APRIL 2008

# Social Networking




# A short history of social networks

- 1999: **Friends Reunited** in the UK
- 2000: dot.com bubble burst
- 2001: Wikipedia
- 2002:
  - **Friendster** in the USA (3M users in 3 months)
  - **AOL** had 3 million users
- 2003:
  - **Myspace** launched
  - Linden labs launched **Second Life**
  - **LinkedIn** was founded



# A short history of social networks

- 2004
  - **Facebook** founded by students at Harvard- college version of **Friendster**
  - **MySpace** surpassed **Friendster**
  - **Digg** and **Flickr** founded
- 2005
  - **Bebo** and **YouTube** was founded
- 2006:
  - **MySpace** is the most popular social network site
  - **Twitter** launched 
  - **Google** had indexed more than 25 billion web pages, 400 million queries per day, 1.3 billion images, and more than a billion Usenet messages

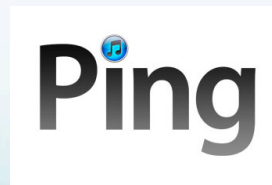
flickr





# A short history of social networks

- 2007
  - **Facebook** allowed for 3<sup>rd</sup> party apps
  - **Apple** released the iPhone
- 2008:
  - **Facebook** surpassed **MySpace**; tried and failed to acquire **Twitter**
  - **Bebo** bought by AOL (later to be resold)
- 2009
  - **Facebook** the most used social network worldwide
- 2010
  - Google launched **Buzz**
- 2011
  - Apple introduced **Ping** social network for music and integrated with iTunes



# Future

- 2012/2013
  - **Facebook** reached 1 billion users in 2012
  - Apple closed **Ping**
  - Elevated concerns around privacy due to so much personal information via social networks
  - As of Jan 2013, LinkedIn has 200 million users
- Future
  - By 2015, estimated 60% of the Earth's population will have access to the internet



# Blogs

- > 200 million English blogs.
- Include non-English blogs....over one billion??
- That's about 1 in 6 people (source Technorati)



# Second Life

- > 20 million registered accounts,
- 500,000 active residence a week (Source Gridsurvey)



# Web-feeds/RSS

- News feed that you subscribe to
- RSS stands for *RDF Site Summary*, often dubbed *Really Simple Syndication*





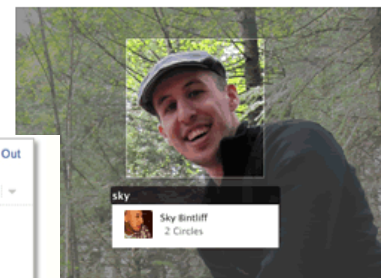
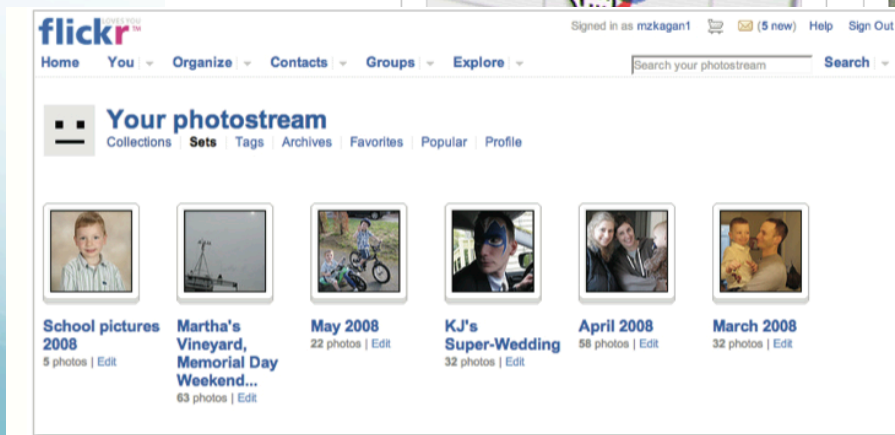
# Millions of people upload photos and multimedia



Organize, edit, and share your photos  
Picasa 3.9 – Now with Google+ sharing and tagging

Download Picasa

Intel Mac OS X 10.5+



our Google+ friends and share  
es of them



Transfo  
effects



# Millions of videos on YouTube



Frequency

**You Tube**  
Broadcast Yourself™

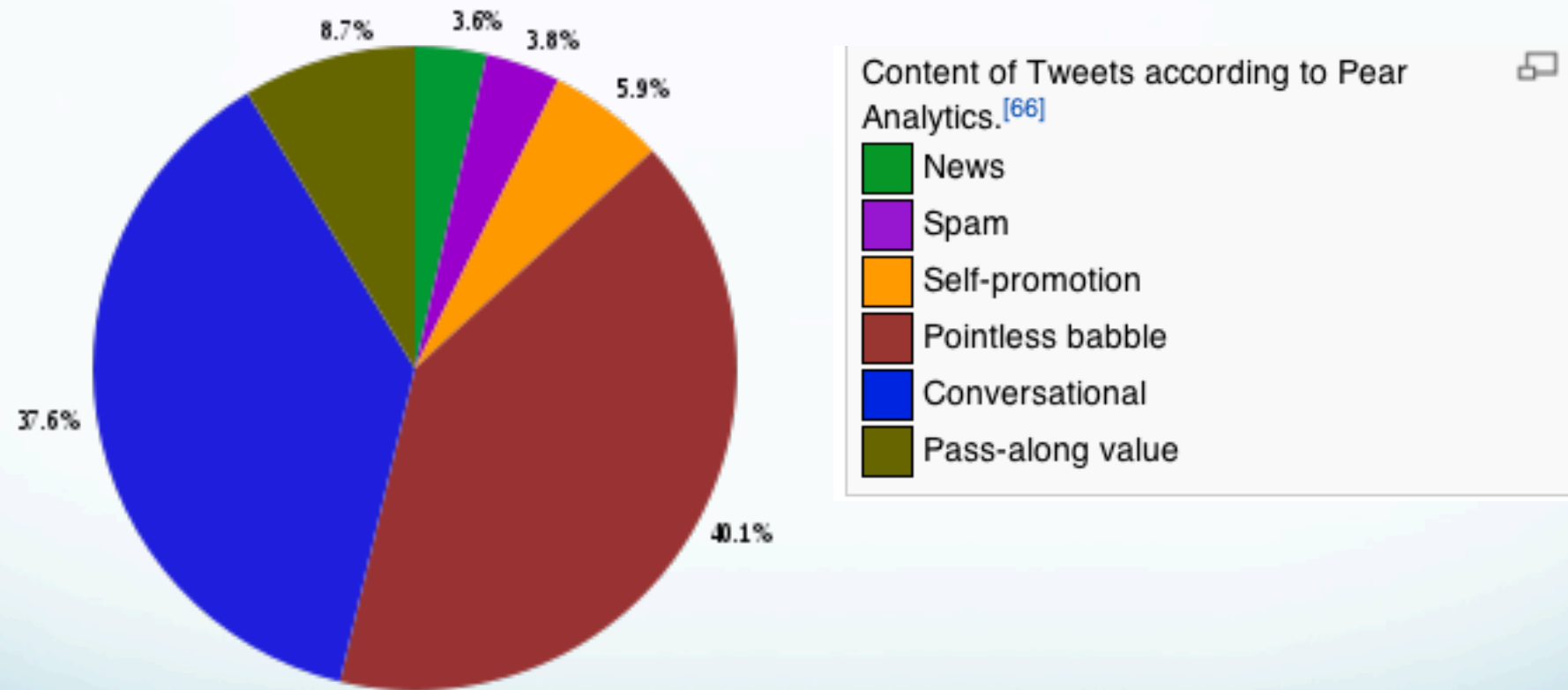


# Twitter: microblogging



Search for topics using #  
Me: @hfhastie

# Tweet content (2009)





**Helen Hastie**

[View my profile page](#)

**40**

TWEETS

**65**

FOLLOWING

**79**

FOLLOWERS

Compose new Tweet...

Who to follow · [Refresh](#) · [View all](#)



**Your Better Business**



@bette...



Promoted · [Follow](#)



**Guardian Tech**



@guardiantech



Followed by [Jamie Lemon](#) and [oth...](#)

[Follow](#)



**Alyssa Alcorn**

@a\_m\_alcorn0131



Followed by [Oliver Lemon](#) and [oth...](#)

[Follow](#)

[Browse categories](#) · [Find friends](#)

## Tweets



**TechCrunch** @TechCrunch

The Brain Trust Behind Farmville Launches Red Hot Labs With \$1.5M From All-Star Investors [tcrn.ch/WtNox3](http://tcrn.ch/WtNox3) by @kimmaicutle

[View photo](#)



**Sony Xperia GB** @sonyxperiagb

Your [#XperiaZtests](#) could win you ace prizes! How would you rate the water resistance, 13 MP camera & HDR video of the [#Xperia](#)

Promoted by Sony Xperia GB Dismiss

[Expand](#) Reply Retweet Favorite More



**Wired** @wired

Recent Top Stories: The Friendster Autopsy: How a Social Network Dies [oak.ctx.ly/r/2ngp](http://oak.ctx.ly/r/2ngp)

[View summary](#)



**The Guardian** @guardian

What's it like tweeting from North Korea? AP chief reports [gu.com/p/3e57n/tw](http://gu.com/p/3e57n/tw) via @GuardianTech

[View summary](#)

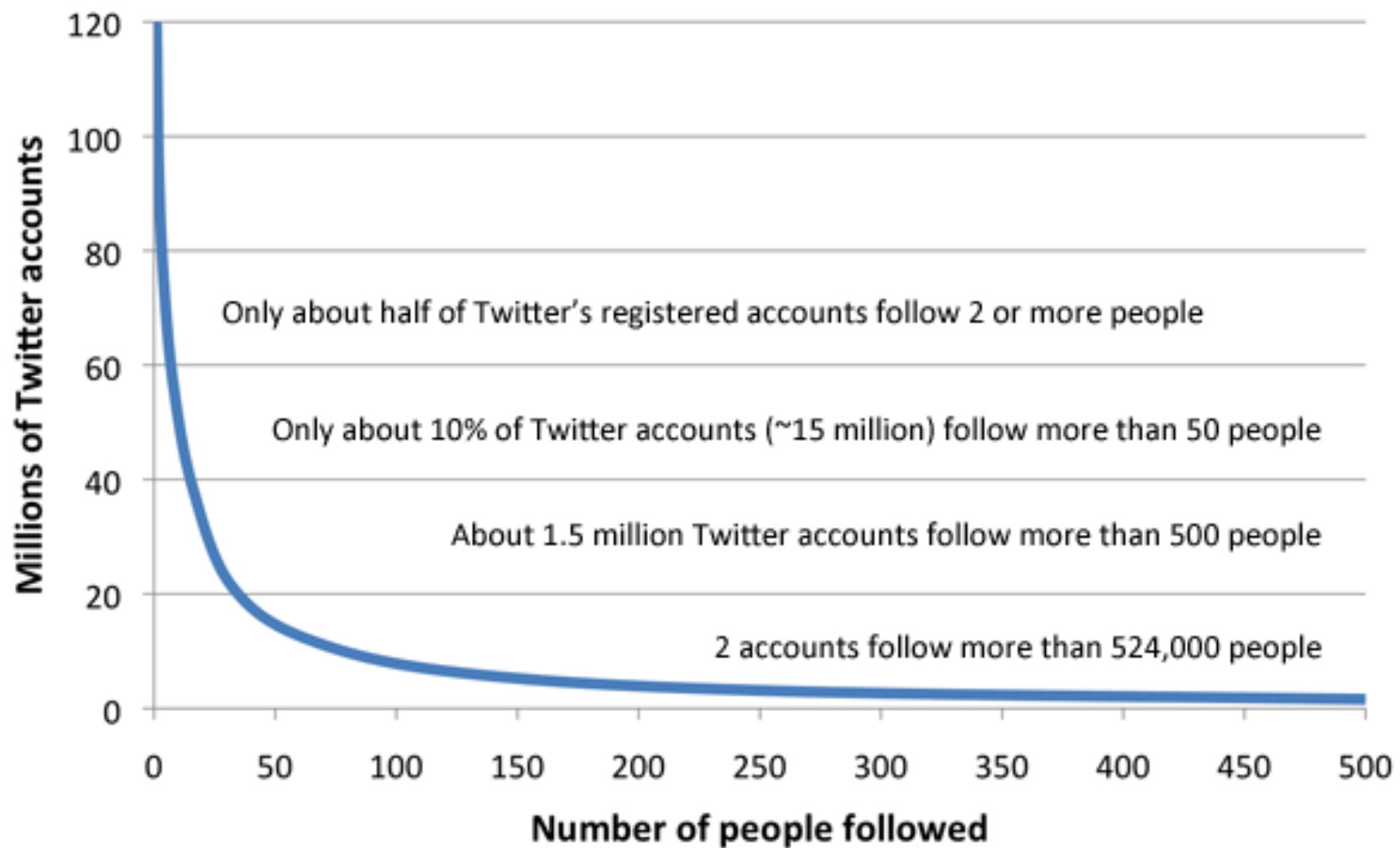
## The Twitaholic.com Top 100 Twitterholics based on Followers

| #  | Name (Screen Name)   | Location                             | URL   | Followers | Following | Updates | Joined        |
|----|--|--------------------------------------|---|-----------|-----------|---------|---------------|
| 1. |  <a href="#">Justin Bieber (justinbieber)</a>   | <a href="#">All Around The World</a> | <a href="http://www.youtube.com/justin...">http://www.youtube.com/justin...</a> | 35100520  | 123474    | 21041   | 48 months ago |
| 2. |  <a href="#">Lady Gaga (ladygaga)</a>           | <a href="#">New York, NY</a>         | <a href="http://www.ladygaga.com">http://www.ladygaga.com</a>                   | 34545814  | 136390    | 2655    | 60 months ago |
| 3. |  <a href="#">Katy Perry (katyperry)</a>         | <a href="#">Cloud 9</a>              | <a href="http://www.katyperry.com">http://www.katyperry.com</a>                 | 32943528  | 118       | 4501    | 49 months ago |
| 4. |  <a href="#">Rihanna (rihanna)</a>              | <a href="#">LA BABY!</a>             | <a href="http://www.rihannanow.com">http://www.rihannanow.com</a>               | 28550174  | 921       | 7493    |               |
| 5. |  <a href="#">Barack Obama (BarackObama)</a>     | <a href="#">Washington, DC</a>       | <a href="http://www.barackobama.com">http://www.barackobama.com</a>             | 27736296  | 665251    | 8678    | 73 months ago |
| 6. |  <a href="#">Taylor Swift (taylorswift13)</a>   |                                      | <a href="http://twitter.com/taylorswift13">http://twitter.com/taylorswift13</a> | 24442903  | 90        | 1680    | 52 months ago |
| 7. |  <a href="#">Britney Spears (britneyspears)</a> | <a href="#">Los Angeles, CA</a>      | <a href="http://facebook.com/britnevsp...">http://facebook.com/britnevsp...</a> | 24210562  | 410974    | 2264    | 54 months ago |
| 8. |  <a href="#">YouTube (YouTube)</a>              | <a href="#">San Bruno, CA</a>        | <a href="http://youtube.com">http://youtube.com</a>                             | 23973953  | 439       | 6947    | 64 months ago |
| 9. |  <a href="#">Shakira (shakira)</a>              | <a href="#">Barranquilla</a>         | <a href="http://www.shakira.com">http://www.shakira.com</a>                     | 19871296  | 74        | 1690    | 46 months ago |





## How Big Is Twitter, Really?



Source: Twitter API

March 2011

# Who gives a tweet?

1. What are extreme positive/negative reactions to tweets?
2. What are the authors attempting to do in this study?
3. What are the main results? Any special hatreds?

## Who Gives A Tweet? Evaluating Microblog Content Value

Paul André<sup>1,2</sup>, Michael S. Bernstein<sup>3</sup>, Kurt Luther<sup>4</sup>

<sup>1</sup>Carnegie Mellon University  
Pittsburgh, PA  
paul.andre@cmu.edu

<sup>2</sup>Electronics &  
Computer Science  
Uni. Southampton, UK

<sup>3</sup>MIT CSAIL  
Cambridge, MA  
msbernst@mit.edu

<sup>4</sup>Georgia Institute  
of Technology  
luther@cc.gatech.edu

### ABSTRACT

While microblog readers have a wide variety of reactions to the content they see, studies have tended to focus on extremes such as retweeting and unfollowing. To understand the broad continuum of reactions in-between, which are typically not shared publicly, we designed a website that collected the first large corpus of follower ratings on Twitter updates. Using our dataset of over 43,000

anonymous feedback to accounts they follow in exchange for feedback from their own followers and other users. Using our corpus of approximately 43,000 ratings, we ask: 1) *What* content do Twitter users value? For example, do users value personal updates while disliking opinions? We then ask: 2) *Why* are some tweets valued more than others?

Conventional wisdom exists around these questions, but to

# Social Media

It's not a fad- it's a fundamental shift in the way we communicate



*Image from [colourschool.co.uk](http://colourschool.co.uk)*

# Social Media Marketing

The old way:

- One-way
- Push-driven
- Interrupt-driven
- Brand-driven
- Controlled
- Exclusive
- “on message”

The new way:

- Participatory
- Multi-way (brand-to-customer, customer-to-brand, customer-to-customer)
- User-powered, opt-in (e.g. RSS feeds)

# Traditional advertising

- Only 18% generate Return On Investment (ROI)
- 90% of people who can skip TV ads do so
- The average person is exposed to 3,000 advertising messages a day
- Only 14% of people trust advertisements



# On the other hand....

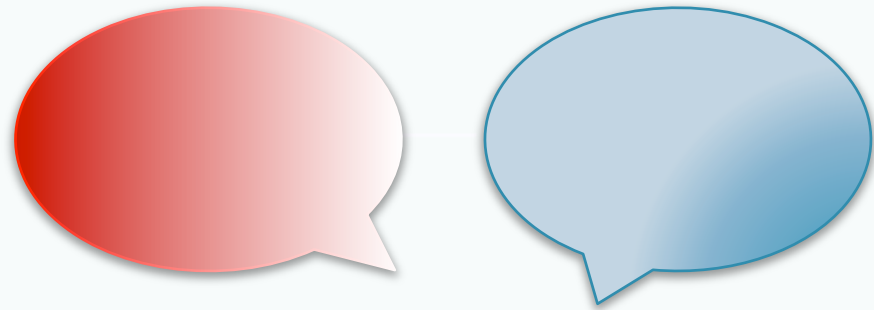
- 78% of people trust recommendations of other consumers

14% vs 78%....hmm.....

*Source: Nielson "Trust in advertising" Report October 2007*

# New Communication

- Is a dialogue
  - Transparent
  - Inclusive
  - Authentic
  - Vibrant
  - Consumer-driven

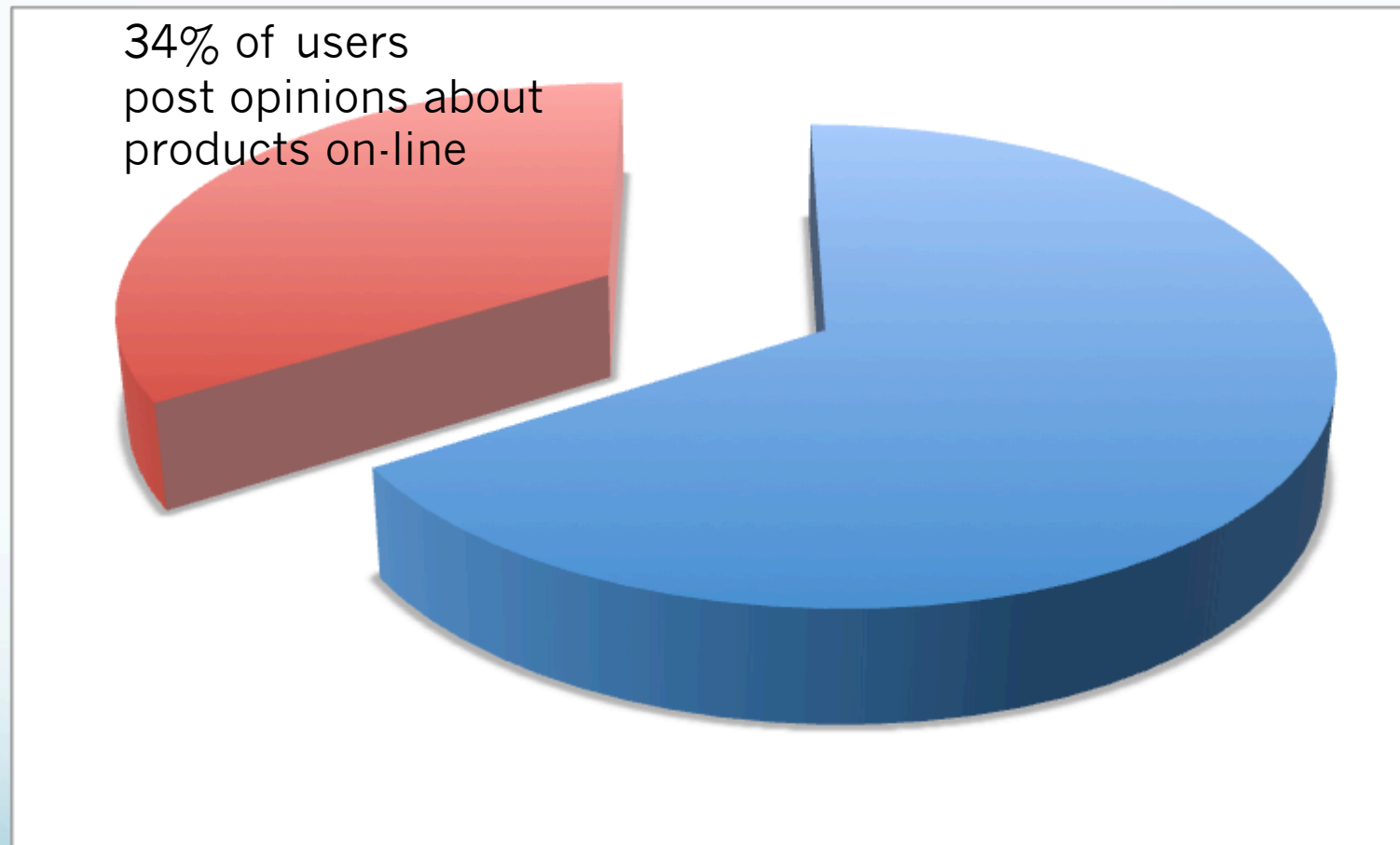


“Content is the new democracy and we the people,  
are ensuring that our voices are heard.”

*Brian Solis, “The Social Media Manifesto”*



# People talk about products



Source: <http://bonafidemarketinggenius.com/>

# It's the future

- SOCIAL MEDIA “IS ONLY GOING TO BECOME MORE PERVASIVE AND AS SUCH, BECOME A CRITICAL FACTOR IN THE SUCCESS OR FAILURE OF ANY BUSINESS.”

BRIAN SOLIS, SOCIAL MEDIA MANIFESTO, AUGUST 21, 2007



# Let the ideas flow



My Starbucks Idea

[FAQ](#)

[GOT AN IDEA?](#)

[VIEW IDEAS](#)

[IDEAS IN ACTION](#)

Hi there, [Sign In](#) to make a comment.

Share [f](#) [t](#) [+](#)  
Follow us on [twitter](#)

Ideas so far

Search Ideas



## PRODUCT IDEAS

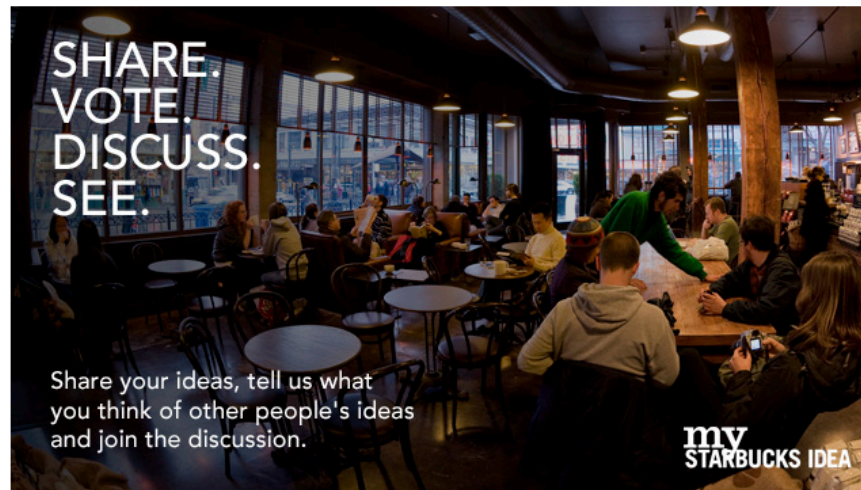
33,022 [Coffee & Espresso Drinks](#)  
3,389 [Frappuccino® Beverages](#)  
9,667 [Tea & Other Drinks](#)  
15,119 [Food](#)  
7,965 [Merchandise & Music](#)  
16,232 [Starbucks Card](#)  
2,860 [New Technology](#)  
10,672 [Other Product Ideas](#)

## EXPERIENCE IDEAS

7,933 [Ordering, Payment, & Pick-Up](#)  
14,326 [Atmosphere & Locations](#)  
10,945 [Other Experience Ideas](#)

## INVOLVEMENT IDEAS

4,873 [Building Community](#)  
8,972 [Social Responsibility](#)  
5,501 [Other Involvement Ideas](#)











## Most Recent Ideas


2 Hour(s) Ago [Consistent Store Hours](#)  
4 Hour(s) Ago [Vegetarian menu choices](#)  
4 Hour(s) Ago [Product Display](#)  
5 Hour(s) Ago [Ordering Kiosk](#)  
5 Hour(s) Ago [I would love to see a Starbucks card with hearts or flowers on it.](#)  
5 Hour(s) Ago [Name change from "Starbucks Coffee" to just "Starbucks"](#)  
6 Hour(s) Ago [Improved comfort at Drive-thru window](#)



<http://nikeplus.nike.com/plus/>


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Nike+  
**KINECT TRAINING**

Personalised Nike Training, in your home. Kinect technology tracks your every move so you get real-time coaching.

# Tips

- Create opportunities for people to feel ownership.
- Give them something to talk about
- Be truthful- you'll be found out!

*“Any blog that spins the truth will be found out. In a world of social media honesty is the only policy.”*

OPEN HONEST AUTHENTIC DIALOGUE

Developed by Mark James Norman

TODAY • Thursday • January 25, 2007

## M'sian premier warns bloggers

Internet not exempt from defamation laws, says Abdullah

KUALA LUMPUR — Prime Minister Abdullah Ahmad Badawi has defended legal action launched against two Malaysian bloggers, saying the Internet was not exempt from defamation laws, a report said yesterday.

The defamation suit by the government-linked *The New Straits Times* has triggered criticism from media watchdogs who say it is a landmark assault on Internet free expression.

However, Mr Abdullah said there was no "freedom without responsibility" and that like newspaper journalists, bloggers must be held accountable for their writing.

Mr Abdullah said he referred to Mr Long's "What Internet penalise?" (Johor) corporation (MCA) persons enter its common facilities the legal right of a party all good the damage. What constitute the damage. If they can try to settle the matter to court today, while Mr Ooi will appear on Jan 30.

The suits have been criticised by international watchdog Reporters Without Borders, which lists Malaysia as one of 168 nations out of 168 nations out of press freedom which awarded Malaysia the "The NST" award in 2006 that it lauded because of its

They cannot hope to cover themselves or hide from the... What was freedom responsible?

— Malaysia referring to being sued

## Abdullah slams 'stories' by bloggers

KUALA LUMPUR — Prime Minister Abdullah Ahmad Badawi has accused his critics of unfairly smearing his reputation, but pledged not to let them distract him from working to boost Malaysia's



ries" that underscored line freedom has manipulated. "Lies after I told," Mr Abdullah said as he

TODAY • Wednesday • March 14, 2007

world news

## China to tighten control over blogs

BEIJING — China will intensify controls of the growing numbers of bloggers using the Internet to lay bare their thoughts, political views and even bodies, the country's chief censor has announced.

The director of China's General Administration of Press and Publication, Mr Long Xinmin, said the administration was forming rules to further regulate Internet publishing. Special mention was made of the country's legions of bloggers, *Morning Post* reported.

Mr Long singled out bloggers as one challenge, but sought to assure that "citizens' freedom of expression would be fully protected".

But China's restless blogging population has been a headache for the ruling Communist Party, which has sought to extend long-standing censorship to the country's fast-growing Internet. By last September, the number of blog sites in China reached 34 million, a 30-fold increase from four years before. — AGENCIES

## Blogs are market-driven

Online comment isn't as free as it looks: bloggers

TODAY • Monday • January 29, 2007

to build a Blog! B

TODAY • Thursday • December 7, 2006

If blogging were to come under the umbrella of a blogging association, its spirit would be lost, with one's words having to be strictly vetted by others even if they are one's peers.

Of course, I'm not saying that a kind of big-brother protection — such as legal counsel and not be helpful in

they don't just they blog

more people to be wary and comfortable use of new media as it becomes more pervasive and important for fun, work and interesting and not just writing. We want them to be active and not just writing. We want them to be active and not just writing.

discuss self-regulation should ask why, there is such a fear of establishment comment. Is this because, blogging is a re-ent of space for open

more fruitful to use than to merely symptoms?



EXCELLENT SERVICE AWARD 2006

Supplement on 13 Nov

Miss Cheng since apologized for removing the unflattering



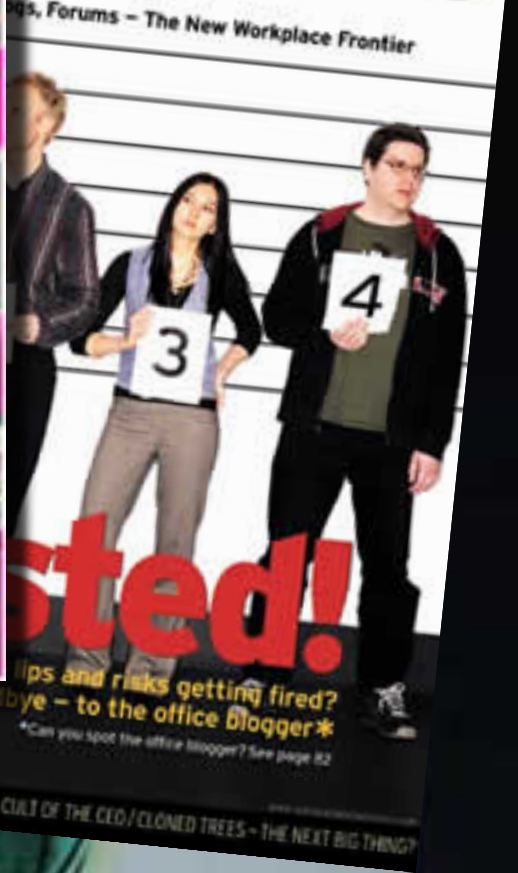


blogging

Developed by Mark James Normand



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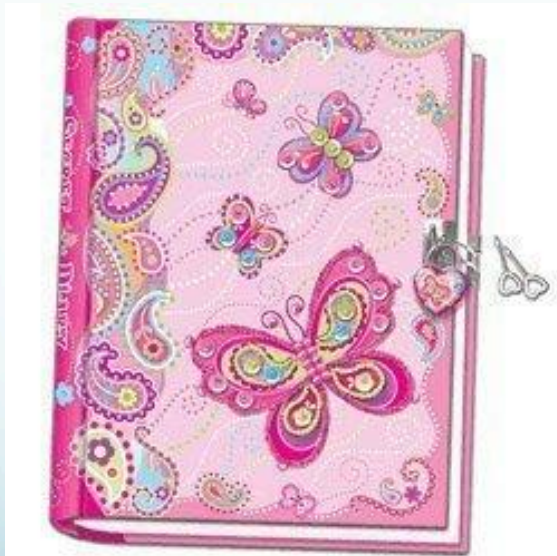


# What is a Blog?

- Blogs are usually (but not always) written by one person.
- Updated pretty regularly.
- Blogs are often (but not always) written on a particular topic - there are blogs on virtually any topic you can think of.

# Why Blog?

- There is the tradition of just maintaining a diary
- On-line diaries can be full of multimedia (pictures, sound, video) as well as being interactive.








*Images from <http://snegidhi.com/>*



# Why Blog?

- There will be others out there that share that same interest.
- The power of internet news and gossip is amazing. It doesn't take long before it spread across the world.
- It's easy to do and to set up an account – the hard part is really finding something interesting to talk about!
- Humans like recognition. They want to have 15 mins. of fame
- Can make money – if they're really good!

# Top 5 Most popular Blogs (2013)

|   |  |   |
|---|--|---|
| Page: 1 2 3 4 Next »  |  |   |
| <b>1. The Huffington Post</b><br><a href="http://www.huffingtonpost.com">http://www.huffingtonpost.com</a><br>Recent: <b>Go Inside Syracuse Sororities' Bid ...</b> |  Technorati<br>Auth: 932<br>● Change +1 | <b>TOP 100 ENTERTAINMENT</b><br><b>TOP 100 POLITICS</b><br><b>TOP 100 LIVING</b>    |
| <b>2. BuzzFeed - Latest</b><br><a href="http://www.buzzfeed.com">http://www.buzzfeed.com</a><br>Recent: <b>This Is How You Get Arrested Twice ...</b>               |  Technorati<br>Auth: 874<br>● Change +1 | <b>TOP 100 ENTERTAINMENT</b><br><b>TOP 100 SPORTS</b><br><b>TOP 100 LIVING</b>      |
| <b>3. Mashable!</b><br><a href="http://mashable.com">http://mashable.com</a><br>Recent: <b>The Enormous Smartphones of Mobile ...</b>                               |  Technorati<br>Auth: 868<br>● Change +1 | <b>TOP 100 ENTERTAINMENT</b><br><b>TOP 100 TECHNOLOGY</b><br><b>TOP 100 GADGETS</b> |
| <b>4. The Verge</b><br><a href="http://www.theverge.com/">http://www.theverge.com/</a><br>Recent: <b>The Verge Mobile Show 038 - February ...</b>                   |  Technorati<br>Auth: 856              | <b>TOP 100 ENTERTAINMENT</b><br><b>TOP 100 TECHNOLOGY</b><br><b>TOP 100 GADGETS</b> |
| <b>5. Business Insider</b><br><a href="http://www.businessinsider.com">http://www.businessinsider.com</a><br>Recent: <b>It's Benedict's Last Day As Pope: ...</b>   |  Technorati<br>Auth: 854              | <b>TOP 100 BUSINESS</b><br><b>TOP 100 POLITICS</b><br><b>TOP 100 TECHNOLOGY</b>     |

Source: <http://technorati.com/blogs/top100>


# Top 5 Most popular Blogs (2012)

Page: 1 2 3 4 Next »

1. The Huffington Post

<http://www.huffingtonpost.com>

Recent: TVA sociale: de la difficulté d'être ...



Technorati  
Auth: 938

TOP 100 ENTERTAINMENT


TOP 100 POLITICS

TOP 100 LIVING

2. Mashable!

<http://mashable.com>

Recent: Ads Worth Spreading: TED Announces ...



Technorati  
Auth: 873  
Change -1

TOP 100 ENTERTAINMENT


TOP 100 BUSINESS

TOP 100 TECHNOLOGY

3. BuzzFeed - Latest

<http://www.buzzfeed.com>

Recent: Jon Stewart: Fox News "Rooting For ...



Technorati  
Auth: 867  
Change +1


TOP 100 ENTERTAINMENT

TOP 100 POLITICS

4. TechCrunch

<http://www.techcrunch.com>

Recent: EmployInsight Grabs \$1M For Its ...



Technorati  
Auth: 855

TOP 100 BUSINESS


TOP 100 TECHNOLOGY

TOP 100 SMALL BUSINESS

5. Think Progress

<http://thinkprogress.org>

Recent: 'Ready Player One,' 'Reamde,' 'The ...



Technorati  
Auth: 849

TOP 100 POLITICS

TOP 100 GREEN

TOP 100 US POLITICS

Source: <http://technorati.com/blogs/top100>

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4 March 2013

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## BABY BORN WITH HIV 'CURED'

Scientists Treated Newborn Child With Strong Drugs Just 30 Hours After Birth



AP/Alamy

# Blogebrity

## bloglevel

A nifty little measurement tool created by  Edelman

discover your bloglevel

+ Click to add more

**Calculate**

topic search

 ☐ search TweetLevel

**Search**

featured bloglevels

- Politics
- Mummy
- Technorat...
- Business

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|---|---------------------------|-----------|------------|------------|-------|---|
| 1 | CNN.com - Top Stories     | 100.0     | 100.0      | 100.0      | 100.0 |   100.0 |
| 2 | Engadget RSS Feed         | 100.0     | 97.4       | 100.0      | 100.0 |   100.0 |
| 3 | NYT > Home Page           | 97.3      | 96.9       | 97.4       | 97.3  |   97.3  |
| 4 | Mashable!                 | 97.2      | 96.2       | 97.4       | 97.4  |   97.2  |
| 5 | Yahoo! News - Top Stories | 96.9      | 94.0       | 99.3       | 96.8  |   96.9  |



blogging

Developed by Mark James Normand

Ads (Optional)

[Work from Home in Sg](#)

\$610 a week is possible. You can do it.  
Others have -- it's easy!

[Ads by Goooooogle](#)

Title/ Date

THURSDAY, SEPTEMBER 28, 2006

5 Tips for Starting a Home Business

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Actual Posting

Serious entrepreneurs have 'programmed' their mind to succeed no matter what. They don't let anything stop them from achieving their home-based business and let nobody stop their plans in achieving what they want.

When it comes to your home-based business, think about it again and re-consider what you want to achieve, a get-rich-quick or a profitable, long term business.

#### 2. It's their start-up plan that brings success

Smart entrepreneurs know that it takes time to set-up and grow a profitable home-based business. They plan to succeed. They have a start-up plan that might fail but they never give up and start again with a better plan.

Serious entrepreneurs know that it takes discipline and time to build a strong and solid home-based business.



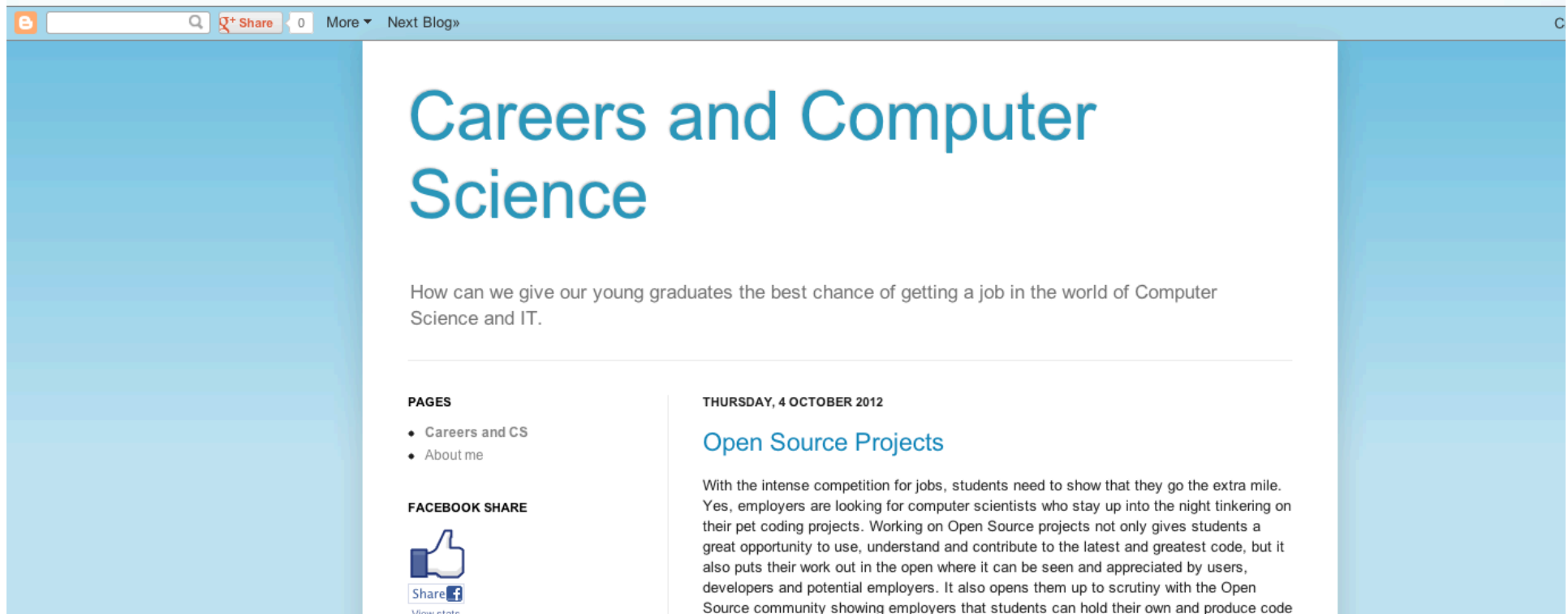
# Blogging: Getting Started

- Choose a platform:
  - Is blogging something I want to do long term?
  - What will be the main purpose of my blog?
  - Is the main purpose professional or a hobby?
  - Will I be using advertising?
- Considerations
  - Cost of blog
  - Ease of use
  - Modifications

# www.blogger.com

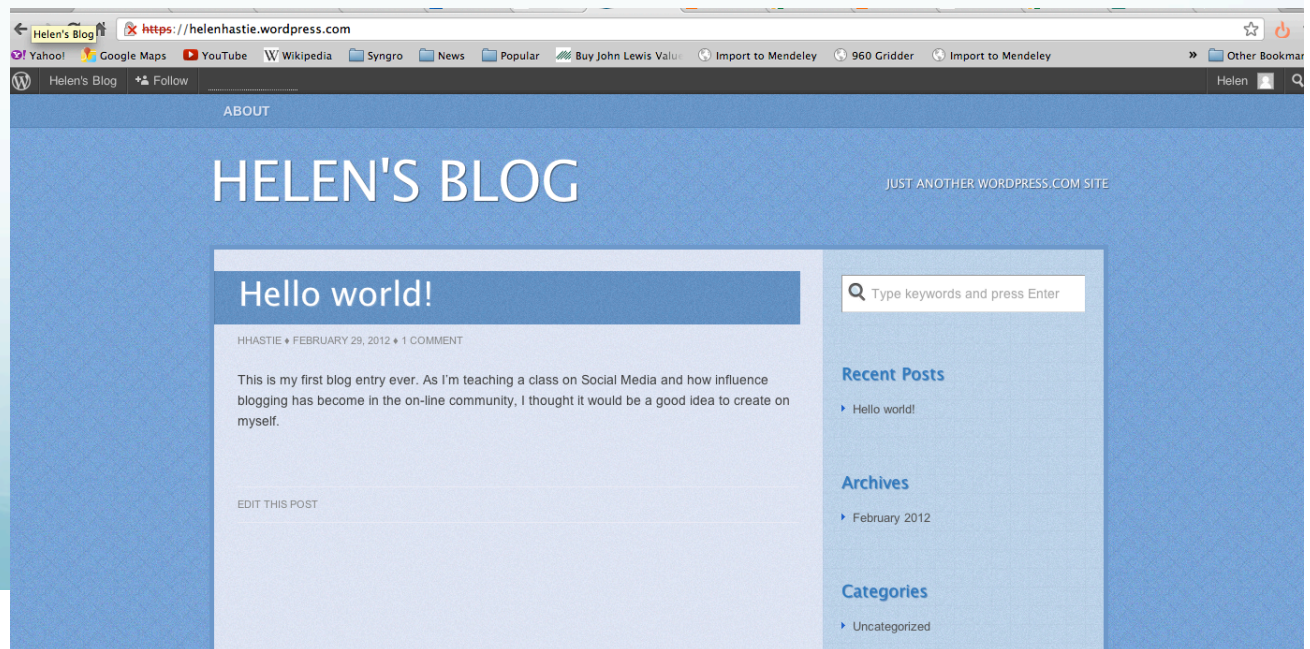
- **Blogger:** bought by Google in 2003
  - Good for different topics and easy to search (specific search functions from Google)
  - Free domain name and hosting
  - Mobile version
  - Great for beginners and Pros –and owned by Google so lots of cool ad-ons (e.g. photos)

[helenhastie.blogspot.co.uk/](http://helenhastie.blogspot.co.uk/)



# www.wordpress.com

- **WordPress** is a free and open source blogging tool and content management system (CMS) based on PHP and MySQL.
  - Many templates and plug-ins
  - Mobile version
  - Can download and install on your own host (you can put it in www)
  - Or use their free hosting



# Computers, creativity and learning

About technology in teaching. Particularly university teaching with technology, and computer games.

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February 26, 2013

## CfP DESIGNING FOR AND WITH CHILDREN WITH SPECIAL NEEDS IN MULTIPLE SETTINGS

Call for Participation: DESIGNING FOR AND WITH CHILDREN WITH SPECIAL NEEDS IN MULTIPLE SETTINGS IDC 2013 Workshop New York, USA  
<https://designspecialneeds.wordpress.com/>

IMPORTANT DATES: – Submission by: 18/03/13 – Notification of Acceptance: 19/04/13  
– Workshop: full day

Interaction design (ID) methodologies are being increasingly used in the design and development of novel technologies for children with special needs in a multitude of

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## About

# Other blogging platforms

- Tumblr
- Posterous
- Squarespace
- TypePad
- Movable Type
- Drupal
- .....

# Other resources to make your blog more interesting

- Other resources:
  - Videos (YouTube)
  - Images (ClipArt)
  - Music
- Check out the plug-ins that come with your blogging platform



# Choose a domain (blog) name-carefully

- **What is the topic of the blog?** - an obvious starting point - most blog names reflect their topic
- **What do you hope to achieve with your blog?** - is it about having a hobby, is it about building your profile/expertise, is it about earning an income via ads, is it to support an existing business
- **What style will it be?** - is it a blog with one or many authors? What length of posts will it have?
- **What tone and voice will it be written in?** - Will it be conversational, newsy, ranting, humorous?
- **Who is the intended audience?** - Are you wanting to appeal to professionals, young people, cool people, geeks?

# Making ££ from your blog

- Advertising
- Digital Assets
- Merchandising
- Consulting
- Sell blog/name (!)



# Homework

- Create your own blog
- Post the blog URL on the discussion board on Vision

# Next Week

- Monday double lab for demoing your coursework.
  - Demonstrate functionality working through PHP/HTML e.g insertion of data or display of data. Valid XHTML.
- ATTENDANCE REQUIRED: Guest lectures on Wednesday from industry: UserVision and Epistemy

