Social Media

EVOLUTION or REVOLUTION?

This is a revised version of Alex’s presentation posted on SLIDEShare
Media Landscape
1. Media Proliferation

Today, media is fragmented

- 13,500 radio stations (4,400 in 1960)
- 17,300 magazine titles (8,400 in 1960)
- 82.4 TV channels per home (5.7 in 1960)

And the Web:
- Millions of sites
- Billions of pages

Source: “Left Brain Marketing,” Forrester Research (April 2004);
Source: Darwin Day Conference, Google
2. Access Proliferation

- Video games
- Email
- XBox LIVE
- Websites
- IM
- Search

- Radio
- DVD
- Ring Tones
- TV
- Blogs
- Magazines

- Satellite Radio
- TiVo (Starhub PVR)
- Video On-Demand
- Newspapers
- Podcasting
- Cell Phone

Source: Darwin Day Conference, Google
Digitization of Media

Source: Darwin Day Conference, Google
The User is creating
The User is selecting Time Shift technology

Source: http://www.iirusa.com/upload/wysiwyg/M1805/IIR_M1805_Seaton.pdf
The User is changing

Source: http://www.iirusa.com/upload/wysiwyg/M1805/IIR_M1805_Seaton.pdf
As a result

“The Internet became a place where people could talk to other people without constraint. Without filters or censorship or official sanction — and perhaps most significantly, without advertising”

“Don't talk to us as if you've forgotten how to speak. Don't make us feel small. Remind us to be larger. Get a little of that human touch.”

Cluetrain Manifesto
Media Scales

Source: http://darmano.typepad.com/logic_emotion/files/logic_emotion.ppt
Users control the online environment. Internet cannot exist without people. The people IS Internet
The birth of Generation C

Connected
Creativity
Content
Conversation

Cash
Co-Creators
Control

Consumer 2.0
Community
Creative Class
Channel
Communicate
User Touch Points

Blog Sites
- Reads his friend's postings

Music Sites
- Reads up on new CD releases
- Downloads Songs

Movie Sites
- Buys tickets online

Sports Sites
- Gets the latest updates on favorite teams

Gaming Sites
- Looks for information about NASCAR games

Google.com
- Searches for "what's cool"

Source: Darwin Day Conference, Google
Social Media 1.0
Social Media’s Timeline

1971: Email
1979: Usenet
1984: Listservs
1988: IRC
1991: Personal Web Sites
Discussion Groups
Chat
1995: 1st Social Networking Site
Clasmates.com
1998 - 2004: Blogs
Podcast
Wikis
2005 and beyond>>
Web 2.0 apps and User-generated content take over

Source: http://www.prworks.ca/wp-content/socialmedia.ppt
Growth of social media

FeedBurner-Managed Podcast and Videocast Feeds

Jan-05: 1,671
Feb-05: 2,545
Mar-05: 3,879
Apr-05: 5,227
May-05: 6,717
Jun-05: 8,672
Jul-05: 12,502
Aug-05: 15,700
Sep-05: 19,104
Oct-05: 23,091
Nov-05: 27,217
Dec-05: 31,167
Jan-06: 35,132
Feb-06: 39,857
Mar-06: 44,889
What is social media?

Social media describes the online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other (Wikipedia 2007)
They share one or more characteristics
Getting from me to them

Getting Involved:
- online communities
- message boards
- e-mail lists
- comments on blogs
- industry sites
Visualizing the social network

Enabled through platforms such as blogs, media sharing, feeds, communities, mobile technology etc.—people are meeting, connecting, organizing, sharing, and collaborating in unprecedented fashion.
I post on blogs and BBS because I can express myself to millions of people at once. I like the rush, and I feel empowered.
"I believe the bloggers and their ideas. They are my friends and will tell me the truth, unlike advertisements."

Source: http://china.seekingalpha.com/article/30979
Why We Love Twitter

Twitter Mania has swept across the newly dubbed “Twitterati” with events like SXSW, evolving the service into a “real time” communication platform fueled by “bursts” of digital shorthand. Fad or fact, Twitter has changed how some people connect, communicate and inform.

1. Conversation Made Easy
   Unlike virtual worlds and even blogging, signing up with and using Twitter is incredibly rapid and takes a relatively low time investment. The service isn’t very complex and only supports a handful of features. Getting started and even using “Twidgets” is easy.

2. Simplicity and Mobility
   “Twitters” or shorthand communications can be sent and received via PC and mobile devices. Mobility is making Twitter a powerful tool allowing extended groups of “friends” to stay in touch while away from their PC’s.

3. No Right Way To Use it
   Some Twitter fans only want to share “what they are doing”, others want to “chat” with each other and swap links. There’s really no wrong or right way to use the service, and it’s part of the appeal.
Opportunities for Business

INTERACTIVE

“Tell us what you think of what we tell you”
Examples: nytimes.com, cnn.com

Publisher/broadcaster

Big media buys for display advertising in heavily trafficked site

$ $ $ 

Newspaper Magazines Web Video

Smaller, targeted media buys for contextual advertising in less trafficked parts of the site

$ $ $ $ 

Forums Comments Ratings

Passive readers/audience

Source: www.managementinnovationgroup.com/docs/MIG_Social_Media_Poster.pdf
The Evolution

Social Media
“Tell each other”
Examples: Wikipedia, Slashdot, Ohmynews

Collaborative Publications

Pay for less
Revenue Share

Smaller, targeted media buys for contextual advertising

Co-creators

Passive readers/audience

Source: www.managementinnovationgroup.com/docs/MIG_Social_Media_Poster.pdf
The new paradigm

Attention — Engagement
Different levels of engagement

**Belonging**
Having sense of shared values and common experience,

**Identification**
Most basic level of engagement

**Commitment**
People who are passionate enough to devote lot of time and/ or money

Source: The Henley Centre/ Redwood 2003
Knowledge sharing

Chatting and storytelling
Virtual chat rooms and communities
Combining visual and verbal information
Sensemaking
Organizational memory systems
Questions

How to analyze social media?

What other features might you include in social media to improve communication, collaboration, engagement, and/or fun?