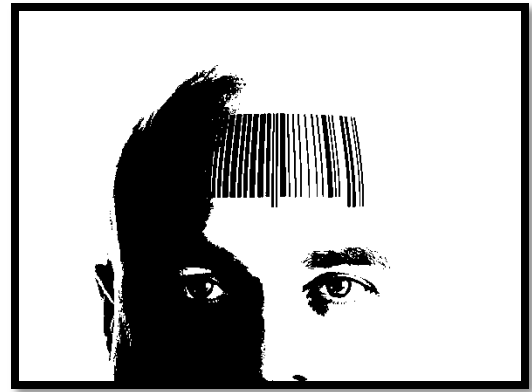


E-Consumer

— 2021 —



Technology is playing an ever-increasing role in the way we interact with our economy. For businesses today... understanding how the emerging consumer markets interact with their products and with fellow consumers is more important than ever. Producers are racing to understand the technology that you use and how you use it. You will be exploring the specifics in which you are involved in these technologies. How are you directly and indirectly contributing to this technology fueled e-commerce will be analyzed.



Considerations of technologies for your project:

Snapchat, Facebook, Soundcloud, Twitter, Instagram, Zoom, Youtube, TikTok, Vimeo, Reddit, Bandcamp, Pandora, Foursquare, Tumblr, LinkedIn, Skype, Blogger, Google Hangouts, Twitch, Smart Phone Apps, Yelp, Xbox Live, Pinterest, WhatsApp, etc.

(I'm sure there are **plenty** more that you guys use on the regular...)

Your Work:

You will be compiling a brief portfolio that will discuss which technology platforms, apps, and sites you use and don't use. From the technologies listed above or provided additionally from you, you will create a table (based on the one below) that shows how 10 "technologies" functions in the present and what your expected trajectory is for it.

Site/App/Platform	My Own Usage	Usage from People I'm Closely Connected to	Where I think this "tech" will be in five/ten years	My Projected Trajectory
Twitter	I use twitter, but mainly as a follower. When I post, it's generally in response to someone else's original post. I like to use it to follow politics and sports figures from teams I like. I don't follow any other celebrities.	Blah blah blah blah blah blah Blah blah blah blah blah blah Blah blah blah blah blah blah Blah blah blah blah blah blah Blah blah blah blah blah blah	I would bet that twitter will be around in five years, but I really don't think it'll have the clout that it has had of late. For one, people are starting to try to navigate to other forms of messaging that is bias-affirming. Twitter is in a bad position to try and pacify both the left and the right. I bet they start more robust use of video soon to compete with other video sharing apps.	Temporarily they are flat... in a few years, they'll fall off as a social media leader. 
Facebook	I am not on Facebook. I was in the past, but I got off three years ago. I do miss out on some connection for groups, but I mainly use other apps to connect directly with people.	Most of my friends are on Facebook and have been since we were in Middle School. Blah blah blah blah blah.	Facebook is already becoming irrelevant. It used to be a place you would GO TO for an experience, but today it's mainly a site for organizing gatherings or a group message board. There are a lot of better sites and apps for that. Facebook used to be the social media that everyone was on, which is why it was good... but that's not enough to keep it going.	I predict widespread exodus from facebook in the next couple of years. 
Yelp				
WhatsApp				

I want to see SPECIFICS on how you use various technologies and actual samples of your use. (I.E. – you might share specific photos from your instagram, screen shots of videos you have posted on youtube, or a blog post from your Blogger/Tumblr account, a list of the “Likes” you have liked on facebook, etc.) The pages that you compile can certainly include generous doses of samples so that we can see examples of the type of content that you are exploring/sharing/creating.

What you will be submitting:

- The table of 10 technologies/platforms/sites that you have selected with the appropriately filled in sections.
- A sampling of your usage as described above. this should be 1-2 pages

FACEBOOK

Background: Facebook is a social media site that allows individuals to create their own interactive walls with other facebook users. Primary uses of the site include photo sharing, status sharing and chat. This is a widely used site (over 1 billion reported users) and is currently be actively used by every member in our group.



Ezekiel: In my usage of facebook, I “like” tons of products – usually to score a discount on certain products or obtain information on the products I like that otherwise couldn’t be seen by me. I have no problem with sharing information because ultimately it probably just comes back to help me out in getting me what I need, when I need it. I reconnected with many friends on facebook that otherwise I wouldn’t be in contact with. I enjoy the site and I think I’ll continue to use the site for many years.



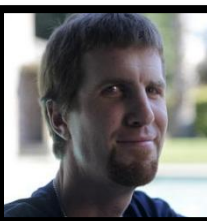
Montasha: I tend to be very private on facebook and only allow my content to be seen by my friends. Most of the photos of me on facebook are posted by friends of mine, so I try to retain control over what is tagged of me and what isn’t. Privacy changes have left me at a disadvantage though, so I’m limiting my usage of the site. Twice I’ve left facebook. Perhaps I’ll do so for good when a better site comes along.



Gilgamesh: I extensively share my online gaming exploits on facebook and actively compete with online friends for high scores. I share almost all of my online activity on facebook including payments I’ve made to friends, when I file my taxes, all of my instagram posts... basically everything I do. I figure that people will either be interested or simply pass it by. I love facebook and think it will continue to play a major role in my life.



Sheerah: I use facebook to promote my blog postings. I don’t use facebook itself for blogging, but I try to use the connections on the site to draw attention to the blog by making easily clickable links available to all my friends. Unfortunately not all my friends see the updates so I tend to use other technologies out there as well to try to maximize the exposure element. Ultimately facebook is just another technology for me.



MistaBale: I tend to be fairly fickle with my online usage. I rarely post pictures of myself because I find if I do they end up being used in Economics projects. I only “like” bands and never products, but I often “unlike” things after I’ve gained access to free songs or content because I hate having a cluttered stream. When I view the pages of my students, I notice how sponsored messages they get and how impersonal the site is. Clearly we have different experiences and usage on the site. I think facebook is on the rapid decline.

Facebook Prognosis:



Ezekiel



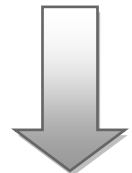
Montasha



Gilgamesh



Sheerah

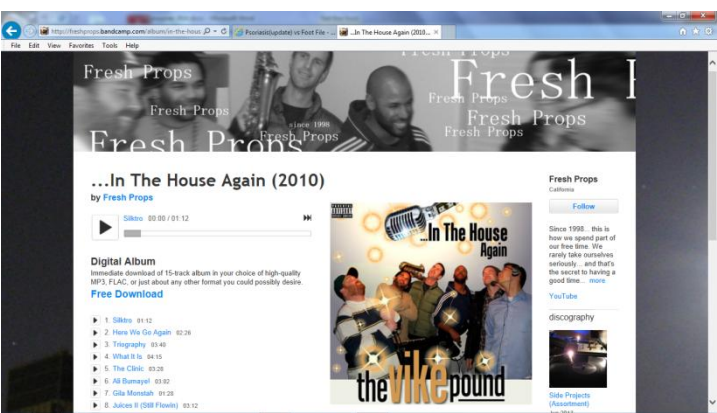


MistaBale

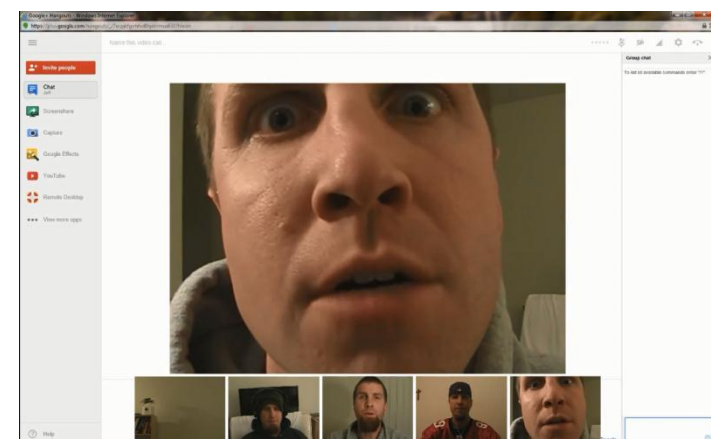
Screen shots from Jeff's wall and a display of friends.



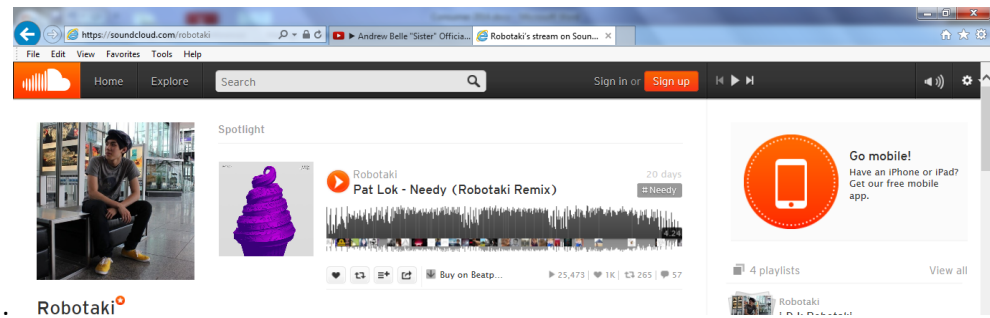
"Liked" Band page on Facebook



Bandcamp music page with music downloads.



Snapshots from Google Hangouts for group discussions...



Screen capture of SoundCloud