cisc3650 human-computer interaction spring 2012 lecture # V.2 social media challenges

topics:

• social media challenges

references:

• Users of the world, unite! The challenges and opportunities of Social Media, by Andreas M. Kaplan and Michael Haenlein, Business Horizons, volume 53, pp59-68, 2010.

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technologies and philosophies

• Web 2.0

- refers to collaboratively created content e.g., blogs, wikis
- requires technologies including:
- * Flash
- * RSS (really simple syndication)
- * AJAX (Asynchronous JavaScript and XML)
- User Generated Content (UGC)

- requirements:

- * must be published on a publicly accessible site or social media site by a select group of people
- * must show some amount of creative effort
- \ast must be created outside professional "routines and practices"

grip of social media • social media has massive use • example statistics from January 2009: - Facebook: 175 million users - YouTube: 10 hours of content uploaded per minute - Flickr: 3 billion photos posted consequences: - companies do not have exclusive control of their (online) image any more • quick history: - 1979: Usenet started by students at Duke; allowed internet users to post public messages - 1998: Open Diary; allowed users to post diaries online; one user coined the term blog, which was short for "web log"; also referred to as "we blog" - 2003: MySpace started - 2004: Facebook started cisc3650-spring2012-sklar-lecV.2

- excludes:
 - * email, instant messages (not publicly accessible)
 - * replication of existing content (no creative effort)
 - * commercial/marketing content (not outside professional practices)

definition:

"Social Media is 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."

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key elements of social media analysis

media research

- social presence

- \ast media differ in the degree of communication between two people regarding acoustic, visual and/or physical content
- \ast media differ in the amount of intimacy and immediacy facilitated
 - \cdot intimacy \Rightarrow mediated vs interpersonal (non-mediated)
 - \cdot immediacy \Rightarrow synchronous (turn-taking) vs asynchronous (no time/coordination constraints)
- * together these influence social presence
- \ast social presence is lower for mediated, asynchronous content; higher for interpersonal, synchronous content
- \ast increased social presence \Rightarrow increased influence between people communicating using social media

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classification of social media

		social presence / media richness		
		low	medium	high
			social	virtual
self-	high	blogs	networking	social
presentation			sites	worlds
/ self-		collaborative	content	virtual
disclosure	low	projects	communities	game
				worlds

- media richness
 - * amount of information transmitted over time
 - * not just bandwidth
 - * e.g., "a picture is worth a thousand words" a picture file may be bigger than a text description and take longer to transmit, but the content/message may be richer
- the purpose of communication is to resolve ambiguity and reduce uncertainty
- social processes
 - self-presentation
 - \ast to control other people's impressions of yourself
 - \ast to create an image (in cyberspace) that is consistent with one's personal identity
 - self-disclosure
 - * means of self-presentation
 - * revelation (conscious or otherwise) of personal information (e.g., thoughts, feelings, preferences)

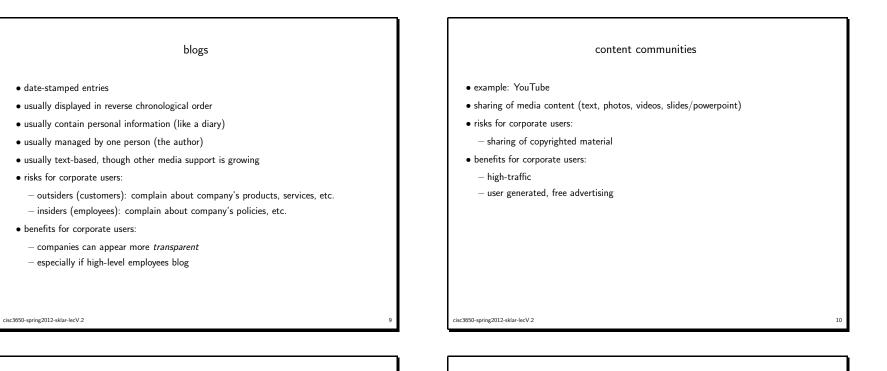
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collaborative projects

examples:

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- Wikipedia: collaborative content
- Yelp: social bookmarking of links and ratings
- most democratic instantiation of user generated content
- fuzzy definition of "truth": what is really true versus what most people believe to be true...



social networking sites

- example: Facebook
- enable users to connect directly to share personal information (profile, email, photos, instant messages, etc.)
- most recent trends (as of 2010 when article was published):
 - "branding" by companies (e.g., having a corporate Facebook page)
 - games
 - virtual merchandising transitioning to real merchandise (e.g., florist's Facebook page allows sending of virtual flowers and sending of real flowers)

virtual worlds				
 users inhabit (typically) 3-dimensional virtual world and interact with each other corporate involvement: product placement inside virtual world and the reverse: using the virtual world in a real-world ad 				
• two types:				
 virtual game world example: World of Warcraft MMORPG: massively multiplayer online role-playing game games have strict rules of behavior and pre-defined goals on web and on game consoles virtual social world example: Second Life freer setting than games (no fixed rules of play) users create content can use virtual currency (so users can buy things) 				
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recommendations for companies using social media

- remember: it changes rapidly!
- choose carefully
 - choose which social media outlets to participate in based on target audience and where they "hang out" online
- pick the app or make your own
 - "make" or "buy" question
 - $-\operatorname{don't}$ reinvent the wheel—as long as the appropriate "wheel" exists
- ensure activity alignment
 - if using multiple media outlines/activities, make sure they align with each other
 - communication should resolve ambiguity and confusion, not create it—so be careful when communicating on multiple channels to be consistent
- media plan integration
 - as above, align not only content within social media, but also content between social media channels and traditional media channels (e.g., print ads)

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the future of social media

- largely centered around mobile devices
- Mobile Web 2.0
- Twitter
- location-based applications

- access for all
 - make sure target audience has access to the chosen media outlet(s)
 - e.g., some companies block some sites to keep employees focused on work
 - orchestrate access and roles of employees with respect to company's social media $\ensuremath{\mathsf{presence}}$
- five points about being social:
 - be active (up to date)
 - be interesting (not boring)
 - be humble (others spend more time on social media than you!)
 - $-\mbox{ be unprofessional (blend in with non-professionals)}$
 - be honest

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