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Project 4

Please provide a definition and compare/contrast social networking and social media. Your response should be about 200 words in length.

Social media refers to the technology online that allows information to be projected with an interactive audience. Social media allows anyone to show and share anything that they like and advertise however they please. Social networking is a combination of interactions to grow a business or topic for building a “network”. Both social media and social networking are similar since they are active concepts online that are used to share ideas or information looking for growth. However, these are different because social networking can be more like an online chat community to discuss certain topics rather than only posting content for views. Social networking can create an environment for a group to discuss topics from a business with similar interests. Whereas social media is seen as a communication platform for family, friends, or popularity growth. Content posted for social media is aimed more toward getting likes or comments with short tags and bios. Social networking created vaster in-depth conversations regarding the topics at hand. Both social platforms create communication and connections in different ways. These two topics can certainly be intertwined to an extent, they have similar goals. Telling the difference between social media and social networking technically depends on your own goals and views.

As a toy manufacturer, Lego must always be sensitive to the needs of its customers, both children and their parents, which requires the company to pay close attention to changing preferences and trends. Visit the Lego Mindstorms Web site and identify specific social networking features. Based on what you learned in this chapter, write about 200 words in which you describe current developments in social networking that Lego will need to understand as it decides whether to continue, remove, or modify the social networking features you identified. In your discussion, identify at least two specific social networking features.

Lego uses Mobile-Commerce in the creation and use of Lego Mindstorms. To use their product, you must use a phone, tablet, or phablet to complete the programming and control the robots. You can download their app and learn to code! There are guides and booklets on how to build and program each of their 5 robots. There is also a help center to message their team for assistance. These web protocols all must be in line with user guidelines. Mobile commerce has become a popular everyday aspect of people’s lives, especially when it comes to children growing and learning. Lego needs to be aware of these aspects as the internet continues to change.

Lego mindsets is a type of Professional networking site. Their main goal with Lego mindsets is for educational growth. They offer support in the classroom from grades Kindergarten up to 8th grade. Lego aids learning at all ages as well, when introducing Lego mindsets, they offered insight to the coding and STEM possibilities. The professional network type of social networking's focus is for those to grow skills, opportunities, or even careers. Mindset is available for all skill levels whether they are a beginner or expert, there is always more to learn. Since learning is such a technical topic, Lego needs to keep up to date on teaching tactics to keep interest of the public.

<https://www.lego.com/en-us/themes/mindstorms/about>

Lego provides a complete set of instructions with this product for building the basic robots. In about 200 words, explain how a new owner of this product might learn how to build and program complex robots using social networking elements provided by Lego.

Lego provides various learning mechanisms through their professional social networking. Their Mindstorm app is available amongst the Microsoft Windows store, Amazon App store, IOA App store, Google Play, or macOS App store. They advise there are various training exercises and challenges to partake in when learning how to code their robots. To be obtainable to the majority of people online, they also offer 24 different language options. There are compatibility lists available for any device that is offered before proceeding on purchasing their products. You can learn the basics, learn to advance, and all the details in between with their guides. You can use your microphone and camera for more in-depth assistance too. The devices also use Bluetooth capabilities to control the robots once they have been developed too! Their help guide offers real time chat and advice whenever you run into a roadblock. They made the app easy to switch up projects and robots easily that way you can explore and learn them all! There are two programming languages available to learn, one is Scratch and another is similar to Python. Another social networking aspect incorporated is their Lego Life App. As informed on their website "We've got a MINDSTORMS group where you can check out content and creations uploaded by our fans! Your kid can join in the fun, on the fully-moderated, safe-by-design, kid-friendly social platform" (Lego.com). This social group offers communication between any user engaging in the use of their Mindstorm products.

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In this chapter, you learned how newspapers, magazines, and broadcasters are using participatory journalism to have their readers to create news items and stories. In 200 words, outline at least five specific ways in which Mindstorms community members create value for Lego.

Lego Mindstorm brings so much value to the Lego brand. A big value of the community is within the growing education for young individuals. Education for kids is a large topic amongst the world, this enables kids to reach high potential in the future. The education provided

for kids, such as coding, is a big part of their community. Another value of the community members of Mindstorm grows impact of the STEM/STEAM community too. Especially enticing not only boys to learn the technology of STEM, but they also show that it is open to girls too. As a female myself, over time this acceptance has grown but it can still be hard for girls to gain impact in these fields. Lego Mindstorm also brings value profit wise to Lego. The more people that advertise Lego from their community gains profit and gains purchases of their other products. Not only does it aid in the purchase of Mindstorm robots, but any other Lego brand products are available. Any profit for a business brings value, especially advertising. As these communities grow, they offer more free advertising and word of mouth. As the product becomes popular, and the community grows, the more attention it can get from each user. Overall, the more popular and active the Mindstorm community gets, the more popular, profitable, known, educational, and effective Lego can get.

<https://www.lego.com/en-us/themes/mindstorms/about>