

Facebook as a New Layer of the Internet

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The Layer Structure of the Network

Internet protocol suite

1. Link Layer: ARP/InARP NDP OSPF Tunnels L2TP PPP
MAC **Ethernet** DSL ISDN FDDI DOCSIS
2. Internet Layer: **IP** IPv4 IPv6 ICMP ICMPv6 ECN IGMP IPsec
3. Transport Layer: **TCP** UDP DCCP SCTP RSVP
4. Application Layer: BGP DHCP DHCPv6 DNS FTP **HTTP**
IMAP IRC LDAP MGCP NNTP NTP POP ONC/RPC RTP
RTSP RIP SIP SMTP SNMP SOCKS SSH Telnet TLS/SSL
XMPP

From Unilateral to Bilateral Communication

1. email, IRC, WWW
2. Web 1.0 → Web 2.0
3. participatory culture, threshold of participation (H. Jenkins)
4. New new media (P. Levinson): blogs, Facebook, Youtube, Digg, Twitter, MySpace, SecondLife, Wikipedia
5. wisdom of crowds (J. Surowiecki)

Facebook as a new layer (M. Jagodziński)

1. Types of content
 - 1.1 profile, fan-page
 - 1.2 FB application
 - 1.3 social plugins, embedded FB content
2. Facebook Connect

Many Faces of Facebookization

1. facebookization
 - 1.1 of
 - 1.1.1 twitter (mutual content embedding)
 - 1.1.2 yahoo (3rd part applications)
 - 1.2 wisdom of crowds → wisdom of friends (M. Zuckerberg)
2. contextualization of the Internet
3. Social Proof Principle (R. Cialdini)

High and Low Context

1. high and low context (E. Hall)
2. telegraph & orchestra (I. Winkin)

Next Step to the Global Village?

1. 32% students on campus recognized in 3 s. (Shaw, 2012)
2. 72% of Facebook users accept invitations from strangers (Lemieux, 2012)
3. “Facebook is now a corporate necessity” (Snell, 2010)

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Jakub Górnicki

Cała prawda o Formuła 4.0 — with Anna Górnicka at Galeria Krakowska.

Album: Mobile Uploads

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How to Fight a Big Corporation II



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Marcin Gruszka Rzecznik Prasowy Play

W nawiązaniu do dzisiejszych wydarzeń - happy end.

Album: Timeline Photos

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