

Facebook Timeline and Sharing

Contributor: Matthew Rieger

Title: Facebook Timeline and Sharing

Category: Techniques – Sharing

Links: www.Facebook.com

Description:

One process in which folklore is created and communicated about on the internet is through Facebook. The primary way this is done on Facebook is through the timeline which is a part of every profile. It allows users to post folklore of their own and of other's to their group of friends to be seen. Users have complete control in who sees their content just in the same way as you have control in who you tell a story. This also allows other users to "share" your folklore to their walls so their friends can see it as well. This allows folklore to be spread across different communities where it can be taken in and modified by others as well. On top of the ability to share content others can also comment on the folklore directly to discuss it where more folklore can be created such as a joke about a picture someone posted. Facebook users can also "like" a photo to acknowledge that they have seen or appreciate certain folklore, opening avenues to possibly discuss it later in person.

Points of interest:

- Users cannot "down-like", "negative-like", or "disapprove" of anything on Facebook. There is no ability to show your disapproval through likes without commenting about it. The only option users have is to like it or not.
- Timelines allow anyone to see folklore captured by people throughout the span of many years. It is similar to looking back through a scrap book or photobook.

Discussion:

The Facebook timeline and sharing pertains to the folklore of student life because it is the primary way in which college students communicate themselves and their folklore to their peers. The timeline is in a way the canvas of our lives. The folklore we create can be posted onto our timelines where it will spread amongst hundreds of friends; even then the creation of folklore does not stop there. If I post an embarrassing photo to my timeline my friends might make an inside joke about the photo, thus creating more folklore that was grounded in the internet and originally from my piece of folklore. This also allows my folklore to be spread to people that I would otherwise not be able to communicate with, such as friends that has moved far away or friends of friends due to the sharing feature of Facebook. Overall, Facebook provides a means for individuals to communicate their folklore and allow it to branch to other's on the internet.

Reddit Voting

Contributor: Matthew Rieger

Title: Reddit Voting

Category: Techniques – Voting

Links: www.Reddit.com

Description:

The website Reddit has a unique feature compared to most other websites in which it allows users complete control in what folklore becomes popular and is seen by the majority of users. Reddit itself is essentially a bulletin board for the entire internet. Reddit users can “up-vote” a piece of folklore so it rises to the top of the bulletin board for everyone to see but they can also “down-vote” it so it will be pushed back many pages where little will see it. This allows original and creative folklore to be popularized and spread while unoriginal and boring pieces to be forgotten. On top of the voting system Reddit also, like Facebook, allows users to comment on content. It’s within the comment section that folklore is usually repurposed and where new folklore is created as well.

Points of Interest:

- Anyone can see the front page of Reddit. There is no privacy once the folklore is posted unlike Facebook; once it’s on the internet it is there forever. Therefore anyone across the globe can see folklore instead of just close friends.

Discussion:

Reddit voting pertains to folklore of the cyber world because Reddit is the meeting point of the internet and the folklore in which the users see is important. Unlike Facebook, Reddit gives users anonymity (if they desire) and allows anyone on the internet to connect with each other’s folklore. Reddit acts as a melting pot of the world’s folklore where anyone can contribute their folklore to the community of Reddit. The comments section usually creates folklore on its own from the content that is posted as there are many site-wide inside jokes that the majority of the user base knows about. The process of voting on content allows users control over what content they and the rest of the world sees. For example, if someone posts a good joke or picture and it gets voted to the front page all the users get to see it. This is in no way different from telling a joke so good to your friends that they retell it to their friends aside from no face-to-face communication. If the joke was bad and did not make it to the front page no one would see it, vice-versa; if your joke was bad your friends would probably not retell it. Overall, the process of Reddit voting controls what cyber lore is seen on the site and a lot of the internet.

Groupme “Loving”

Contributor: Matthew Rieger

Title: Groupme “Loving”

Category: Techniques – Voting/Liking

Links: www.groupme.com (Requires App)

Description:

Groupme is a social media application which allows friends to use a group chat to discuss day to day life. Within this application users can either talk directly one to one or in groups in which they control who is in. The application basically functions as a text messaging system that does not use cellular data and can accommodate many more users than Imessage for iPhones and Messages or Google Hangout for Android. Groupme also allows users to “love” a message by tapping on a heart next to someone’s comment or image to show your appreciation for it. Similarly to Facebook there is no way to disapprove of a message, your only option would be to ignore it. The amount of people who “love” a message is displayed so that all members within the group can see. This allows users to show appreciation for folklore that is posted within the group chat such as jokes, pictures, stories, etc.

Points of Interest:

- Standard or Default text message applications that come with phones (Imessage/Text Messaging) do not have the ability to “love/like” a message other than typing your appreciation out into words

Discussion:

Groupme’s “Love” feature pertains to the folklore of student life because it allows students to show their appreciation for their friend’s folklore within their social circle over the internet. Normally through text messaging you would have to use an emoji or type out that you liked your friends joke or story, but through Groupme it only takes a simple tap. Through this feature folklore can be reinforced; if a friend were to “love” my joke I might be more willing to tell another one or change it around and post it again. On the flip side if no one like’s it I might also be more willing to change it or repurpose it so others would enjoy it more. Overall, while Groupme “loving” does not affect the folklore of the large audience of Reddit, or the smaller audience of Facebook friends/acquaintances, it does touch the close circle of friends of individuals.