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Social Networking on 3 Screens: A Transition Story

Studies indicate that whoever has a TV unit (“screen number 1”), may be less connected to his/her social network than those who do not have a set. Although TV is supposed to reduce isolation, it does the opposite. Since the emergence of the networked PC (“screen number 2”), social networking (both private and professional) has undoubtedly been gaining momentum, hence improving the individual’s ability to connect or be connected. Mobile networks have been in service for more than 2 decades, but the “everywhere web” (it’s worth analyzing whether it is a cool or hot medium) is today’s phenomenon. Modern network-enabled digital media devices (“screen number 3”) have created a fertile environment for “mobile social networking”. Since the TV is moving towards the digital and interactive, the 3 screens, from a social networking perspective, may level out again. This paper touches on the stages in the development of “digitally networked” social networking. Via real site experiences (iwiw), the paper describes the key drivers of moving from a PC screen towards the mobile and back (again) to TV. Social networking is no longer a private entertainment by far: professional sites and mobile applications are present, too, extending the individual’s ability to establish layered social circles. Is there a clear boundary between these circles?

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