

Social networking is comparable to using the internet to join groups where members have similar interests, like video games or robots, or to communicate with friends and share ideas. You genuinely talk to each other, help each other out, and build relationships. Social media is primarily used to share posts, videos, and images for public consumption. People use it to show what they're doing or to follow others. Thus, social networking is more about chatting and forming friendships, while social media is more about showing off cool things to the world. They have different uses even though they are both entertaining and useful.

Thanks to some awesome social networking features, kids like me can share our robot creations and see what other people have built with LEGO MINDSTORMS. A prominent feature is LEGO Life, a fun and safe app where you can comment on other people's robots, post images of your builds, and receive likes. Because you can participate in building challenges and be inspired by the ideas of other children, it's really awesome. Additionally, the MINDSTORMS app allows you to view other users' projects and get ideas for improving your own. But LEGO must adapt to the evolving landscape of social media. Many people now showcase their stuff on apps like Instagram and TikTok, which offer entertaining challenges, trends, and even shopping features. More entertaining tasks or opportunities to obtain badges for posting and leaving comments could be added by LEGO. Additionally, LEGO should continue to make sure the app is secure and has strong filters to block harmful content because parents are extremely vigilant about their children's online safety. It should be more entertaining and engaging, similar to real social media but exclusive to LEGO fans, if LEGO wants more children to continue using these features. That would be fantastic!

When a new LEGO arrives at your house, the user begins by following the simple robot instructions that are included in the package and learn what pieces go to where and read the instruction. The owner can use LEGO's social networking tools, such as LEGO Life and the MINDSTORMS app, to construct and program more sophisticated robots. Users can view pictures and videos of robots constructed by children worldwide in LEGO Life. They can ask questions in the comments section, read advice in the captions, and even get guidance from more seasoned builders. Learning new building techniques is made easier as a result. Another helpful feature of the MINDSTORMS app is the display of comprehensive projects made by others, complete with coding examples and step-by-step instructions. New users can learn how more sophisticated robots operate by examining these shared projects and attempting to construct something akin to them. Occasionally, LEGO offers unique missions or challenges that encourage users to be inventive and try new things. Learning from other members of the LEGO community is enjoyable and gives newcomers a sense of belonging. By seeing what others are

doing, they can gain inspiration, share their progress, and develop their skills rather than just building alone. It's similar to getting knowledge from friends, but online!

Similar to how participatory journalism functions in the media, the LEGO MINDSTORMS community contributes significantly to the creation of value for LEGO. Sharing their unique robot creations on websites like LEGO Life and the MINDSTORMS app is one way they accomplish this. Other users are encouraged to try new things and be creative by these shared projects. Second, a large number of community members produce step-by-step instructions and tutorials that teach novices how to construct increasingly complex robots. Learning becomes simpler and more enjoyable as a result. Third, users frequently share their unique programming codes or advice, which enables others to better understand how to enhance the movements and capabilities of their robots. Fourth, the community creates their own competitions or participates in official LEGO challenges, which energizes the platform and attracts more users. Additionally, these challenges serve as free LEGO advertising. Fifth, members help LEGO create better products in the future by providing insightful feedback about what they like and don't like about the kits or apps. By enriching, enhancing, and continuously changing the MINDSTORMS experience, each of these activities adds value. Through collaboration and creativity, MINDSTORMS users support one another and contribute to the brand's development, much like readers do when they write articles for participatory journalism.

Source

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

<https://www.lego.com/en-us/categories/interests>