

March 14, 2009


SMART PHONE AND PHOTO PRESENTS:

MYSFACE, FACEBOOK FOR PARENTS






AGENDA

- Introductions
 - Context of the online world in today's world
 - MySpace, Facebook Overview
 - Resources for parenting
 - Using MySpace, Facebook or other sites
- 




Introductions

- Lars
 - SMART Phone and Photo store
 - Allie
- 



Today's online world

- Sites and options
 - Parental issues from online
 - Persistence of internet information
 - Video: why you can't just turn off the internet
- 

(Some of) today's key sites

- MySpace, Facebook (was Friendster, Xanga)
- Text messaging
- LinkedIn, Twitter
- World of Warcraft (online games), YouTube, IM, Second Life

Parental issues

- Distraction
 - Inside in front of computer
 - Homework
 - No exercise
- Cyberbullying
- Alter egos online
- Online dereliction
 - Drinking, drugs

Anybody remember Peabody and Sherman?

- <http://web.archive.org/web/19990129060746/www.geoworks.com/corporate/management/stenstedt.html>
- <http://www.archive.org/web/web.php>
- Anything posted on the internet can live forever
- It's public information, interviewers can and do check your background online
 - Microsoft rejects 25% of applicants for online profiles

Can we just turn it off?

- Did you know?
- <http://www.youtube.com/watch?v=cLgWu2kWwSY>
- Children's futures are highly interdependent with the internet....

Online Social Networking Origins

- Friendster, Xanga came first
- MySpace
 - from the clubs of LA, very music oriented from day 1
 - Where's the party?
- Facebook
 - from the dorms of Harvard to Palo Alto
 - College/university oriented at first

MySpace, Facebook ownership

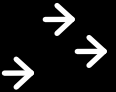
- MySpace
 - Owned by Fox/Murdoch
 - Sells music, ads
- Facebook
 - Owned by Mark Zuckerberg and venture capital firms
 - Some ads, still working on a business model

MySpace, Facebook status

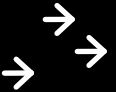
- MySpace
 - 130 million users but leveling off
- Facebook
 - 150 million users
 - $\frac{3}{4}$ are over age 24
 - Fastest growth segment
 - Women >55

Sexual Predator Stories

MySpace



They're moving over to Facebook....



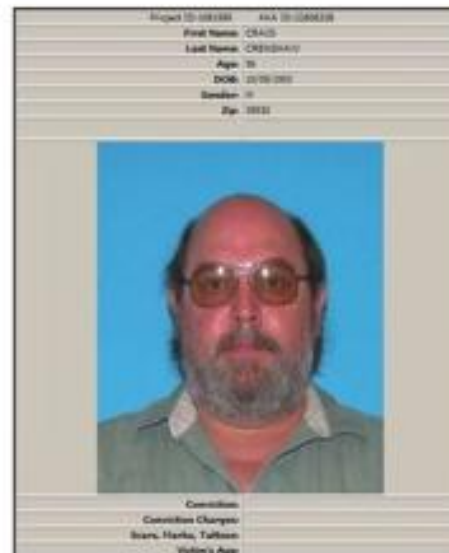
Thousands Of MySpace Sex Offender Refugees Found On Facebook

by Erick Schonfeld on February 3, 2009

189 Comments

MySpace is in the spotlight today because it revealed that **90,000 registered sex offenders** have been kicked off its site in the past two years. But where did all of those sex offenders go? Some evidence suggests that a portion of them are now on Facebook.

John Cardillo is a former New York City police officer and the CEO of Sentinel, a security technology



Resources for parents

- PBS Frontline Video “Growing Up Online”
 - Jan 08
 - <http://www.pbs.org/wgbh/pages/frontline/kidsonline/>
- Get online yourself
 - Facebook for business, groups, individuals
 - Replacing IM, email



HANDS-ON DISCUSSION