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Module 7 - Project 4

Definition, compare and contrast social networking and social media.

Social networking and social media resemble interchangeable ideas but provide different functions. Social media refers to a platform that allows people to post to a wide variety of people with similar interests. Social media enables everybody to express themselves and share opinions and engage with others by posting text, audio, pictures and video and more. This helps support the growth of new relationships with shared interests but also is used to maintain relationships with opportunities for communication, participation, and connection. The purpose of this is to build a community of likeminded individuals in a professional manner. This focuses more on connecting people and networking with posts, messaging, groups and communities. Allowing them to share their professional ideas allowing for collaboration. Social networking allows people to create profiles, groups, and invite people to engage in activities and conversations on the network. Social media and social networking are similar in that they both rely on posting content to a platform but also differ in that it focuses on the content that is being posted. Networking focuses on sharing contact to likeminded people in hopes of starting a following or community of people are interested in the same things. Whereas social media is the sharing of personal content focusing on the devolving relationships and connecting with friends, family acquaintances.

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 Mindstorms have always integrated social networking features into their toys to enhance the end users experience and help their community collaborate as one. Lego did that really great job of networking online by creating the community Forum which was launched in 2013. The forum allowed users to share their Lego designs and interact with fellow Legoers by liking and following their builds. This really sparked the Lego community especially being able to share your buildings with other people so that they can also enjoy different types of builds. This sparks creativity within people allowing them to take someone else's build and add their own programming or creative twist to the build. The Lego Forum also provides the events tab, this informs the community with all the online events, in person events, and video chat. LEGO Mindstorms used social media such as text, audio, pictures and video to increase popularity on media networks like YouTube. This gives people multiple outlets to connect and share their lego Mindstorms hobbies. The fact that they have so many types of events really allows everybody to be able to connect with this common interest of LEGO Mindstorms. Mindstorms

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 Mindstorms has a lot of programs available and guides showing users how to build and program robots. LEGO Mindstorms comes with a basic diagram of how you can build your robots and program them. The community has taken it to a whole other level, with the ability to share their builds and programs on forums and social media. The Lego education community is kind of like the forums, but it allows enthusiasts to ask questions and share the problems that they face with their robot designs to seek answers from the community. A lot of people use social networking sites such as YouTube to look up new and exciting Mindstorms builds. Social networking allows the community to grow by allowing new people entering the Hobbie to watch step by step videos on how to build your first robot. Lego also features a build challenges section where people try to push the boundaries and limitations of complex robot builds learning through group activities and competition. I think that competition really brings out the best in people allowing the community to grow closer together. This also give people more outlets as far as different ways to build including competitive, casual, or innovation building.

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.

The Mind start community members create value for Lego in many different ways. One way that they create value is the custom builds that people make with the Lego Mindstorm. The custom builds are so intricate that people can't recreate them because they require a lot of programming. This creates value for the product because it can be manipulated in so many ways. Another way they create value is the learning aspect of the product. You're not only having fun building robots but you're also learning how to program and build the robots this provides long-lasting value. The ability to make tutorials and guides for the community creates resources for newer members or people that are just getting started out in building and programming robots. The ability to do it step by step makes it easy for new members to get into the Hobbie. Social networking provides value to Mindstorms by engaging its community and letting them know what's new for the product providing cool new builds in different ways to program your robots. This is also a line for inspiration and innovation creatively building our future brighter and better every day. One of the last things that community members do to create value for Lego is continuing to grow, expand and come up with new ways to build better Legos.

Sources:

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