

# The Micro-Sociology of Networks



David Armano, VP Experience Design, Critical Mass // [criticalmass.com](http://criticalmass.com)  
Logic + Emotion // [darmano.typepad.com](http://darmano.typepad.com) // Twitter @armano



this isn't the story



this is



"technology  
changes,  
humans  
don't."

- deb schultz

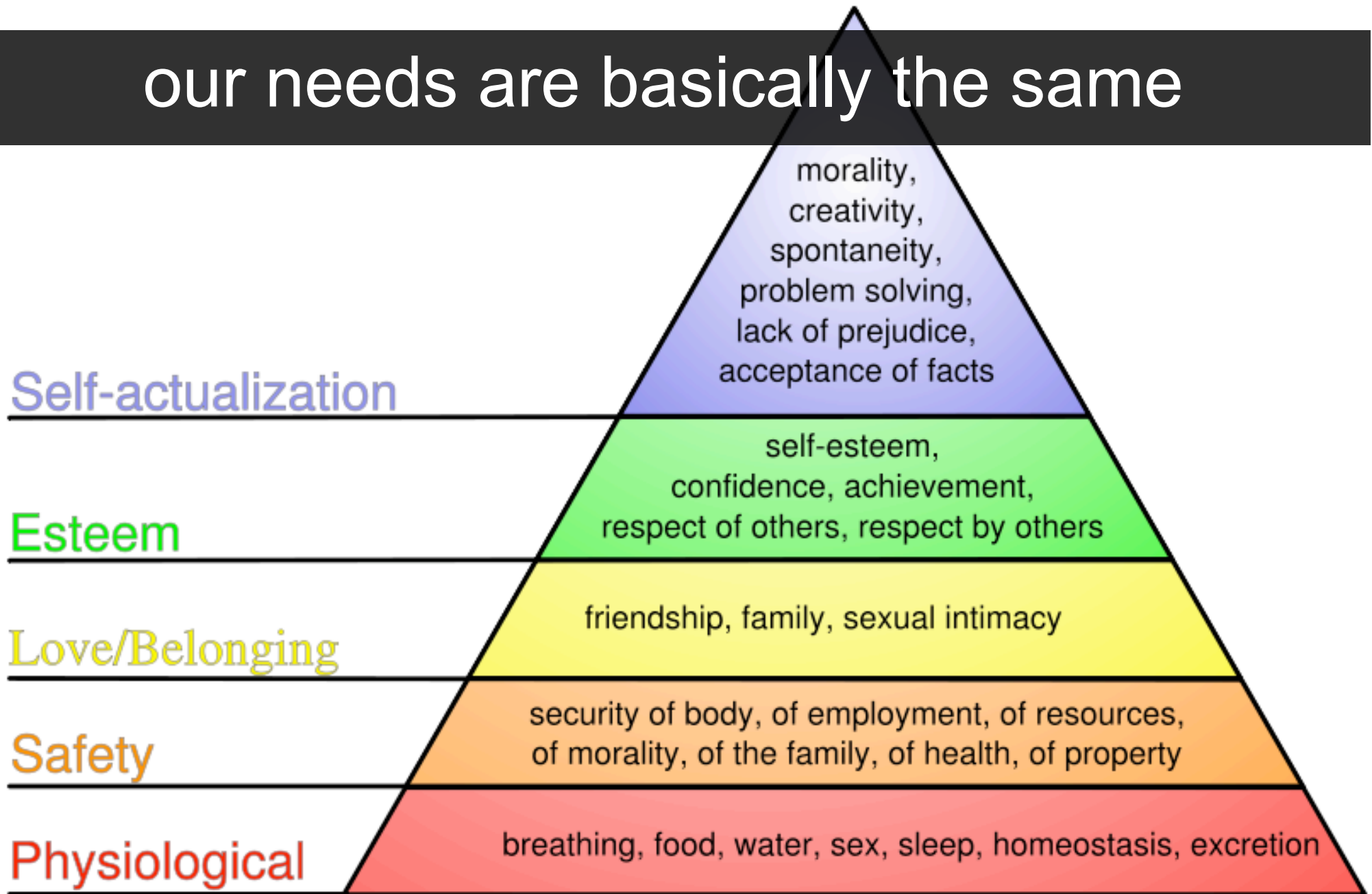


©hugh

mostly true


Human nature doesn't change.  
Human **behavior** does.

our needs are basically the same





technology doesn't make us social



it influences our behaviors

Dover sole; U.S. and Canada  
caught (GREEN) few  
environmental concerns;  
management has improved  
significantly

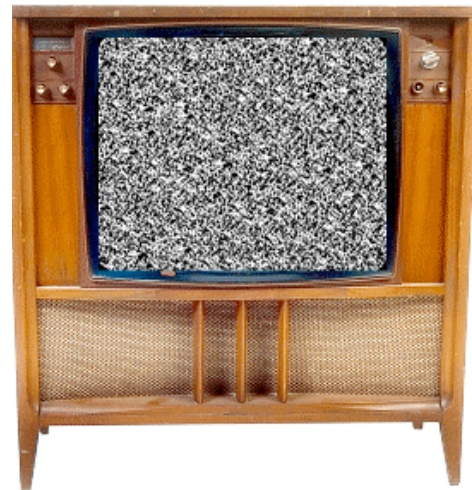
media is micro



print



radio



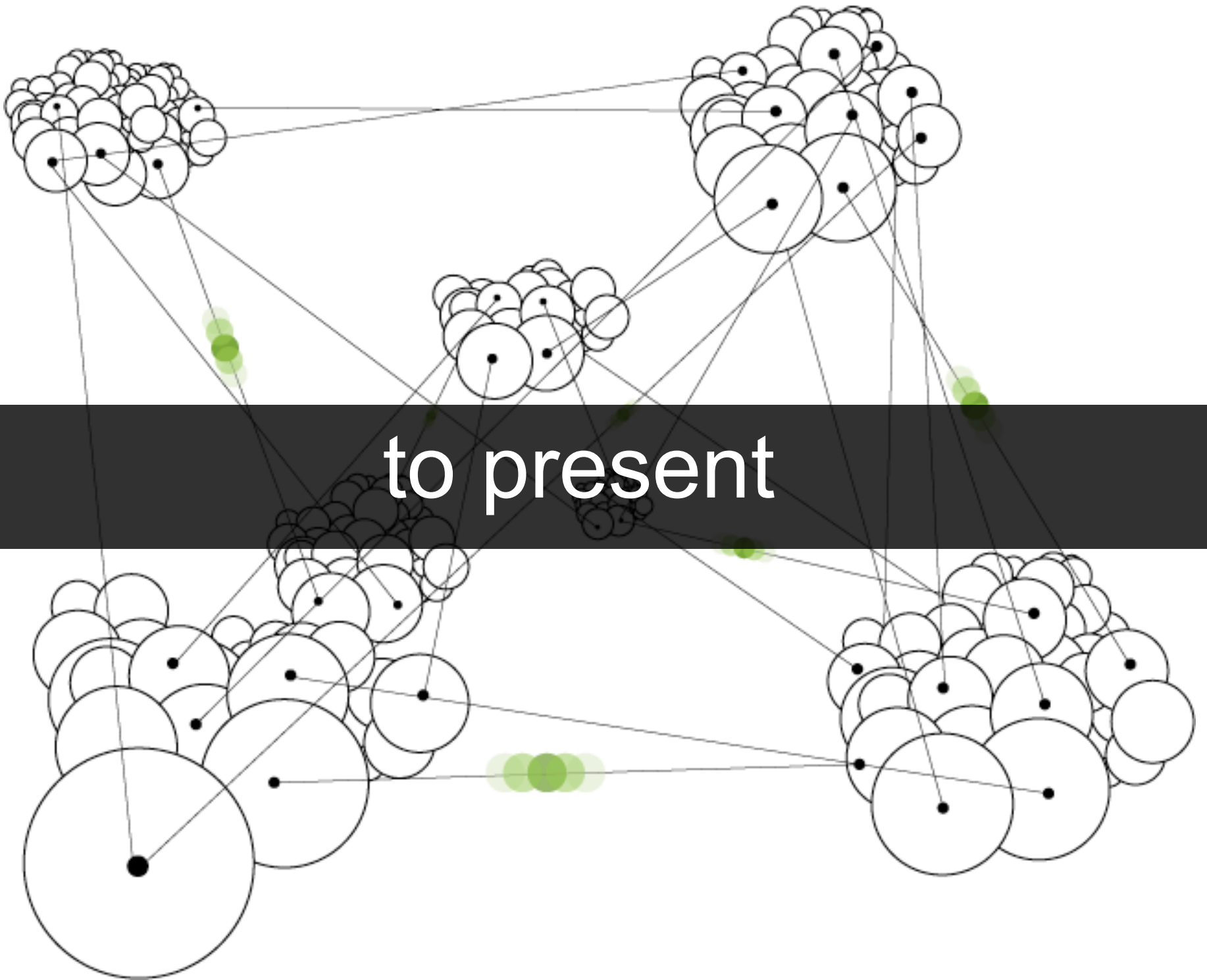
broadcast



digital

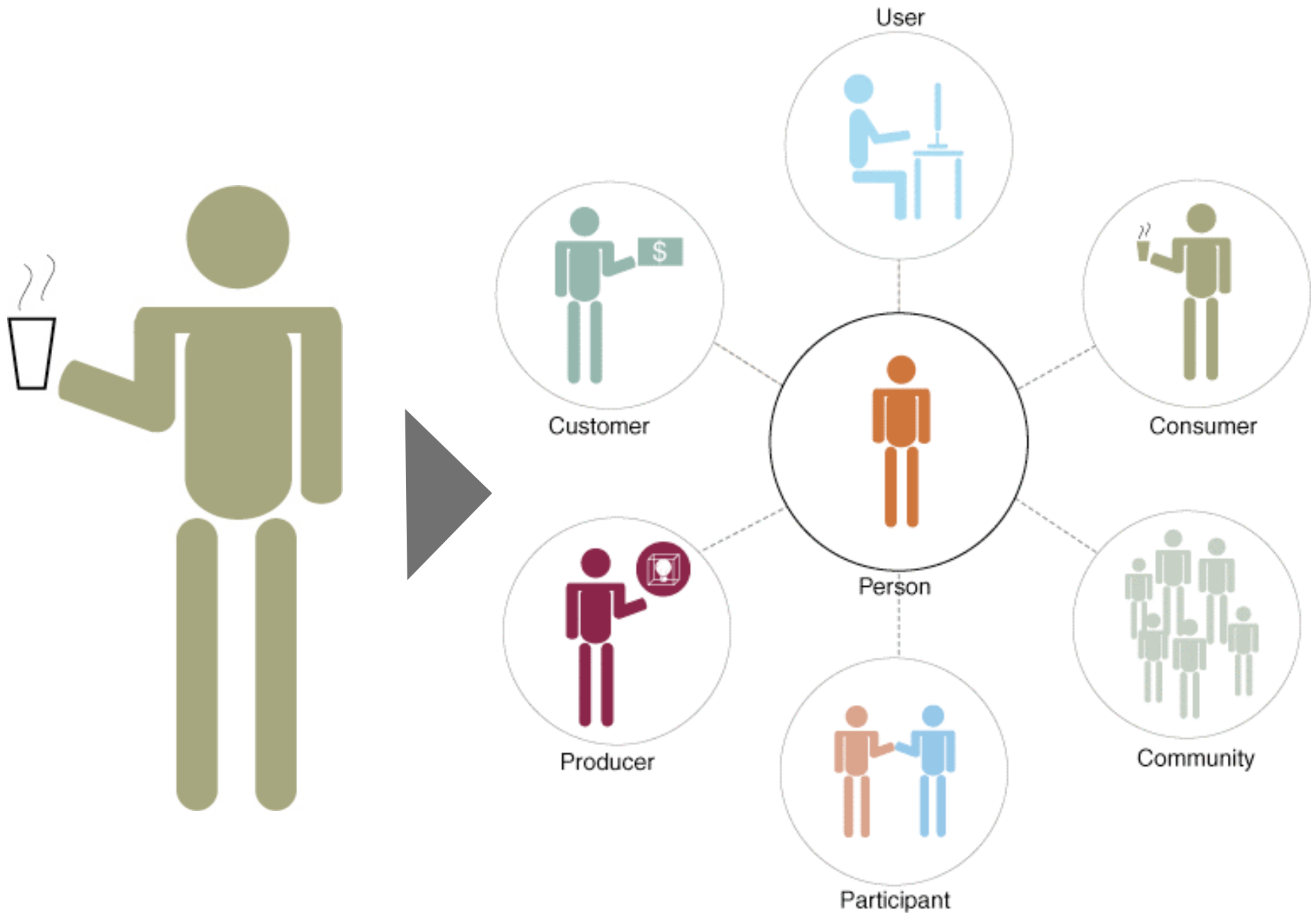
from past revolutions

to present



how has our  
behavior been  
**influenced?**

# we stopped consuming media

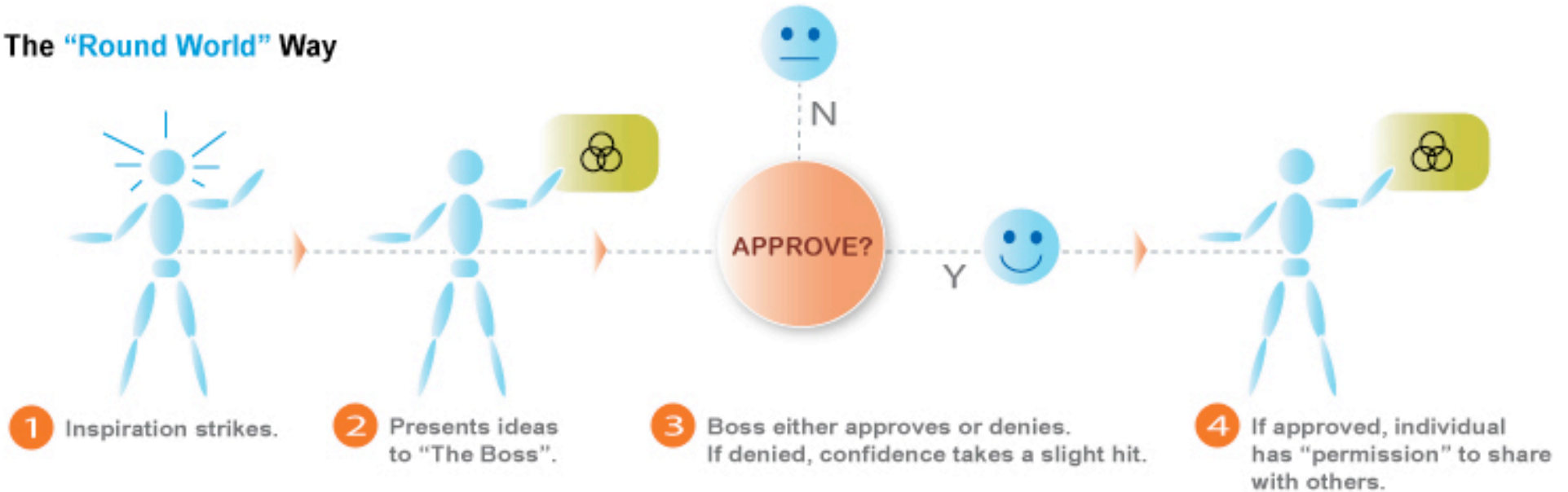


and started producing it



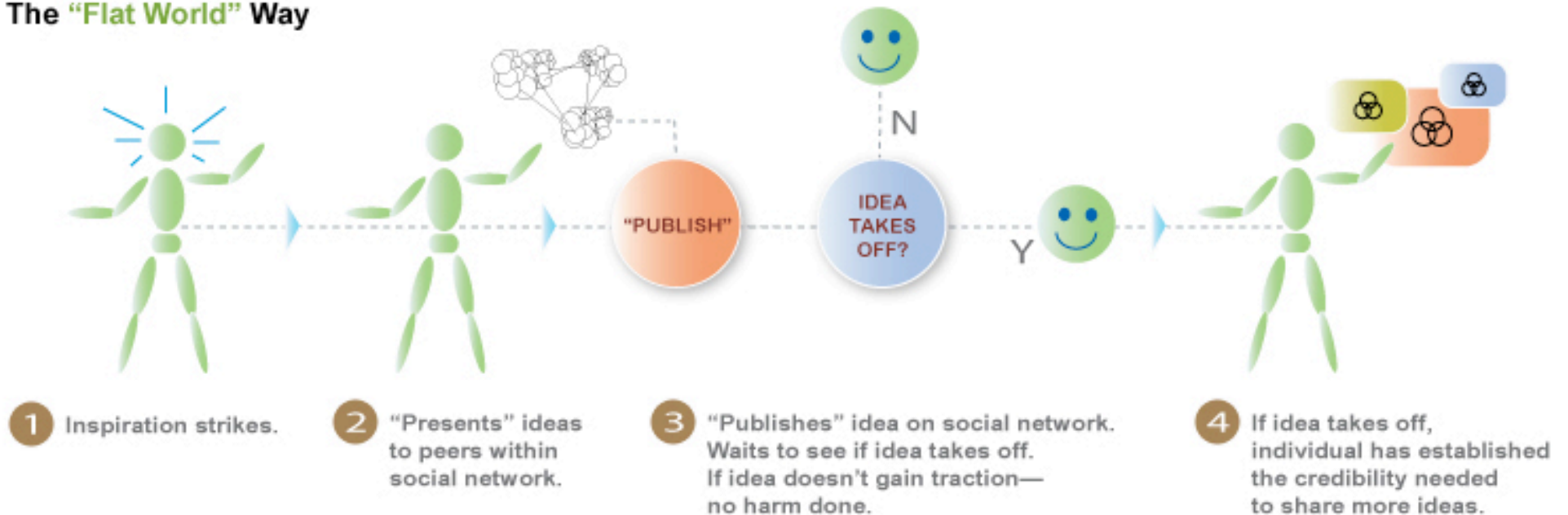
YouTube

## The "Round World" Way



we're sharing our ideas openly

## The "Flat World" Way





## Give Each Blog Post a Pretty Face With Flickr

FEBRUARY 28, 2009 - 32 COMMENTS



I was asked by a friend on Twitter where I got all the pictures that I use for my blog posts (like the one you see in the top left of this post). The answer is that I get them off Flickr. But there's more to it than that. Here's a quick run-through of how I use photos on this site, and some more about Flickr.


### First, A Note About Creative Commons

The photos that I use on Flickr for this blog are licensed to be used under [Creative Commons](#). That means there are some rules to using them, but if you abide by the rules, you can use them. (More on [Creative Commons](#).) There are multiple rules for these photos. I use the least restrictive photos, found by searching using [this link](#), which will give you any photos posted by people who simply want credit attributed to them for their work.

### Attribution

First off, this post by Steve Garfield should be required reading. He's right that Flickr's system needs some tidying up. That said, I'll write from the perspective of how I've been using photos and how I attribute them.


The word "attribution" in this case means giving credit to a person for their work. The photo above was taken (or at least posted) by someone who goes by the name M@rg. If you note above, I've made the photo clickable, such that it takes you directly to the person's Flickr page. Further, skip down to the bottom of this post, and you'll see an italicized area where I point out the photo credit.

 Get the blog sent to your inbox by entering your email address:

SUBSCRIBE

19780 readers  
BY FEEDBURNER

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### GET THE FREE EBOOK!



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### ABOUT CHRIS

Chris Brogan advises businesses, organizations, and individuals on how to use social media and social networks to build relationships and deliver value. You can reach him at:



[blog at chrisbrogan.com](mailto:blog@chrisbrogan.com)

### MORE RECENT ENTRIES

- Boarding Party
- It's All About You
- Build Blog Posts Like Building Blocks

My iPhone Reads Your Blog Posts

### UPCOMING EVENTS

March 13  
South By Southwest (SXSW)  
Interactive Co..... @ Austin  
Convention Center

March 17  
SXSW (mt) Media Temple  
Interactive Closi..... @ La



and giving away our secrets

# Social Systems



we're building our personal brands



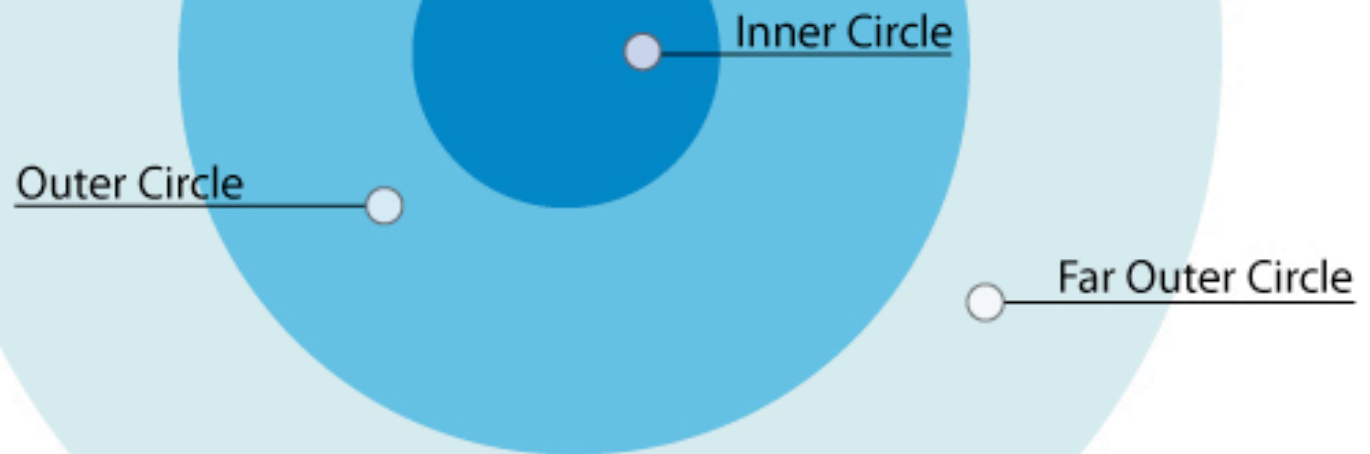
and becoming micro-celebrities



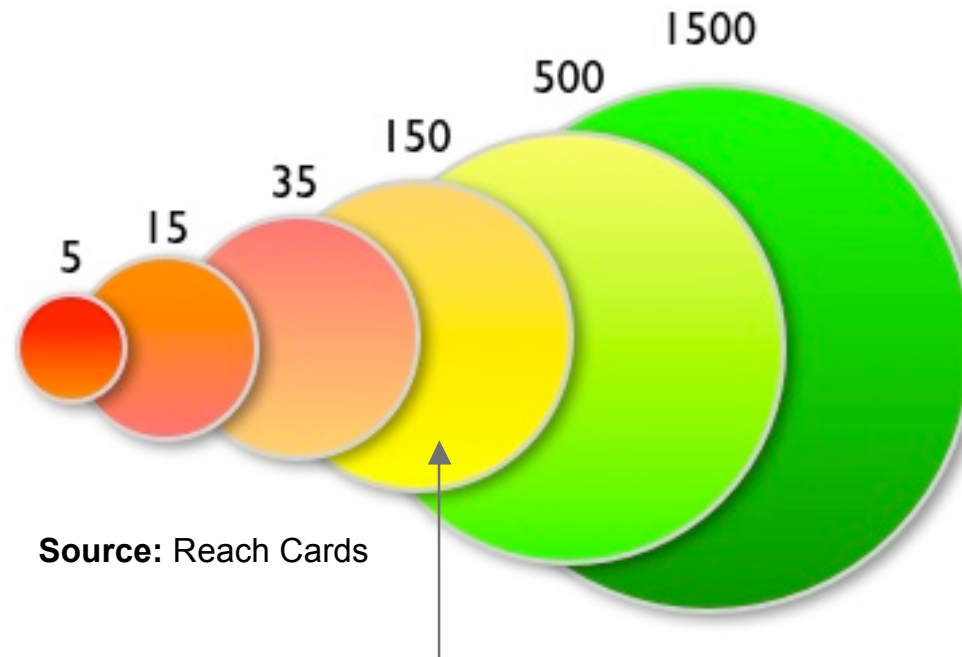
while celebrities become more like us

# Social Circles

our social circles expand



# from intimacy to ambient intimacy



**Robin Dunbar's threshold of maximum number of individuals**



“Ambient intimacy is about being able to keep in touch with people with a level of regularity and intimacy that you wouldn't usually have access to, because time and space conspire to make it impossible.”

~Leisa Reichelt

All Friends

Find people you know on Facebook »

Friend Lists

- All Friends
- all
- Limited Profile
- Make a New List

Invite Friends

Invite friends to join Facebook

Showing: Status Updates Recently Updated Phonebook Everyone Search Friends

Show: Choose an option...

You have 1277 friends. 1 2 3 4 5 6 7 Next

**Carlos Abler** In fact I really think you should actually BE the Indigo Girls. If you don't mind.  
Photos and Status  
Profile updated on Thursday

**Chris Abraham** is hanging out working from Peregrin Espresso in Eastern Market, Washington, DC.  
Photos, Status and Pages  
Profile updated 7 hours ago

**Roberto Achenza** legge Wired (abbonamento arrivato in ritardo!!!)  
Links, Status and Pages  
Profile updated 9 hours ago

Pbmai Ad

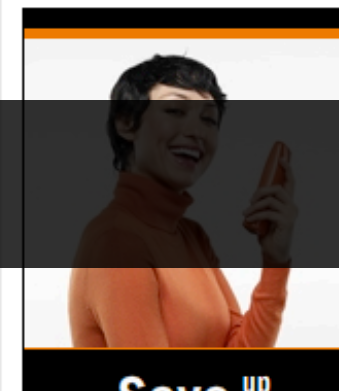
**Charles Adler**

Advertise

Predictive Online Media



IPN is a clickstream targeted predictive ad network. We find shoppers for your brand, competition or anyone in the same category.



as we manage our "friends"

- Home
- Groups
- Profile
- Contacts**
- Inbox (344)
- Compose Message
- Messages (50)
- InMail (18)
- Introductions (21)
- Invitations (56)
- Profiles (4)
- Q&A (95)
- Jobs (83)
- Recommendations (15)
- Group Messages
- Group Invitations (2)
- Applications

**David**  
Armano

VP, Experience Design

What are you working on?

**Connections**

Show contacts with new connections Advanced Options

Showing 32 of 901 connections. 13 outstanding sent invitations

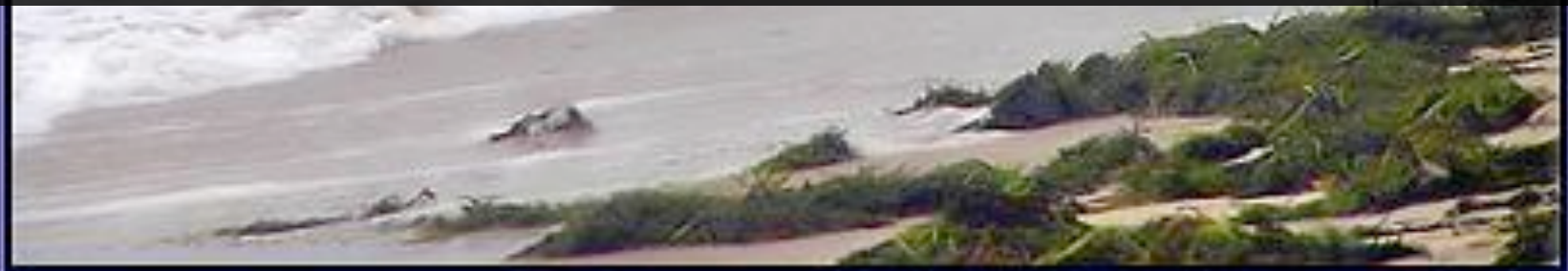
A	<b>Abbate, Donna Marie</b> donnamabbate@optonline.com View & edit details »	Recruiter	500+
B			
C			
D			
E	<b>Abbott, Scott</b> scott@markersseven.com View & edit details »	Creative Director at Marker Seven	28
F			
G			
H	<b>Abraham, Chris</b> cja@well.com View & edit details »	President and COO, Abraham Harrison LLC	500+
I			
J			
K	<b>Achenza, Roberto</b> robbyachenza@hotmail.com View & edit details »	Art Director	54
L			
M			
N	<b>Acosta, Omar</b> omar@scartissue.tv View & edit details »	Creative Director	395
O			
P			
Q	<b>Adler, Charles</b> cadler@gmail.com View & edit details »	Creative Director / Interaction Designer	431
R			
S			
T			
U	<b>Adwent, Maciej</b> maciekadwent@gmail.com View & edit details »	Senior Associate, Software Solutions, Kneebone	124
V			
W			
X			
Y	<b>Agresta, Stephanie</b> stephanie.agresta@gmail.com View & edit details »	Founder of Stephanie Agresta Consulting and Blogger at InternetGeekGirl, Affiliate-Karma and the TechSet.tv	500+
Z			
#	<b>Agro', Leandro</b> leeander@gmail.com View & edit details »	Product Behaviour Designer / CEO WideTag, INC.	382
	<b>Ajello, Tom</b>	Partner / Creative Director	500+

and contacts

- Ads by Google
- [Marketing Executive Jobs](#)  
Find a Marketing Executive Job by Networking for Free on PartnerUp.  
[www.PartnerUp.com](http://www.PartnerUp.com)
- [OBRIEN Document Solutions](#)  
Reduce Marketing Expenses. Optimize Digital Assets.  
[www.obinc.com](http://www.obinc.com)
- [B. E. Smith](#)  
Industry leaders in healthcare executive placements.  
[www.BESmith.com](http://www.BESmith.com)
- [VP Human Resources jobs](#)  
Search many VP Human Resources jobs all fields, all \$100k - \$300k & up  
[www.RiteSite.com](http://www.RiteSite.com)
- [VP or HR](#)  
VP of HR Jobs Listed Search and apply Online!  
[www.iHireHR.com](http://www.iHireHR.com)



a perfect storm...



# OVERWHELMED

When you're drowning, you don't say 'I would be incredibly pleased if someone would have the foresight to notice me drowning and come and help me...'  
You just scream.

our worlds

collide



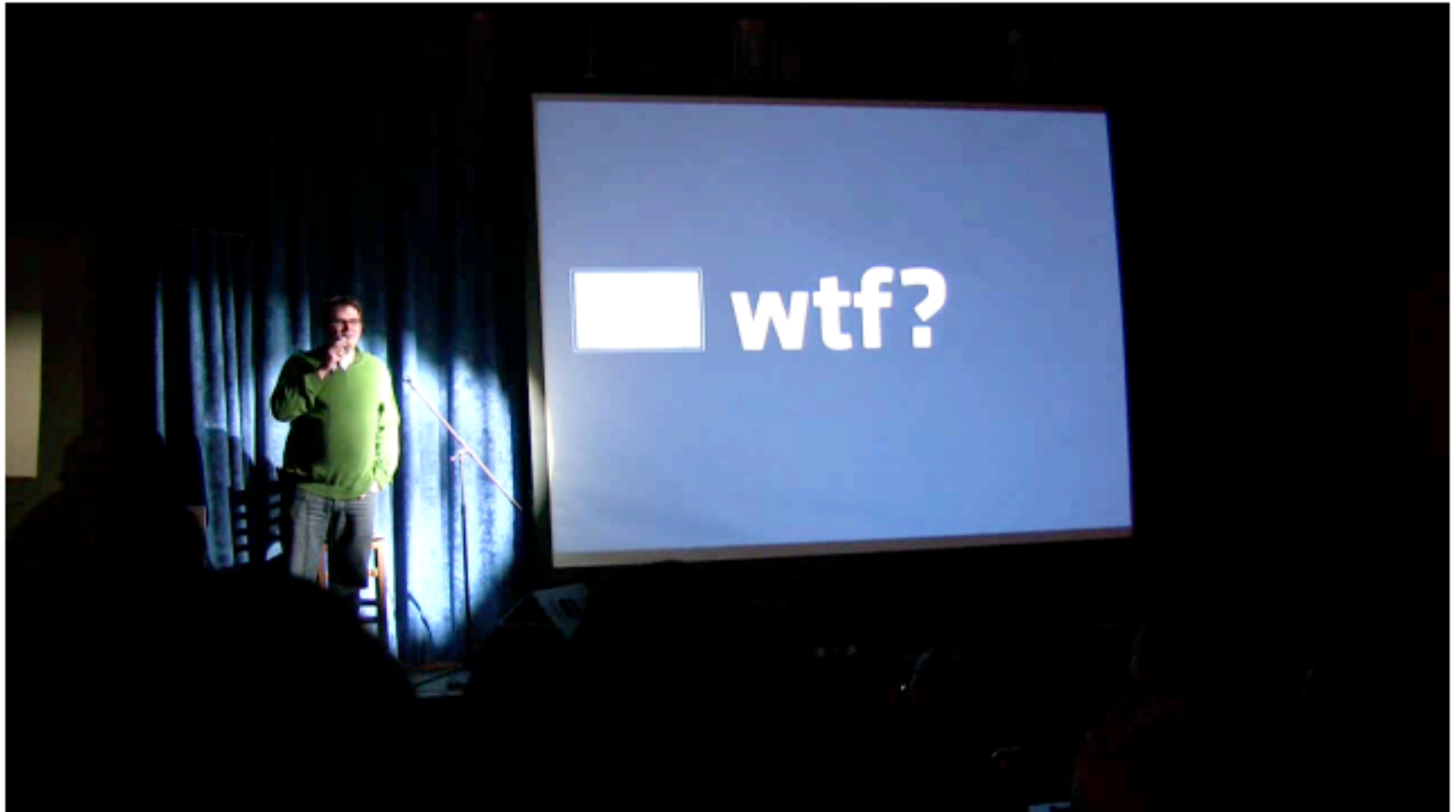
my boss is on facebook



# My Social Graph Is Getting Weird

by [Jeremy Fuksa:Creative Generalist](#)

6 days ago



# LifeStreams

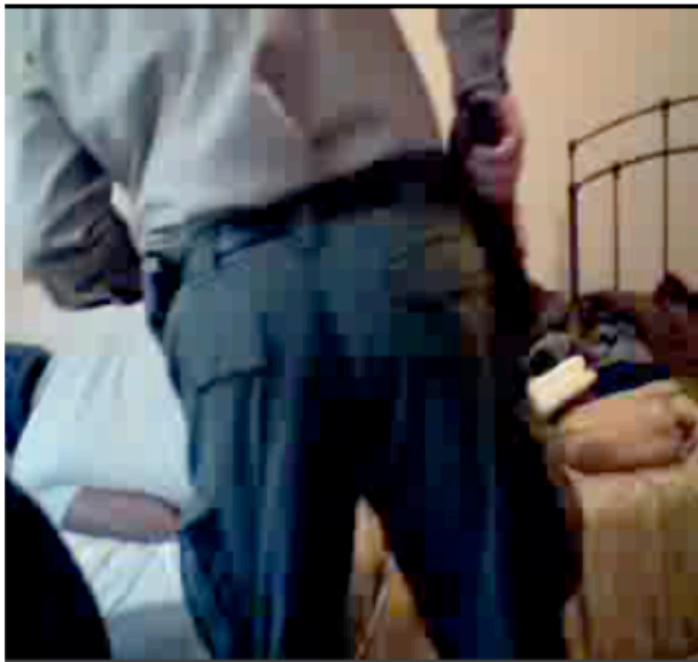


# and deaths...

Channel Profile Fans Schedule Clips Archives

Viewers: 181 Views: 1,211 Favorited: 1 times

Add this channel as a favorite and get emailed when it's live



Add Favorite Share Popout Report

Clips on feels\_like\_ecstasy's channel Add

No clips on this channel yet. Add one now!

Related Channels

Options Rooms ?

- 9:31 irpedobear: UMH
- 9:31 hublife: holy \*\*\*!
- 9:31 icosane: YES!
- 9:31 dktrain: OH GO
- 9:31 justgreg: looters????
- 9:31 respectfulcitizen: ohh shittt
- 9:31 griever117: HOLY \*\*\*
- 9:31 icosane: lol
- 9:31 dktrain: HOLY SHIT
- 9:31 ers124: oh \*\*\*!
- 9:31 markinjersey: TROLLED
- 9:31 poopycok: OMFg
- 9:31 griever117: HOLY \*\*\*
- 9:31 icosane: hahahah

Send



### Channel Info

feels\_like\_ecstasy's channel



we experience collectively



facebook Privacy Logout

Update your status about what you're watching

Everyone Watching Friends

**Branislav Peric** will judge you on what you can build, not what you can destroy.  
11:21am via CNN.com Live - Comment

**George Panopoulos** is listening to the big BO.  
11:21am - Comment

**Leyla Arsan** is so happy he acknowledged that we are a people of different religions and NO religion!  
11:20am - Comment

**Heath Row** Build, don't destroy.  
11:20am via CNN.com Live - Comment

**Hazman Aziz** is salute Obama , we are nation of Christian & Moslem, Jewsih & Hindus ....  
11:20am via CNN.com Live - Comment

**David Burn** is noting the "patchwork" metaphor is better than the old "melting pot."  
11:20am via CNN.com Live - Comment

**Pamela Raitt** loves 2009

President Obama inaugural address  
Barack Obama has taken the oath of office

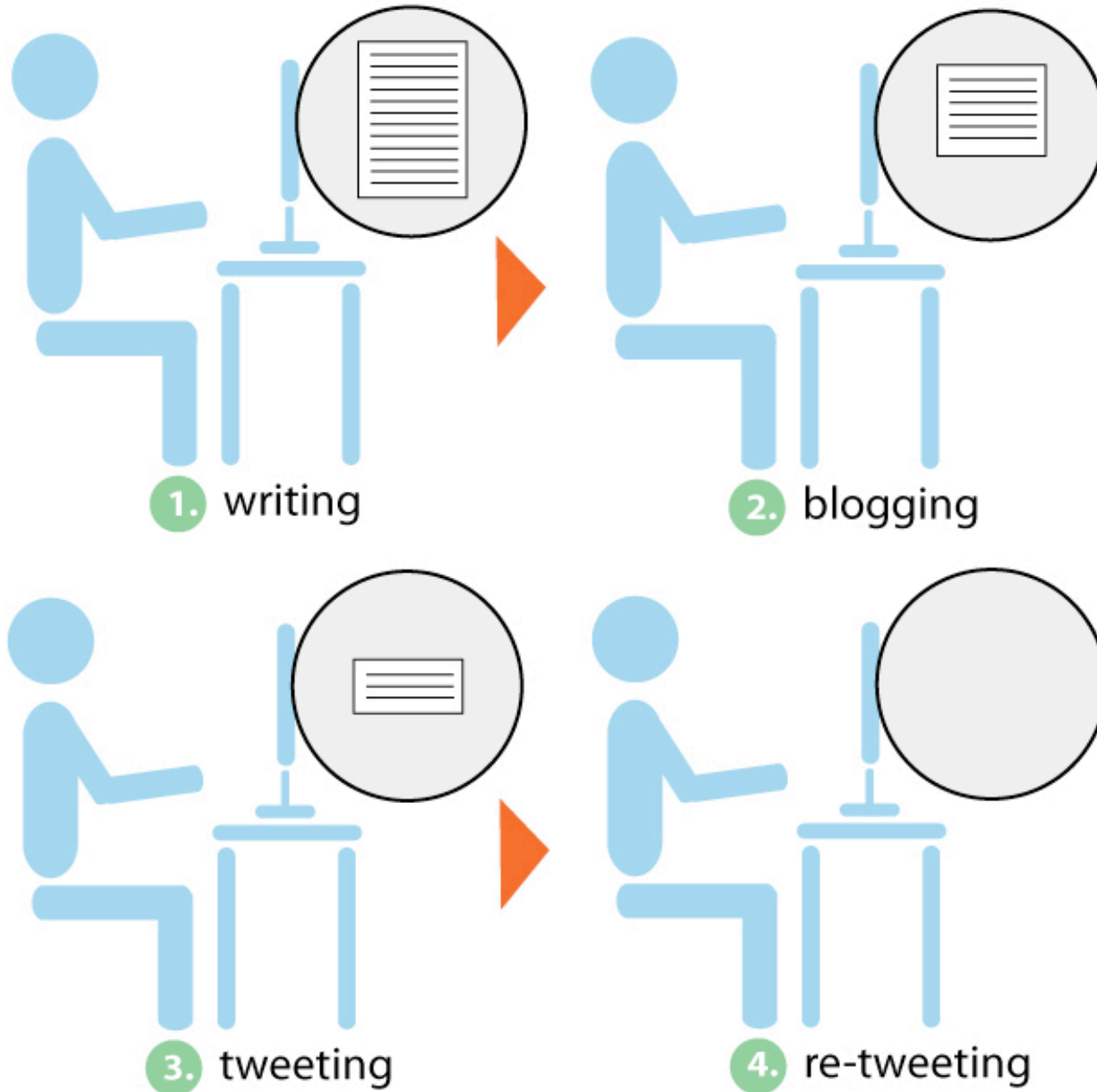
...participatory

Over 136 million pageviews

More than 21.3 million live video streams since 6am

1.3 million concurrent live streams

# our communication is becoming effortless



# and instantaneous

twitter

Home Profile Find People



**timecurve**

Follow

**Plane in Hudson river has 3 ferrys holding it up! People are escaping.**

*20 minutes ago from twitterrific*

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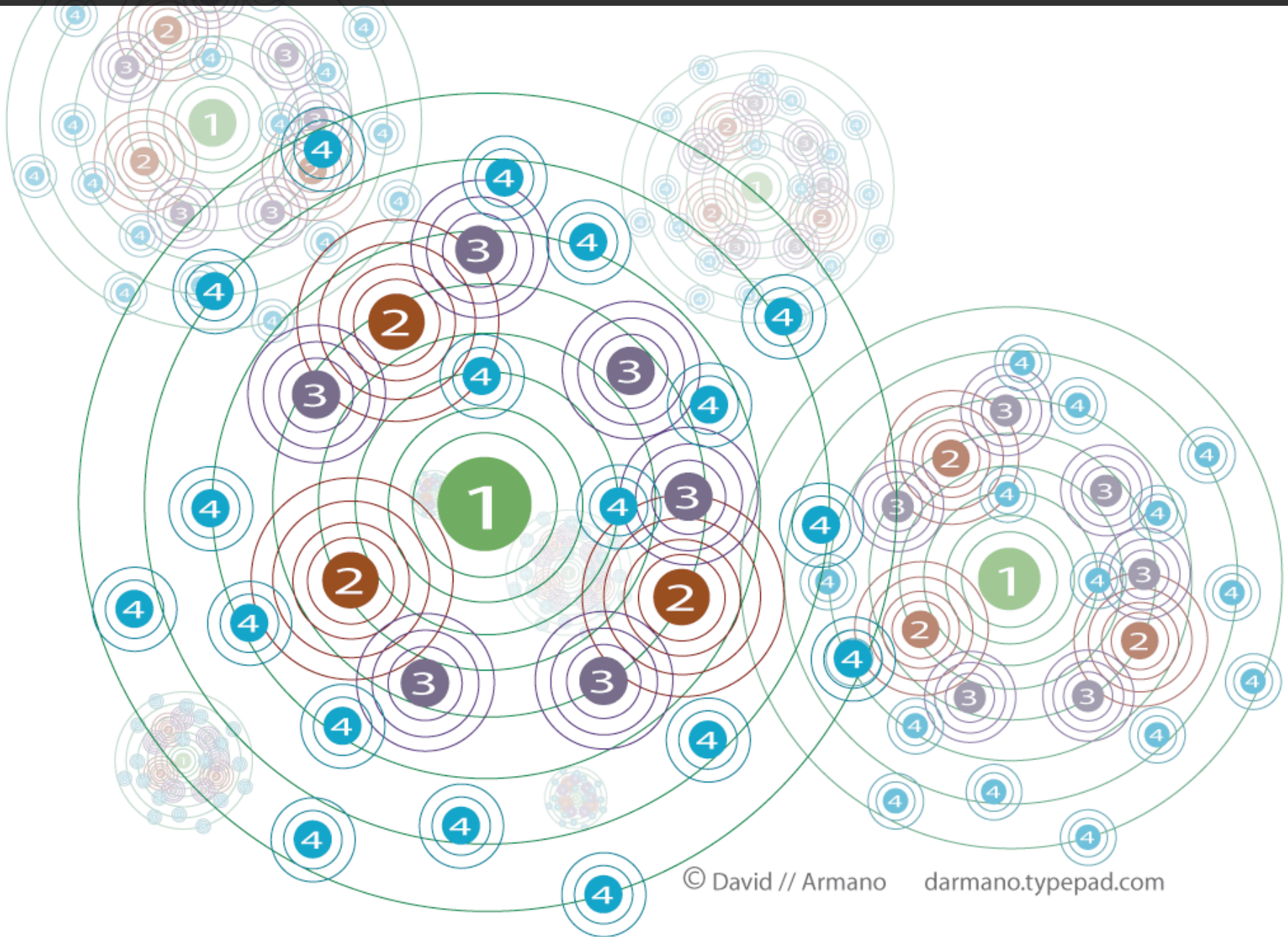
Just saw plane crash into Hudson river, NYC! *23 minutes ago from twitterrific*



micro-social economics  
are

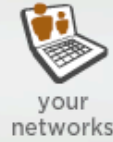
niche

nearly anyone can influence





One site  
has it all.



CLICK TO SEE THE  
NEW AOL.COM

Mashable Lists

Twitter

How To

Music

Travel

WordPress

Jobs

Games

Google

Business

More Lists

News Channels

YouTube

Facebook

Google

MySpace

Video

iPhone

Twitter

Firefox

Blogger

More News

Advertise

Jobs

Social Media Events

Contact

Partners

Network

Spark of Genius Series

Start Stumbling

Google Custom Search

Search



## 5 Great Instant Messenger Aggregators Across Multiple Platforms

February 28th, 2009 | by Hillel Fuld

16 Comments

Hillel Fuld authors a blog about technology and marketing at [Technmarketing.com](#). You can follow him on [Twitter](#).

Since the proliferation of the Internet, instant messaging (IMing from here on out) has become a new way of communicating on the Internet. As the Internet grows, so does Twitter, many people still communicate using IM. Now, there is no shortage of IM protocols out there; these include ICQ, AIM, GTalk, Yahoo, and Facebook, to name a few. IM aggregators aim to solve the mess of having all these programs open at once.

Read This >>



## 40+ Places to Sell Your Designs Online

February 28th, 2009 | by Cameron Chapman

17 Comments

169

Bookmark to Delicious

Whether you're a graphic designer, web designer or other creative professional, finding work in a [down economy](#) can be tough. And what do you do when a client doesn't want your brilliant design, or you have no work to do to begin with?

Why not sell those rejected designs as templates, and spend your downtime competing against other designers for projects without having to schmooze the client first? Here are over 40 sites where you



Follow Mashable



Twitter



RSS



Daily Email



Facebook

155k Twitter Followers, 189k RSS Subscribers

More Subscription Options

especially within their niche

Sellout  
Your Event  
with **event brite**

Advertise Here

Mashable Mega Lists

Delicious Toolbox:  
80+ Updated Tools  
and Resources



# My Manilow Network

Your Place To Connect With Friends!

Main :: My Page :: Members :: Photos :: Forum :: Events :: Groups :: Blogs



## forum



**Anybody need a table mate for the convention in May??** 6 Replies  
Hi all: I am going to the convention in May, and I don't have anyone to sit with. We only have till March 15 to come up with 8 people to sit with, and lord knows I don't want to sit alone, so if a...

Tagged: [mates](#), [table](#), [Convention](#)

Started by Roxanne Oigny in [The NEW Manilow.com](#). Last reply by Maria 4 minutes ago.



**ISS module should be named "Manilow" or "Colbert"** 5 Replies  
Hi all: I am going to the convention in May, and I don't have anyone to sit with. We only have till March 15 to come up with 8 people to sit with, and lord knows I don't want to sit alone, so if a... instead. Follow the link below to write in ...  
Started by Bill in [Barry In The News](#). Last reply by kimberlie a myers 4 hours ago.



**Roll call for Spokane show on March 14th!** 14 Replies  
My husband and I will be travelling from Southern Alberta and will be in floor row DD - seats 13 and 14, which I thought was totally cool, cause my birthday is March 13th and the show is the 14th!...  
Started by Lorie in [Upcoming Shows](#). Last reply by Jeanine Bailey 21 hours ago.

[View All](#)

## photos



Welcome to My Manilow Network  
[Sign Up](#)  
or [Sign In](#)

Ads by Google

**My \$7,000 Bailout Check**  
How I Got \$7,000 in Cash And Became Debt Free In 2009. You Can Too!  
[www.GrantsInReview.c](#)

**I Left Direct Sales After I Saw The "Business In a Box" And Found A Lucrative Alternative.**  
[www.TurnkeyMarketing](#)

**DC Voting Rights Act Now. Tell Congress to End DC's Taxation Without Representation.**  
[www.DCVote.org](#)

the social web thrives on it

social economics have

equity

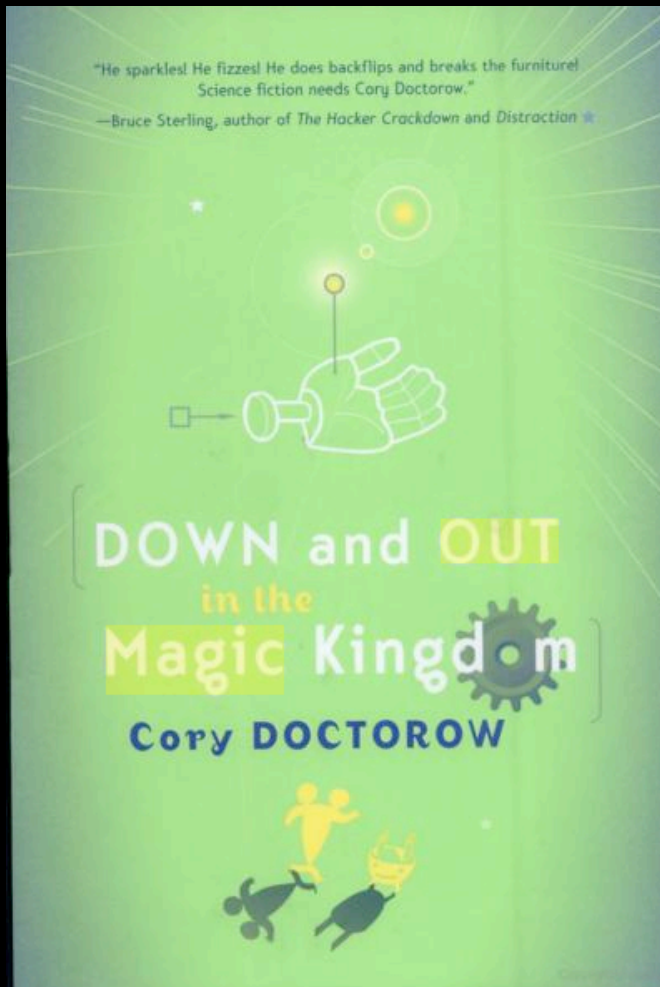
# THE **WHUFFIE** FACTOR

USING THE POWER OF SOCIAL NETWORKS  
TO BUILD YOUR BUSINESS

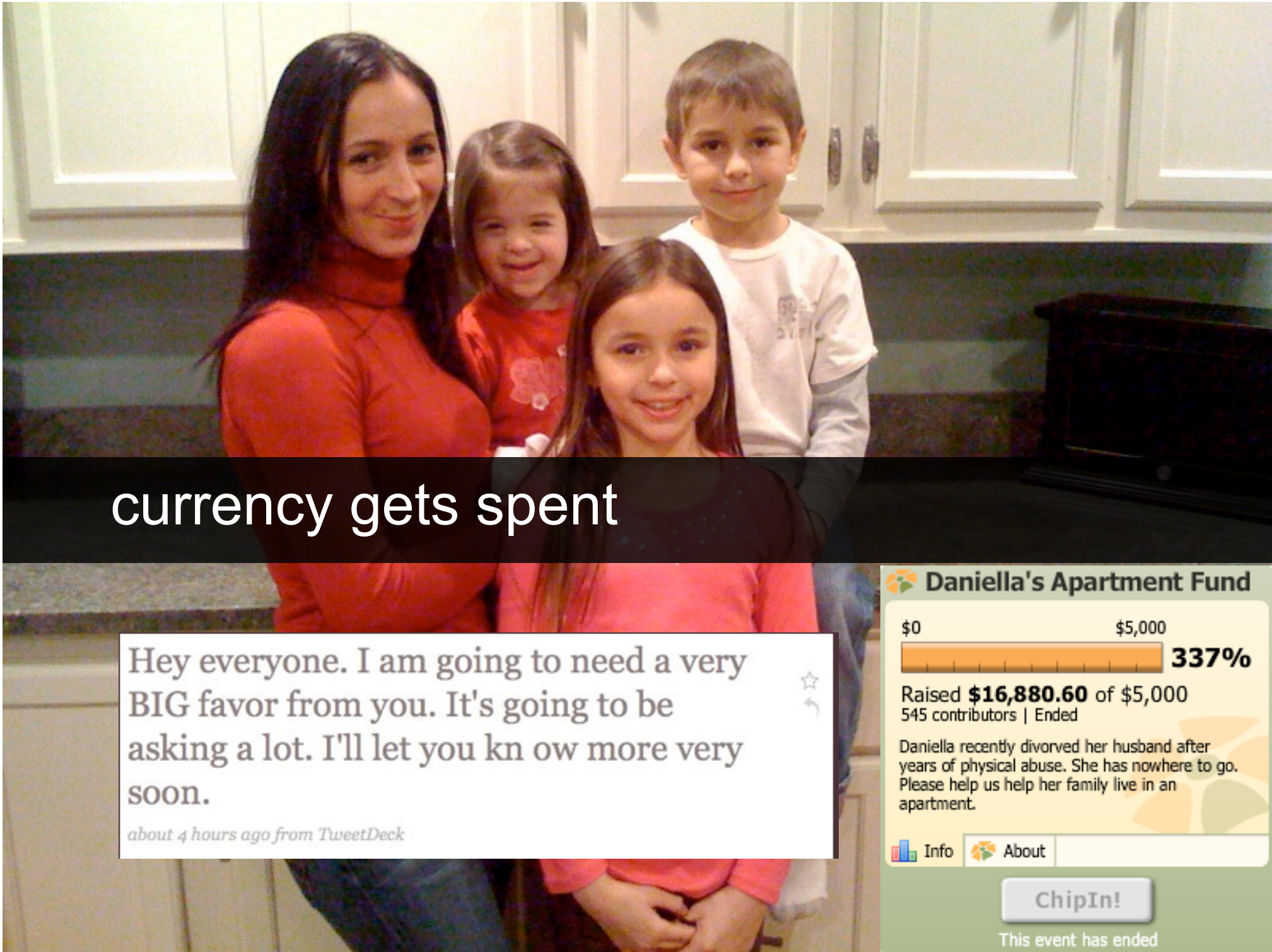
connections are currency

TARA HUNT





Whuffie has replaced money, providing a motivation for people to do useful and creative things. A person's Whuffie is a general measurement of his or her overall reputation, and Whuffie is lost and gained according to a person's favorable or unfavorable actions ~Wikipedia



currency gets spent

Hey everyone. I am going to need a very BIG favor from you. It's going to be asking a lot. I'll let you know more very soon.

*about 4 hours ago from TweetDeck*

### Daniella's Apartment Fund



Raised **\$16,880.60** of \$5,000  
545 contributors | Ended

Daniella recently divorced her husband after years of physical abuse. She has nowhere to go. Please help us help her family live in an apartment.

 Info  About

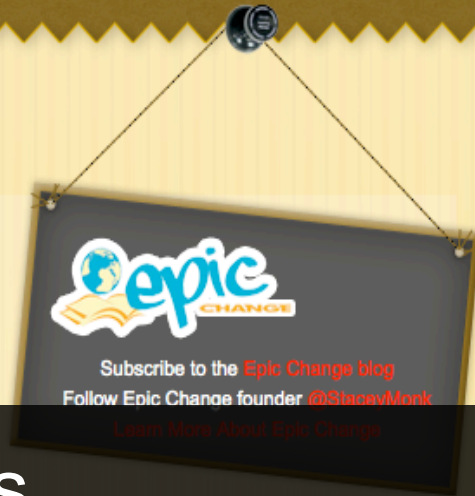
**ChipIn!**

This event has ended

finding support in networks:

**micro-**

**philanthropy**



# Over \$11,000 in 2 days

WOW!

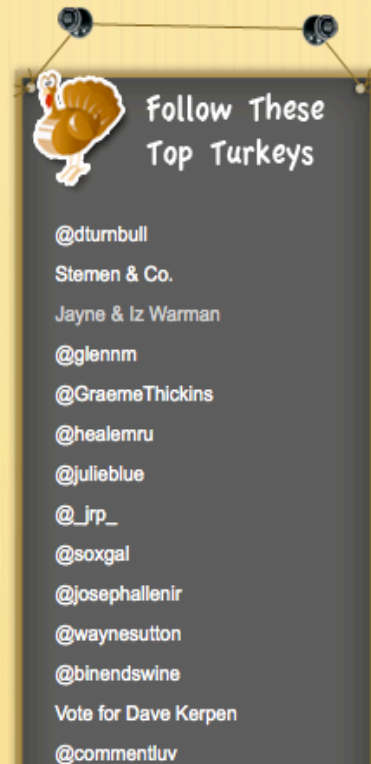
**WE DID IT!!!** We raised over \$10,000 in just 48 hours through the power of Twitter and social media. 336 contributors collectively raised enough money to fund a new classroom for a school in Tanzania. On this special Thanksgiving Day, all we can say is THANK YOU!

## The Giving Continues

If you missed TweetsGiving 2008, don't worry, you may still make a donation using the ChipIn widget, or at <http://www.EpicChange.org/donate> to support the work that Epic Change does transforming compelling stories into social change. Each \$10 donation made through this widget will now add a book to the school's first library, which you may inscribe with a personal tweet of gratitude.

In addition, as the holiday season approaches, we hope you'll consider giving gifts from the **Epic Change Gift Shop**, which is a valuable source of income for our partner school in Tanzania. Epic Change cards and gifts feature the artwork of children at the school, award-winning photographer **Tim Llewellyn** and West Hollywood candle designer **Timothy Jay**.

Epic Change makes loans to changemakers like the school's founder, Mama Lucy Kamptoni, then collaborates with them to transform their hopeful stories into the income they need to pay back loans and create sustainable income streams to support their efforts. By buying these gifts instead of fruitcake and toasters this year, you are directly supporting the efforts of a woman in Tanzania who used to sell chickens, and used her income to build a school that now serves 242 amazing kids like **Gideon, Glory, Pius** and **many more**. Please consider making a contribution today or buying a gift from the store!



**Liam wants to meet Ellen DeGeneres**

Global

**Basic Info**

Type: [Just for Fun - Fan Clubs](#)

Description: Liam my 8 year old son became a huge fan of Ellen's this past year while staying at home to undergo treatment for leukemia. He is hoping that if enough people join she might just find out and ask him to come on the show. Her Facebook group has over 500,000 fans, and Liam wants to beat that number. Please pass this on to all of your friends and spread the word!!!

Also, just to clarify, Liam's official wish through Make-A-Wish is to visit Disney, which we will be doing in March. This was just something fun we created to see what would happen. It is amazing how fast word spreads and crazy to see people from all over the world joining. Thanks again, for your support!

**Contact Info**

Email: [daheppys@hotmail.com](mailto:daheppys@hotmail.com)

Location: London, ON

**Recent News**

Tuesday Mar 3-09

Just home for a little bit to do some laundry before heading back. Thought I would take a minute to give you all a little update on Liam. He is feeling better and is mood is good. The ultrasound looks good, but liver counts are still a little higher than the doctors would like. A GI specialist is going to check him out today, but no clear reason yet for his problems. He is not eating much and not complaining about pain, but I have a feeling he is hiding this from us, because he is worried his trip to Florida might be put on hold. Thank you so much for all of you kind wall posts and emails-I will do my best to answer them once we get home, as we have no access to a computer at the hospital. We are so grateful for your kindness and well wishes-they always manage to put a smile on our faces-Thank you again-Dawn

Sunday Mar 1-09

[Invite People to Join](#)[Leave Group](#)[Share](#) +**Group Type**

This is an open group. Anyone can join and invite others to join.

**Admins**

- Dawn Walker-Hepburn (London, ON) (creator)
- Kyle Hepburn (London, ON)
- Courtney Janis Leigh Hepburn (London, ON)
- Keri-Lynn Hepburn (London, ON)
- Jenna Hepburn (Sir Wilfrid Laurier Secondary School)
- Kris Hepburn (London, ON)

**Advertise****16th Century Drawings**

See original drawings by Michelangelo and other masters at Northwestern's Block Museum of Art. Now through April 5. Free admission.



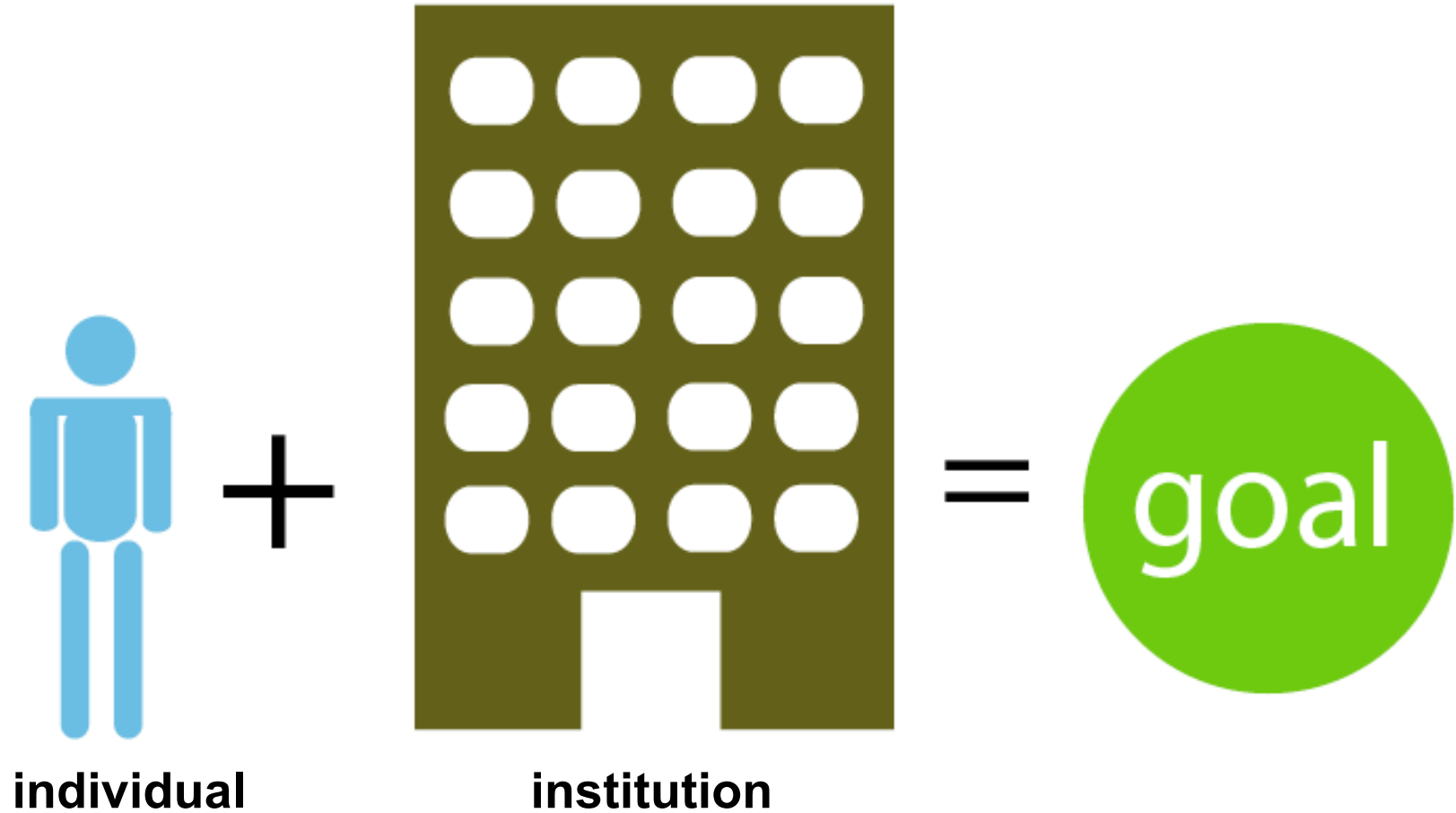
DOMINO'S®

DOMINO'S  
INTRODUCES  
OVEN  
BAKED

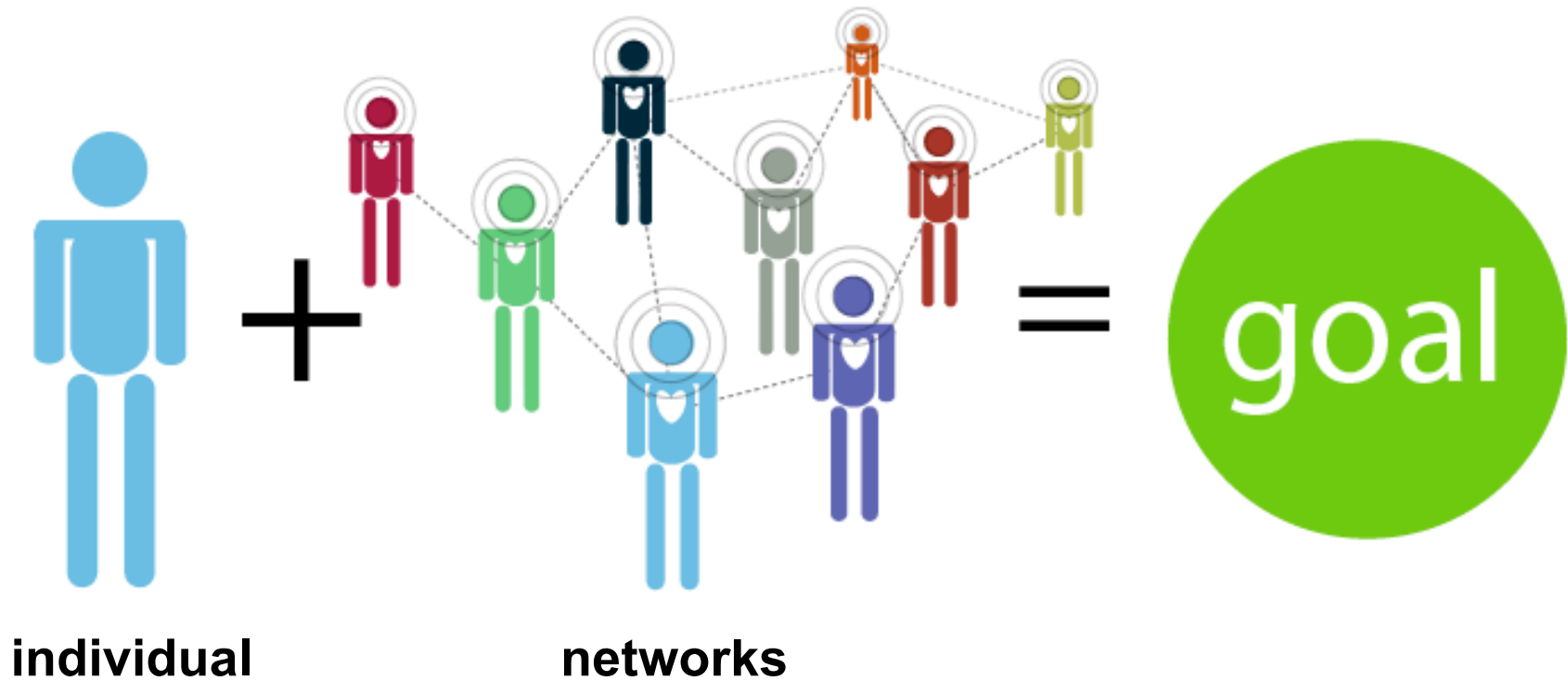
SANDWICHES

566,144k members. 14,244 wall posts. 1 cause.

# we relied on institutions



we rely on each other



networks as  
human filters

# Google™

I can search for anything I want...

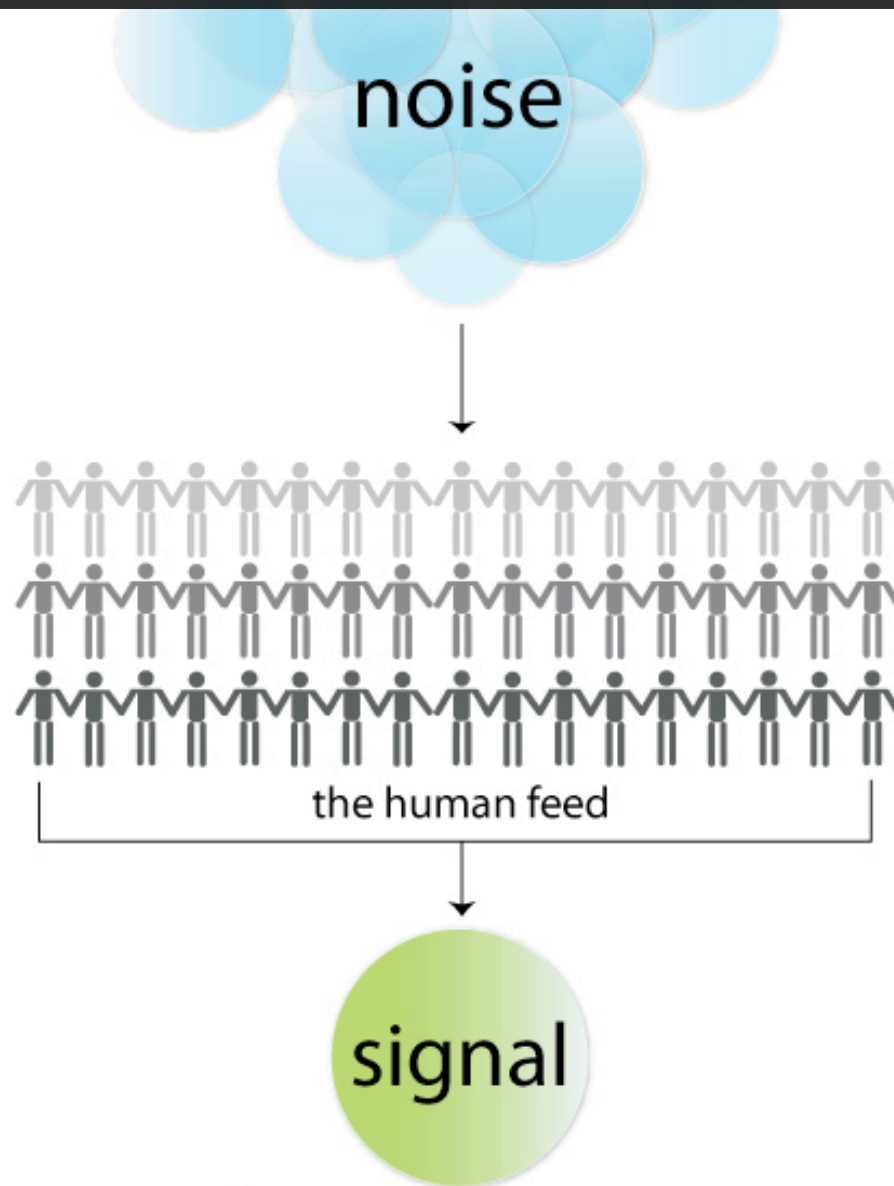
Google Search

I'm Feeling Lucky

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)  
search provides information  
©2009 - [Privacy](#)

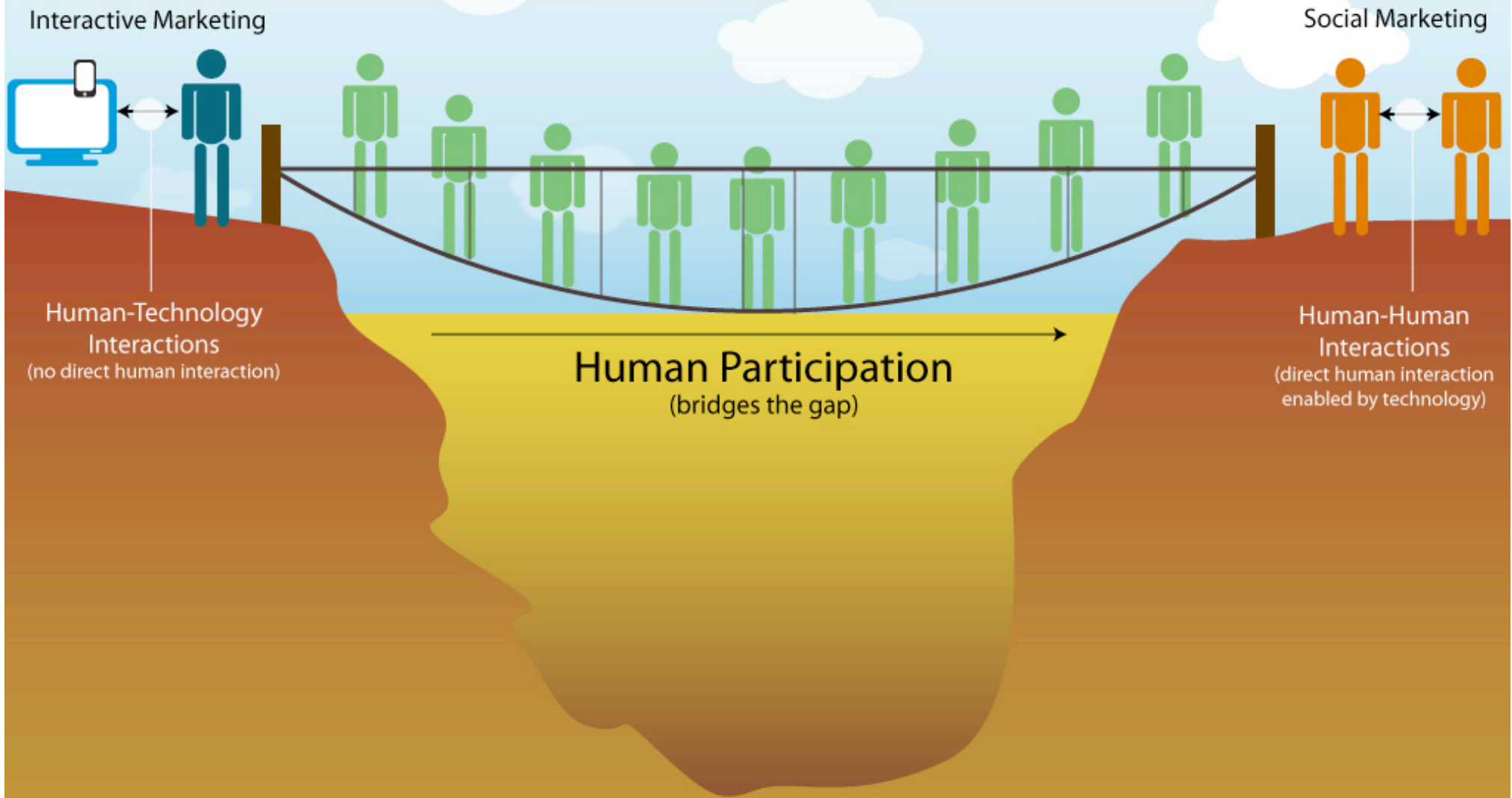
# networks can filter signal from noise



moving toward  
a people powered

web

# Bridging The Social Divide





ScottMonty

Following Device updates ON

Name Scott Monty
Location Dearborn, MI
Web http://scottmonty...
Bio Head of social media at Ford Motor Company, husband, dad, host of http://ihearofsherlock.com, and a generally nice guy. Formerly from Boston.

13,283 following | 13,502 followers | 11,715 updates

@GiveUsAFiesta Maybe you'd like to check out this video http://tinyurl.com/d3pzpg (long, but worth it)

Hi, I'm Scott Monty. I'm the head of social media at Ford. Join me

at ScottMonty.com to get my perspective on implications of social media - the convergence of...

"I believe that people would rather have a conversation with a person than a brand." ~Scott Monty, Ford Motor Company



background by TwitterImage.com

about 1 hour ago from TweetGrid in reply to GiveUsAFiesta

@andrewleian The European version of the Fiesta was named what Car? 's best supermini for 2009. It's on our B-car platform. #Ford

@GiveUsAFiesta No, it will not affect the Fiesta Movement. #Ford about 2 hours ago from TweetGrid in reply to GiveUsAFiesta

@cspenn We've deferred payments on only one class of preferred securities; these are not preferred stock. #Ford about 2 hours ago from TweetGrid in reply to cspenn

@cspenn Whoops - you're right. I'm looking into it, as it's a little complex. #Ford about 2 hours ago from TweetGrid in reply to cspenn

@DanielleMorrill But has @chrisbrogan seen how big the inside of the Fiesta is? @JeremyClarkson fits. #iabcsseattle #Ford about 2 hours ago from web in reply to DanielleMORRILL

@cspenn @cspenn I believe Ford hasn't paid a dividend since 2005. about 2 hours ago from TweetGrid in reply to cspenn

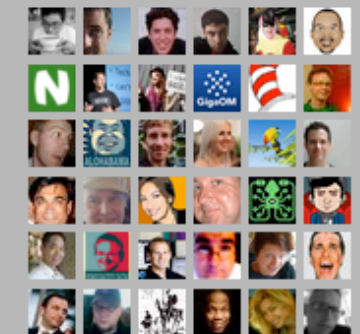
@cmsexpo Like I said - the site will evolve. There will be opportunities to get involved. #Ford

Updates

Favorites

Actions

Following



View All...

RSS feed of ScottMonty's updates

Congrats to [@toteandtee](#) for winning a FREE copy of TaxCut Premium software! Stay tuned- we're hosting a giveaway everyday through Jan.

*about 22 hours ago from web*



I've added quite a few of our current Buy Remix API Keyholders to our team account. Welcome everyone!

*1:17 PM Jan 12th from web*



**BestBuyRemix**  
Best Buy Remix Team

[@jcarole](#) Jennifer - saw your tweet. I'd love to hear your feedback - send an email to me: [information@homedepot.com](mailto:information@homedepot.com) so we can follow up

*2:37 PM Jan 14th from web in reply to jcarole*



**TheHomeDepot**  
Sarah, Corp Comms

[@JanineGregor](#) I may be able to help you get the free set-up offer

*3:36 PM Jan 14th from web in reply to JanineGregor*



[@marissabracke](#) Can I look into that for you?

*about 10 hours ago from web in reply to marissabracke*



**comcastcares**  
Frank Eliason

humans



not optional



“more human  
than human  
is our motto”

~bladerunner



insights into behaviors lead to innovations

innovations

help

people



“Same as it ever was” ~Talking Heads



# The Micro-Sociology of Networks



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