

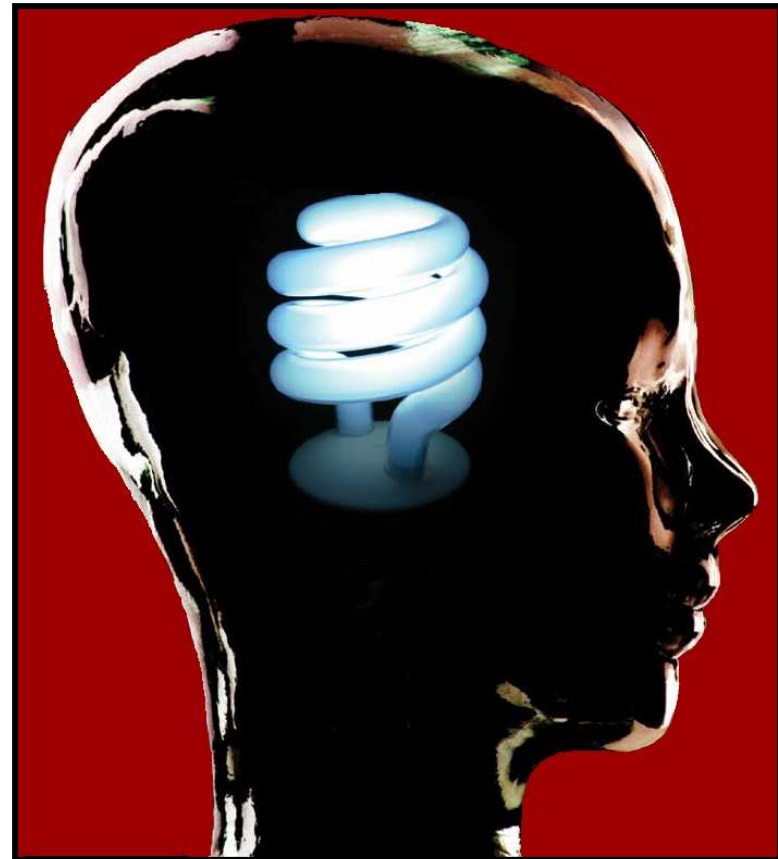


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## ***Social Media: The Future Is Not What It Used To Be***

**Tracy Gray  
Director, NCTI**

November 15, 2007  
Washington, DC





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## *Social Media: Why Should We Care?*





## *What Is Social Media?*

- A broad spectrum of multimedia technologies that allow users to participate actively on the Web
- Users are able to:
  - ◆ Create, edit and contribute content
  - ◆ Participate in online communities
  - ◆ Create and participate in collaborative projects



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## *Who Is Using These Tools?*

Only a few years ago it was just for the kids...





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## *And Today?*

It is for small businesses, corporations, foundations, educators, the media, and consumers – of all ages





## *Social Media In The Mainstream*

Users can communicate and exchange ideas through:

- Social Networking Sites:
  - ◆ Facebook, MySpace, LinkedIn, Second Life
- Blogs
- Wikis
- Podcasts
- YouTube

21<sup>st</sup> century skills Technology Policies  
Copyright laws Accessibility policies  
Social networking Web-based ed-tech  
Patents **Internet in schools** Autism  
Portable technologies **ONLINE TEACHER RESOURCES**  
New assistive technologies Open-source technologies  
**Wireless & wi-fi technology**  
Assessment policies **Convergence** Student Innovators  
**Virtual schools and classes** Net Neutrality



# A Powerful Example

Windows taskbar icons: back, forward, home, search, star, refresh, mail, printer, folder, help, search, volume, network, power.

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00:01 / 06:06

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This video really hits home. I'm from the U.S and I thought we were one of the smartest countries in the world (no offence). Wow we are really going to be left in the dust. The technology is

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 Thanks to Carl Fisch for this eye opening prese... [\(more\)](#)

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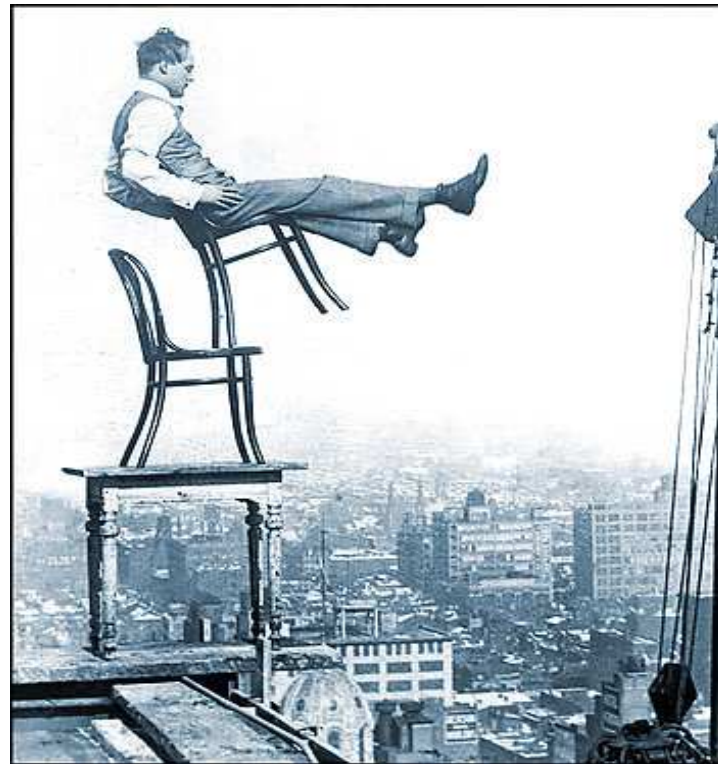
## *The Tale Of Shift Happens*

- Karl Fisch, a high school teacher in Littleton, Colorado developed this presentation for his colleagues in August 2006
- Fast forward one year:
  - ◆ Viewed on YouTube more than 25 million times around the globe
  - ◆ Translated into several languages
  - ◆ Adapted and re-purposed thousands of times



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## *Why Worry About Social Media When You Already Feel Like This?*





## *Because This Is Not A Passing Fad*

- A recent report predicted that nearly 71 million households – over 67% - in the U.S. will have broadband access by 2010
- Digital content is expanding into the mobile, wireless arena with the cell phone emerging as the Internet device of choice



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## *What It Means For Youth With Special Needs*

- The Web offers enormous potential for learning and engagement
- Millions of youth with disabilities have less access to Web resources at home than their peers
  - ◆ 44% and 38% of students with disabilities have computer and Web access at home, compared with 72% and 64% of those without disabilities



## *What Does This Mean For NCTI Stakeholders?*

- These technologies can be great equalizers for youth with disabilities
- Youth with disabilities can connect with the world in ways that have not been possible before
  - ◆ For example, *Brigadoon*, an island developed in Second Life, is a haven and support group for users with Asperger's Syndrome
- Developers and innovators have the means to reach a much broader audience at little or no expense



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*Now What?*





## *Seize The Opportunity*

- Develop marketing and outreach strategies that use emerging technologies to engage your customers, clients, students, and colleagues
- Leverage your findings to improve your tools, programs, and services
- Explore ways to use these tools with students
- Optimize your message to reach the broadest possible market



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## *Next Steps*

- Try it – You’ll like it
- Add your comments on the Social Media info brief at [www.NationalTechCenter.org](http://www.NationalTechCenter.org)
- Join us to be a part of the future





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## *Last Word*

*"We can't solve problems using the same thinking we used when we created them."*

*--Albert Einstein*

