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Project 4

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Compare/Contrast Social Media and Social Networking

According to <https://www.investopedia.com/terms/s/social-media.asp>, social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. Also in that same article, it states that about 4.7 billion people use social media, equal to roughly 60% of the world's population. According to <https://www.investopedia.com/terms/s/social-networking.asp>, social networking refers to using internet-based social media sites to stay connected with friends, family, colleagues, or customers. Social networking can have a social purpose, a business purpose, or both through sites like Facebook, X, Instagram, and Pinterest.

In essence, social media can be a great tool to be used for social networking. Many businesses today use social media to promote their brand or products to anyone they can reach on the platform they are using. Social media allows businesses to reach audiences they would not have been able to before. Platforms like X, Facebook, and Instagram all allow companies to advertise on their platforms. The companies pay the platforms to allow them to advertise, and the companies can reach many more people this way.

Social media can also be used for communication between business parties. Social media can be used as a tool for business parties to arrange meetings, exchange information, or create new opportunities for their business.

Required #1

One of the many social networking features on the LEGO Mindstorm's website is the Mindstorm community. This feature allows users to sign up for the Mindstorm community to share designs, ideas, and allow members to communicate with each other. Joining the Mindstorm community is very beneficial for a member to share ideas and even allows other users to recreate a member's original design.

Another social networking feature on the LEGO Mindstorm website is access to the LEGO Mindstorm application. This allows members to access tools and programs to help a user create and program their designs.

Having a community and an application is very beneficial to LEGO Mindstorms. Having these two social networking features is crucial going forward for LEGO Mindstorms. The application will naturally have to be modified in the future to accommodate future needs for more advanced technology. The community of Mindstorms will have to be continued so that LEGO Mindstorms can identify what the community requires. The community is also beneficial for members so that ideas and designs can be shared between members.

As technology becomes more and more advanced, the website will have to continue to add more features. For now, the community and application are both great features for the website and will have to continue. But in the future, who knows what new social networking features will be available for members for LEGO Mindstorms.

Required #2

Even though LEGO provides instructions for building the robot for Mindstorms, a user may have some difficulty assembling or programming the robot. The user has several social networking features they could turn to for some assistance.

First, the user could turn to the community for help. The user could give the community the current design they are working on, and then a member of the community could reach out and provide some ideas and assistance with that design. Another difficulty a user could face is programming the robot. A user may have difficulty programming the robot and could turn to the community for advice on their code. The community is a great feature that could help with any design a user could need assistance on.

Another social networking feature they could turn to is the Mindstorm application. The application allows the user to help program the robot they are trying to create. The application also provides more information on the robot or design they are trying to create as well. The application uses Python for its programming language and provides the user with tutorials for using the programming language.

Having the community and application are very beneficial for a user trying to build LEGO Mindstorms.

Required #3

There are many ways Mindstorms community members can create value for LEGO. One of these is creating a blog. When a member of the community decides what robot, they desire to create, they could create a blog about it. Recording their experience and sharing it with the community could positively impact whether another member of the community wishes to create the same or even similar design.

Another way community members can create value for LEGO is by creating community polls. Community members could poll on what design they enjoyed creating the most. By creating polls, members of the community could generate hype around a certain product.

Members of the community could also create surveys to share their experience of how creating a certain design was. Surveys can provide insight to LEGO about how they can improve their products.

Public forums or discussion posts are also a good way to get the community involved in how they feel about a certain product. Getting people to talk about their products is great exposure and can maximize their chances of members purchasing more of their products. Members of the community can also discuss how they dealt with some of their difficulties with certain products so that others can avoid running into the same problems.

There are many ways members of the Mindstorms community can generate value for LEGO. Members can create blogs, surveys, polls, discussion posts or forums to help generate hype or good reputations for LEGO products.