



# Deep Social Networks and Social Media Presentation

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# Age Sensitive Context

Country	Median Age	Population Under 14
Cambodia	22.1	32.4%
Laos	19.3	40.8%
Indonesia	27.6	28.1%
Philippines	22.5	35.4%
Thailand	33.3	20.8%
Timor Leste	21.8	34.7%
Vietnam	27.4	24.9%
Mainstream Canada	40.4	16.1%
Inuit Canada	20.0	39.0%
First Nations Canada	25.0	35.9%
Métis Canada	27.0	35.1%



*there are three  
billion people under  
twenty five on this  
planet...*



*sixty one*  
*percent of them*  
*live in Asia*

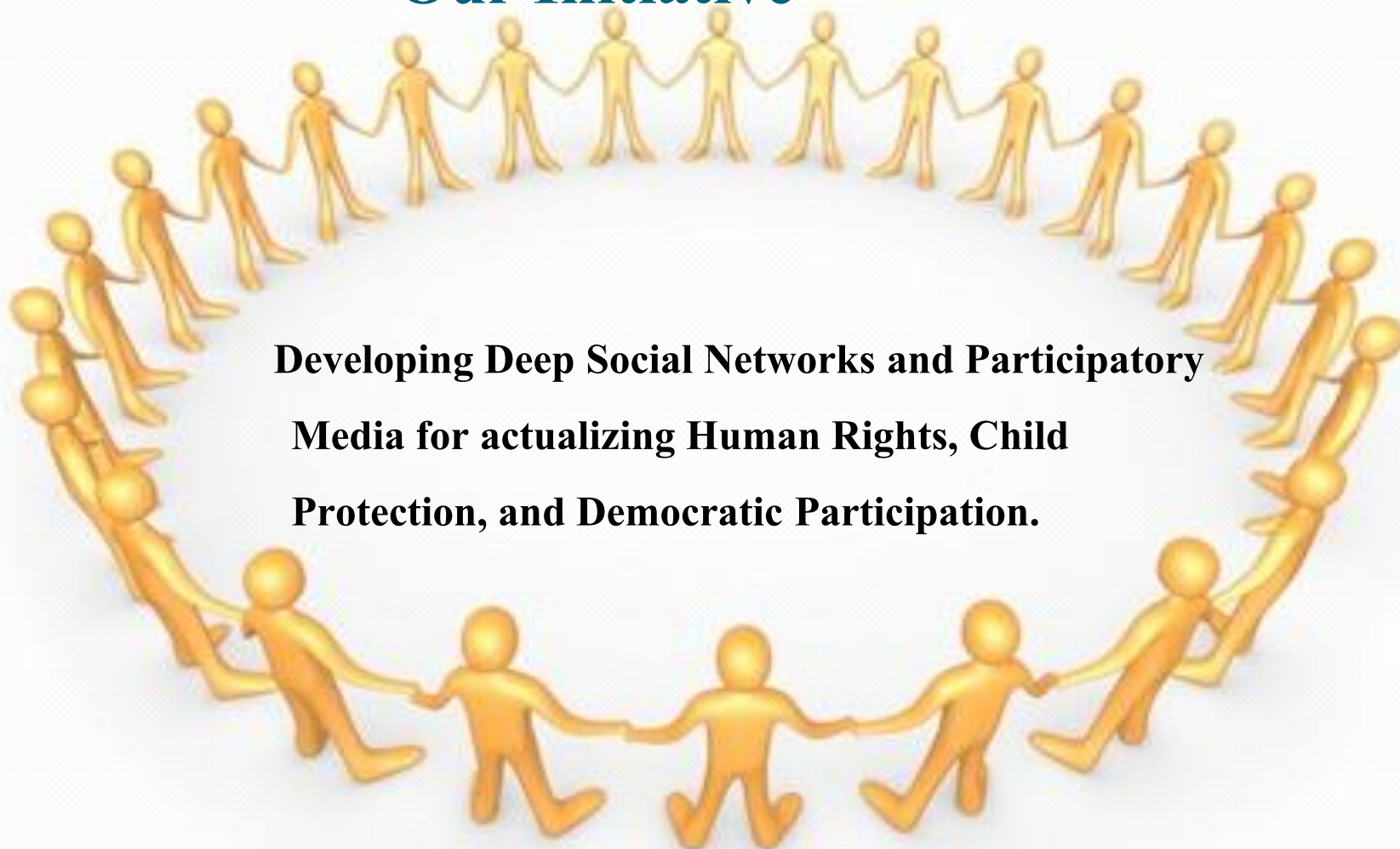
## Social Media Revolution



Is Social Media a Fad?

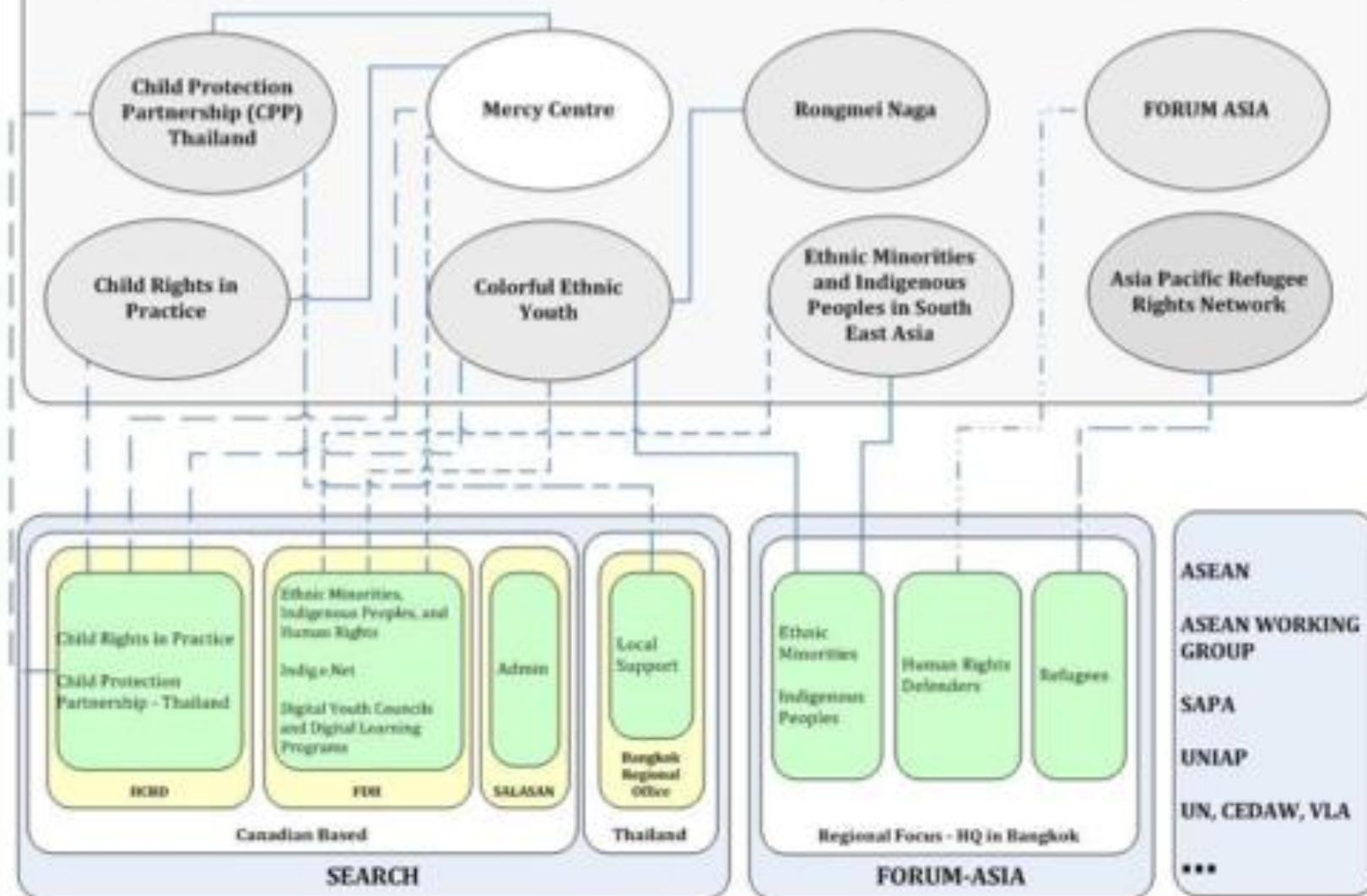
# **Our Initiative**

**Developing Deep Social Networks and Participatory  
Media for actualizing Human Rights, Child  
Protection, and Democratic Participation.**





## Emerging Deep Networks Building Rule of Law, Human Rights, and Child Rights Capacities



# Examples of Deep Social Networks

- Colorful Ethnic Youth
- Digital Youth Council
- Rongmei Naga- *Inspired by Colorful Ethnic Youth*
- Child Rights in Practice- *Members in 91 Countries*
- EMIPSEA- *Members in 15 Countries*



An aerial photograph of a mountainous landscape in the Cordillera region of the Philippines. The image shows extensive terraced rice fields carved into the steep slopes of the mountains. The terraces are filled with water, reflecting the sky, and are surrounded by lush green vegetation. The perspective is from a high angle, looking down the length of a valley where the terraces follow the contours of the land.

# Training on Digital Social Network for Indigenous Youth

Youth Empowering Youth

Cordillera, Philippines

November, 2009

# Three Major Goals

- I. Provide skills training on a digital platform allowing participants to enhance their own networks for the promotion and protection of their human rights, cultures, and fundamental freedoms as indigenous peoples.
- II. Facilitate training on NING, an open-source social networking platform that utilizes participatory media and allows members to create their own social networks with a voice to share their visions and hopes for their communities; an important tool for ethnic minority/ indigenous youth to advance themselves in this digital age.
- III. Produce a short three-minute video on a human rights issue facing their community.

# Promoting Human Rights, Security and Participatory Democracy

- ▶ ASEAN Digital Literacy (IC3)+
- ▶ Social and Community Media +
- ▶ Deep Social Networks =
- ▶ Deepening Human Rights and Security





# Together we will learn...

- How to use social, community and participatory media.
- Learn about the top innovative internet sites and how to connect them on one platform
- The differences between a typical social network and a deeper social network
- How to use the internet to help promote Human Rights, spread awareness, and communicate with other young Indigenous youth on a local and community level.
- How to set up a Human Rights social network to connect your community
- The Technical skills to help maintain and ensure the growth and sustainability of your social network.

# Together we will learn...

- To Promote Human Rights and Security for the 21st Century
- Learn about social connectivity and innovative community thinking
- How to Upload music, photos, and videos
- How to send friends links of interesting websites
- How to bring multiple social networks together
- What are the benefits of blogging and how to utilize blogs to get your voice heard
- How to post and look for upcoming events or NGO's
- How to use the top social networks
- How the internet allows us to stay connected and informed

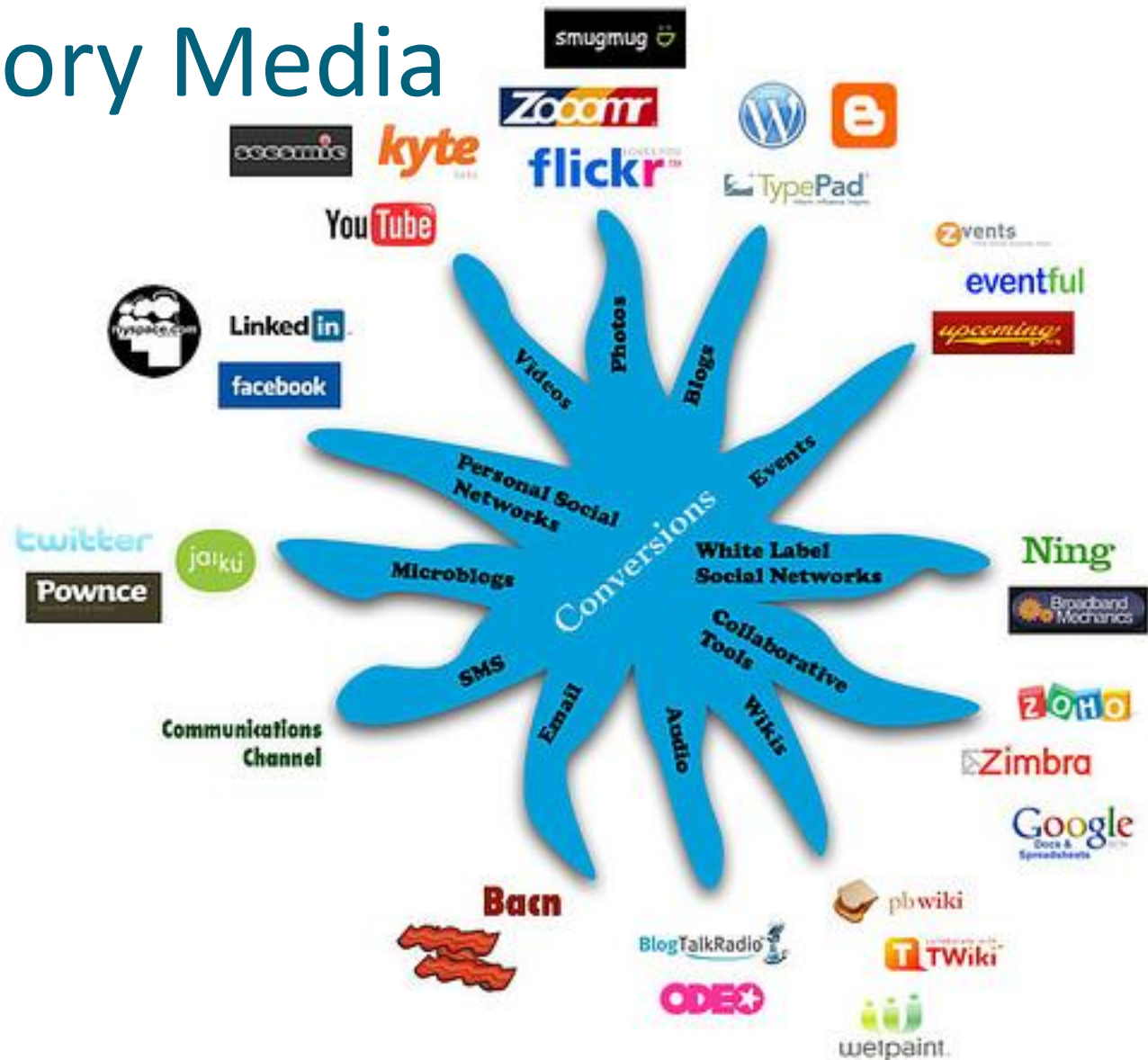
# **Digital Social Networking Program Teams in Collaboration**

- **Students of Mountain Province State Polytechnic College (MPSPC)**
- **Student Representatives of Bontoc & Tadian Campus**
- **Episcopal Diocese of Northern Philippines**
- **Catholic Vicariate of Bontoc Lagawe**
- **Montañosa Research & Development Center**
- **Cordillera People's Alliance (CPA)**
- **Media Center of Mountain Province**
- **Mountain Province Youth Alliance**



# Expressing Our Cultures Through Participatory Media

Using Images, songs, art, video, sketching, music, or any other form of Participatory Media: express yourself and your cultures!



# Youth Empowering Youth

Why is so important we as young people work together?  
What kind of role do you want to play in your community?  
When young people are given a voice we can do anything?  
Let's look at the statistics...



Check out this music video on United Youth

# Popular Social Networking Logos





## Surfing the Internet

### Top 25 Social Networking Sites

#### Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

A few of the 10 social networks created by MPSPC Information Technology students for their school activist groups and surrounding communities during the “1<sup>st</sup> of it’s kind” Digital Social Networking Program...

eSADANGA Sadanga Community Social Network

UGFO Nation MPSPC Bontoc Campus

USKILA MPSPC Tadian Campus

Indigenous People Mover MPSPC Bontoc Campus

Information Technology MPSPC Bontoc Campus

# Deep Social Networks Analytics

- Google Analytics provides a multi-dimensional analysis of each Deep Social Network for day to day monitoring, evaluation, and improvement.



# Remote Follow-up Training

- Skype
- GoToMeeting
- Google Documents
- MeetMeNow
- Email
- Chat
- Chicky

# Our initiative for 2010...

- This “cutting edge” initiative for developing Deep Social Networks (DSN’s) and Participatory Media will be implemented and expanded for Ethnic Minority/ Indigenous communities in the Philippines, Indonesia, Thailand and the Mekong region of South East Asia.
- At least nine DSN & Participatory Media Technical Assistance Teams will be established and fully functioning across the region.