

# Technology for Seniors – Social Media



| Term              | It means...   | Some extra comments   |
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| Social Media      | Websites and applications that enable users to create and share content or to participate in social networking. Some are 'gamified' to increase engagement. | Social media is deliberately engaging and encourages disclosure of personal information. This information is 'harvested' by the social media app for commercial purposes. |
| Content           | This refers to the material that is added to a social media site. This could be various forms of text, images, audio, music, video                          | Be aware that every social media site has different rules about ownership of the content. You may lose your right to material you post on social media sites.             |
| Gamification      | Where an internet service uses a form of a game to improve engagement of users.   | Some sites are highly geared to gaming (Farmville), others provide multiple built in gamification (Facebook)  |
| Social Networking | Keeping in touch with other people, creating a network of contacts and sharing information.   | Examples: Facebook, Google+, Whatsapp, LinkedIn, [Tinder, Silver Singles – these are dating sites]  |
| Microblogging     | Short messages, with or without images.   | Examples: Twitter, Tumblr   |
| Publishing        | Creating a website for information, special interest, news  | Wordpress, Blogger, Wikispaces.   |

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| Collaboration      | Information created by cooperation between many people. Wikipedia is an online encyclopaedia created by collaboration between volunteers. | Wikipedia, wikitravel. [A wiki is an easy way to make a website. Named after the Hawaiian 'Wiki-wiki' (fast) bus]                     |
| Photosharing       | Sharing images that relate to social activity, special interests, photographic interests.   | Different sites will provide for the differing needs. Flickr, Instagram, Pinterest, Flipboard   |
| Videosharing       | Sharing video that relates to social activity, special interests, skill sharing, cinematic interests.                                     | Different sites will provide for the differing needs. YouTube has a wide variety, Vimeo has a lot of high quality cinematic material. |
| Virtual worlds     | Social contact in an artificial environment. Some of these are 'gamified'. The gaming aspect is to increase engagement in the app.        | Examples: Second Life, Farmville  |
| Social bookmarking | Creating lists of internet locations or aggregating the information from multiple sites that relate to particular interests.              | Delicious, Digg   |
| Group Buying       | Purchasing items at low cost by joining a group that can purchase a large quantity of items of interest.                                  | Groupon   |
| Review Networks    | Product or service reviews by individuals to assist others in their choices.  | Trip advisor, Yelp, Zomato  |

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| Copyright        | Although content is shared it may fall under various forms of copyright. Essentially information that is shared on social media should be considerate of the copyright of the owner.                  |  |
| Creative Commons | Some internet content is specified as having Creative Commons copyright which allows reuse of material provided the original owner is credited. There are various forms of Creative Commons licences. |  |
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