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Project 4

ITWP 2600 2024WI

3. At the start of your document, please provide a definition and compare/contrast social networking and social media.

For Makeblock Co., Ltd social networking is primarily to connect communities in education/technology. When it comes to social media channels, Makeblock is trying to reach a larger audience to increase their brand visibility. To begin with, Makeblock has created a nice position for itself in the realm of educational robotics and STEAM learning solutions. They are using strategies to foster connectivity and engagement in its target demographic. Through employment of social networking platforms, Makeblock has cultivated robust relationships and partnerships within the areas of education and technology. The basis of Makeblock's marketing strategy lies in its utilization of social media channels. By using these platforms to create compelling content, Makeblock extends its reach to a vast range of audiences, especially educators. The mixing of community engagement and social media outreach features Makeblock's complete approach to connecting with its audience and achieving its marketing objectives. By developing authentic dialogue within online communities and purposefully leveraging social media channels to share appealing content, Makeblock not only boosts its brand presence but also promotes a loyal following among educators and enthusiasts. This complex approach not only enhances Makeblock's market positioning but also highlights its commitment to driving innovation and excellence in educational robotics and STEAM learning solutions.

4. Following your research and discussion of social networking and social media, complete the required items for the Makeblock case study:

A. Visit the Makeblock Web site and identify specific social networking features. Describe current developments in social networking that Makeblock will need to understand as it decides whether to continue, remove, or modify the social networking features you identified. In your discussion, identify at least two specific social networking features. (About 200 Words)

As Makeblock evaluates its social networking features, it's important they recognize and adapt to current trends altering the social media landscape. The growing emphasis on privacy and data protection, jump started by recent controversies, makes prioritizing user privacy and ensuring compliance with evolving regulations crucial. This involves data protection measures and transparent policies to build and maintain user trust. Emerging trendy social networking platforms catered to specific interests or demographics presents both opportunities and challenges for Makeblock. Confirming the goals of its current social networking efforts with these platforms is important to target its audience and to stay competitive in the evolving market. The integration of augmented reality (AR) and virtual reality (VR) technologies into social networking experiences offers other avenues for user engagement. Makeblock can use these technologies to enhance its offerings that cater to the needs of its users. The increasing use of AI-driven content curating and personalized recommendations shows the importance of refining Makeblock's content strategy. By using AI algorithms, Makeblock can deliver content that is important for users, creating deeper connections and increasing social engagement. Staying informed about these developments and trends in social networking, Makeblock can make decisions about the future of its social networking features.

B. Explain how a new owner of this product might learn how to build and program.

complex robots using social networking elements provided by Makeblock. (About 200 Words)

Makeblock, is a company specializing in robotics kits and platforms, that offers plenty of resources to aid new owners in learning to build and program complex robots with a social networking twist. The process involves several steps. Firstly, the owner should study Makeblock's official website and documentation, which includes tutorials and guides for building and programming robots, supported by videos and code examples. Secondly, joining the Makeblock community, whether through forums, social media groups, or online chat platforms, provides a platform for interaction with other users, sharing ideas, and seeking assistance. Through working together with fellow users, project sharing becomes easy, while access to a great deal of advice and resources is available. Attending workshops and events hosted by Makeblock offers hands-on experience and expert advice. Working with other users creates learning through shared experiences and feedback. Lastly, using social networking elements provided by Makeblock's platform creates connections with other users, project sharing, and access to valuable advice and resources. By getting involved with Makeblock's resources and community, new owners can develop the skills they need to construct and program robots while benefiting from the social networking features integrated into Makeblock.

C. Outline at least five specific ways in which Makeblock community members create

value for Makeblock. (About 200 Words)

Makeblock's community members play a important role in enhancing the company's system. First, by participating in knowledge sharing, they offer valuable expertise, tips, and insights, creating a state of constant learning within the community. This helps users overcome challenges and develop their skills in building and programming robots. Secondly, community members provide very important feedback and suggestions, enabling Makeblock to hone its products and emphasize feature enhancements according to users' needs and preferences. Thirdly, from user-generated content such as tutorials, they showcase the potential of Makeblock's offerings, which inspires others to innovate further themselves. Having tutorials to work through makes you feel like you're not the only one who has struggled. Fourth, the support and assistance offered by community members creates a sense of belonging and collaboration, greatly improving the overall user experience. Who wants to only create alone without the sense of feeling you're contributing to something greater? Lastly, the promotion of Makeblock products through word-of-mouth and social channels contribute to the company's growth and reputation. This also expands its reach and influence in the robotics education and collector market. Makeblock's community succeeds on collaboration, creativity, and mutual support, driving innovation and success for the company and its users.

Sources:

https://www.makeblock.com/

https://forum.makeblock.com/

https://www.mblock.cc/en/