Emerging Trends in Social Capital/Networks

Mon Valley Providers Council
17 September 2009
Credit Where Credit is Due

Roberto Cremonini
Barr Foundation

Diana Woolis
Knowledge in the Public Interest

Lisa Pool
Technology Affinity Group

Lucy Bernholz
Blueprint Research & Design, Inc.
Key Trends

1. New research on the value of social capital
2. Evolving technology enables development of social capital in new ways
3. Technology continues to evolve, shift to wireless connectivity and spread of smart phones
4. Lines are blurring
Trends That Lucy Bernholz Says “Matter”

- Demographics
- Groups
- Ownership
- Mobility
- Markets
- Price
- Forms
- Time frames
- Alignment
1. New research on the value of social capital
“Social capital ‘is a more powerful predictor’ of success than human capital”

“In schools where teachers talked to each other the most about their jobs, and where the principals did the best job of staying in touch with the community, students had noticeably higher reading and math test scores.

And the bottom line of her study, Dr. Leana said..."if you had to invest in something, you’d be better off investing in social capital than human capital."
Using Social Capital as a Conceptual Framework for Professional Virtual Communities Formalization

Servane Crave, Thierry Bouron and Sylvie Ladame

(4) France Telecom R&D division, France Telecom R&D division, France
(5) University of Nice Sophia Antipolis, FRANCE

Abstract
2. Evolving technology enables development of social capital in new ways
Channels That Help Build Social Capital

- Share Information and Knowledge
- Build Community
- Mobilize Resource and Collective Action
Technology Platforms That Help Build Social Capital

Share Information and Knowledge
- Online Workspaces
- Blogs
- Social Bookmarking

Build Community
- Social Networking
- Online Workspaces
- Wikis

Mobilize Resource and Collective Action
- Social Networking
- Social Bookmarking
- Matching Tools
- Mashups

Credit: Roberto Cremonini, The Barr Foundation
## Technology Platforms That Help Build Social Capital

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Work better together with Huddle.net

Huddle.net combines award-winning online collaboration, live conferencing, project management software and document sharing.

Manage  Projects, teams & relationships
Share   Ideas, information & files
Work    Simply, securely & productively

Sign up now  or  Take the tour
Where in the philanthropy media sphere...?
(Warning, this post may not come through in email)

Flickr fans will be familiar with the game “Where in ______?” For the rest of you, this is a photo identification game. Players post photos of urban curiosities (making sure to remove any location-identifying elements), and others try to guess Where in San Francisco, New York, or wherever ever the tag indicates the photographed item/feature/landmark is.

What is amazing about this is how quickly certain photos get identified - some take mere minutes. And location is specific: acceptable answers are the along the lines of “on the southern wall of the corner building on the northeast corner of 25th Street and Folsom.” “In the Mission” would not count as winning answer.

So, look at the Leaderboard below and tell me “Where in the philanthropy media sphere” this list comes from. You might also tell me what thoughts the list inspires you.

Winner will get...something.
Share Information and Knowledge: Blogs

A look at what's new

New! We've made emailing items to friends even easier, with address auto-completion and HTML formatting. Click Email at the bottom of an item to try it out.

See personalized trends for your subscriptions and read items.

stevenberlinjohnson.com (1)
- Long Zoom for Long Now: This Friday at 6:30 I'm going to be giving one of the Seminars About Long Term Thinking for the Long Now Foundation. The event ...

Connectedness (1)
- The world's most popular sociology experiment. Many of my colleagues are off to Greece this week for the annual "Sunbelt" conference of the International Network of Social ...

HBS Working Knowledge (18)
- First Look: May 15, 2007 - How do preferences change when choices are made for tomorrow rather than the long term? A new study available for download ...
- How is Foreign Aid Spent? Evidence from a Compelling Natural Experiment - Published May 15, 2007Paper Release Date: April 2007Authors: Eric Werker, Faisal Z. Ahmed and Charles Cohen Executive ...
- I'll Have the Ice Cream. Soon and the Vegetables Later: Decreasing Impatience over Time in Online Grocery Orders - Published May 15, 2007Paper Release Date: April 2007Authors: Todd Rogers, Katherine L. Milkman, and Mai H. Bazerman ...

The latest messages from the Google Reader team

Feed Your Television
via Official Google Reader Blog by Minah Parpanta on May 09, 2007
Earlier this year, I acquired a Nintendo Wii. As I was recovering from Wii elbow, I began to explore the capabilities of the ... See more »
Share Information and Knowledge: Social Bookmarking
How I use delicious.com

< earlier | later >    page 1 of 3

after-school - Google News edit / delete
after-school - Google News
to after-school/networks ... on nov 07
http://www.researchconnections.org/SendPdf?resourceld=12576 edit / delete
to after-school ... saved by 1 other person ... on july 26

RAND | News Release | Study Finds Students in Underperforming Schools Benefit from Supplemental Educational Services Under No Child Left Behind edit / delete
RAND study that shows the benefits of ESS-funded after-school programs
to after-school ... on july 10

The Finance Project edit / delete
To after-school Funding Youth ... saved by 4 other people ... on june 29
to after-school ... on june 28

to after-school ... on june 28

National Institute on Out-of-School Time edit / delete
Home of the cross-city network. Good information on system-building
to after-school ... saved by 11 other people ... on june 27

Southwestern PA Afterschool edit / delete
to Afterschool Pittsburgh ... on june 27

Public/Private Ventures | Youth | After-School Programs | Publications edit / delete
to after-school ... on june 11

Youth Today edit / delete
Youth Today includes link to grants email blast
to after-school ... saved by 4 other person ... on may 31

< earlier | later >    page 1 of 3
Share Information and Knowledge: Social Bookmarking

GFE at Tamaya, New Mexico

30 photos | 3 views

Photos are from 01 Jan 2004.
Share Information and Knowledge: Social Bookmarking
# Technology Platforms That Help Build Social Capital

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Build Community: Social Networking

• Two-thirds of Facebook members log on at least once a day

• The typical user spends twenty minutes on the site
Build Community: Social Networking

Welcome to the Nonprofit Organizations MySpace!

A portal to all that is good on MySpace

The purpose of this MySpace is three-fold:
1) To serve as a portal to all nonprofit organizations on MySpace.
2) To persuade nonprofit organizations to start a MySpace.
3) To build a community of individuals who support nonprofit organizations and their presence on MySpace.

Nonprofit Organization MySpace of the Month:
Grassroots International

MySpace Activist of the Month:
Build Community: Social Networking
Citizen Response to San Francisco Bay Oil Spill

As you know, the 88,000-gallon bunker oil spill from a South Korea-bound container ship on November 7 was the worst ship-related spill in more than a decade. Thousands of us have banded together to push the cleanup agencies to let us help strip gunk from our shorelines, hold the polluters responsible, and make sure that something like this never happens again. San Francisco Baykeeper has been leading the way by patrolling our waters and coastlines, watching over the agencies, mobilizing volunteers, organizing safety trainings, and testifying in front of our elected officials. Your outpouring of community support and concern has been vital to our efforts. Thank you very much!

LEARN MORE AND SIGN UP TO HELP
MAKE A DONATION TO BAYKEEPER’S SPILL RESPONSE EFFORTS

Quick Links
- Oil Spill Clean Boating Tips
- Household Grease Recycling
- In Memory of Waldo Hoel
- Remembering Mel Lane
- Meet Executive Director David Setze
- Green Drinks Photos
- Sign Up for E-Updates

Our mission is to protect and enhance the water quality of the San Francisco Bay-Delta Estuary and its tributaries for the benefit of its ecosystems and human
Build Community: Social Networking

By Social Entrepreneurs, For Social Entrepreneurs

Join this Week’s Live Discussion

Black Swans
Charles Cameron posts that it’s not what we know that might help us navigate the future, but what we don’t.

Changes in the Foundation World
Patrick O’Neill tells you what you should do to thrive in the evolving foundation world

Games Worth Playing
Charles "Ryan" Cameron talks about games that impact our lives as social entrepreneurs.

How Do I Make a Difference?
How we do a better job of empowering the new generation to take on today’s global challenges?

The GSBF
It’s official! Nineteen social benefit entrepreneurs who applied on Social Edge have been selected to attend (for free!) the Global Social Benefit Incubator at Santa Clara University this summer. Check the list of winners. And get ready to apply next year!

Read our Blogs

From Tribeca To Tanzania
Keeley Stevenson on Africa

Frumkin On Philanthropy
The Five Meanings of Scale

Global X
Short interviews with leading social entrepreneurs

The Kiva Chronicles
Changing the world, one loan at a time

Untangled
Jason Clark untangles technology, one wire at a time
What is Second Life?

Second Life is a 3-D virtual world entirely built and owned by its residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by a total of 6,240,591 people from around the globe.

- From the moment you enter the World you'll discover a vast digital continent, teeming with people, entertainment, experiences and opportunity. Once you've explored a bit, perhaps you'll find a perfect parcel of land to build your house or business.
- You'll also be surrounded by the Creations of your fellow residents, because residents retain the rights to their digital creations, they can buy, sell and trade with other residents.
- The Marketplace currently supports millions of US dollars in monthly transactions. This commerce is handled with the in-world unit-of-trade, the Linden dollar, which can be converted to US dollars at several thriving online Linden Dollar exchanges.

Welcome to Second Life. We look forward to seeing you in-world.
“Anshe Chung, the virtual land baroness that I highlighted in my cover story earlier this year, My Virtual Life, has apparently become the first millionaire in Second Life.”

November 2006
The John D. and Catherine T. MacArthur Foundation is investing $50-million to examine philanthropy's role in virtual worlds
OpenSocial

The web is better when it's social

The web is more interesting when you can build apps that easily interact with your friends and colleagues. But with the trend towards more social applications also comes a growing list of site-specific APIs that developers must learn.

OpenSocial provides a common set of APIs for social applications across multiple websites. With standard JavaScript and HTML, developers can create apps that access a social network’s friends and update feeds.

Many sites, one API

Common APIs mean you have less to learn to build for multiple websites. OpenSocial is currently being developed by Google in conjunction with members of the web community. The ultimate goal is for any social website to be able to implement the APIs and host 3rd party social applications. There are many websites implementing OpenSocial, including Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, MySpace, Ning, Oracle, orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING.

In order for developers to get started immediately, Orkut has opened a limited sandbox that you can use to start building apps using the OpenSocial APIs.

How do I start?

1. Review the OpenSocial API docs.
2. Write your first social gadget for Orkut.

Featured Videos

more videos >>
Philanthropy

Philanthropy is the act of donating money, goods, time, or effort to support a charitable cause, usually over an extended period of time and in regard to a defined objective. In a more fundamental sense, philanthropy may encompass any altruistic activity which is intended to promote good or improve human quality of life. Someone who is well known for practicing philanthropy may sometimes be called a philanthropist. Although such individuals are often very wealthy, people may nevertheless perform philanthropic acts without possessing great wealth. Some notable philanthropists are Rockefeller, Carnegie, and Gates.

Philanthropy is a major source of income for artistic, musical, religious, and humanitarian causes, as well as educational institutions ranging from schools to universities (see patronage). During the past few years, philanthropy has become more mainstream in terms of press coverage, owing to the high-profile of rock star Bono and his campaign to alleviate Third World debt to developing nations; the enormity of the Gates Foundation’s resources and ambitions (such as eradicating malaria and inner blindness, etc.); and billionaire investor and Berkshire Hathaway Chair Warren Buffett’s donation in 2006 of $30 billion to the Gates Foundation. At the same time, young, rich, socially conscious entrepreneurs such as Pierre Omidyar (co-founder of eBay) and Google co-founders Larry Page and Sergey Brin are trying to change philanthropy through unique networks and new forms of giving. Google’s efforts are largely considered “for-profit,” meaning it won’t be constrained in how it spends by the 501(c)(3) section of the Internal Revenue Service code (though the Google Foundation, considered under the umbrella of Google.org, is in fact non-profit). The feeling is also that it will not restrict itself to conventional giving or old-line foundations when it comes to social investments. The concept of measurable life change, with direct investments and follow-up to track results, is gaining more recognition through the above big names, but also through smaller organizations.

Philosophical views on philanthropy

Philanthropy is not always viewed as a universal good. Notable thinkers such as Friedrich Nietzsche opposed philanthropy on philosophical grounds, connecting it with the idea of the weak sponging off the strong, a view sometimes endorsed by those who oppose government welfare programs.

The purpose of philanthropy is also debated. Some equate philanthropy with benevolence and charity for the poor and needy. Others held that philanthropy can be any altruistic giving towards any kind of social need that is not served, underserved, or perceived as unserved or underserved by the market.

Some believe that philanthropy can be a means to build community by growing community funds and giving vehicles. When communities see themselves as being resource rich instead of asset poor, the community is in a better position to solve community problems.

Philanthropy responds to either present or future needs. The charitable response to an impending disaster is an essential function of philanthropy. It offers immediate honor for the philanthropist, yet requires no foresight. Responding to future needs, however, draws on the donor’s foresight and wisdom, but seldom recognizes the donor. Prevention of future needs will often avert far more hardship than a response after the fact. For example, the charities responding to starvation from overpopulation in Africa are afforded swift recognition. Meanwhile, philanthropists behind the U.S. population movement of the 1960s and 1970s were never recognized, and are lost to history.

Political views on philanthropy

Philanthropy is a private sector means of effecting social change without recourse to government mechanisms such as those represented by aid programs.

Governments are often supportive of philanthropic efforts. In many countries, those who donate money to a charity are given a tax break. Some governments are suspicious of philanthropic activities as possible grubs for favor (and votes/power in democracies) of portions of the population by non-governmental organizations.

Social activism and philanthropy

Social activists from any political affiliation can be involved in various forms of activism. The activist group Oxfam is well known for its work in the areas of poverty, hunger, and development.

Oxfam’s programs include: providing food aid to people in need, teaching farmers how to increase their crop yields, and working to improve the legal rights of women in developing countries.

In addition to its core focus on poverty alleviation, Oxfam is also involved in efforts to address climate change and the effects of global warming. The organization works to raise awareness about the impact of climate change on vulnerable populations and advocates for policies that will help reduce greenhouse gas emissions.
Welcome to PGH Kids and Creativity, Wayne A. Jones!
Here are a few things you can do right now...

Members

Welcome!
Welcome to the Pittsburgh Kids + Creativity Ning site. This is meant to be a virtual meeting ground for anyone interested in using technology to inspire learning and creative play. The Grable Foundation began to host a semi-regular meeting to bring together the many individuals and organizations working in this area. The goal for these meetings (and this space) is to enhance collaboration among individuals and spur creativity. This site is the virtual extension of those meetings.

Latest Activity
Jennifer Morris has uploaded a document to a Huddle workspace. (via Huddle Workspaces) 40 seconds ago

Blog Posts
Jennifer Morris has uploaded a document to a Huddle workspace. (via Huddle Workspaces) 13 minutes ago
## Technology Platforms That Help Build Social Capital

### Share Information and Knowledge
- Online Workspaces
- Blogs
- Social Bookmarking

### Build Community
- Social Networking
- Online Workspaces
- Wikis

### Mobilize Resource and Collective Action
- Social Networking
- Social Bookmarking
- Matching Tools
- Mashups
Mobilize Resource and Collective Action: Social Networking

Whatever your interest. Wherever you are.

Some of April's 49,706 Meetups:

- Inland Empire Peace Meetup
  "I am amazed at the people that we meet at every event."

- DC Adventure Meetup
  "I can't believe I waited this long to attend one of this group's events."

- Mountain View Hiking Meetup
  "What would I do without Meetup?"

- Parks Art Meetup
  "Great way to connect with fellow artists."""

Where are you?

Country: USA
ZIP Code:

- TIME
  "A convenient, non-threatening way to connect to other people who share similar interests and live nearby."

- Newsweek
  "...helps groups of strangers organize monthly powwows at local watering holes."

- USA Today
  "...it's important to stay true to your passions or interests, whatever they may be..."

Top Cities:

- Atlanta, GA
- Austin, TX
- Baltimore, MD
- Boston, MA
- Brooklyn, NY
- Chicago, IL
- Dallas, TX
- Denver, CO
- Houston, TX
- Las Vegas, NV
- London, England
- Los Angeles, CA
- Minneapolis, MN
- New York, NY
- Orlando, FL
- Philadelphia, PA
- Portland, OR
- Raleigh, NC
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- San Antonio, TX
- Seattle, WA
- Toronto, ON
- Vancouver, BC
- Washington, DC

Top Interests:

- Brooklyn Bike Meetups
- Book Club Meetups
- Chihuahua Meetups
- Democratic Party Meetups
- Dungeon & Dragons Meetups
- Entrepreneur Meetups
- French Language Meetups
- Ghost Tracking Meetups
- Graphic Design Meetups
- Investor's Business Daily Meetups
- Italian Language Meetups
- Japanese Language Meetups
- Knitting Meetups
- Lunch Meetups
- New In Town Meetups
- Pagan Meetups
- Poker Meetups
- Pub Meetups
- Scrapbooking Meetups
- Spanish Language Meetups
- Star Wars Meetups
- Stay At Home Moms Meetups
- Tea Meetups
- Travel Meetups
- Writers Meetups
- more...
Mobilize Resource and Collective Action: Social Networking

Search Meetup Groups

Topic or Interest: turtle creek within 25 mi of USA

0 Meetup Groups found

Try searching again with a different topic or expanding your radius.
You can also see all our topics.
Mobilize Resource and Collective Action: Matching Tools
Mobilize Resource and Collective Action: Matching Tools

Fundable lets groups of people pool money to make purchases or raise money. Here's how it works:

One person creates a Fundable page to collect $1,000 from a group of people.
Each person in the group enters credit card or PayPal information as a pledge (but does NOT pay money).
Once all pledges add up to $1,000, Fundable turns them into real payments.
If the collection expires before reaching $1,000, Fundable deletes all pledges.
Fundable sends $1,000 to the group leader, who makes sure that everyone receives what was paid for.

"My experience with Fundable was awesome! It is such a novel and useful way to raise money for a cause. I would definitely use it again."
Russell M.

"I was so glad that Fundable existed. It worked very nicely for our purposes. We will probably be doing it again this Xmas, for related projects. The projects we raised money for can be seen at: http://www.allhodrotors.co.org/ pgjumpy/"
Michael J.

"My siblings and I set up a Fundable group action to fund an anniversary gift for my parents. We all pitched in enough money for a trip for two to the Bavarian Inn for a weekend. My parents just recently used the gift certificate that I purchased using the funds collected and enjoyed a wonderful time!"
Steve

Click on one of the following real/examples to see what you can do.
- Raise money for a personal project. Collect money for a group trip. Buy as a group and get a huge discount. Pool money for a gift. Sell to a group before making a product. Collect money to throw an event.
- Fundable’s collection pages, called group actions, resemble ebay auctions:
  - pourgindown: Seven Maps
    - This project seeks a total of $2,000 with a minimum contribution of
    - Time Left: 3 days 3 hours 2 minutes 54 seconds

"My experience with Fundable was awesome! It is such a novel and useful way to raise money for a cause. I would definitely use it again."
Mobilize Resource and Collective Action: Matching Tools

loans that change lives

What is Kiva?
Kiva lets you lend to a specific entrepreneur in the developing world – empowering them to lift themselves out of poverty.

Featured Business
Entrepreneur: Thun Saroun
Location: Kampong Cham, Cambodia
Activity: Taxi
Loan Request: $1,000.00
Repayment Term: 18 months
Loan Use: To purchase a car for one of her children to operate a taxi business.

$625.00 loaned so far
$375.00 still needed
$25
LEND NOW

Featured Lender
Lender: Ritchard
Location: Toronto, Ontario
Member Since: November 7, 2007
Occupation: Consultant
Loan Because: It is such a simple way to help, to touch another person’s life, and to feel good about oneself.

About me:
I don’t understand it myself.

Kiva gift certificates
the perfect holiday gift!

Watch the video (Part 3, Clinton's Global Initiative)
President Clinton has a conversation with Keith Olbermann about Kiva.org.

More from our press page >>
Mobilize Resource and Collective Action: Matching Tools
One Couch at a Time

We are doing a good job:

In the last hour, there were 19 real-life introductions (16 positive, 0 negative)*
and 7 new couches (50.0% of 14 signups)

the last day: 784 real-life introductions (653 positive, 0 negative)
407 new couches (71.3% of 571 signups)

the last week: 4,764 real-life introductions (3,922 positive, 3 negative)
2,326 new couches (70.7% of 3,289 signups)

* In addition to positive and negative experiences, we have situations where someone met someone in real life but put “neutral” down for their quality of experience or didn’t leave a reference at all.

The Big Picture

CouchSurfing is not about the furniture, not just about finding free accommodations around the world; it’s about making connections worldwide. We make the world a better place by opening our homes, our hearts, and our lives. We open our minds and welcome the knowledge that cultural exchange makes available. We create deep and meaningful connections that cross oceans, continents and cultures. CouchSurfing wants to change not only the way we travel, but how we relate to the world!

- 165,504 couches
- 8,348 dose friendships due to CS
- 138,155 positive experiences
- 0.2% negative experiences
Mobilize Resource and Collective Action: Matching Tools

Dollars for Darfur

NATIONAL SCHOOL CHALLENGE

About Dollars for Darfur: National School Challenge

The Campaign

Dollars for Darfur is a national campaign that harnesses the power and energy of young people to help end the humanitarian crisis in Darfur. The campaign is run by students with administrative support from the Save Darfur Coalition.

As many as 400,000 people have already died in Darfur, and 2.5 million are confined to congested refugee camps. Dollars for Darfur challenges high school and middle school students across the U.S. to raise money to bring much-needed help to the millions that continue to suffer in Darfur.

At the end of the campaign, the Save Darfur Coalition will nationally recognize the top middle schools and high schools and offer a surprise reward.

The Goal

Last year, students from across the nation raised $306,000 after setting an initial goal of $200,000. We are in awe of the stamina and dedication of all the students who helped to reach this impressive number.

Let's keep the momentum going! The new Dollars for Darfur: National School Challenge fundraising campaign will begin September 10, 2007 and conclude April 30, 2008. This year, our goal is to raise $375,000 from 2,500 registered schools.

Half the money raised through the Dollars for Darfur campaign will help bring food, water, and shelter to victims of the conflict. The other half will help the Save Darfur Coalition build international support to bring peace to Darfur.

Getting Involved

Getting involved is easy! Just follow the step-by-step instructions to create a Dollars for Darfur Fundraising Page for your school. After you create your page, spread the word on MySpace and Facebook, let your friends and family know, and start collecting for Darfur!

New Online Fundraising Resources
3. Technology continues to evolve, looming shift to omnipresent connectivity.
The Laws of Urban Energy
The world is flatter than ever. But while technology may give us each the tools of creativity, it takes urban proximity and unpredictability to sharpen them.

By: Anya Kamenetz

John Gordon used to cry tears of frustration on his morning commute. A Web designer in suburban Maryland, he had to drive for an hour to get to the office park where he worked. "You park, you go in, you're at a cubicle," he recalls. "I interacted with five people on a given day." After only a year, Gordon decamped to Astoria, Queens, where he now works. "I'm on my feet more, so I deal directly with people. I've gotten work while standing in line at the store. It's invigorating," he says. "I'm constantly in touch with the best design in the entire world everywhere I go. I get so much inspiration from something like a funky, homemade, misspelled sign for a Cypriot soccer club."

The evidence is mounting that, as in the novel A Tree Grows in Brooklyn, your mental garden buds, blooms, and proliferates when cross-pollinated with the many other flowers and fruits crowding the urban jungle. People come up with more and better ideas and produce more results from those ideas by finding more collaborators as well as critics.

For the past decade or so, a pop-sociology debate has been raging between "Flatworlders" and "creative class" boosters. Flatworlders, so-called after Thomas Friedman's book The World Is Flat, argue that information technology erases distance, distributing the tools of innovation equally to everyone. Creative class types, like Richard Florida in The Rise of the Creative Class, say nope—there's nothing equal about innovation. It's not distributed equally.

But, PLACES still matter!
4. Lines are blurring

- People are more likely to align “segments” of their lives
- Changing nature of groups
- For-profit, non-profit, unincorporated entities – forms are changing
Mobilize Resource and Collective Action: Matching Tools

Social Stock Exchanges

A revolution in non-profit financing is quietly stirring

From healthcare and hunger, to education and the environment, organizations hold enough to take on the world’s toughest problems are turning to the same source.

Introducing the Altruistiq Exchange

- Say hello to ALEX™
  The Altruistiq Exchange (ALEX) is the world’s first pro-profit stock exchange. Its mission is to alleviate the burden of non-profit organizations by providing them with the financial freedom they need to focus on delivering their missions.

- Socially conscious investing
  ALEX is changing the landscape of philanthropy and the non-profit sector by providing small and non-profit organizations with the capital they need.

- ALEX™ Fact Sheet
  Read more about how ALEX operates, how it finances programs through the exchange, and how it benefits people.

Start trading
Non-profits, investors, brokers, and investment banks find out how you can get started with trading on the Altruistiq Exchange.

Listing Requirements
Admission to the Altruistiq Exchange is made on a case-by-case basis. General guidelines used to evaluate organizations for admission include:
- IRS 501(c) tax status
- Yearly revenue (approx. $100,000)
- Years in existence (approx. 2 years)
- Social sector served

An Example
Below is a hypothetical example of how a non-profit named Do Good, Inc. could participate in the Altruistiq Exchange to raise financing.

Raising $200,000
1. Do Good wishes to be listed on ALEX with the symbol “DGD” and would like to sell 40,000 “shares” in an IPO.
2. After reading Do Good’s IPO prospectus and conducting research on their own, investors bid on how many DGD shares they are willing to purchase and at what price.
3. The conclusion of the IPO results in a market price of 55.00/share. This is the price that investors are willing to pay in order to buy all 40,000 shares of DGD stock.

As a result of going public on the Altruistiq Exchange, Do Good has raised $200,000 (40,000 shares * $5.00/share).

Market forces at work
Just as in existing stock exchanges like the NASDAQ or NYSE, DGD’s price will trade in the aftermarket based on buyers’ and sellers’ perceived demand for the value of its stock. As Do Good opens new chapters and expands, its stock price will tend to increase. Similarly, adverse events could cause its stock to fall.

No voting rights
Unlike traditional exchanges, however, purchasing shares of corporations on ALEX does not entitle the owner to voting rights. “Shares” are simply a unit of volume on the Altruistiq Exchange.
Issues for Nonprofits

• If you don’t take control, you lose control
• Blurring of personal/professional boundaries (Yes, they do know you’re a dog!)
• Need for new ways of thinking – thinking “wikily”
• Experiment! Fail quickly and cheaply!
• Demographic issues, technology gaps
If you don’t take control, you lose control!

9th Grade Nation -- Be The Cult!

**Basic Info**
- **Name:** 9th Grade Nation -- Be The Cult!
- **Category:** Organizations - Academic Organizations
- **Description:** Most of us have come to the final, well-thought-out decision that 9th Grade Nation - Be The Change is a cult! Well, we'll discuss it's cult-like habits and decide if it truly is proof that Roosevelt is brainwashing us all.

Some quotes to prove its cuteness:
- Hines Ward: Now this side over here's gonna repeat after me.
- Other dude: And this side will repeat after me.
- Ready? Ninth grade nation!
- Left side: Ninth grade nation!
- Hines: Be the change!
- Right side: Be the change!
- Left side: Ninth grade nation!
- Right side: Be the change!

**Contact Info**
- **Email:** sam_tuchin@yahoo.com
- **Location:** Pittsburgh, PA

**Recent News**
IT'S OFFICIAL! Our school system has been fucked over! Let's all have a moment of silence in remembrance of how good our school system used to be before Teddy's great grandson stepped in.

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

**Officers**
- Jonquil Schaller
  - Sarcastic / Serious Confuser
- Brianna Berry (CAPA)
  - Group Hair Stylist

**Admins**
- Sam Tye Tuchin (CAPA) (creator)
If you don’t take control, you lose control
Blurring of Boundaries

- Who are you friends with on Facebook?
- Increased use of Facebook, Twitter, LinkedIn for recruiting
"On the Internet, nobody knows you're a dog."
Yes, they do know you’re a dog!

Would You Twitter If Your Tweet Carried a $50,000 Price Tag?

BY STEPHANIE SCHONER, Tue Jul 28, 2009 at 7:25 PM

A Twitter user in Chicago just got hit with a $50,000 defamation lawsuit. What does it mean for the Twittersphere?

We’ve talked about how Twitter can get you fired and how Twitter can help you find a job, but how about how Twitter can land you in a $50,000 lawsuit?

Yeah, Amanda Bonnen didn’t think so either. In May, the Chicago resident tweeted: "@Jess813 You should just come anyway. Who said sleeping in a moldy apartment was bad for you? Horizon Realty thinks it’s okay."

And that’s all it took for Horizon Realty Group to file a defamation lawsuit against her, claiming that the statement damaged the company’s rep. But what if what Bonnen tweeted were true? If there really is mold in her apartment, Horizon Realty should do something about it. And second, how many people could have possibly read this tweet? ChicagoNow reports that Bonnen only had 20 followers (her Twitter account has since been closed).

It may all sound trivial, but the reality is that your tweets are under scrutiny. In December, the National Law Journal reported that Twitter conversations don’t really differ from letters, emails or text messages, calling them "damaging and discoverable."

This isn’t the first time something like this happened. In 2008, a Yelp user faced a defamation lawsuit for posting a poor review of a chiropractor. And just earlier this year, a New York teen who said she was harassed by classmates on Facebook (she said they created a Facebook group that made false claims about her) sued not only her classmates and their parents, but Facebook itself.
Yes, they do know you’re a dog!

…or at least that you were at a Halloween party when you took leave for a “family emergency!”
WORKING WIKILY 2.0

Social Change with a Network Mindset

It's probably safe to say by now that we all know about web 2.0. We've read a blog. We've looked something up on Wikipedia. We've created a Facebook profile and started collecting friends. We may have even “tweeted.” The tools are now accessible to the point where, for most of us, they've become integrated into our everyday lives.

But the tools are only the beginning of the story. The deeper news is actually about the networks behind the tools, and how these networks are fundamentally changing the way we live and work. In other words, it's not the wiki; it's how wikis and other social media tools are engendering a new, networked mindset—a way of working *wikily*—that is characterized by principles of openness, transparency, decentralized decision-making, and distributed action.
Social Good

Allison Fine, a nonprofit leader and expert on technology and communications, discusses how charities and foundations can more effectively use social-media tools to spread their messages and raise money. Ms. Fine will incorporate suggestions and questions from readers into her podcasts and invites you to send e-mail messages to her at affine@demos.org. Look for new installments on the first Thursday of every month.
Fail!

- Most of these tools are free!
- Pace moves VERY quickly – need to be nimble, flexible
- Consider students/interns to work on these projects (e.g., Carnegie Mellon students)
- You may have to get out of your comfort zone.
Heinz Endowments Interns!

Basic Info
Name: Heinz Endowments Interns!
Category: Business - Employment & Work
Description: The Facebook group for all previous (or current) Heinz Endowments interns!

Contact Info
Location: 625 liberty ave
Pittsburgh, PA

Members
Displaying 8 of 17 members

The Wall
No one has said anything...yet.

Photos
No one has uploaded any photos.

Links
No one has posted any links.

Video

Join this Group
Share

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

Admins
- Michael Surh (Carnegie Mellon) (creator)

Related Groups
- Heinz Endowments Summer Interns '09
  Business - Employment & Work
dontworryaboutit
  Music - Rock
The SnowBall Effect™
  Just for Fun - Facebook Classics
Shaler Area Alumni
  Common Interest - Friends
Demographic Issues

• Technology immigrants vs. natives
• 93 percent of teens in the U.S. report using the internet
• 64 percent report sharing or creating content (pictures, stories, video, blogs, and web pages) online
• 75 percent of online teens say they have created profiles on social networking sites like Facebook or MySpace.
• Issues of ownership and price
• Gaps related to access
So where’s the nonprofit sector?

Study: Nonprofits flocking to social media

By Jay Patekos
Herald News Staff Reporter
Posted Jun 16, 2009 @ 08:14 PM

While your local doctor likely won’t be "tweeting" your diagnosis in an 140-character snippet anytime soon, SouthCoast Hospitals Group is among local entities to venture into the brave new world of social networking.

From blogging to "tweeting" to Facebooking, a soon-to-be-released University of Massachusetts Dartmouth Center for Marketing Research study on America’s largest charities and their experience with social media shows an overwhelming increase in its use during the past two years, a trend that has begun to emerge in local charities and nonprofits.

The study, conducted by CMR Director Nora Ganim Barnes and marketing consultant Eric Mattson, found 89 percent of charitable and nonprofit organizations are using some form of social media: blogs, Facebook, Twitter and others. Fifty-seven percent reported activity in blogging.

"The extent to which these not-for-profits are using social media appears to be a case study in the timely adoption of new technology. A closer look shows how they maximize the effectiveness of these tools," said Barnes. "Comparing the 2007 and 2008 data, it becomes clear that there has been significant improvement as we look at the implementation of the most popular tool, blogging. For volunteers/donors looking to have a conversation online about particular aspects of a charity's mission, this increased interaction through comments can be significant."
Reflections? Questions?