

# Wikis and Networks and Blogs, Oh My!

(or, we built it,  
but they didn't come!)

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*Wikis and Networks and  
Blogs, Oh My!*

March 23, 2010  
3:00 – 4:30 p.m. ET

Sponsored by the  
Technical Assistance  
Coordination Center (TACC)



## Purpose of the Session

Illustrate email list management, blogs, wikis, and social networks, focusing on:

- functions, strengths, and weaknesses of each;
- differences and similarities among them;
- tips on how to choose the right media to your particular purpose;
- common pitfalls to avoid; and
- key practices for making them successful.

**NOTE:** all web sites referenced in the web conference are listed in the accompanying resource packer

These slides are available on slideshare at:

<http://www.slideshare.net/LarryEdelman123/wikis-and-networks-and-blogs-oh-my>

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### Size and Scope Varies

Some are...	While others are...
Open	Closed
Large	Small
Multi-purpose	Single Serving
Long-term	Short-lived

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## LISTSERV or List Serve?

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- **LISTSERV**: developed by Eric Thomas; a registered trademark with the U.S. Patent and Trademark Office and the Swedish Patent and Registration Office
- Using "listserv" to describe a different product or as a generic term for any email-based mailing list of that kind is a trademark misuse
- Standard generic terms are *electronic mailing list*, *elist*, or *email list* for the list itself, and *email list manager* or *email list software* for the software product that manages the list

Reference: <http://en.wikipedia.org/wiki/LISTSERV>

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## Email list management software often (but not always!) enables...

- People with common interests to be connected through an email mailing list (typically, members have to subscribe to the mailing list)
- Members to send messages to the entire group without typing a series of addresses
- A range of other features (e.g. RSS, spam control, virus protection) depending on the application
- Sometimes funny, sometimes irritating, sometimes painful errors when personal correspondence is inadvertently sent to the entire group

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## Sample free EMAIL LIST MANAGEMENT apps

LISTSERV® Free Edition



Mailman

Majordomo



Great Circle


Google groups

YAHOO! GROUPS

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## SMS Campaign (Group Texting)

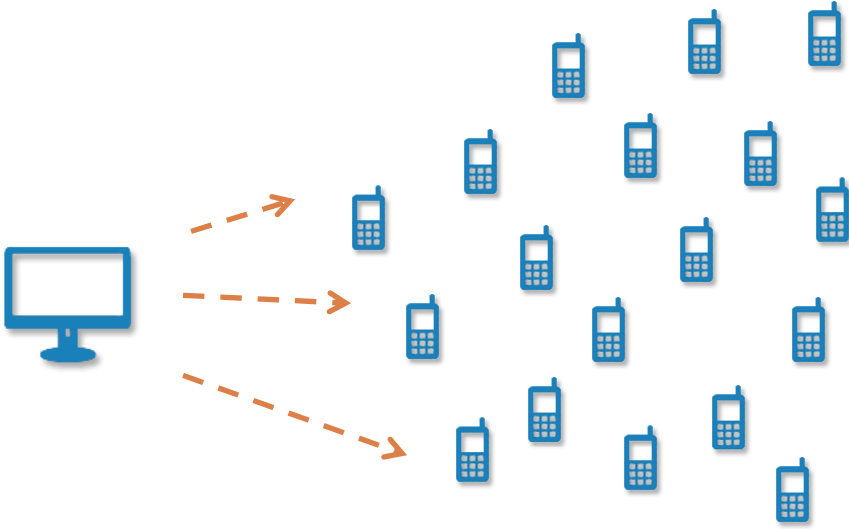
**SMS:**  Short Message Service (SMS) allows short text messages (160 characters) between mobile phone devices.

87% of people in the US are mobile phone subscribers.

Reference: Measuring the Information Society  
[http://www.itu.int/ITU-D/ict/publications/idi/2010/Material/MIS\\_2010\\_without%20annex%204-e.pdf](http://www.itu.int/ITU-D/ict/publications/idi/2010/Material/MIS_2010_without%20annex%204-e.pdf)

By contrast, 74% of people in the US have access to the internet .






Reference: Internet and World Stats: Usage and Population Statistics  
<http://www.internetworldstats.com/stats14.htm>



11 You can deliver SMS messaging from your computer to those interested in receiving your messages.

## SMS Group Texting Tools

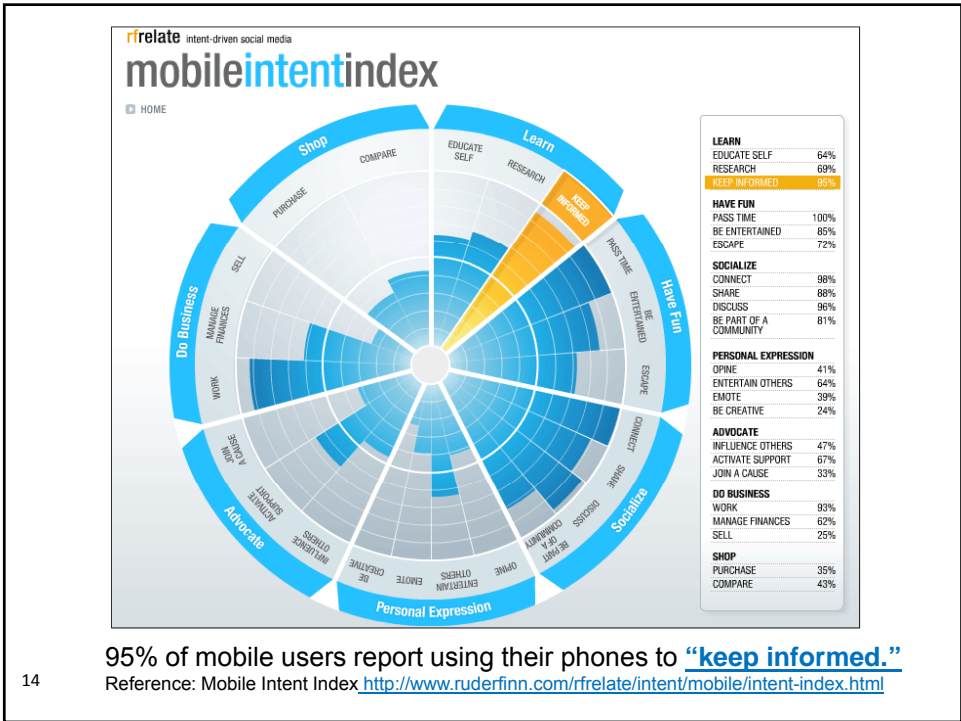
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	<b>Frontline SMS (Free Software)</b> <a href="http://www.frontlinesms.com/">http://www.frontlinesms.com/</a> (software) <a href="http://frontlinesms.ning.com/">http://frontlinesms.ning.com/</a> (user community)
	<b>TextMarks (Free Web-based)</b> <a href="http://www.textmarks.com/">http://www.textmarks.com/</a>
	<b>WeTxt (Free Web-based)</b> <a href="http://www.wetxt.com/">http://www.wetxt.com/</a>
	<b>JabberText (Web-based; as low as .02/message )</b> <a href="http://www.jabbertext.com/">http://www.jabbertext.com/</a>
	<b>Outlook</b> <a href="http://www.trainingsignaltraining.com/text-and-picture-messaging-in-outlook-2007/2007-11-21/">http://www.trainingsignaltraining.com/text-and-picture-messaging-in-outlook-2007/2007-11-21/</a>

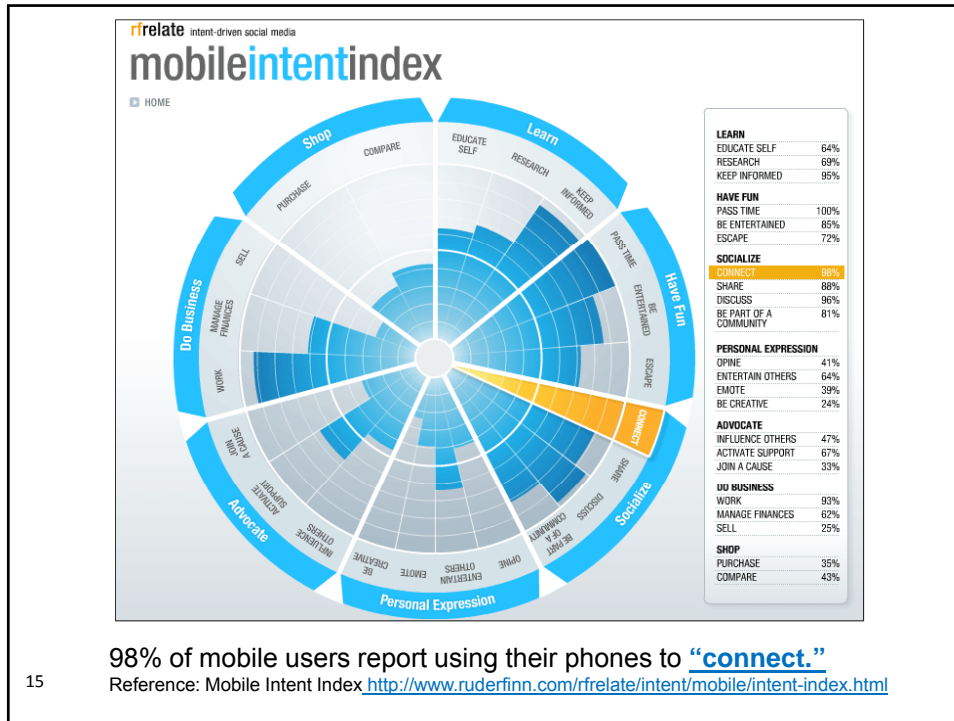
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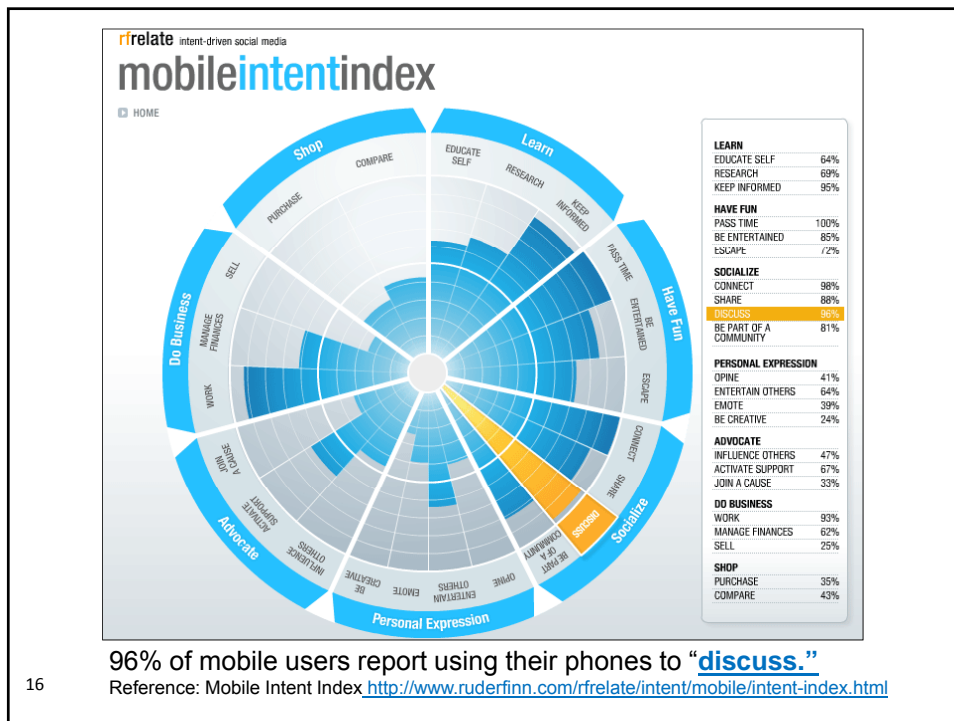
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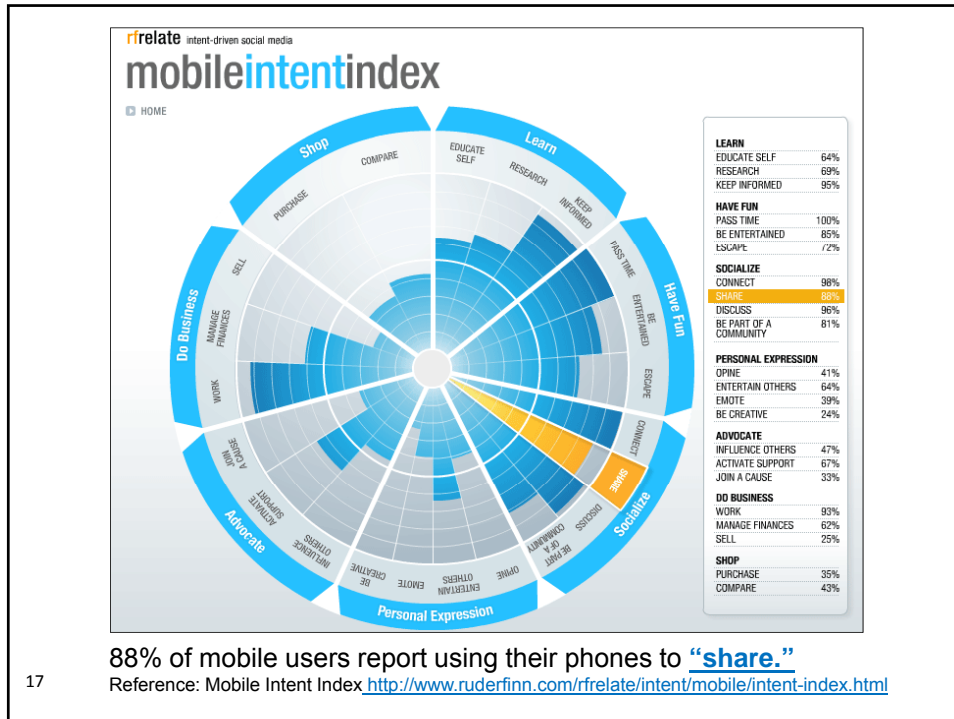
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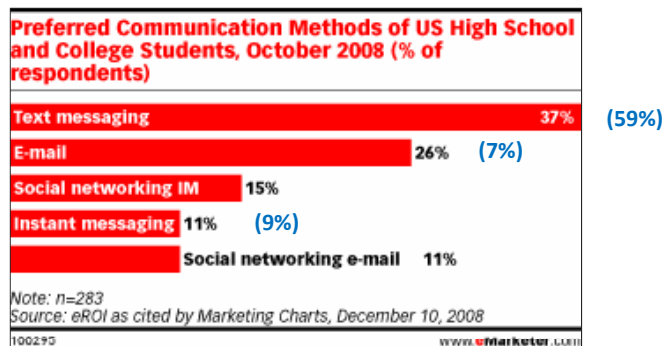


## Mobile Texting by Age Group

Age Group	Percentage Who Use Mobile Device to Send & Receive Text Messages
18-29	94%
30-49	79%
50-64	51%
65+	15%

Reference: FCC Broadband Adoption Study 2010  
<http://www.businessinsider.com/fcc-broadband-adoption-study-2010>

## Communication Preferences



- Texting Is Preferred Communication Method for College Students  
<http://idsmediatalk.com/2008/12/31/e-mail-vs-texting/>
- (OUR VIEW: Texts dominate communication)  
<http://www.bsudailynews.com/2.14291/our-view-texts-dominate-communication-1.2004151>

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## More Mobile Tidbits...

- Texting accounts for 63.5% of mobile phone use.
- The average US teen reads 2,272 texts/month.  
Reference: 2010 Mobile Trend Report  
<http://sparxoo.com/2010/03/22/2010-mobile-trend-report/>
- It's estimated that by 2014 worldwide internet access by mobile phones will represent 50% of total internet usage.

Reference: ICT Statistics Newslog - Mobile Internet Users to Top 1.7 Billion by 2013  
<http://www.itu.int/ITU-D/ict/newslog/Mobile+Internet+Users+To+Top+1.7+Billion+By+2013.aspx>

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## Blog

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**Blog:** Short for "web log," a type of website consisting of regular journal-like entries (posts)

**Blogging:** the activity of initiating, updating, and maintaining a blog

**Blogger:** someone who keeps a blog

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## Blogs are often (but not always!)

- maintained by an individual
- focused on a particular topic
- frequently updated
- intended for general public consumption
- arranged in chronological order from the most recent post to older entries

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## Blogs often (but not always!) have these features

### Varied media

- text, links video, audio, documents

### Comments

- Users can offer comments, feedback, links, etc.

### Archives

- links to older posts which can be referenced by topic or date

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## Blog Consumption

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- 33% of internet users (the equivalent of 24% of all adults) say they read blogs, with 11% of internet users doing so on a typical day
- 42% of internet users (representing 32% of all adults) have ever read someone else's online journal or blog
- 12% of internet users (representing 9% of all adults) say they ever create or work on their own online journal or blog
- 5% of internet users blog on a typical day

Source: The Pew Internet & American Life Project:

<http://www.pewinternet.org/Commentary/2008/July/New-numbers-for-blogging-and-blog-readership.aspx>

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## 2009 Fortune 500

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One hundred-eight (22%) of the primary corporations listed on the 2009 Fortune 500 have a public-facing corporate blog including three of the top five corporations (Wal-Mart, Chevron, and General Electric)

**Source:** (2010) Social Media Research: Blogs And Twitter Use Trends Inside US Corporations by Nora Ganim Barnes and Eric Mattson - University of Massachusetts Dartmouth

<http://www.masternewmedia.org/social-media-research-blogs-and-twitter-use-trends-inside-us-corporations/>

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Wall Street Journal 3/17/10

### Toyota Blogs Apology, Passes Up Auto Race

By YOSHIO TAKAHASHI

**TOKYO**—The president of Toyota Motor Corp. apologized on his blog for problems related to the Japanese auto maker's global recall of 8.5 million vehicles and said he has decided not to participate in a 24-hour endurance race in Germany.

Writing under the handle "Morizo" and updating the blog for the first time since the quality issues occurred, Akio Toyoda said late Monday the company will "take seriously, accept humbly, and respond sincerely to" criticism that it had neglected efforts to listen to customers.

Toyota is striving to regain trust amid the recalls to fix sudden-acceleration problems and other issues. In the U.S., Toyota has come under congressional scrutiny and its sales have fallen in recent months.

Mr. Toyoda, a grandson of Toyota's founder, also wrote on the blog that there is no change in the company's belief that it is important to share with customers the enjoyment that automobiles can offer through motor sports. He made the comment after Toyota on Monday outlined its motor-sports activities for the remainder of this year.

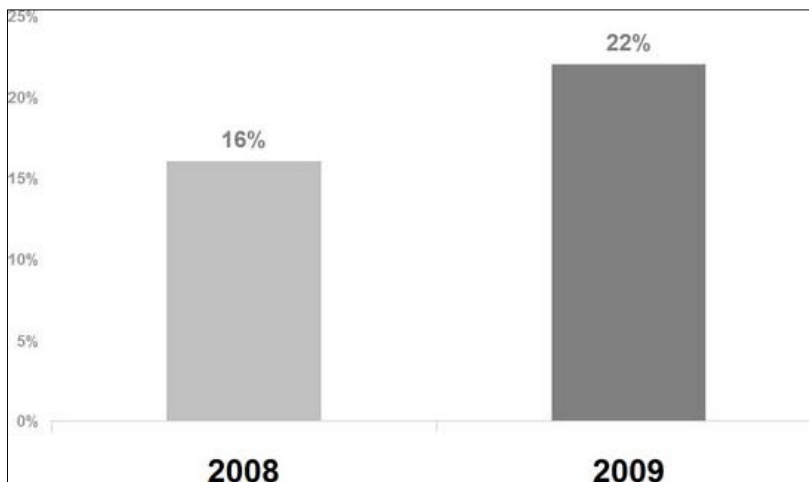
The president said that on Sunday he test-drove the Lexus LFA car that will run in the Nürburgring 24-hour endurance race in Germany in May. However, Mr. Toyoda added, "unfortunately, Morizo won't participate in this year's race."

The decision regarding the Nürburgring race is a reversal from previous comments made by Mr. Toyoda. Last June, during his first news conference as president and at the company's shareholders' meeting, Mr. Toyoda said he would continue to take part in races after becoming the auto maker's top executive.

Mr. Toyoda has taken the wheel in the 24-hour endurance race several times, according to a Toyota spokesman.

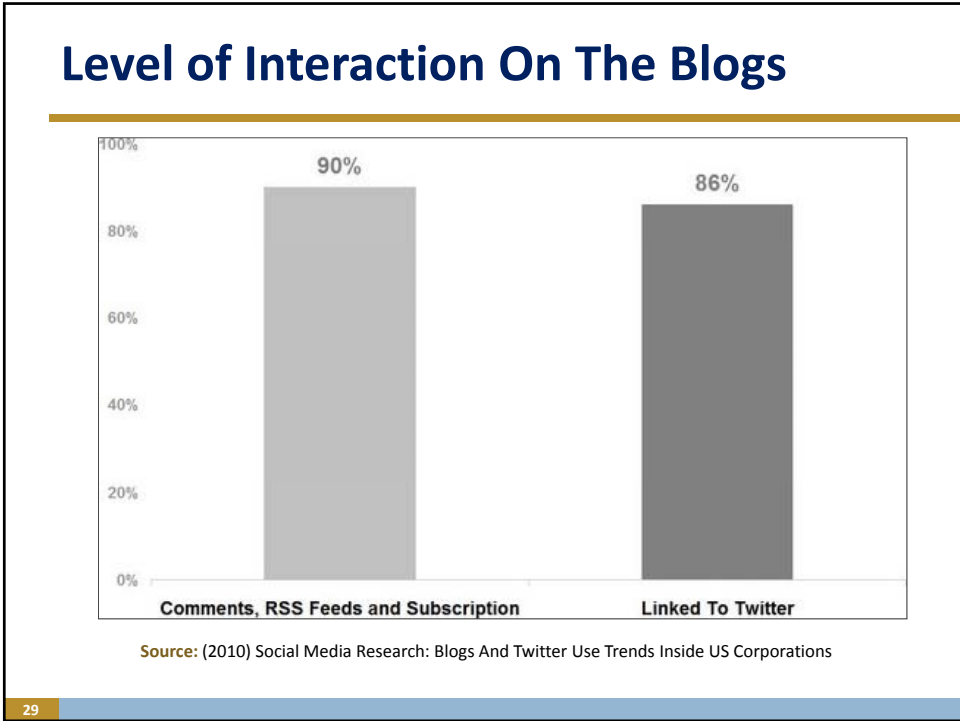
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## Blogs In The 2009 Fortune 500



Source: (2010) Social Media Research: Blogs And Twitter Use Trends Inside US Corporations

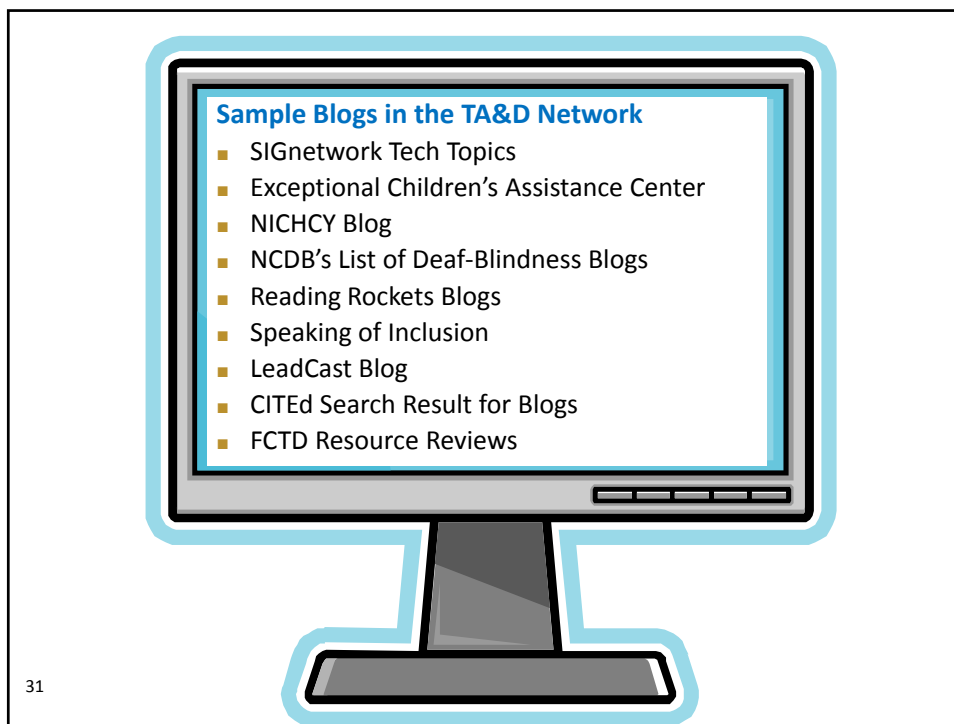
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### Sample free **BLOG** creation and hosting apps



- WordPress
- Blogger
- Class Blogmeister: Learning as Conversation
- 21Classes: Cooperative Learning
- BlogText
- posterous

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## Blogging Basics..

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- **Optimize**
  - **Register** with [feedburner.com](http://feedburner.com) 
    - Provides blog management and tracking tools
    - Allows users to subscribe via RSS or email
    - Automatically “pings” feed-reading services such as Technorati and Ping-O-Matic!
  - Make posts **sharable** 
    - [Sharethis.com](http://Sharethis.com)
    - [Addthis.com](http://Addthis.com)

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## Blogging Basics (continued)...

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### ■ Engage

- Identify top blogs in your niche
  - Comment & add value on other top blogs
  - Refer to their content in your blog
  - Add their link to your **blogroll**
- Invite **guest bloggers**
- Ask for **comments**
- **Thank** users when they do
- **Cross-promote** via other social media tools (eg: Twitter, Facebook, Delicious; include url in email signature)

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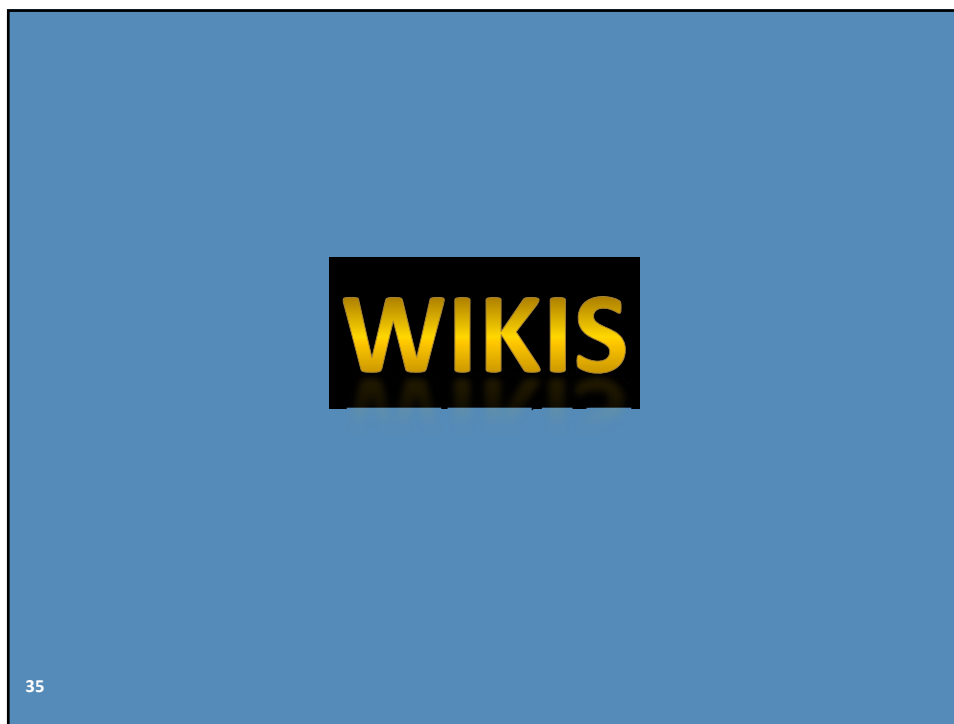
## Blogging Basics (continued)...


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### ■ Monitor

- **Visits** (eg: via Google Analytics)
- **Subscribers** (eg: via Feedburner)
- **Citations** (mentions of individual posts e.g.: via Technorati)
- **“Ripple”** (links to your blog eg: via Technorati)
- **Keywords** (eg: via Google Analytics)
- **Buzz** (eg: via Digg)

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WIKIPEDIA

## A Wiki...

- Is essentially a database for creating, browsing, and searching through information.
- Allows all users to edit any page or to create new pages within the wiki Web site.
- Promotes meaningful topic associations between different pages by making page link creation almost intuitively easy and showing whether an intended target page exists or not.
- Is not a carefully crafted site for casual visitors – it seeks to involve the visitor in an ongoing process of creation and collaboration that constantly changes the Web site landscape.
- A single page in a wiki website is referred to as a "wiki page", while the entire collection of pages, which are usually well interconnected by [hyperlinks](#), is "the wiki".

Source: Wikipedia (<http://en.wikipedia.org/wiki/Wiki>, retrieved 3/7/10), referencing *The Wiki Way: Quick Collaboration on the Web* (2001) by Ward Cunningham (developer of the first Wiki software) and Bo Arne Leuf. Addison-Wesley in April 2001, ISBN 0-201-71499-X.

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## Wikis might..

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- have a specific or broad purpose
- maintain editorial control or accept content unconditionally
- organize content firmly or loosely
- require users to create accounts, become a member, authenticate postings

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## Sample free **WIKI** creation and hosting apps

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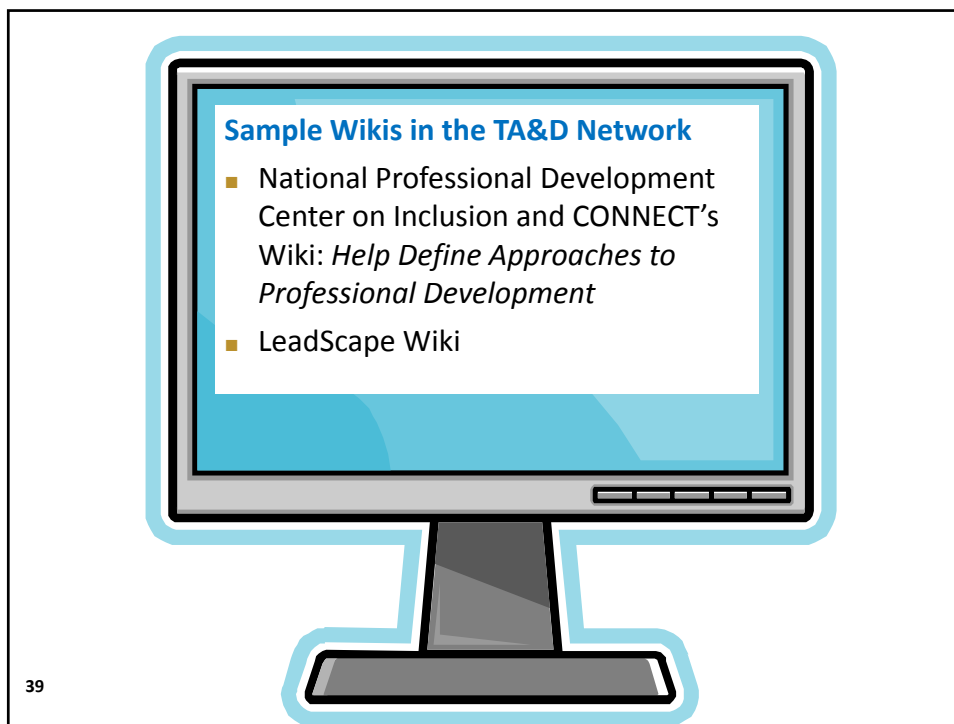
wikia

 **wikispaces**  
wikis for everyone

 **pb wiki**

  
wetpaint™

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**Sample Wikis in the TA&D Network**

- National Professional Development Center on Inclusion and CONNECT's Wiki: *Help Define Approaches to Professional Development*
- LeadScape Wiki

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## Blogs vs. Wikis <http://www.youtube.com/watch?v=AsFU3sAlPx4>



YouTube  
Broadcast Yourself™ Home Videos Channels Shows

**Blogs vs. Wikis**

0:30 / 4:32

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## Wikipedia: The Ultimate Marketing Tool

- Creating a Wikipedia Article
  - Starting an Article  
[http://en.wikipedia.org/wiki/Creating\\_a\\_new\\_page](http://en.wikipedia.org/wiki/Creating_a_new_page)
  - How to Write a Wikipedia Article  
<http://www.wikihow.com/Write-a-Wikipedia-Article>
  - Using Wikipedia as a Marketing Tool  
<http://www.inc.com/managing/articles/201001/wikipedia.html>



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**SOCIAL  
NETWORKING  
WEBSITES**

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## Examples of Social networks



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## Social Networking Websites

### Members:

- have a home page/profile
- can use instant messaging
- can share ideas, interests, activities, events, photos, videos, etc. with their networks

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THE WALL STREET JOURNAL

## TECHNOLOGY JOURNAL

**Facebook Tops Google**  
Are Americans now more likely to get content from their



friends than from random Web sites that they wouldn't be able to find on their own? That's one of the implications of a report out this week by research company Hitwise, which found **Facebook** passed **Google** as the most visited Web site in the U.S. last week. Facebook just squeaked by the search giant, as visits to the site made up 7.07% of all Web visits compared with 7.03% for Google. But that was enough to knock Google out of the top spot for the first time since the week ending Sept. 15, 2007.

*—Ben Worthen*

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Wall Street Journal 3/17/10

## On Facebook...

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- More than 400 million active users
- 50% of active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

Source: <http://www.facebook.com/press/info.php?statistics> retrieved 3/16/10

## Ning

As of October, 2009:

- More than 1.6 million Ning Networks have been created
- 5,000 new Ning Networks are created per day
- 36 million registered users on the Ning Platform

Source: [http://about.ning.com/press/press\\_release\\_102109.php](http://about.ning.com/press/press_release_102109.php)

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## Highlights of two studies: Ages of social network users & Males vs. females in social networks

### Sites surveyed:

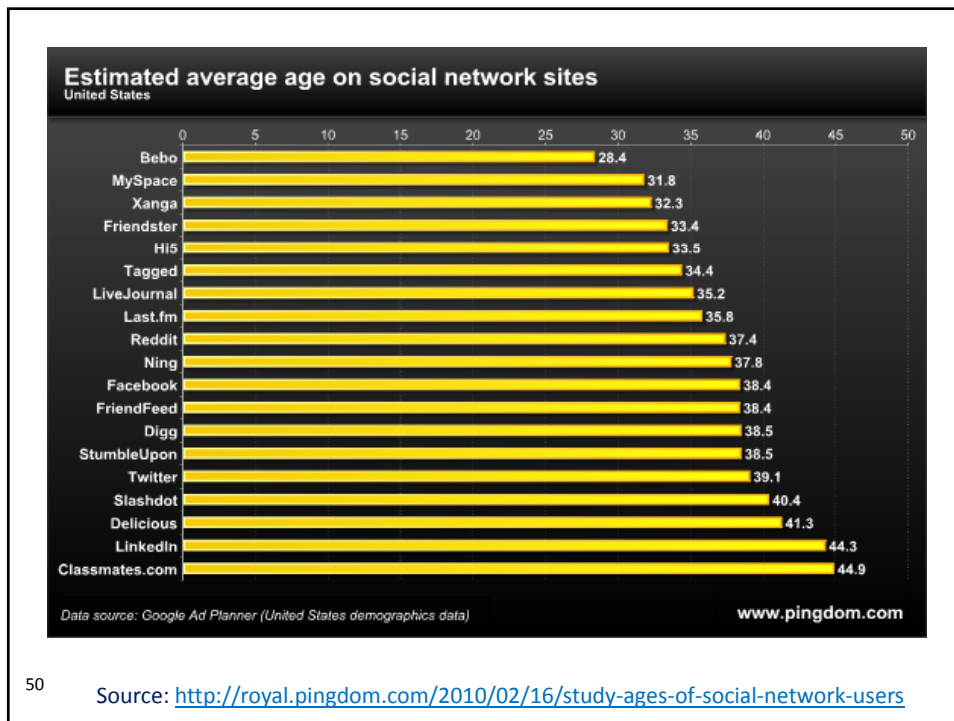
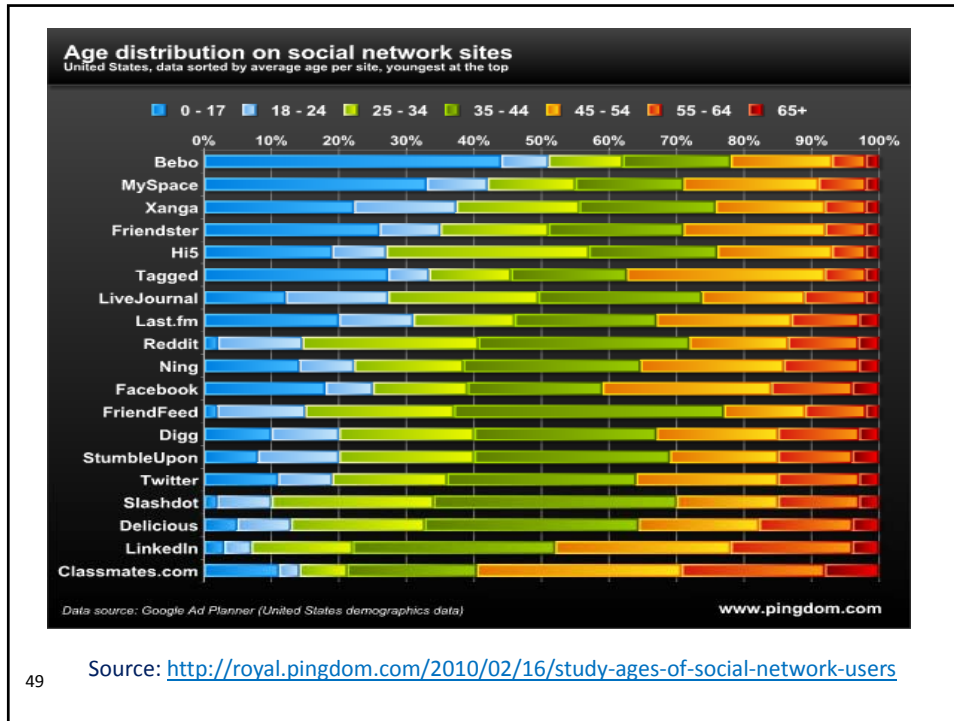
- |               |                  |
|---------------|------------------|
| ■ Facebook    | ■ FriendFeed     |
| ■ LinkedIn    | ■ Last.fm        |
| ■ MySpace     | ■ Friendster     |
| ■ Twitter     | ■ LiveJournal    |
| ■ Slashdot    | ■ Hi5            |
| ■ Reddit      | ■ Imeem          |
| ■ Digg        | ■ Tagged         |
| ■ Delicious   | ■ Ning           |
| ■ StumbleUpon | ■ Xanga          |
|               | ■ Classmates.com |
|               | ■ Bebo           |

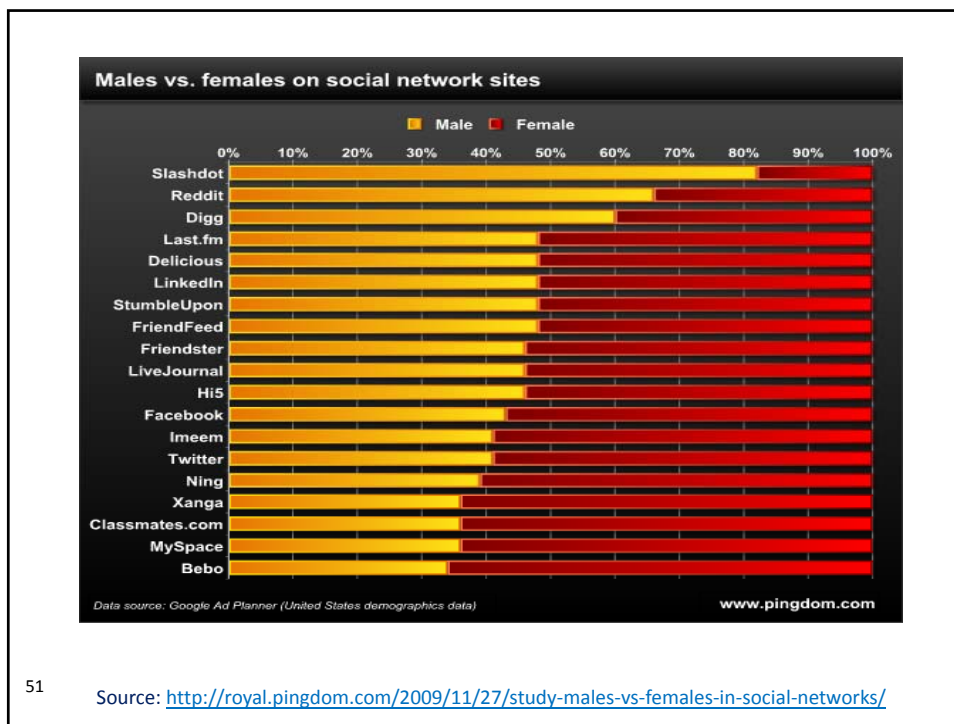
Sources:

<http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users>

<http://royal.pingdom.com/2009/11/27/study-males-vs-females-in-social-networks/>

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Source: <http://royal.pingdom.com/2009/11/27/study-males-vs-females-in-social-networks/>

### Which age groups are the largest for each site?

- 0 – 17: Tops **4 out of 19 sites** (21%)
- 18 – 24: Tops no site
- 25 – 34: Tops **1 out of 19 sites** (5%)
- 35 – 44: Tops **11 out of 19 sites** (58%)
- 45 – 54: Tops **3 out of 19 sites** (16%)
- 55 – 64: Tops no site
- 65 or older: Tops no site

Source: <http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users>

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## Sample free **SOCIAL NETWORKING WEBSITES** creation and hosting apps

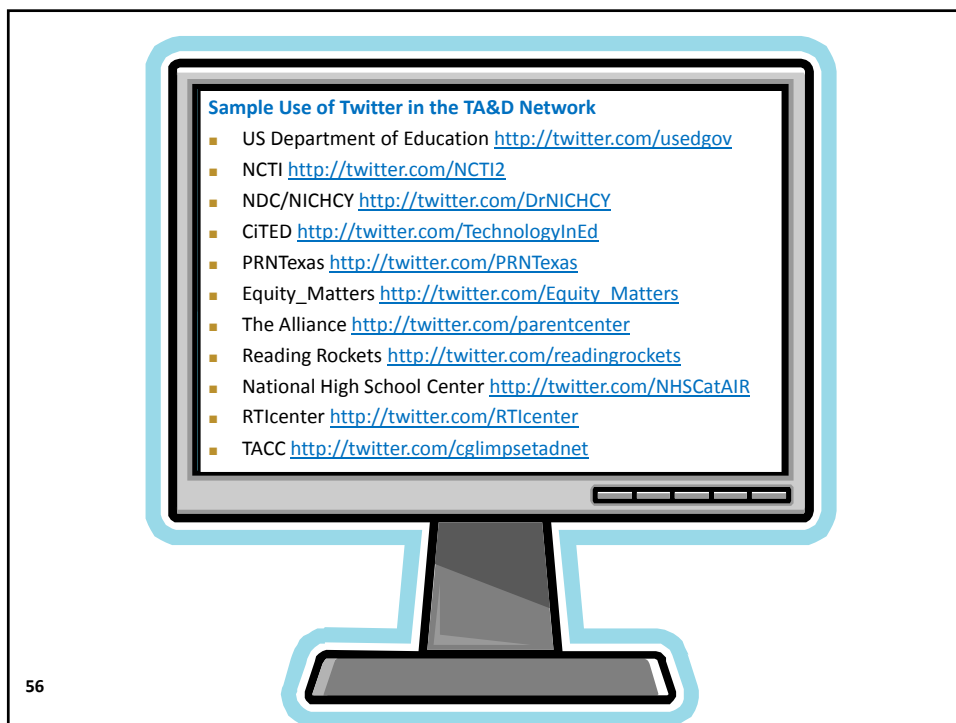
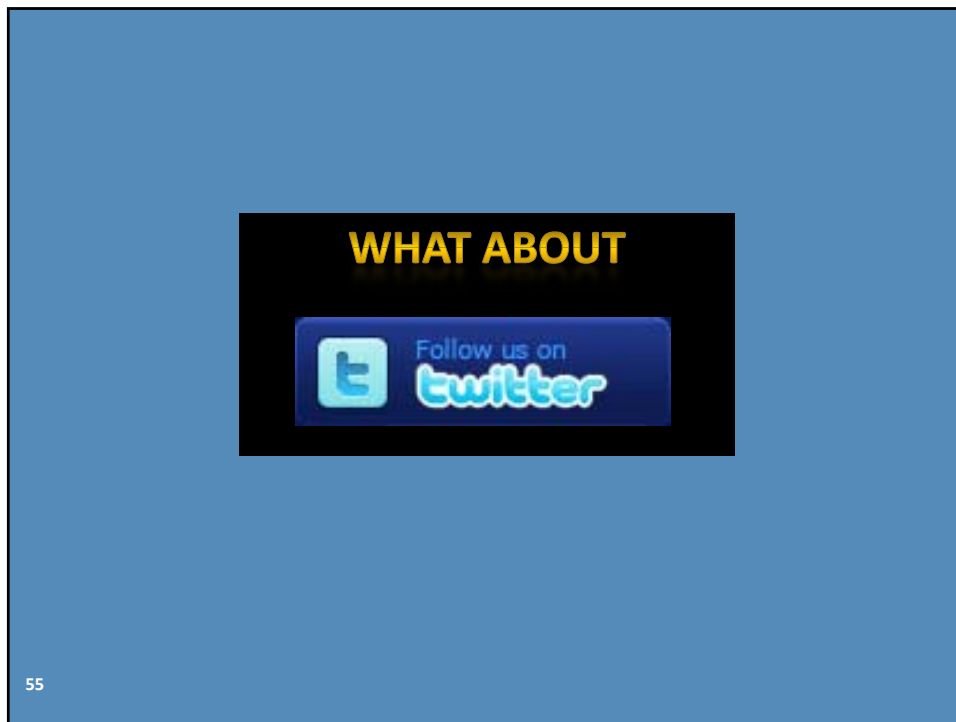


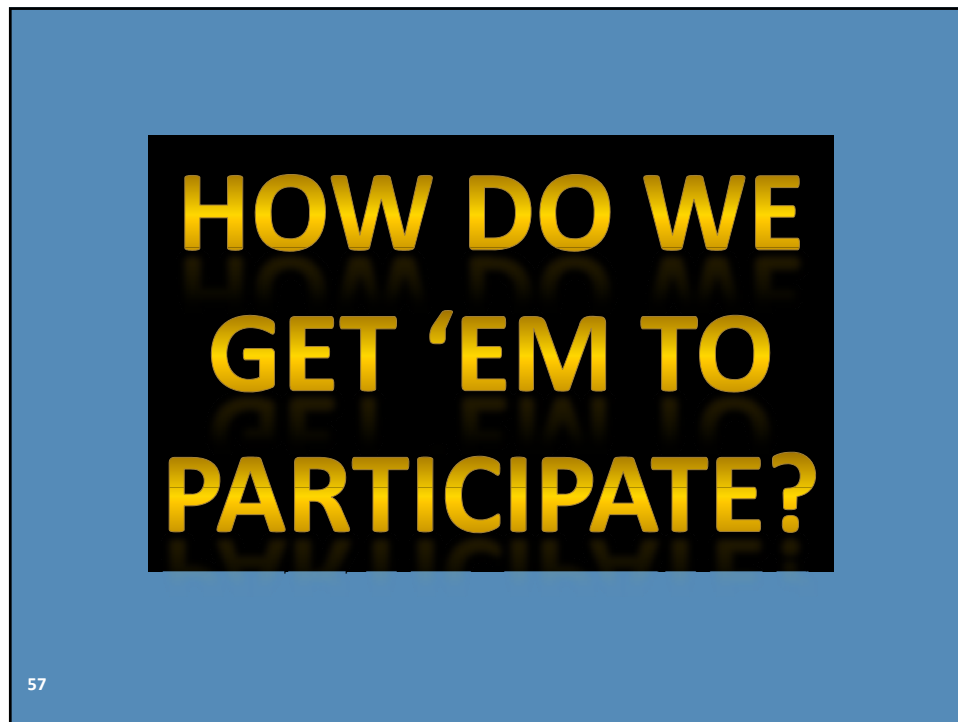
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### Sample Social Network Websites in the TA&D Network

- NCTI on Facebook
- NCTI's Classroom 2.0 Ning
- CITED on Facebook
- TA&D Network Ning
- NICHCY on Facebook
- Personnel Improvement Center for Special Education and Related Personnel on Facebook
- The National Center on Response to Intervention (NCRTI) on Facebook
- CADRE on Facebook
- Region 2 TA on Facebook
- Technical Assistance ALLIANCE for Parent Centers on Facebook
- The Equity Alliance at ASU on Facebook
- Reading Rockets on Facebook

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## The 90-9-1 Rule (aka 1% rule)

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- Basically, in collaborative environments, e.g., discussion groups, wikis, etc. for every 100 people that sign up:
  - 90 will lurk (read with no active participation)
  - 9 will participate in a limited fashion (maybe rate or comment periodically)
  - 1 will regularly post content

Source: [eLearning Technology](http://elearningtech.blogspot.com/2008/04/90-9-1-rule-aka-1-rule-in-collaborative.html#ixzz0iRjJsf3m), April 28, 2008

<http://elearningtech.blogspot.com/2008/04/90-9-1-rule-aka-1-rule-in-collaborative.html#ixzz0iRjJsf3m>

## Key practices for making your site successful

- Use the [right platform](#) for your purposes and audiences
- Your site must be perceived as having [very high value](#) (utility) to the people that you want to visit frequently and participate actively. You might ask yourself: “How can I make this site so valuable that my intended audiences will feel that they cannot achieve their goals or be successful without attending to it.”
- Make it [clear](#), coherent
- Make it [easy](#) to use
- Make it [attractive and engaging](#) (and maybe even fun!)
- [Market](#) it continuously
- Keep it [current](#)
- Dedicate enough time for you to give it sufficient [care and feeding](#)

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## SPECIAL BONUS SECTION!

Here are a few strategies that you might try to help you learn about new media:

- Look outside your field.
- Get better at searching.
- Be constructivist. Take risks. Make a mock-up. Develop a proof of concept. Create something before you really know how. Have fun.
- Find a learning partner, a co-explorer.
- Consume blogs.
- Devote sufficient time to learning about new media – it’s not a distraction, it’s an essential part of our jobs.

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