

social media - mobile media

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social

What is social media?

New platforms of communication providing user generated content and ways for reflecting any kind of information.

“Social media is the media we use to be social. That’s it.”

“Social media is only a new set of tools, new technology that allows us to more efficiently connect and build relationships with our customers and prospects. It’s doing what the telephone, direct mail, print advertising, radio, television, and billboards did for us up until now. But social media is exponentially more effective”

-Lon Safko / Social Media bible

What is social media?

Producing content: share your expertise and personals and provide them on your own "stream / channel"

Consuming content: **tune in** to your channels and start receiving content

"Mediated communication": communicate through existing media: *rate, like, share, comment, review, rank, reproduce*

→ Amazon.com, Facebook: integrated like, embedded social functionalities in portals

What is social media?

CATEGORIES [Safko: Social Media Bible]

1. Social networking: **MySpace, LinkedIn, Facebook**
2. Publish: **Wikis, Forums, Blogs, Web pages, Drupal, Joomla, Wikipedia**
3. Photo sharing
4. Audio
5. Video: **Flickr, Podcasts, YouTube**
6. Microblogging: **Twitter, Status.net, Yammer**
7. Livecasting: **Live radio, video**
8. Virtual worlds: **Second Life**
9. Gaming: **MMORPH: Massively Multiplayer Online Role-Playing Game**
10. Productivity: **Google Docs, Gmail**
11. Aggregators
12. RSS: **Reddit, Google Reader [PRODUCING CONSUMING FEEDS]**
13. Search: **Search engines**
14. Mobile: **Mobile apps**

What is social media?

CATEGORIES of Social Media Sites

BROAD CLASSIFICATION [saying: everthing is social]

3. Photo sharing
4. Audio
5. Video: **Flickr, Podcasts, YouTube**
6. Microblogging: **Twitter, Status.net, Yammer**
7. Livcasting: **Live radio, video**

MOBILE NOT YET HERE [Iphone, Ipad, Android tabs, Android phones with thousands of social & mobile apps]

12. Search: **Search engines**

(SOCIAL MEDIA not identical with the WEB)

What is social media?

[Traditional] media

VS

Social media

+editorial content

+commercial

+predefined publishing cycle
(what has happened)

+“quality” content
(to be sold)

+concentrate

+user-generated content

+public + ads

+instant, what is going on
now?

+any kind of content
(how to polish?)

+glance & tag,like,share

What is social media?

Private communication **VS** **Social media**

[private channel: email, phone]

+one-to-one

+recipient explicitly known

+private

+content: anything

+one-to-many / anybody

+recipient predefined /
unknown

+public, no undo

+positive, non-offending

Facebook, Twitter, Google+, Flickr, 4square, LinkedIn, Pinterest

Social media is onymous!

- (something) having a name
- author revealing her own name / identity
- onymous: [as opposite for an|onymous]

Why onymous?

check?

community, fame, reputation

Social media: case Facebook

Facebook: being personal with friends' (governmental issues / 1)



The image shows a screenshot of Barack Obama's Facebook profile. On the left is a large profile picture of Barack Obama in a suit. Below it is the URL www.whitehouse.gov and a "Become a Supporter" button. Further down are links for "Add to my Page's Favorites" and "View Updates". A bio section states: "President Barack Obama is the 44th President of the United States of America." Below that is an "Information" section with "Current Office" listed as "Office: President of the United States".

The main content area shows three posts:

- Post 1:** A post by Barack Obama with a photo of a rotary phone. The text reads: "Organizing for America | Tell Congress to Support President Obama's Budget" with source my.barackobama.com. The text continues: "Call your elected representatives and tell them to support President Obama's budget. It's a bold plan that confronts the long-term threats to our prosperity and builds a new foundation for economic growth by investing in energy, health care, and education." The post is dated "March 26 at 1:25pm" and has 34,171 likes.
- Post 2:** A post by Barack Obama with a video thumbnail. The text reads: "The White House is inviting you to post your questions on the economy and vote on submissions from others. The President will answer some of the most popular in an online town hall on Thursday. Submit your questions at <http://www.whitehouse.gov/OpenForQuestions/>" and "Open for Questions: President Obama Answers Your Questions" with a length of 1:27. The post is dated "March 24 at 7:18pm" and has 45,540 likes.
- Post 3:** A post by Barack Obama with a video thumbnail. The text reads: "3/21/09: Your Weekly Address" with source www.youtube.com.



facebook®

Facebook: Finnish police (governmental issues / 2)

The screenshot shows the Facebook interface for the Finnish Police page. At the top, the Facebook logo is on the left, and login fields for 'Sähköposti' (Email) and 'Salasana' (Password) are on the right, with a 'Kirjaudu sisään' (Log In) button. Below the login fields are links for 'Pidä minut sisäänkirjautuneena' (Keep me logged in) and 'Unohditko salasanasasi?' (Forgot your password?). A green banner reads 'Rekisteröidy Facebookin avulla pidät yhteyttä elämäsi ihmisiin ja jaat tietoja heidän kanssaan.' (Register with Facebook to stay connected with the people in your life and share information with them.)

The page header for 'Suomen poliisi' (Finnish Police) includes the name, a 'Tykkää' (Like) button, and the description 'Julkishallinnollinen organisaatio' (Public administration organization). Below this is a row of five images: a reindeer, a person with a shopping cart, a police car, a person in a blue uniform, and a sunset over water.

The main content area features a post titled 'Suomen poliisi' with the text: 'Toimiiko suomalainen rikospaikkatutkinta samalla tavalla kuin amerikkalaisissa tv-sarjoissa? Minkälaisia rikosentekovälineitä Isontalon Antti ja Rannanjärvi käyttivät henkrikosta tehdessään? Poliisin päivän -arvonnan voittajalle avataan ovet Keskusrikospoliisin Rikostekniseen laboratorioon ja Rikosmuseon Vantaalle. Hae kortti poliisilaitokselta ja osallistu kilpailuun. Lue lisää <http://www.poliisinpaiva.fi/>

Below the text is a small image of a blue and white tent with 'POLIISIN PÄIVÄ' and 'TERVEYYS' written on it. To the right of the image is the text: 'poliisinpaiva www.poliisinpaiva.fi
Suomalainen poliisi näkyy arkisessa työssään huolehtimassa yleisestä järjestyksestä ja turvallisuudesta 24/7 eli kellon ympäri jokaisena vuoden päivänä. Poliisin päivänä 3.9.2011 poliisi on tavoitettavissa kiireettä kävelykaduilla,

The left sidebar contains a 'POLIISI' header, a 'Seinä' (Wall) section with links for 'Tiedot' (Info), 'Kuvat' (Photos), 'Tapahtumat' (Events), and 'Keskustelut' (Discussions), and a 'Tietoja' (About) section with the text: 'Taatatietoja poliisin Facebook-sivuista www.poliisi.fi/virtuaalinenlahpo... Lisää' (Add more).

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Facebook [statistics](#)

955 million users [2012/July]

(2011: 750, 2010: 500, 2009: 350, 2008: 100)

More: <http://www.socialbakers.com/>

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, set against a dark blue rectangular background.

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Facebook: how to process data (2010)?

How to process the data?

<http://hadoopblog.blogspot.com/2010/05/facebook-has-worlds-largest-hadoop.html>

- Storage: 21 Petabytes

[1 Petabyte = 1000 Terabytes = 1'000'000 Gigabytes]

- 2000 machines
 - 32GB RAM in each → 64'000 GB RAM in total
 - $1200 * 8 + 800 * 16 = 22400$ cores in total

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook: why data processing?

- Near real time communication (publish-subscribe) of 0,9 billion users
- Huge amount of data
- Advertisement: statistics, clickrate, association of ads to user accounts
 - revenue model

Facebook: criticism

- Not easy to manage privacy
 - Embedded facebook (like, share), authentication, why not?
- No way out, history remains
[<http://www.facebook.com/help/?page=189165357807678>]
- Web identity, the positive shade of ourselves (changes our behavior)
- It affects too much in our daily life?

<http://www.facebook.com/legal/terms>

Other privacy concerns: [Google](#) *

Google Chrome (browser)

Android

Google+

Web search

Google books

Google checkout (purchases)

Google docs

Google calendar

Google maps + latitude

Youtube

Google knows you → business based on advertisement (Google ads)

mobile

Mobile devices

- Handheld / carryable devices
 - Smartphones
 - Tablets
 - (+ some other)
- Touch screen + buttons
- Full of sensors

Mobile devices (phones / scale)

Shipments / 2011

Nokia: 417 millions (smartphones: 77,3)

Apple: 93,2 millions

Android phones: 237,7

“According to estimates by [The ITU](#) (2011), there are 1.2 billion active mobile-broadband subscriptions in the world. That is 17 percent of the global population.”

<http://www.itu.int/ITU-D/ict/facts/2011/material/ICTFactsFigures2011.pdf>

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats#phone-shipments>

Mobile devices (tablets / scale)

2011 (estimated):

Apple Ipad 37,9 millions (61%)

Android 19,2+ millions (31% +)

Mobile media

- Personal device
 - always with us
- Online 24/7: receiving data
 - Extending our (physical) capabilities
- Interaction with physical and social environment
 - Receiving social messages
 - Sending social messages
 - Receiving information surrounding us
 - Sending information surrounding us?

Mobile media

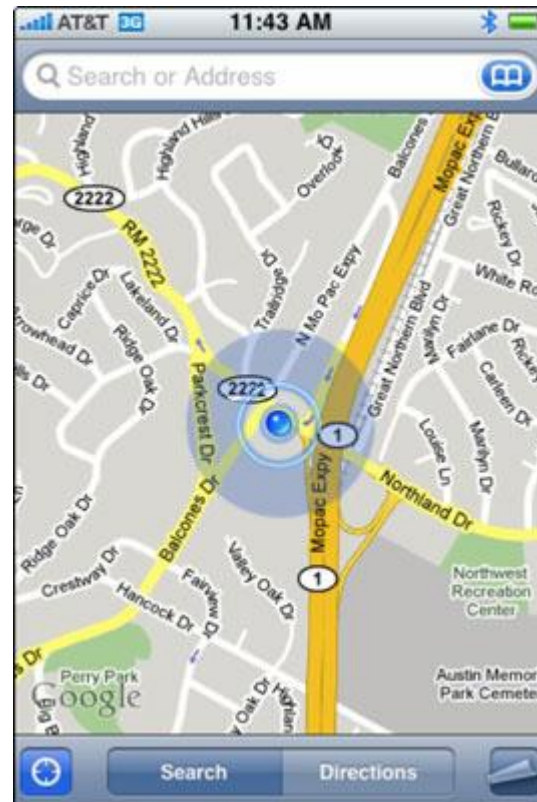
- Presence
 - in WWW
 - In real life

Social media in surrounding physical environment?

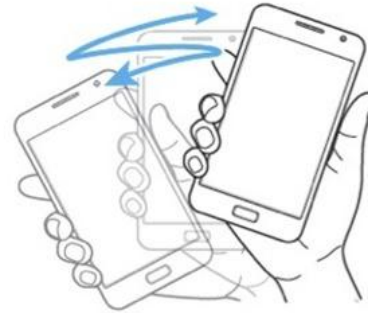
Mobile media / sensors

- Devices are full of sensors
- Helping us in daily social activities
- New ways of interaction

Sensors (1): GPS for positioning



Sensors (2): gyroscope, accelerometer for movements



Glasses-free monocular 3D.



iOS: i3d



iOS: night sky

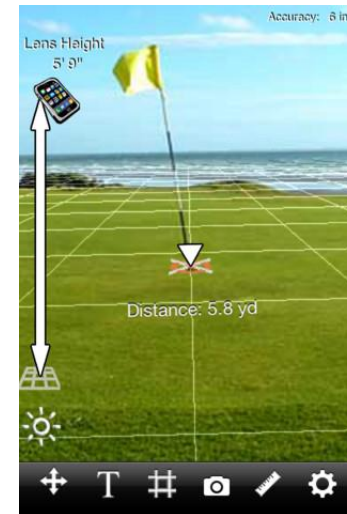
Sensors (3): camera / 1



qr-codes



augmented reality



EasyMeasure

Sensors (3): camera / 2: facial puppetry (face recognition)



<http://vimeo.com/26193010>

Sensors (4): physical presence / distance

- Bluetooth 4.0 / BT-LE
 - fast data transmission between devices
 - indoor navigation?
 - “social networks in physical environment”
 - iOS6 / iPhone5, Motorola Razr**
- NFC
 - Near-field communication
 - Mobile wallet / payments, touching with device

Mobile future

- 4G: fast mobile connections
- Indoor navigation, [Google](#), [Nokia](#)
- Bluetooth 4!
- New user interfaces ([Google Glass](#))
- Augmented physical experience
- Embedded, wearable devices

Social + Mobile = ?