

# Santa Clara University

## Social Networking Sites and Blogs

Prof. Eric Goldman

Director, High Tech Law Institute

<http://www.ericgoldman.org> • <http://hightechlaw.scu.edu>

[egoldman@gmail.com](mailto:egoldman@gmail.com)

**Blogs and social  
networking sites are just  
another networked  
communication media**

# Social Networking Sites

- **Defined**

- “A social network service uses software to build online social networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others” (Wikipedia March 2008)
- KIDS Act of 2008: “an Internet website (i) that allows users, through the creation of web pages or profiles or by other means, to provide information about themselves that is available to the public or to other users; and (ii) that offers a mechanism for communication with other users where such users are likely to include a substantial number of minors; and (iii) whose primary purpose is to facilitate online social interactions.”

- **Key attributes**

- Profile information
- Intra-user communication tools
- Publication tools

- **Why I like SNSs**

- Resurrection of water cooler talk
- Audience aggregation

# Blogs

- Defined: “website where entries are commonly displayed in reverse chronological order” (Wikipedia March 2008)
- Key attributes
  - Postings in reverse chronological order
  - RSS feed
  - No third party editors
- Why I like blogging
  - Immediate publication
  - Membership in the club
  - Aggregated audience
  - Press coverage
  - New clients

# Selected Legal Issues

- **Social Networking Sites**

- Sexual predation/age verification
- 47 USC 230
- Advertising/Beacon
- Data portability

- **Blogs**

- Publishing liability
- Bloggers as journalists/anonymous publication
- Splogs, RSS feeds and CC licenses
- Co-blogging, guest blogging and liability for comments

# Where to Find Me

- Professional blog: <http://blog.ericgoldman.org>
- Personal blog: <http://blog.ericgoldman.org/personal>
- Facebook: <http://www.facebook.com/profile.php?id=20304055>
- Twitter: <http://twitter.com/ericgoldman>
- Everything: <http://friendfeed.com/ericgoldman>