

Banksy

**Sorry!**  
The lifestyle you  
ordered is currently  
out of stock

FREEHOLD  
FOR SALE  
SHAW & Co  
EAGLE STREET  
Tel: 01524 8888 1111

# SOCIAL MEDIA

Dr Paul Coulton  
Imagination Lancaster



mobileradicals.com



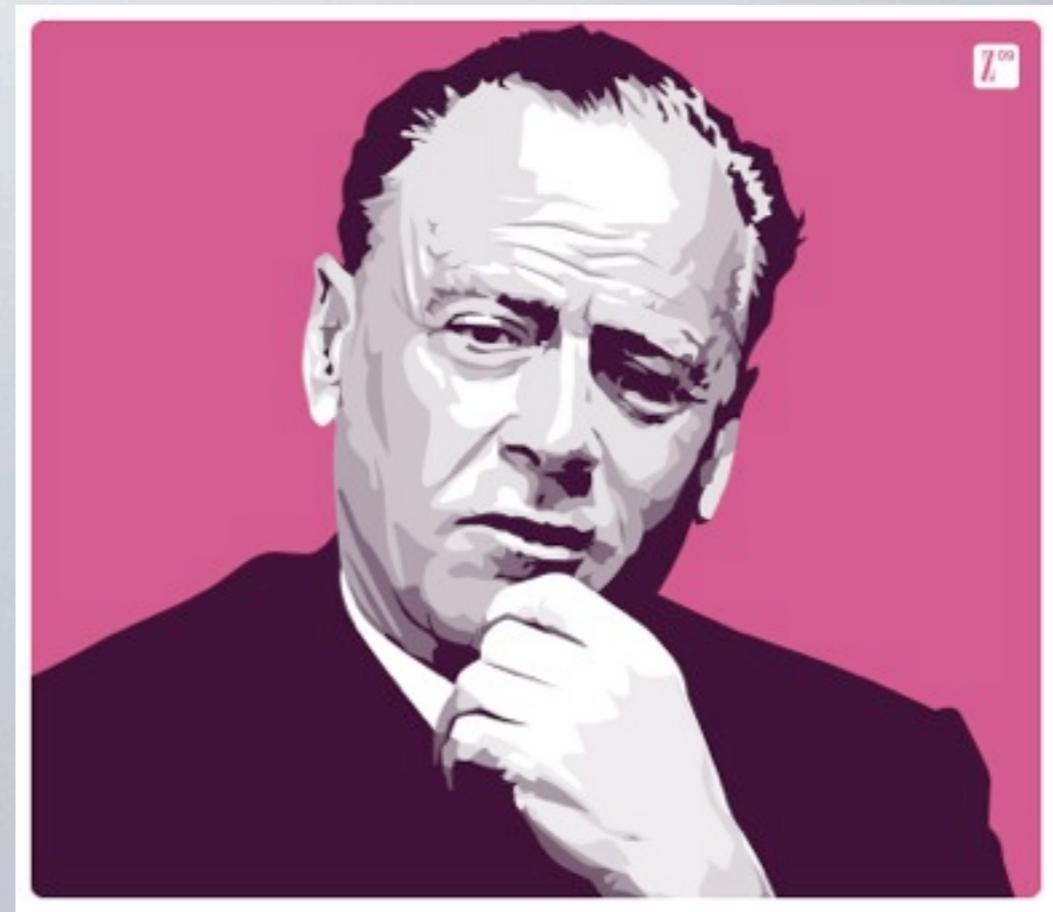
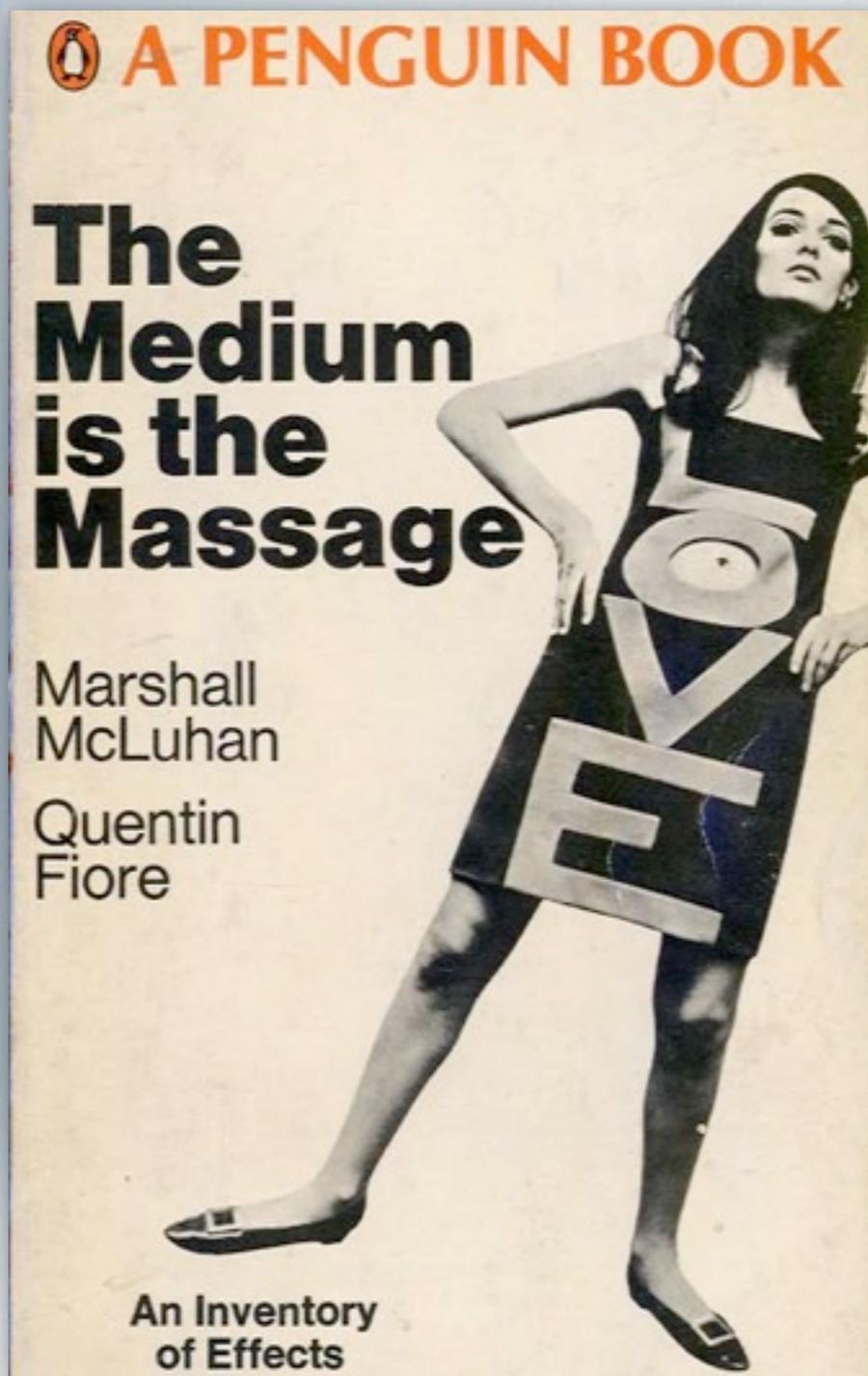
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# WTF IS SOCIAL MEDIA?

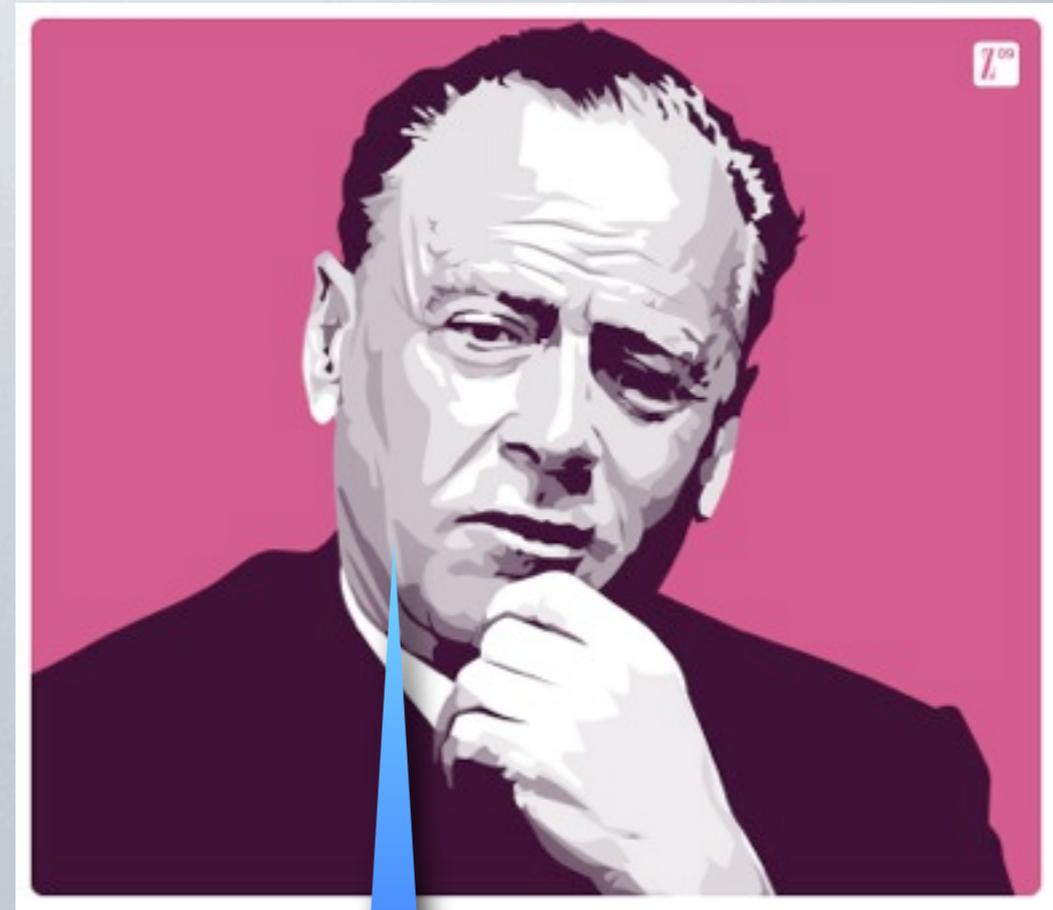
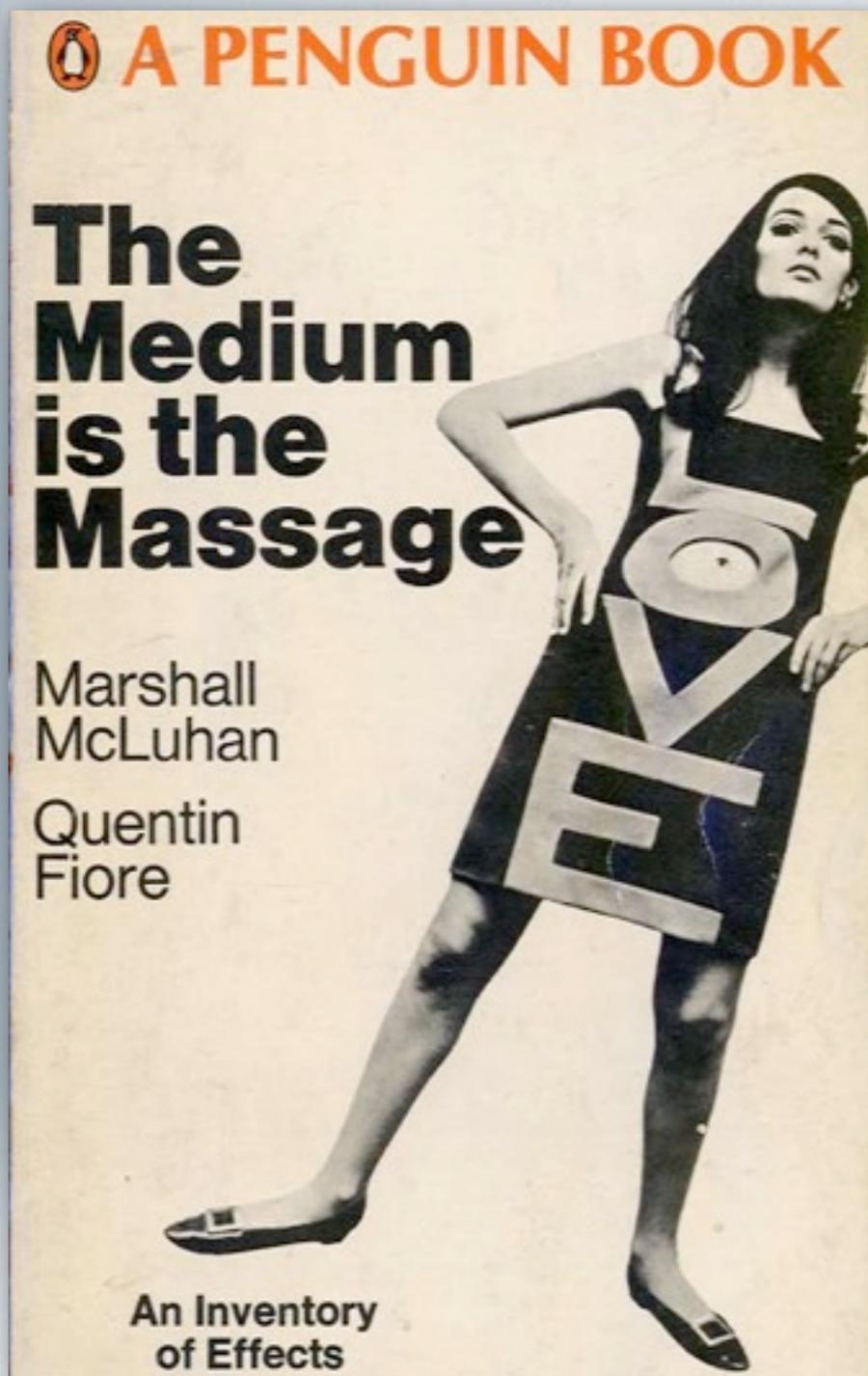
Paul Coulton





# 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



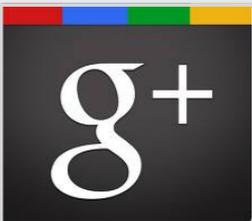
**Foursquare** Launched in March 2009 is a location based social network which introduced the 'check-in'

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

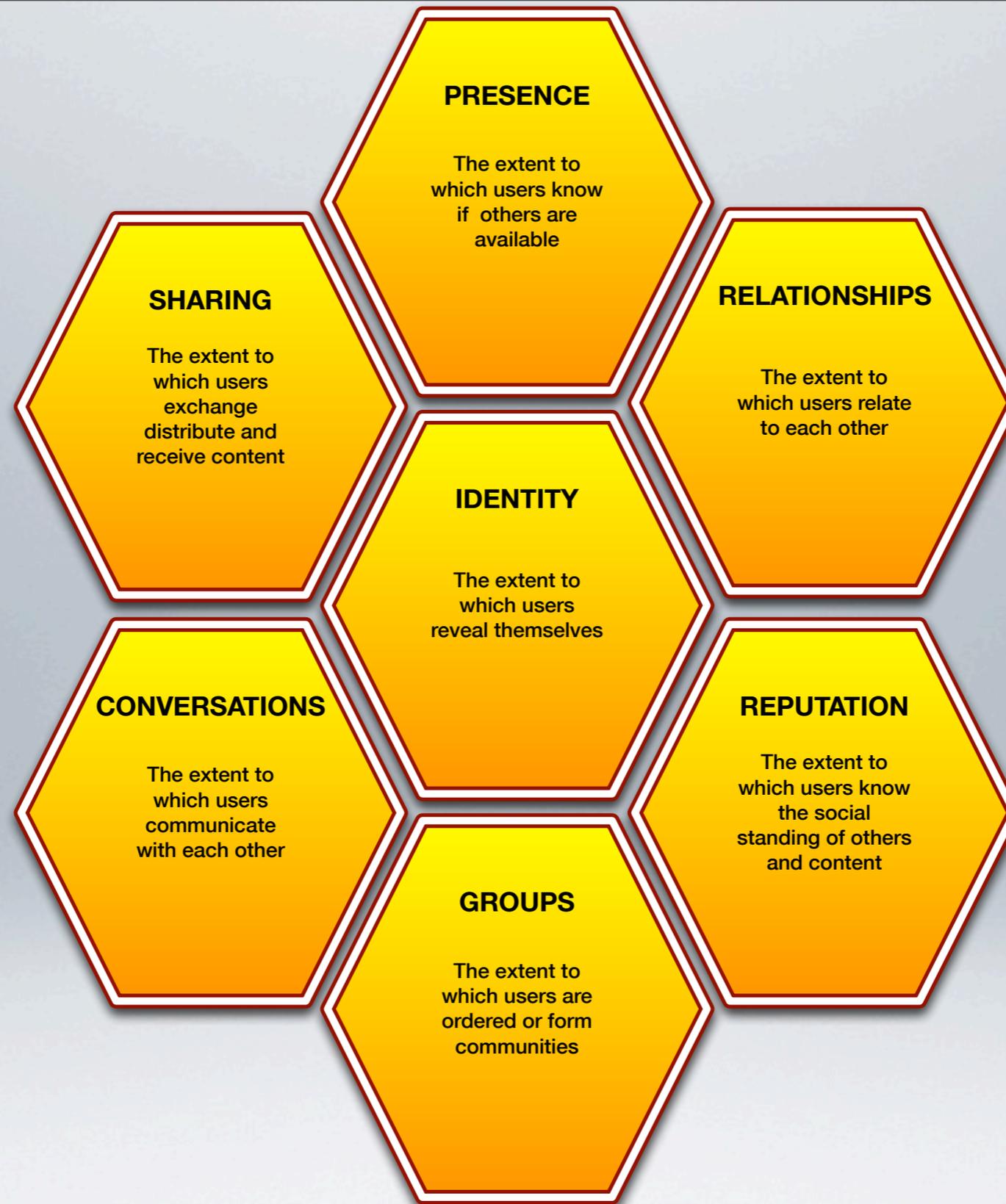
# IN THE BEGINNING...

## 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

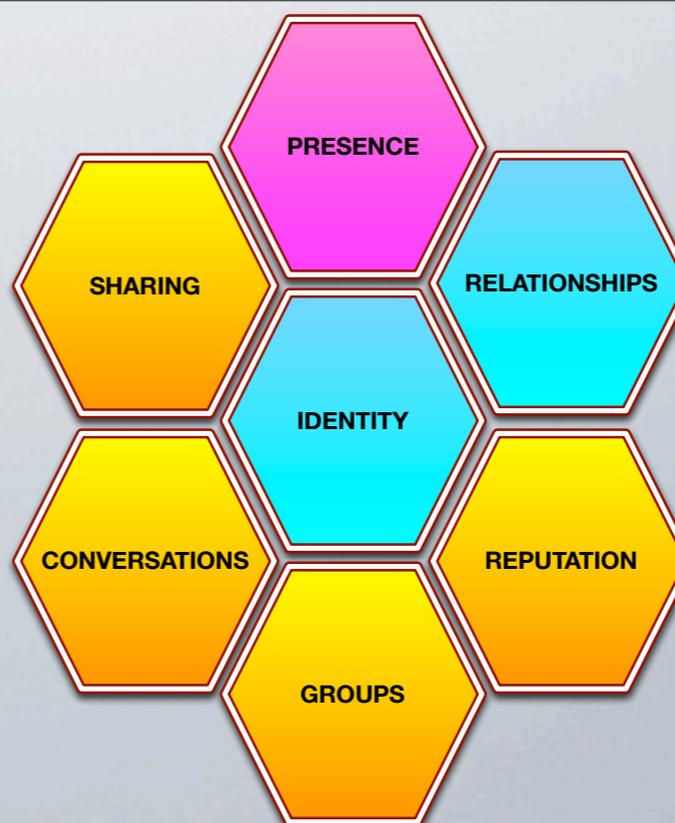
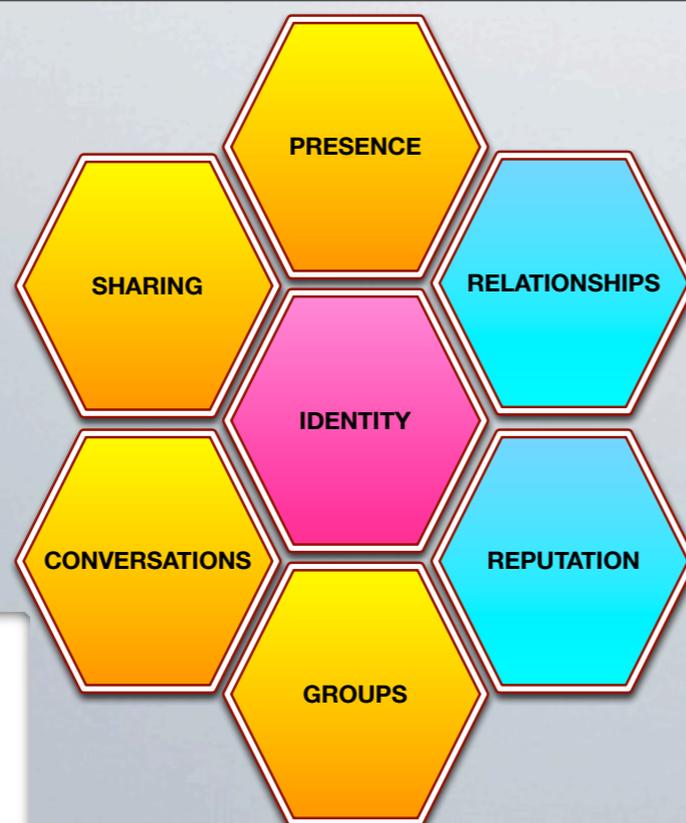
Social Media Functionality

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

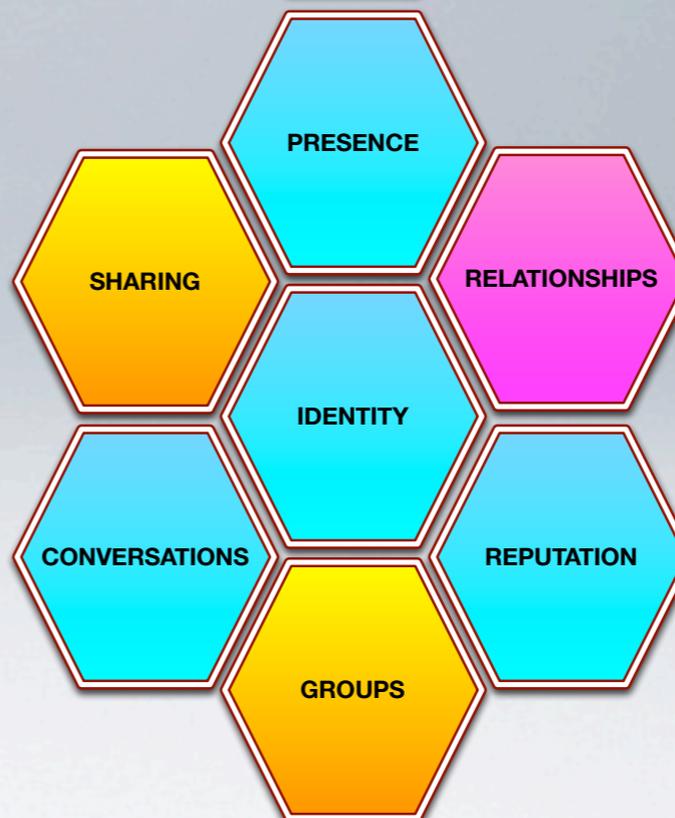
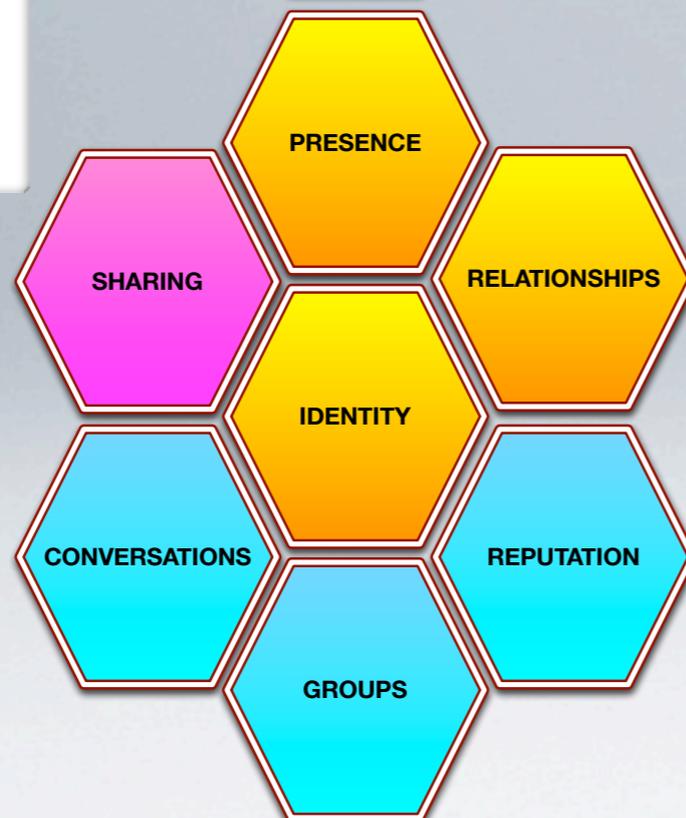


# HONEYCOMB OF SOCIAL MEDIA

Implications of this Functionality



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



# HONEYCOMB OF SOCIAL MEDIA

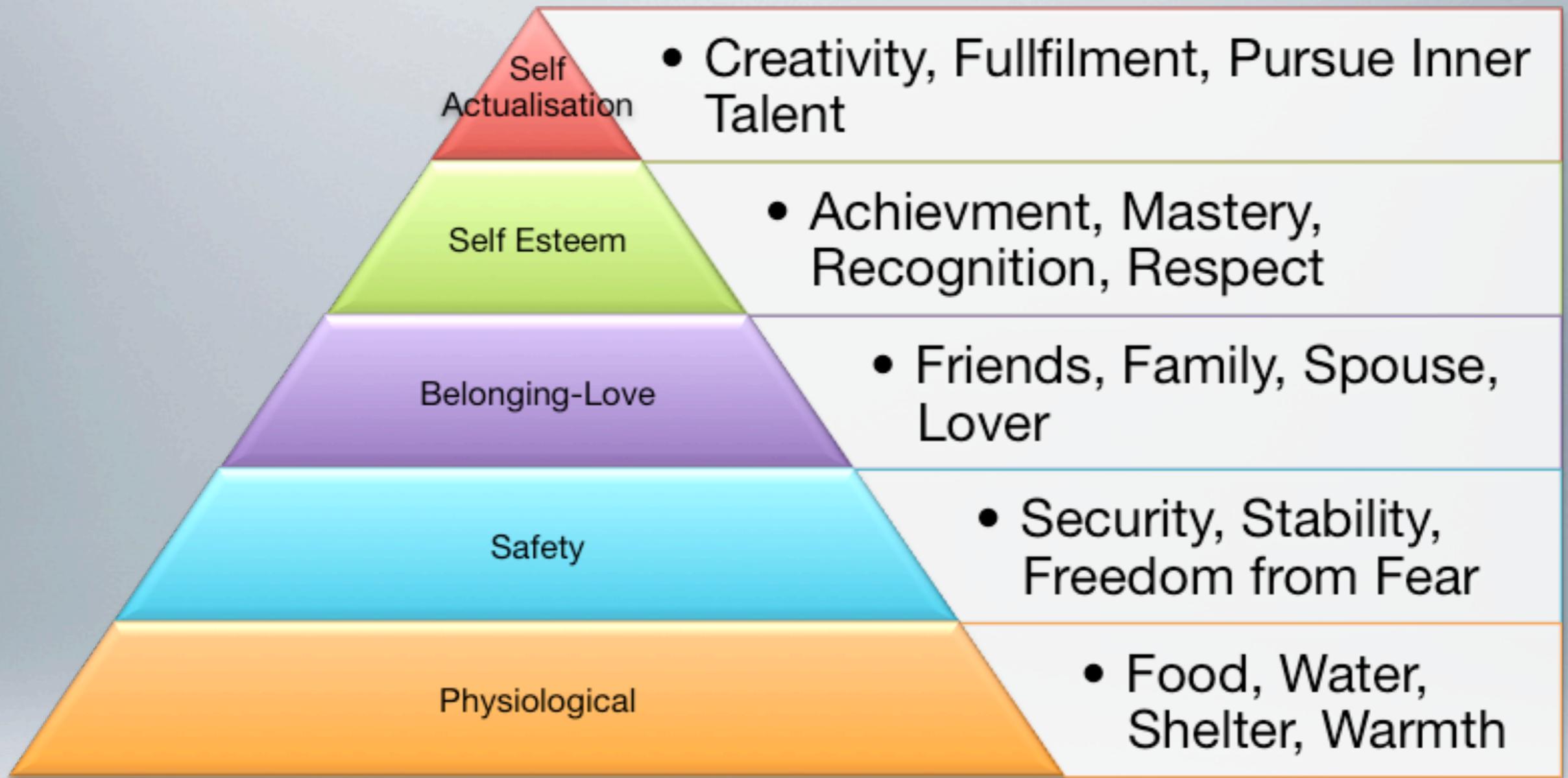
Contrasting the functionalities of different platforms



# SOCIAL CAPITAL

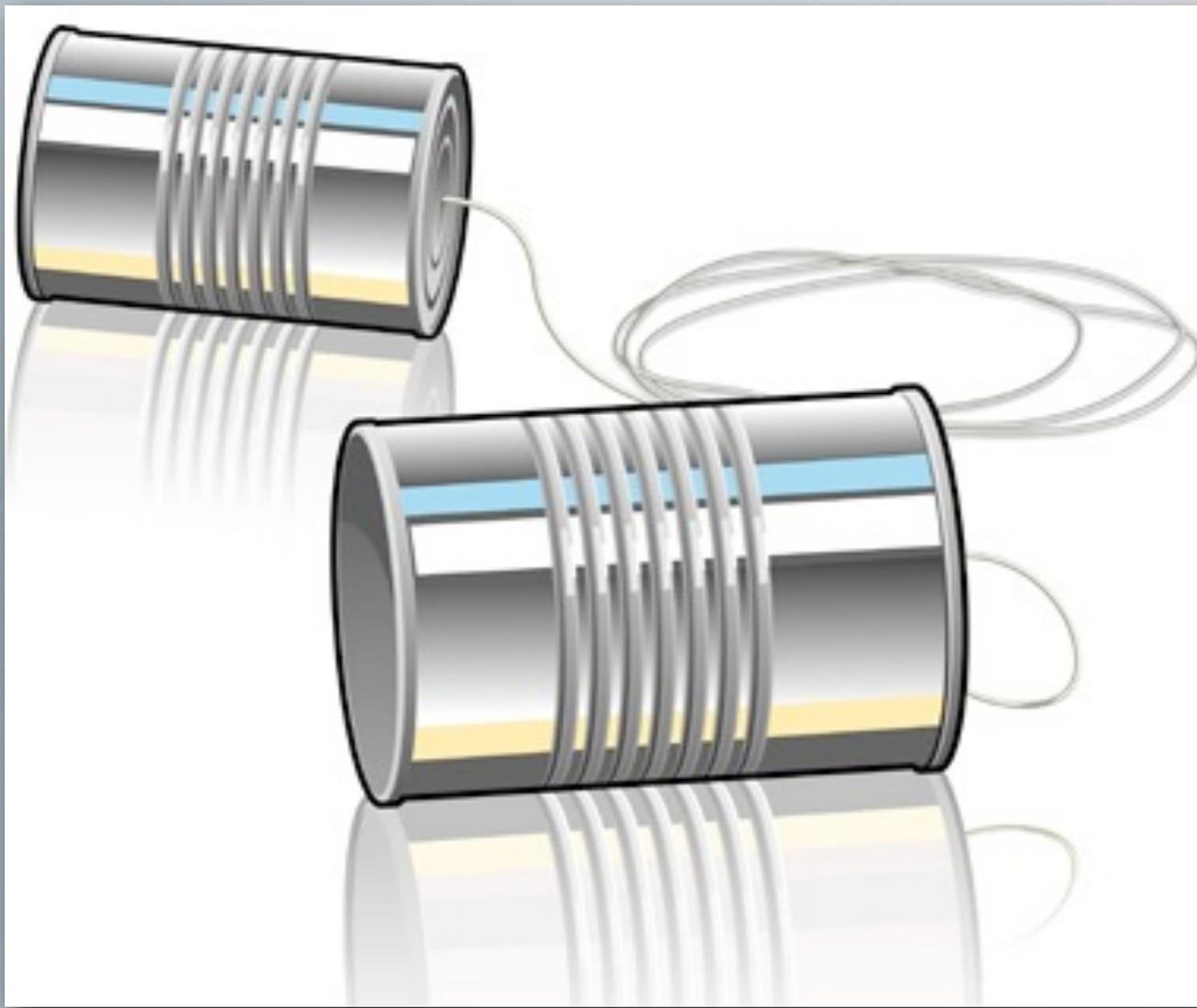
Fresh Networks

The resources accumulated through the relationships among people.

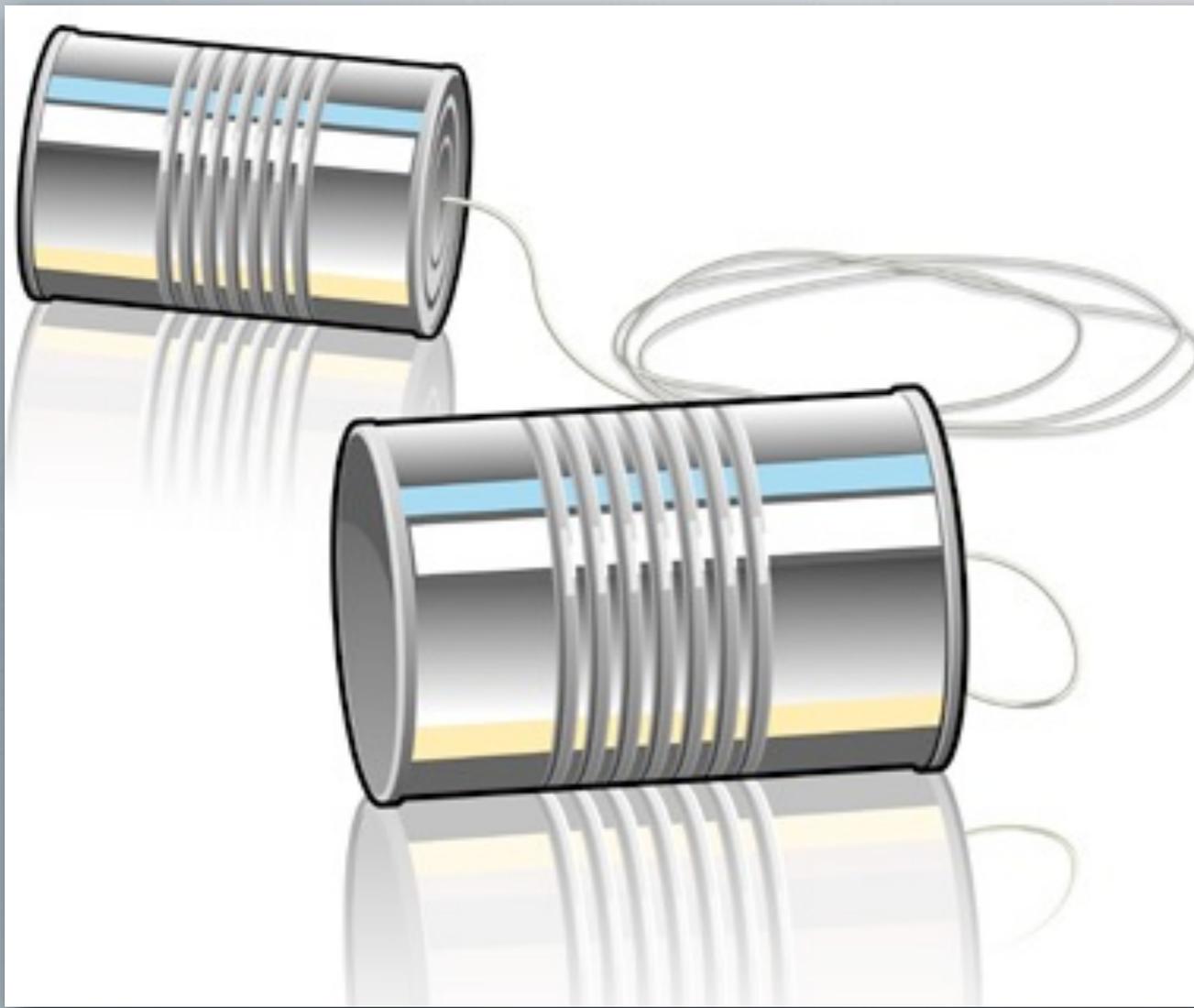


Maslow's Hierarchy of Needs

# SOCIAL CAPITAL

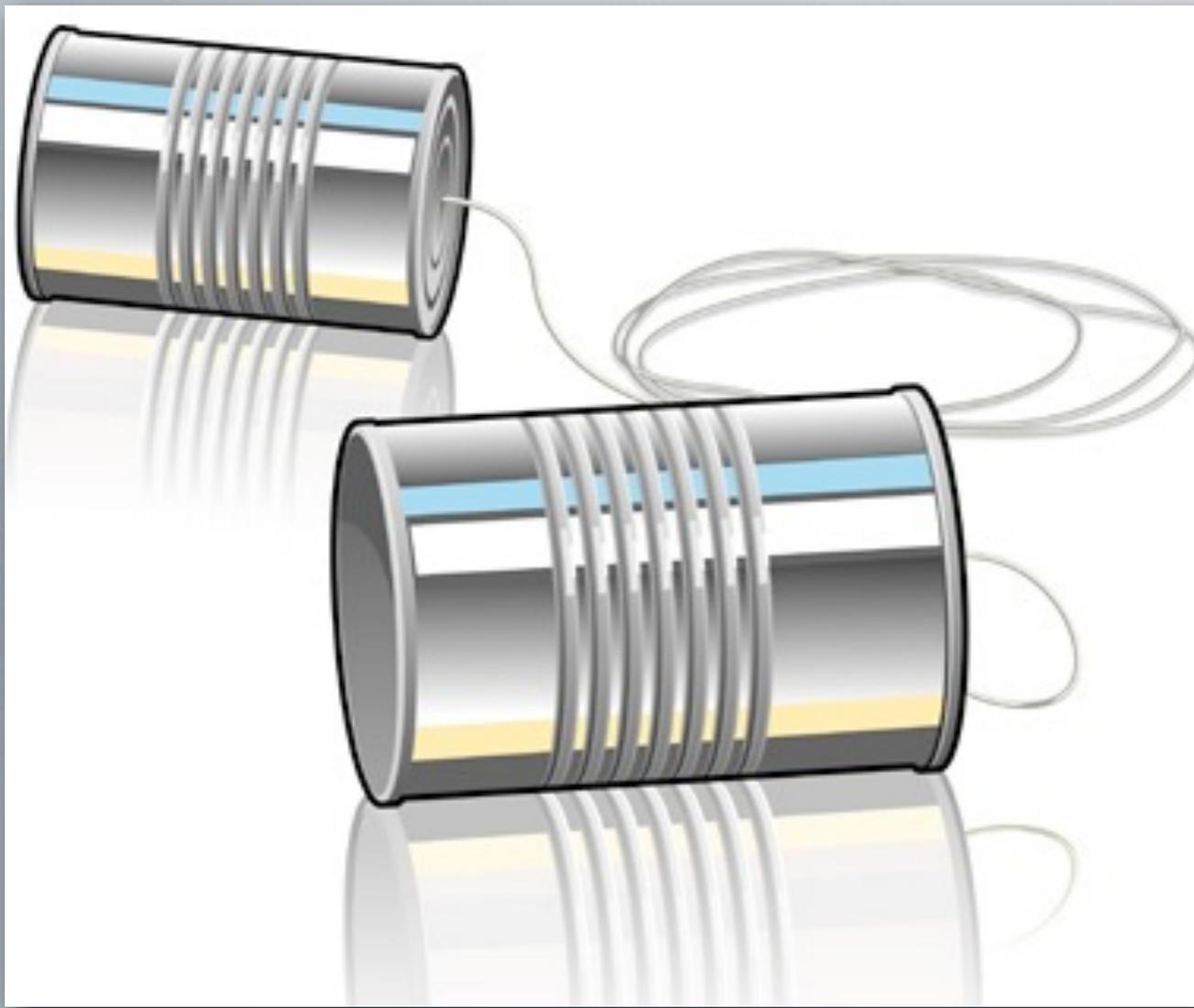


# BRIDGING AND BONDING



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

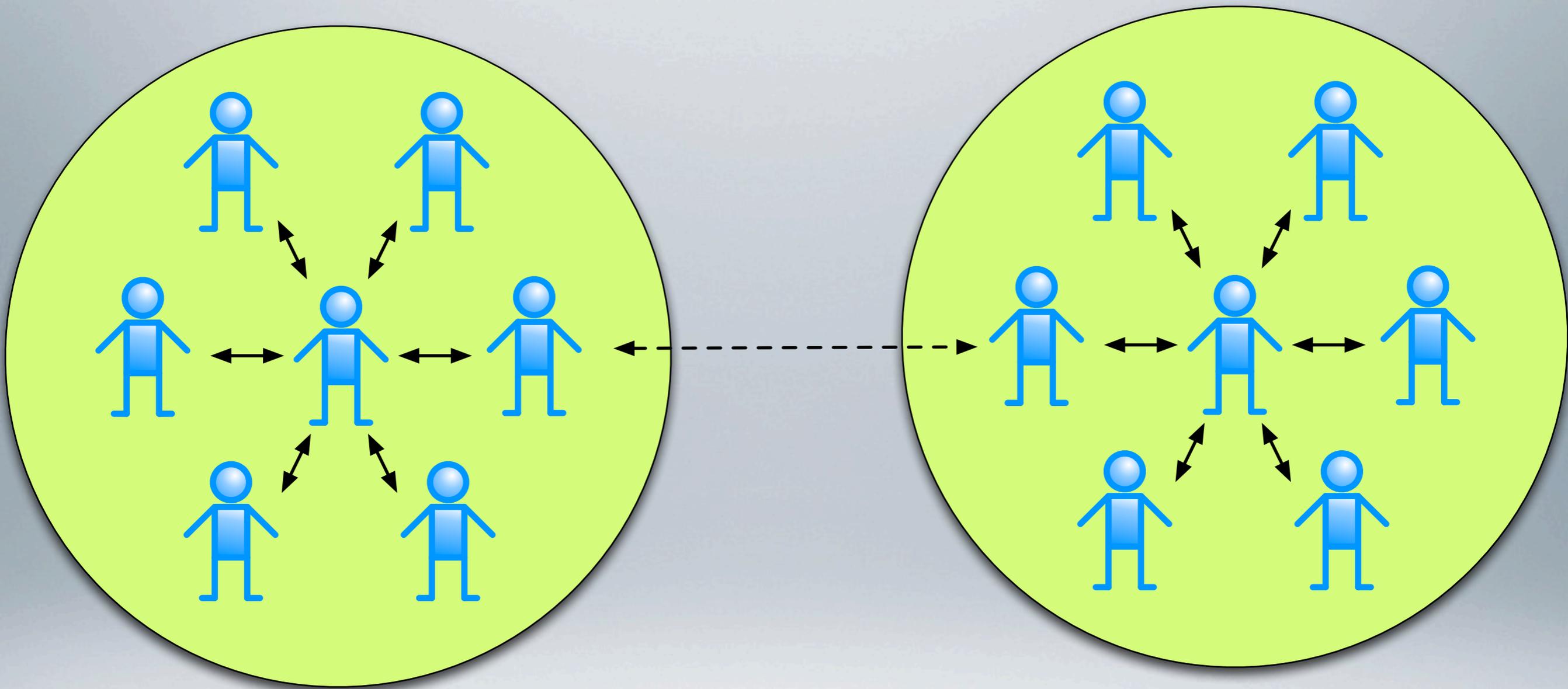


Linked to what is often termed "weak ties," which are loose connections between individuals who may provide useful information or new perspectives for one another but typically not emotional support



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

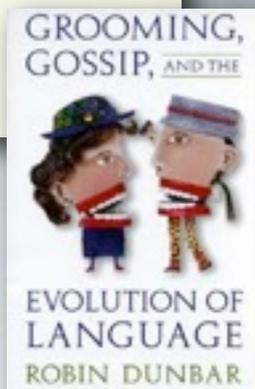
# BRIDGING AND BONDING



BRIDGING AND BONDING

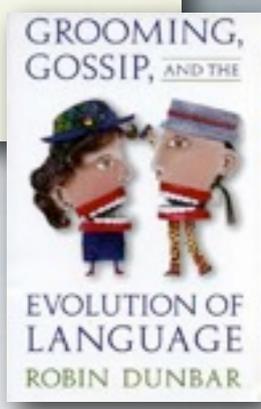


**SHHH!**  
**TITTLE**  
**TATTLE**  
**LOST THE**  
**BATTLE**



# GROOMING AND GOSSIP

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

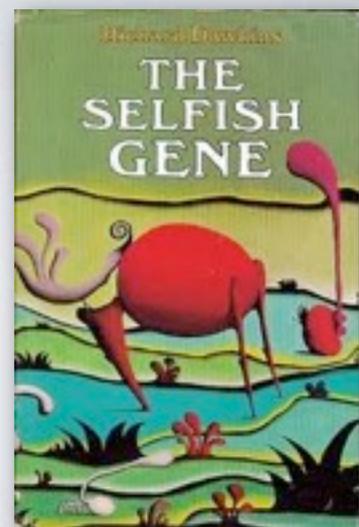


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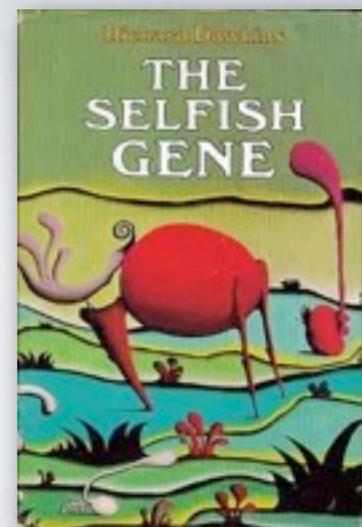


ITS ALL IN OUR MEMES



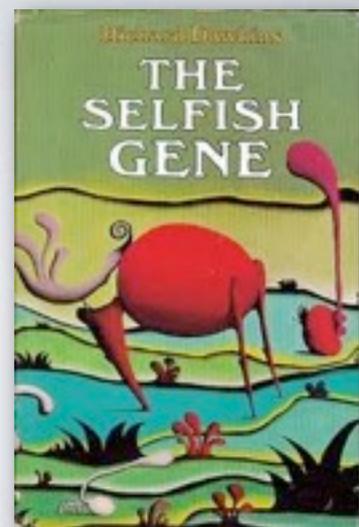


ITS ALL IN OUR MEMES





ITS ALL IN OUR MEMES

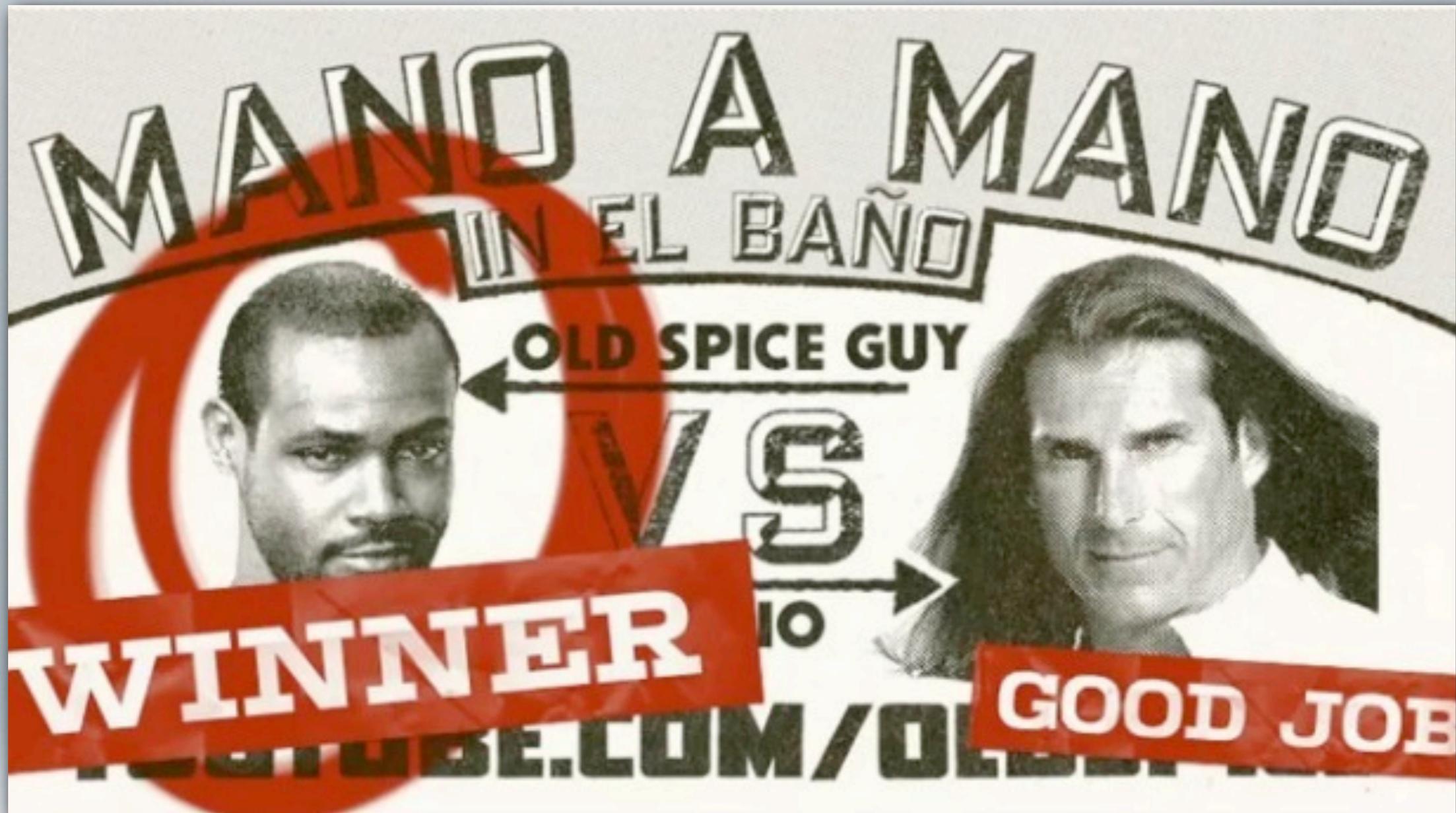




W+K  
Old Spice  
Campaign

# MEME MANIPULATION

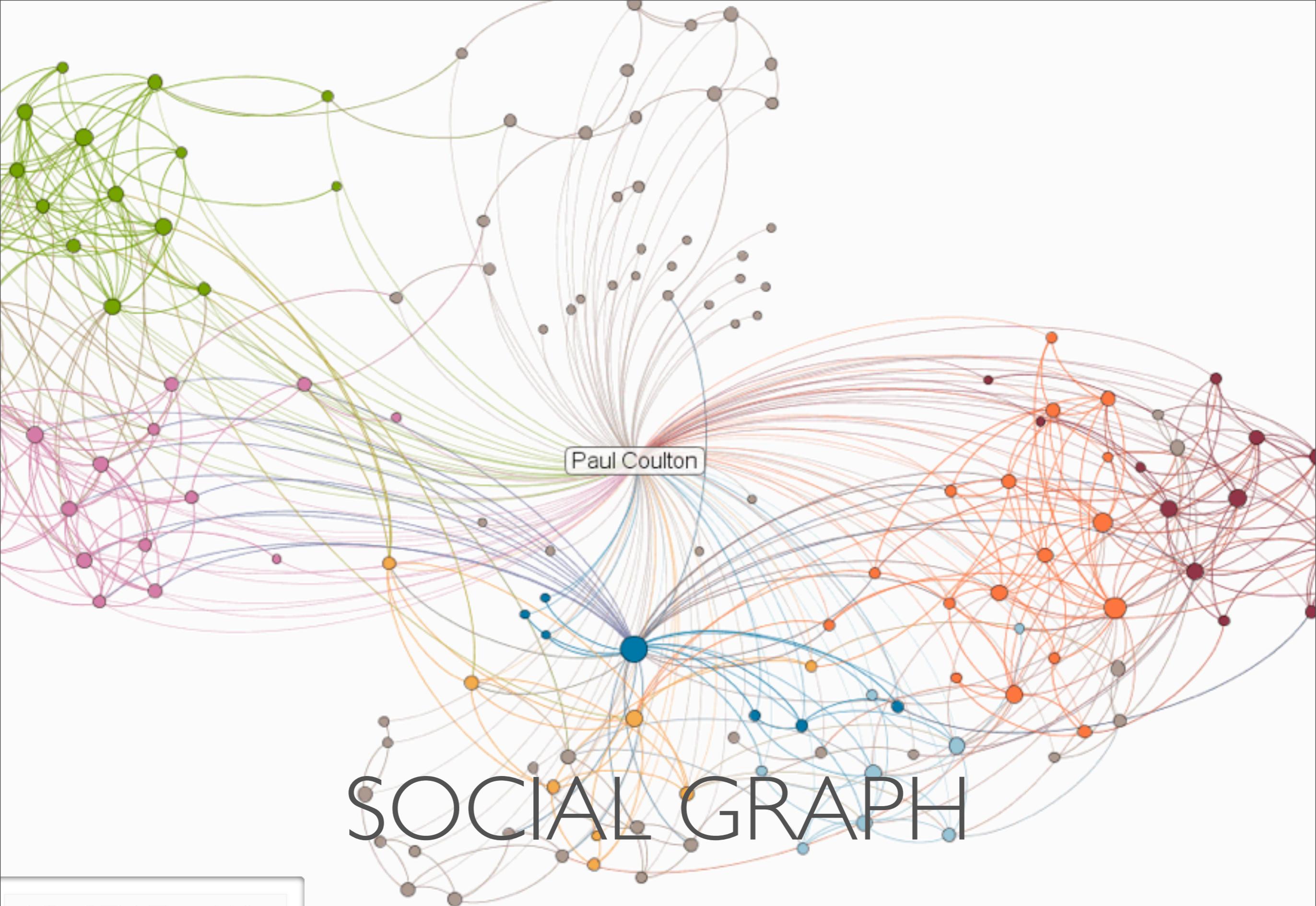
The Man Your Man Could Smell Like



W+K  
Old Spice  
Campaign

# MEME MANIPULATION

The Man Your Man Could Smell Like



Paul Coulton

# SOCIAL GRAPH



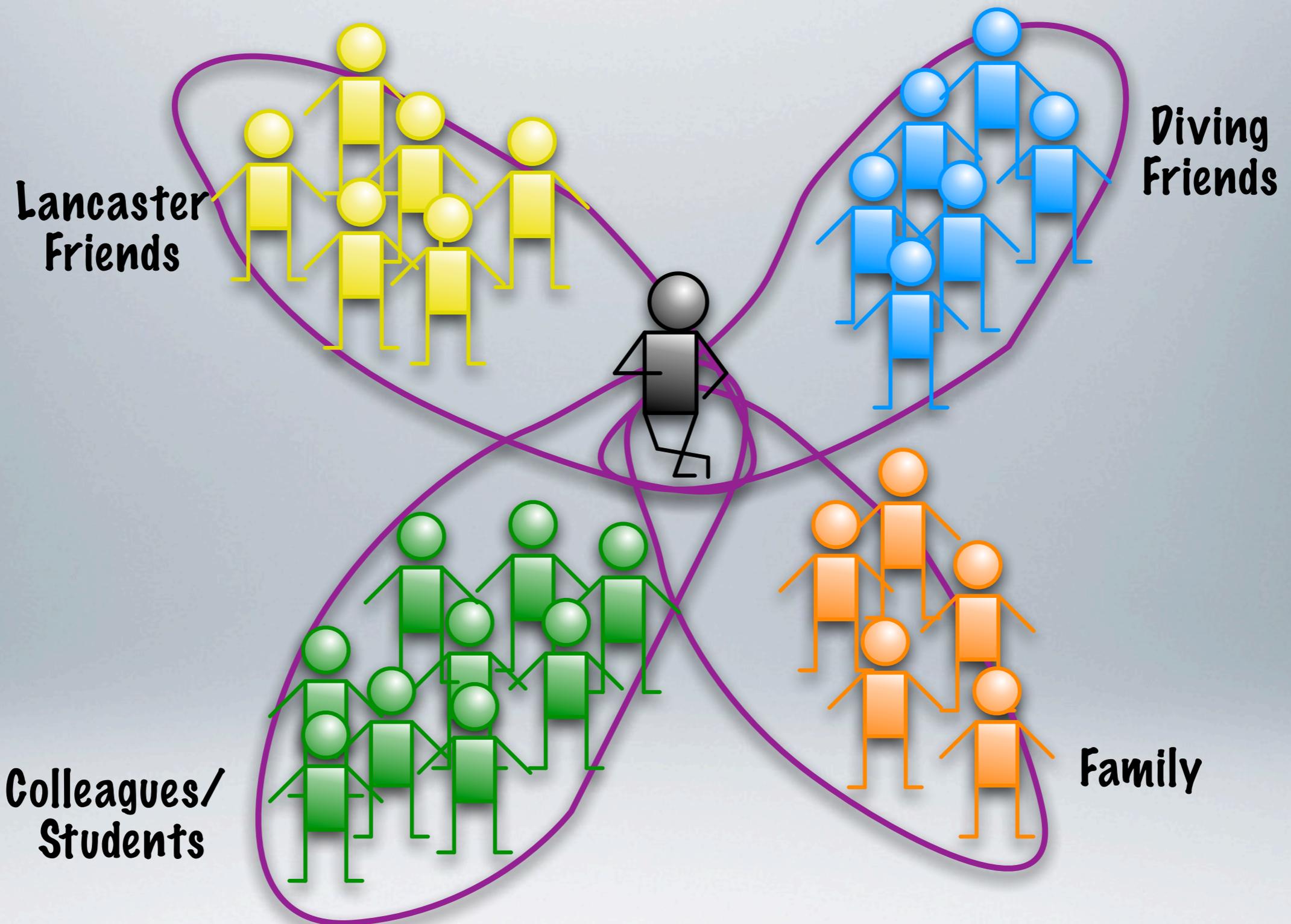
Coulton

# SOCIAL GRAPH



All your social graph are belong to me

# SOCIAL GRAPH



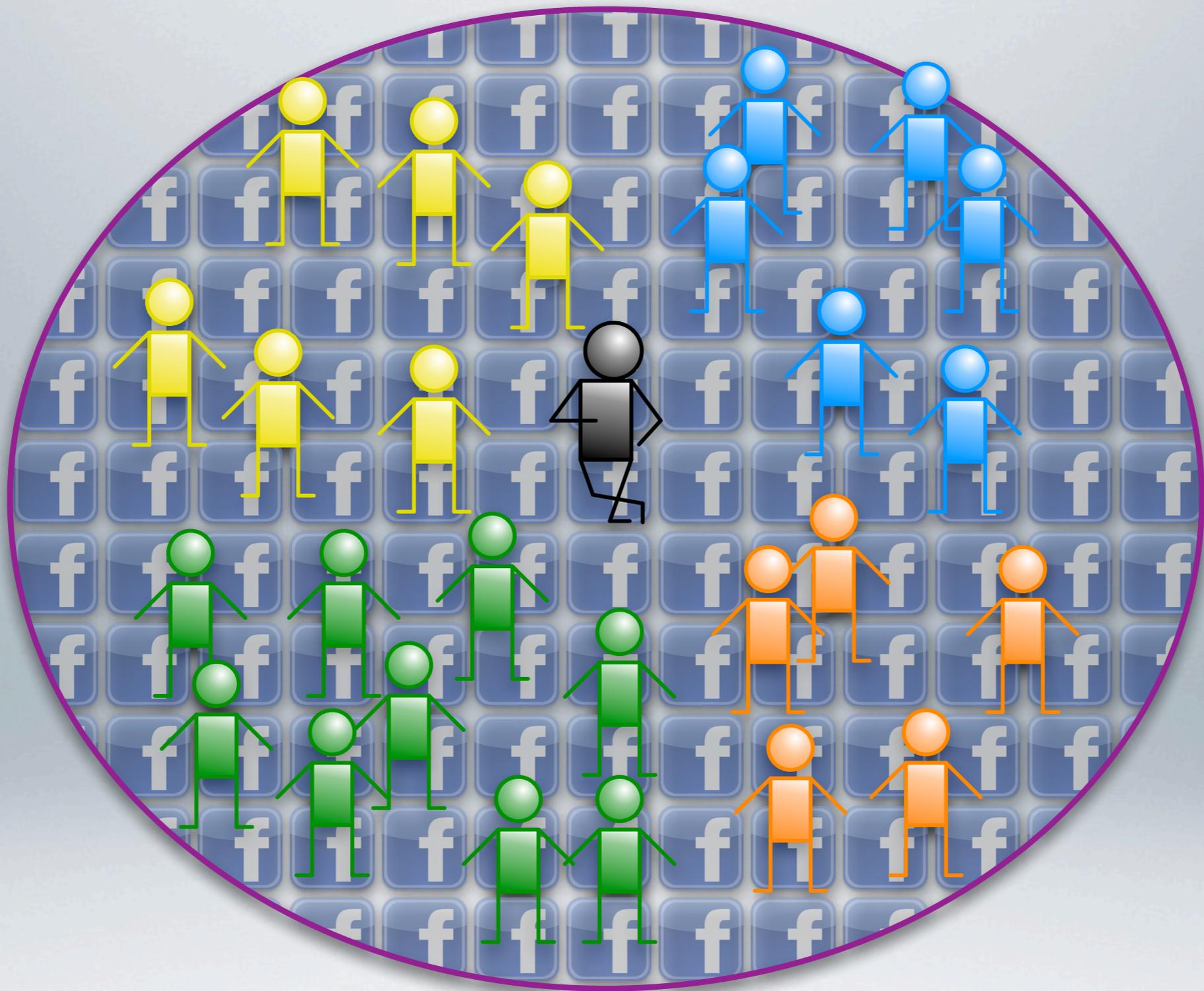
**Lancaster  
Friends**

**Diving  
Friends**

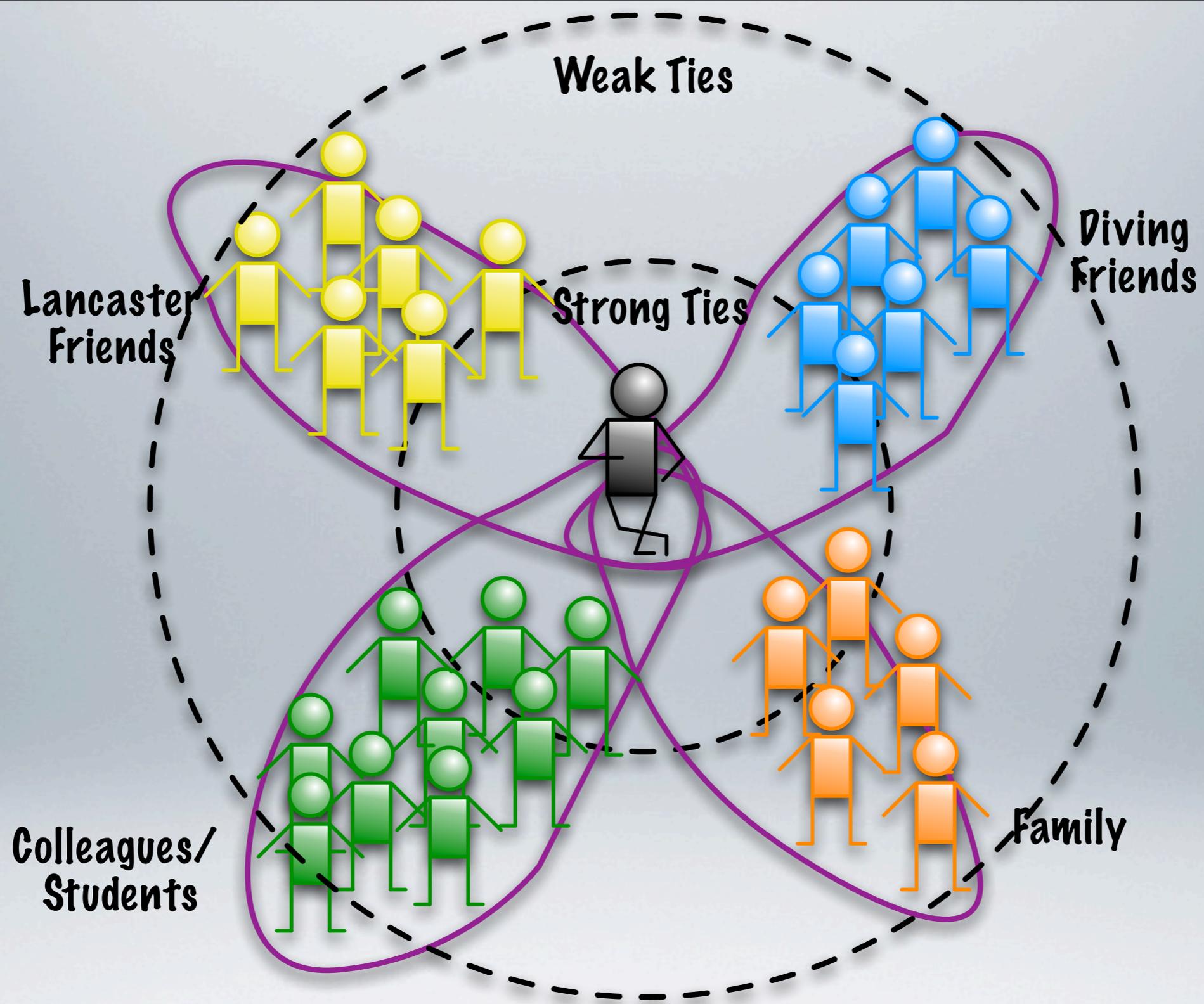
**Colleagues/  
Students**

**Family**

# REAL SOCIAL GRAPH



ONLINE SOCIAL GRAPH

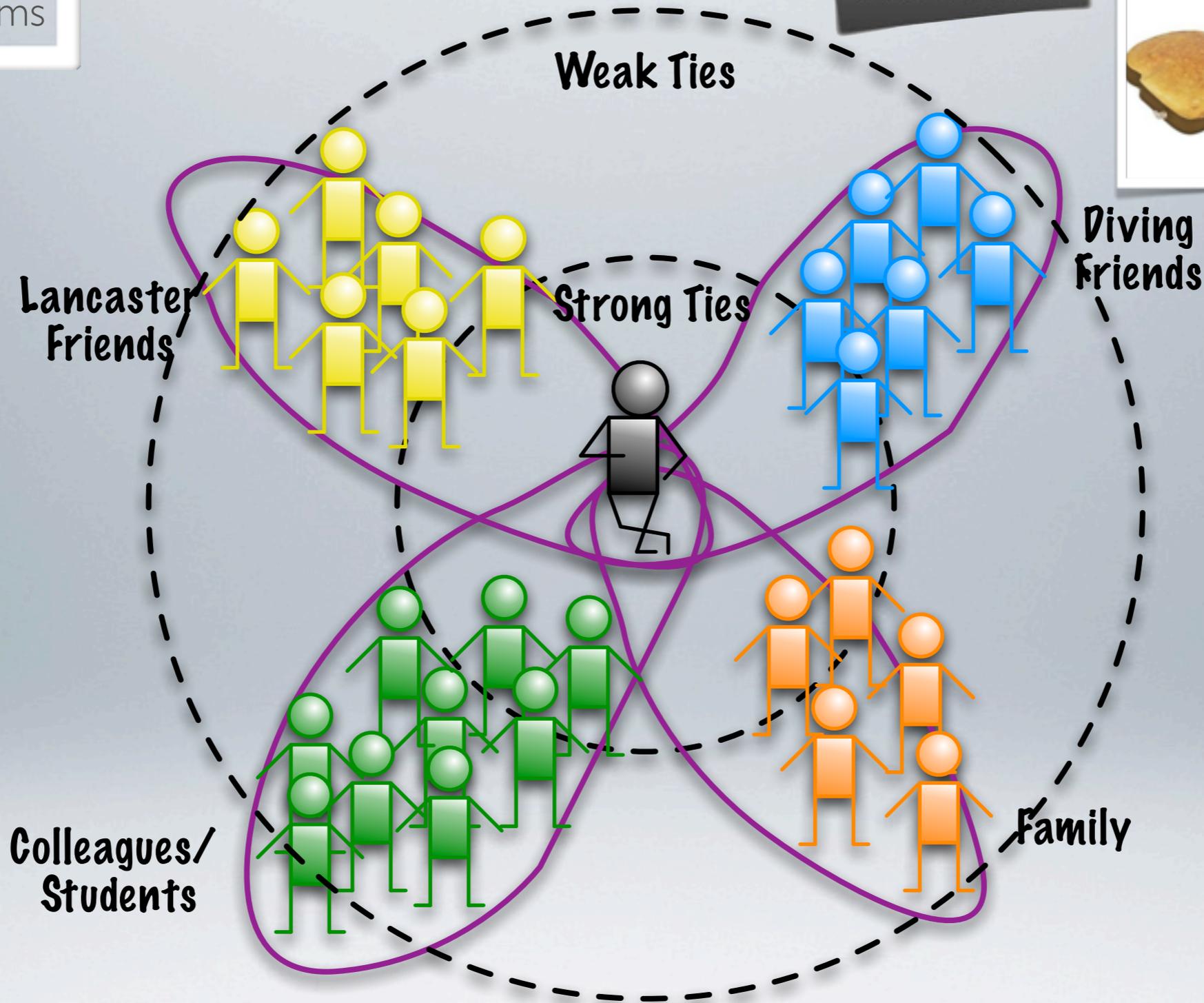


# GRANULAR SOCIAL GRAPH

Matt Adams

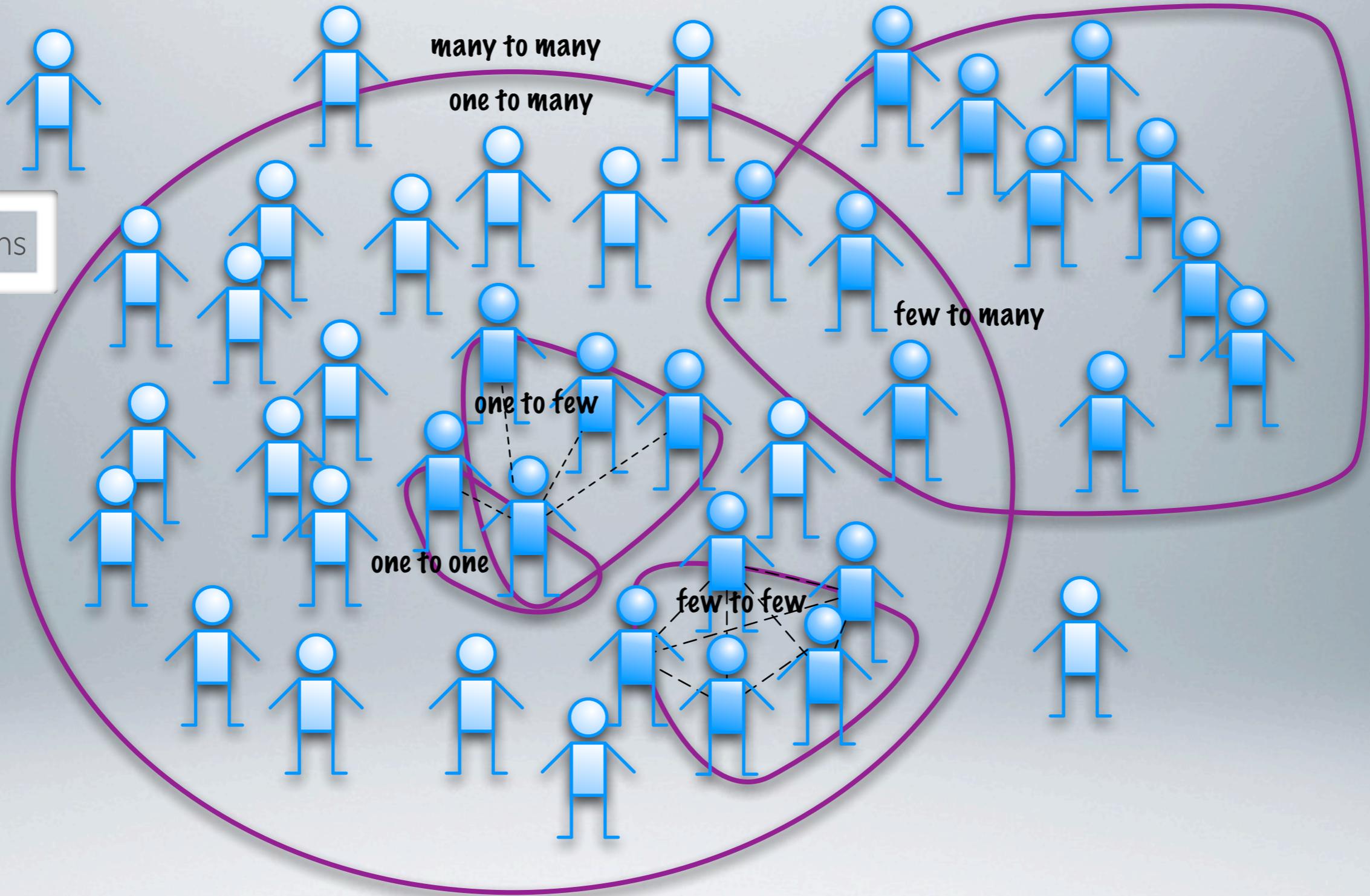
# Temporay Ties

**GROUPON**  
Collective Buying Power



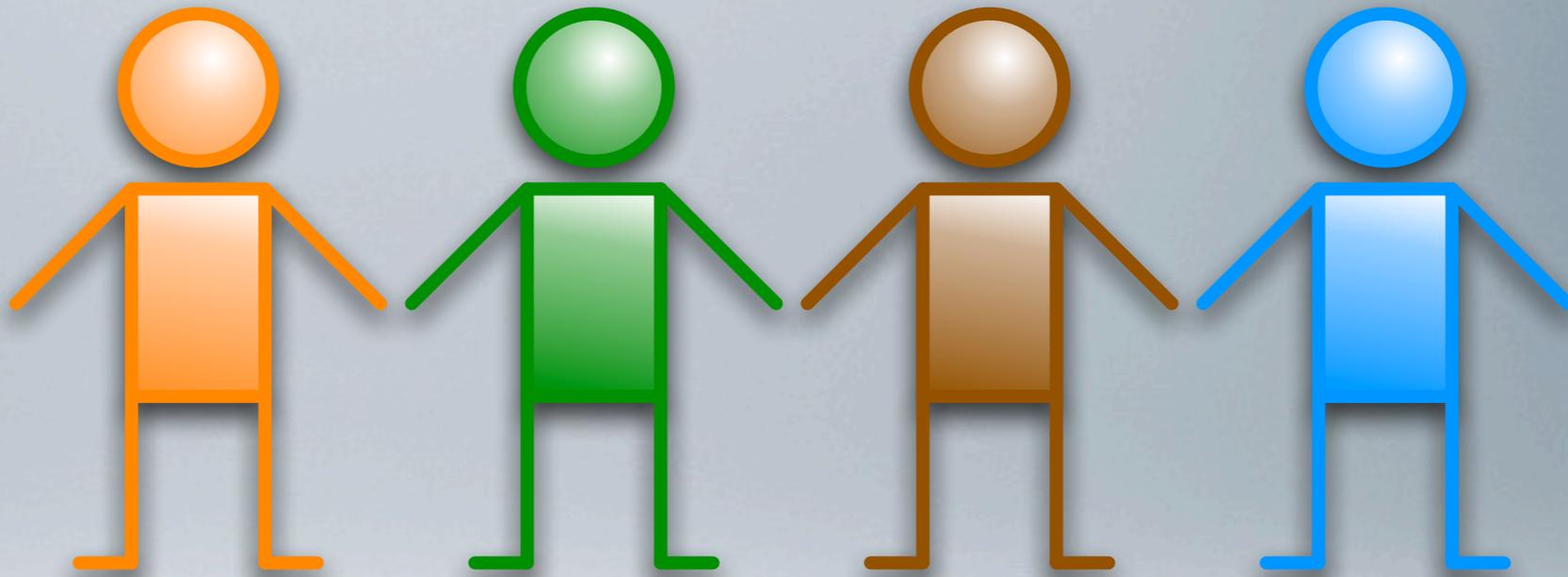
# TEMPORARY TIES

Matt Adams



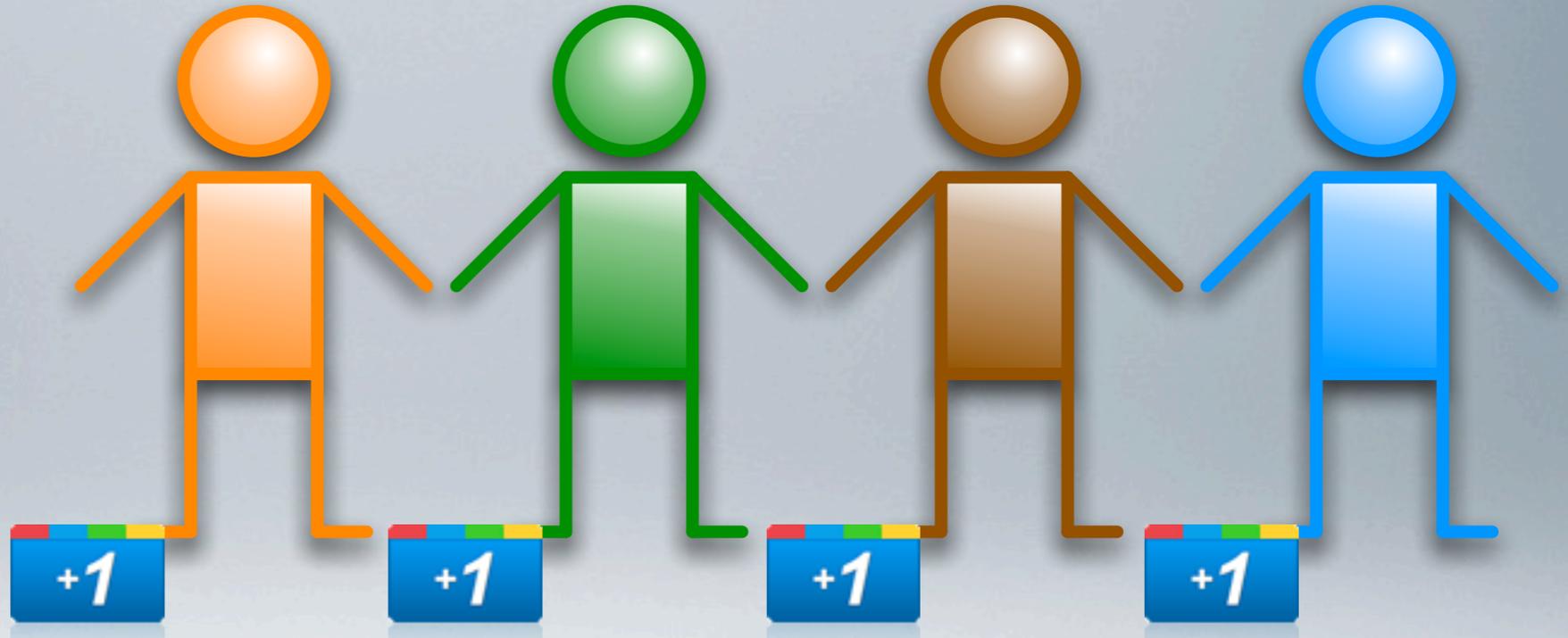
# COMMUNICATING DIFFERENTLY

Are My Decisions Being Made Over Here?

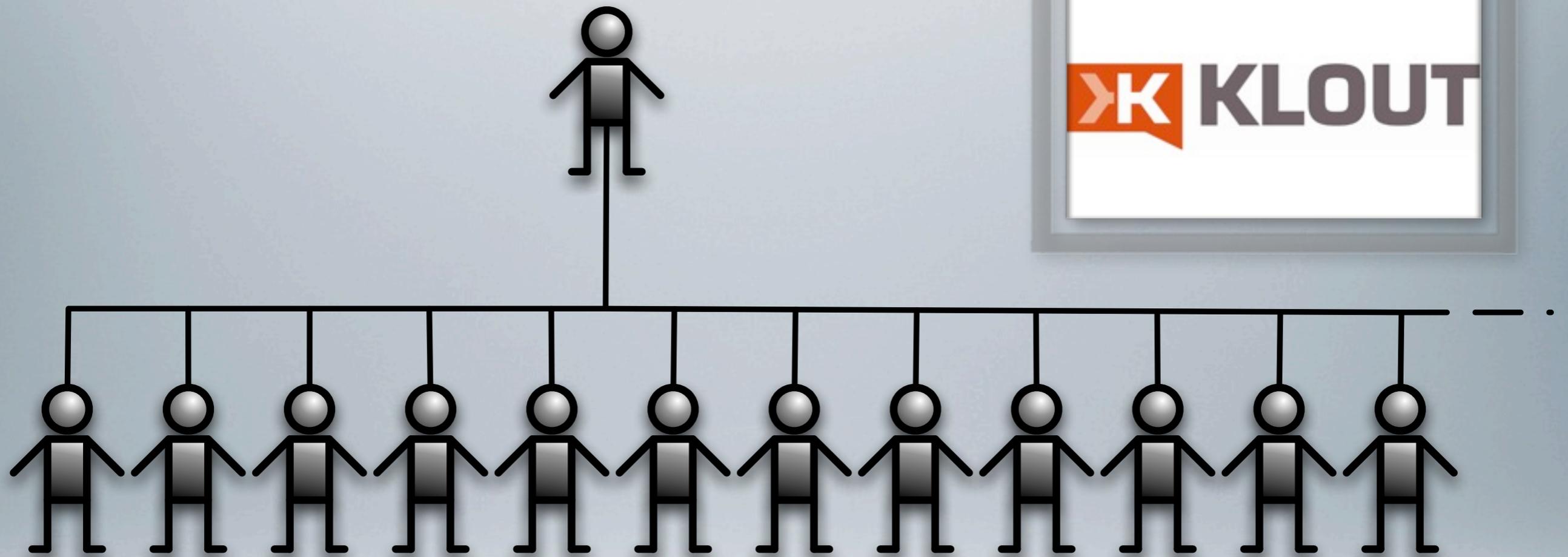


MAKING DECISIONS

Are My Decisions Being Made Over Here?



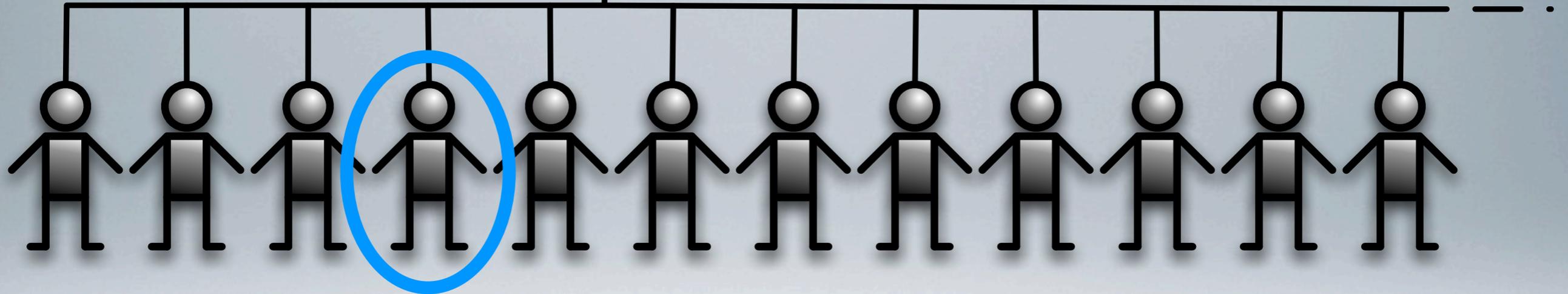
MAKING DECISIONS



MYTHICAL INFLUENCER

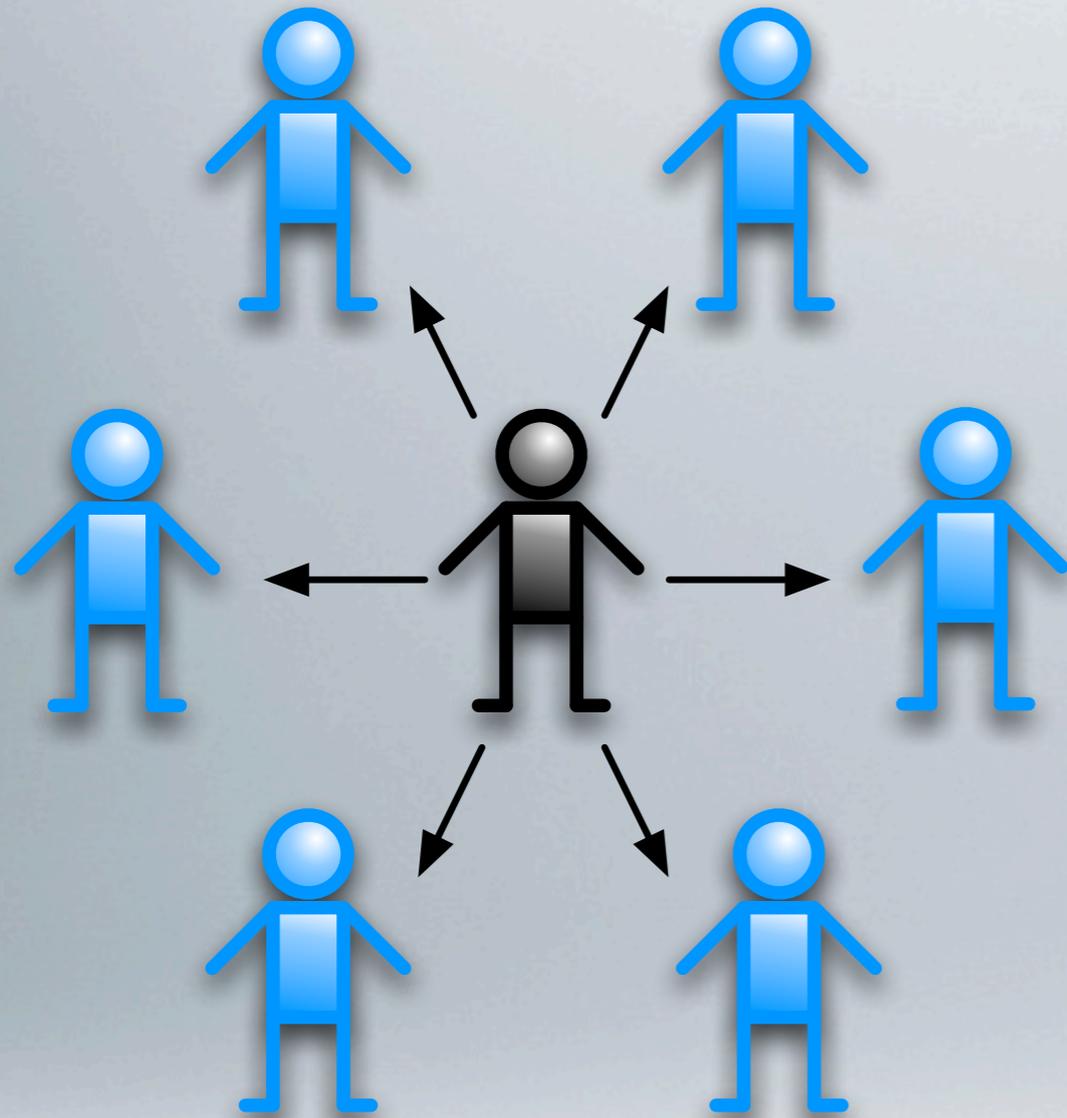


Influential?

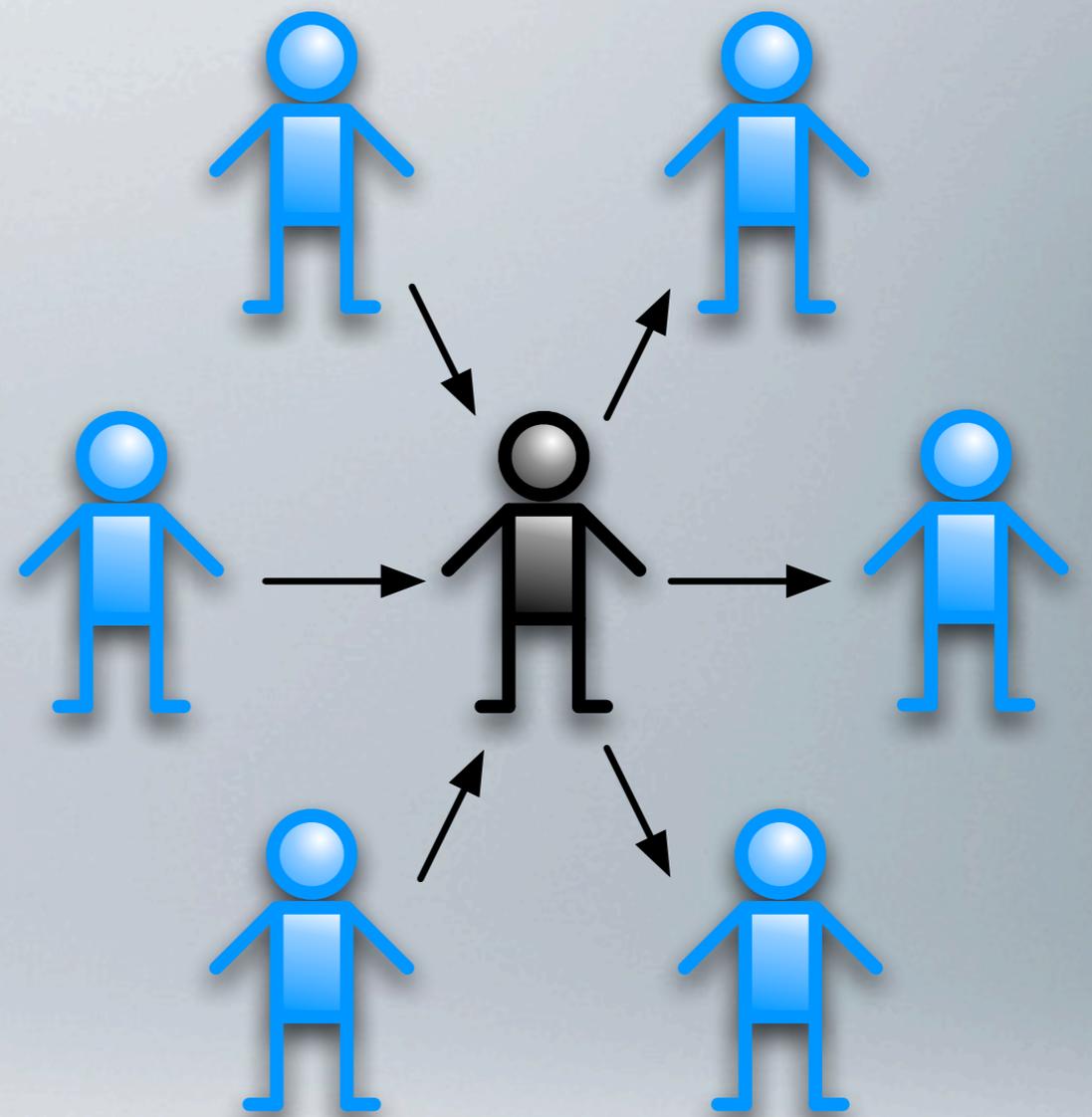


Influenceable?

MYTHICAL INFLUENCER

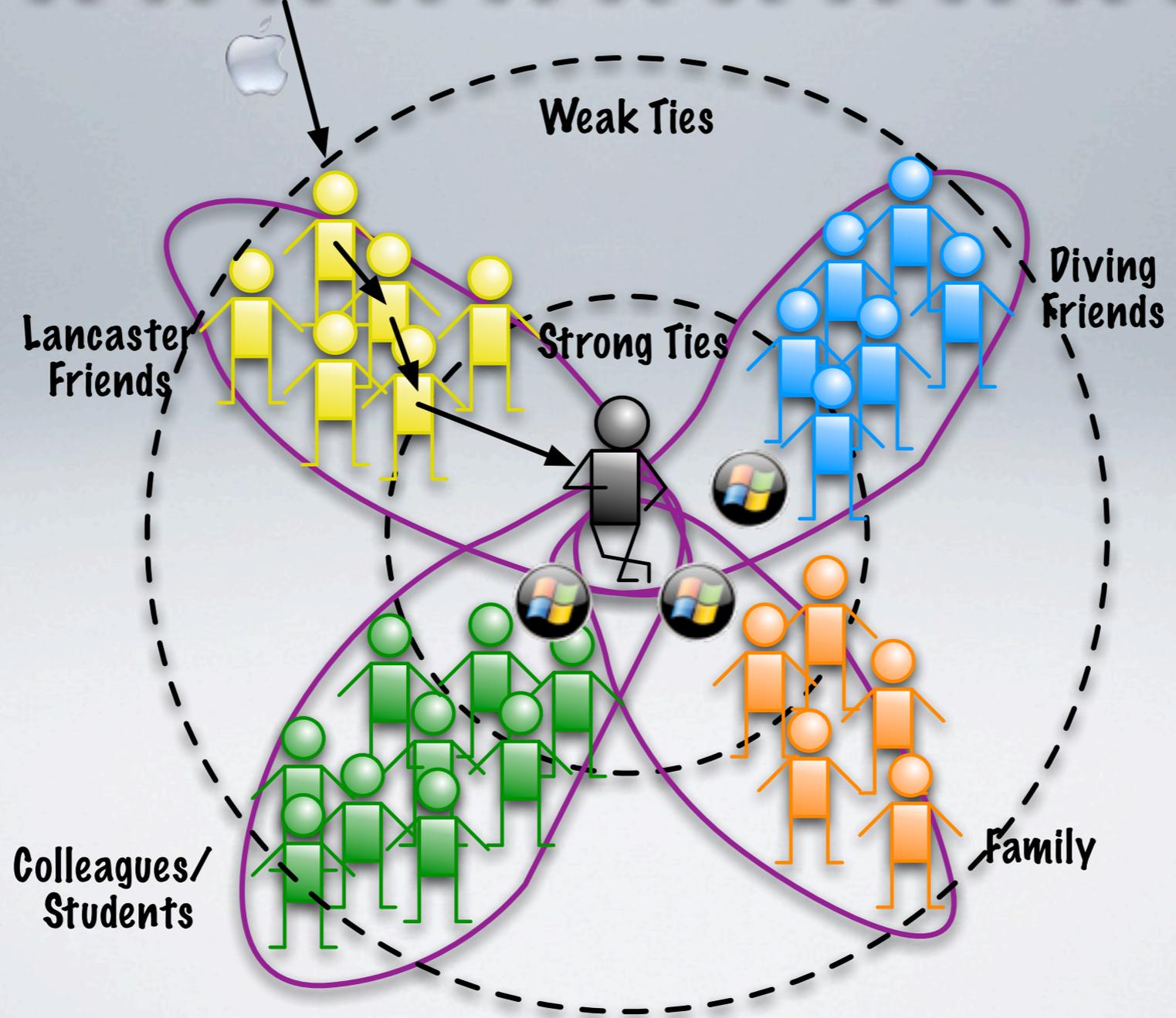
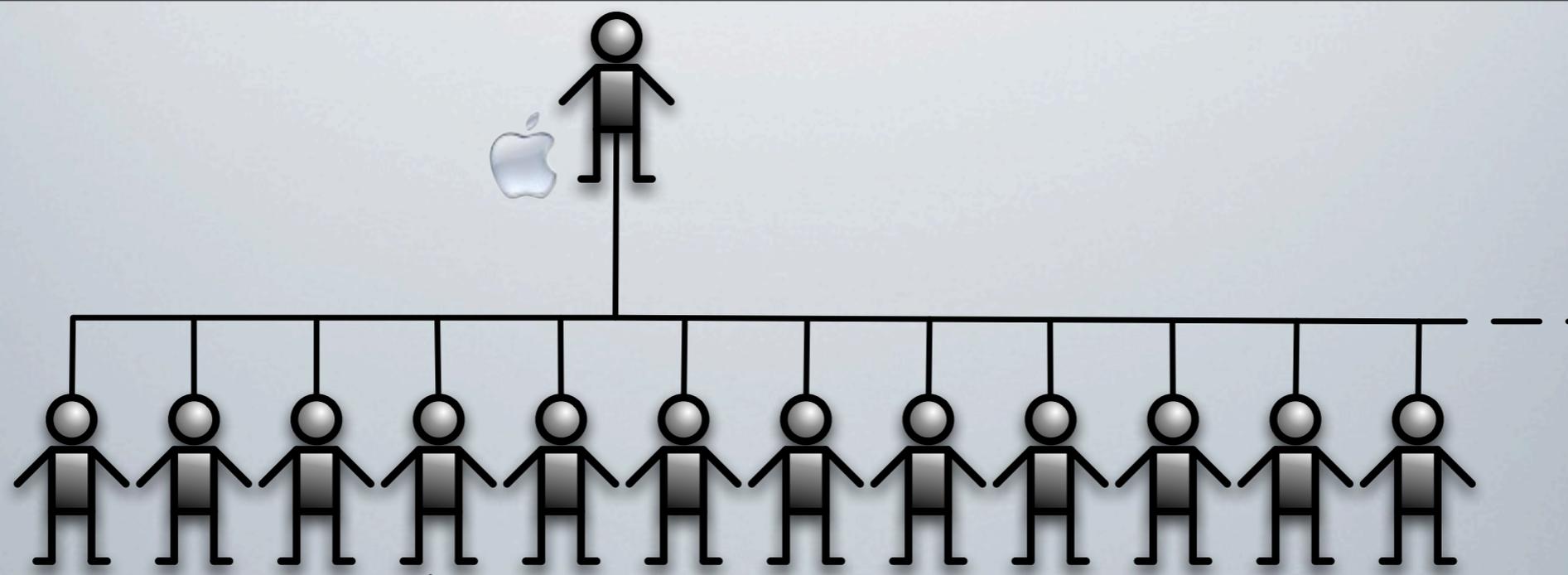


What we think hubs work like



What they actually work like

# SOCIAL HUBS



The Quora logo, featuring the word "Quora" in white, bold, sans-serif font on a dark red rectangular background.

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

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DOES MY BUM LOOK BIG IN  
THIS?

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

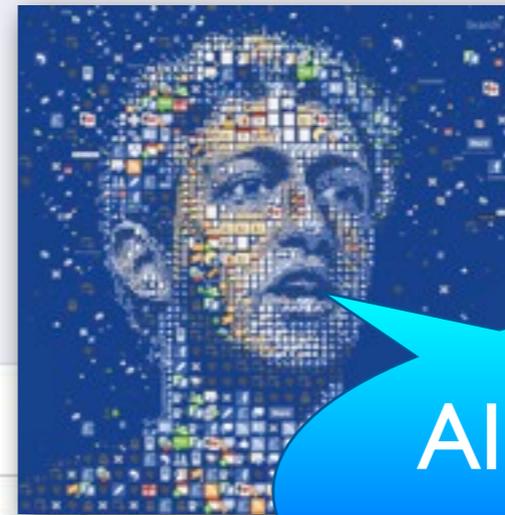
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[Sign up for Facebook](#)



## 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](#)

### Learn From Your Friends

Get recommendations on restaurants, music and more.

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

[Back to the Future](#)

[The Princess Bride](#)

[The Land Before Time](#)

[29 More...](#)

Monday · 1 · 6 · [Follow](#) · [Ask Friends](#)

### See Where People Stand

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

**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

### 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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Login

[Forgot your password?](#)

[Sign Up](#)

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

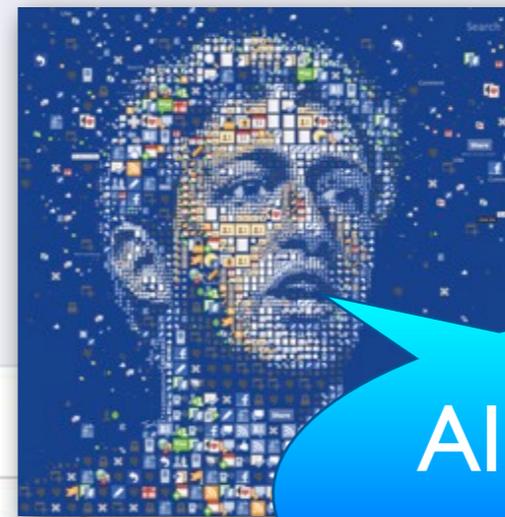
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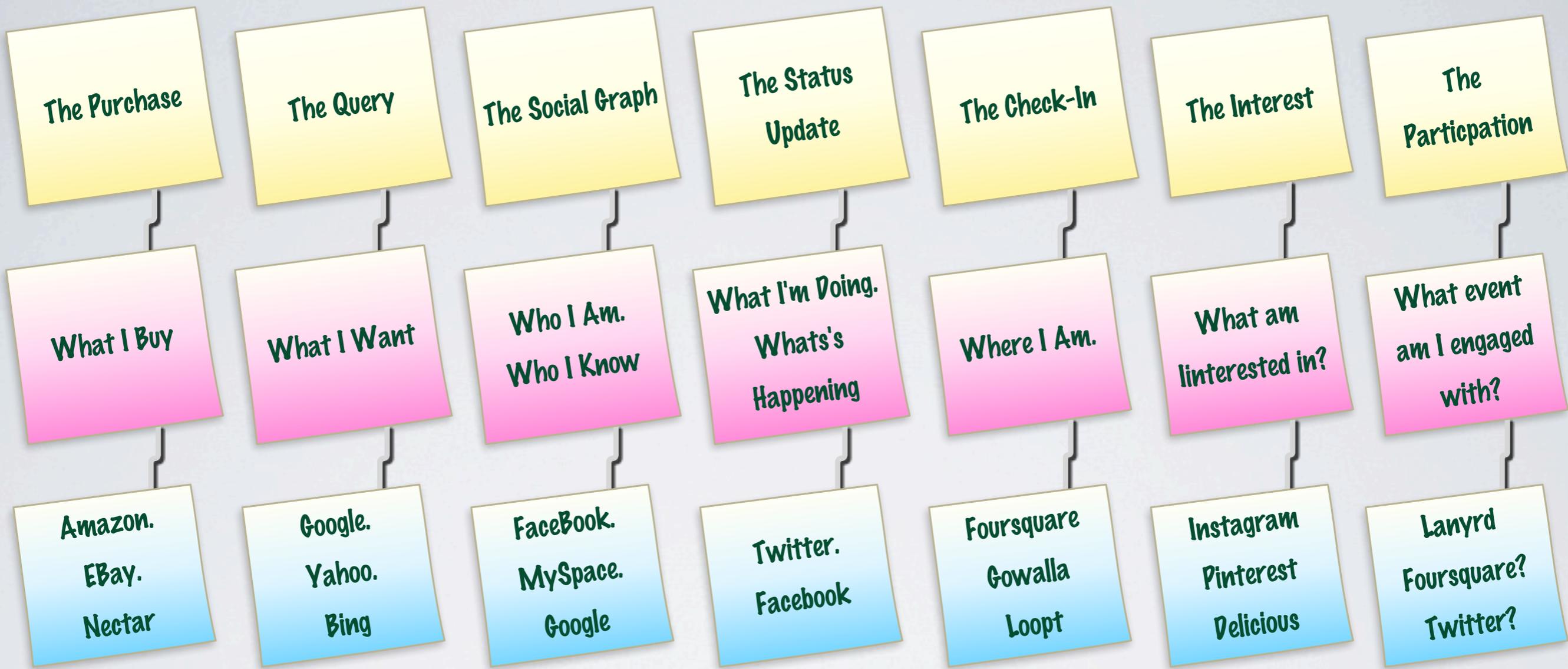
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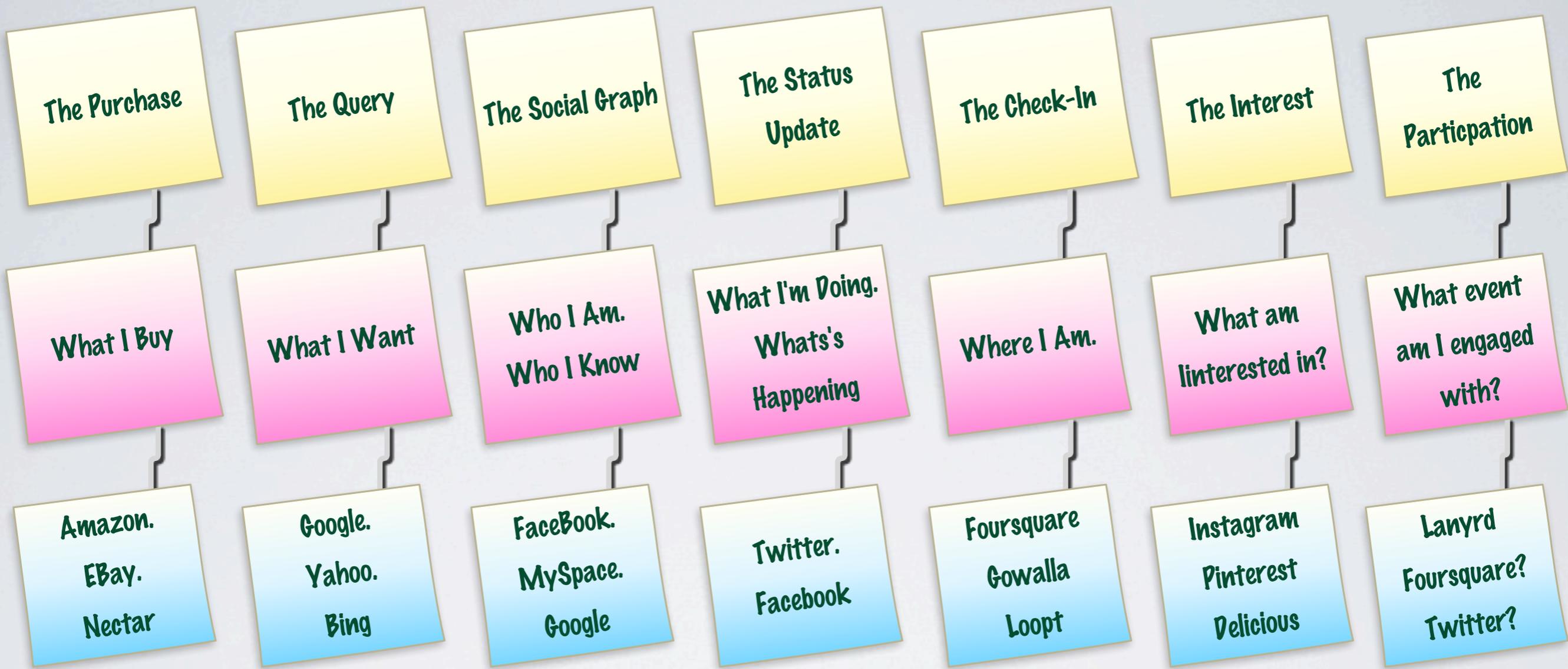
# DOES MY BUM LOOK BIG IN THIS?



# 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

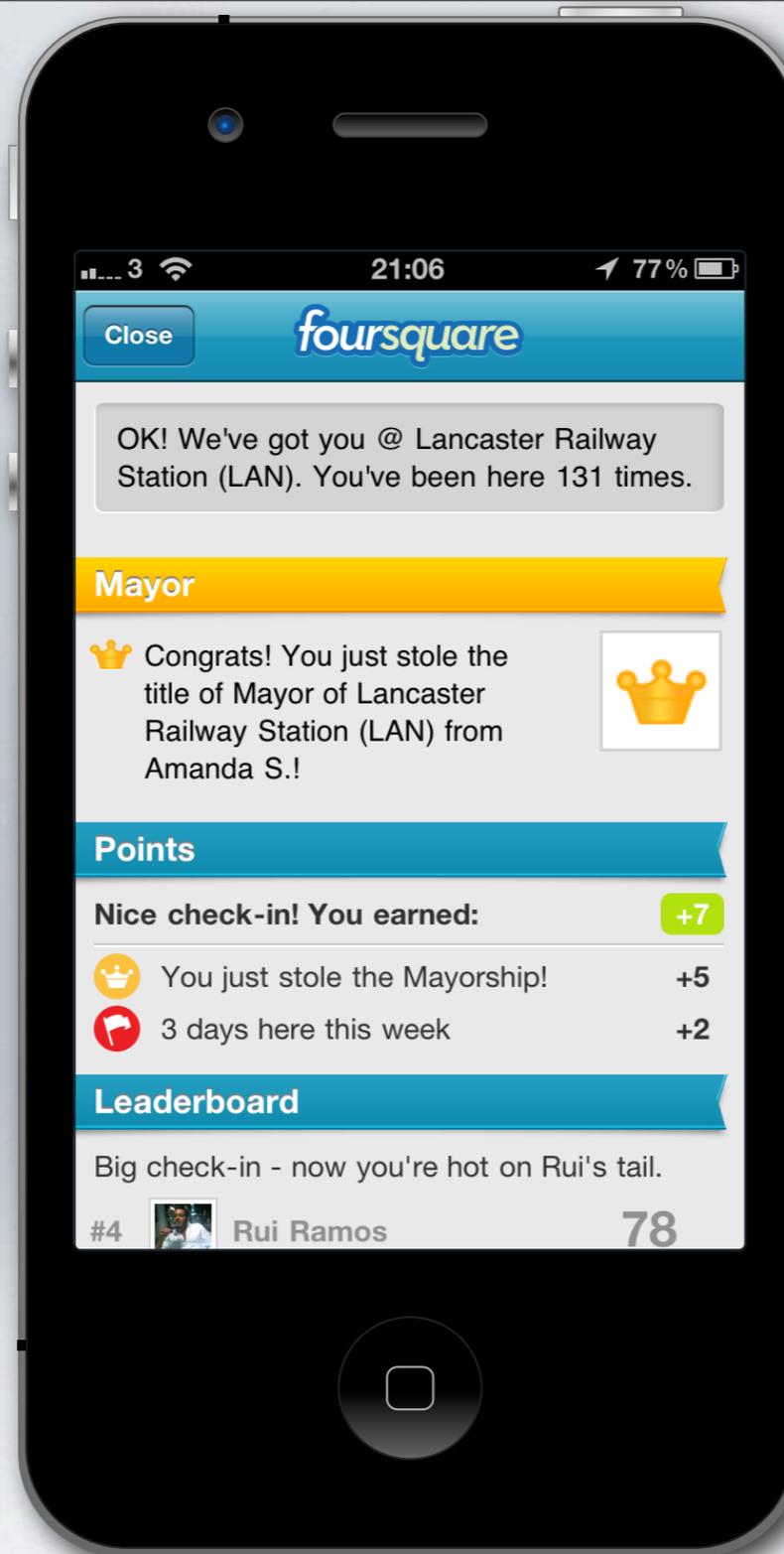
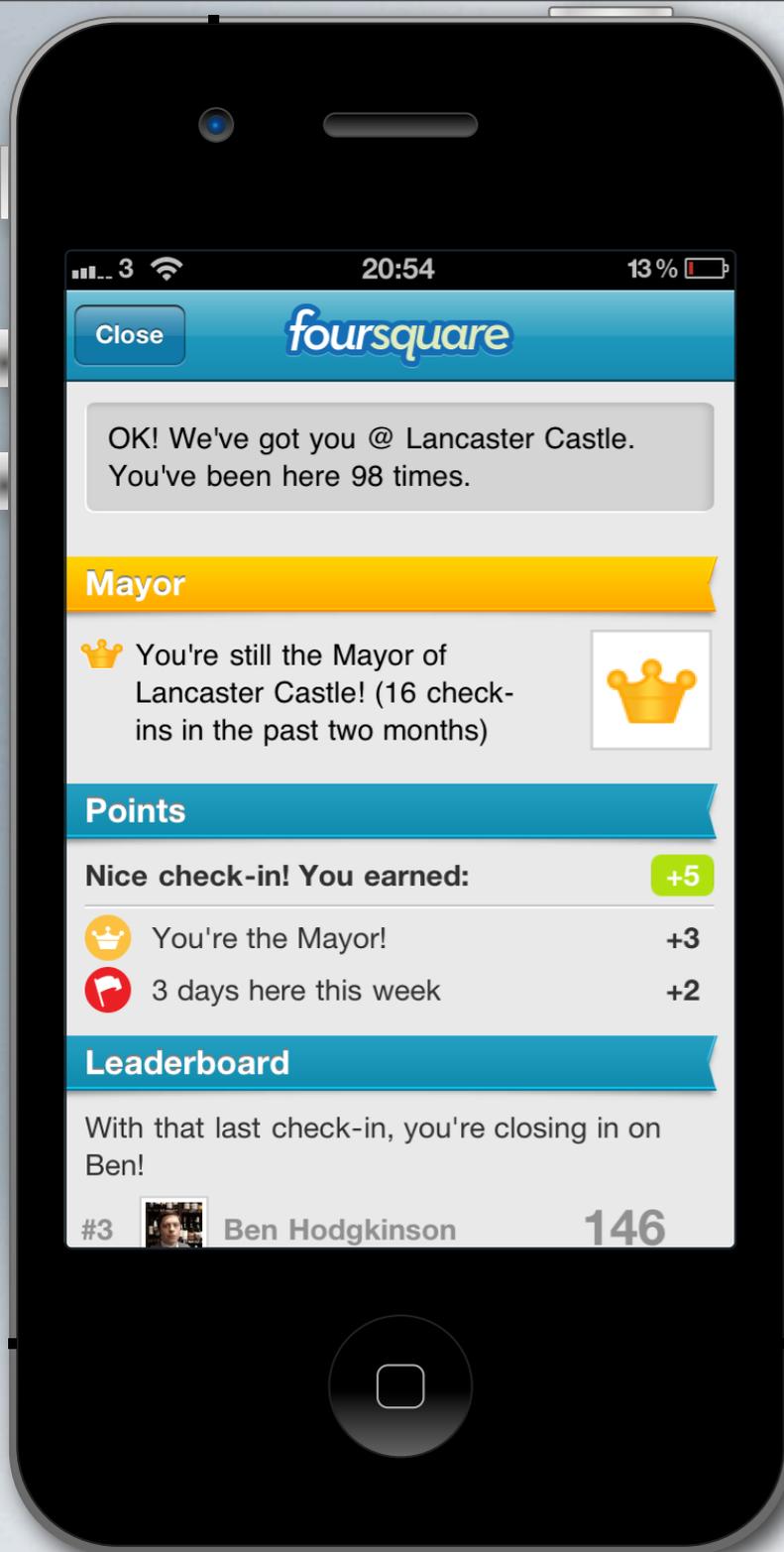
If we stored the entire contents of our brain its been estimated it would require 10,000 TeraBytes



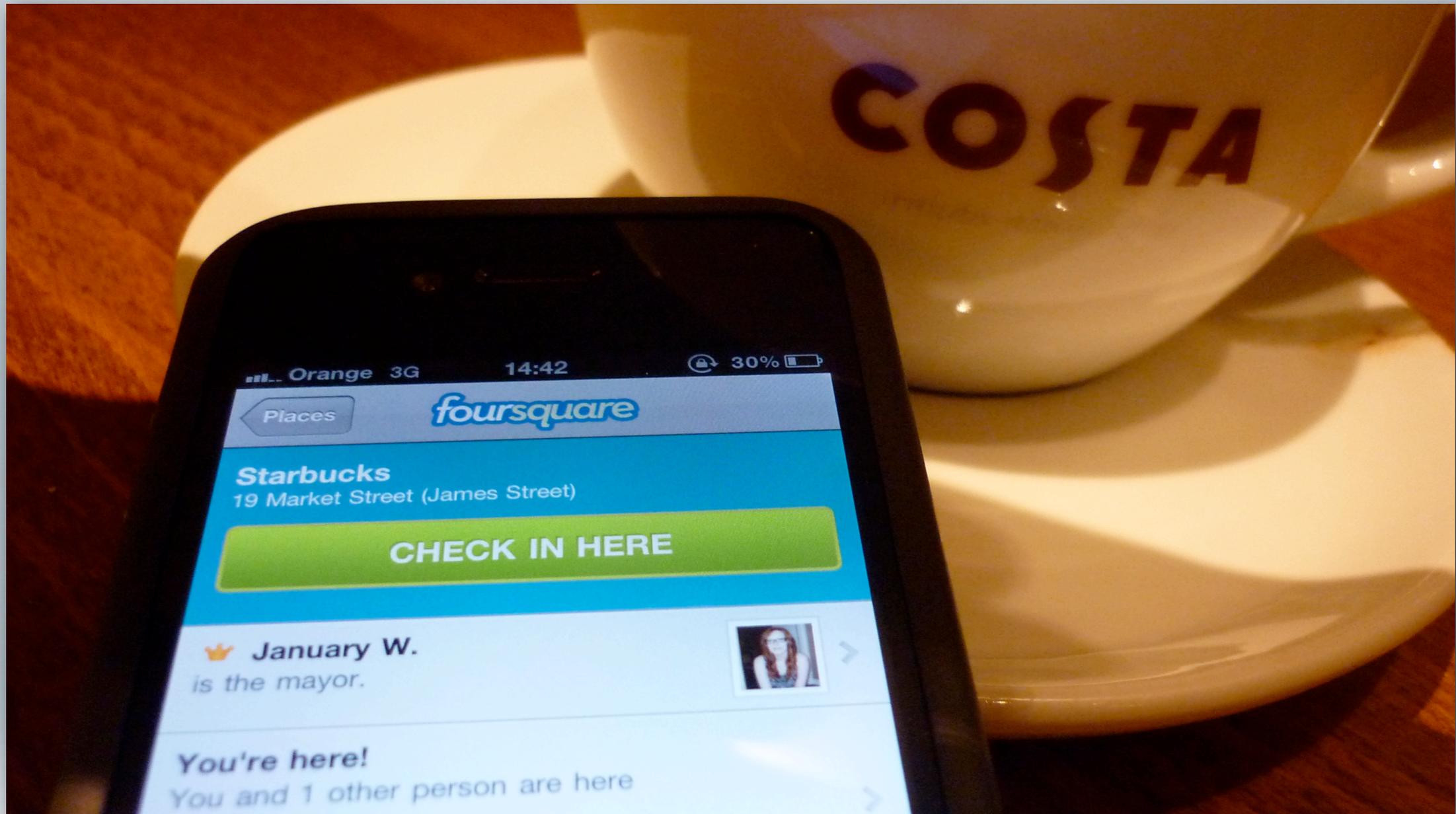
# QUANTIFIED SELF



381,576,305 FOURSQUARE  
CHECK-INS 2010

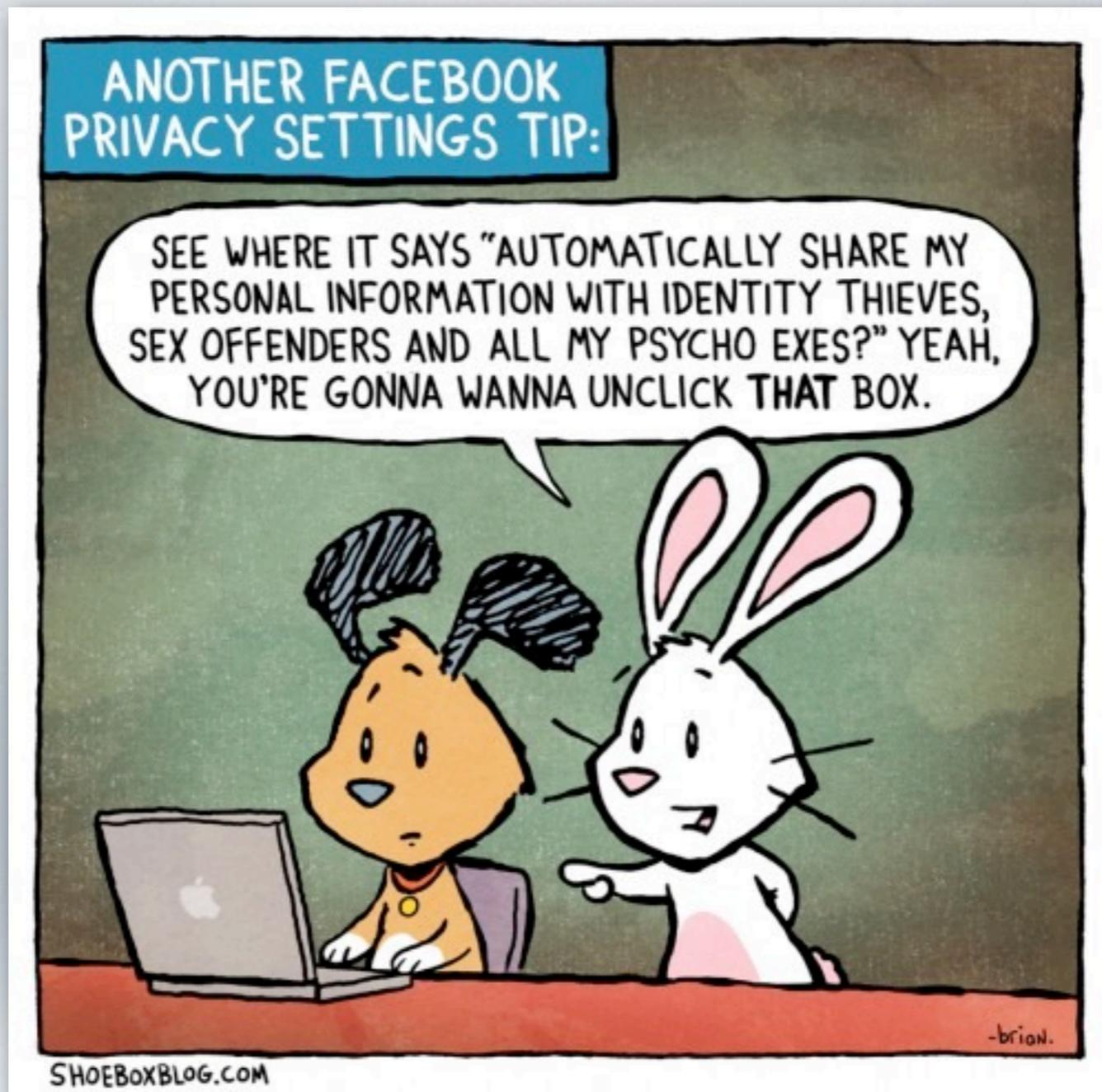


THE FOURSQUARE MAYOR



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.”



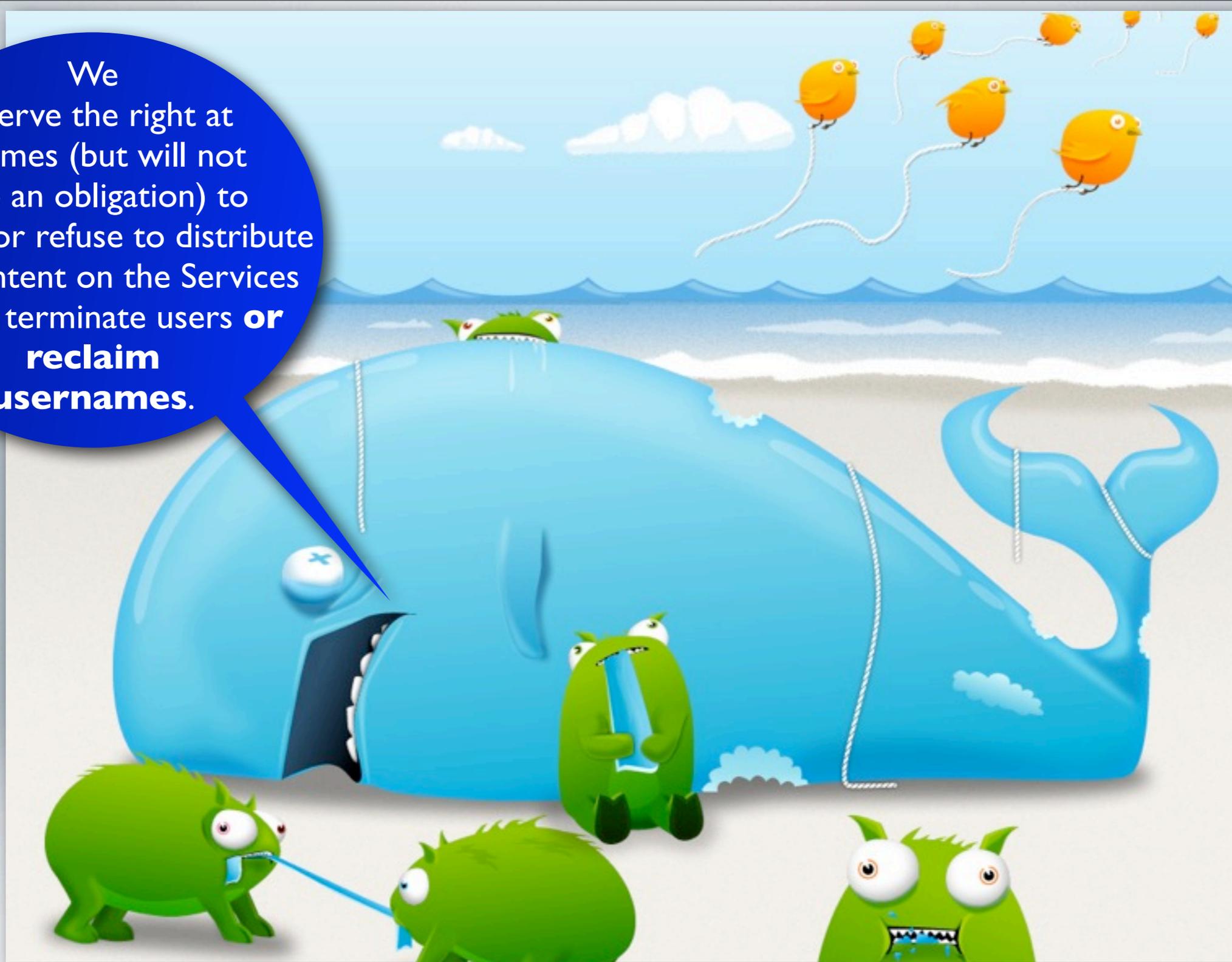
<http://mattmckeon.com/facebook-privacy/>  
WHAT HAPPENED TO MY  
PRIVACY?



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.**



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.**

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 ?

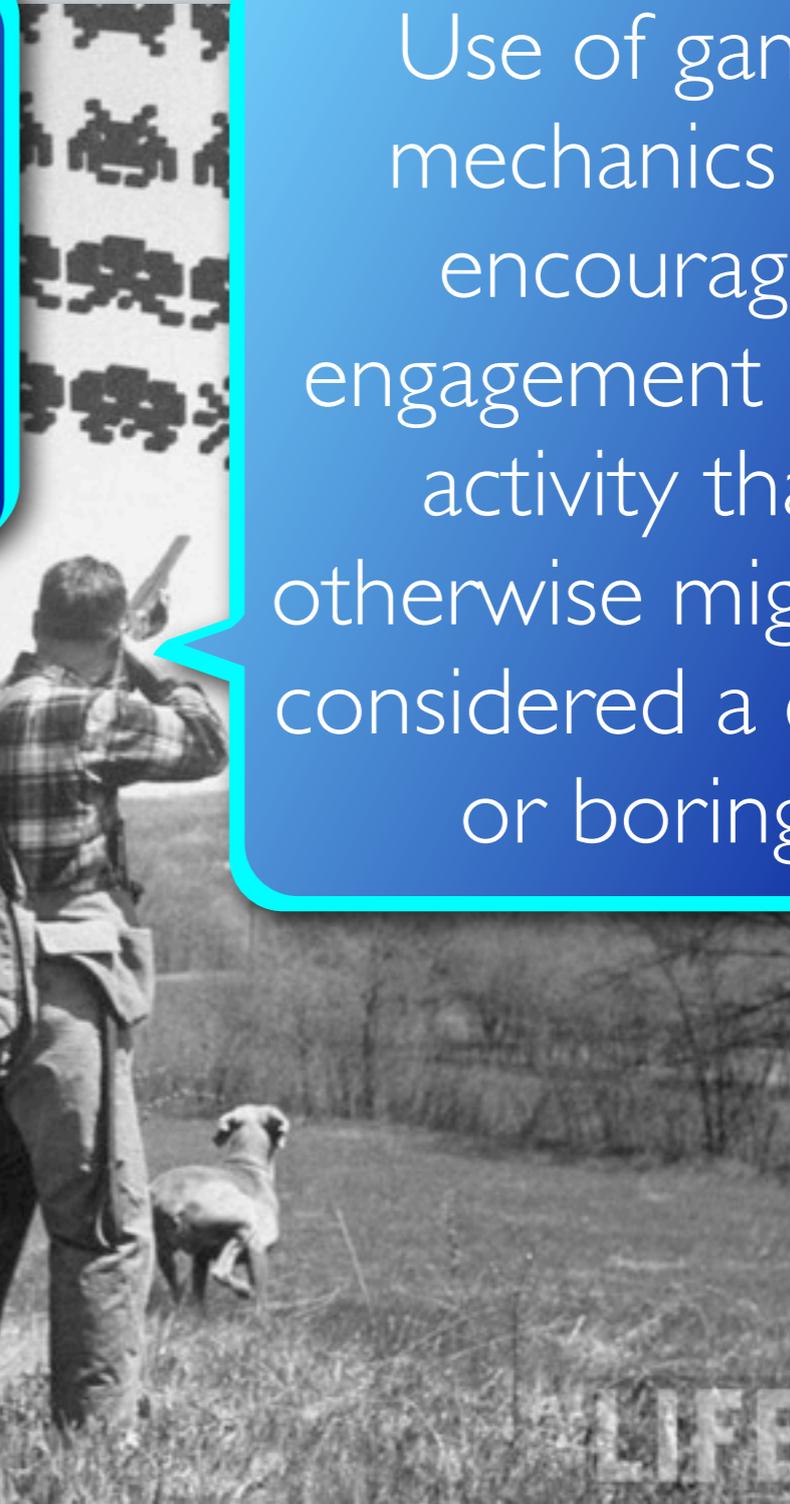


Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

# GAMIFICATION ?



Encouraging certain user behaviour using Games as a Lens



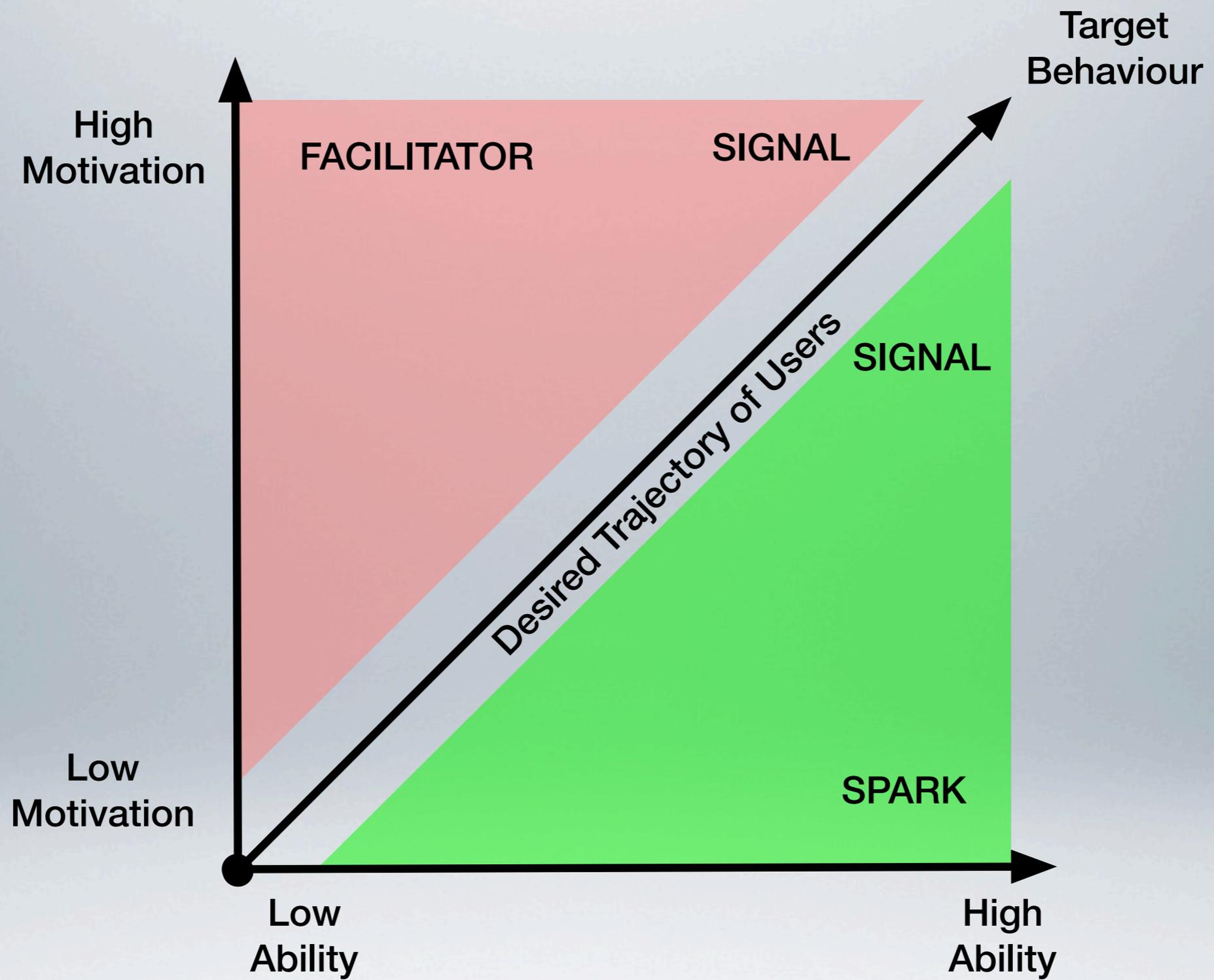
Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

# GAMIFICATION ?

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

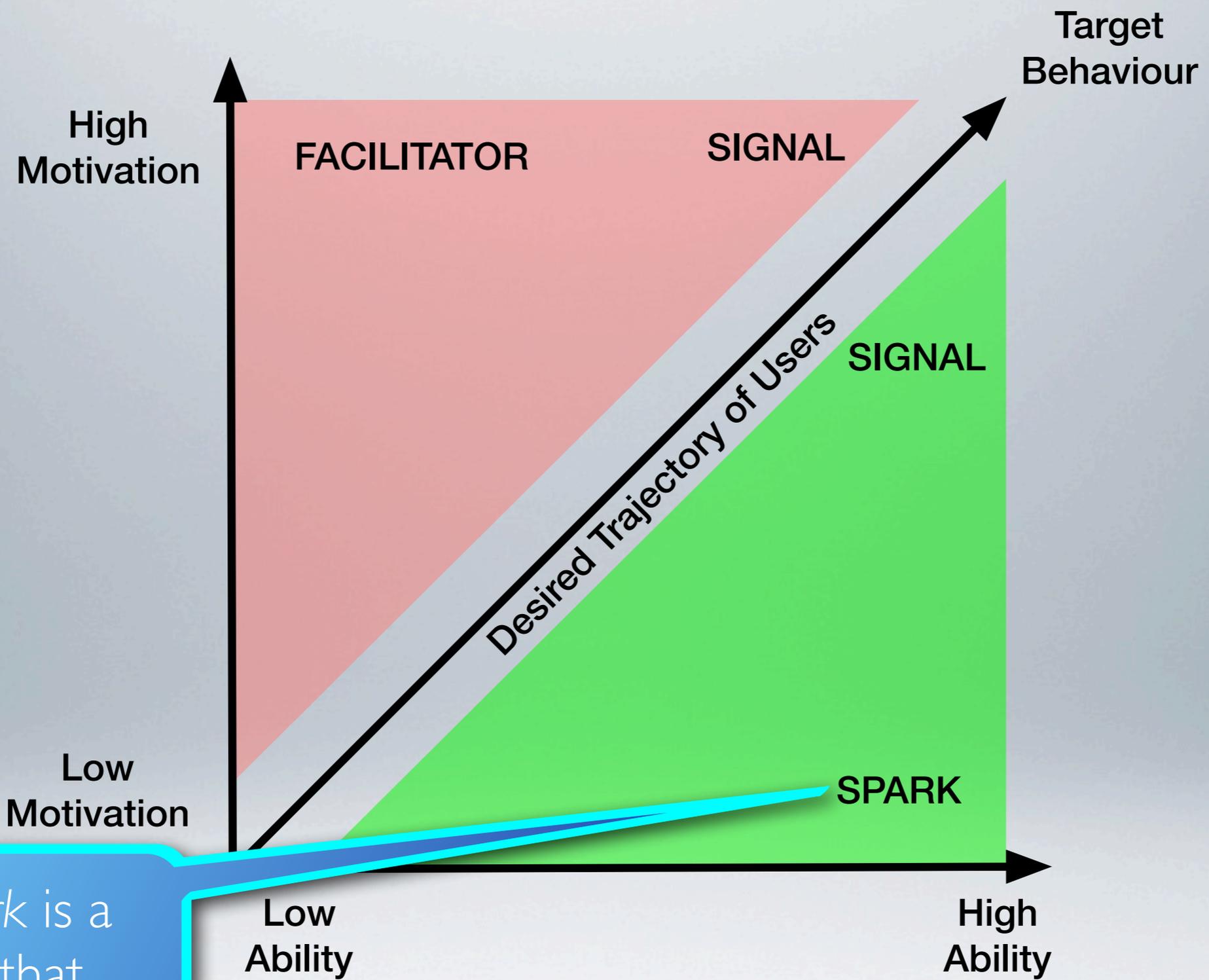


# GAMIFIERS HANDBOOK?



# PERSUASION

Fogg's Behavioral Model



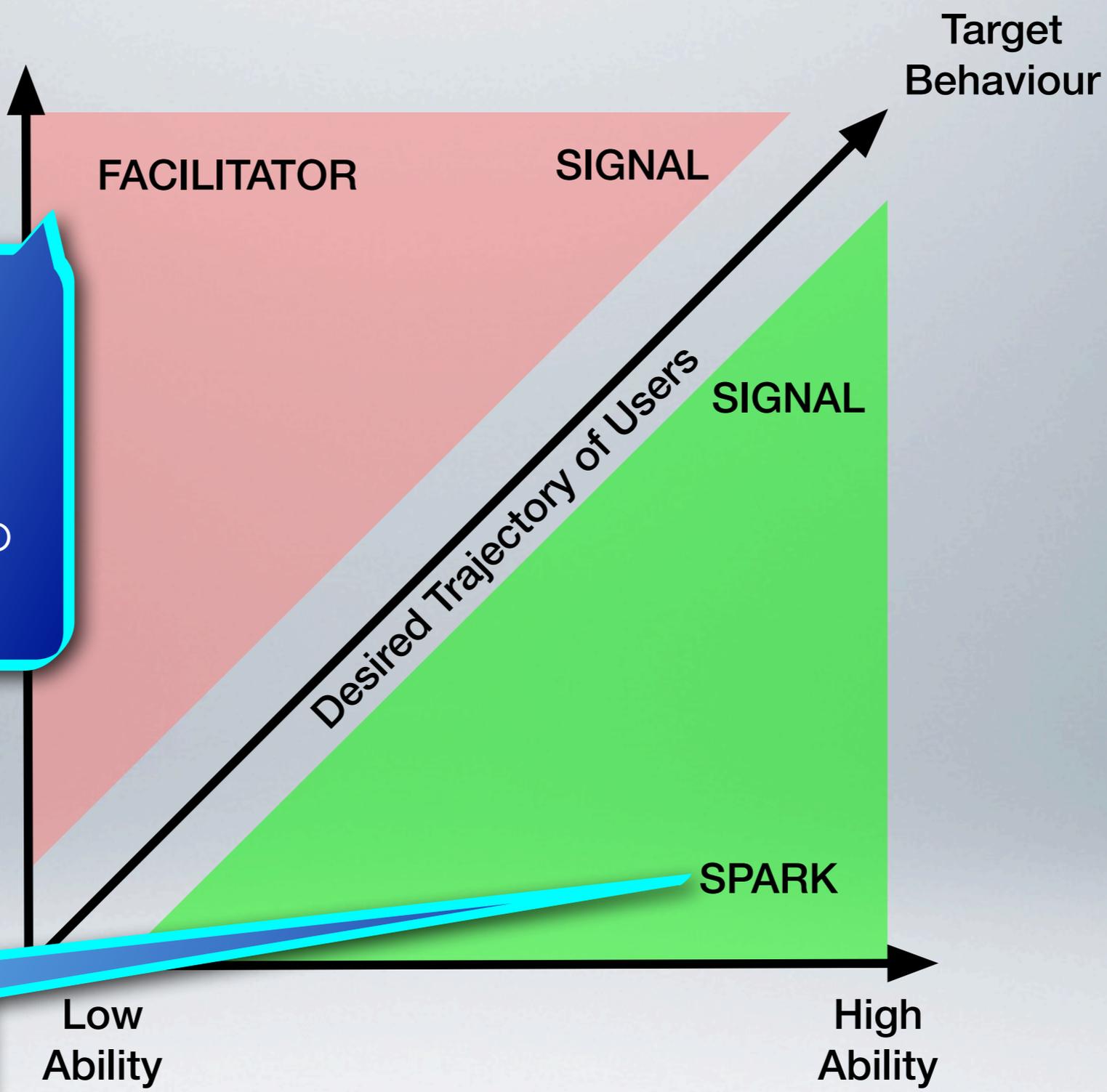
# PERSUASION

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

Fogg's Behavioral Model

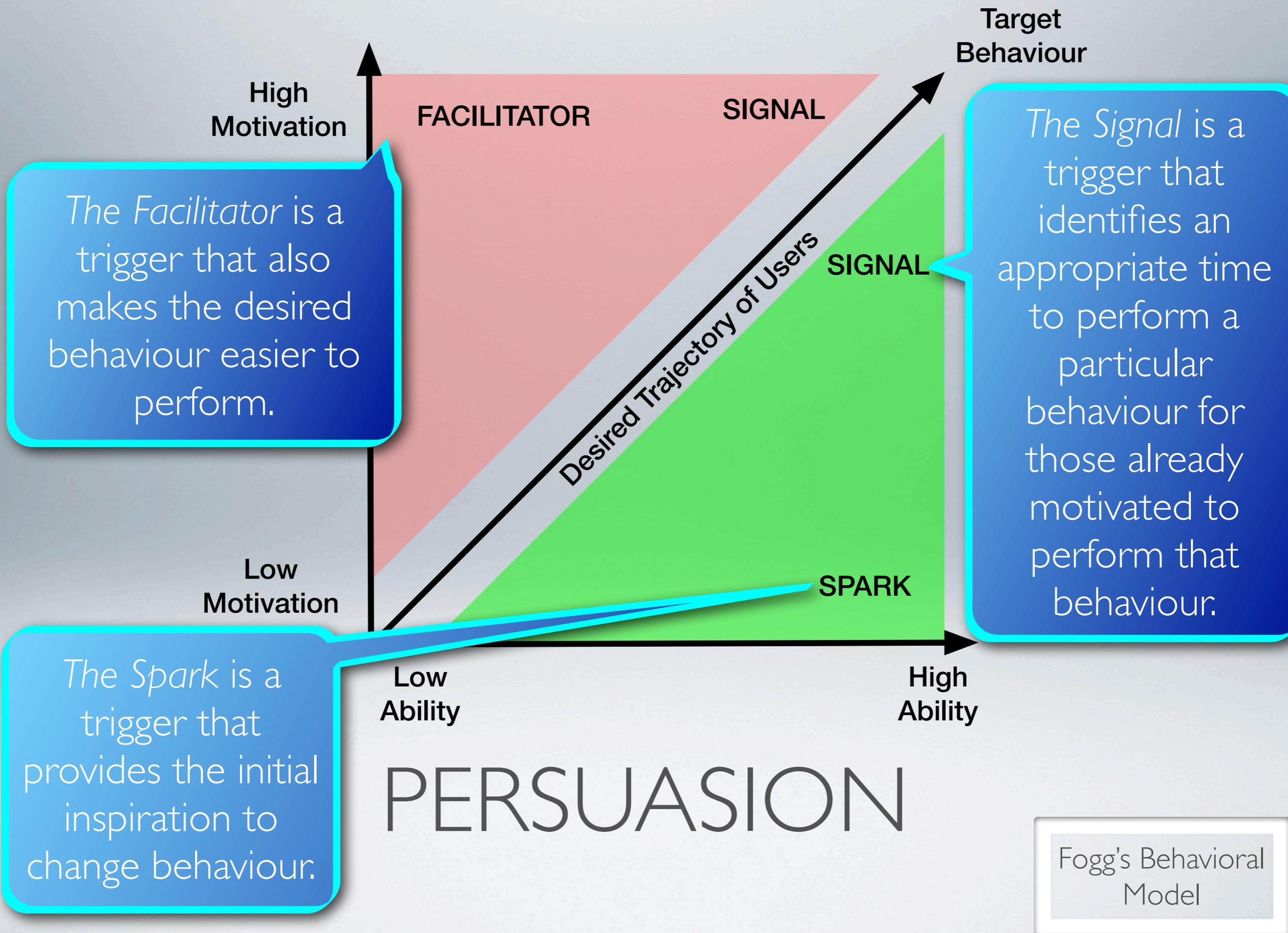
*The Facilitator is a trigger that also makes the desired behaviour easier to perform.*

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



# PERSUASION

Fogg's Behavioral Model





MECHANICAL TURKS



# ALL IN THE GAME

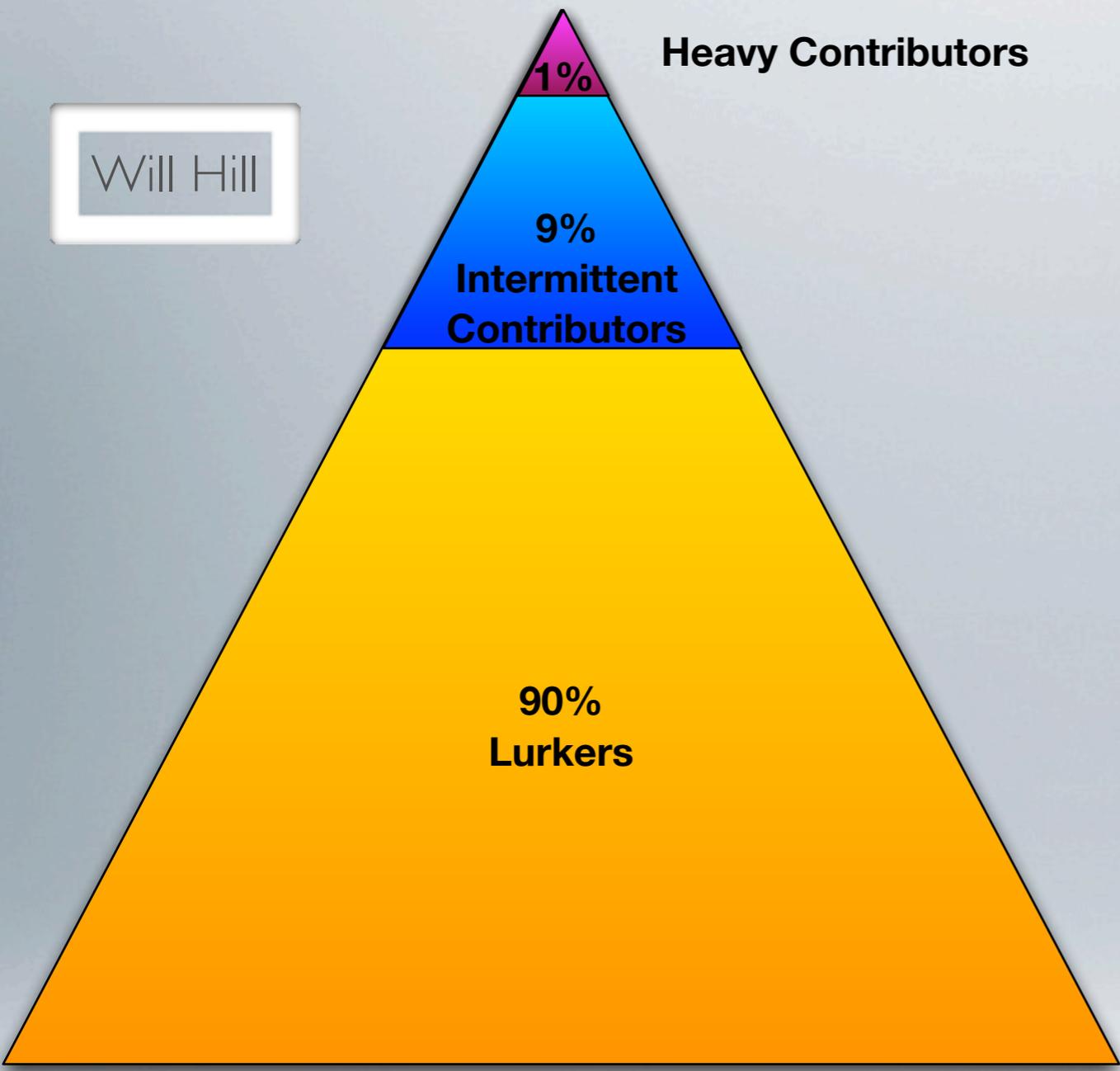
Obama's in-game ad bill for Xbox 360: \$44.5K



# ALL IN THE GAME

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

Will Hill



Heavy Contributors

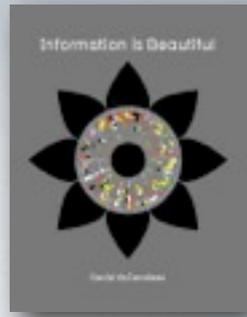
1%

9%  
Intermittent  
Contributors

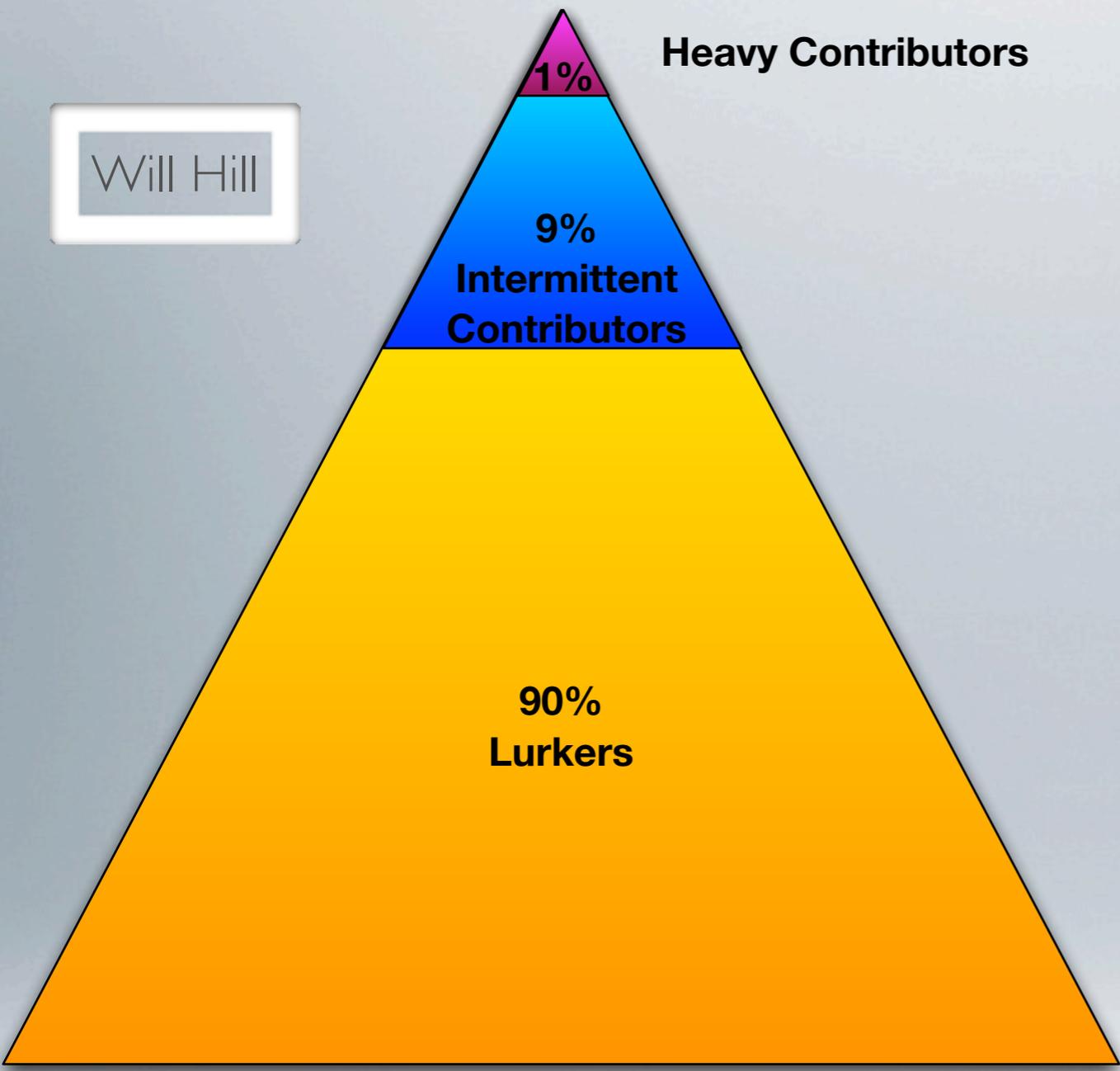
90%  
Lurkers

90-9-1 Rule

# PARTICIPATION INEQUALITY

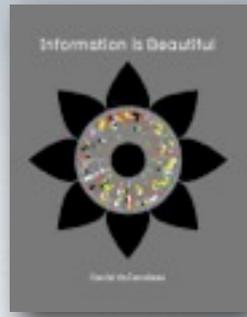


Will Hill



90-9-1 Rule

# PARTICIPATION INEQUALITY



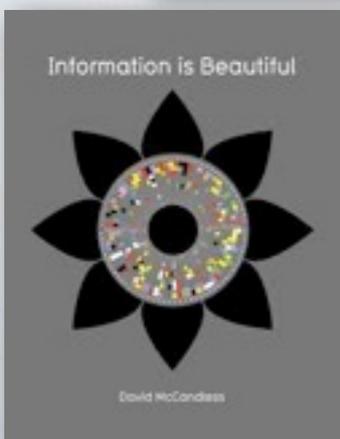
# Peak Break-Up Times

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



# 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

