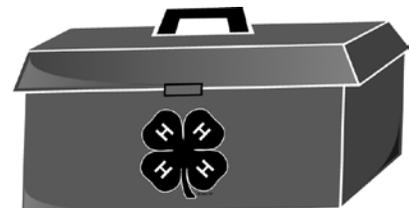


# 7

## “Technology and Social Networking” Lesson Plan





## Learning Objectives

1. Describe technology that youth are using for social networking.
2. Recognize benefits and dangers of technology.
3. Share strategies to keep youth safe in cyberspace.
4. Identify strategies for using technology.

## Intended Audience

This lesson plan was written for use with Adult 4-H Volunteers.



## Supplies & Resources Needed

- "Technology and Social Networking" lesson plan with instructional objectives
- Notes pages of PowerPoint presentation with talking points
- LCD projector and laptop with PowerPoint presentation loaded
- Copies of PowerPoint slides printed as a three-slides/page handout for each participant
- Copies of lesson plan quiz for each participant
- Pencils or pens for volunteers to take notes and complete the quiz
- Copies of "Technology and Social Networking" fact sheet
- Copies of the telephone number keypad



## References

- Light, Mark D. "Saving Face While Protecting My Space." The Ohio State University; retrieved November 24, 2008, from: [www.ohio4h.org/staff/documents/SAVINGFACEcollegehandout.ppt](http://www.ohio4h.org/staff/documents/SAVINGFACEcollegehandout.ppt)
- Tynes, Brendesha (2007). Internet Safety Gone Wild? *Journal of Adolescent Research*, 22, November 2007, 575-584.
- *Wikipedia: The free encyclopedia*. FL: Wikimedia Foundation, Inc. Retrieved November 24, 2008, from <http://en.wikipedia.org>

## Projected Length

30-35 minutes

## Instructor Notes

- If you will be using the PowerPoint presentation to share this lesson with the volunteers, set up the laptop and LCD projector prior to the start of the program and test the equipment to be sure it is working properly.
- Welcome the group and thank them for their participation.
- Begin "Technology and Social Networking" PowerPoint presentation.
- Utilize the talking points found on the notes pages of the PowerPoint presentation to guide you during the presentation.
- Review the purpose and objectives for this lesson plan.



- Provide a brief introduction of the lesson, including its importance to the 4-H Youth Development Program.
- Proceed with the lecture portion of the lesson.
- Distribute the “Technology and Social Networking” fact sheet to each participant.
- Conclude the lesson with a time for questions from the participants.

## Methods/Content



**Information found on Slides #1-2.**

## Introduction

### Objectives

1. Describe technology that youth are using for social networking.
2. Recognize benefits and dangers of technology.
3. Share strategies to keep youth safe in cyberspace.
4. Identify strategies for using technology.



*This lesson will inform volunteers about the changing face of networking and staying connected to each other through technology. Much of this technology isn't particularly new; it just comes in different forms and is always changing. Chances are your kids or 4-H members are using some form of social networking, or using various forms of technology to keep in touch with each other. If you aren't familiar with this technology, it may be hard to understand. Although you may have heard some of the negatives about online profiles and such, there are also ways to utilize these resources in positive ways. This lesson will explore the positives and negatives and how 4-H clubs might utilize these technologies.*

## Objective 1

Describe technology that youth are using for social networking.



**Information found on Slides #3-4.**

(Logos of various online social networking sites)



*In the 1990s people connected through online chat rooms and belonged to communities such as AOL (America Online) or eWorld. From that came Instant Messaging, which allowed people to talk privately one-on-one by typing messages to each other over the Internet. Eventually people began to connect on the Internet by creating online profiles on sites like MySpace and Facebook. People also began “blogging,” or posting online diaries on sites like Xanga. People can also share photo albums and pictures on Flickr and Photobucket. This is just a small sample of sites used for online socializing and networking.*





### Information found on Slide #5.

#### Online Social Networking

- Online social networking started with chat rooms and instant messaging in the 1990s.
- MySpace started in 2003; Facebook began in 2004 (on the Harvard campus).
- Networking later expanded to blogging and photo-sharing.
- Many sites integrate several of these aspects into one profile.



*In the mid-2000s MySpace and Facebook debuted, which allowed people to create profiles that included their names, pictures, and various other pieces of information about themselves. MySpace was started in 2003 and quickly became one of the most popular Web sites on the Internet. Facebook was created by a Harvard University student to help other students in the dorm connect with each other. After a large majority of the student population joined the site, it expanded to other Ivy League schools. Eventually many other universities joined and created their own networks; to join, one had to have an e-mail address that ended in “.edu.” It later expanded to high schools; eventually anyone with an e-mail address could join. At 24 years old, the creator of Facebook, Mark Zuckerberg, is the youngest billionaire in the United States.*

*Blogging gives people a chance to keep an online diary. This diary is public. People may start topic-specific blogs: their observations on parenthood, travel stories, a specific TV show, movie reviews. Other people just use their blogs to write, sometimes to vent.*

*Photo sharing allows people to post photo albums online. People are able to share pictures with friends and family across distances or store pictures from vacations or events.*



### Information found on Slide #6.

(Picture of a Facebook profile)



*This is an example of a Facebook profile. As you can see, the profile has the person’s name, picture, network, birthday, other friends, recent online activity, and comments made by friends on the “wall.” Across the top of the profile you can see several tabs. The “Info” tab includes information such as relationship status, education, religious and political views, education, favorite quotes, TV shows, books, movies, music, contact information, and a space to write other personal information. A person can provide as much or as little information as desired. In order to see someone’s Facebook profile, you must also be a member of Facebook. And, you must be a friend of that person, or a member of the person’s network to see his or her profile. Networks include things such as schools, cities, and companies. It is possible to limit access to your Facebook profile only to your friends.*

*Earlier we said that some networking sites integrate several aspects into one site. As you can see, Facebook has a tab for “photos.” People can add photos and create picture albums. It is also possible to “tag” friends in a photo. Once you are tagged, that photo will also show up on your picture page. It is possible to un-tag yourself so it no longer shows up on your photo page, but if other people are tagged in the picture it will still show up on their pages.*



Facebook also has a “status” line, where you can write a short message about what is going on at the moment. This is similar to the concept of “twitter.com.” Some examples might include, “NAME is so happy that the weekend is coming!” “NAME is not sure how I am going to get all of my homework done this weekend. ARUGH!!!” “NAME is basking in the Florida sun.”

Facebook also has a feature that is very similar to e-mail. A person can send a message to one person, or several people. If it is sent to several people, responses are made and a “thread” is started, similar to a discussion. Everyone who received the original message also gets the replies. Unlike wall posts, which can be seen by anyone who can see a person’s profile, messages are private between the individuals who sent and received them.

It is also possible to post Notes on Facebook. This is similar to posting a blog entry.

As if all of this wasn’t enough to stay connected, Facebook now has instant messaging. When logged on to your Facebook profile, there is a small tab at the bottom of the screen that allows you to see which of your friends are logged in to Facebook at the moment and send them a message, much like AOL Instant Messenger.

People can also plan their social lives on sites like Facebook and MySpace. It is possible to create and invite people to events, including social events or even larger events, such as Election Day or a certain day for a cause. Facebook and MySpace also allow you to join groups. These two features will be explored in more depth later in this lesson.



#### **Information found on Slide #7.**

(Picture of a MySpace profile)



This is an example of a MySpace profile. It is similar to a Facebook profile in several ways, but does have some distinct differences.

As you can see, a MySpace profile is laid out quite differently from a Facebook profile. However, much of the information is the same. A person is able to post “about me;” interests such as TV shows, movies, and music; educational information; and hometown. MySpace also has messaging and wall features similar to Facebook, and you can post pictures and videos on your profile.

MySpace is quite different from Facebook in several important ways. Facebook limits the amount of personalization you can do on your own profile layout. All Facebook profiles look similar and are laid out consistently. MySpace gives users the freedom to lay out their profiles in many different ways. A person can add background colors or pictures, write in a variety of fonts, even cause the cursor to become something other than an arrow. Videos and pictures can be posted in the information boxes. MySpace also has the option of having a song playing when you are logged on to a certain person’s profile. Some people have added a playlist, much like what they have on their iPod, to play when someone is looking at their profile. Another difference in MySpace and Facebook is accessibility. On Facebook, someone either needs to be a friend or part of your network to be able to have any access to your profile. MySpace allows anyone to see your profile, whether or not they know you or are in your network. It is even possible to see someone’s profile from the Internet if you aren’t a member of MySpace. However, MySpace does have options to limit who can and can’t see your profile.

Accessibility has its pros and cons. Several celebrities, especially comedians and musicians, have used MySpace as a free marketing tool for promotion. Some bands that struggle to find a label or recording contract also use MySpace to get their



songs heard by the public and to promote concerts and appearances. However, it is also easier to be contacted, and your information becomes much more public, if you do not limit who can see your profile.



**Information found on Slide #8.**

**Text Messaging**

- Became popular with teens as they started having their own cell phones
- Consists of short messages sent between two or more senders
- Have an additional cost, but packages can be added to cell phone plans



*Text messaging is perhaps the most popular way teenagers stay in contact with each other. Texts are short messages sent over cell phones. The sender uses the letters on the phone keypad to write the words. Text messaging is an additional cost to cell phone users. Many companies are now charging 20 cents per text message. However, text messaging packages are available to users who text frequently. It is estimated that almost one billion text messages are sent every day worldwide.*



**Information found on Slide #9.**

**How fast can you text?**

- "What are you up to?"
- "Practice is running late, please bring some food."
- "When and where is the 4-H meeting?"
- "I don't care, just let me know."
- "That's funny!"



*Texting uses the phone keypad as its keyboard. Using a number keypad, how fast can you text these messages?*

(Distribute "How Fast Can You Text?" handouts.)



**Information found on Slide #10.**

**What do these mean?**

- IDK
- ROTFL
- JLMK
- ;-)
- L8r
- JK





*Text messaging has its own language! To make things easier and reduce the number of key strokes, texters have created their own language out of symbols and acronyms.*

Answers:

- IDK= I don't know
- ROTFL= Rolling on the floor laughing (instead of "haha")
- JLMK= Just let me know
- ;-)= This is a winking smiley
- L8r= Later
- JK= Just Kidding



### **Information found on Slide #11.**

#### Blogging and Photo Sharing

- Blogs are similar to online journals.
- Blogs are sometimes specific, sometimes random.
- Xanga, Blogspot, and Twitter are examples.
- Photo sharing allows you to create a profile and post picture albums.
- Photobucket and Flickr are examples of photo sharing.



*Ever want to write your own column, or have something to say and want others to read it? A blog allows you to do those things. There are several ways blogs can be used. Some people use blogs as online journals, but everyone can read them. Other people have blogs devoted to specific themes of interest. Blogging profiles are created on Web sites such as Blogspot, Xanga, or Twitter (which is a "mini-blog.") We will explore later how blogs can be used for clubs.*

*Photo sharing allows you to create a profile and post photo albums. People use this to share pictures with friends and family, some of whom may be far away. Instead of making and sending photos, people can log on to a photo album and get the pictures they want for themselves. Photobucket and Flickr are examples. As we discussed earlier, many social networking sites have photo sharing available as a feature.*



### **Information found on Slide #12.**

Who uses this?

In a recent informal Ohio State study:

- 90% of students surveyed had Facebook
- 55% had MySpace
- 18% had Xanga
- 10% used another similar Web site
- Over 75% check their profiles at least daily; over 50% check several times a day





*How popular are social networking sites? MySpace has over 200 million profiles. Facebook claims over 110 million users. An Extension Educator in Ohio recently conducted a survey among college students at The Ohio State University. Ninety percent of the students surveyed had Facebook profiles; 55% had MySpace. Eighteen percent of the surveyed students blogged on Xanga, and 10% had profiles on similar social networking sites.*

*What is also of interest is how often people check their profiles. Over 75% of the students admitted to checking their profiles at least once a day. Of those students, 50% reported checking their profiles several times a day. Facebook.com and MySpace.com are consistently ranked in the top five most visited Web sites on the Internet.*



### **Information found on Slides #13.**

How it's used

- 68% had private profiles, 28% didn't, and 4% weren't sure
- 24% have added friends they have never met
- Over 60% admitted that they or a friend had posted something they would not want a parent, teacher, or future employer to see
- Most popular topics included friends, clubs/activities, and "extracurricular activities"



*We will discuss smart uses and dumb uses of social networking sites and access to profiles. To give you some background, students were asked about the access people have to their profiles. Sixty-eight percent of the students said that they have private profiles. This means that they have set their privacy settings so only the friends they approve may look at their profiles. However, 28% of students said they did not have private profiles. On MySpace, this means that virtually anyone can see at least portions of their profiles. On Facebook, this means that anyone in their network can see their profiles.*

*Twenty-four percent admitted to adding or accepting friend requests from people they don't know or haven't even met. As a friend, a person can see all of the information a person has posted on their profile. Depending on what you do or don't post, a complete stranger may obtain your phone number, e-mail address, home address, birthday, and pictures. In addition to this, over 60% of those surveyed admitted that they have posted something that they would not want a parent, teacher, or potential employer to see.*

*College students claimed that the topics most discussed on their profiles were friends, clubs and activities, and "extracurricular" activities.*



## Objective 2

Recognize benefits and dangers of technology.



### Information found on Slide #14.



*Social networking sites are not inherently bad. They are simply tools, and like any tool, when used properly, they can be very useful. However, when used improperly, they can be very dangerous and potentially cause harm.*



### Information found on Slide #15.

What are the benefits of these sites?

- Help youth find their personal identity
- Create a sense of independence
- Communicate with friends
- Gain a sense of belonging to a group



*Although social networking sites receive a lot of bad press, they do have many positives for youth. Obviously, this gives youth a chance to communicate with friends and may give shy youth a chance to reach out and make connections they might otherwise have difficulty making. Youth gain a sense of independence from their parents through the use of these sites, and this independence is good, but like all aspects of parenting, parents need to be active participants in these parts of their lives as well. Through social networking sites, youth have opportunities to find their identities and may try many different online personalities to help them figure out what identities really suit them. Through their interactions on these sites, youth often feel a sense of belonging, an important part of adolescent development.*



### Information found on Slide #16.

What are the benefits of these sites?

- Develop critical thinking and argumentation skills
- Find support from online peer groups
- Explore questions of identity
- Get help with homework
- Ask questions about sensitive issues they might be afraid to ask face-to-face
- Learn or gain new perspectives



*Through the use of these sites, youth have a lot to can gain. Youth have the opportunities to gain critical thinking and argumentation skills, find support from online peer groups, explore questions of identity, find homework assistance, and ask sensitive questions they might be afraid to ask otherwise. They can learn from their interactions and gain new perspectives*



from their experiences.



### **Information found on Slide #17.**

What are the dangers of these sites?

- Predators
  - Burglars
  - Identity Thieves
  - Sexual Predators
- Cyber-bullying
- Undesired Attention



*Let's now look at some of the dangers of these sites. The first thing that comes to mind for most people is predators. There are several types of predators that could be lurking on the Web. Burglars, identity thieves and sexual predators are just a few. However, it is important to note that some of the dangers are closer to home than you think. Cyber-bullying is always a possibility, and since size, speed, and strength do not come into play on the Web, anyone can be a bully and anyone can be a victim of cyber-bullying. Youth may also find that the pictures they put out on the Web, or the comments they posted brought them undesired attention, either positive or negative.*

### **Objective 3**

Share strategies to keep youth safe in cyberspace.



### **Information found on Slides #18-19.**

Keeping Kids Safe in Cyberspace

- Use the built-in Privacy Settings
  - First Line of Defense
- Only add friends that you already know
- That cute 14 yr old boy ... May not be 14 ... cute ... or a boy ...



*So, how do we keep kids safe in cyberspace? Well, for starters, make sure they are using the built-in privacy settings for these sites. They can limit it so that their friends are the only ones who see their information. In addition, by only adding friends they already know, no stranger has an easy way to bypass these privacy settings. One of the reasons you should NOT add a friend of a friend is that the friend might be adding anyone and everyone to his or her list and you run into issues such as the fact that the cute, 14-year-old boy may not really be 14, cute, or even a boy. If you don't know someone personally, you have no way of knowing.*





### Information found on Slide #20.

#### Keeping Kids Safe in Cyberspace

- Think before you post
  - Don't say anything online that you wouldn't say face-to-face.
  - If you put something out there, it's out there for good!
  - Several innocent pieces of information could lead strangers to your doorstep when they are sure you aren't home ... or worse ... when they are sure you are!



*It seems simple and silly, but think before you post! These sites are not your private journals; other people see what you put out there, and it can easily come back to hurt you. If you wouldn't say something to someone face-to-face, why in the world would you post it online? Most importantly, several innocent pieces of information could be big trouble for you and lead a stranger to your front door.*



### Information found on Slide #21.

(Picture of a family in front of their house)



*This is a perfect example of a picture that could provide someone with a lot of information! Not only do you know that this is a house that holds a family of four, but if you look closely, you know the street address for the family's house. If the profile includes their hometown, or even school name, they have just told anyone that looks closely exactly where they live. From there it can easily get worse.*



### Information found on Slides #22-23.

- Now, imagine you post your status as:
  - “Headed to Disney World for an awesome spring break vacation!”



*This tells someone you aren't going to be home for at least a couple of days. Or, to put it another way, (flip to next slide) you just told anyone that looks at your profile, “We're not home!”*



### Information found on Slide #24.

- To steal your identity, only three pieces of information are needed:
  - Your full, legal name
  - Your birth date
  - Your Social Security Number
- Facebook can easily give someone two of these three pieces of information.





*If you didn't know this, you should hear it now. It only takes three pieces of information to steal your identity: your full, legal name; your birth date (month, date, and year); and your Social Security Number. Facebook, without privacy settings, gives two of these pieces of information to anyone who wants to take a look. Do yourself a favor and use the privacy settings!*



#### **Information found on Slide #25.**

- Think about the repercussions of what you post not only today, but tomorrow.
- Who might be looking at your page?
  - A potential employer?
  - A college admissions office?
  - Your boyfriend or girlfriend's parents?
  - The prosecuting attorney or judge?



*Even though it is difficult to think about for many youth, what they post could have serious repercussions in their professional, academic, and social lives. Many employers and admissions offices are looking at applicants' pages to see what additional information they might be able to gather. There are lots of stories of people not getting jobs or not getting accepted to universities because of what is on their profiles. Even more difficult to deal with is your significant other's parents finding your profile and seeing something that might be embarrassing or disturbing to them. The latest trend is for prosecuting attorneys to look up offenders' Facebook and MySpace pages.*

*In one case recently listed on [cnn.com](http://cnn.com), a young man was responsible for a drunk driving accident that injured the other driver. As part of the sentencing process, the prosecuting attorney looked on the offender's Facebook. The attorney found images of the man after the incident (while the injured party was still recovering in the hospital) dressed in a Halloween costume as a prisoner with the words, "Jail Bird," across his back, while drinking and partying with his friends. Due to these pictures, the judge decided this young man did not feel remorseful for his crimes and was sentenced to the maximum term.*



#### **Information found on Slide #26.**

- Most importantly:
  - Never meet in person anyone you met online!



*If you only know someone from an online profile and you don't know them personally, you should never meet them in person. This can lead to a very dangerous situation!*



## Objective 4

Identify strategies for using technology.



### **Information found on Slides #27-28.**

How can we use this in 4-H?

- Create profiles or groups for the club.
- Keep members up-to-date in a blog.
- Text members if there is a change in the meeting.
- Share photos of events or meetings with members and families.



*There are several ways that a club leader can use a social networking site in the 4-H club.*

*Consider setting up a profile or group on MySpace or Facebook for your club or event. You will be able to post messages and announcements about the club happenings. It is possible to control who can access this information.*

*A blog is another way of posting announcements, and can usually be viewed by anyone without having to join a site (such as Facebook and MySpace.)*

*In addition to posting announcements or communications, pictures from events or meetings can be posted and shared with everyone in the club. This makes it easy to get pictures out to a large number of people who can pick and choose the ones they may want to reproduce.*

*Sometimes the best way to reach teenagers is through texting. Consider asking for some of your club members' or their family members' cell phone numbers and text them in case there is an emergency, such as a meeting cancellation.*



### **Information found on Slide #29.**

(Picture of Tipton County 4-H Junior Leaders Facebook group page)



*This is an example of a 4-H Club Facebook group page. As you can see, the next meeting date is posted in “Recent News.” The Wall allows people to share ideas for the club, post information, or start conversations related to the club. If you look at the right, you can see that it is possible to message all members in case there is an announcement. You might also notice that this is a “Closed group.” This means that the administrator (the person who created the group, likely an Extension Educator, club officer, or club leader) can restrict people from accessing information on the page or sabotaging the wall posts.*





### **Information found on Slide #30.**

(Picture of Allen County, OH, Fair, MySpace Page)



*This is another example of a profile. This is for a 4-H fair in Ohio. The Extension Educator has access to the page and can post pictures, announcements, events, or schedules of the fair events. This particular page has announcements of the new Junior Fair Board members. Since the membership on MySpace is not limited to individuals, the Allen County Fair has Ohio 4-H, other county fairs, the local police department, and local radio stations listed as friends, as well as 4-H members and families.*

*Of course MySpace allows blogging and photo sharing, so people can visit the page and see pictures from the fair or read about what happened each day.*

*The main thing to remember on blogs, profiles, or other forms of social networking is to keep things up-to-date, and be aware of what is currently posted. It doesn't do your club members much good to visit the site looking for the next club meeting when it hasn't been updated for several months.*

## **Discussion Questions**



### **Information found on Slide #31.**

Discussion and Questions

- Are you aware of what is on your child's online profile?
- Do you know what information can be posted on a profile?
- Are you familiar with the privacy settings?

## **Conclusion and Quiz**



### **Information found on Slides #32-33.**

Distribute the "Technology and Social Networking" Quiz questions provided as a handout. (Answer key is provided as a separate sheet.)

Review the references provided on Slide #33.

Distribute the "Technology and Social Networking" fact sheet for volunteers to use for future reference.

Thank the volunteers for their participation.

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## How Fast Can You Text?





- KEY -

## “Technology and Social Networking” Quiz

1. What is “blogging”?

b. An online journal

2. Which of the following are offered features on MySpace and Facebook?

e. All of the above

3. Three things are needed for someone to steal an identity. Name two that might be provided on an online profile.

Full name and birth date (Social Security Number is the third piece of information)

4. True or False: When used responsibly, online profiles, blogs, text messaging, or photo sharing can enhance a 4-H club.

True!

