

title

About Social Network Service

- through someone, through something -



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(1) "mixi" is most famous SNS in Japan

"mixi" is one of several social networking websites in Japan.
As of May 2008, mixi had over 21.6 million users and an 80% share of the social networking market in Japan.

"mixi" user joined "community" that have same interest
For example it is fine the reason to join the "community(fun of drinking)" is enjoy drinking.

"community" have a plan that meet each other on the event.
People meet in there before we can not have a chance to meet.

I guess that purpose on the event just drinking, it is difficult to keep in touch. on the group.

I did not have any hobbies , so I want to have some hobbies about three years ago.

I want to do a club activity that is similar to school activities.
One of member make a plan after announce for members and revise plan to use social media (twitter or Skype).

Our activities continue to next activities .

After organized and join to club, I could get a hobby. One of my hobbies are taking pictures.

I bought a single-lens reflex camera (α200) in 2008,
Since then I and my friends go out for photo session once a month.

I usually take flowers and animals.

Taking pictures give me a chance to find small changes and differences in my daily life.
But not in a journey to and from work.

We usually go drinking after photo section which is another fun.

I was looking for something that I could enjoy as a hobby and my friend gave me an advice.

He said that taking pictures was getting a boom So it can give me chances to meet girls.

I belong to English club("Shiodome Eigo juku" = study English at Shiodome ,TOKYO) not community, but social society ,

Because each student share the important topics and idea for each student , we meet at cafe on every Sunday.

It is new style group for me on "mixi". It is similar to school.

I was influenced by member of SEJ who is a CG specialist , I am interested in CG.

"Avatar" is my first experience.

It was really exciting and I got interested in CG.
Because all the scenes were so real.

There is a CG specialist in the English Club where I join every weekend,
He told me that he would give me a chance to learn CG.

The software he recommended was the `blender`.
It is free and available with many operation systems.
3D applications are usually expensive, so it widespread all over the world.

My first CG work (http://www.youtube.com/watch?v=S0s_6BNltGw) is just one second movie that a cube just moves on flat surface.

3 D CG has made innovation happen to express my emotions and images.

It is naturally thinking to have interesting about CG.

I can see another world after I was interested in CG

Big fan for SEJ.

(2)what is a social media ?

We need have a personalty in group.

It is necessary to explain for someone about myself.
Someone know about myself from my hobbies , daily and tweets.

It is easy to take action that I want to do and send information by using social network.

It is very exciting that sender of messages and receiver can keep communication on real-time.

We used to use internet for only txt-data, but now we use internet for multi-media.

(パソコンと通信料の安さがたくさんの人がインターネットが使える環境を可能とした。)

(2-1)Tohoku - Pacific Ocean Earthquake

We could watch NHK program on internet service “ustream” for 3 or 5 days after the earthquake has happened.

Ustream is a website that providing a platform for lifecasting and live video streaming of events online. Established in March 2007.

I thought “world end” because live on “ustream”.

It was too strong and shock , desperate for me.

In Japan , many people had been said “TV and internet will be fusion”.

But conglomerate on media company blocked it.

However it became the realization of mix media on that time.

We had a plan to join the birthday party , it was canceled because of the transport was in confusion.

The office was off line and all of trains has stopped so it was closed.

It takes two hours to walk for my apartment from office.

I could feel unusual situation by myself so I was excited and confusion.

When I came back to home, I could not use the gas to take shower.

Then I checked “Tokyo gas” web site, it was closed.

I searched “gas” on twitter , I understood how to reuse the gas.

The gas was stopped automatically when earthquake has occurred.

Others had same problems on mixi, so I told them how to clear the problem.

I could know about my friend’s safe because “mixi” and “facebook” show information about users login time.

We could see many place of refuges on twitter.

Many people could not go back home because trains had stopped,

(2-2) The open exchange of information can have a positive global impact.

We're using twitter for making next photo setion plan or uploading pictures about daily life.
"hash tag" is a function on twitter.

It can make a group of tweet with using "#" before the letter.
For example, If you search '#prayforjapan' on twitter, you can find tweets with hash tag.

Why do people use twitter all over the world?
I guess we want to have mild relationships with others.

When I was touched or moved, I want to tell something.
When I was sad or mad, I want someone to listen it.

When national disaster happened, telephone line didn't work.
but I could send messages or tweets from mobile phone.

I could get any information from tweets,
for example rolling power outage or expected arrival time of trains.

Many tweets are not so important information for us,
but we could see personalty from many tweets.
We don't follow for information, but we follow for people.
We can continue to communicate with friends and get replay on real-time.

(3)my topics

I usually take pictures flowers.
So I study English how to explain about flowers.

I made a web site about our photo club, I wanted to appeal our web site for not only Japanese
but also foreigner.

I keep my motivation to study English ,especially writing.

I got a pattern how to write sentences for explaining flowers.

I search on the web about history , language of flowers,bloom of season.
And I write English sentences.



For example , I wrote sentences about Chrysanthemum are below sentences.

Chrysanthemum has used for a medicinal herb or decorative plant since Heian period in Japan.

Heian period is 1200 years ago and Japanese capital in Kyoto.

There are many kind of chrysanthemums to use for decorations food or to eat it's petal.

language of flowers are noble.

White chrysanthemums are symbolic of death and are only used for funerals or on graves in part of Europe.

SO it are taboo to give chrysanthemums for visiting to a sick person.

chrysanthemum is a symbol of autumn

because the Emperor in Kamakura period like it and used for Family crest. (family embram)

After some times , I could not enjoy writing about flowers.
the begging the topics were fresh, after it was not fresh for me.

The group are similar to school ,

but teacher and student were having communication and influences each other.

We passed many time while study English,
everyone want to know about me what he is thinking?

After that I were thinking about myself and interested in brand image and bland.

(4)What is a brand ?

A brand is the identity of a specific product, service.

What is a brand image ?

A brand image is that customer have images for services from name , phrase, symbol.

A good brand image help keep customer retention and make brand loyalty.

Process to create a brand image.

- /word of mouse
- /advertisement
- /media (magazines , internet)

What is the most important reasons when you buy a electric appliance ?

- /good design
- /price
- /reliable
- /sufficient function
- /brand image

I feel strong brand image for SONY.

Because I bought many SONY products in my life.

I have spend happy times with it.

For example I play network games with my friends and watch movies on "Playstation".(SONY product).

These exciting experiences and scene grow up in myself that influence my decision when I buy a electric appliance.

What is your personality? How is your image?

What do you want to remember from other?

I can not find answer for this question yet.

(5)type of communication

There are many chances to keep in touch from “SNS”.
On the other hand, sometimes can not continue.

I do not know that I may think about benefit or demerit to keep in touch ,
distantly related to friends relationship.

What is connection to each person?
It is famous word “itigo itie” in Japan about encounter.

You'll never know if I see you again.
We never know if we'll have a chance to get together again.

I must have to resolution for encounter.

If I want to make friends , I should join many event on “SNS”
I think the action are wast time for me in many case.

I had many chance to encounter, but I feel some loneliness.
It is nature of the encounter.

I want to be happy , others must be happy.

It is not became easy to keep in touch each other,
So I have to appreciate for chance to meet people.

It is my expression to use social network services.

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I really appreciate
the support and
advice you've
given me.

taro. sensei syai-san
teddy. san naho-chan
HiRo