

Social Networking: Product or Process and What Shade of Grey?

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Julia Cottland
University of California, Irvine
And
Anthony (Tony) Lin
Irvine Valley College



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Facebook valued at \$50 billion based on private market transaction.

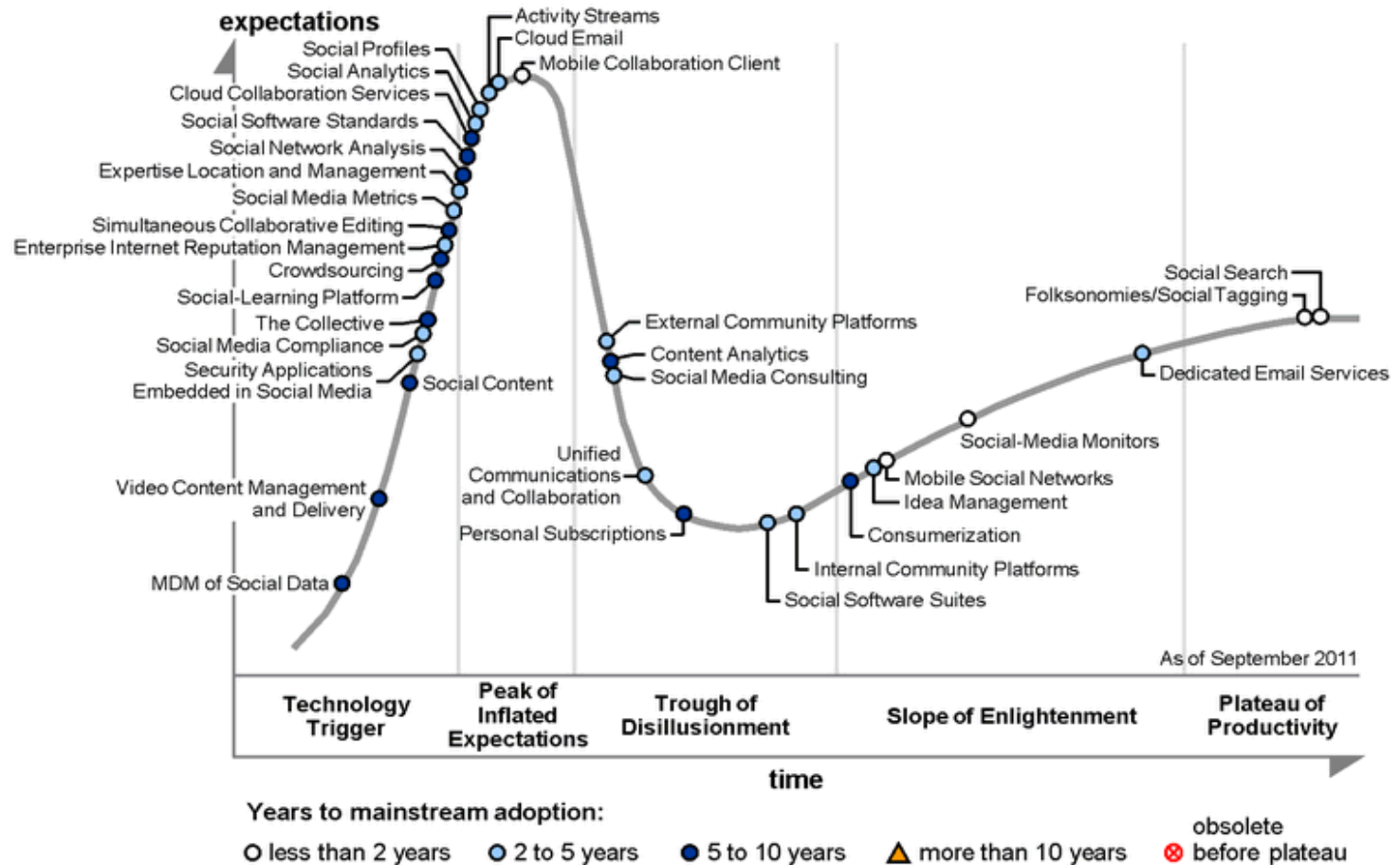


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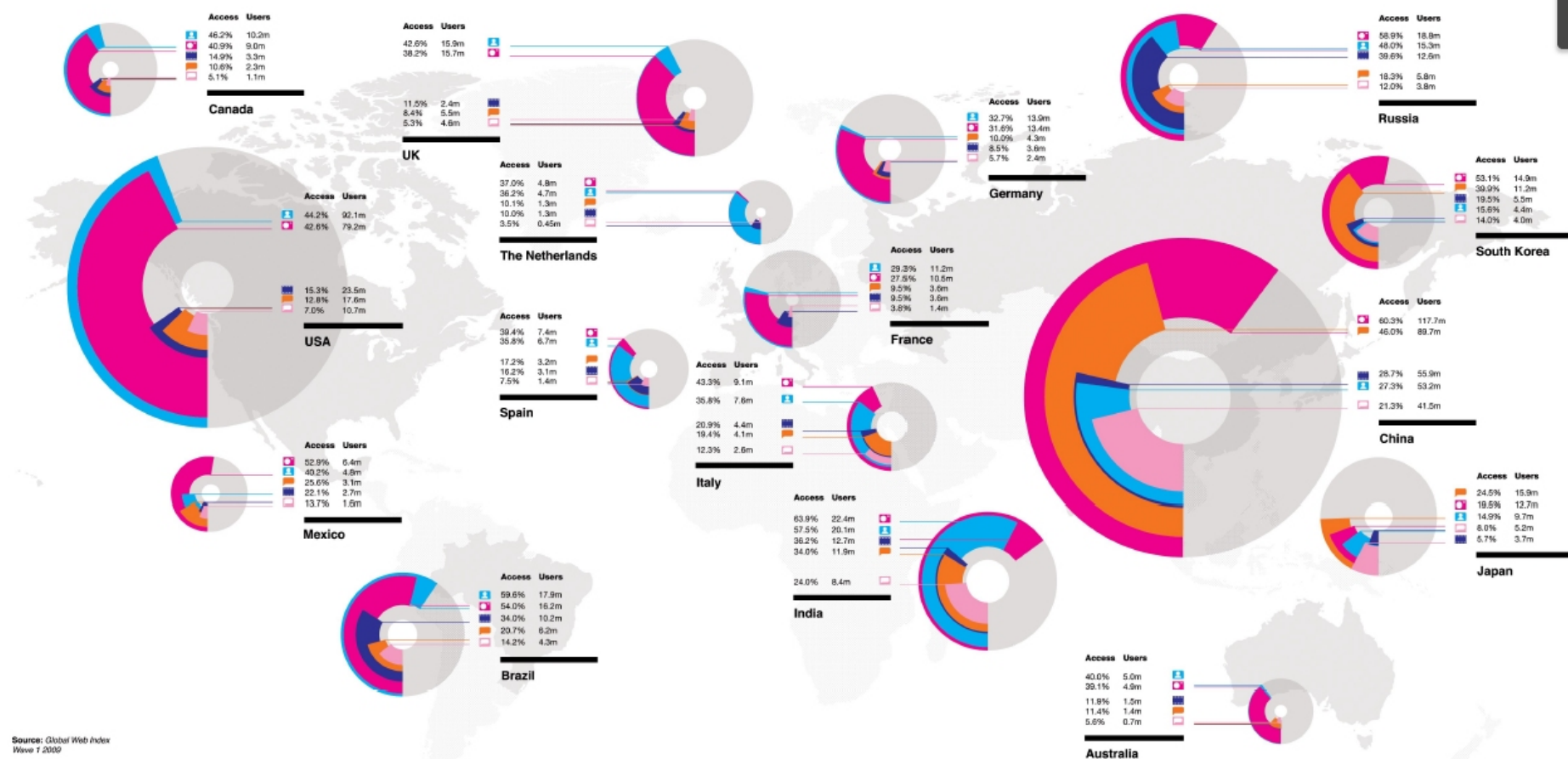
Source: Morrison | Forrester

Gartner Hype Cycle for Social Software

Hype Cycle for Social Software, 2011



Source: Gartner, September, 2011(captured October 30, 2011)



Source: Global Web Index
Wave 1 2009

Social Web Involvement



About the map

This map provides a global snapshot of active social web involvement by market. The charts show the percentages those who are active by each form of social involvement. The size of the arch's, represents the audience volume in millions. Visit globalwebindex.net to find the reasons behind the trends, how different demographics are involved, what motivates web users to get online and the quantification of how brands should be active in social media.

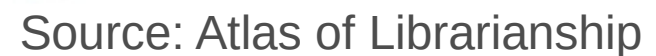
More about the study

We interview 32,000 web users in the 16 countries represented in this chart to provide a unique international perspective on web behaviour and social media involvement across the world. More importantly we explore the impact on consumer behaviour, the power of social communications and the role for brands. The Global Web Index was created by Trendstream in partnership with Lightspeed Research.

Find out more: globalwebindex.net / Follow us: @globalwebindex / Arrange a demonstration: globalwebindex@trendstream.net / www.globalwebindex.net

Global Web Index

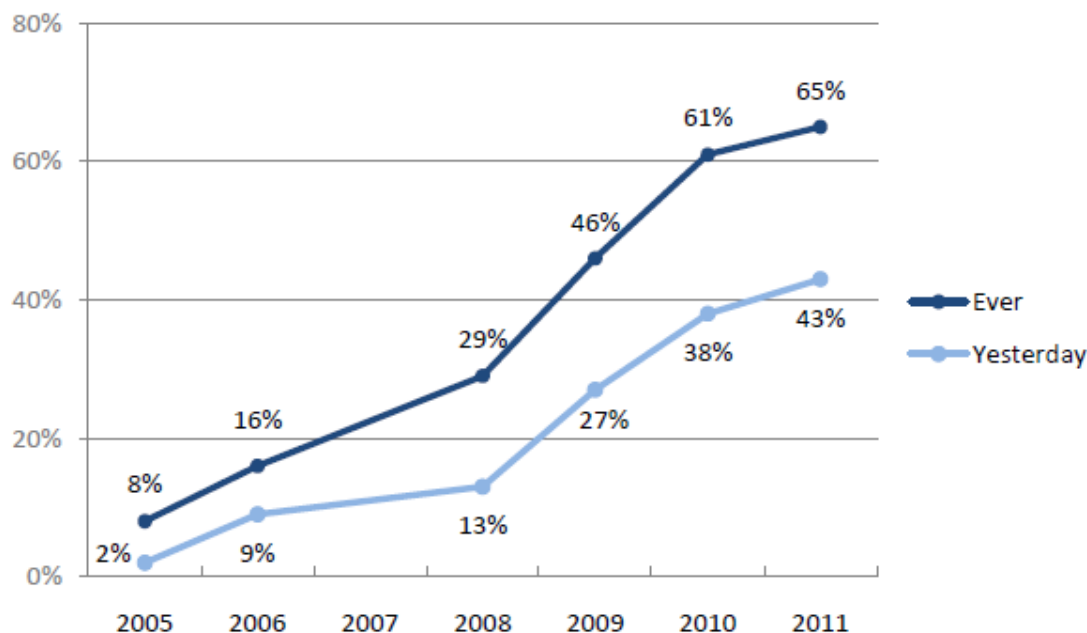
Source: Global Web Index



Social Network Use at All Time High

Social networking site use by online adults, 2005-2011

The percentage of all adult internet users who use social networking sites since 2005

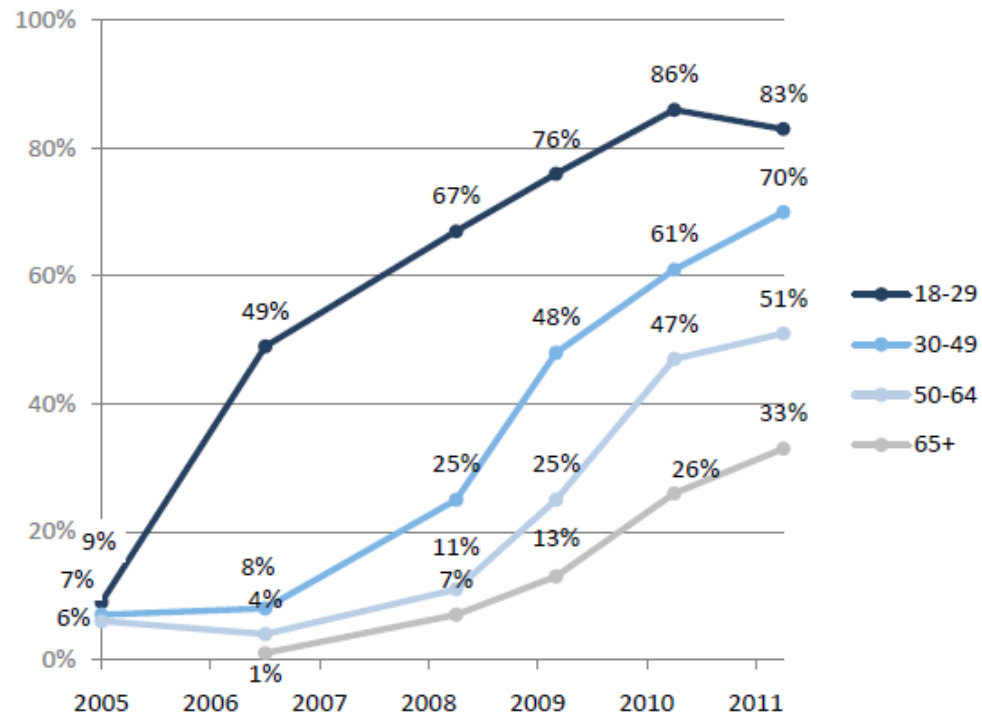


Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Social Network Use by Age Group

Social networking site use by age group, 2005-2011

The percentage of adult internet users in each age group who use social networking sites



Note: Total n for internet users age 65+ in 2005 was < 100, and so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Facebook Livestream - NYPL




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Video Library 




Check in & Chat

Check-in to discuss this live event and invite your Facebook friends.

Source: NYPL Facebook Page

2010 Educause Student Internet Activities



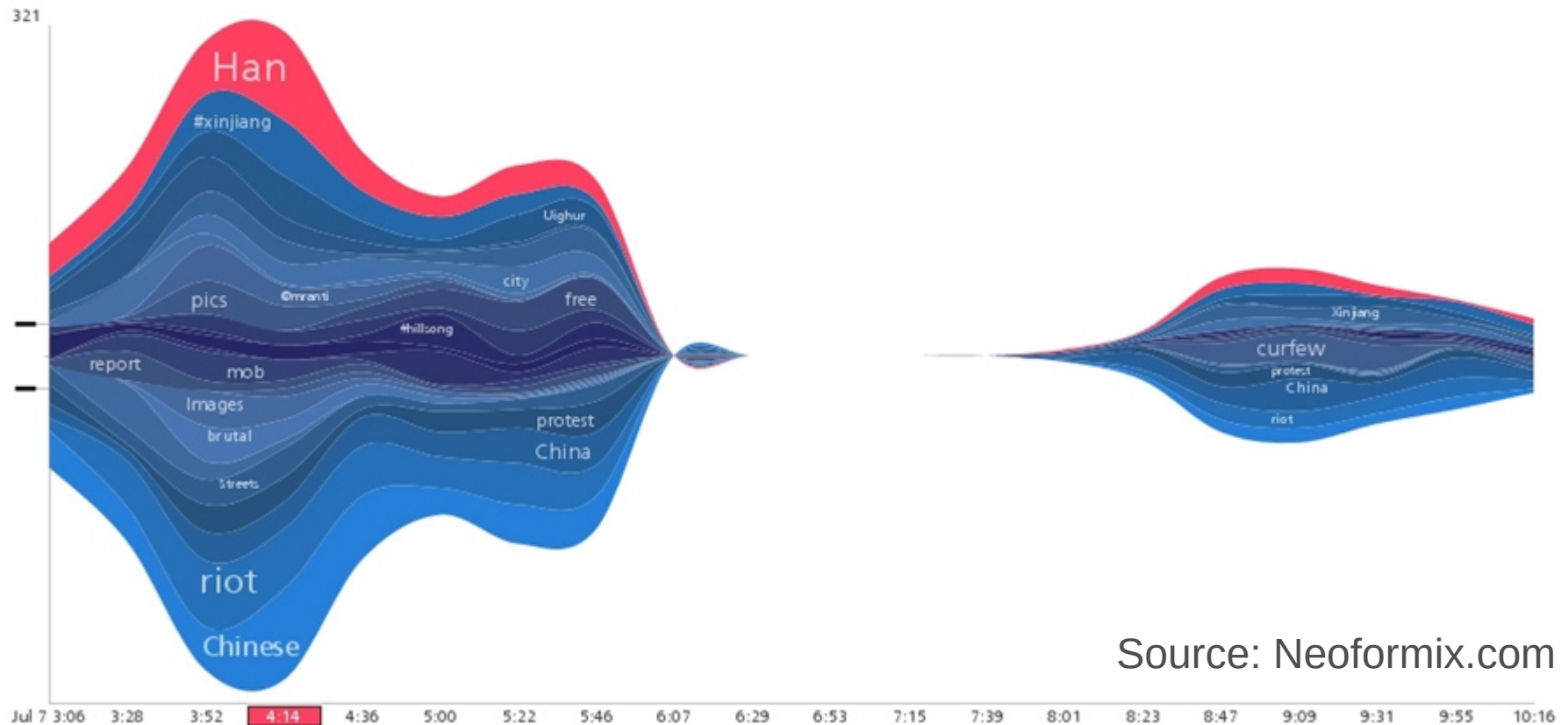
Using College Library's website	94%	Weekly
Presentation software	93%	Monthly
Text messages	90%	Daily
Social networking websites	90%	Daily
Course or learning management systems	90%	Several times per week
Spreadsheets	86%	Monthly
Instant Messaging	71%	Several times per week
Graphics Software	67%	Monthly
Using Internet from handheld device	50%	Daily
Voice over Internet (VOIP) from computer	47%	Monthly
Following or updating microblogs	43%	Several times per week
Contributing content to video websites	42%	Monthly
Contributing content to wikis	40%	Monthly
Video creation software	40%	Monthly
Contributing content to blogs	36%	Once per quarter/semester
Audio creation software	34%	Monthly
Online multiuser computer games	27%	Once per quarter/semester
Social bookmarking/tagging	25%	Weekly
Online virtual worlds	9%	Once per quarter/semester

Source: Educause

Twitter StreamGraphs

Twitter StreamGraph for

Neoforr



Source: Neoformix.com

- 1rick: RT @melissakchan: A **Han** Chinese man with a stick just tore open our car door to beat our producer. Averted just in time. #urumqi via @rmack
- bbcnewsworld: Chinese rampage against Uighurs: **Han** Chinese take to the streets of Urumqi city following an earlier protest by .. <http://tinyurl.com/ms8gup>
- AndersHana60: Hundreds Of Armed **Han** Chinese March In Urumqi - WTOV9.com... <http://tinyurl.com/ko3kvv>
- Corey_Hunt: **Han** Chinese wielding clubs and machetes march through Urumqi <http://bit.ly/XqkfD> #Xinjiang #China
- AlastairBotan30: Hundreds Of Armed **Han** Chinese March In Urumqi - WDIV... <http://tinyurl.com/lb7thc>
- bbc24: Gangs of the majority **Han** Chinese roam riot-torn Urumqi as ethnic tensions with the Muslim minority Uighurs escalate.

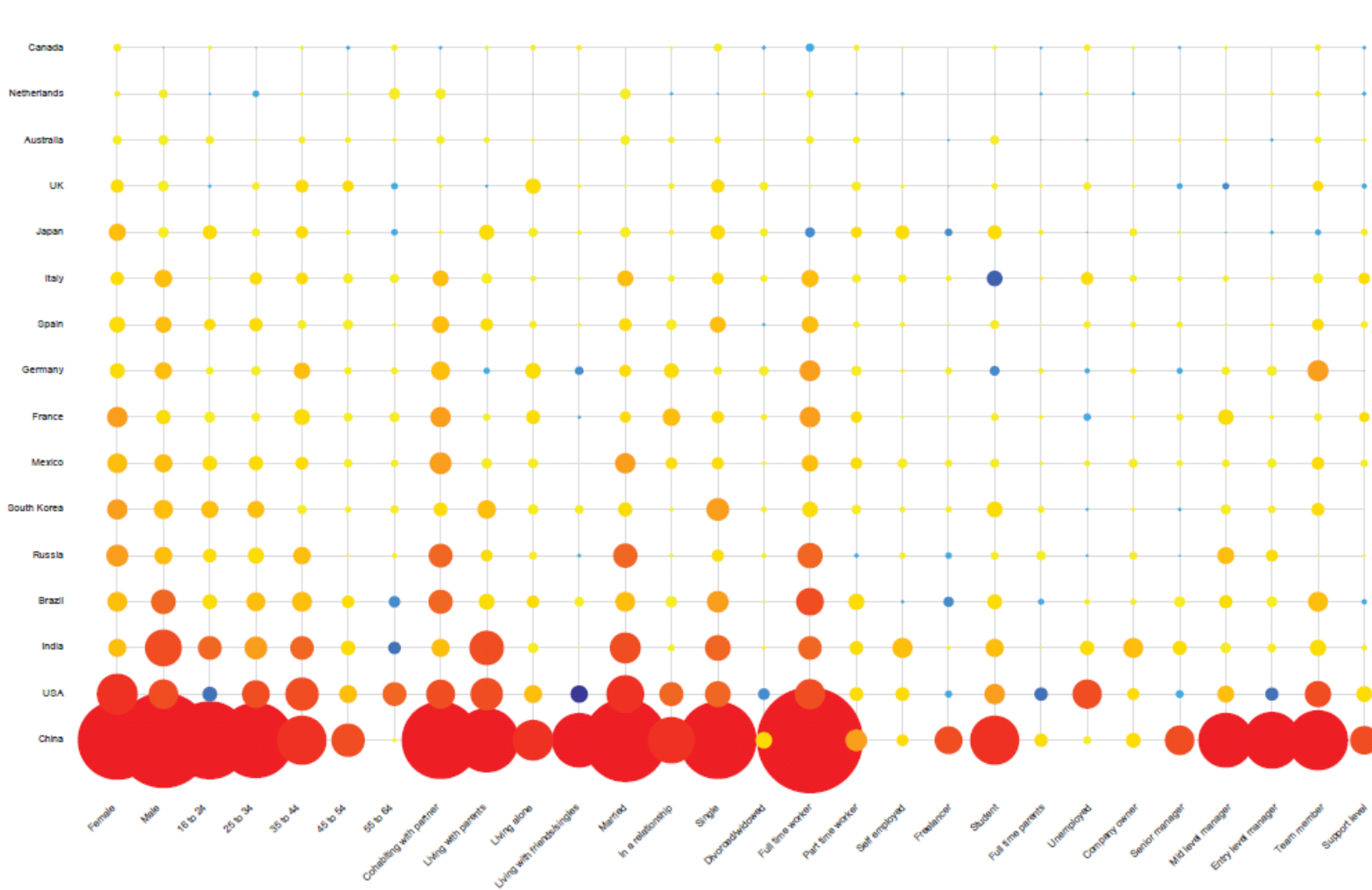
Social Networking Data

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- Average Facebook user has 130 friends
 - Over 25 billion pieces of content shared on Facebook each month
 - Over 200 Million active users of Facebook via mobile phones
 - In late 2010, Twitter had over 100 Million registered users with 300,000 signing up each day
 - Twitter received 180 Million unique visitors monthly with over 600 million searches daily
 - Twitter averages 55 Million tweets daily; 637 tweets a second
 - YouTube gets 2 billion views a day; 3rd most visited website
 - 24 hours of video being uploaded to YouTube every minute

Source: Discovery Research Group

THE GLOBAL DIVERGENCE OF SOCIAL NETWORKING

Area and colour represent change in the number of social networkers per demographic group in each country (millions)



INTRODUCTION

The infographic shows the change in the actual number of social networkers for each demographic group in the country where the two intersect. Immediately noticeable is the sheer market size in China, which has seen vast growth in social networking across every demographic from Wave 1 in July 2009 to Wave 5 in June 2011.

As we move away from China and look at other countries, however, the picture becomes mixed. Some striking facts emerge in countries such as the USA where the number of social networkers aged 16 - 24 has fallen in the past two years but has grown in all other age groups. What is clear is that social networking is growing in every market, but there are shifts in users' underlying situations. Take, for example, the marked increase in the number of unemployed social networkers in the US.

This is clearly indicative of the underlying economic environment in the country but is of importance to brands because their spending power is likely to be significantly reduced making advertising to that group of people less effective. Marketers and brands must adapt to these shifts accordingly in order to reach their targeted set of consumers and guarantee a return on their social media activities. The GlobalWebIndex is here to provide that tailored solution to ensure your social media and online investments don't go to waste.

To discover the insights behind the infographic and to explore the massive depth of data, visit globalwebindex.net



Find out more /// www.globalwebindex.net/
 mail /// globalwebindex@trendsstream.net

designed by rikard.anderson@gmail.com

Source: Global Web Index

Thanks for your interest!

Julia Gelfand
(jgelfand@uci.edu)

Anthony (Tony) Lin
(alin@ivc.edu)

