Hello, World!
What is Social Networking Service?
What is Social Networking Service?
<Munch, The Scream>
TMI (Too much information) syndrome

- Memory problems
- Inability to concentrate
- Poor judgment
- Seeing only the negative
- Anxious or racing thoughts
- Constant worrying
- Moodiness
- Irritability or short temper
- Agitation, inability to relax
- Feeling overwhelmed
- Sense of loneliness and isolation
- Depression or general unhappiness
- Aches and pains
- Diarrhea or constipation
- Nausea, dizziness
- Chest pain, rapid heartbeat
- Loss of sex drive
- Frequent colds
- Eating more or less
- Sleeping too much or too little
- Isolating yourself from others
- Procrastinating or neglecting responsibilities
- Using alcohol, cigarettes, or drugs to relax
- Nervous habits (e.g. nail biting, pacing)
What is Social Networking Service for?

<Abraham Maslow's hierarchy of needs>
Where is Social Networking Service placed on?

<Abraham Maslow's hierarchy of needs>
What is the meaning of Social Networking Service?
What is the meaning of Social Networking Service?

Industrial Era

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Information Age

Information

Money Power = The power of Information

Producer = Prosumer

Consumer = Productive consumption

Desire to purchase

Desire to purchase

= Production Needs

CAPITALIST SOCIETY
* Behavior = Immediate Consumption

- See
- Check
- Touch
- Pull/Push
- Grab
- Like
- Addicted
- Hate
Our life Market Place
Second life Market Place
How about Facebook?
* Behavior = Immediate Consumption

- See
- Check
- Choice
- Being a friend
- Like
- Addicted
- Hate
- Giving my information
- Share my properties
Facebook life Market Place
Facebook life Market Place
Show me the money!

https://www.facebook.com/suhyunkim0110