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The Social Media Revolution

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What is social media?

Social Media Landscape



- Any avenue which promotes and maintains the exchange of social information

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What is social media?

- Participation
 - Encourages contributions and feedback from everyone who is interested
- Openness
 - Encourages voting, feedback, comments and sharing of information.
 - Rarely any barriers to accessing and making use of content
 - Password protected content is frowned on

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What is social media?

- Conversation
 - Whereas tradition media is “broadcast,” social media is conversational, two-way
- Community
 - Allows communities to form quickly and easily around common interests
- Connectedness
 - Thrive via links and combining different kinds of media in one place

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Most Common Types

- Blogs
 - Online journals
- Social networks
 - Allow users to build personal websites, then connect to friends
- Content communities (folskonomies)
 - Organize and share particular kinds of content
- Wikis
 - Allows people to add content or edit information on them, acting as a communal document or database
- Podcasts
 - Audio and video files available for upload

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Most Popular Social Media Sites

Social Media Site	Approximate number of users
Skype	560 million
Facebook	515 million
Tencent.com	485 million
MySpace	185 million
Twitter	175 million
Photobucket	100 million
eHarmony	20 million/191 countries/236 marriages per day in US
Wikipedia	13.4 million
YouTube	2 billion videos uploaded daily/ 24 hours video footage uploaded every minute


<http://socialnomics.net/>

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Twitter 


- Allows users to share thoughts throughout the day with members of a special group
 - Use of hashtags (#nursing, #radiology)
 - Limited to 140 characters
 - Meant for consumption by several people at once

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Facebook 

- Created in 2004
- Allows users to create individual page
 - Post likes and dislikes
 - Running commentary
 - Pictures
 - Keep up with friends

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Facebook 

- Over 500 million followers
 - Over 50% of active users log in daily
 - Facebook estimates individuals spend over 700 billion minutes per month on its website
- 76% of parents friend their teens of Facebook. 29% of these teens immediately prefer to unfriend.

<http://socialnomics.net/>

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MySpace



- Created in 2003
- Same premise as Facebook
- In 2007, MySpace had more U.S. web users than Google

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Photobucket




- Website allows users to upload photos
- Multiple photography competitions
- Users “vote” for favorite photo
- Option to share, comment on photos

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You Tube

- Created in 2005 by former PayPal employees
- Anyone can upload a video
- Estimated 24 hours of video footage uploaded every minute
- Up to ¼ of participants are outside the U.S.



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I wonder if Google disagrees?

- Google search
- Google scholar
- Google maps
- Google earth
- Google Lively
- Google Wave
- Google Android
- Google blog
- Google mail



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And even more Google...

- Google Chrome
 - offer free Gogo Inflight Wi-Fi on every domestic flight from November 20, 2010 through January 2, 2011.


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Uses of Social Media

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Instant Information


- Instant access to scholarly (and not so scholarly) information



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Instant Feedback

- Companies like ChaCha allow users to text a question
- A "real life" person responds with an answer



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Simulations



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Raise Money!




Musical artists volunteered to be "digitally dead" with no tweets or Facebook postings until money was raised to fight HIV/AIDS in Africa

<http://TheDailyPost.com/2014/04/14/>

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Stay Connected!

- Some educational programs are using Twitter and Facebook to stay in touch with current students and alumni



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Disadvantages of social media

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Lack of Attention



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Cyber bullying



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Privacy