



Women, Technology and Social Community: Connecting with Heart





Back in the
1900's



	1970	1975	1980	1985	1990	1995	2000	2005
Chat		1973: Talkomatic for PLATO system / 1980: CompuServe's CB Simulator / 1988: Internet Relay Chat						
E-mail lists		1975: MSGGROUP / 1986: LISTSERV mailing list software						
Multiplayer games/virtual worlds		1975: Adventure / 1986: Air Warrior / 1991: Neverwinter Nights / 2003: Second Life						
BBSs		1978: CBBS / 1983: Exec-PC / 1985: The WELL						
Commercial online services		1979: CompuServe's consumer service / 1985: GENie / 1989: AOL						
Usenet		1980: Usenet / 1995: Deja News / 2001: Google Groups						
Web-based communities							1994: Theglobe.com / 1995: Salon.com	
Social networks							1995: Classmates.com / 2002: Friendster	
Build-your-own social networks								2005: Ning



1981



1985



1984



1989



1979
*(1969)





People online – few as they may have been were trying to find each other.

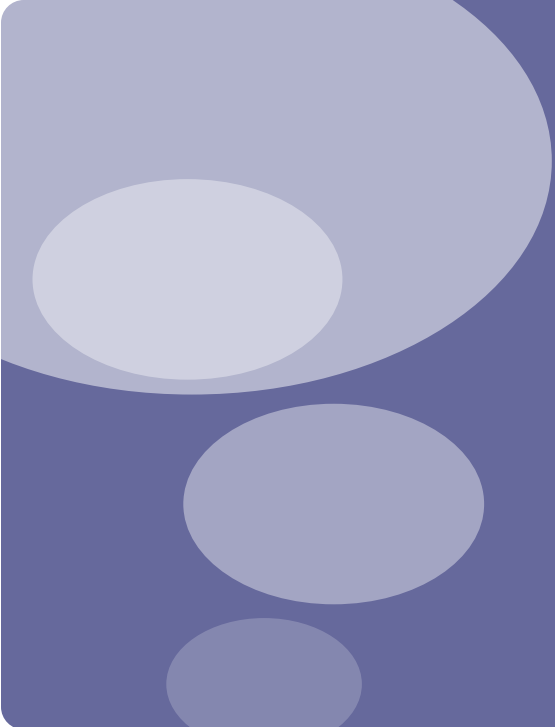


Early predictions and assumptions



Shopping Tasks





Studies of women's leisure show that they rarely ever do one thing at a time. “As hands as well as eyes are engaged in using a PC, it is hard to imagine knitting and surfing the Net at the same time.”

*UK academics Eileen Green and Alison Adam in
Online Leisure: Gender and ICTs 1998*



Gender Equity

*Women's Education Research and Resource
Centre1998*



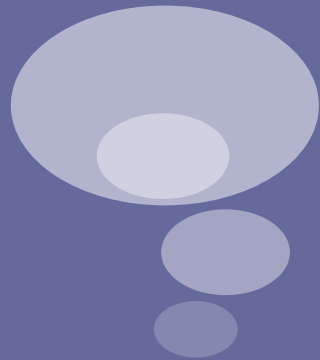


Words
Cooperation
Connections



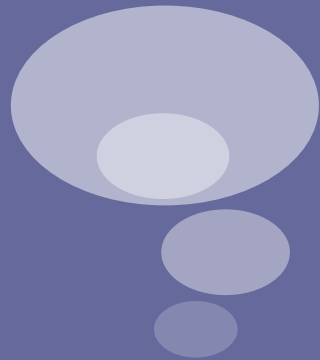
A graphic of three overlapping thought bubbles in shades of purple and blue, located on the left side of the slide.

Some
recognition of
reality



1995

34% of Internet users
are women.



1996

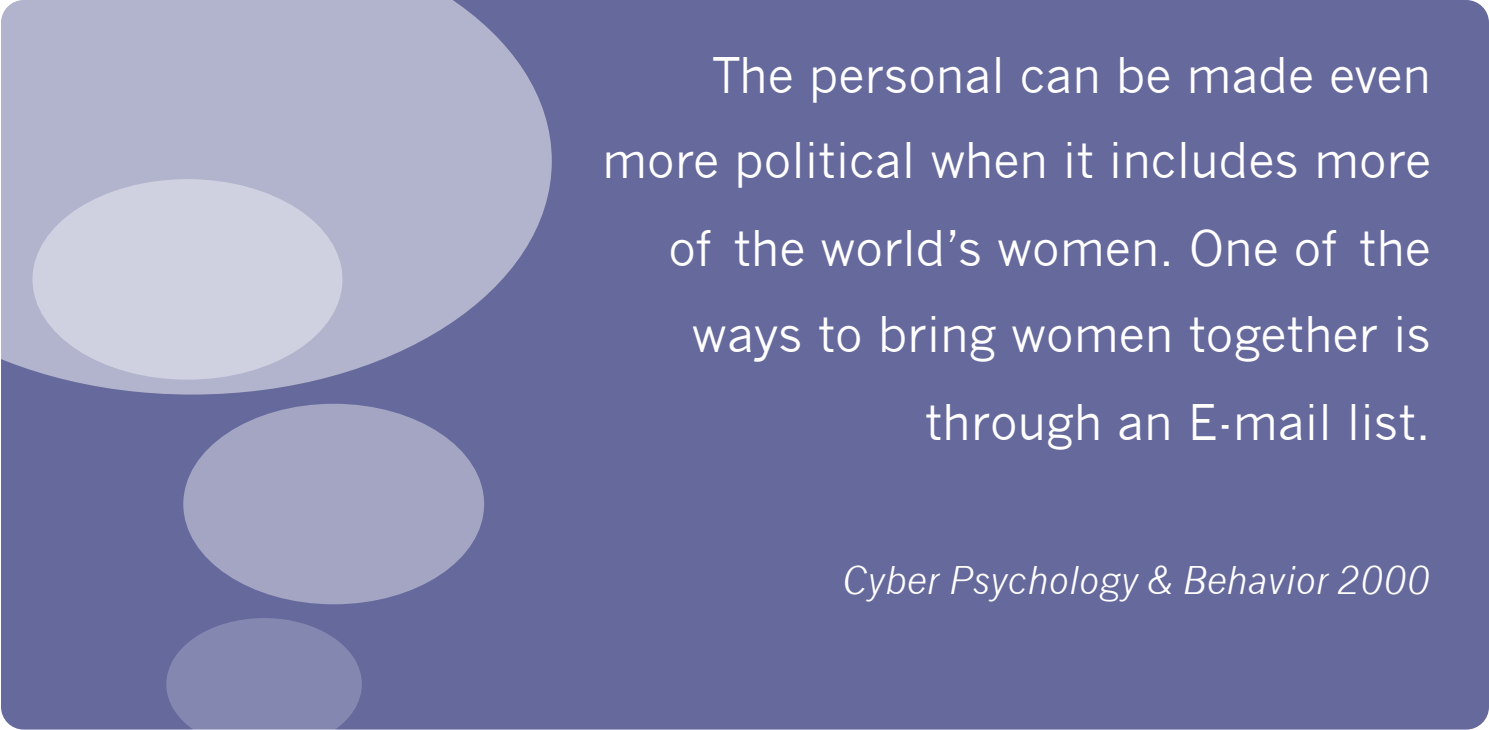
The press covers women starting businesses online





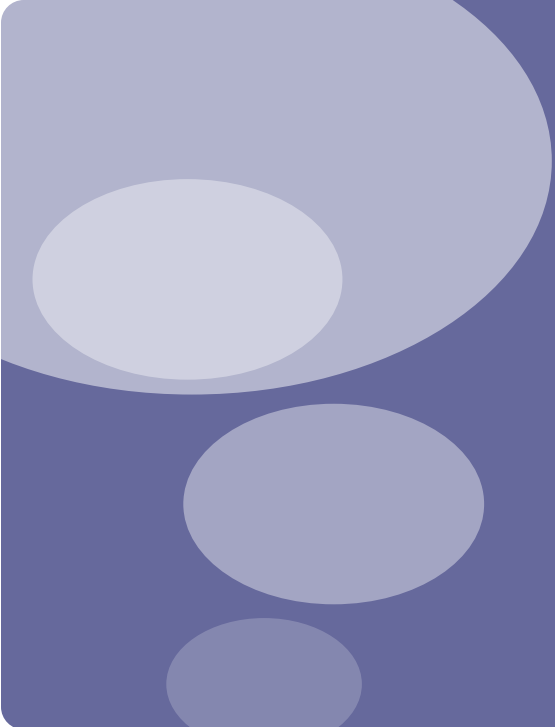
1999

Number of women matches
men online.



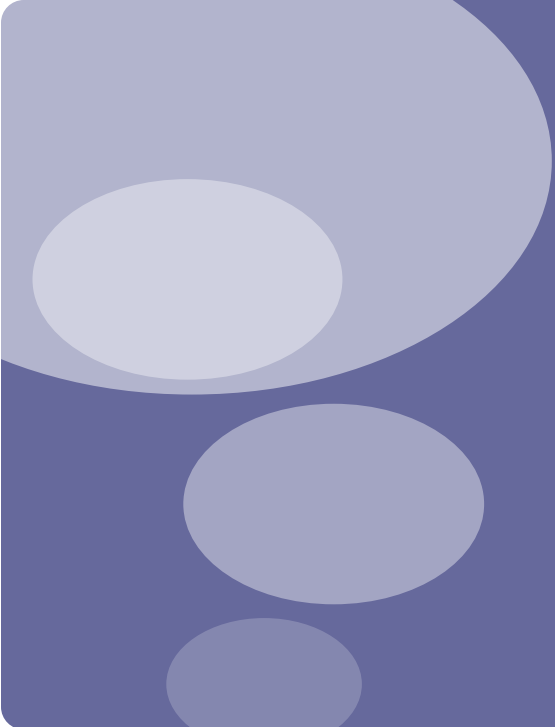
The personal can be made even more political when it includes more of the world's women. One of the ways to bring women together is through an E-mail list.

Cyber Psychology & Behavior 2000



Women are catching up to men in most measures of online life. Men like the internet for the experiences it offers, while women like it for the human connections it promotes.

Pew 2005



Married women between the ages
35 and 50 are the
fastest-growing segment of social-
networking users

Pew 2009





Social networks do things that no single person can do.

A graphic consisting of three overlapping circles of varying shades of purple and blue, arranged in a vertical stack, resembling thought bubbles.

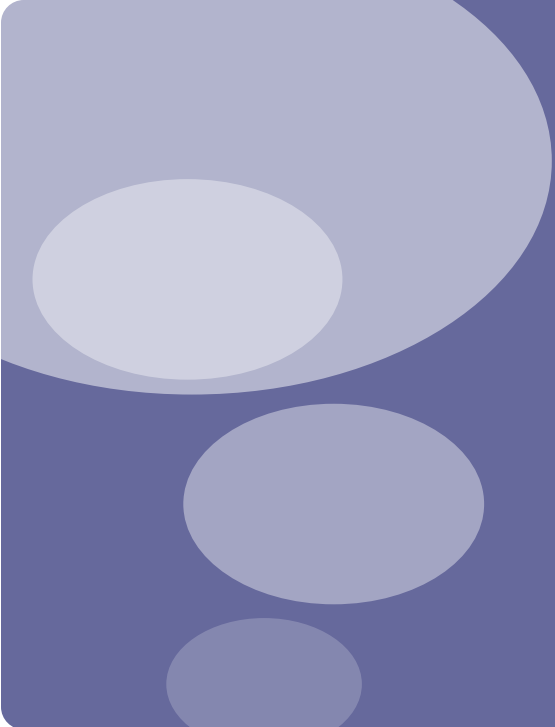
Women Entrepreneurs



Young women and moms are two of the fastest growing demographics of entrepreneurs and overall, women are starting businesses at twice the rate of men.

Center for Women's Business Research





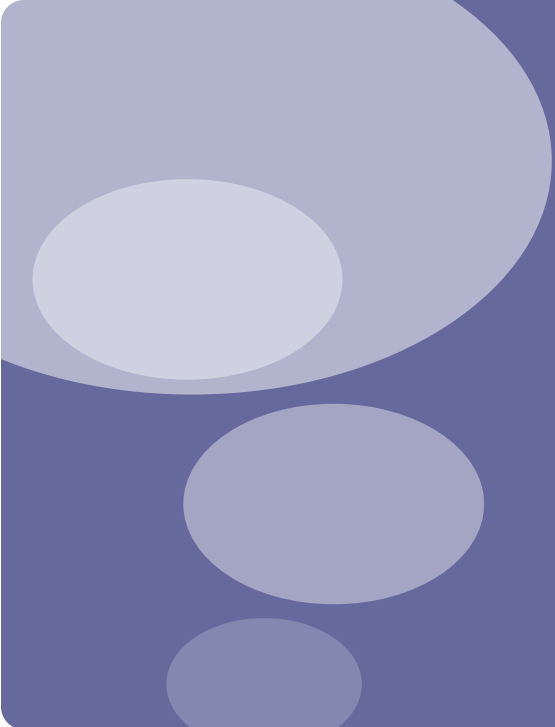
Options for women
who were home with
kids multiplied.



84.8% of women-owned firms are sole proprietorships.
(And they're growing at a staggering rate.)

Small Business Administration





Throughout history, women working together have achieved great things.

We need to continue working together to achieve even greater things.

Natalie MacNeil

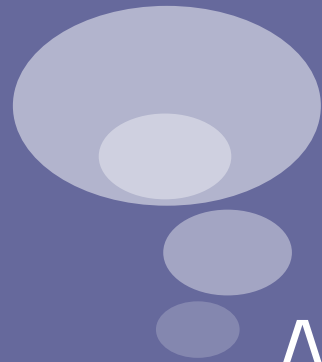


Women have
always supported
each other.

Now there were new ways and new opportunities.



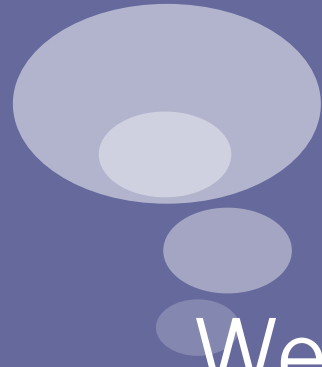
We all jumped
in on our own
time



Aliza Sherman

Making friends online since 1987.

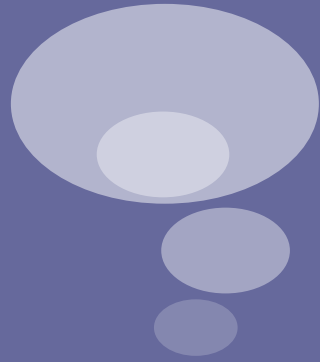




Wendy Piersall

Reinventing entrepreneurship for herself and others.





Heather Solos

Connecting the Low Country since
2006





Danielle Smith

If you don't know her yet, you will.



Photo by Lance Tilford
Limelight Studios

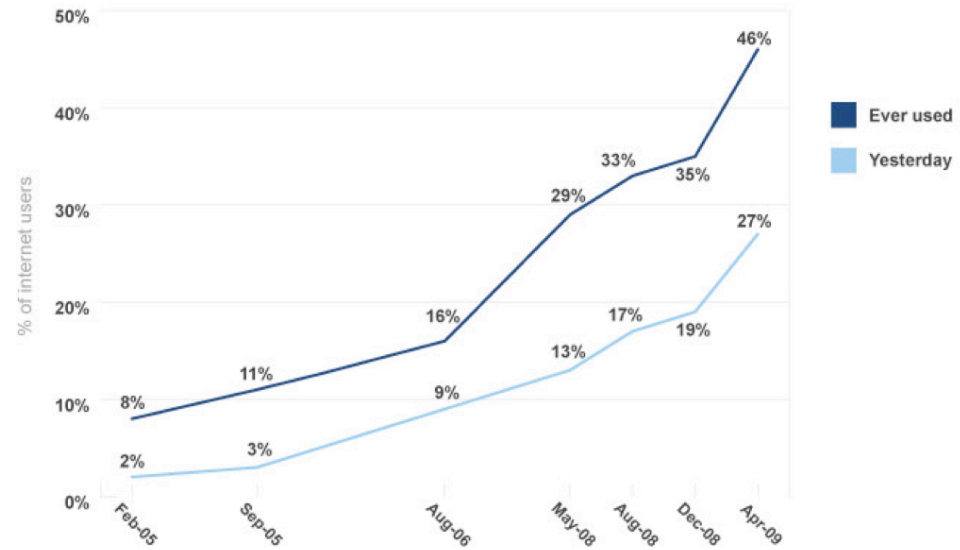


So what's
your point?



Growth in Adult SNS Use, 2005-2009

46% of online American adults 18 and older use a social networking site like MySpace, Facebook or LinkedIn, up from 8% in February 2005.



 **Pew Internet**
Pew Internet & American Life Project

You did it yesterday. You're probably doing it right now while I'm talking. You are not the majority. You're on the leading edge...




3 million




+ 500%





+ 90%
+ 230%



Where is the
conversation
really
happening?

#Future