

Good day, ladies. Thank you for those of you who were able to join us yesterday for the first seminar of Shirley's 41st year of Learning for Life. Wow!

Owen and Pablo, I think, gave us beautiful ways to begin to think about the media landscape and its potential transformations.

As Owen discussed his concept of omni-intermediation, I am reminded that while many of us know what Facebook is, we might not all be active in this social network or some of the others that were mentioned today. For those of you who would like details, I've included my version of a social media primer at the very end of this email. It's short on details--in an attempt to, well, be brief--but I hope helpful if there are channels with which you are not familiar. I'm happy to discuss any of these further online or off. Please keep in mind that the quality and content of any social media channel is, in part, determined by whom you choose to follow. I hear my mother warning, "Choose your friends carefully."

What Owen and Pablo set up for us are the concepts of attention, convenience, interest and context. While they focused on journalism, we know that the media landscape is much more diverse than this. You will hear about these concepts again next week with Jeremy Birnholtz and Alexis Lauricella but now in non-journalism content. Jeremy is an expert in how people interact online. I think he may even introduce us to some more social media channels than we discussed today. Alexis will stimulate us to consider how children learn from media. Okay, there might be a little journalism but much less than you heard about today.

Jeremy and Alexis have provided three readings for next week. They are on our website, nulearningforlife.org (password: media2016).

See you next Wednesday.

We are learning for life, rdm

Social media primer

Facebook is the most ubiquitous, of course, and you learned quite about it from Owen's reading and his presentation. Because it is the most widely used social network, Facebook hosts an array of content.

Twitter prizes brevity. Posts are 140 characters or less. You will see the posts of the people you follow in real time. Much of the media elite and on Twitter and this is a common place to see breaking news.

LinkedIn is a professional networking site. I encourage everyone to join LinkedIn even if they aren't looking for a job or looking to hire someone. It is a network and its value is that you may know people who should know each other--say because of mutual interests in business or philanthropy--and they will be able to find each other through you, usually without you doing anything at all.

Instagram is a photo-based social media channel. Its hallmark are filters that allow you to make your iPhone snapshots look like they were taken by a professional. Images here are polished and carefully curated, and for this reason scrolling through Instagram can be a bit like reading a glossy lifestyle magazine. Admittedly, Instagram is my guilty pleasure. I follow chefs, fitness professionals and friends here.

Snapchat, as Owen explained, is designed to be ephemeral. Pictures you send or are sent only last for two views, although people may screenshot what you send them. Media companies have begun to enter this space, where so many young people are today, with Snapchat Stories. They tend to be brief and lifestyle content is the most popular here. Remember Pablo's daughter getting her "news" from Cosmopolitan on Snapchat Stories!

WhatsApp is a messaging application, similar to texting, but allows you to use the Internet instead of your mobile provider to communicate. That means it can be helpful when you're traveling internationally and are off your provider's network. WhatsApp is popular with young people across the globe.

Pinterest is a virtual pin board. You pin images that inspire you and may follow the boards of others. Because it's a visual medium, Pinterest is popular for home decorating, fashion, party planning and recipes.

YouTube is a video sharing site and there's so much content here, I couldn't begin to give you boundaries on it. Any topic, try searching for it on YouTube. You will find things you cannot imagine. How to's, news, educational pieces, documentaries and the list goes on. This is a great place to go if you need an explainer about something you just don't understand when you read it.

Think about Owen's example of using a defibrillator. I've used YouTube to learn how to tie my husband's bow tie!

Google+ is similar to Facebook but much smaller. What's unique by comparison to Facebook is that you may create groups on Google+ and communicate different messages to different groups.