

## Project 4 Lego® Mindstorms®

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

Source: <https://www.techtarget.com/searchunifiedcommunications/answer/Whats-the-difference-between-social-media-and-social-networking>

Social media is pretty much one way communication. The content creator creates something on like YouTube or Podcast or a written article, and then posts it online typically media type website, like YouTube, Facebook, Twitter (now X). Typically, there is little opportunity for feedback to the content creator from the consumers of the media. There might be some feedback in the form of YouTube comments or other input. Typically, it is not entirely clear that the content creator reads the feedback or does anything about it. Social networking is 2-way communication. It is friendship sites like Facebook or other similar websites where you are looking to create a profile and others do also. You indicate your interests and other items and attempt to find others (and others attempt to find you) who have similar interests and other things in common. Then you use these contacts to build a larger group of other people on the platform to create a community of people who have similar interests. You share information and others share their information, you learn and grow and pass along a community of common knowledge about typically a single subject.

Comparing social media to Social Networking (for things which are similar) are typically the content and interests are of a single subject or very small set of related subjects. They both typically occur on a platform where there are many other content creators and content consumers on millions of subjects and hundreds of millions of accounts and users logged in simultaneously. They may both include like, subscribe, membership plans and other mechanisms (like advertising) that keep the platform funded.

Contrasting social media to Social Networking (for things which are different) are as stated in the definition, social media is typically a 1-way conversation and social networking is about establishing two (or more) ways to create a conversation between users of the platform. Social Networking is about meeting and sharing as much as it is consuming content. Another difference is that social media is done in asynchronous fashion, where content creators make content, post it and then consumers may watch it at any time. While

social networking may contain real time conversation mechanisms where you can see who is online and if possible, have a live chat or direct messaging features.

Concerning Lego(R). What I found is that the company has pretty much given up on the brand "Mindstorms®". All webpages on the lego.com website which may have provided content now are either a broken link (404) or a redirect to the lego.com homepage. However, this is not the end for Lego® robotics. They do have new products which are not available as consumer items called "Lego Education Spike Prime", which contain much of the Mindstorms® like functionality. These items are only available to schools and other groups. But this is not the end of social media and social networking for Lego(R) robotics items. There are now many third-party entities (not funded or directly affiliated with Lego®) which carry on the robotics and building social aspects.

There is a Facebook Group

<https://www.facebook.com/groups/legomindstorms/>

There are third party companies like

<https://www.robotmak3rs.com/>

And there are individuals who create content like Profesor Bricks

<https://robotics.benedettelli.com/>

Write about 200 words in which you describe current developments in social networking, that Lego(R) will need to understand as it decides whether to continue, remove, or modify the social networking feature you have identified. Identify at least two specific social networking features.

2 Features Lego® should consider for social networking are...

- Creating a profile and connecting with other members where a connection is shared
- Meetups with members

Source: "Electronic Commerce Twelfth Edition." Gary P. Schneider, Cengage, 2015.  
Chapter 6 Pages 258 through 262.

<https://www.techtimes.com/articles/312848/20251120/12-biggest-social-media-trends-taking-over-internets-viral-culture.htm>

1. Short-Form Video Dominance
2. Rise of AI-Generated Content
3. Social Commerce Expansion
4. Augmented Reality (AR) Experiences
6. Audio-Based Interaction and Live Spaces
7. Emphasis on Social Responsibility and Authenticity
8. Ephemeral Content's Persistent Popularity
9. Increased Focus on Privacy and Data Control
10. Cross-Platform Content Sharing and Integration
11. Enhanced Creator Monetization Options
12. Trends in Social Media Algorithms

This is a difficult question to answer because we know that Lego® has already chosen to remove themselves from any social networking features they may have formally been involved with. But that is not the complete answer, because we also know that there still exists a large vibrant community of Lego® builders and creators. These builders and creators still engage in meetups and competitions.

From the Facebook Group and the sources discovered from there, this leads to the other information I located about First Lego League and the firstinspire.org website. Then follow those leads down to the Michigan information and the contacts available. Finally, you can see all the Lego® competitions which are/were scheduled for the 2025-2026 School Year.

In about 200 words, explain how a new owner of Lego® products might learn how to build and program robots using social networking elements provided by Lego® education partners.

<https://www.youtube.com/@profBricks>

[https://www.firstlegoleague.org/#country=united\\_states](https://www.firstlegoleague.org/#country=united_states)

FIRST stands for (For Inspiration and Recognition of Science and Technology)

<https://www.firstinspires.org/find-local-support>

<https://firstinmichigan.us/FLL-Explore/>

As previously discussed, Lego® does not participate in social media with Mindstorms® products any longer. But there are vibrant YouTube channels and other sources for information on all things Lego®. Probably, like I did, it is best to start from Facebook, <https://www.facebook.com/groups/legomindstorms/> and then keep digging and searching from there to find all kinds of other information about Lego®. All these media locations quickly indicate that they are not directly affiliated with or sponsored by Lego®. As you can see from the links above, some of them are full 501(c)(3) non-profit organizations which create and produce meetups and competitions concerning Lego® products. Therefore, I'm sure that engaging with these organizations could quickly provide whatever information you may be seeking. Since these organizations are worldwide and located in every state, I'm

sure that they would be quickly willing to help and provide guidance. Finally, there is a Lego® Store and Lego® World at Great Lakes Crossing in Auburn Hills, Michigan. I'm sure they would have all kinds of information from the management at that location which could help with where to get started and how to organize local activities. Furthermore, I'm sure they would have all the contact information necessary to find whatever further information anyone may be seeking. So, there is no need to be concerned with the fact that Lego® corporation themselves don't participate in social networking of their educational products any longer, because there is a large and eager community of grass roots effort.

In about 200 words, outline at least five specific ways in which Lego® communities create value for Lego®.

- Brand awareness
- Information about different sets
- Information about different capabilities and interoperability
- Price
- Next product decisions

By far the greatest value for Lego® is brand awareness and demonstrating options both positive and negative as to why or why not to invest money in Lego® building sets and education sets like the Spike Prime options. This information allows purchasers to have confidence that they are making the best choices for what they buy and use for education and entertainment. This information leads to interoperability discussions and further ensures that purchasers are making the best decisions for spending money with the Lego® ecosystem. With the use of building videos and other feedback, Lego® can ensure they provide the best products with the best documentation. Ensuring customer satisfaction and repeat business. The price of these sets and options, Lego® can ensure they are providing the best value with the greatest capability for that value for their customers. Finally, with changing technologies with AI and robotics this can assist Lego® in making

better decisions on what products to offer next and how they should be priced to provide the greatest value to their customers.