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Facebook Deal

Chris Nodder

Facebook Deal:

Facebook Nation Newton Lee,2022-02-02 This book explores total information awareness empowered by social media At the FBI Citizens Academy in February 2021 I asked the FBI about the January 6 Capitol riot organized on social media that led to the unprecedeted ban of a sitting U S President by all major social networks In March 2021 Facebook CEO Mark Zuckerberg Google CEO Sundar Pichai and Twitter CEO Jack Dorsey appeared before Congress to face criticism about their handling of misinformation and online extremism that culminated in the storming of Capitol Hill With more than three billion monthly active users Facebook family of apps is by far the world s largest social network Facebook as a nation is bigger than the top three most populous countries in the world China India and the United States Social media has enabled its users to inform and misinform the public to appease and disrupt Wall Street to mitigate and exacerbate the COVID 19 pandemic and to unite and divide a country Mark Zuckerberg once said We exist at the intersection of technology and social issues He should have heeded his own words In October 2021 former Facebook manager turned whistleblower Frances Haugen testified at the U S Senate that Facebook s products harm children stoke division and weaken our democracy This book offers discourse and practical advice on information and misinformation cybersecurity and privacy issues cryptocurrency and business intelligence social media marketing and caveats e government and e activism as well as the pros and cons of total information awareness including the Edward Snowden leaks Highly recommended T D Richardson Choice Magazine A great book for social media experts Will M AdWeek Parents in particular would be well advised to make this book compulsory reading for their teenage children David B Henderson ACM Computing Reviews

Location-aware Services and QR

Codes for Libraries Joseph H. Murphy,2012 The go to resource for straightforward instruction on using Foursquare Facebook Places Gowalla Bizzy Google Wallet augmented reality programs and QR codes in your library The book guides you through each step in the implementation process giving you the information you need to successfully use location aware technologies in library environments It covers how to create a Foursquare campaign and use it to enhance staff training use Facebook Places to connect with patrons create an augmented reality program create a QR code campaign create a Gowalla marketing initiative implement a mobile payment service with Google Wallet and Near Field communication Once you learn these location based services and applications you can meet your mobile user s digital age needs successfully

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