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Module 7 – Project 4

Difference between social media and social networking: Social media is basically any form of electronic communication online. For example, platforms like Instagram and Facebook have features that let people post pictures and videos on their profile and others can comment on those posts. They can interact with each other online through those sites. Other platforms like YouTube are used primarily for video posting and content creation. Platforms like Discord and Skype are used for voice or video calling people online and sharing text/taped messages with them as well. Social networking is very similar to social media because it uses it as its basis. Social networking is communication and interaction through a website or social media. It focuses more on the interaction between people on websites and is used to build up relationships like having friend requests on Instagram or Discord.

Required Questions:

Question 1: Lego is a toy manufacturing company that needs to pay attention to the needs of its customers. For example, Lego needs to learn about and use new trends and preferences that their customers are used to for social networking. The Lego Mindstorms website includes different social networking features that help users connect with each other online and share their ideas. One feature is the online community forums, where users can ask questions, talk about building, and fix issues they might be having with their robots. Another feature is the shared project galleries, where they can upload their robot designs and look at other designs different people created. Lego will need to use newer social networking methods when deciding whether to continue or get rid of these features. Online safety and data privacy are becoming more important, especially with strict rules regarding children online, which require strict parental content moderation. Lego will need to adapt to these trends to maintain a safe and engaging online experience for its customers, especially the children who are their target audience. Making sure user safety is a top priority while keeping the site interactive and educational will help Lego continue making their customers more creative.

Question 2: The Lego Mindstorms website has a few social networking features that help new users learn how to build and program robots. One of these features is the online

community forums, where users can ask questions, get troubleshooting help, and get help from others. The forums include discussions on how to build specific robots, coding tips, and general help questions. Another feature is the shared project galleries, where users can upload and look at different robot designs. These galleries let new users download and study robots, making it easier to understand the programming for them. By looking at how others have designed their robots, users can modify projects or create new projects to work on themselves. Lego Mindstorms also has a social media presence on platforms like YouTube, where users can find tutorials and guides on robots. Many builders share step-by-step guides on programming and assembling robots, making it easier for beginners to learn. Overall, these social networking features provide an easy way for new users to improve their skills

Question 3: Lego Mindstorms community members are important for the health of the site. One way they help is through the online forums, where users ask questions, give advice, and share programming tips. This helps new users solve problems without having to contact Lego for customer support. Another way is through the shared project galleries, where users upload their custom robot designs and code. These projects give other users new ideas and inspiration, encouraging creativity and increasing engagement with the product. Community members also create value by developing unofficial guides and tutorials. Also, some users write blog posts, create videos, or share step-by-step instructions to help others learn building and coding techniques. Some people even participate in beta testing and feedback, which gives Lego the ability to see what kind of issues a certain product might have. This helps Lego refine its products before launching new versions. Finally, the community helps promote Lego Mindstorms through social media and online discussions. People share their projects on social media platforms like Twitter and Instagram, that get new users and keep interest in the product. By engaging with the community, Lego benefits from community content.

Source: **Electronic Commerce** by Gary Schneider

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