

Dave Lawrence
MASC 684 Multiplatform Storytelling
March 5, 2011

Rainie L., Purcell K., & Smith A. (2010). *The Social Side of the Internet*. Washington, DC: Pew Research Center, Internet & American Life Project. Retrieved Mar. 5, 2011, from <http://www.pewinternet.org/Reports/2011/The-Social-Side-of-the-Internet.aspx>

Strength: It documents the ability of the Internet to foster membership and enhance participation in online communities.

Weaknesses: I really wish the authors added a definition of what they mean by “group.” The term is so vague that it—to me, at least—is meaningless. Are we talking about formal groups, such as the American Geophysical Union or a meetup group? Informal groups? It would help if I understood Pew’s point of view. I also wish they had time series data to make it easier to see trends.

Assumption(s): I’m not sure, but it seems they treated their landline and cell phone populations as equivalent. (Maybe I did not read it thoroughly enough.)

Question: Is involvement in social media platforms, such as Facebook or Twitter, rising, leveling off, or sinking?