

Better living 2.0? *& the importance of being earnest with etiquette*

With Dr Mariann Hardey

TedX 2009
Manchester



Coming up...

1. What makes us 2.0?

The conditions of a social media-aholic

2. Individual accountability

Being always with

3. The importance of being earnest

An etiquette 2.0

4. The longtail effect

Can we social media-degrade online?

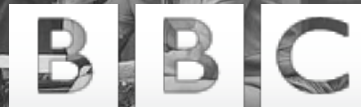


What makes us 2.0?

THE CONDITIONS OF A SOCIAL MEDIA-*AHOLIC*



yatzer



Muck Rack



facebook



Everyday

We get up. We log on.



Living in real in time

‘Everything in the world is now real time... It’s almost instantaneous, thanks to my software.’

(with O’Reilly; Malcom Gladwell, 2009)

Together our connections offer a new sensibility...



Individual accountability

ALWAYS WITH



It's their greatest pleasure to help you at all times

Little black box



We are used to the
information pipeline...

And this connects people
like us to us ...

We assume we're 'very
good' information seekers
e.g. Google, LinkedIn,
Mahola, Twifed...



Automatically self-sorted

As much as we're
information givers. We are
also information borrowers



Our networks may grow,
but our outlook stays the
same





Airing our laundry

Before: We were '**ON**'; unless we were '**OFF**'

Now: We're never **OFF**

& it's *hard* to **disconnect**



For the family a child finds in a peaceful, happy

The importance of being earnest

AN ETIQUETTE 2.0



Encounters

To ensure easeful interaction;



We are always open
Interactions appear
as 'lightweight'
Low barrier
involvement
Personalised
Friendly – with
friends
Collaborative
structures

This leads to;



Deeper network
penetration
More involved social
participation
New social anxieties about
'missing out', 'logging
out' & 'disconnecting'



Social balancing

We appear to modify social status spontaneously

This coincides with the application of new rules of presence as part of *anticipated* reciprocation

Why?...

because such balancing = best chance for successful interaction & continued participation within networks



The longtail effect

CAN WE SOCIAL MEDIA-DEGRADE?



Because we're always connected...

*I wonder, how long does it takes
information to social media-
degrade?...*

Old MySpace Profile – 6 years

Yahoo.com – 8 years

Hotmail.com – 10 years

i Google'y

Results:

9,310,000 for maz hardey

877,000 for mariann hardey

Answer: NEVER?...



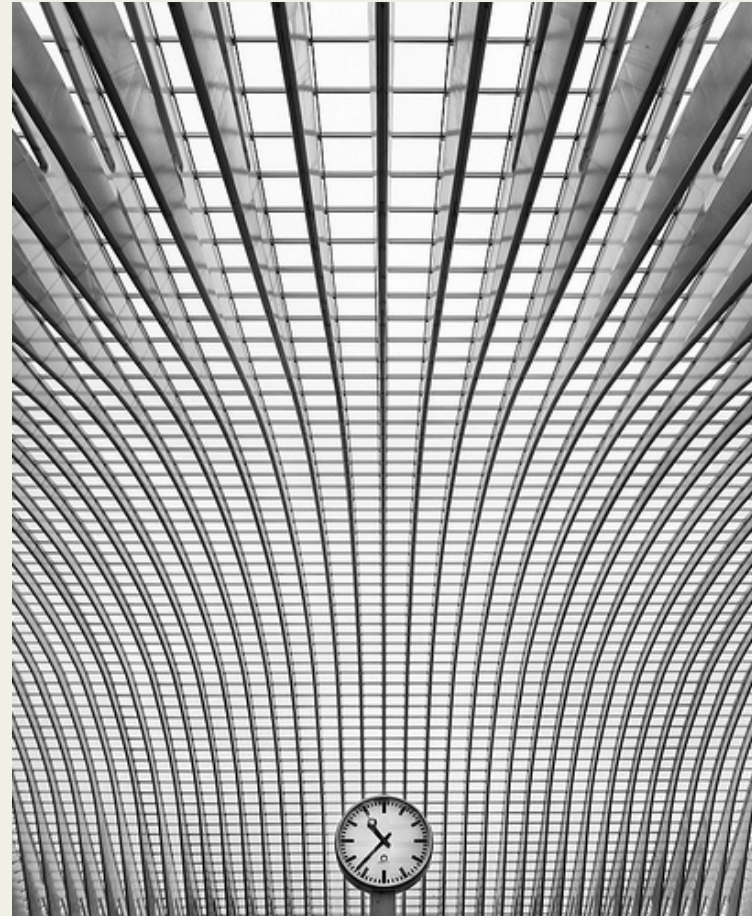
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In the rush of everyday life

We feel obliged by others to follow particular mediated practices e.g. reply to email, Facebook message, Twitter etc.

Daily life is measured by the information we 'send out', 'retrieve' & 'archive'

Our networks work to ensure our integrity & future exchanges



Open acknowledgement of 'the rules' could have an obstructive effect





Thus, our encounters themselves are the most important process



End...

Any questions



t.@mazzred

<http://properfacebooketiquette.com/>