

Exercise Using Quotations

Below you have two excerpts from real sources. Your task is to write a brief paragraph using at least one quote from each source. Your task is to:

1. Set up the quote correctly (both using a verb of attribution and the sandwich principle as well as proper punctuation)
2. Use proper MLA in-text citation format
3. Put a sentence after the quote that clarifies the significance of the quote in terms of making your overall point.
4. Create a Works Cited page also for the sources. Make sure it is formatted correctly.
5. Make the basic thesis of the paragraph this statement: **Social networking programs are powerful or good tools for business.**
Remember—you are representing others views.

First source:

Computerworld
September 19, 2005

SECTION: BIZ - MANAGING; Pg. 42

LENGTH: 1130 words

HEADLINE: Social Software;

Corporate and Web-based **networking** software helps people make critical **business** connections. By Alan S. Horowitz

BYLINE: Alan S. Horowitz

Taken from LexisNexuAcademic on March 21, 2006

Excerpt

A Natural for IT

The technology is used across a variety of industries and for a variety of job positions, Rowan says. But it may be most popular in IT, because IT professionals are more comfortable with technology than people in other fields.

Moreover, it can be useful for finding software engineering-type employees who might be less inclined to form networks than extroverted sales and marketing types, says Mike Ahearn, human resource partner at Boston-based venture capital firm Greylock Partners. Ahearn uses Contact Network from Contact Network Corp., also in Boston, for his IT recruiting efforts. He says it's a good way to find people who aren't actively searching for work and may not otherwise come up on the recruiter's radar screen.

Social networking applications are deployed across a corporation to comb through e-mail folders, contact databases and other corporate content to discover who within the company knows someone at another company.

Using data mining techniques to collect information such as job titles, former employers and colleges attended, the software can reveal the network of acquaintances that exists between you and someone you want to meet.

Visible Path, from Visible Path Corp. in New York, can weight the value of relationships by calculating the number of e-mails sent and received between parties and giving more weight to e-mails that garnered a response.

There are also **social networking** Web sites that specialize in **business** relationships, including LinkedIn from LinkedIn Corp., ZeroDegrees from ZeroDegrees Inc. and Ryze from Ryze Ltd. In these online communities, members send messages inviting people they know to join the site, creating a network of people they know and from whom they can request introductions to people they don't know. These sites are used to recruit, find references, make sales and otherwise secure **business** connections.

Second source

The New York Times
May 9, 2005 Monday
Late Edition - Final

SECTION: Section C; Column 5; **Business**/Financial Desk; Pg. 1

LENGTH: 1409 words

HEADLINE: Skeptics Take Another Look At **Social** Sites

BYLINE: By GARY RIVLIN—LexisNexus Academic accessed March 21, 2006

There was a time when David Sze, a venture capitalist at Greylock Partners, could be counted among those skeptical of the millions of dollars being poured into Internet companies that were creating online communities to foster **business and social** contacts.

"Basically, it reminded us a lot of what we saw in the late 1990's," Mr. Sze said of the first rush of investment in **social networking** ventures in 2003. "It was, 'Let's hope some users come and if they do, we'll figure out how to turn that into a **business.**' We didn't see a real **business** model there."

Even now, a year and a half later, the question persists of how these ventures can make money -- and justify the millions already invested. Still, some of the start-ups have shown such impressive growth in number of users that they are starting to win backing from skeptics like Mr. Sze. And there are some signs that selling classified ads on these Web sites may be a solid **business** model.

In October, Mr. Sze and Greylock partners took the plunge as majority investor when LinkedIn, a **social networking** venture based in Palo Alto, Calif., was seeking an infusion of \$10 million to expand its operations. The company had previously raised \$4.7 million in venture financing in November 2003, most of it from Sequoia Capital.

LinkedIn had signed up only 40,000 members on its site when its founders first approached Greylock in 2003, Mr. Sze said. By last fall, it had nearly a million members. Today the site has 2.5 million registered users.

"They're showing the rapid growth you like to see," Mr. Sze said.

Like other **social networking** sites, LinkedIn is hoping to create a viable **business** by capturing a small piece of a classified advertising market estimated to be worth more than \$20 billion. That strategy has been tested in recent months.

"A lot of these sites rose with great fanfare, but many are still scrambling to make a go of it," said Greg Sterling, an analyst with the Kelsey Group, a market research firm.

The study of **social networking**, a decades-old academic discipline, has given the world the concept of six degrees of separation, among other theories that help explain the nature of **social** interactions. In the context of computers, it is a catch-all phrase used to describe any effort to replicate people's **social and business** networks over the Internet, or to create new communities around shared interests.

The LinkedIn Web site allows **business** professionals to make contacts for sales leads and the like. Users are encouraged to invite people within their **business** sphere to join the site and connect with people they know who are already part of the network. Joining is free, although there is the nonfinancial cost of deciding whether to give permission -- or deny access -- every time someone seeks to make a connection through you.