Social Knowledge: Are we ready for the Future?

My Story … My Perspective
Know Your Environment . . .

"... there are known knowns; there are things we know that we know. There are known unknowns; that is to say there are things that we now know we don't know. But there are also unknown unknowns — there are things that we do not know we don't know."

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"I think that gay marriage is something that should be between a man and a woman."
Unknown unknowns

Somewhere on the West Coast

Social Technology

“A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.”

groundswell.forrester.com
The Social Technographics™ Ladder

**Critics** respond to content from others. They post reviews, comment on blogs, participate in forums, and edit wiki articles.

**Joiners** connect in social networks like MySpace and Facebook

**Inactives** neither create nor consume social content of any kind

**Creators** make social content go. They write blogs or upload video, music, or text.

**Collectors** organize content for themselves or others using RSS feeds, tags, and voting sites like Digg.com

**Spectators** consume social content including blogs, user-generated video, podcasts, forums, or reviews

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The Social Technographics™ Ladder

<table>
<thead>
<tr>
<th>US Adults</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US 18-24</strong></td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>US 35-44</strong></td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>US 55+</strong></td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>US Adults</strong></td>
<td>12%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>US Adults</strong></td>
<td>23%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>US Adults</strong></td>
<td>85%</td>
<td>89%</td>
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<tr>
<td><strong>US Adults</strong></td>
<td>3%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>US Adults</strong></td>
<td>44%</td>
<td>18%</td>
</tr>
</tbody>
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The Generation Game

Digital Native or Digital Immigrant?

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Global Top Internet Sites (Reach) – 8 Sep 2010

1. Google
2. Facebook
3. YouTube
4. Yahoo!
5. Live
7. Baidu
8. Blogger
9. MSN
10. Twitter

Why Facebook Matters

> 500M active users
> 250M login daily
130 friends is average
30B pieces of “stuff” shared each week
70% of users outside USA

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Why **facebook** Matters in North Dakota

- **97,180** users (18-25) in North Dakota
- **66,500** users (26-34) in North Dakota
- **44,180** users (35-44) in North Dakota
- **34,260** users (45-54) in North Dakota
- **32,200** users (55+) in North Dakota

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Personal, Professional, or Both?

Facebook Example
Connecting with People

Think before you post . . .

Signs of the social networking times.
Wikipedia is driven by a global community of more than 150,000 volunteers—all dedicated to sharing knowledge freely. Over almost eight years, these volunteers have contributed more than 11 million articles in 265 languages. More than 275 million people come to our website every month to access information, free of charge and free of advertising.
Social Media Action Plan

- Lead
- Listen
- Learn

Leading the Conversation

*Make sure your message is clear*
Are you ready?

http://socialnomics.net/

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