

How Social Media Connects Georgetowners

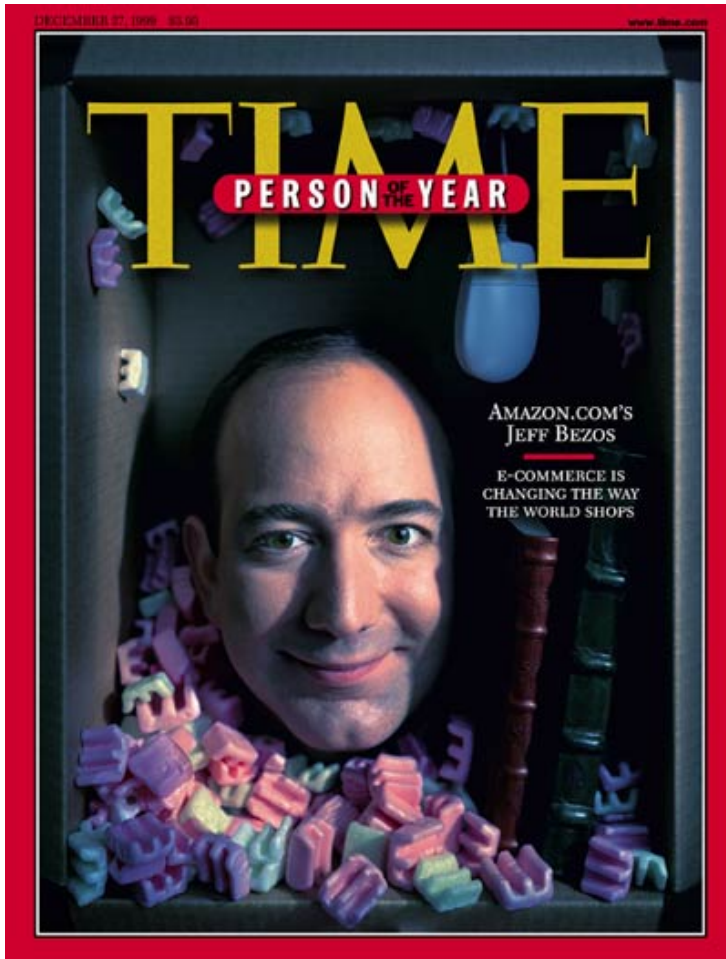
What you're missing if you
don't jump on the
bandwagon.

Debbie Weil
Founder & CEO
Voxie Media

March 19, 2012



What “Normal” Internet user looked like in 1999



- Male
- white
- college-educated
- dial-up connection
- email
- search via AOL portal
- chat rooms

* Lee Rainie & Pew Internet Research
www.pewinternet.org

On the Internet, nobody knows you're a dog



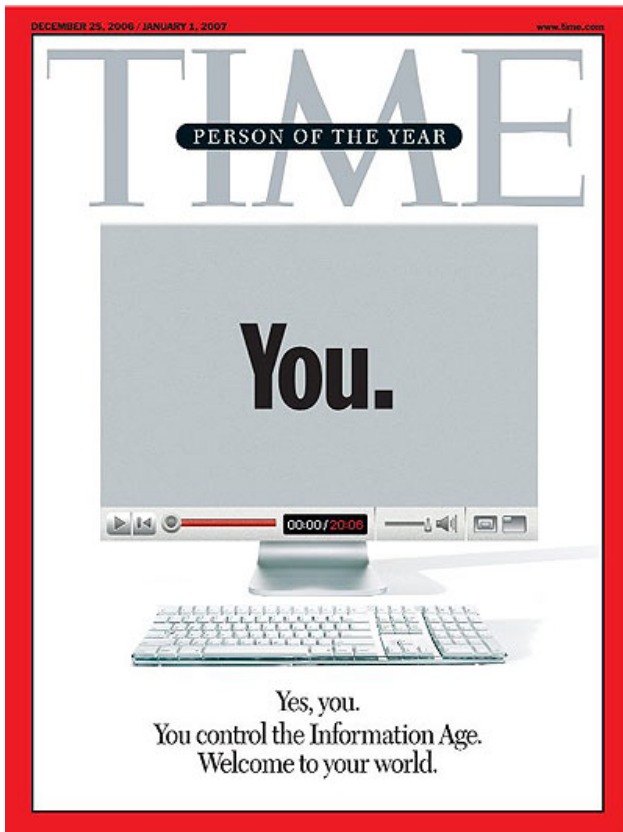
"On the Internet, nobody knows you're a dog."

... now everybody knows you're a dog

"On Facebook, 273 people know I'm a dog.
The rest can only see my limited profile."



What new “Normal” looks like



- 2/3 online adults using social media
- broadband access
- mobile
- apps (travel, movies, restaurants, weather)
- gender parity
- older generations rapidly adopting
- email not dead
- search (news, health info, finance)
- creating content (photos, videos blogs)

2/3 OF ONLINE ADULTS ARE USING SOCIAL MEDIA

“Great”

“Awesome”

“Convenient”

“Interesting”

“Useful”

“Informative”

*What majority of users say about their experience.

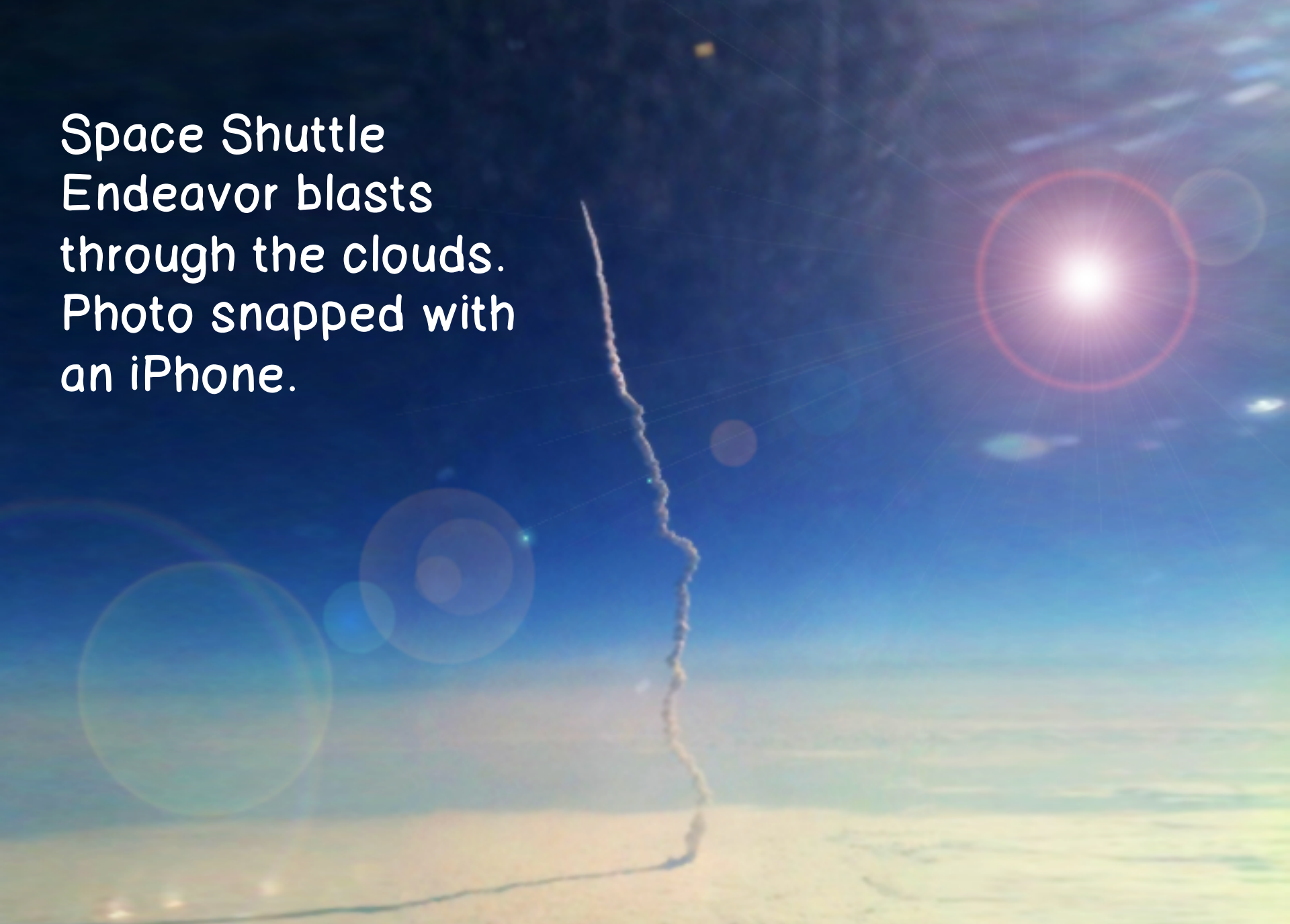
Pew Internet Study: “Older Adults and Social Media”

[http://pewinternet.org/
Presentations/2011/Oct/Older-
Adults-and-Social-Media.aspx](http://pewinternet.org/Presentations/2011/Oct/Older-Adults-and-Social-Media.aspx)

“Older people don’t use the Internet much differently except they use longer sentences and spell things properly.”



Space Shuttle
Endeavor blasts
through the clouds.
Photo snapped with
an iPhone.



What a blog looks like



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Steve Case and “the second Internet revolution”

MARCH 18, 2012



Interviewing Steve Case at VERGE DC

Steve Case is having a pretty good second act.

Case, as you surely remember, led [America Online](#) to glory and riches during the Internet boom. The first Internet firm to go public, AOL was the best performing stock of the 1990s, with a 11,616% (!!) return. That put the upstart in a position to acquire media giant Time Warner, in the largest merger in business history, and one of the most ill-fated.

Case, who is 53, is back, and he's busy, as the chairman and CEO of [Revolution](#), a company that “invests in people and ideas that can change the world;” as chairman of the [Case Foundation](#), which is mostly run by his wife Jean; as chairman of the [Startup America Partnership](#), a nonprofit that supports startups in a variety of ways, and as a member of the [President's Council on Jobs and Competitiveness](#), which has him advocating bipartisan legislation to make financing for startups easier.

What ties all those interests together is Case's belief that entrepreneurs are the “secret

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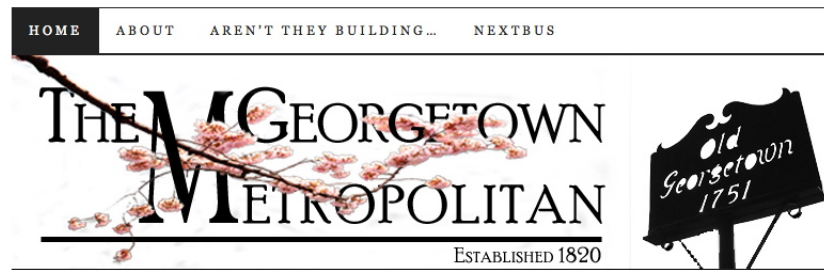


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What a blog looks like



MARCH 19, 2012

The Georgetown Metropolis



Tudor Place

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MARCH 19, 2012

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John Hagel

Co-Chairman at Deloitte Center for the Edge Studied Business Strategy at Harvard Business School Lives in Burlingame, California From Berlin, New Hampshire Born on September 14, 1950



Write Post

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Write something...

Edward Harran

I cannot wait to watch this. On the road is in my top 10 books that changed my life. (h/t to my fellow beatpoets John Hagel Jason Silva whose never ending well of inspiration keeps me mad. :P)

<http://www.youtube.com/watch?v=C3imU3d8yfg>



"On The Road" (2012) – Official Movie Trailer
www.youtube.com
Official trailer for "On The Road", the new movie coming out in 2012!

View Post · 7 hours ago ·

John Hagel

"Success is great for the ego, and failure is great for success." – Helena Chari

Like · Comment · 7 hours ago near Burlingame, CA ·

Ralf Lippold and 11 others like this.

Justine Musk Perfect.

7 hours ago · Like · 2

Rahul Bhandari Ego is great for success, and success is great for failure.

5 hours ago · Like · 1

Write a comment...

John Hagel

Can't wait to see this – the official trailer for the movie based on Jack Kerouac's On the Road (h/t to Jason Silva)



Official movie trailer On The Road 2012
www.dailymotion.com
The official trailer to "On The Road" movie starring: Garrett Hedlund, Sam Riley, Kristen Stewart, Amy Adams, Tom Sturridge, Alice Braga, Elizabeth Moss, Danny Morgan, Kirsten Dunst and Viggo Mortensen. Directed by Walter

debbie weil

John Hagel explains his Facebook page

On my Facebook wall, you will find me – all dimensions of me. Many people participate in social media by compartmentalizing themselves... I did that through most of my life – carefully guarding the compartments and always worried that someone might find out about one of the hidden compartments.

Use hashtags to find topics on Twitter



#cherryblossoms on Twitter

**Futurist
Ray Kurzweil
speaking at
SXSW
Interactive
3/12/12.**



"A kid in Africa with a smartphone has access to more information than the President of the U.S. had 15 years ago."

Ray Kurzweil speaking at SXSW



"You can start world-changing revolution with the power of your ideas and the tools that everyone has."

What comes after blogging?



<http://www.nytimes.com/2012/03/18/sunday-review/the-way-we-read-now.html>

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NEWS ANALYSIS

The Way We Read Now



Jeffrey Fisher

By DWIGHT GARNER
Published: March 17, 2012

THE case against electronic books has been made, and elegantly, by many people, including Nicholson Baker in The New Yorker a few years ago. Mr. Baker called Amazon's Kindle, in a memorable put-down, "the Bowflex of bookishness: something expensive that, when you commit to it, forces you to do more of whatever it is you think you should be doing more of."

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weil

e-books are for
grownups.

"Amazon's
Kindle is the
most intimate
of the devices."

**Social media
and the
Internet as a
force for good**

Computer technology is democratizing society by empowering anyone with creativity and ideas to publish and persuade.

**Are you
optimistic or
pessimistic
about the
future of
technology?**

Turn to your neighbor and take turns asking each other this question. Listen carefully to the answer.

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