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SOCIAL MEDIA

Dr Paul Coulton
Imagination Lancaster



mobileradicals.com



Banksy



WTF IS SOCIAL MEDIA?

Paul Coulton





THE MEDIUM IS THE MESSAGE

Published 1964



“We become what we behold. We shape our tools, and thereafter our tools shape us.”

THE MEDIUM IS THE MESSAGE

Published 1964



Bulletin Boards In 1978 computer hobbyists create a computerised bulletin board service.

34 years ago

· Like ·  Nerds



Geocities In 1993 Geocities is launched which allows users to create their own websites.


19 years ago

· Like ·  More Nerds



Blogger Launched in 1999 the Blogger service provided an easy to use service for Bloggers.


13 years ago

· Like ·  People who had something to say



Friends Reunited In 2000 Friends reunited launched and becomes first popular social network.

12 years ago

· Like ·  People you went to school with

IN THE BEGINNING...

A Brief History of Social Media



Friendster Originally a social network and file sharing service from 2002 it was relaunched in 2011 as a social gaming platform.

10 years ago

· Like ·  People in the Far East



My Space In Launched in 2003 originally as an online storage service it gradually morphed into a social network..


9 years ago

· Like ·  Music lovers



LinkedIn Launched in 2003 as a business-related social networking site it now boasts 135 million registered users.

9 years ago

· Like ·  People who separate buisness and pleasure



FaceBook The current Daddy of social networks was launched in february 2004 and would be the 3rd largest country in the world in terms of population.

8 years ago

· Like ·  Nearly everybody!

IN THE BEGINNING...

A Brief History of Social Media



Digg This is a social news site from 2004 whose main function consists of letting people vote stories up or down, called digging and burying, respectively.

8 years ago

· Like · Nosey people



YouTube Started in February 2005 this is now the second most popular search engine.

7 years 1 month ago

· Like · People who like cats



BeBo Launched in July 2005 the website's name is an acronym for Blog Early, Blog Often. Users receive a personal profile page where they can post blogs, photographs, music, videos ...

6 years 8 months ago · Like · Youths



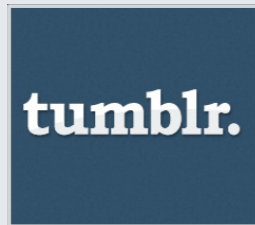
Twitter Created in March 2006 its an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets".

6 years ago

· Like · People you wish you went to school with

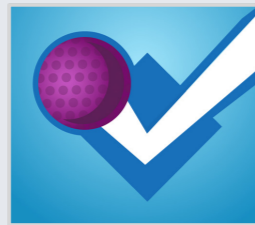
IN THE BEGINNING...

A Brief History of Social Media



Tumblr A microblogging service from april 2007 that allows users to post multimedia and other content to a short-form blog, named a "tumblelog."

4 years 11months ago · Like · People who find stuff



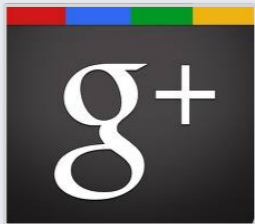
Foursquare Launched in March 2009 is a location based social network which introduced the 'check-in'

3 years ago · Like · People with time on their hands



Pinterest Launched march 2010 this is a pinboard-styled social photo sharing website. The service allows users to create and manage theme-based image collections. Currently in open beta

2 years ago · Like · Apparently mainly women



Google+ Launched in June 2011 this integrates social services such as Google Profiles and Google Buzz, and introduces new services identified as Circles, Hangouts and Sparks.

9 months ago · Like · Social media nerds

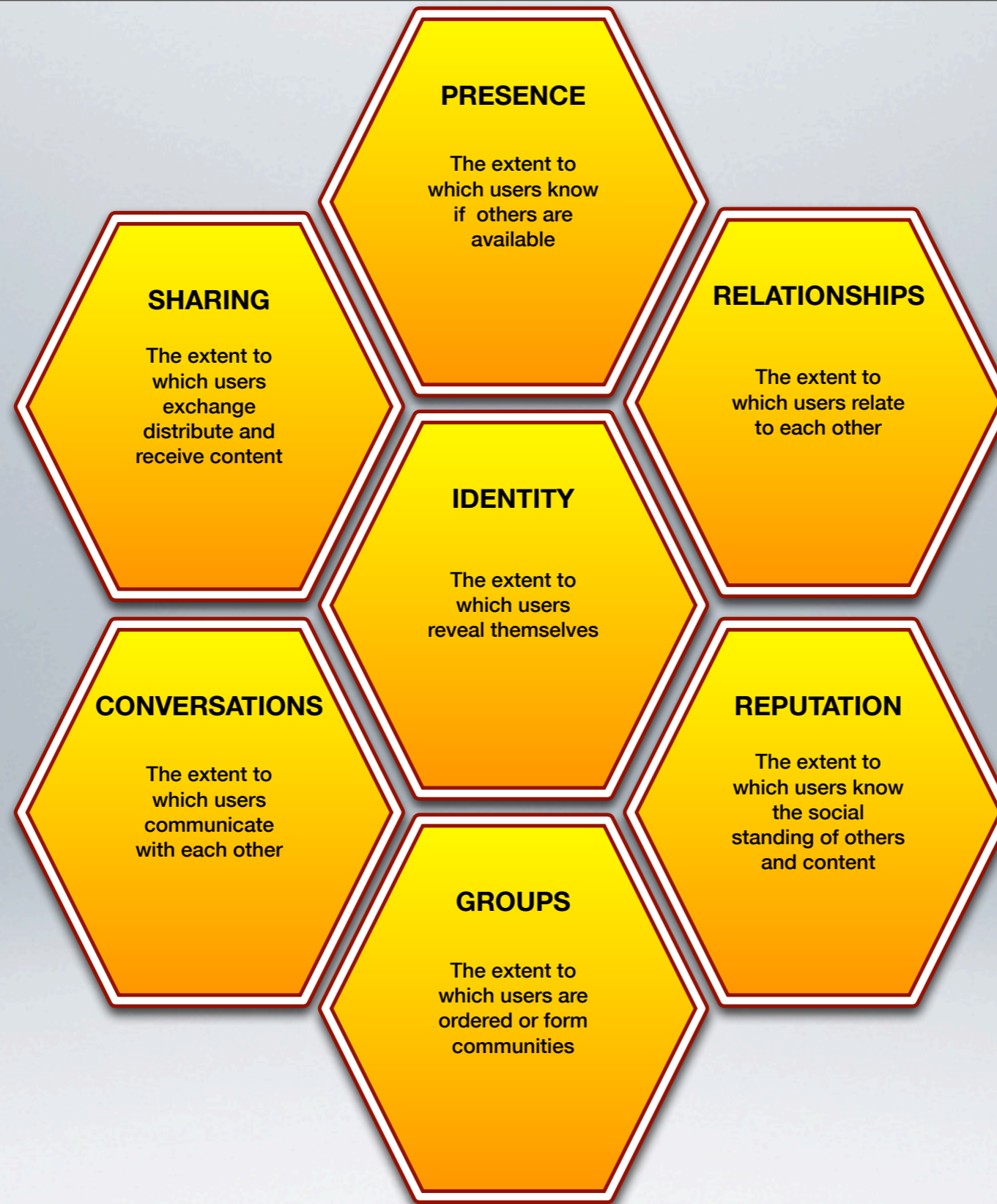
IN THE BEGINNING...

A Brief History of Social Media

FILLING LIFE'S INTERSTICES



Kietzmann et al
Social media? Get
serious!
Understanding the
functional building
blocks of social
media



HONEYCOMB OF SOCIAL MEDIA

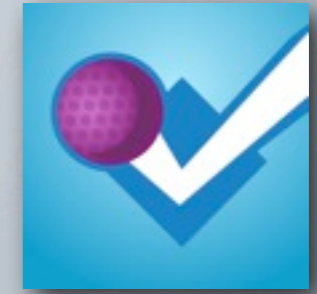
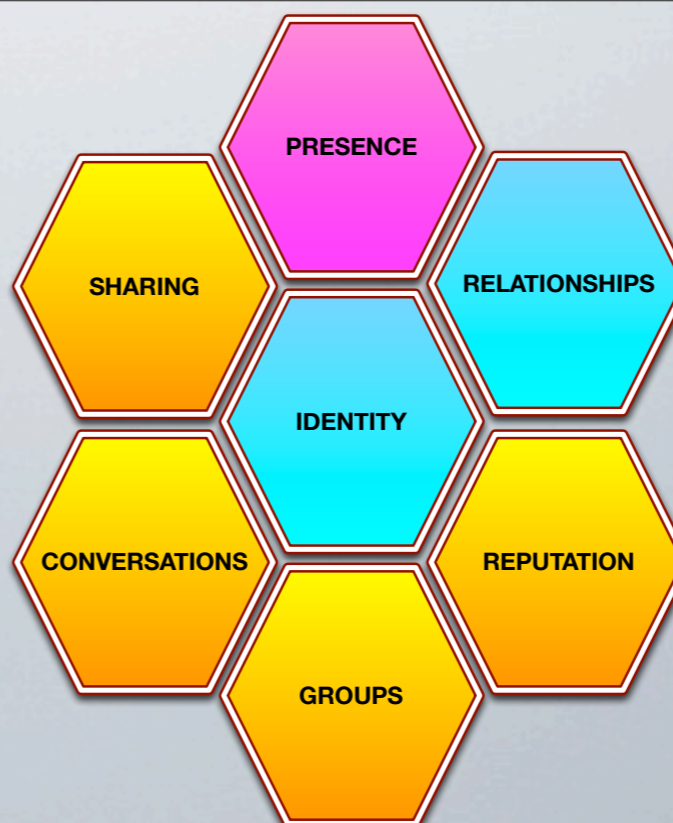
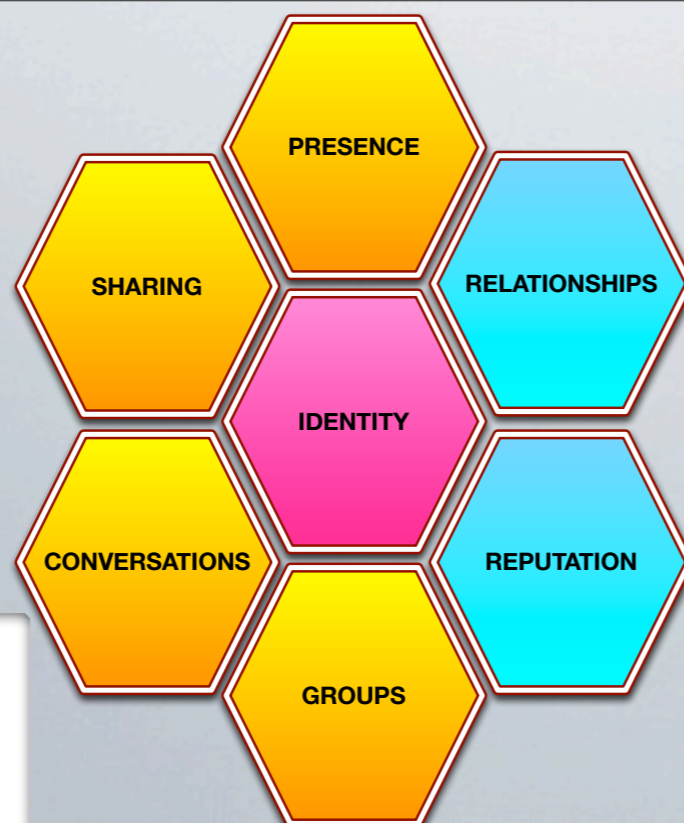
Social Media Functionality

Kietzmann et al
Social media? Get
serious!
Understanding the
functional building
blocks of social
media

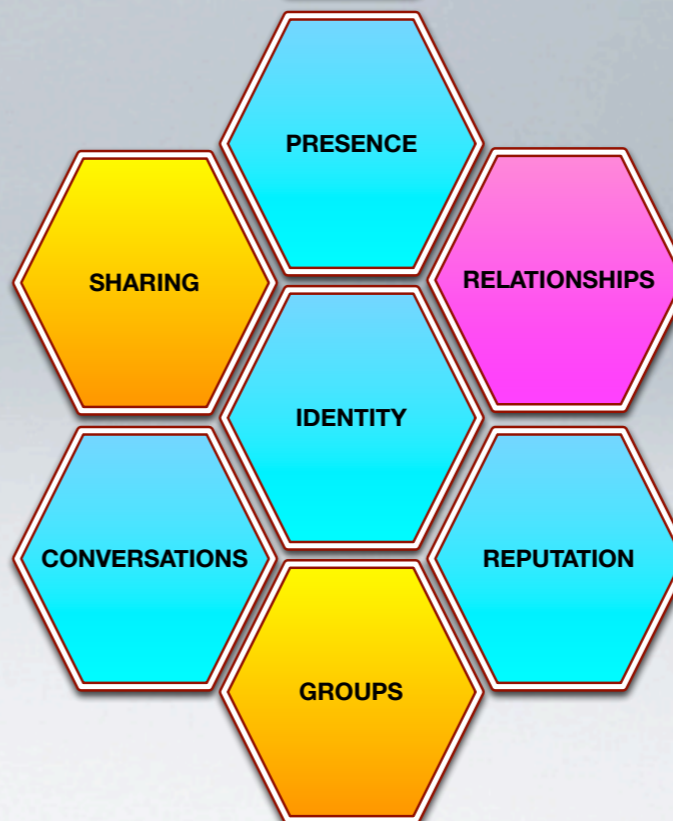
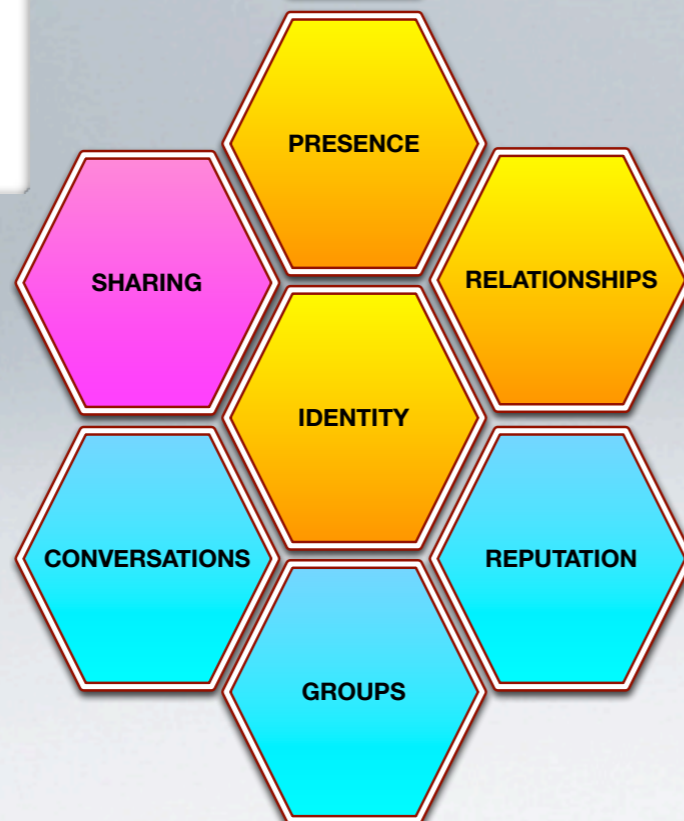


HONEYCOMB OF SOCIAL MEDIA

Implications of this Functionality



Kietzmann et al
Social media? Get serious!
Understanding the functional
building blocks of social
media



HONEYCOMB OF SOCIAL MEDIA

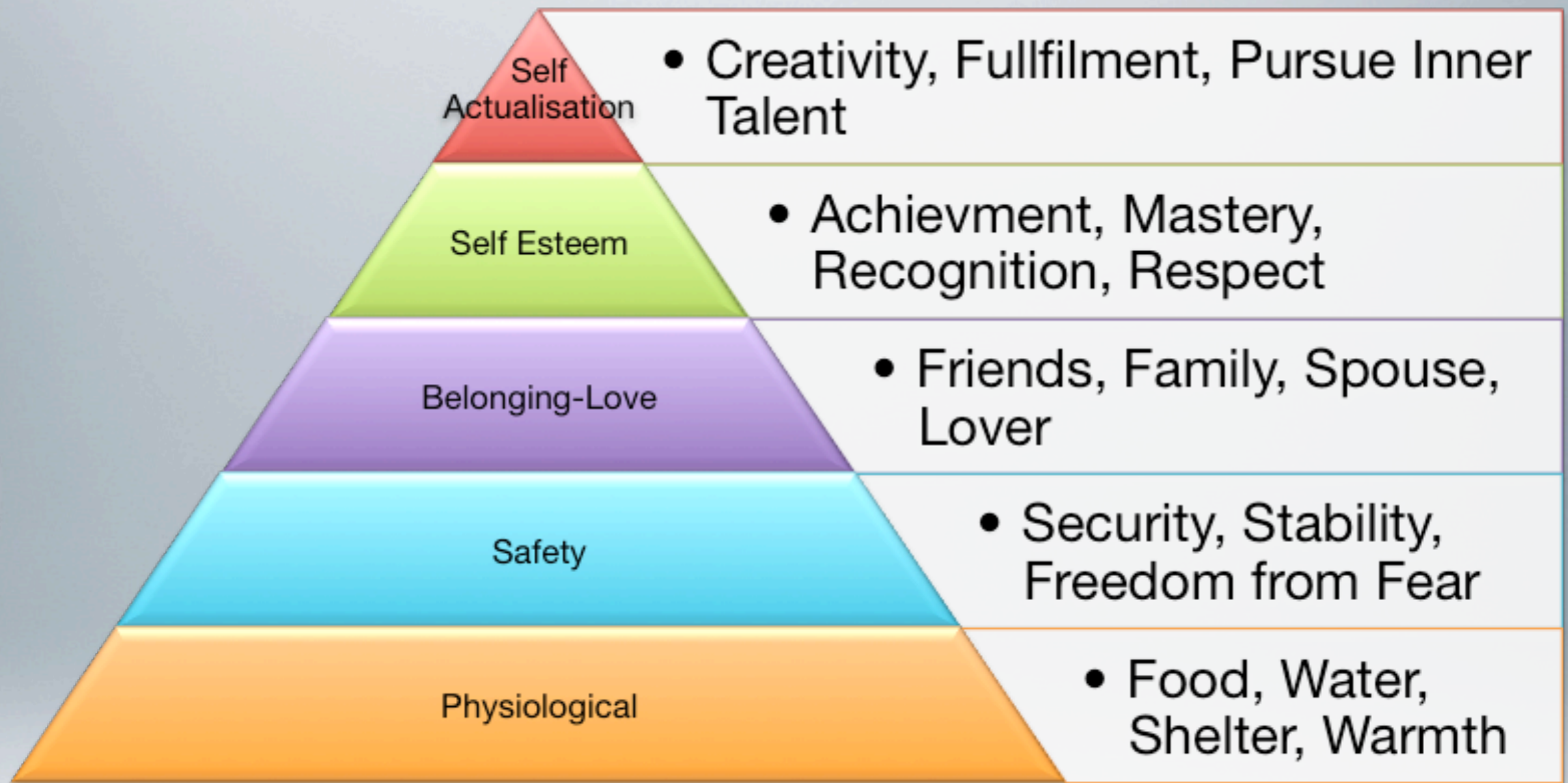
Contrasting the functionalities of different platforms



SOCIAL CAPITAL

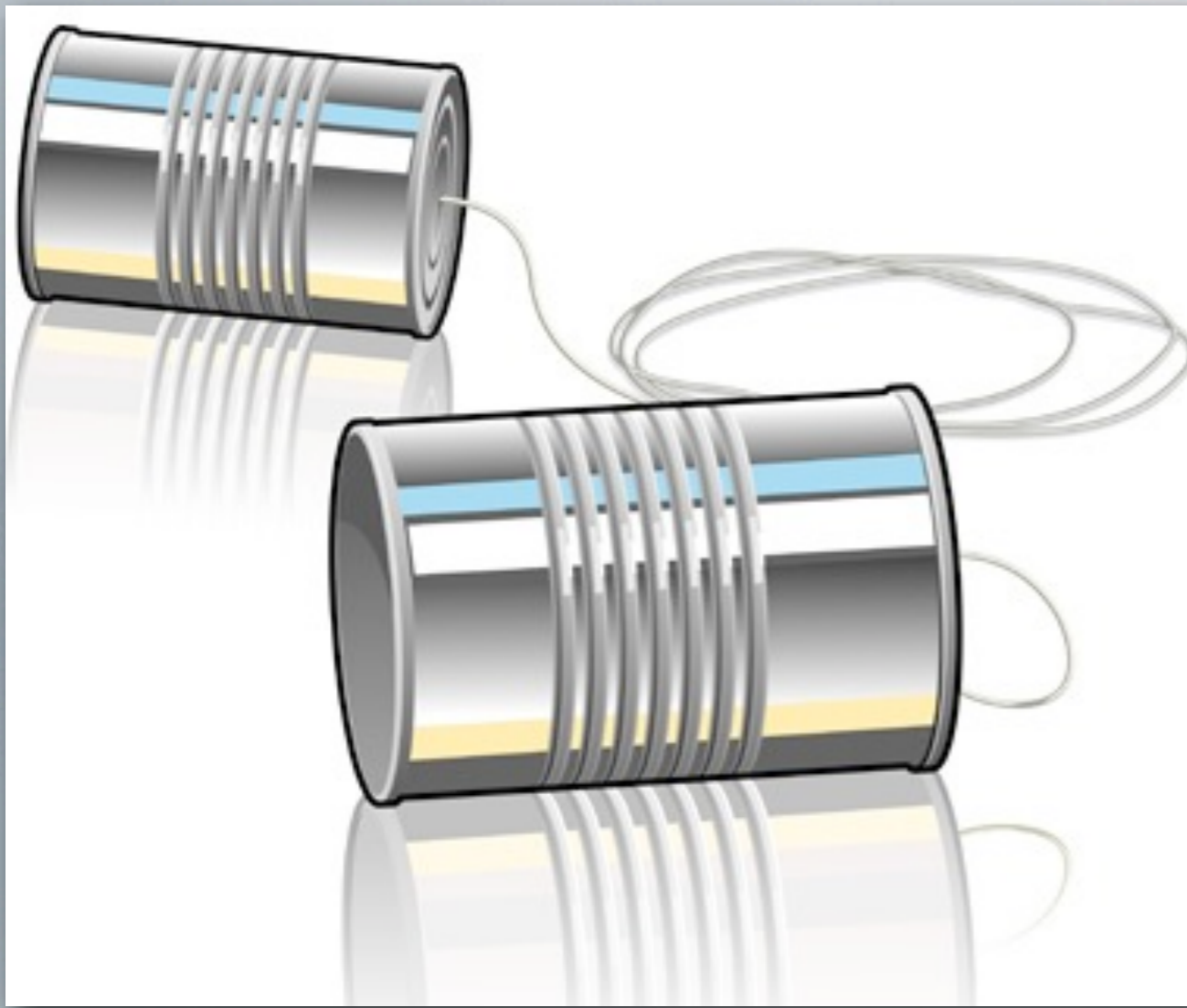
Fresh Networks

The resources accumulated through the relationships
among people.

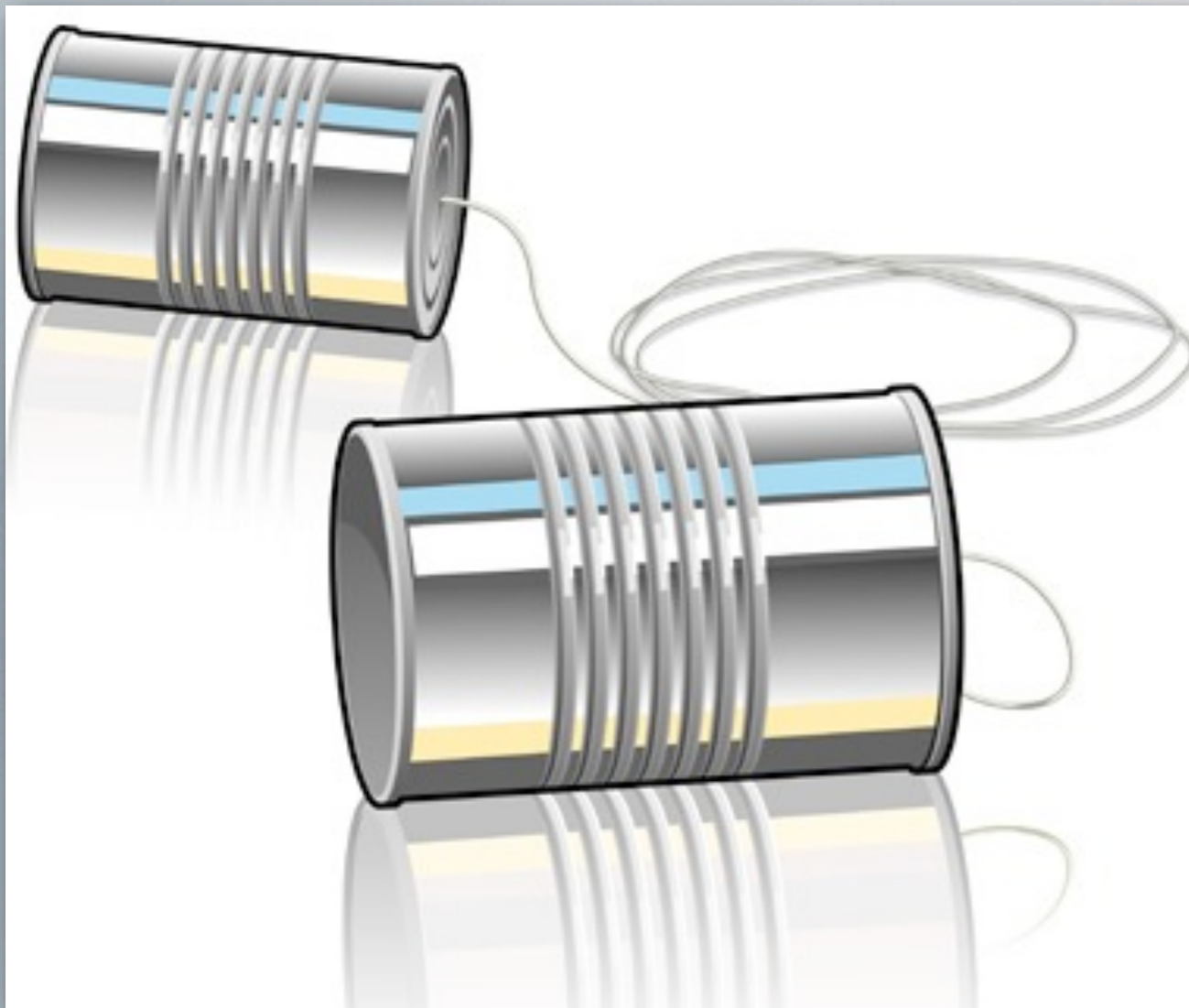


Maslow's Hierarchy of Needs

SOCIAL CAPITAL



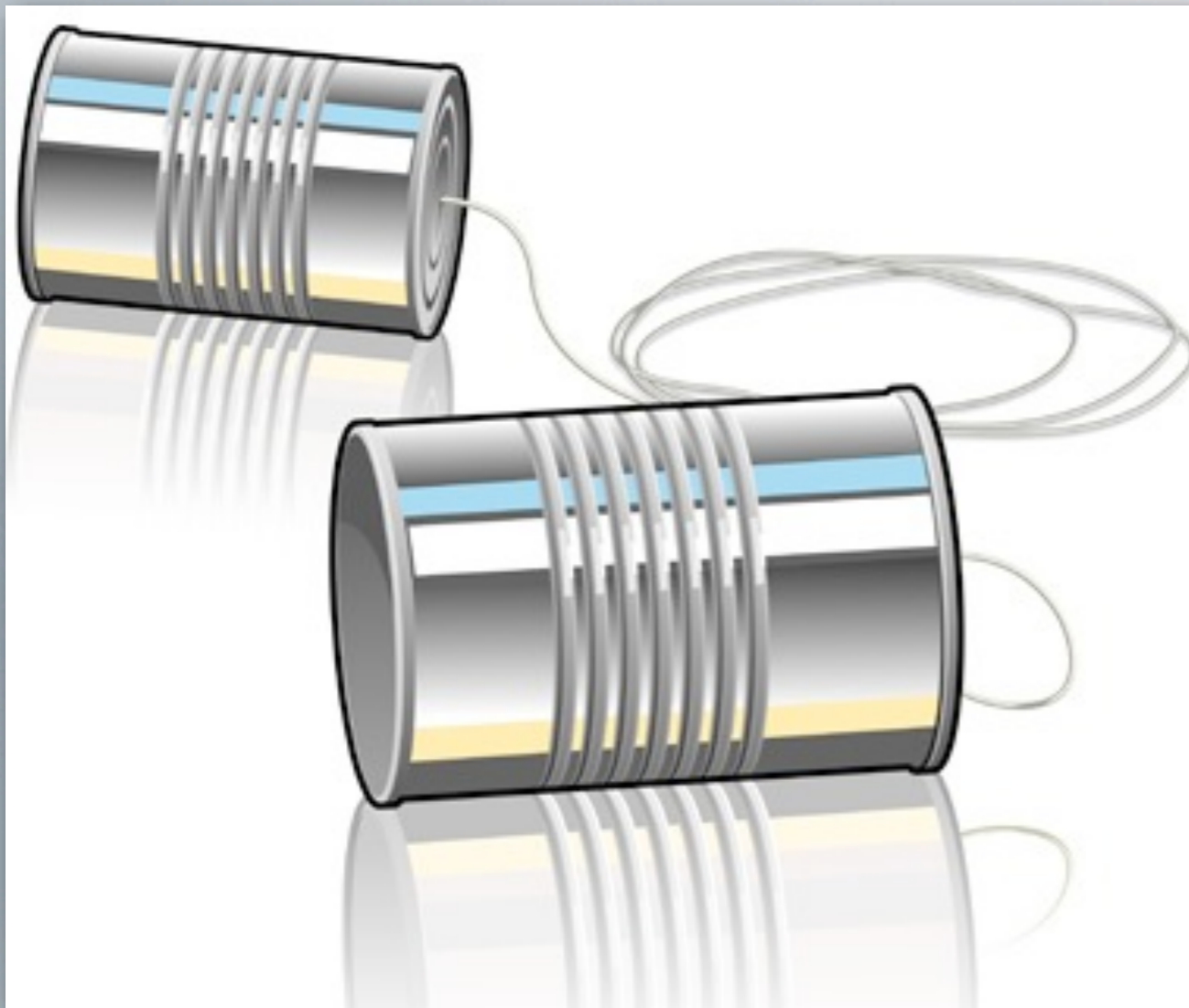
BRIDGING AND BONDING



Linked to what is often termed "weak ties," which are loose connections between individuals who may provide useful information or new perspectives for one another but typically not emotional support



BRIDGING AND BONDING

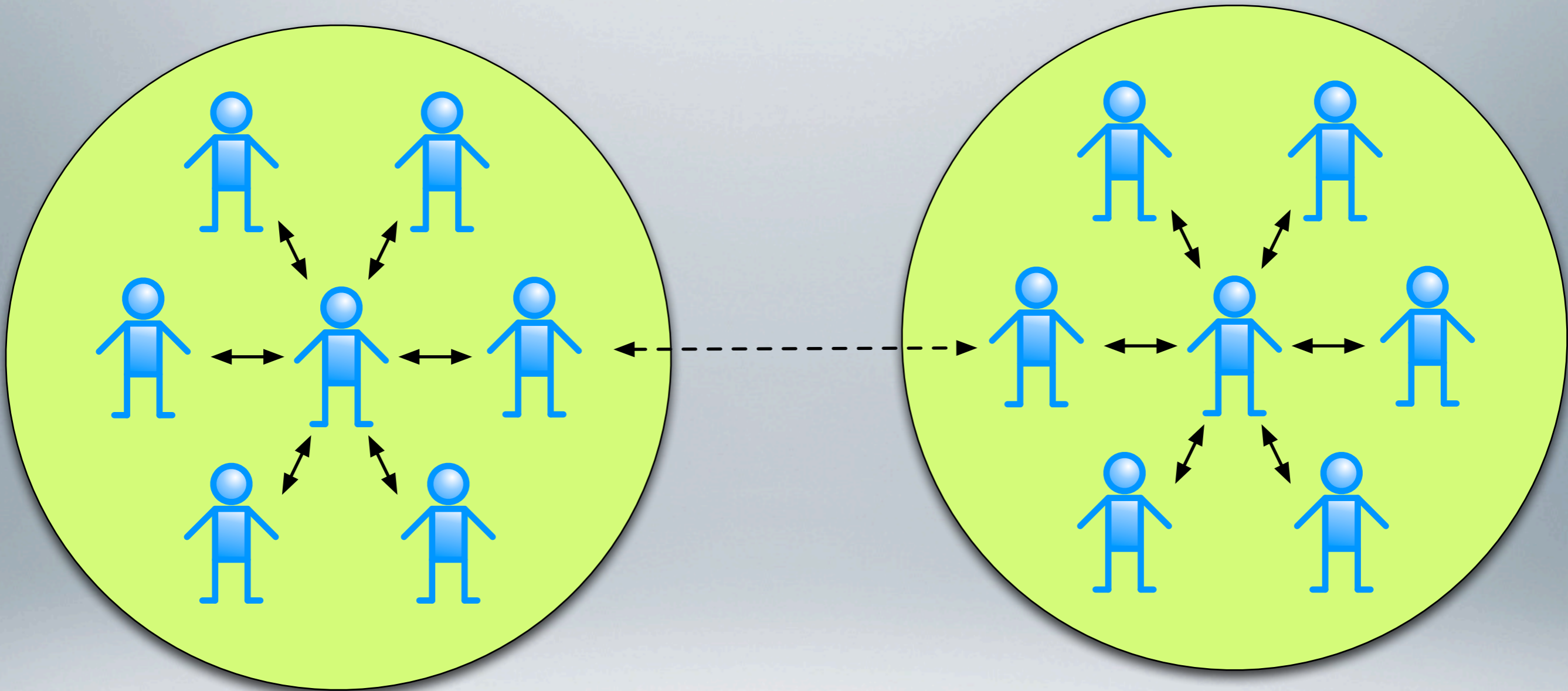


Linked to what is often termed "weak ties," which are loose connections between individuals who may provide useful information or new perspectives for one another but typically not emotional support



bonding social capital is found between individuals in tightly-knit, emotionally close relationships, such as family and close friends.

BRIDGING AND BONDING



BRIDGING AND BONDING



SHHH!
TITTLE
TATTLE
LOST THE
BATTLE



GROOMING AND GOSSIP

Dunbar speculated that as much as 42% of the group's time would have to be devoted to social grooming.

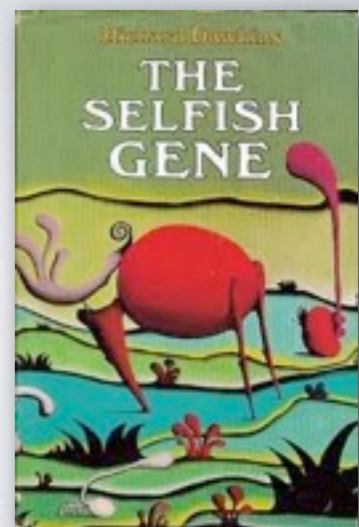


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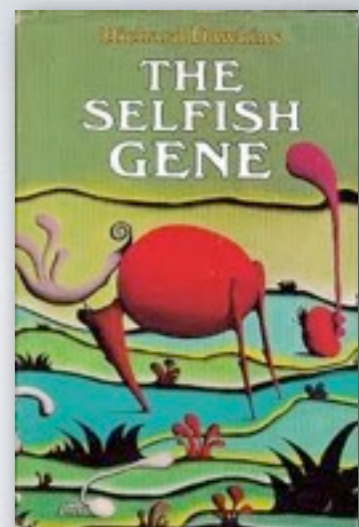


ITS ALL IN OUR MEMES



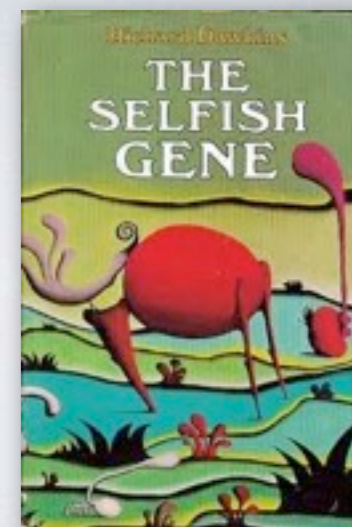


ITS ALL IN OUR MEMES





ITS ALL IN OUR MEMES

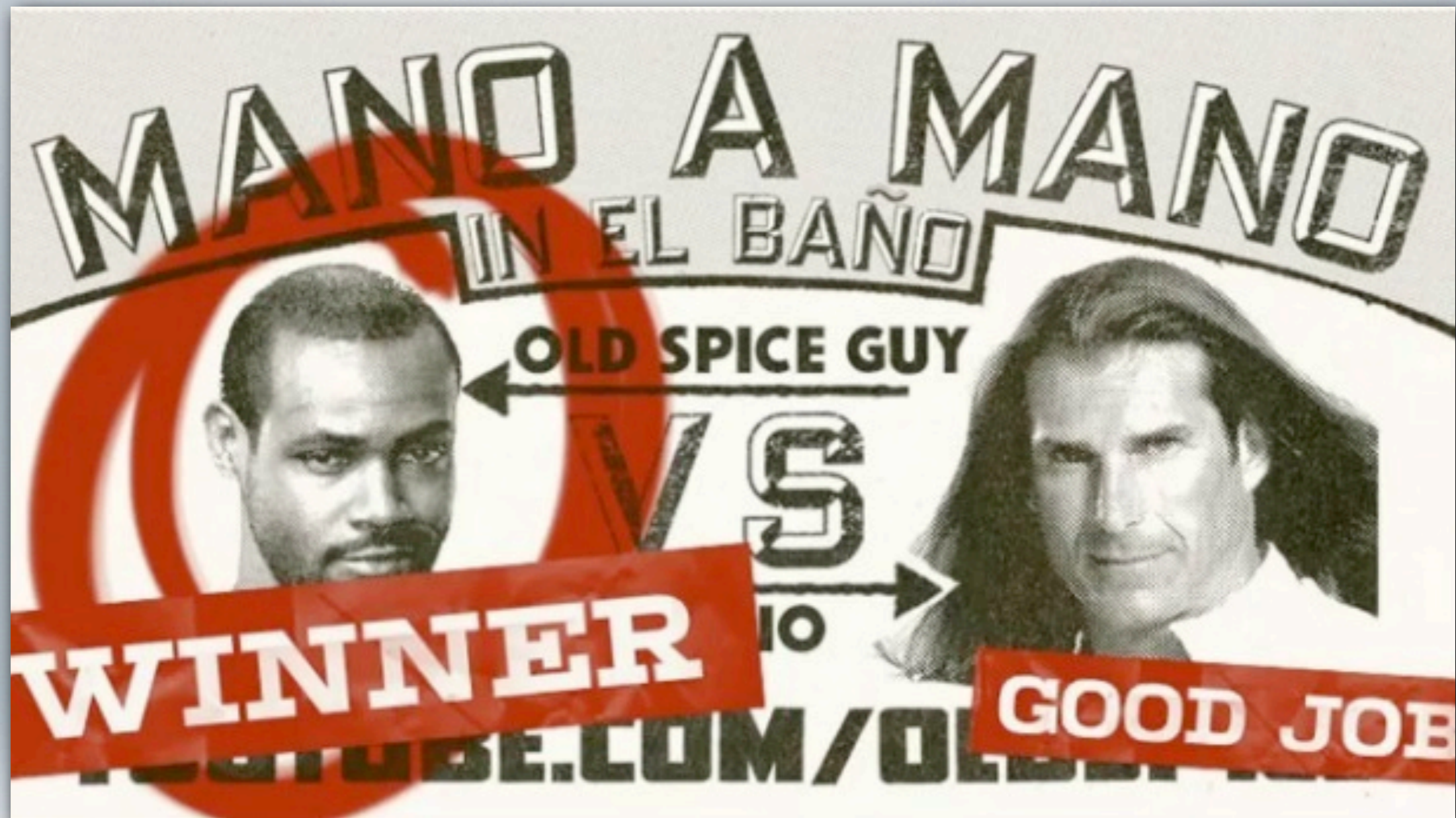




W+K
Old Spice
Campaign

MEME MANIPULATION

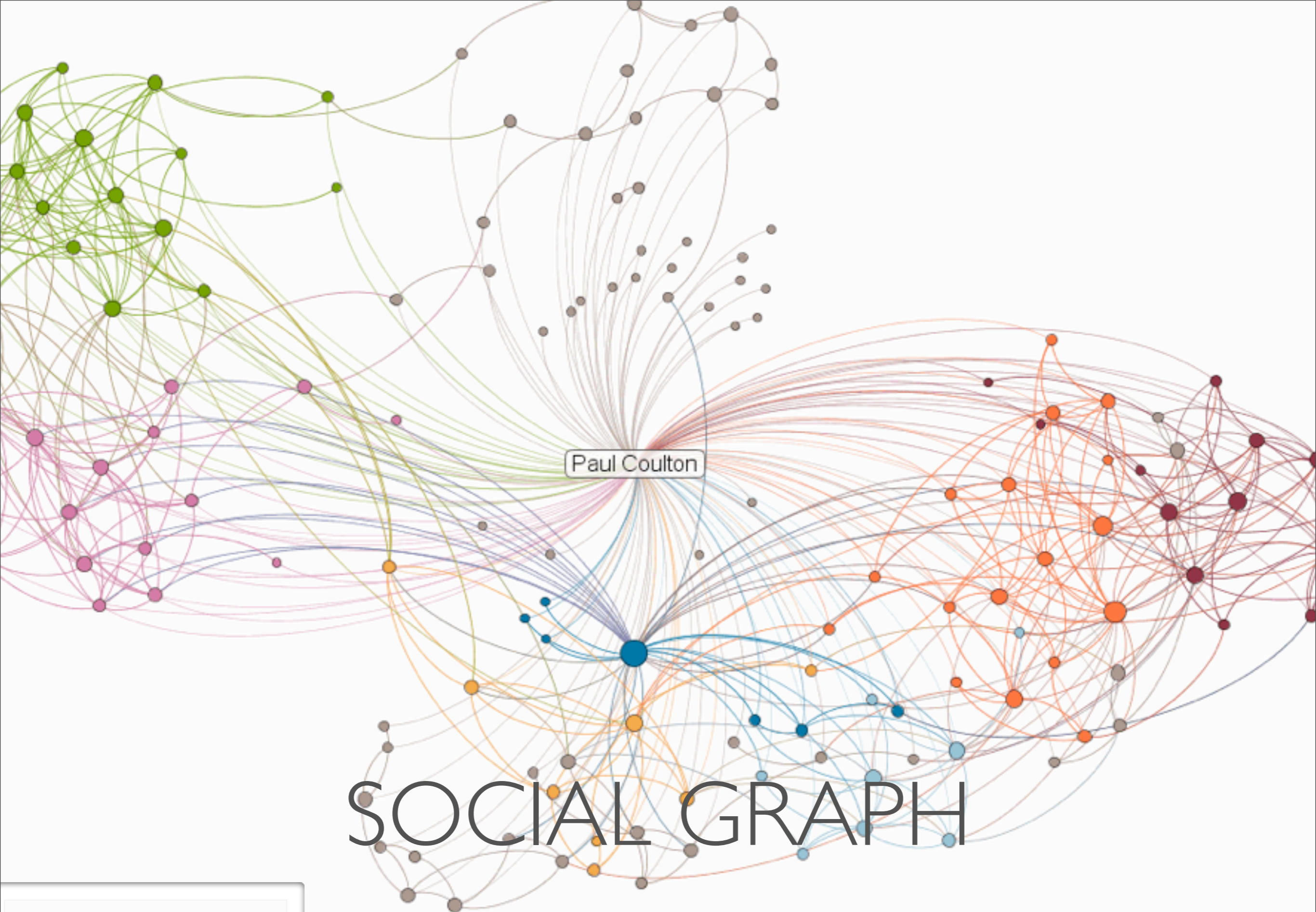
The Man Your Man Could Smell Like



W+K
Old Spice
Campaign

MEME MANIPULATION

The Man Your Man Could Smell Like



SOCIAL GRAPH



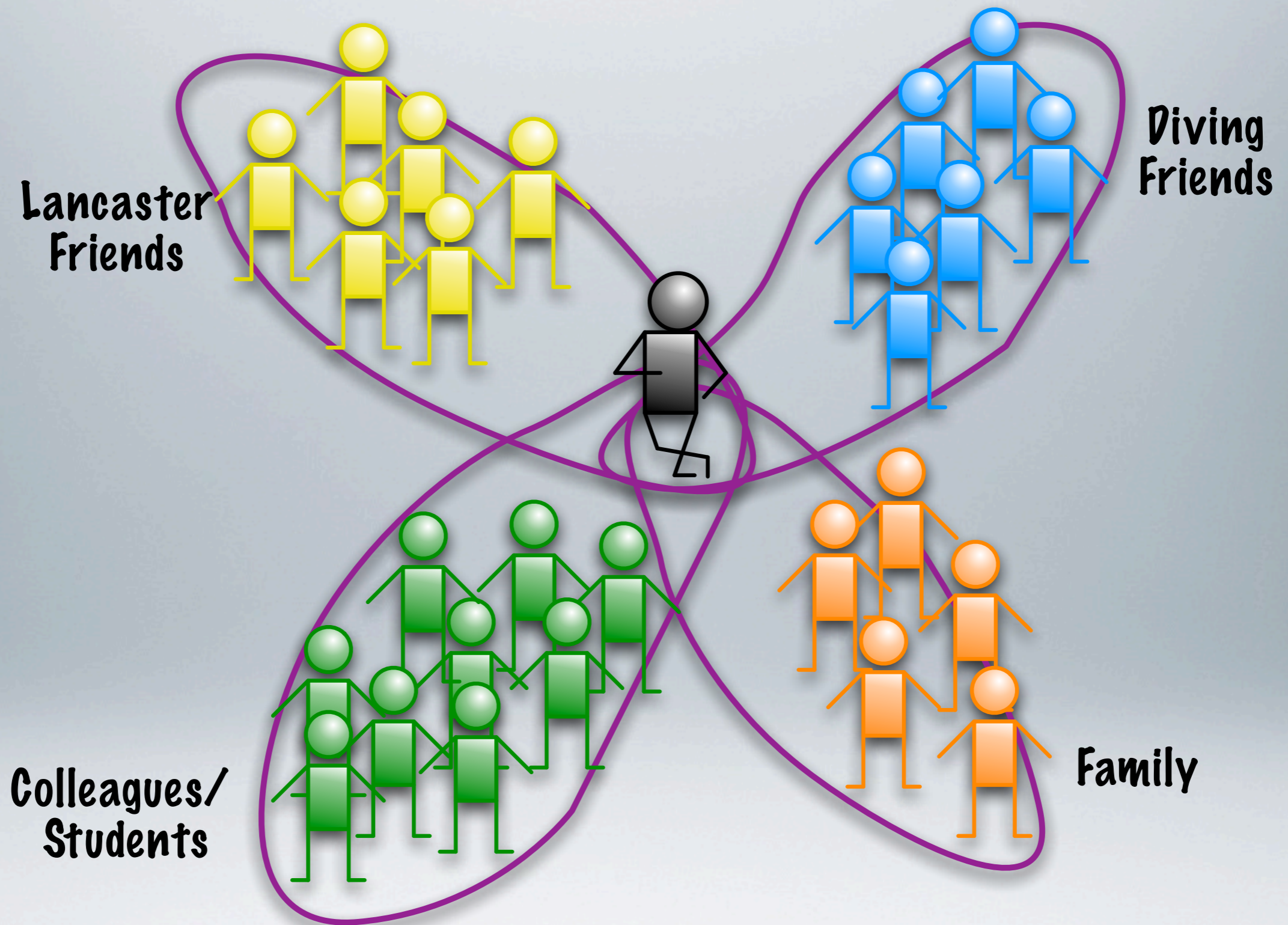
Coulton

SOCIAL GRAPH

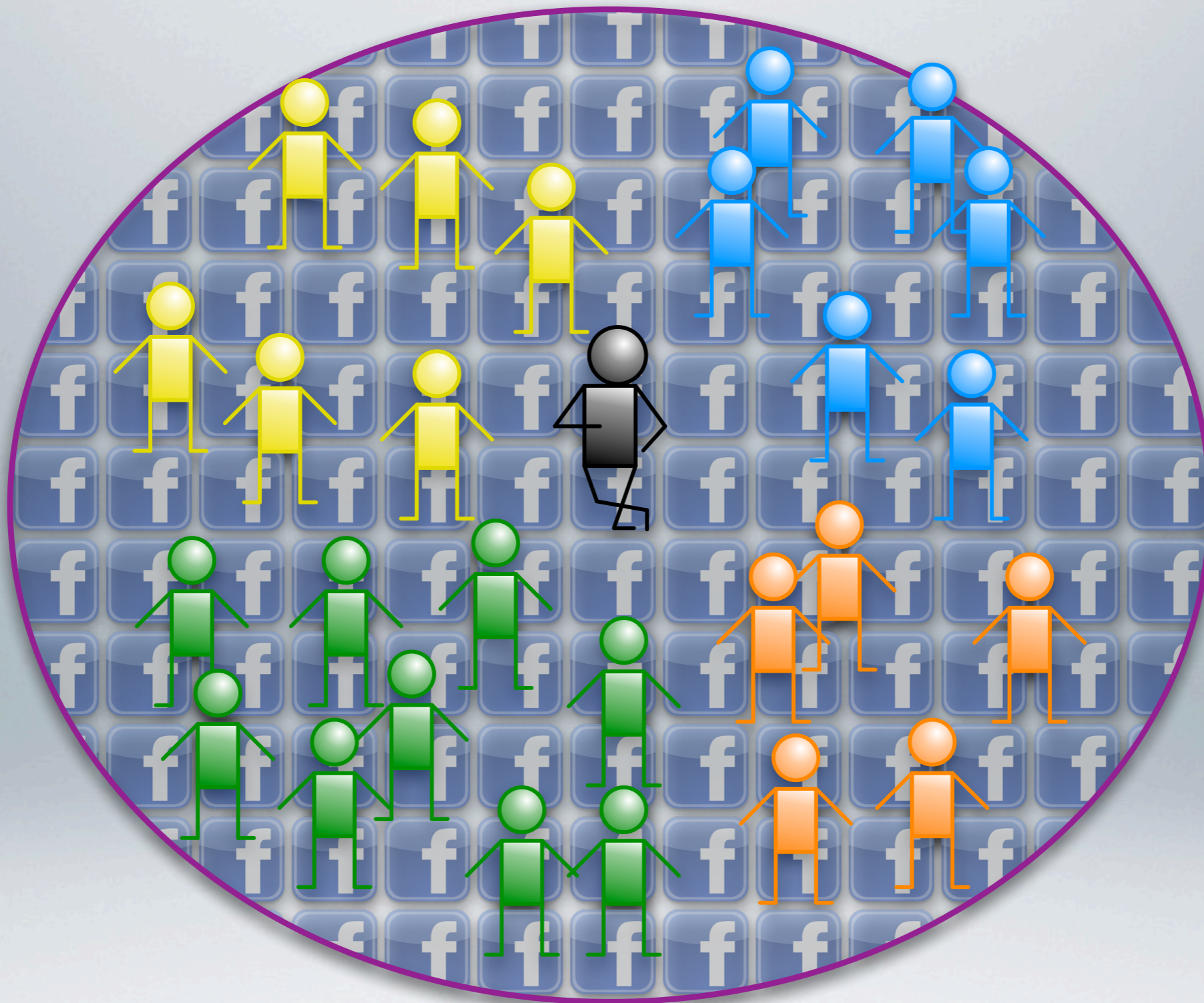
The image is a composite graphic. On the left, a Facebook profile picture is constructed from a dense grid of various social media and technology icons. To the right of this, a blue speech bubble with a white border contains the text "All your social graph are belong to me". The background of the entire image is a complex network graph with numerous nodes (colored circles) and edges (colored lines). The nodes are primarily orange and red, with some blue and grey ones. The edges are thin, light-colored lines connecting the nodes in a web-like structure. The overall theme is social networking and data ownership.

All your
social graph are belong
to me

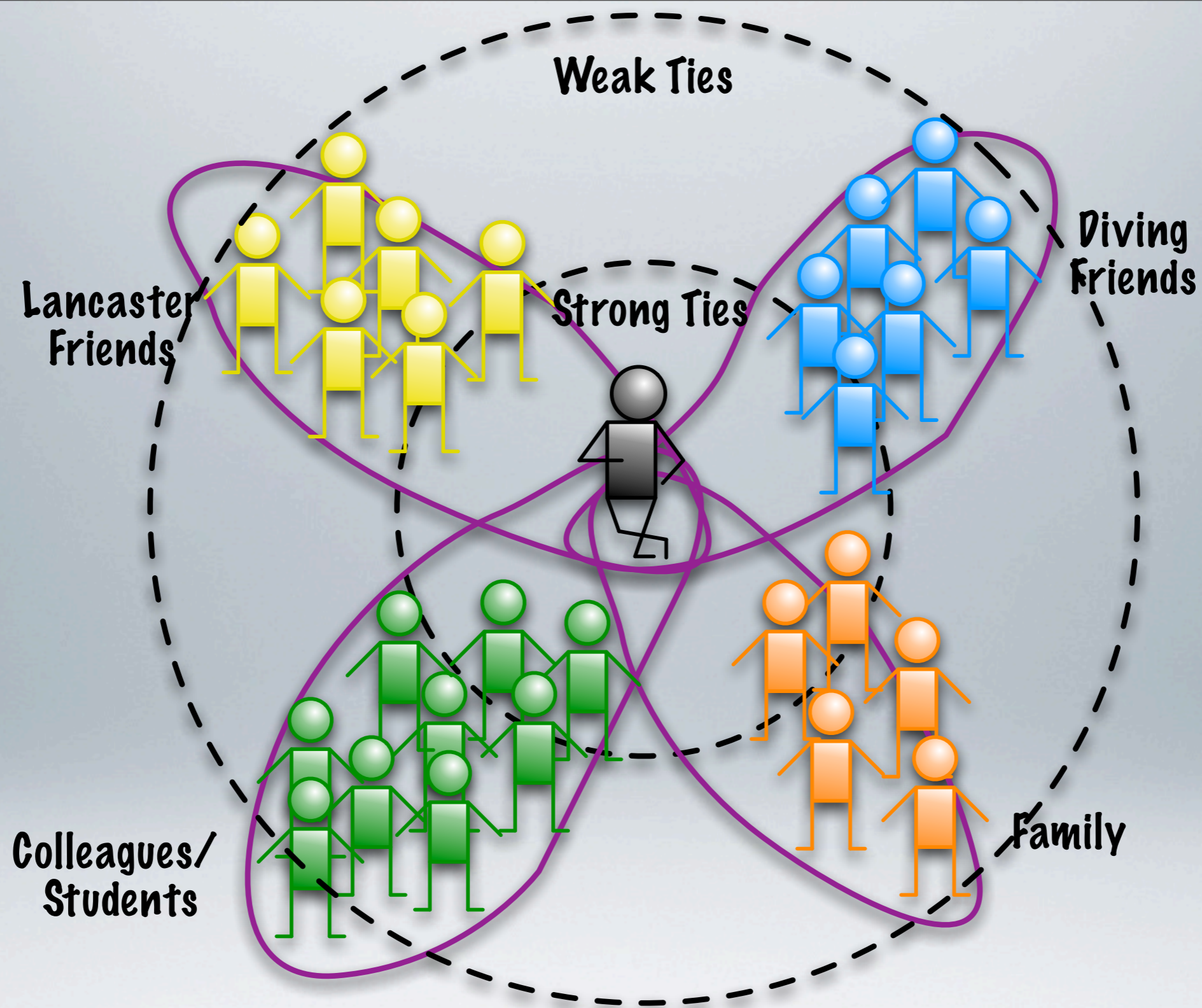
SOCIAL GRAPH



REAL SOCIAL GRAPH



ONLINE SOCIAL GRAPH

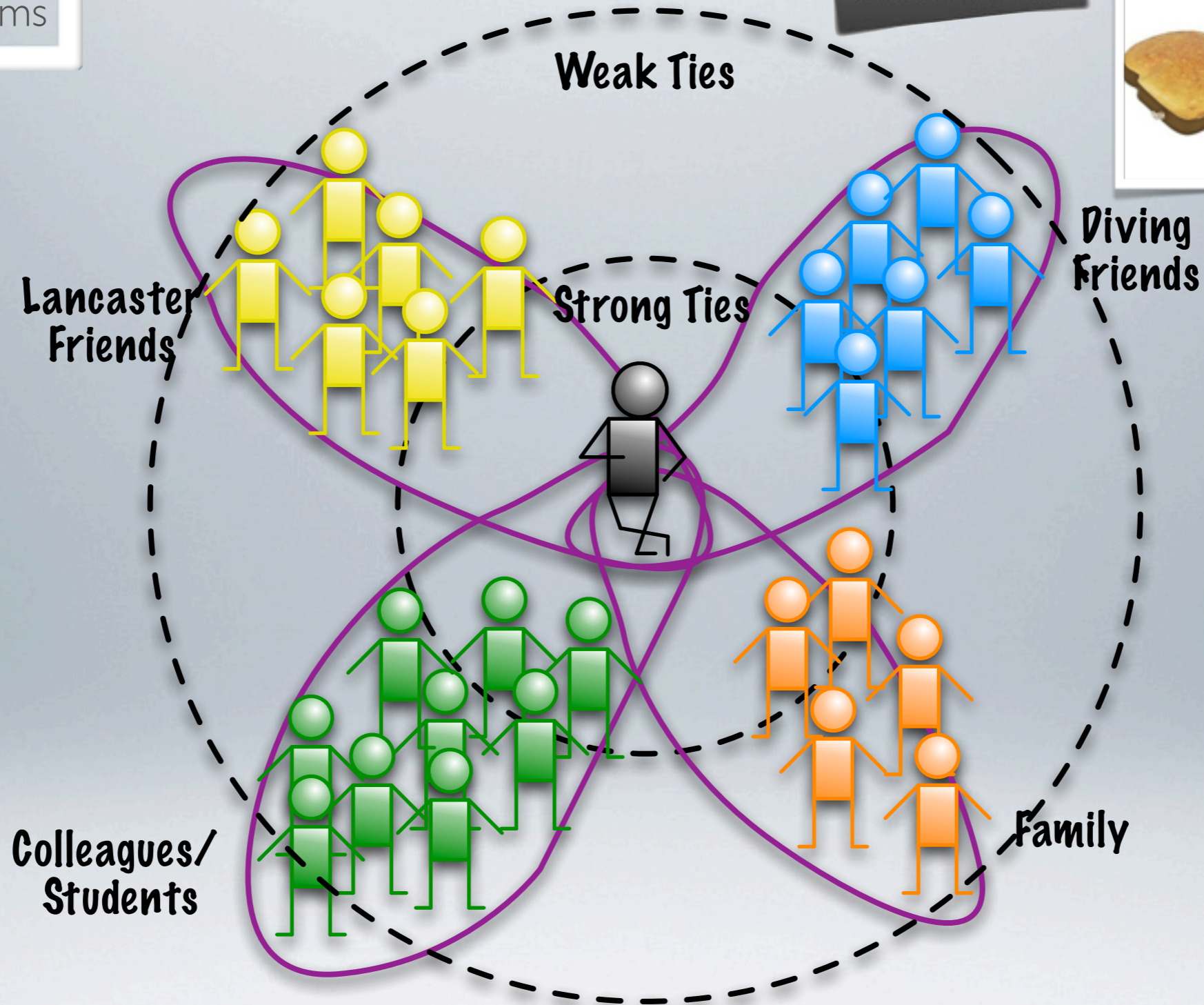
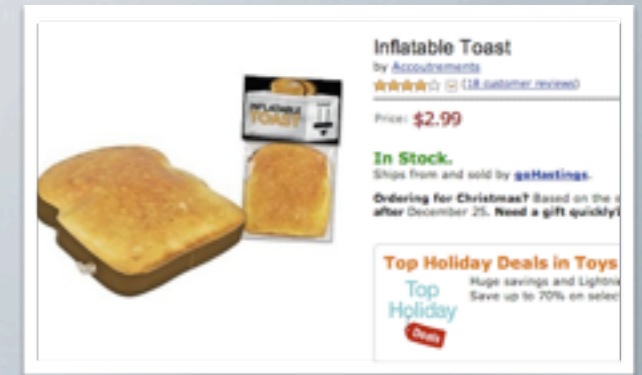


GRANULAR SOCIAL GRAPH

Matt Adams

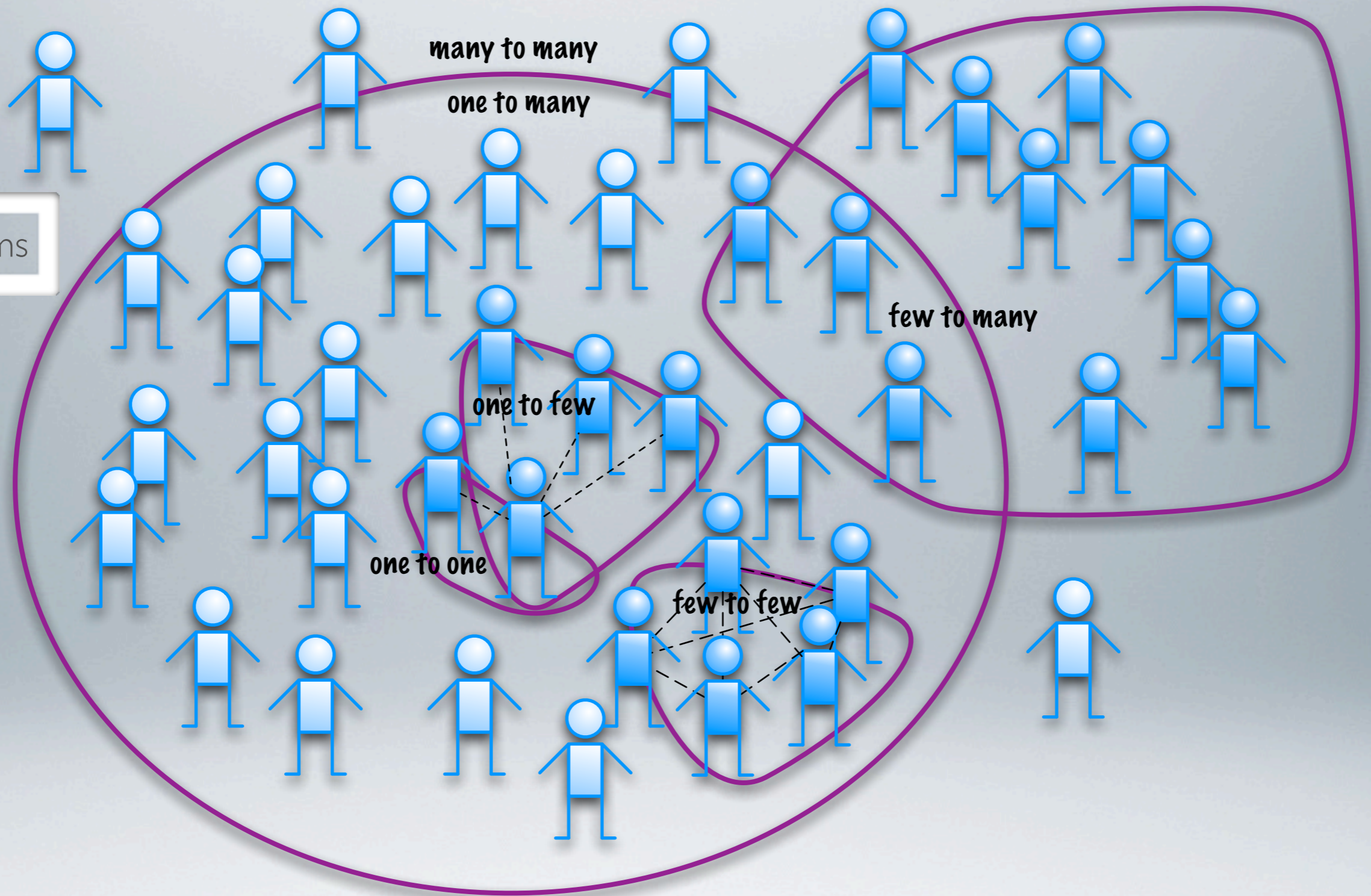
Temporay Ties

GROUPON
Collective Buying Power



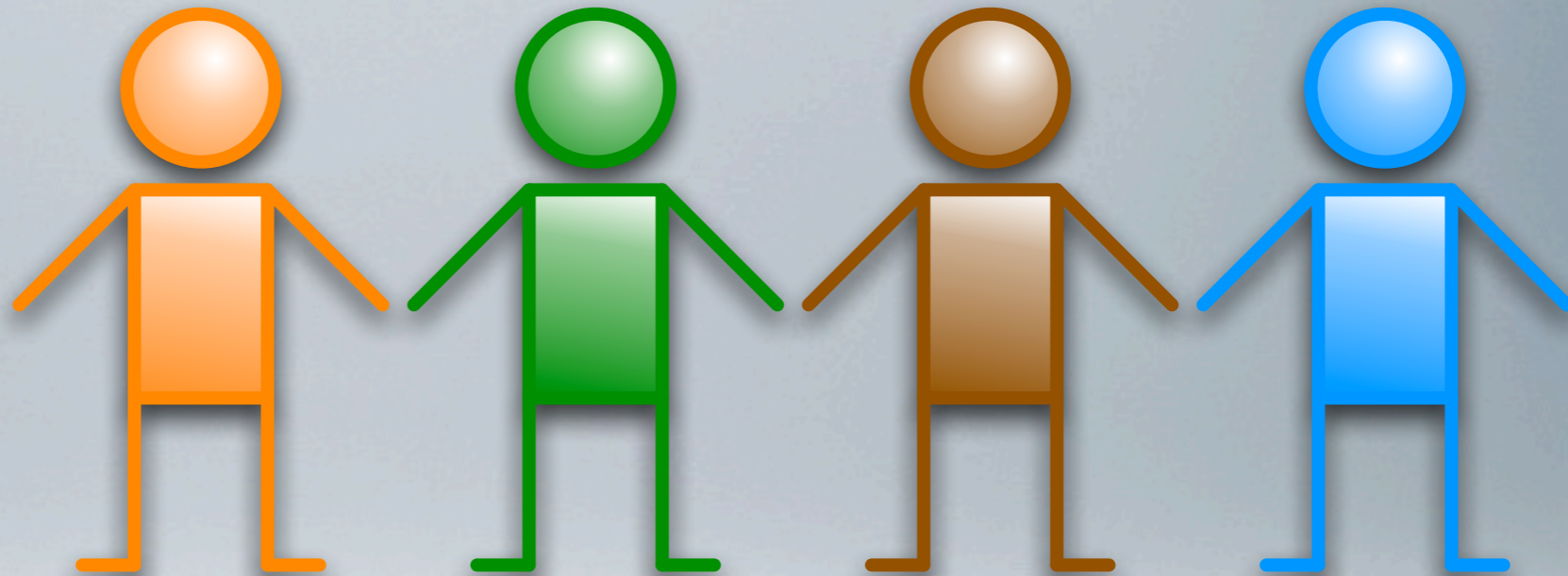
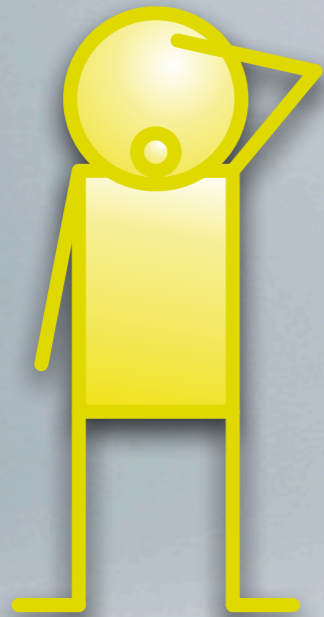
TEMPORARY TIES

Matt Adams



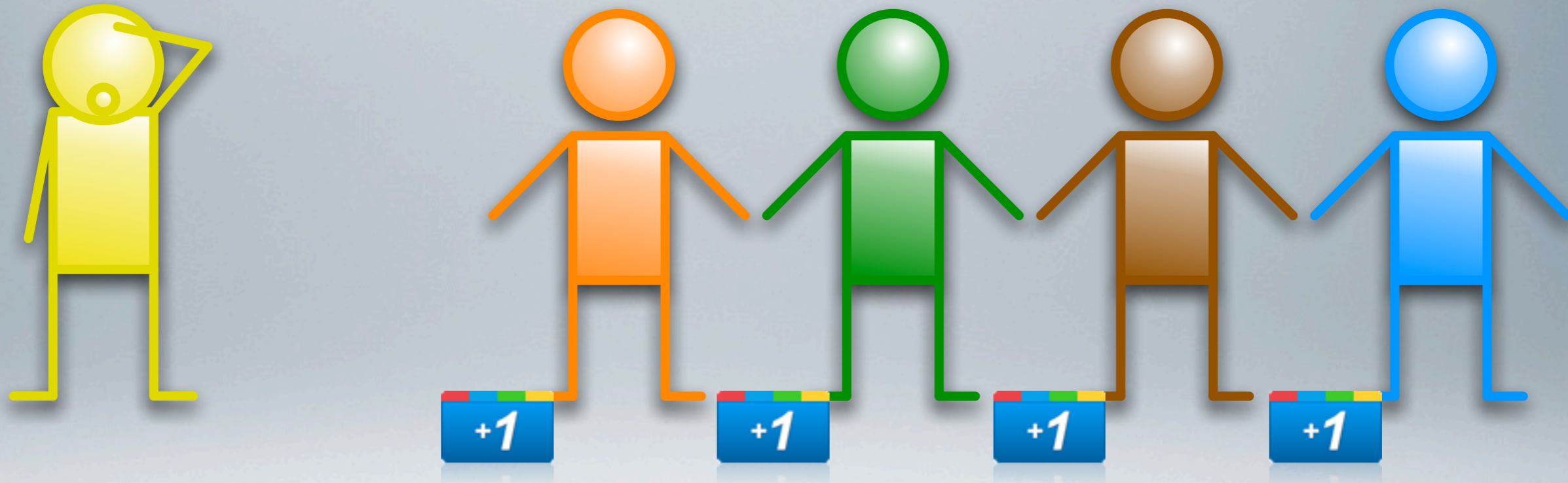
COMMUNICATING DIFFERENTLY

Are My Decisions Being Made Over Here?

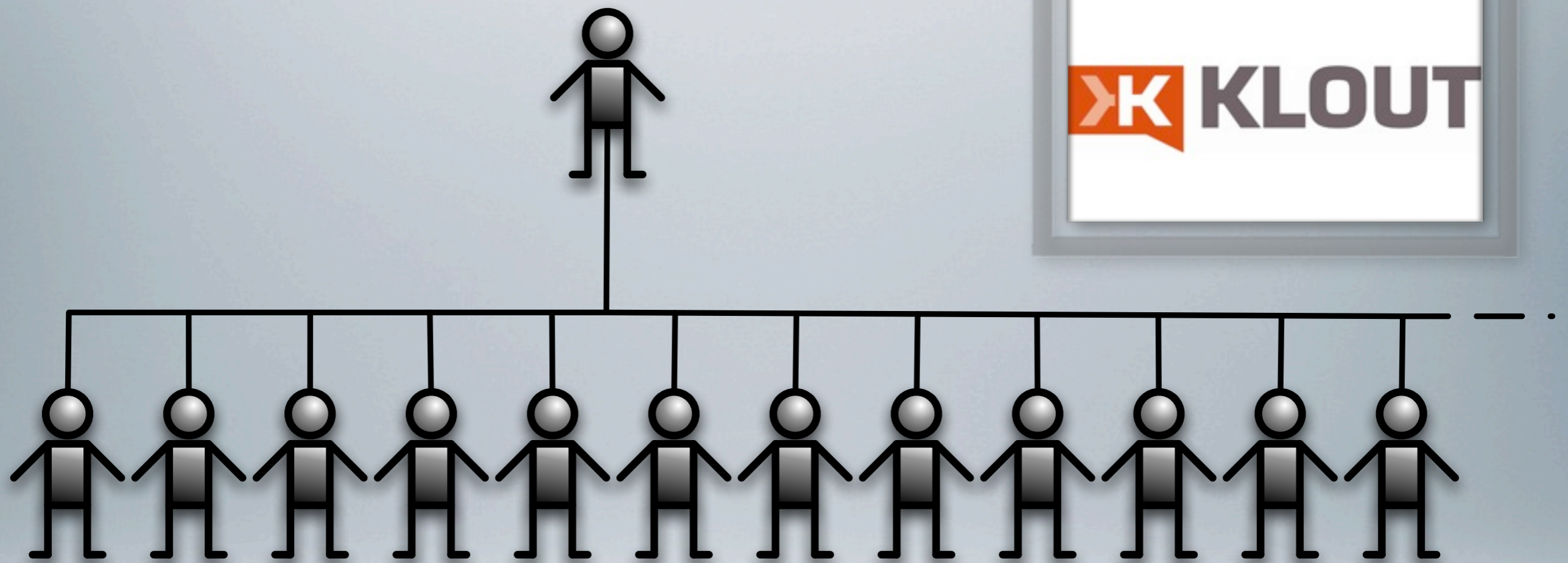


MAKING DECISIONS

Are My Decisions Being Made Over Here?



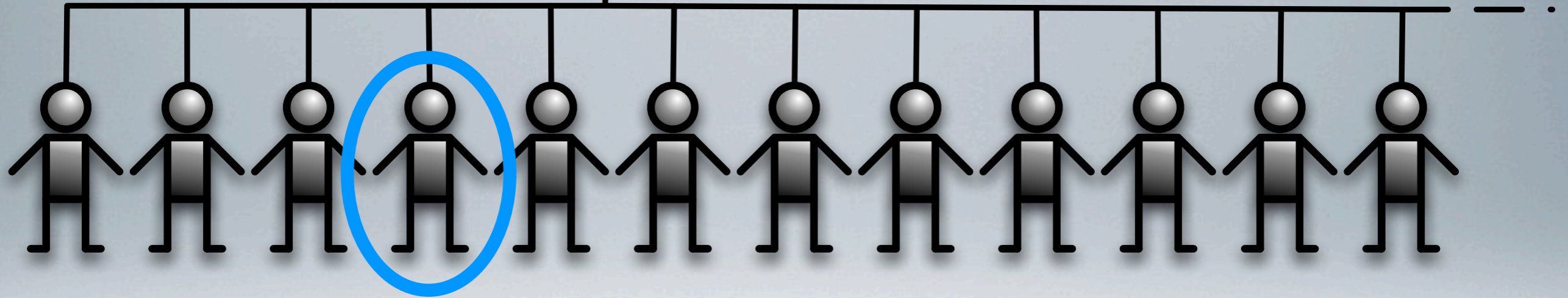
MAKING DECISIONS



MYTHICAL INFLUENCER

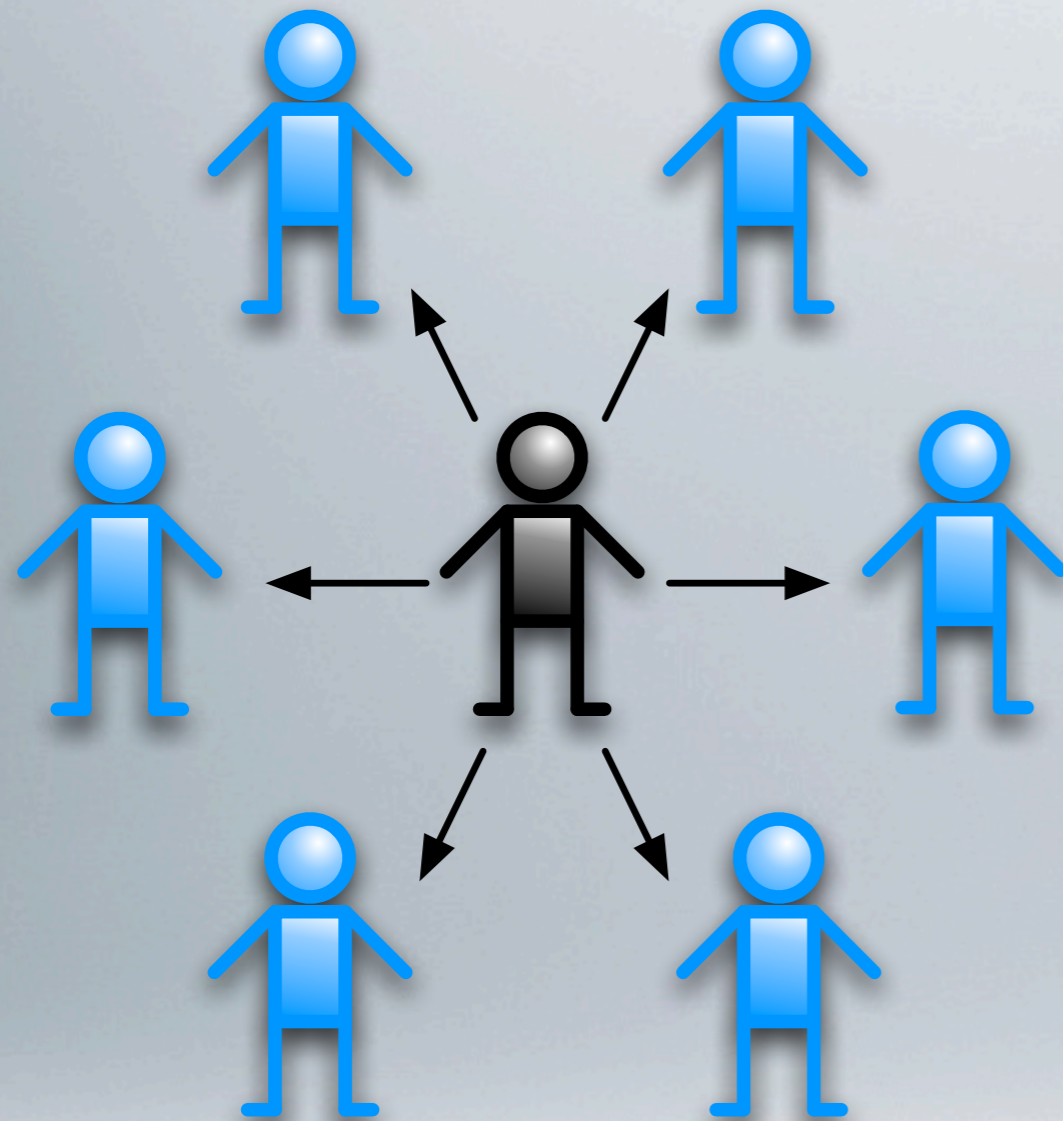


Influential?

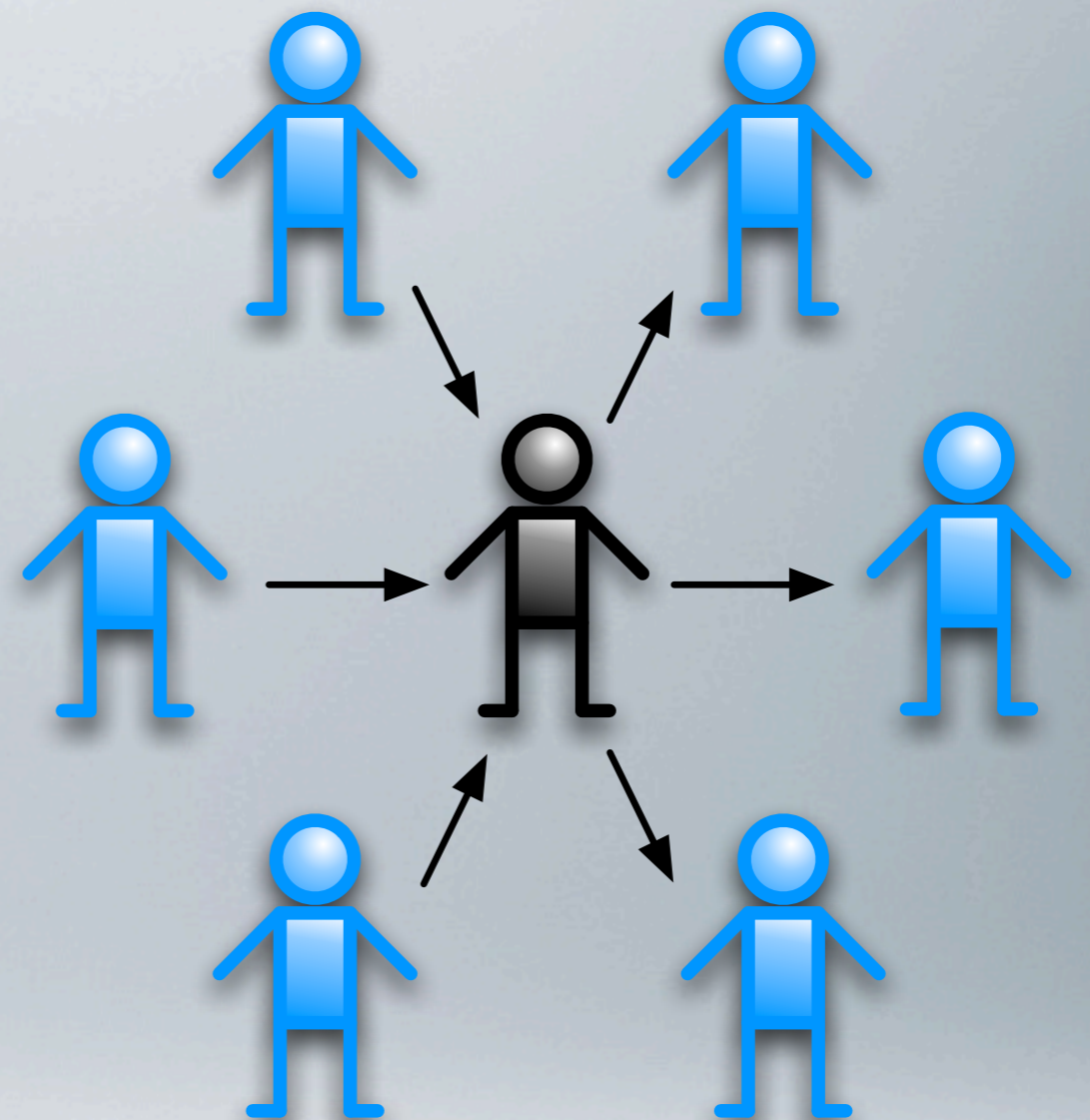


Influenceable?

MYTHICAL INFLUENCER

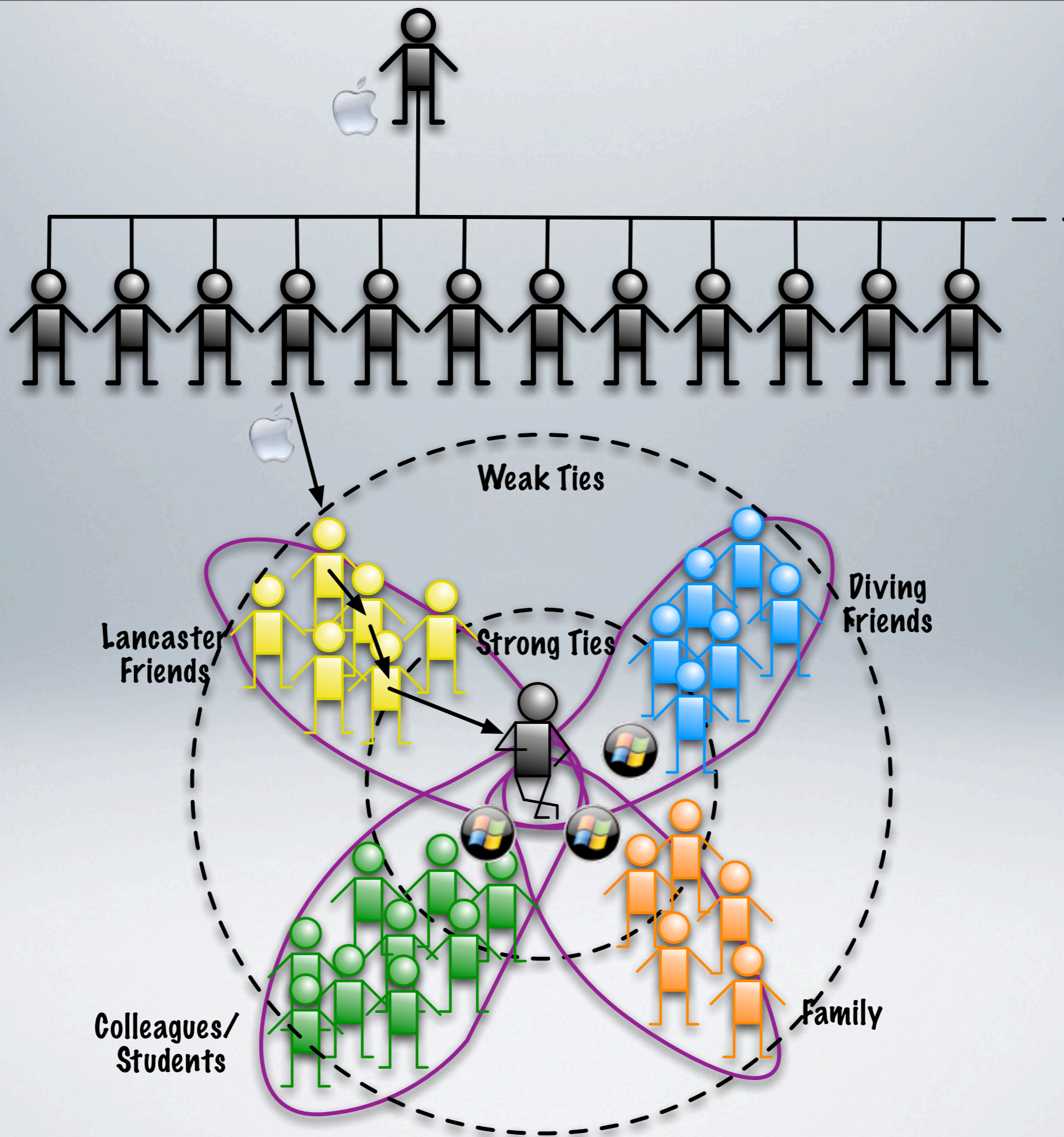


What we think hubs work like



What they actually work like

SOCIAL HUBS





A continually improving collection of questions and answers created, edited, and organized by everyone who uses it.

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Password



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DOES MY BUM LOOK BIG IN
THIS?

facebook

Email

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Password

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Facebook helps you connect and share with the people in your life.

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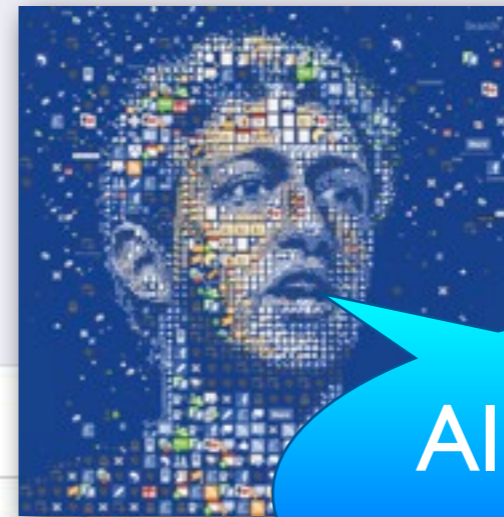
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Facebook Questions

Get answers from the people you trust.



All your social data
are belong to me

News Feed

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Learn from your friends and others:

What are some kid-friendly restaurants in Seattle?

[Add Poll Options](#)



Gina Jones answered What was your favorite movie as a child?

- ☒ [Back to the Future](#)
- ☒ [The Princess Bride](#)
- ☐ [The Land Before Time](#)

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American Red Cross
Non-Profit Organization ·
272,975 people like this.



Philippine National Red
Cross
Non-Profit Organization ·
157,345 people like this.

* on Dan Spengler's
pounce my last name?
w do YOU pronounce
so I won't be wrong

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See Where People Stand

Create a quick poll to gather opinions and learn about your friends.

Share What You Know

Answer questions or point your friends in the right direction.

DOES MY BUM LOOK BIG IN THIS?

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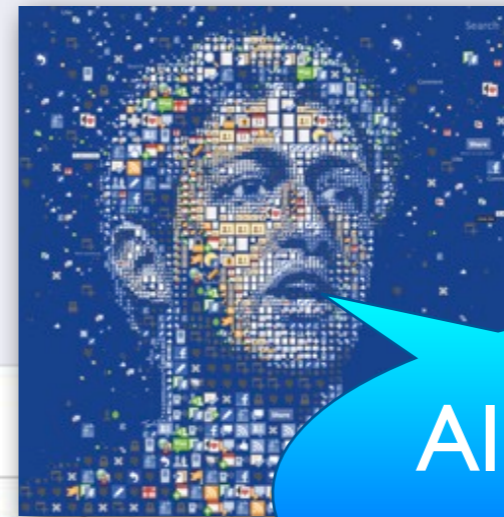
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Get answers from the people you trust.



All your social data
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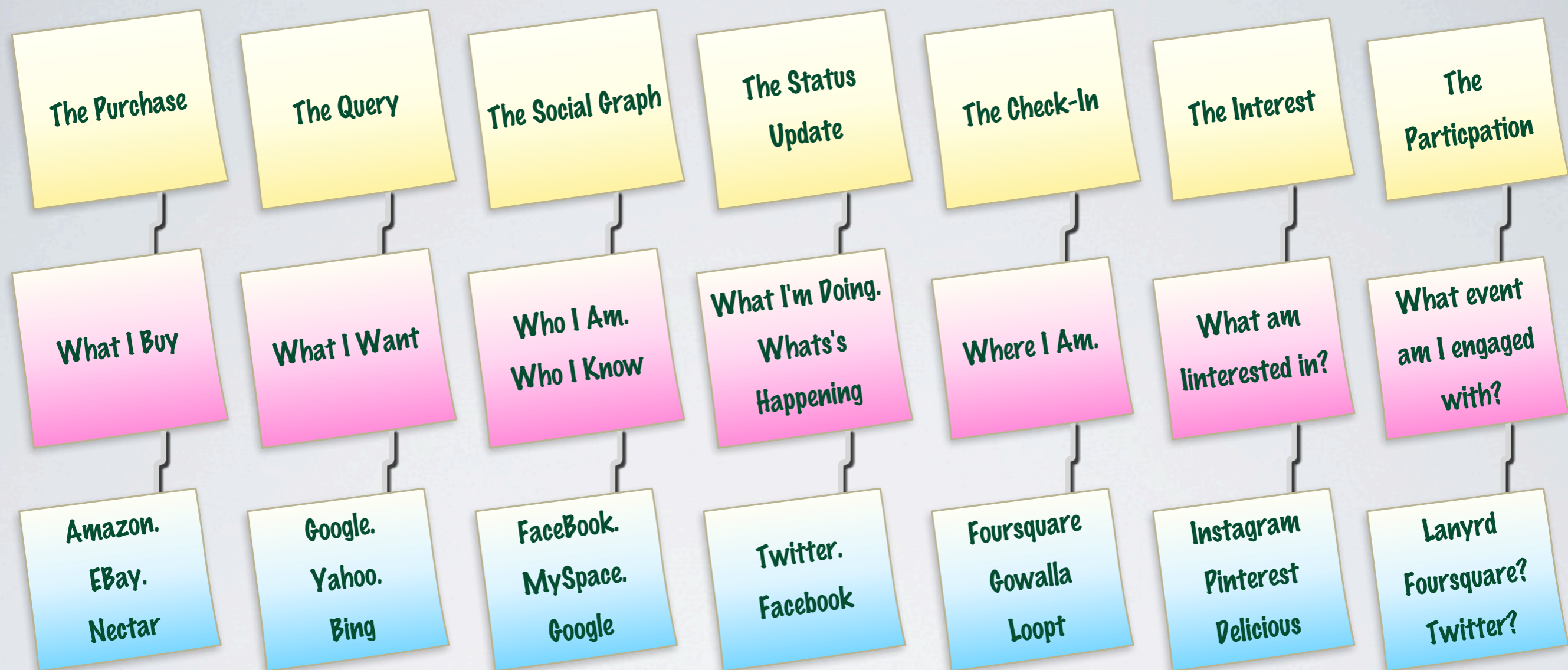
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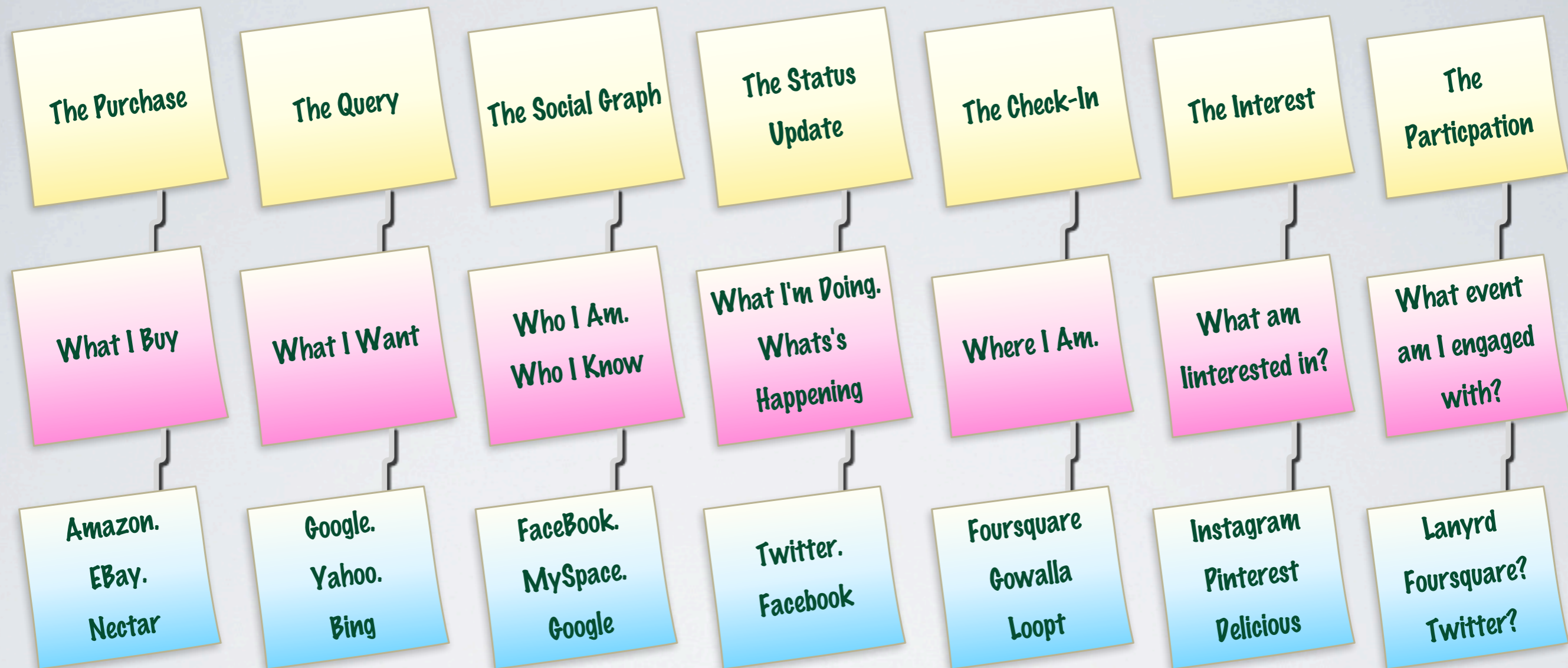
DOES MY BUM LOOK BIG IN
THIS?



WHAT DO WE REVEAL?

Average UK users now spends 1 day in every month online

Aggregation services such as IFTTT



WHAT DO WE REVEAL?

Average UK users now spends 1 day in every month online



QUANTIFIED SELF



QUANTIFIED SELF



QUANTIFIED SELF

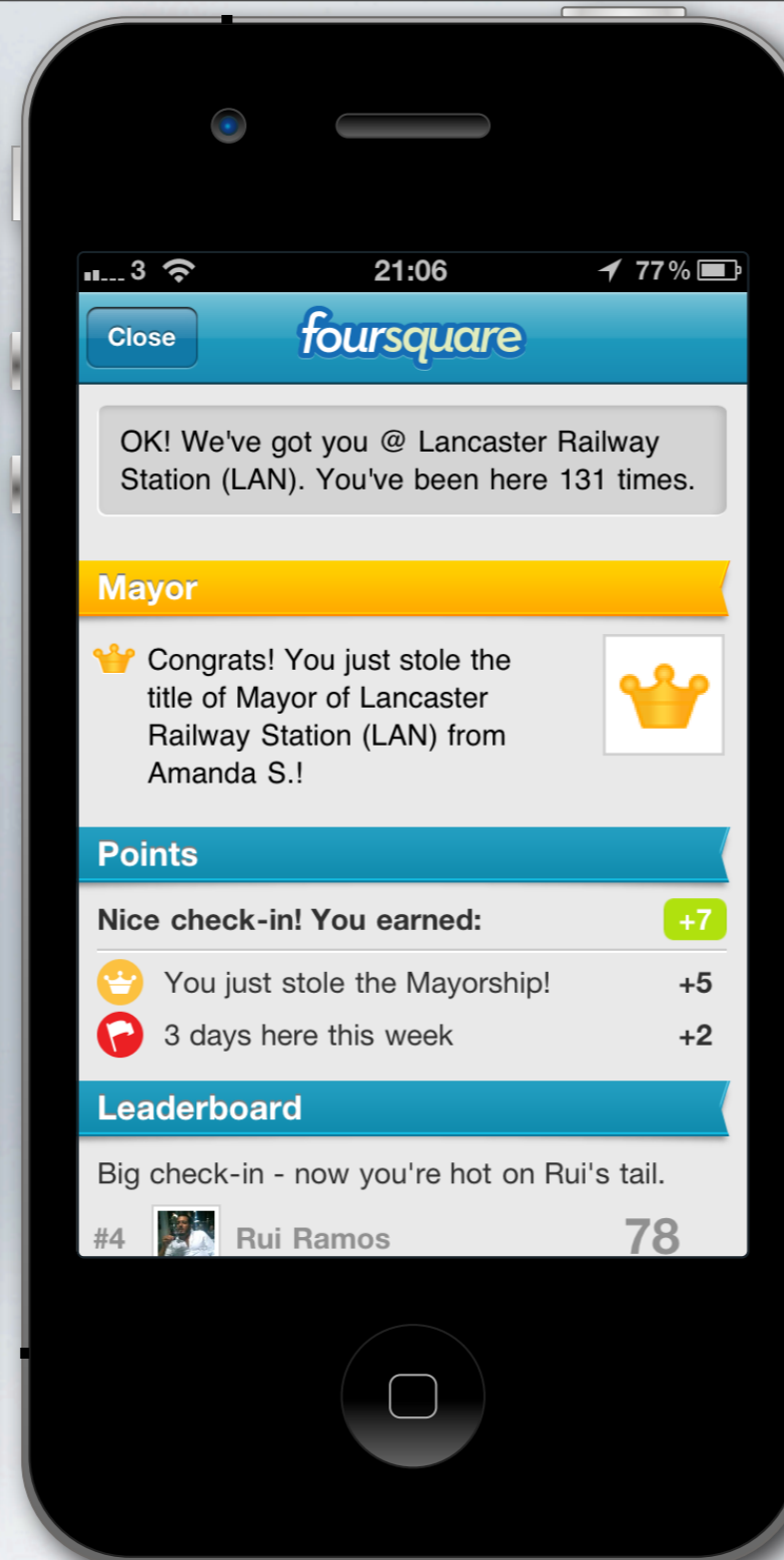
If we stored the entire contents of our brain its been estimated it would require 10,000 TeraBytes



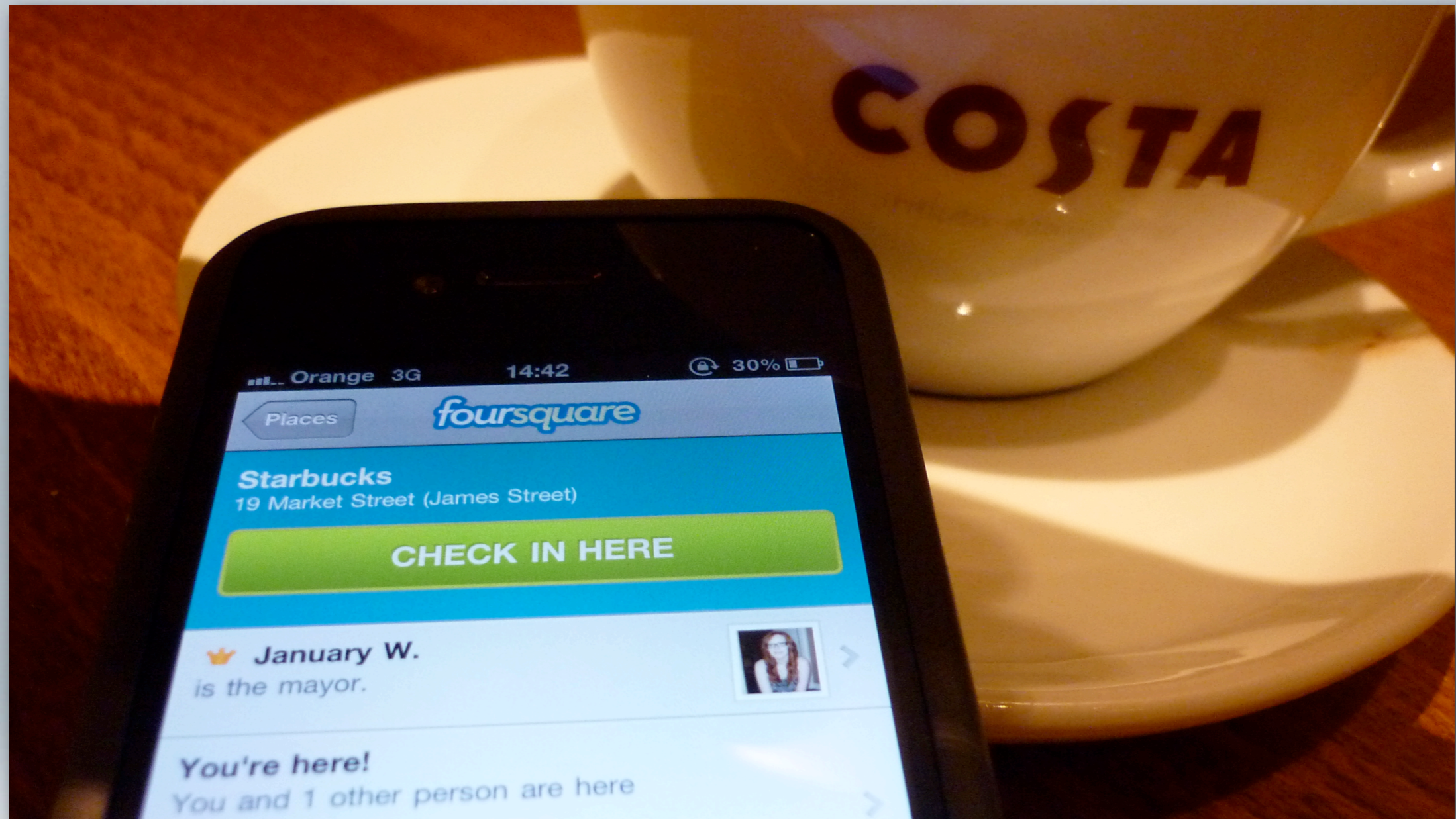
QUANTIFIED SELF



381,576,305 FOURSQUARE
CHECK-INS 2010



THE FOURSQUARE MAYOR



GAMING THE SYSTEM
(IGNORING ETIQUETTE)

Matt McKeon



<http://mattmckeon.com/facebook-privacy/>
WHAT HAPPENED TO MY
PRIVACY?

Matt McKeon



“Instead of learning about our technology, we opt for a world in which our technology learns about us.”



<http://mattmckeon.com/facebook-privacy/>
WHAT HAPPENED TO MY
PRIVACY?



The
Oatmeal

WHO OWNS YOUR
TWITTER ID?

We
reserve the right at
all times (but will not
have an obligation) to
remove or refuse to distribute
any Content on the Services
and to terminate users **or**
reclaim
usernames.



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and to terminate users **or**
reclaim
usernames.

Twitter are now
offering up to a years worth
of tweets to market
researchers for analysis



The
Oatmeal

WHO OWNS YOUR TWITTER ID?



OMG ZOMBIES!



All your social data
are belong to me

OMG ZOMBIES!



GAMIFICATION ?



Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

GAMIFICATION ?























Encouraging certain user behaviour using Games as a Lens



Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

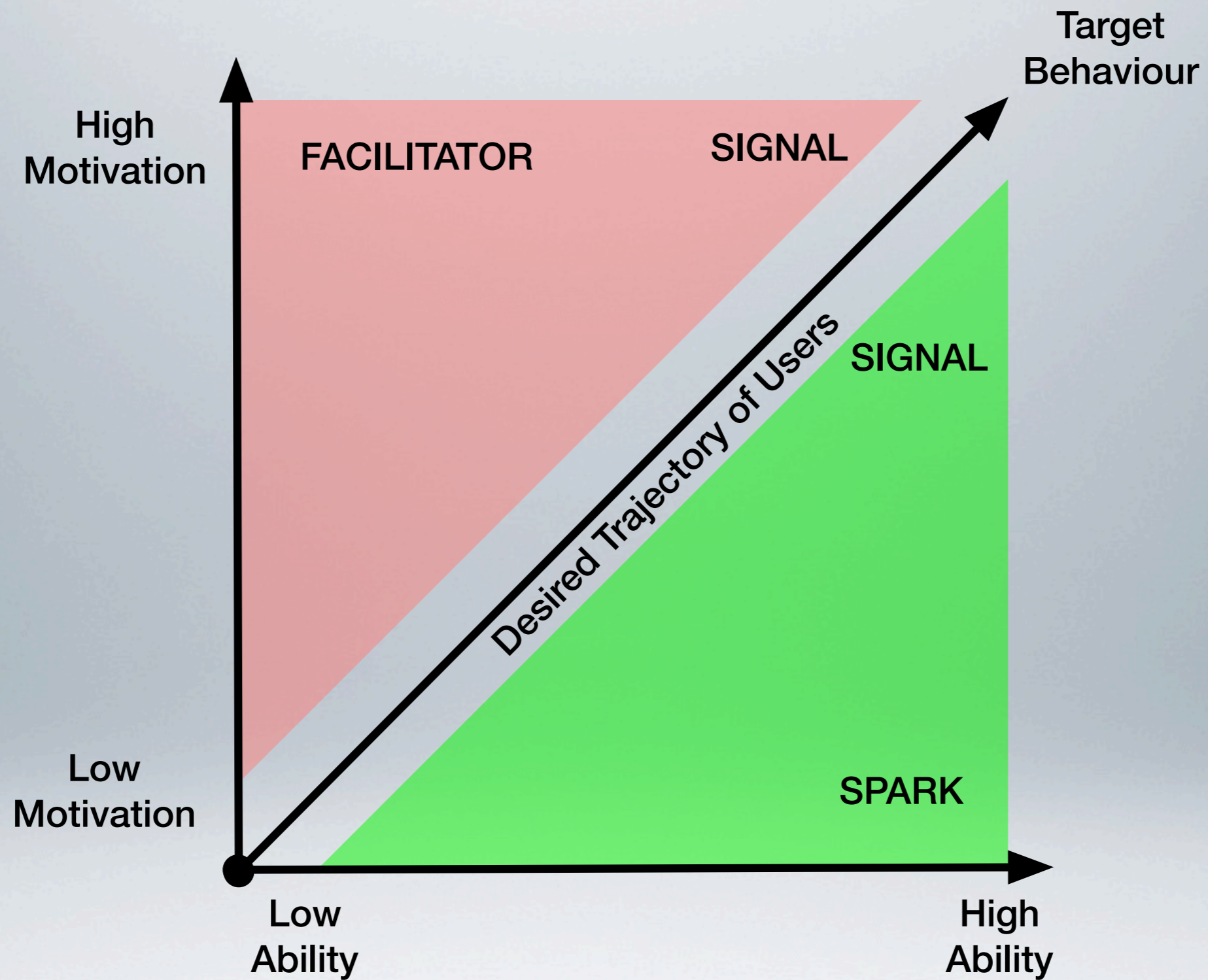


GAMIFICATION ?

	Reward	Status	Achievements	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leader Boards						
Gifting						

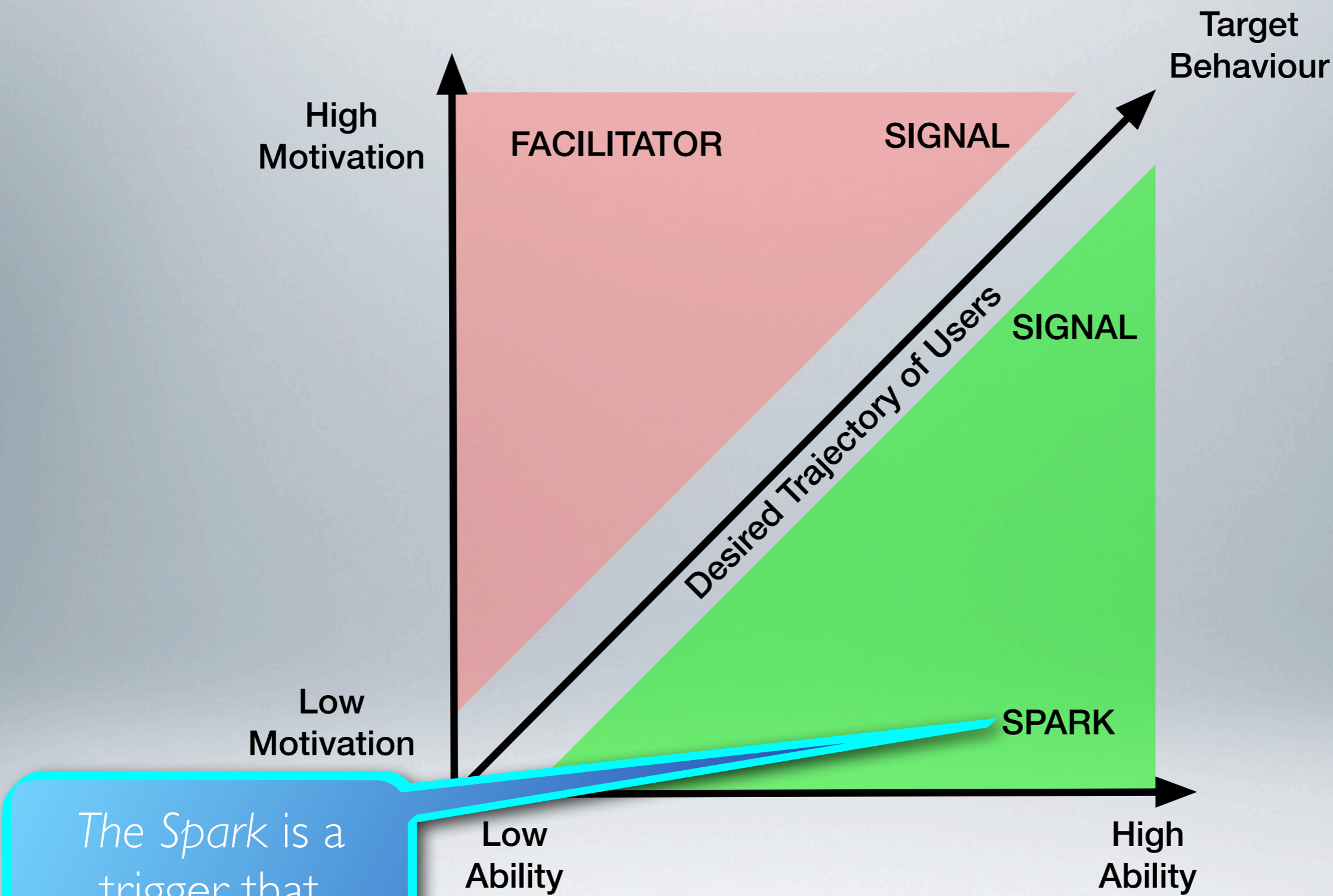


GAMIFIERS HANDBOOK?



PERSUASION

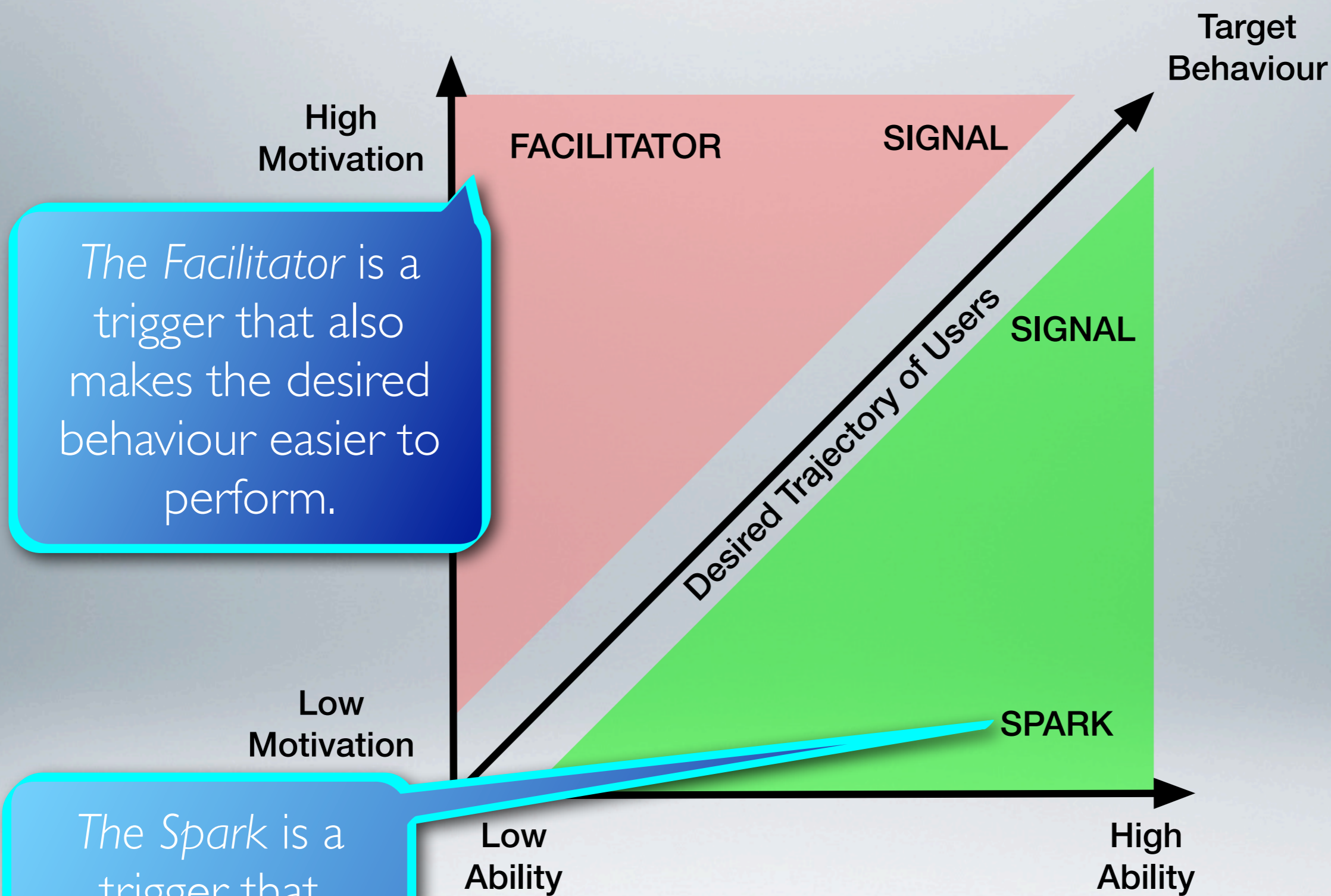
Fogg's Behavioral
Model



The Spark is a trigger that provides the initial inspiration to change behaviour.

PERSUASION

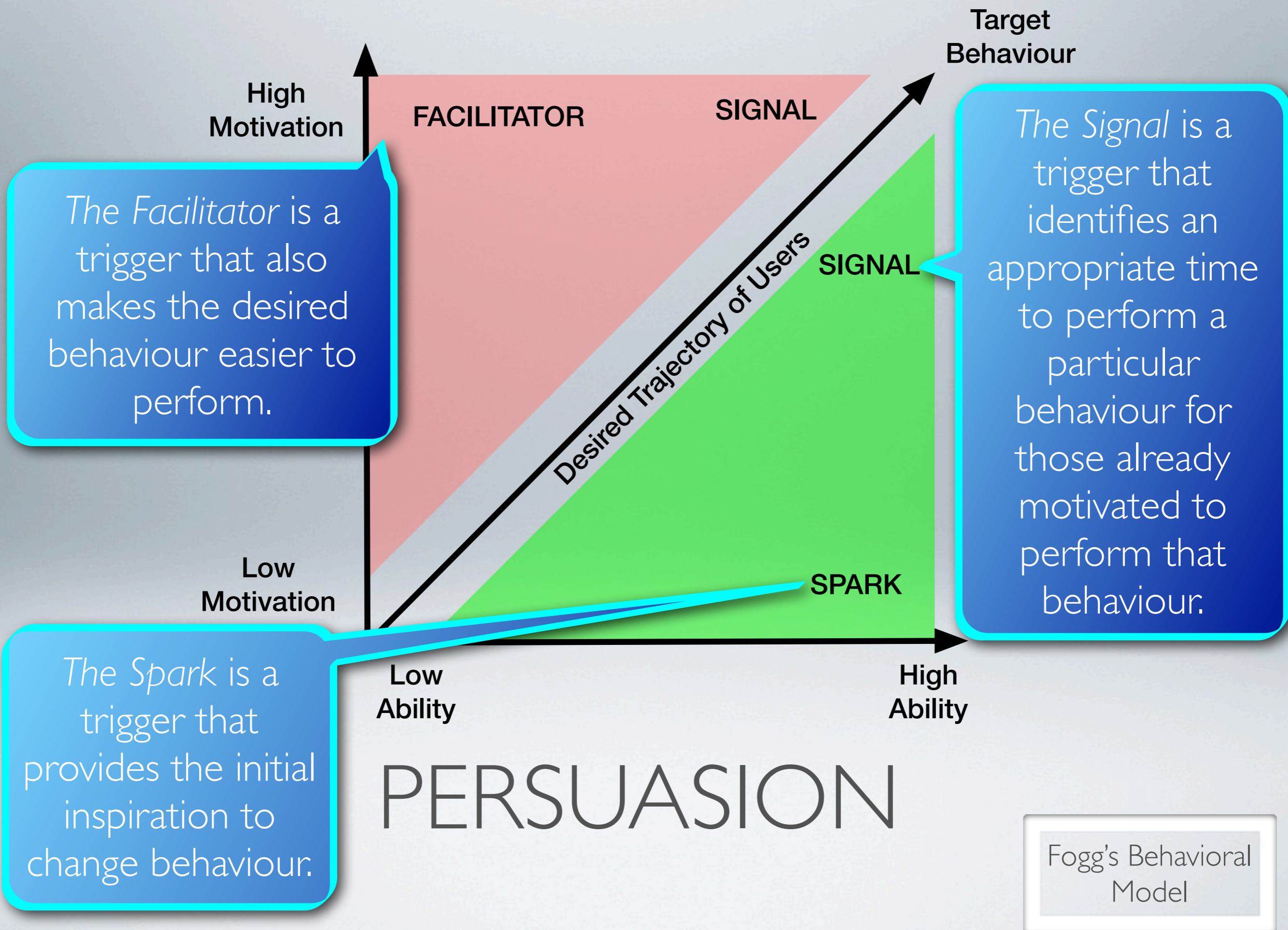
Fogg's Behavioral Model



The Facilitator is a trigger that also makes the desired behaviour easier to perform.

The Spark is a trigger that provides the initial inspiration to change behaviour.

Fogg's Behavioral Model





MECHANICAL TURKS



ALL IN THE GAME

Obama's in-game ad bill for Xbox 360: \$44.5K



ALL IN THE GAME

Obama's in-game ad bill for Xbox 360: \$44.5K

Will Hill

Heavy Contributors

1%

**9%
Intermittent
Contributors**

**90%
Lurkers**

90-9-1 Rule

PARTICIPATION INEQUALITY



Will Hill

Heavy Contributors

1%

9%
Intermittent
Contributors

90%
Lurkers



90-9-1 Rule

PARTICIPATION INEQUALITY



Peak Break-Up Times

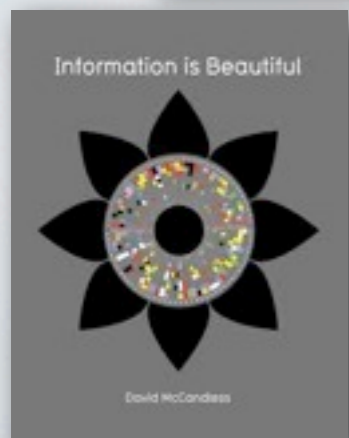
According to Facebook status updates



David McCandless & Lee Byron
InformationIsBeautiful.net / LeeByron.com

source: searches for "we broke up because"
taken from the infographic ultrabook
The Visual Miscellane um

SOCIAL ANALYTICS



OSCAR BUZZ

ACADEMY-SCHMAMEDY, THESE ARE
THE TWITTER FAVORITES RIGHT NOW.



web trends

AND THE WINNER IS!

SUMMARY

- Social Capital fuelled by Grooming, Gossip and Memes
- Our Social Graphs provides the conduit for this fuel.
- Current Social Networks do not reflect the structure of our real networks or the way this information flows
- If influence is to occur then the networks must be more reflective of our real life networks
- Growth in social analytics driven by increasing amounts of information revealed online.
- Whilst communities can produce content there is still great inequality of participation which could be aided with gamification.
- Social media will have increasing influence within traditional media.



QUESTIONS



@mysticmobile

