Plurk

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What are the uses of Plurk? What does it do?

What purpose does Plurk serve?

The purpose of Plurk is to allow users to showcase the events that make up their lives and follow the events of the people that matter to them.

What does Plurk do?

Plurk provides an easy way for users to chronicle and share the things they do, the way they feel, and all the other things in between that make up their lives, with the people close to them. Plurk brings people together in a public forum of expression which allows them to easily keep in touch with friends near and far while making new ones along the way.

What can Plurk members do?

Plurk members can:

- Share their posts (known as "**Plurks**") with all users or select groups of users (known as "**Cliques**").
- Share web images, YouTube videos, and other media with fellow users.
- Respond to other members' "**Plurks**".
- Make use of "**Qualifiers**," which are color-coded words that are commonly used by Plurk members to start their posts. They make it easy for users to identify different types of posts on the fly.
- Post updates by instant or text messaging.
- Create profile pages to tell other users more about themselves.

Here is a video detailing the use and functions of Plurk: http://youtu.be/dxQ-U2ZYvhs

Who uses Plurk?

Anyone who wants to share who they are, what they do, what they feel, and their likes and dislikes with other people.

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About the Application

- Title of Application: Plurk
- Owned by: Plurk, Inc
- Created By: The A-Team 1
- Date Site was Published: May 12th, 2008 2
- Plurk was created as a communication medium to balance blogs and social networks as well as a balance between e-mail and instant messaging.

The name Plurk is derived from...

- People + Lurk = Plurk
- Play + Work: Play-Work.
- **P**eace, **L**ove, **U**nity, **R**espect, **K**arma 3

Plurk is a Web 2.0 social network

- These social networks, or online communities, give people the chance to explore other peoples' interests as well as share their own through interactions with instant messaging, e-mails, or blogging.
- Plurk can be used to post topics and ideas in a chronological order, which allows other users to respond to your Plurk much like a blog.
- It is an easy way to hold a conversation through a style similar to instant messaging.
- Plurk can also be used to post deadlines and other important memos for not only yourself, but for others to see as well. 4

I. History

I.1 Development

Research Information
Plurk has its own Wiki page as well, which has extra information that you may not be able to find on the basic Plurk page. It can be found here: http://en.wikipedia.org/wiki/Plurk

Plurk is a free social networking and micro-blogging service that allows users to send updates (otherwise known as plurks) through short messages or links, which can be up to 140 text characters in length.
Updates are then shown on the user's home page using a timeline which lists all the updates received in chronological order, and delivered to other users who have signed up to receive them. Users can respond to other users' updates from their timeline through the Plurk.com website, by instant messaging, or by text messaging.

I.2 How Plurk works

- The first thing to know is that Plurk is absolutely, 100% free to use!
- The first step to get started is to sign up, which can be done by going to Plurk's Home Page at http://www.plurk.com/
- There are tools at the bottom of Plurk's Page that help you to familiarize yourself with Plurk's services. Click Start Guide to get a basic tutorial.
- Then you start Plurking, you can post about what you're doing, how you feel, and what you are thinking on your timeline that is visible to the world. You can use things such as instant messaging or text messaging through Plurk to update your profile.
- Now that you have started Plurking, you can Plurk on other profiles as well, comment on your friends' comments and watch as they comment back.

I.3 Getting more out of the application

General Terms of Use and Conditions of Plurk

- User must be at least 13 years of age to use the service.
- User must agree to keep his/her password secure.
- User is solely responsible for any activity that occurs under his/her screen name and account.
- User must not harass, intimidate, threaten or impersonate other Plurk users.
- User must agree not to engage in any illegal or unauthorized conduct and agree to comply with all local laws that may be applicable to him/her regarding acceptable online conduct, behavior and content usage.
- User is solely responsible for any data, screen names, graphics, photos, profiles, audio and video clips, links and any other content (from here on referred to as Content) that you submit, post and display on Plurk.
- Plurk administrators may, but have no obligation to, remove Content and accounts containing Content that we consider in our sole discretion being unlawful, offensive, threatening, obscene or otherwise objectionable or violate any party's intellectual property rights. While Plurk prohibits such Content on the site, you understand and agree that the Content posted on Plurk by its users is not necessarily reviewed by Plurk and Plurk cannot be held responsible for this Content.
- User must agree to indemnify, defend and hold Plurk harmless from and against any and all claims, damages, losses and expenses (including but not limited to reasonable legal fees) relating to any acts by user, including but not limited to any content submitted by user, in connection with using Plurk, resulting in claims against us by other users or third parties.
- User must agree not to modify, adapt or hack the Plurk Service, transmit any worms or viruses or any code of a destructive nature.
- User must agree not to modify another website so as to falsely imply that it is associated with the Plurk Service.
- User must agree not to send any unsolicited commercial messages (i.e. "Spam") to any Plurk users.
- Plurk administrators reserve the right to modify or terminate the Service, and to refuse the Service to anyone, for any reason, with or without notice, at any time.
- User must agree that Plurk administrators may reclaim usernames on the Service on behalf of businesses or individuals who hold legal claim or trademark on those usernames.
- These Terms of Use shall be governed by the laws of Canada and user submits to the exclusive jurisdiction of the Canadian courts. 5

Pros:	Cons:
Usernames don't take up the text allowance in messages.	There's a bug with the Alert count, where it shows something is there, but really isn't.
Messages, or Plurks, allow for a variety of different message types.	As more people come on-line, the site begins to slow.
Threaded conversations, similar to Pownce.	It's not possible to have multiple conversations open at once.

Use of a time line, which runs horizontally across the screen, with the past to the right.	Despite support for mobile Plurking, there appears to be no support for geolocation/geotagging.
Support for YouTube, Flickr, Photobucket et cetera, all within the time line frame.	Does not have an "ignore future responses on this post" option (by user, by time frame, or by manual select).
A quirky, but intuitive interface.	Lacks a Firefox Add-on, or a desktop client application. 6
Ability to create Cliques, which are small groups of friends, with chat functions.	Inability to edit Plurk message replies.
All new Plurks and responses are compiled automatically.	
A slick Private Messaging system similar to Facebook; also when you hover over a Plurk, you'll see a downward triangle beside the persons picture / name, which gives you a Private Messaging option.	
Plurk uses Karma as a metric for people's activity. As the Karma score increases, more options / features are made available.	
It's possible to use Private Messages in a Plurk page as a separate conversation window, without the time line.	
Scrolling through the time line supports the scroll wheel on a mouse, as well as the arrow keys.	
It's possible to edit Plurk messages.	
Mobile option.	

II. How Plurk relates to other applications

II.1 Comparison to Competitors

There are several applications that are similar to Plurk; i.e Twitter, Jaiku, and Pownce. 7

Plurk cannot be directly used with other applications, but there are things that you can do in conjunction with other sites, such as:

- Share web sites such as MySpace, Facebook, and other social networks, with other Plurk users
- Share YouTube videos, images, or other types of media
- Plurk automatically generates a thumbnail image for you. The same happens when you plurk with YouTube's embedded URL or when a web address that ends with .gif, .jpg or .png is added
- You can get parts of Plurk onto a blog
- Plurk can be used from your mobile phone
- If you need a poll, you can go to http://pollk.appspot.com/ and embed it into your Plurk page 7

 VS

Twitter, like Plurk, is a social network. The updates posted on Twitter are called tweets. They are displayed on the user's profile page and are sent out to other users. 8 Twitter is simpler than Plurk, and the user has the option to delete replies left by other users on Twitter. Plurk, on the other hand, does not have that option. However, Twitter users are not able to upload pictures and/or videos onto their page, whereas Plurk users are. Both Twitter and Plurk have 140 character limits per post. 9

Here is a video describing the differences and similarities of Plurk and Twitter: http://youtu.be/Uk9QGZUYcEE

 VS

Jaiku is also another social network that was recently purchased by Google. Like Plurk, Jaiku can be accessed not only from the computer, but also from mobile phones. 10 Users wishing to create a Jaiku account must request a code from the Jaiku creators. They will not receive a code until an account is made available. One of the special characteristics of Jaiku is Lifestream. Lifestream shares different activities and posts that users have put up on their site. It also shares pictures through flickr and music through last.fm. 11

 VS **Pownce**

Pownce is also a social network. The main functions of Pownce are to share messages, files, photos, events and links with friends. Pownce has been referred to as "Twitter on steroids". 12 Users are able to create their own networks of friends to share these messages, files, photos, events, and links with. Only the people that the user chooses may see their information and postings. Pownce is free for all users to use. 13

II.2 Unique Uses

- Plurk allows you to easily leave short/concise comments on the main page. After signing in, anyone can view them. This means even people who aren't your friend could answer your questions!
- Most people use it as a social tool just like Facebook. Although, it can be used in the classroom, like Purdue's Blackboard is used, to discuss topics outside of the classroom.
- Plurk is unique because while it has a social aspect, it also has an educational value. You can interact with others and leave comments for others to read and respond back to.
- Plurk is very easy to use, and it shows a timeline. 14

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III. Real World Application

III.1 Educational Lesson Plans

Plurk: The Teacher

Plurk is a great way to communicate with parents of students, as well as the students themselves. It can also be used as a discussion board.

Plurk can be used as a medium. You can find teachers from all over the country on Plurk and everyone is willing to share their ideas if you are willing to ask.

i. Elementary

1. Plurk can be used to ask questions about topics that they may not understand. Elementary students are young and still learning basic concepts and Plurk is easy enough to navigate that with guidance it can be used well.
2. Elementary students can share their posts with all users or select users.

Plurking to exchange ideas.doc

Plurking to exchange ideas.pdf

S.T.E.M.

Get Elemental.doc

Get Elemental.pdf

ii. Secondary

1. Plurk can be helpful in discussions for secondary and post secondary for discussion outside of the classroom.

2. Plurk connects users to friends and acquaintances to comment on their "Plurks"
3. Plurk can be a fun way to study language, its uses, and its many applications.
4. Plurk can be a great way for students to share their work with parents, other students, community members, and other learners at a distance.

The Real Bionic Man.pdf

The Real Bionic Man.docx

Journaling with Anne Frank.doc

Journaling with Anne Frank.pdf

Artists as Explorers.doc

Artists as Explorers.pdf

My Life on the Front Line.doc

My Life on the Front Line.pdf

Social Groups.doc

Social Groups.pdf

Using Social Media to Explore Themes in Literature.docx

Using Social Media to Explore Themes in Literature.pdf

Chinese Food.docx

Chinese Food.pdf

iii. Post Secondary

1. Plurk can be a fun way to communicate with peers.
2. Plurk is very visual, with the use of the time line it can be an easy way to meet new people and share ideas.
3. Additionally, Plurk can be used as a journal for Elementary, Secondary, and Post-Secondary instruction.

Using Plurk in College.doc

Using Plurk in College.pdf

III.2 Business/Industry

1. Plurk will be very helpful for communicating with customers and producers across the world.
2. Plurk could be a fun way for a business team to communicate ideas about a project they are working on.

How to use Plurk in Business.doc

How to use Plurk in Business.pdf

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IV. Demonstration of Educational Value

Some brief examples include:

- Sharing different ideas and websites by posting it up for others to read and comment on.
- Posting different websites on Plurk allows it to have a lot of value.
- In terms of the business realm, Plurk can be used like a conference schedule. The page can be "laid out just like plurk — a time line of sessions, with slots for each concurrent breakout. The slots can be clicked on, unfolding a conversation about what's being said — hyper-back channeling." 16
- Ginger Lewman (Director of f2f Program grades 5-8) used Plurk to live Blog on a colleague's presentation in San Antonio, Texas. The Plurk can be seen here: (http://www.plurk.com/p/utg6) 17 networking site, and so information is limited, but that leaves many things open for teachers to use and manipulate, create, and be unique to fit Plurk into their teaching curriculum.* A teacher talks about things she has learned through different online social networks including Plurk: "For example, this week a PLN 'colleague' sent me clear instructions on how to embed Youtube in PowerPoint via email after a discussion on Plurk. Also during the week my PLN offered me advice on a blog makeover, discussed the educational uses of plurk and participated in a storytelling exercise". Not only can Plurk be used for direct educational purposes, but it can be used to contact other administrators, teachers, or even colleagues and students who might have a great idea that you had never thought of before, but think would work well in your classroom. 18

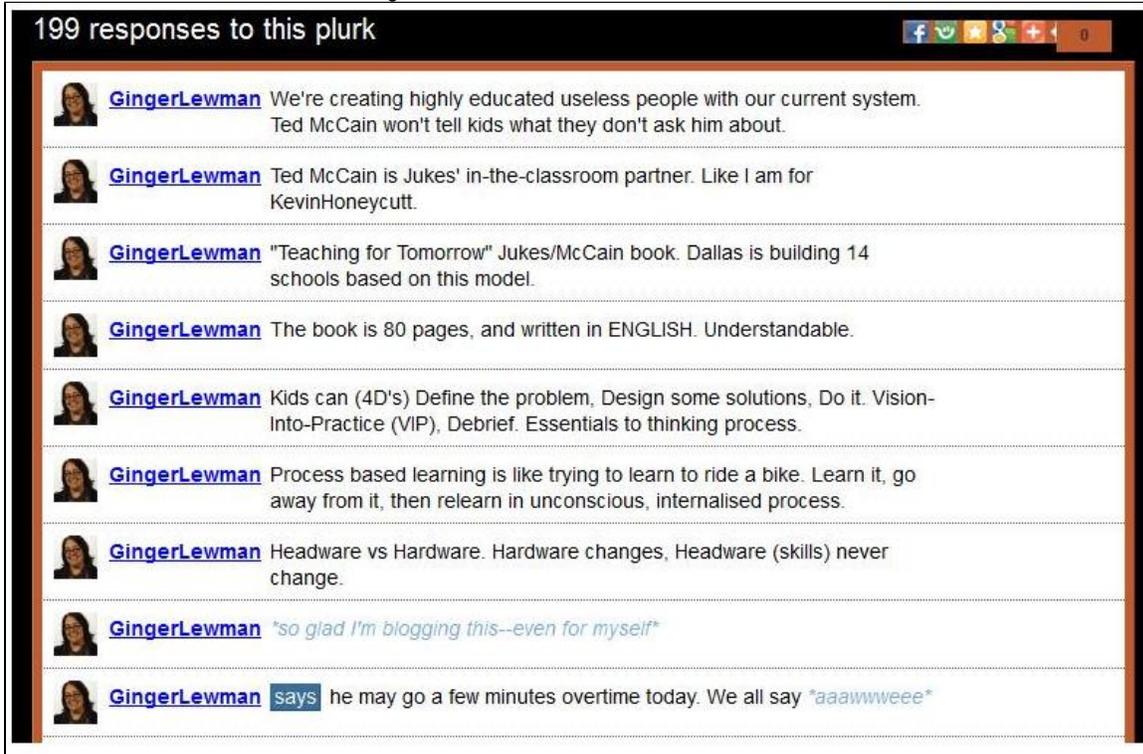- Here is a screenshot of a teacher Plurking on Plurk.

V. How Plurk is used Internationally

Language Barriers

Currently Plurk has 22 languages that it can be translated into, although it does not translate the actual Plurks on people's profiles. If someone Plurked in English then it will remain in English, but everything else will be in the language selected.

Such Languages accessible are:

- English, German, Portuguese, Italian, French, Romanian, Spanish, and Chinese just to name a few. 19

Plurk in other Countries

Since Plurk can be translated into several languages it is easier for people all over the world to join the micro-blogging site. Though Plurk was first opened in May of 2008 already there has been a lot of talk about Plurk and its perks.

One example of Plurk in another country is a man by user name of Setengah Mateng! He is an 18 year old from Indonesia. His video was about Twitter and Plurk and how in Indonesia there has been a mass movement of people joining Plurk. He also explains how a friend of his informed him that Plurk is for the extrovert, because it allows for a discussion between people of the world.
*His video can be found here: (*http://www.youtube.com/watch?v=72A9dc9QRiU*)* 20

- Though Plurk is popular in Indonesia, some countries such as Korea are not familiar with this social network. This could be due to the fact that it is fairly new.
- Plurk has been related to *Mini Hovels*, which is a Korean sponsored web company CyWorld
- Plurk has recently opened a Taiwan office to manage the increased amount of traffic and popularity that is occurring with the site in the area. Plurk announced on its blog in February 2011 the opening of the office and the hiring of personnel to staff it.

Plurk.com Users

Plurk is not only in Indonesia, but many other countries use Plurk. Below is a screenshot taken displaying the top 15 countries that use Plurk. 21

Plurk in Korea

Although **Plurk** is not common in Korea, there is a similar application that can be used, which allows students to learn more diversity of cultures through this similar application.

- **The meaning of Cyworld**:Cyworld *is a social networking website launched on Sep 1, 1999. Cyworld is a South Korean web community site operated by SK Communications, a subsidiary of SK Telecom (Hangul: SK?).* Literally translated, "Cy" can mean "cyber", but is also a play on the Korean word for relationship, so it could also mean "relationship." Cyworld, much like a virtual space in the internet, allows users to decorate their "home" and invite friends 22, just like how **Plurk** allows you to decorate your time line and invite friends.
- **Plurk similarities with Cyworld**

1. Ilchon- "Ilchon" means the user name of a cybuddy in cyworld. You can get in touch with them on-line to chat. You don't have to meet face to face anymore. Moreover, Ilchon is a special category to each user. And you can open your room to only Ilchon. 23

- The cyworld show the login of 'Ilchon' by changing the 'off ' -> 'on'

2. **Plurk's** Karma

- "active" means how active the user is.
- "famous" means how many users visit this particular user's site.
- "friendly" means how many times the blogger communicates with their friends

Every Plurker has his or her own karma value. The higher the Karma score, the more applications and features are available for the user. Users earn karma by doing things on Plurk. It is recalculated every day and can be within these intervals:

- 0.00 to 21.00: You are in the state of creation
- 21.00 to 41.00: You are in the state of maintenance
- 41.00 to 61.00: You are enlightened
- 61.00 to 81.00: You are so close to Plurk Nirvana
- 81.00 to 100.00: You have reached Plurk Nirvana! 24

6.Ilchon (pyoung)

If you're one of a user's ilchons, you can comment about your friend (ilchon) in this block. But you can write only one sentence in the block.

- *Using Cyworld for educational purposes*

Cyworld is also used for educational purposes. For example, by showing videos users have edited in class. Students can understand different types of information. And for teachers, they just upload some educational information into their space; from there, students can study the information frequently and naturally while they surf the site. This is similar to **Plurk**, and can be used in the same way when dealing with Education.

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