Social [...] or activ[...] and pre[...] mess[...] [...]king [...] [...]inform[...] [...]ter[...] [...]uring pa[...] life. S[...] principal strength has been an ability to gather tens of millions of unique users. Their main shortcoming, however, has been the inability of several social networks to monetize their volumes of signed-up users. [1] While it could be said that email and websites have most of the essential elements of social network services, the idea of proprietary encapsulated services has gained popular uptake relatively recently. The main types of social networking services are those which contain category divisions (such as former school-year or classmates), means to connect with friends (usually with self-description pages) and a recommendation system linked to trust. Popular methods now combine many of these, with MySpace, Facebook, Twitter and LinkedIn being the most widely used in North America;[2] Nexopia (mostly in Canada);[3] Bebo,[4] Facebook, Hi5, MySpace, dol2day (mostly in Germany), Tagged, XING;[5] and Skyrock in parts of Europe;[6] Orkut, Facebook and Hi5 in South America and Central America;[7] and Friendster, Orkut, Xiaonei and Cyworld in Asia and the Pacific Islands. There have been some attempts to standardize these services to avoid the need to duplicate entries of friends and interests (see the FOAF standard and the Open Source Initiative), but this has led to some concerns about privacy. **Basic**s In general, social networking services allow users to create a profile for themselves, and can be broken down into two broad categories: internal social networking (ISN)[36] and external social networking (ESN)[37] sites, such as Orkut, MySpace, Facebook, Twitter and Bebo. Both types can increase the feeling of community among people. An ISN is a closed/private community that consists of a group of people within a company, association, society, education provid[...] [...]user in an ESN. An ESN is open/ public and available to all we[...] [...]ESN's can be smaller specialised communities (i.e. linked by a s[...] [...]Great Cooks Community) or they can be large generic social net[...] [...]ecialised or generic there is commonality across the general approach of social networking sites. Users can upload a picture of themselves, create their 'profile' and can often be "friends" with other users. In most social networking services, both users must confirm that they are friends before they are linked. For example, if Alice [...]ts Bob [...] a friend, then Bob [...]ld have to approve Alice's friend request before they are listed as friends. Some social networking sites have a "favorites" feature that does not need approval from the other user. Social networks usually have privacy controls that allows the user to choose who can view their profile or contact them, etc. Some social networking sites are cre[...] [...]different [...] [...]e[...] networking site "Gurgle". This website is for parents to talk about pregnancy, birth and bringing up children. Several social networks in Asian markets such as India, China, Japan and Korea have reached not only [...]hi[...] [...]nd but [...] [...]hi[...] level of profitability. Services such as QQ (China), Mixi (Japan), Cyworld (Korea) or the mobile-[...]sed se[...] Mobile Game [...]own by the company DeNA in Japan (which has over 10 million users) are all profitable, setting them apart from their western counterparts.[38] **Social Status** The social status of an individual is revealed on social networks. Sociologist Erving Goffman refers to the "Interaction Order" which he claims is the "part of the social life where face-to-face and spoken interactions occur" (Rhiengold: 2002, P171). He believes that the way people represent themselves provides other users information about them they want others to believe, while concealing the rest. Goffman believes that people also give off "information leaking true but uncontrolled information along with their more deliberate performances" (Rheingold: 2002, P171). Through social networks people are now able to completely control the information provided about themselves through the photos they include, the information provided, whether it be true or false and the friends they make. People are therefore now able to control their personal information and their desired social status. **'Normal' features** Almost all social network have a set of features which are considered essential to qualify as a social networking service, namely: the ability to set up and customise a personal 'profile', an ability for members to comment, fine granular control of who sees what (privacy settings), ability to block an unwanted member, have own page of personal (blog like) entries or notes and individual picture albums, ability to own, form or be member of a Group or Community within the network and increasingly the ability to include "Social Apps" or "Gadgets" which can create 'viral' like online contact and spread of information. **Business model** Few social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds.[citation needed] Companies such as MySpace and Facebook sell online advertising on their site. Hence, they are seeking large memberships, and charging for membership would be counterproductive.[39] Some believe that the deeper information that the sites have on each user will allow much better targeted advertising than any other site can currently provide.[40] Social networks operate under an autonomous

WiscPeople:
Social Network Theory in the Modern Age

The emphasis of academic institutions thus far has been developing the value of the individual student. Most universities attempt to foster an independent, self-sufficient and altogether isolated unit. While this tactic has proved fruitful in the past, in an increasingly globalized marketplace Prestige Statewide™ suggests that teachers and administrators at the University of Wisconsin Madison switch their focus towards teaching students how to best utilize social networks and aggregate thinking. Having a comprehensive understanding of the networks one is involved in and the ability to effectively navigate and utilize these bonds greatly increases productivity, comprehension and engagement. This is the idea behind WiscPeople©, the custom-built program suite and customizable interface tailored to the needs of the University of Wisconsin Madison.

Students are inherently a part of various social networks, but without a system to traverse these networks, the connections that link them to others can be invisible and incredibly disjointed. Universities in and of themselves already form a complex web of social networks. These links are comprised of intersecting relationships between students, faculty, university affiliates, and administrators. An easy to use, comprehensive electronic social network would allow the members of these real-world social networks to access a wide variety of resources that already exist in the university system. If a student wishes to pursue an internship at a biological medical research lab there are numerous faculty members who could give recommendations. If a professor wishes to con-

duct a survey on students with Attention Deficit Hyperactivity Disorder, there is certainly a large sample population in any given student body. Identifying and reaching these targets using the analog social network can prove to be an incredibly difficult and time-consuming endeavor.

It is clear that vast arrays of resources are in great abundance and inherent to the many social networks that exist at the University of Wisconsin. However, reaching each group as an isolated unit has become an increasingly outdated methodology of networking. With the inception of new technology in the field of information access, an electronic social network provides each user with almost limitless information at the click of a button. In order to take full advantage of available technology, the University of Wisconsin needs a system that provides the information students need, along with the tools to browse, edit, and share that information.

WiscPeople: A New Vision

Essentially what we at Prestige Statewide™ are proposing is an amalgamation and supplementation of the academic tools already available to students and faculty through the university's current services. Our re-imagination of the student information hub will allow students to access all of these tools through a single medium. Furthermore, this consolidation of resources will be supplemented by the inclusion of many of many of our superior applications, most notably WiscChat©, ClassNotes© and HiveMind©.

HiveMind© is our patented and extremely personizable information collection and organization application. It facilitates interpersonal communication, effective data mining and workload distribution among faculty, students, and even administrators. Additionally, it greatly enhances connectivity and engagement among all users throughout the network.

From Connectivity to Productivity with HiveMind

HiveMind© categorizes real-life University of Wisconsin departments, activities, and interest groups into specialized social networks, or "hives." Each student who is a member of one of these hives is then able to join them if they so desire as an option in the HiveMind© interface. On the student's HiveMind© interface, there will be a notification area for each hive that will send them semi-randomzied updates both from events and activities pertaining to that hive and what other people involved in that hive are doing elsewhere. Since HiveMind© is semi-random, some information (such as department announcements) will always be shown, but other information will be fresh and new with every visit. Because a student will be able to see what the other people in their specialized social networks are doing both in and out of class, the HiveMind© will be both a great way for them to gather necessary information, to learn about the interests of those around them, and to be able to get involved in more with the click of a button.

The theory behind WiscPeople© is best illustrated through the use of analogy.

The topography of India exists (see Figure 5). Its lakes, shorelines and mountains exist regardless of whether they are mapped or not. However, it is much more beneficial for India's residents and travelers to map their country in order to better navigate it. Routes between trade centers can be planned and taken advantage of through the use of maps. The same notion is true for social networks. Social networks already exist throughout the university but it is much more beneficial to students and faculty alike if these links are visible.
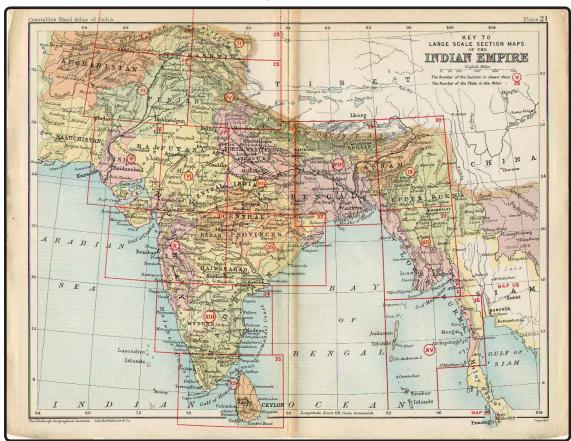

Fig. 1: A map of India takes the information and connections that already exist and make them visible and utilizable.
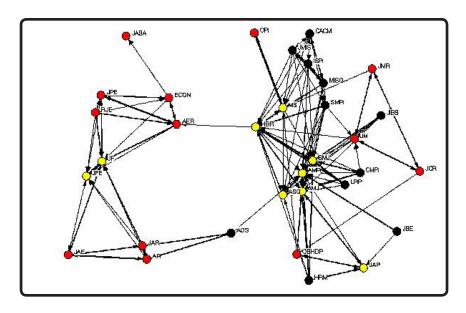
Why exactly are organized social networks and the transparency they provide

beneficial and/or necessary? As the image above highlights, the networks that we are embedded in can be extremely complex. Furthermore, they are in constant flux. The many bonds in any given system are perpetually being fortified as well as denigrated. Social networks change at a pace that no cartographer on Earth could map. An automated and customizable online system that visually represents these connections will be the cornerstone of all places of learning in the future. WiscPeople© and University of Wisconsin Madison will serve as the blueprint for all universities to follow.

Fig. 6: Electronic social networks serve as models that allow a greater understanding of the underlying network they represent.

This visual web of bonds can also provide a greater sense of comprehension of the future. Just as a meteorologist uses all the measurable factors at his disposal to hypothesize a weekly forecast, the same could be done with mapped social networks (Figure 6). Trends can be monitored and opportunities followed. This can seem like a vague notion when speaking in generalities, so let us provide a

few examples. Imagine, sometime in the near future, an English student surfing his visually detailed social network roadmap. He decides to peruse some of his online associates' profiles for media content to emulate for an upcoming assignment. He notices that he has several friends across the United States with excellent video editing capabilities, a counselor from his hometown with a killer band, a menagerie of acquaintances with acting skills and a close friend who moved to Thailand with excellent sound editing and design skills. This serendipitous find could be the beginning of a fruitful movie production company. With the help of WiscPeople©, amateurs and professionals at the University of Wisconsin Madison can collaborate like never before.

The Path to Academic Engagement in the Internet Age

This type of interaction has also been shown to foster engagement. Social networking tools like Facebook, MySpace, LinkedIn and Twitter record huge levels of use. High levels of engagement have been correlated to increased information retention, and if this engagement were a part of the overall learning experience, that increase in information retention would be felt in the classroom. No longer would students prescribe to the simple binge and purge method of learning, where information is stored just long enough to rattle off answers for a test and then forgotten. Information will feel more relevant and the student's closer relationship with it will be more apparent. The student's engagement will cause information to be stored and available for recall much more easily, the hallmark of the new age of academia.

All of the aforementioned benefits are clear cause for implementation of visual social networks in an educational setting. This is exactly what Prestige Statewide™ proposes with WiscPeople©. Its consolidated and fully integrated interface in conjunction with the plethora of innovative and exciting applications, including our crown jewel HiveMind©, that WiscPeople© is offering make this program set a necessity for any burgeoning university. We at Prestige Statewide™ hope to help usher in the University of Wisconsin Madison as the epitome of a brand new age of learning:

Learning as social networking.

With WiscPeople© and Prestige Statewide™.

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Here's what's going on around you...

Add an app   Remove an app   Application settings   Notification Options

April
26
Sunday

WisCal notifications

April 29th @12:05 PM | Exam for [English 217]
April 29th @ 7:00 PM | Student Organization Meeting [SLP]
April 30th @11:00 AM | NAFTA Essay due for [Political Science 103]
See more...

ClassReview

ClassReview notifications

Please review your course [English: American Literature]
Your professor Jon McKenzie is teaching [English: Creativity and New Media] for Fall 2009
Damien Henken has recommended the course [Business: Marketing and Lying] to you.
See more...

ClassNotes

ClassNotes notifications

Lauren Devine has added new notes to [English: American Literature]
Noah Welhouse has contributed to the discussion in your [Student Leadership Program] thread
Your collaborative notes for [English: Shakespeare] have updated for [Othello]
See more...

StudentCenter

StudentCenter notifications

Your financial aid for the Fall 2009 term has been approved
You have successfully been enrolled in [English: Creativity and New Media]
See more...

Weather

Weather notifications

Today it will be 67 degrees and cloudy
It will be raining Wednesday and Thursday of this week
See more...

The University of Wisconsin Buzz

Biddy Martin announces sexual violence awareness and prevention meeting on [4/29/09]. *Learn more.*

Nelson Lecture Series announces evolutionist Richard Dawkins lecture on [5/5/09]. *Learn more.*
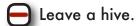
Noah Welhouse is working hard in the [Studio Lab]. *Learn more.*

myUHS

Welcome to HiveMind

You can…

➕ Join a new hive!

➖ Leave a hive.

❓ Learn about HiveMind

University Health Services 4/27/09 UW-Madison officials are actively monitoring reports of swine flu that is affecting Mexico, with additional cases in California and Texas.

At this time, there are no cases in Wisconsin and no immediate impact on the university, its community or operations. As in all situations of this nature, the university works closely in conjunction with local and state health officials to receive information and react to a developing situation.

Officials from the Wisconsin Department of Health Services and University Health Services advise that people who have traveled to areas where this outbreak is occurring should be alert for symptoms and if those symptoms develop within seven days of travel, to contact their health care provider by phone for information on treatment.

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The English Department Buzz

Corey Shelton wrote another poem about [women]. *Learn more.*

Noah Welhouse is attending the Dawkins lecture on [5/5/09]. *Learn more.*

English Department announces a series of [new undergraduate courses]. *Learn more.*

The Dungeons and Dragons Club Buzz

Ned Leemer just discovered the source of a common genetic mutation. *Learn more.*

D&D Club announced an event on [5/19/09]. *Learn more.*

Corey Shelton wrote another poem about [women]. *Learn more.*