What is social media?

The use of web-based and mobile technologies to turn communication into an interactive dialogue.

“a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.” (Kaplan and Hänlein 2010)
What is social media?

“Social media are media for social interaction, as a superset beyond social communication. Enabled by ubiquitously accessible and scalable communication techniques, social media substantially change the way of communication between organizations, communities, as well as individuals.” (Kietzmann et al. 2011)

A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.
What is social media?

1940s — Memex (Bush)
1960s — ARPANET, Licklider’s thinking (leading to modern internet)
1960s — Augmentation Research Centre, human-computer interaction
1970s — Office Automation
1970s — Electronic Information Exchange System (EIES)
1980s — Groupware - “intentional group processes plus software to support them”.
1980s — Computer-Supported Cooperative Work (CSCW)
1990's — Groupware - software that integrates work on a single project by several concurrent users at separated workstations
What is social media?

It isn't until late 2002 that the term 'social software' came into more common usage, probably due to the efforts of Clay Shirky who organized a "Social Software Summit" in November of 2002. He recalls his first usage of the term to be from approximately April of 2002.

When asked if it was the loss of meaning in the terms 'groupware' that made him choose the term 'social software', Clay replied: "I was looking for something that gathered together all uses of software that supported interacting groups, even if the interaction was offline, e.g. Meetup, nTag, etc. Groupware was the obvious choice, but had become horribly polluted by enterprise groupware work."
Main social media categories

- Social Networking - Facebook, LinkedIn
- Blogs - Wordpress
- Microblogs - Twitter
- Wikis - Wikipedia
- Social curation - Pinterest
- Social reviews - Yelp, Trustpilot
Blogs

A weblog (a blog) is a web application enabling periodic posts on a common webpage with public access. Contains:

> Posts
> Permalinks
> Reverse chronological order

Tools:
- editing and publishing
- news aggregators
- weblog search tools

Usually belongs to an individual and others ‘follow’
Issues to consider when blogging

What does it say about me:
- Who I am - my permanent traces on the Net
- Who are my friends
- What have I produced until now - my portfolio

The Art
- What should I write about?
- Finding my own voice
- The frequency of my posts
- The interaction

Effects
- Self development
- Accountability
- Independence
- Self-determination
- Being in control

Social Effects
- Becoming part of a community
- Who reads my blog?
- Who writes about me?
- How many readers do I have?
- Do they ever come back?
Social Effects

Sessions: 10

Overview:
- Sessions: 46
- Users: 35
- Pageviews: 44
- Pages / Session: 0.96
- Avg. Session Duration: 00:00:30
- Bounce Rate: 78.26%

New Visitor: 26.1%
Returning Visitor: 73.9%

Date: Tuesday, September 29, 2015
Sessions: 1
# Social Effects

<table>
<thead>
<tr>
<th>Country</th>
<th>Sessions</th>
<th>% Sessions</th>
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<tbody>
<tr>
<td>Ireland</td>
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</tr>
<tr>
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<td>2</td>
<td>4.35%</td>
</tr>
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<tr>
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</tr>
<tr>
<td>China</td>
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<tr>
<td>Japan</td>
<td>1</td>
<td>2.17%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>1</td>
<td>2.17%</td>
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# Social Effects

<table>
<thead>
<tr>
<th>Demographics</th>
<th>City</th>
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<th>% Sessions</th>
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<tbody>
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<tr>
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</tr>
<tr>
<td>Operating System</td>
<td>Samara</td>
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<td>4.35%</td>
</tr>
<tr>
<td>Service Provider</td>
<td>Colorado Springs</td>
<td>2</td>
<td>4.35%</td>
</tr>
<tr>
<td>Mobile</td>
<td>Fortaleza</td>
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<td>2.17%</td>
</tr>
<tr>
<td>Operating System</td>
<td>Calgary</td>
<td>1</td>
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</tr>
<tr>
<td>Service Provider</td>
<td>Shanghai</td>
<td>1</td>
<td>2.17%</td>
</tr>
</tbody>
</table>
Microblogging

Microblogging is a form of blogging that allows users to write brief updates and publish them, either to be viewed by anyone or by a restricted group which can be chosen by the user.

The content of a micro-blog differs from a traditional blog due to the limited space per message/limited posting ability. Many microblogs provide short messages about personal matters, commentary on a person-to-person level, or a link dump.

Examples:
- Twitter
- Tumblr
Wikis

A Wiki or wiki is a website (or other hypertext document collection) that allows users to add content, as on an Internet forum, but also allows anyone to edit the content.

Two core assumptions incorporated in the wiki mechanism:
- knowledge is transitory, not static
- the whole is greater than the sum of the parts (through each individual’s contribution, the resulting product is made better and better)
Social Networks

Social network sites are “web-based services that allow individuals to:
construct a public or semi-public profile within a bounded system;
articulate a list of other users with whom they share a connection;
view and traverse their list of connections and those made by others within the system.” (Boyd & Ellison 2007)

Hundreds available in a range of categories; networking, tagging, dating, event-based, etc.
Characteristics of social media

- participation
- collaboration
- social
- multiple, mixed media
- collective intelligence
- web as platform
- various ways to consume it
The Social Impact of Social Media

In what ways has social media changed our social environment?
Has social media had a positive or negative impact on our social environment?
Do the negative effects of social media outweigh the benefits?
The Social Impact of Social Media - Positive

Crowdfunding - a publicly accessible fundraising mechanism that allows individuals to create and donate to worthwhile causes and projects: Vanner
The Social Impact of Social Media - Positive

New employment opportunities:
- Customer support
- Digital Media
- Digital Marketing
- Analytics
- ...influencers...
- Other forms of ‘celebrity’ - singers, actors, comedians, supermodels
The Social Impact of Social Media - Positive

Sharing news, photos, updates, with friends and family, connecting with new communities, making friends
The Social Impact of Social Media - Positive

Spreading an important message in an instant, sparking social movements:
If social media didn't exist, how would you self-organise?

How would you participate in important causes on a global scale? Or more importantly, how would you know about these global crises?

How can you determine a reliable source from an unreliable source when social media makes all users producers as well as consumers of content?
The Social Impact of Social Media - Negative

Spreading false/misleading messages in an instant:

President Trump’s 492 false or misleading claims in his first 100 days:
The Social Impact of Social Media - Negative

Spreading false/misleading messages in an instant:

“Trump uses social media as a weapon to control the news cycle. It works like a charm. His tweets are tactical rather than substantive.”
The Social Impact of Social Media - Negative

Spreading false/misleading messages in an instant:

**Why do we continually fall for fake stories and false claims?**

**Viral 'Momo challenge' is a malicious hoax, say charities**

Updated / Friday, 5 Jul 2019 09:44

![Image of the EU referendum campaign bus](image1)

![Image of the Momo challenge](image2)

> The Momo messages are said to come from a profile with this distorted image of a woman, but experts say the story is no more than a 'moral panic' among adults. Photograph: PSNI
The Social Impact of Social Media - Negative

Impacting mental health, body image, self-esteem:

“Social media has been linked to higher levels of loneliness, envy, anxiety, depression, narcissism and decreased social skills”

People post the ‘best’ versions of themselves - not the true versions
The Social Impact of Social Media - Negative

Migrating our lives online rather than existing in real-life:
- Reduced social skills
- Loneliness
- ‘Always on culture’
- Addiction
- Trying to ‘keep up’ with the online versions of ourselves that we present
The Social Impact of Social Media

Do the positive aspects of social media outweigh the negative aspects?

How can we ensure that our consumption of social media does not lead to these negative outcomes? Or can we?

Is self-monitoring effective? Can we enforce limitations on ourselves? Should limitations be enforced by someone else?