Surviving and Thriving in the Online World

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Overview

- The Cyber-Cascade
- Access Goes Both Ways
- Privacy, Security, Safety
- Social Norms, Courtesy, Flexibility

The Cyber-Cascade

- Six Degrees of Connection to One Step Communication
- The Star Wars Kid.
- Getting Slashdotted
- Brand Name Risk
- Information Overload
- Filtering, Serendipity, Being Open-minded, Trolling
- The Five Minute Argument or the Full Hour?
- The Wisdom and Stupidity of Crowds

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CONCENTRATE

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Access Goes Both Ways

- Social Networking Sites:
  Default Settings; Group Membership; Search Settings; Professional Networking
- The Persistence of Information;
  “Don’t blog anything you wouldn’t want your mum to see.”
- What is a “Friend”?
- The Friend of my Friend is also *my* Friend?
- (Potential) employers look at *Social* Networking Sites.

Privacy, Security, Safety

- Anyone read a “Privacy Policy”?
- Which country’s laws govern the sites you use (e.g. Google.co.uk?)
- Who “owns” your data? Google, Phorm, Data Protection.
- People are Part of the System: Often the Weakest Link.
- Trustworthy People are Trusting by Default.
- *Think* Before You Post.

Google™
PageRank
What do we REALLY
know about PageRank?

Social Norms, Courtesy, Flexibility

- The Internet is less than 40 years old.
  The Web is less than 20.
  IM, SNS are around 10.
  Social Bookmarking, Twitter are less than five.
- Social Norms Take Time to Develop.
- Law is a Poor Substitute for Understanding.
- Media and Information Literacy are the Keys.
- Use the System, Don't Let the System Use You.
- Flexibility is the Key to Literacy.