

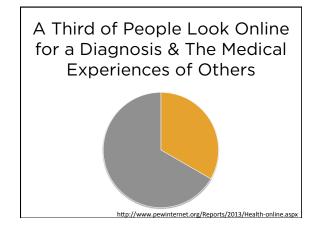


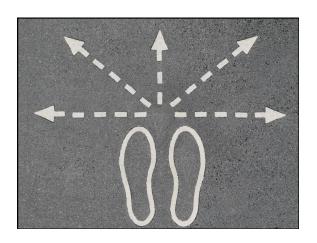
WEB 2.0 economic, social, and technology trends that collectively form the basis for the next generation of the Internet...it is characterized by user participation, openness, and network effects.

http://oreilly.com/web2/archive/what-is-web-20.html

SOCIAL MEDIA the use of digital media, including Internet and mobile, for collaborating with others in new information channels and selforganizing communities.

http://hlwiki.slais.ubc.ca/index.php/Social_media





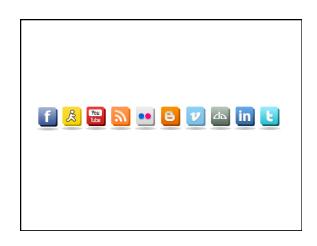


McLUHAN (1964)

Control over change would seem to consist in moving not with it but ahead of it. Anticipation gives the power to deflect and control force.

McLuhan. Understanding Media: The Extensions of Man. NY: McGraw Hill, 1964.







Momentary lapses in judgment end careers.

Half of students think they should be accountable for unprofessional behaviour on Facebook.





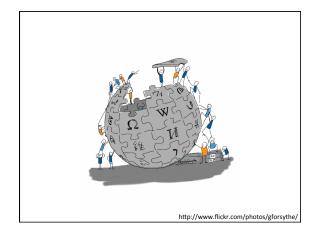












Wikipedia told me so.





