



SOCIAL MEDIA MATTERS: SHOWING UP ONLINE AS WELL AS ONTIME

Julia Gelfand
**Applied Sciences, Engineering &
Public Health Librarian**
University of California, Irvine, USA
jgelfand@uci.edu

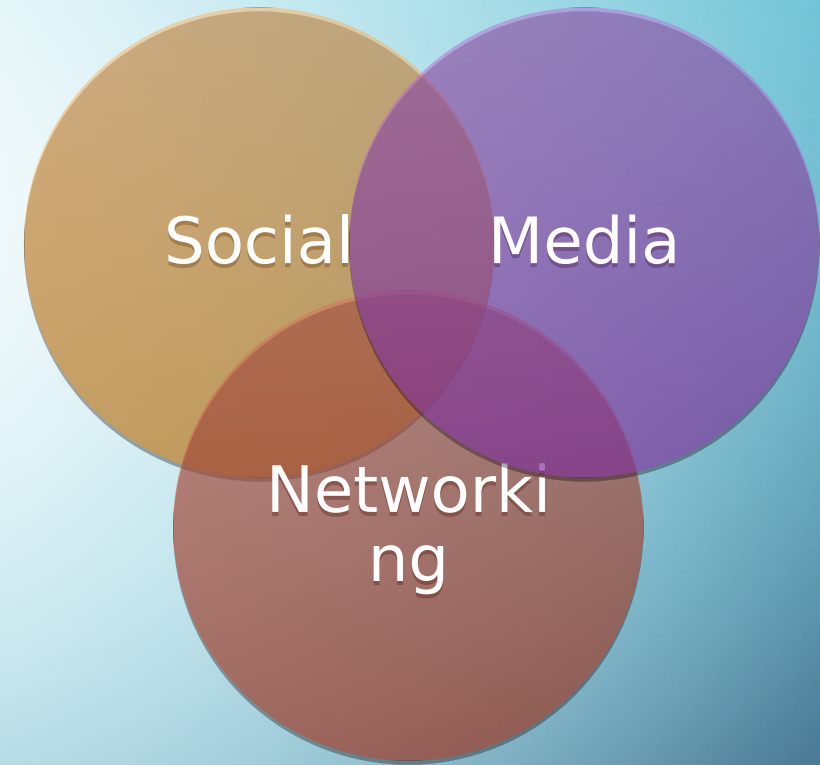
Anthony (Tony) Lin
**Coordinator of Reference &
Collections**
Irvine Valley College, Irvine, CA, USA
alin@ivc.edu

19TH INTERNATIONAL CONFERENCE ON GREY LITERATURE
ROME, ITALY
OCTOBER 23-24, 2017



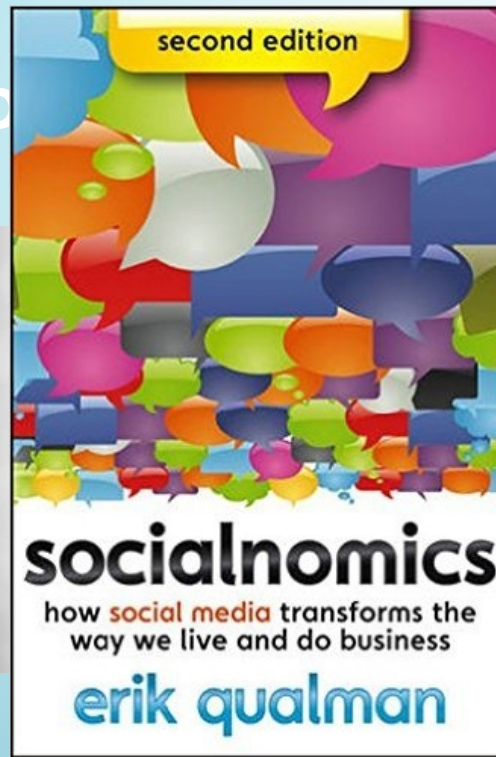
INTRODUCTION

- Definition
- Chronology
- Social + Media + Networking
- Mobile Device Internet Usage Outpacing All Other Mediums
- Power & Reach of the Smartphone
- Engagement & Interaction



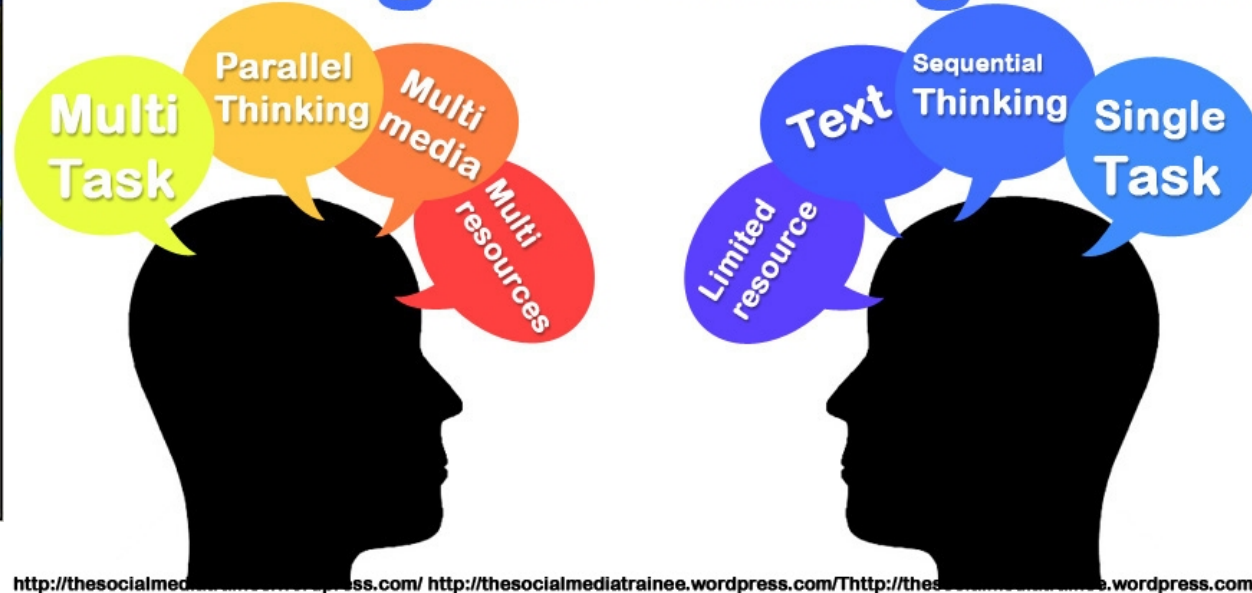
NEW LANDSCAPE

FAKE NEWS



Digital Native

Digital Immigrants

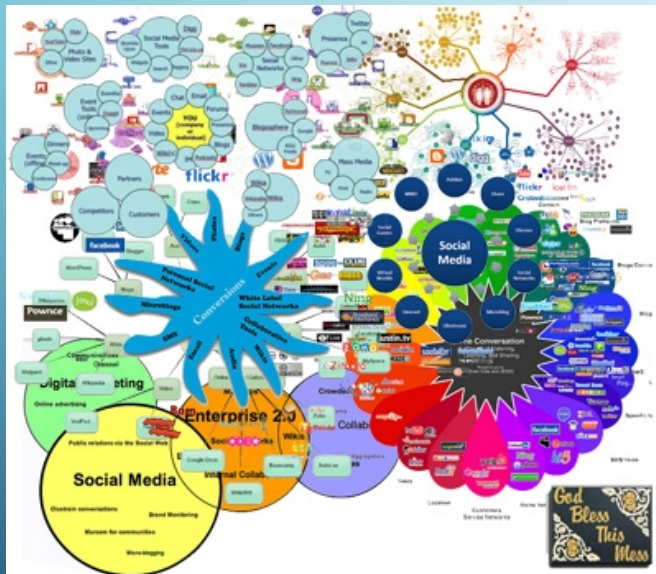


<http://thesocialmediatraining.com/> <http://thesocialmediatraining.wordpress.com/> <http://thesocialmediatraining.wordpress.com/>

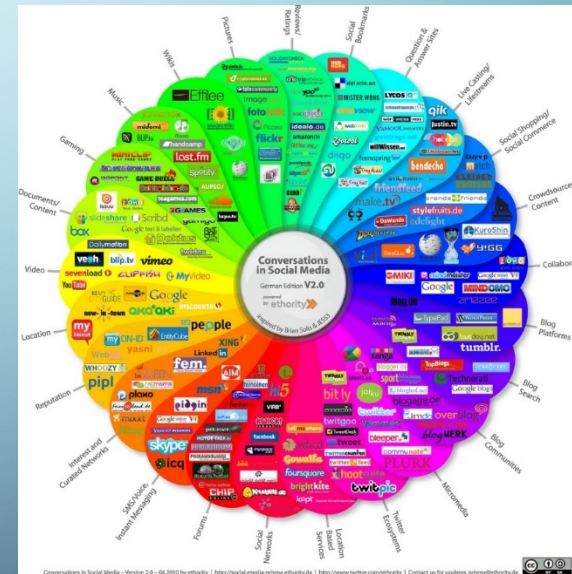


SOCIAL MESS VS. SOCIAL ORGANIZATION

REALITY



OUR VISION OF SOCIAL MEDIA



Sources: tjcnyc.com and Brandingvaluenow.com

POWERS OF SOCIAL MEDIA

SOCIAL NETWORKING FOR JOBSEEKERS

88%

OF ALL JOBSEEKERS HAVE AT LEAST ONE SOCIAL NETWORKING PROFILE

23%

OF JOBSEEKERS HAVE BEEN ASKED FOR SOCIAL MEDIA INFO IN A JOB INTERVIEW

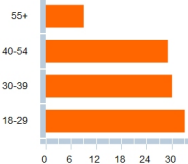
61%

OF JOBSEEKERS SAY FINDING A JOB'S GOTTEN HARDER IN THE PAST YEAR

f Who are the jobseekers on Facebook?



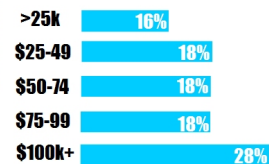
AGE:



t Who are the jobseekers on Twitter?



Income:



in Who are the jobseekers on LinkedIn?



38%
Of jobseekers use LinkedIn to help find work

INFORMATION COURTESY OF JOBVITE.COM



Majority of our daily media interactions are screen based



Social Media Explained

WITH HEALTHCARE

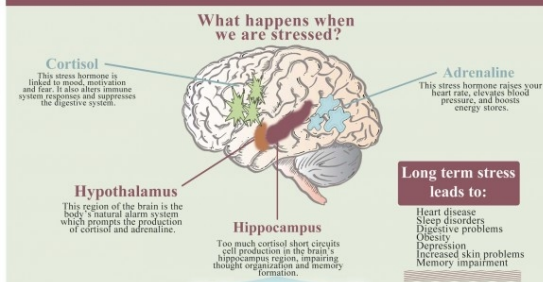
- f I like my local hospital.
- t I have a question about my bill from the #hospital.
- in I work at a hospital.
- YouTube Watch a video of doctors operating at the hospital.
- Instagram Here is a vintage picture of the hospital emergency room.
- g+ I am a hospital hoping to improve my search rankings.
- p This is a collection of pictures of state-of-the-art hospitals.
- ✓ I am at the hospital.
- yelp I think this hospital is the greatest and I'm going to tell the world.
- meetup Let's get together at the hospital.
- Q What do you think about this hospital?



The HAPPINESS EFFECT

By APAGE

How Exercise Makes You Happy



<p>Brain derived neurotrophic factor (BDNF)</p> <p>BDNF protects the brain from emotional disorders and repairs damage from stress and depression.</p>	<p>Norepinephrine</p> <p>This neurotransmitter works with dopamine as a "feel good" mood boosting chemical. It is also critical in the decision making process.</p>
<p>GABA</p> <p>Exercise lowers stress levels, which triggers the release of this calming neurotransmitter. Frequent boosts of GABA builds immunity to stress, enhancing your ability to take on life's challenges.</p>	<p>Antibodies</p> <p>Both exercise and happiness increase antibody production. Antibodies are special proteins produced by the immune system to help fight viruses, bacteria, and diseases.</p>
<p>Endocannabinoids</p> <p>These natural chemical compounds play a role in processing appetite, pain sensation, mood, and memory. They are very closely related to the active ingredients of the cannabis plant.</p>	<p>Dopamine</p> <p>This neurotransmitter is a "feel good" mood boosting chemical. It also controls the brain's reward and pleasure center and is responsible for feelings of relaxation and euphoria.</p>
<p>Endorphins</p> <p>Endorphins usually get most of the credit for feelings of euphoria, but they play only a small part in the exercise-induced rush. These pain fighting peptides increase with as little as 20 minutes of exercise.</p>	<p>Serotonin</p> <p>This neurotransmitter is responsible for feelings of serenity and hopefulness. Low levels are linked to depression. SSRI antidepressants increase these levels, and so does exercise.</p>

Be careful!

Intense exercise can weaken the immune system during the recovery period following the workout.

Did you know?

Working out on your lunch break can boost your productivity for up to 3 hours following a workout.

IMPACTS ON YOUTH – THE NEXT GENERATION

Dangers of Technology ADDICTION

importanceOfTech.com



THE HARD KNOCK LIFE OF AN INTERNET CROLL

LONG, GREASY HAIR
Who has time to cut their hair or shower when they're busy terrorizing online forum members?

PALE INDOOR COMPLEXION
Going outside is for people who fail at the Internet.

PERMA-WRINKLE BETWEEN BROWS
Brought on by being a combination of frustrated and focused all the time.

BAGS UNDER EYES
Sleepless nights are signs of diligent Internet trolling.

RED BULL CAN IN HAND
Access to the reserve of energy needed for firing off inflammatory comments.

THICK NECK
The carotid artery walls in the neck thicken with the stress of being right all the time.

SMALL SHARP TEETH
From gritting down chompers in fits of resentful anger.

BAD POSTURE
A natural effect of having to carry the weight of the ignorant Internet world upon one's shoulders.

WORN-DOWN CAPS LOCK BUTTON
Due to excessive Internet yelling.

WRIST BRACE
To fight off carpal tunnel syndrome.

BIG BELLY
Full of vitriol. And Cheetos.

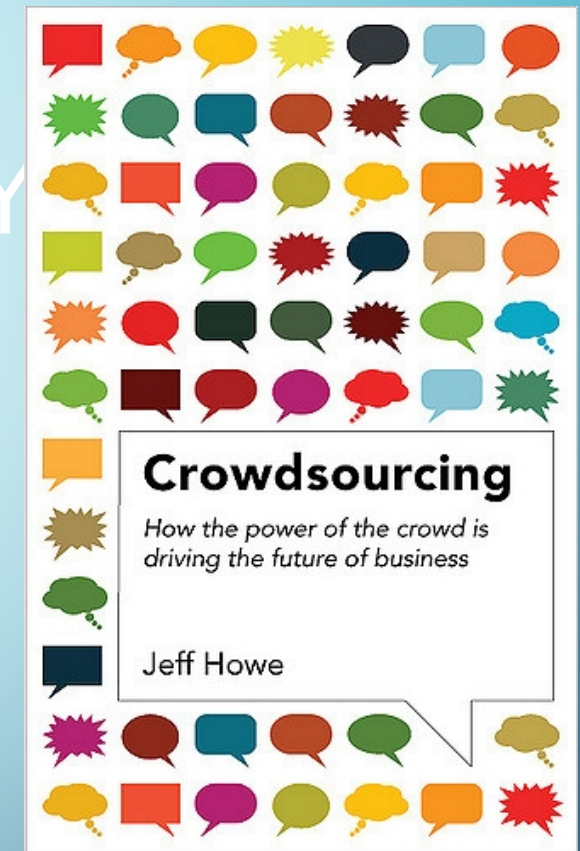
SWEAT PANTS
Jeans are just sooo restrictive.

CRUMB PILE
Taking your eyes off the screen while eating is a no-no, even if it means making a mess of Mother's 1970's carpet.

Satisfaction
www.getsatisfaction.com

CONDUCTING LIFE DIFFERENTLY

- New dependencies
 - Science – fact vs myth
 - Creative entrepreneurship
 - Self empowerment
- Fewer boundaries
- Less Reliance on traditional news - identified three primary types of motives for news sharing on social media: altruistic, social, and self-serving
- Crowdsourcing, rating, reviews



RECENT EMERGENCY RESPONSIVENESS – DIFFERENT EXAMPLES FROM AROUND THE WORLD

HURRICANES 1,2,3



EARTHQUAKES, VOLCANIC ERUPTIONS



COMFORTED BY TWEETS & POSTINGS... COMMUNICATIONS FROM HURRICANES HARVEY, IRMA, AND MARIA

 **Harris County PH**
@hcphtx

 Follow

ATTN: Due to pressure loss caused by #Harvey, Lake Forest Utility District is on a Boil Notice. The water is not safe to drink.

9:42 AM - Aug 29, 2017

9 368 112

 **Houston OEM**
@HoustonOEM

 Follow

Turner: The shelter at the @GRBCC has expanded. We are now beyond 9,000 there. We have identified large shelter locations.
#houstonflood

8:47 AM - Aug 29, 2017

2 38 31

●●● T-Mobile LTE 23:29 83%



Karla Tiburcio

29 mins · 🌐

Si estás en #PuertoRico y tienes internet pero no llamadas, me ofrezco para llamar a tu familia y avisar que estás bien. Manda inbox o comenta....

#MeUnoAyudar

Copia y pega.

If you're in #PuertoRico & still have wifi but not cell service, I volunteer to call your family & let them know you're safe. Inbox me or comment!

#Iwillhelp

Copy & share.

#PrayerstoPR 🇵🇷

#IsladelEncanto

#Home

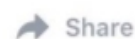
2 Shares



Like



Comment



Share



Richard Ogley @rogley8 · Sep 9

Need help for #IrmaHurricane #Irma #IrmaHurricane2017 #IrmaPrep

Need Rescuing From Irma?

Know someone who does? Tell us!

- CALL 911

- TWEET your street address and use #IrmaSOS

- FILL OUT this form: <http://bit.ly/irmarescue-requesthelp>

Text: 504 291 8222

Landline only? Call and leave a voicemail.

This line is NOT an emergency responder line. For emergencies CALL 911

@CrowdRescueHQ | CrowdRescueHQ.org | #IrmaSOS



LESSONS LEARNED – SOCIAL MEDIA MATTERS WHEN TIMES GET TOUGH

- Eliminates geographical barriers
- No time delay in transmission
- Simultaneous translation
- Serves all - demographically agnostic
- Identifies status of missing persons
- Tracking aid on the way
- Reliance on power to allow connectivity – charge phones; obtain cash from ATMs

STILL GREY & WHAT MATTERS NOW?

- Social media creates more expectations, thus change is new normal
- Smartphone optimization with integrated technologies is key to success of emergency responsiveness & bridges generation gaps
- Communication matters unifying family, bonding communities
- Television & news media rely upon social media from the public for frontline feeds
- Government services incorporating social media in delivery devoid of politics
- Challenges remain in organizing, retaining and managing social media output

спасибо 谢谢
GRACIAS
THANK YOU

ありがとうございました MERCI

DANKE धन्यवाद
شُكراً OBRIGADO

QUESTIONS?