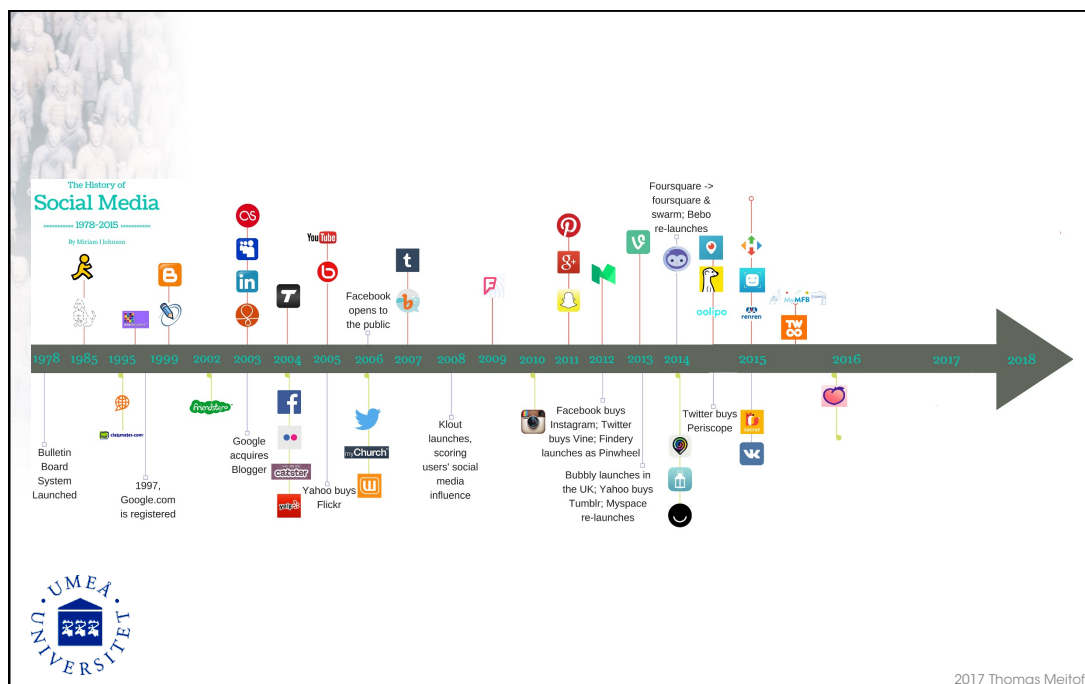
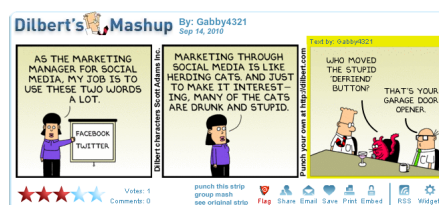


Social Media

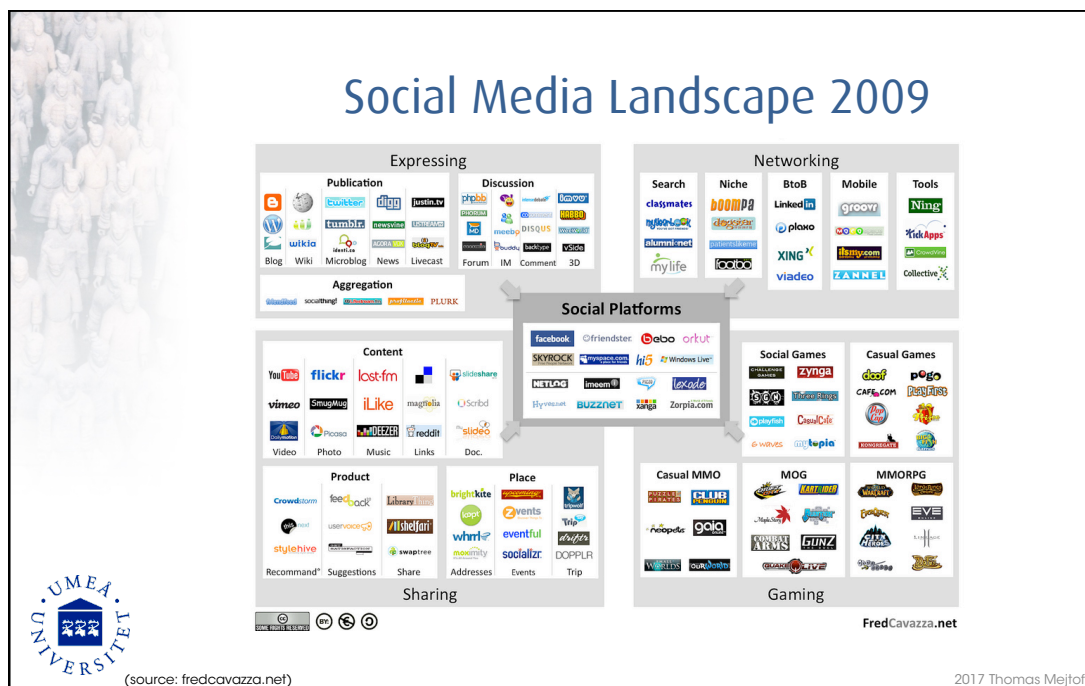
"Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content"

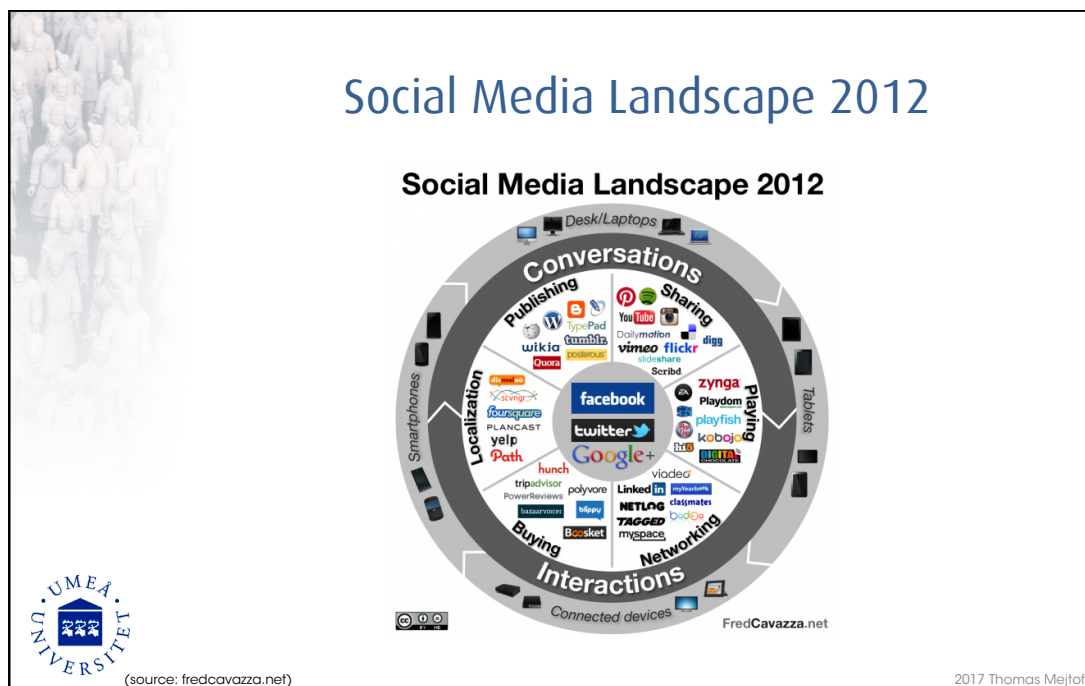
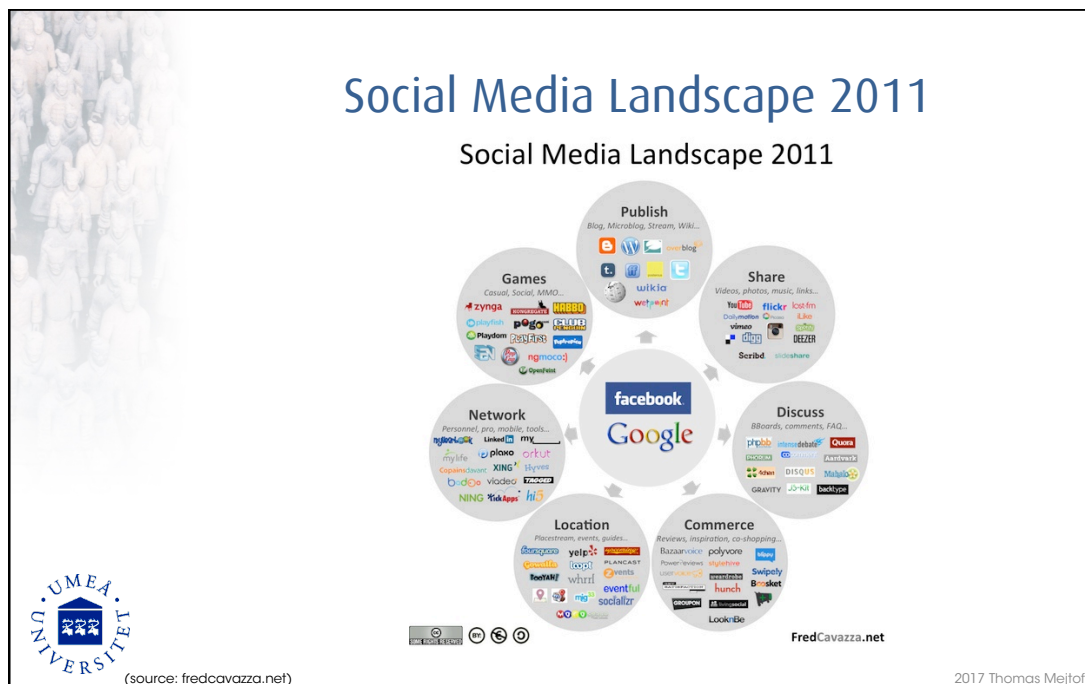


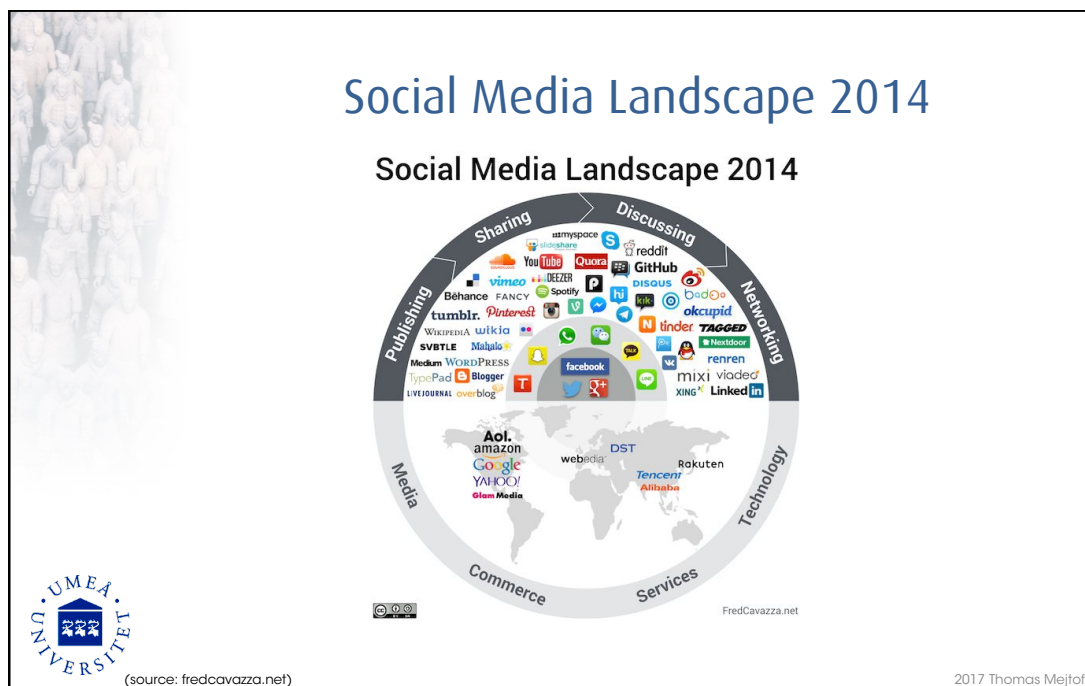
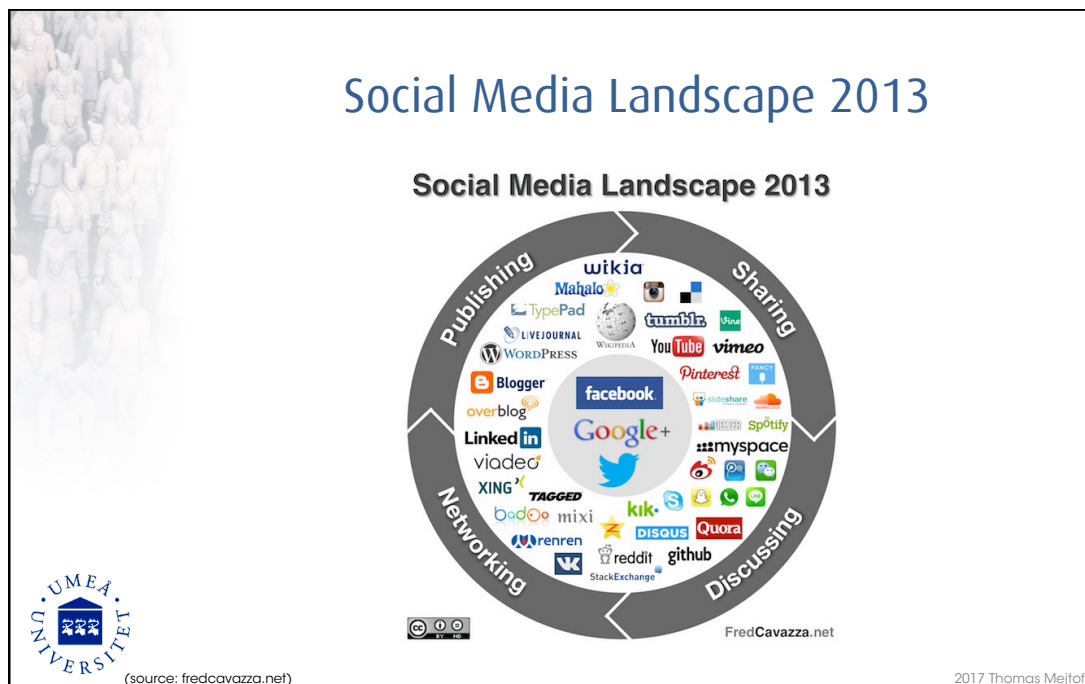
(Kaplan & Haenlein, 2010, p. 61)

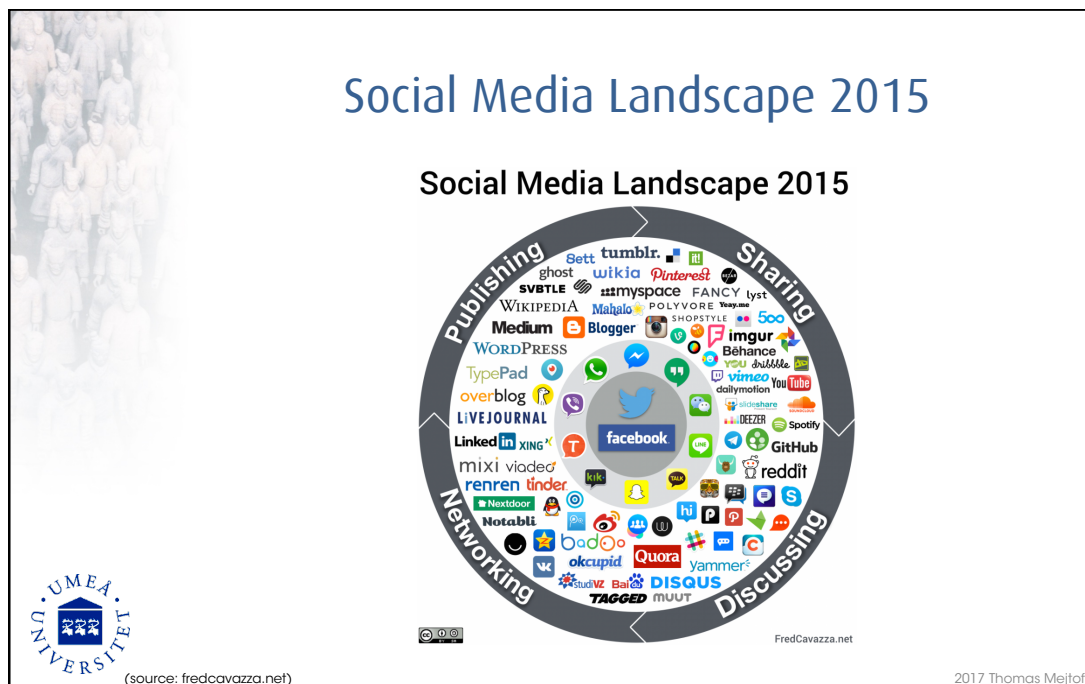


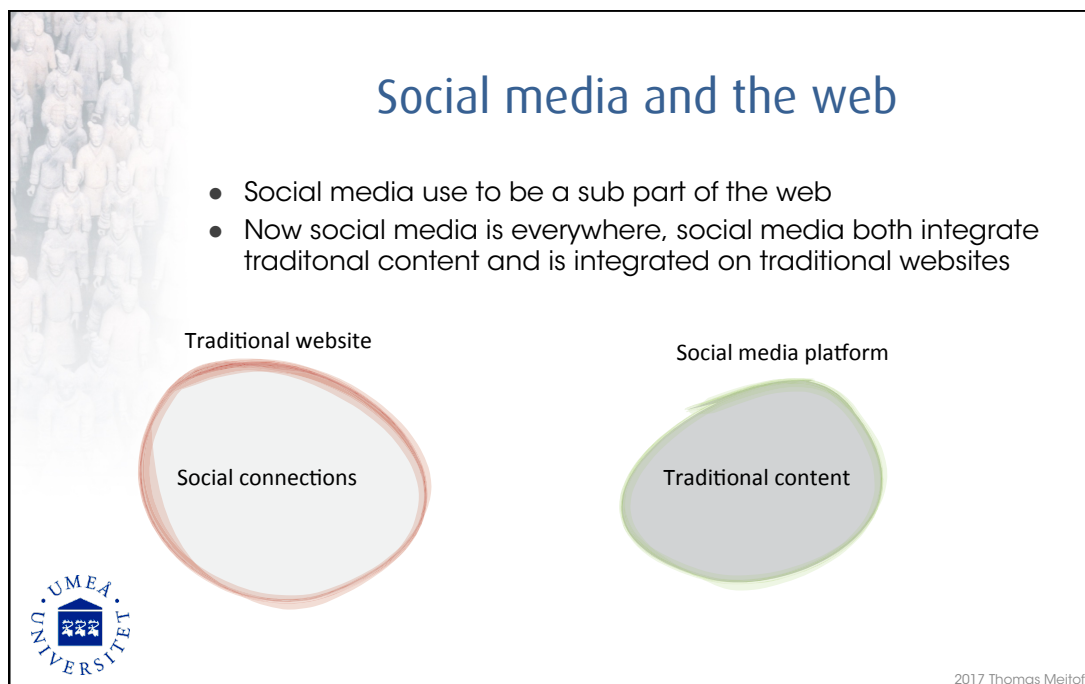
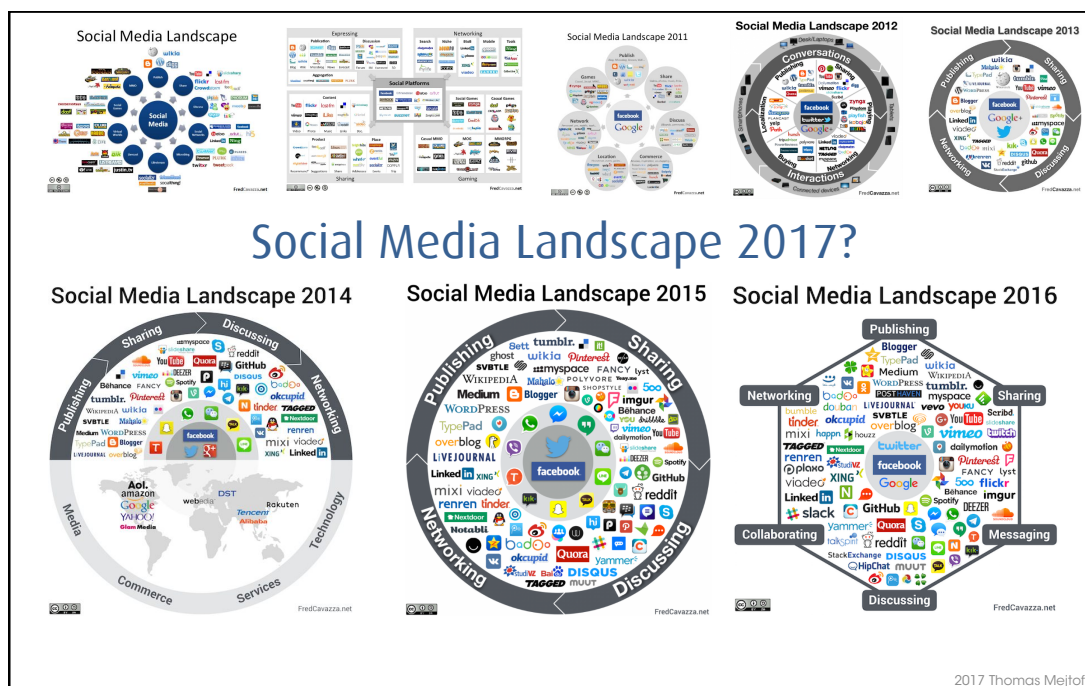
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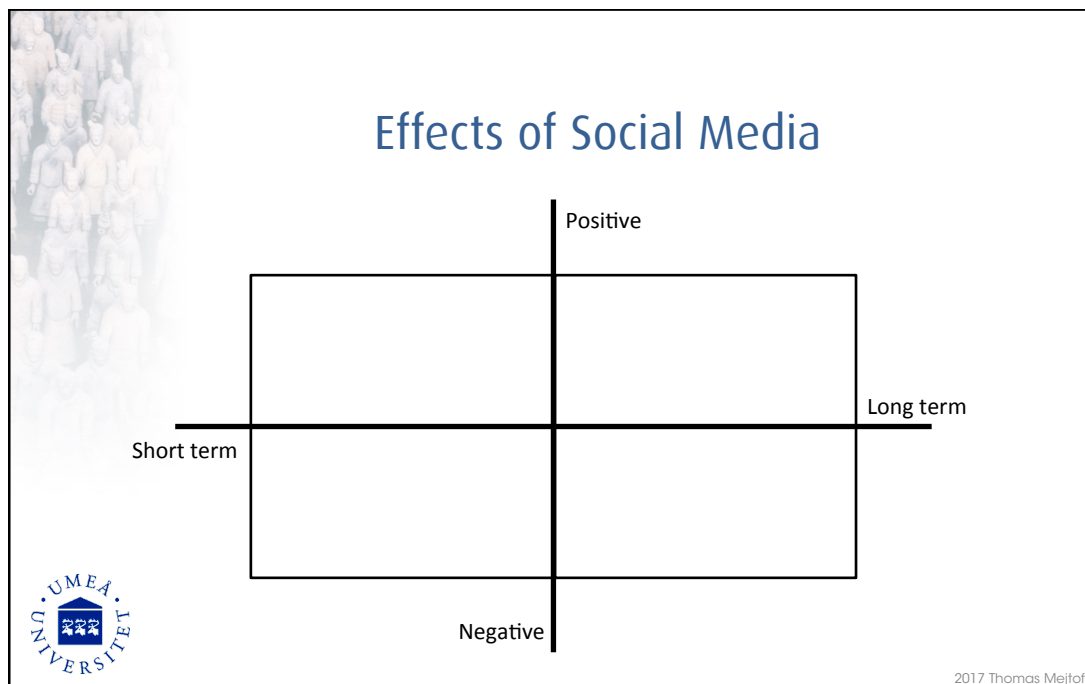












Classification of social media channels

- With respect to the social dimension of Social Media, the concept of self-presentation states that in any type of social interaction people have the desire to control the impressions other people form of them.
(Goffman, 1959)
- Social presence theory states that media differ in the degree of “social presence”—defined as the acoustic, visual, and physical contact that can be achieved.
(Short, Williams, & Christie, 1976)

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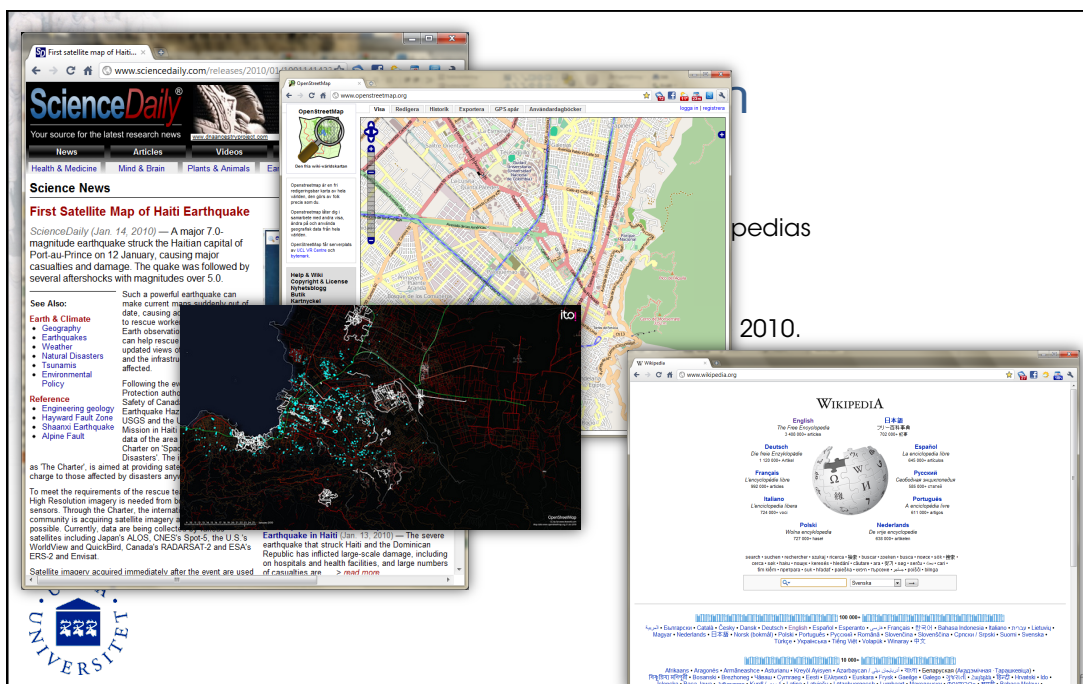
Classification of social media channels

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)



(Kaplan & Haenlein, 2010, p. 62)

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Content Communities

- Communities centered around specific content or interest
 - » Video – YouTube ...
 - » Photos – Flickr ...
 - » Bookmarks – Pinterest, Delicious ...
 - » Presentations – Slideshare ...
 - » Music – Soundcloud
 - » ...



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Blogs

- Fundamental structural changes
 - » Then: Few publishers, many readers of every item
 - » Now: Many publishers, few readers of every item
- Reach
 - » Reach a (potentially) huge population with very limited resources




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Social network sites

- Social network sites (SNS) are web-based services that allow individuals to:
 1. Construct a public or semi-public profile within a bounded system
 2. Articulate a list of other users with whom they share a connection
 3. View and traverse their list of connections and those made by others within the system




(Boyd and Ellison, 2008, p. 211)

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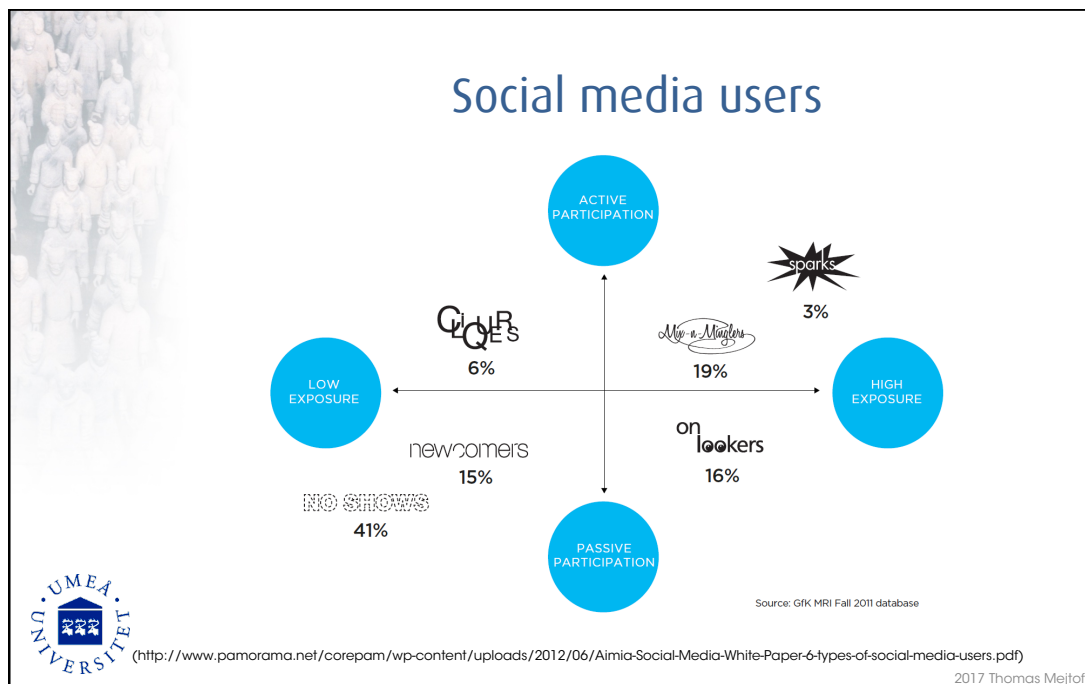
Social media users

- No Shows (41%)
 - » No Shows haven't logged on to a social network in the last 30 days
- Newcomers (15%)
 - » Newcomers are typical passive users of a single social media network
- Onlookers (16%)
 - » Onlookers may lurk on several social media networks, but they post infrequently
- Cliques (6%)
 - » Cliques are active, single-network users who congregate primarily on Facebook
- Mix-n-Minglers (19%)
 - » Mix-n-Minglers participate actively on multiple social networking platforms
- Sparks (3%)
 - » Sparks are the most active and deeply engaged users of social media



(<http://www.pamorama.net/corepam/wp-content/uploads/2012/06/Aimia-Social-Media-White-Paper-6-types-of-social-media-users.pdf>)

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Social media users

- Ultras
 - » Check feeds many times daily. Admit obsession
- Dippers
 - » Infrequent access. Long time between posts
- Deniers
 - » Want to access frequently, but deny obsession
- Virgins
 - » Starting to use social media
- Lurkers
 - » Watching and listening, rarely post
- Peacocks
 - » Want to be popular, seeking high number of likes, followers and retweets

(source: www.firstdirect.com)

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Social media users

- Ranters
 - » Mild face-to-face, highly opinionated online
- Changelings
 - » Other personality online than IRL,
- Ghosts
 - » Anonymous profiles, don't want to give away personal information
- Informers
 - » Want kudos by sharing latest information
- Quizzers
 - » Asking questions to start conversation
- Approval seekers
 - » Check feeds to look for response after posting

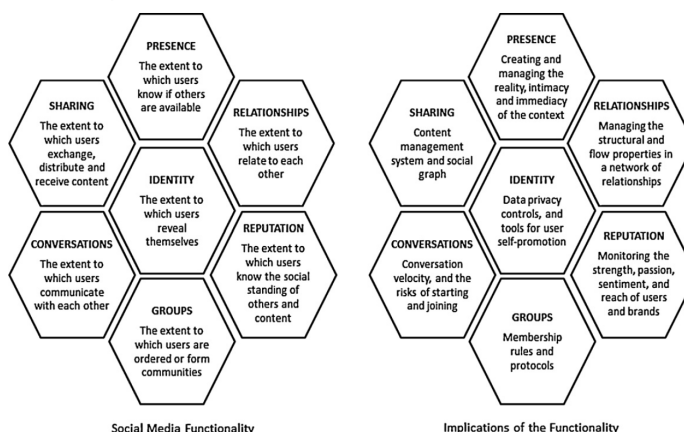


(source: www.firstdirect.com)

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The 7 functional blocks of social media

Figure 1. The honeycomb of social media




(Kietzmann, Hermkens, McCarthy & Silvestre, 2011, p. 243)

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The 7 functional blocks of social media

- Identity
 - » From simple "name+contact" profile to extensive complete profile.
 - » Profiles are imported and shared between sites
- Conversation
 - » Different levels of conversation (Poke, Like, IM, wall post, message, voice call, video call, face-to-face)
 - » Giving the user many different options is successful
 - » Type of conversation must be in contrast to type of relationship (cf. Facebook and Twitter)
 - » Speed and frequency of conversation must be consistent
 - » What is the appropriate response of the message (conversation vs. broadcast)
- Sharing
 - » Ranging from conversational sharing to broadcast (e.g. Youtube)
 - » Social sharing (show your photo album) and media sharing (point out articles in the newspaper)
 - » Copyright issues
 - » The intended use vs. actual use? (e.g. Youtube)




(Based on Kietzmann, Hermkens, McCarthy & Silvestre, 2011)

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The 7 functional blocks of social media

- Presence
 - » Access to "friends" – physical and virtual presence (online and geo tagging)
 - » Moving from niche groups to general social media (Gowalla vs. Facebook)
 - » Combining conversations with presence increases the meaning and influence of messages
- Relationships
 - » Different types of "relationships" must be expressed in different ways (friends, fans, follower)
 - » Control and introduction to relationships
 - » Formal level of relationship?
- Reputation
 - » How is trust built?
 - » Pre-SNS trust combined with virtual identity, sharing and presence
 - » Voting systems, recommendations (e.g. Youtube, linkedin)
- Groups
 - » Groups are important to subdivide large social networks
 - » Some SNS become important for "unrelated" purposes" – personal life and work etc.



(Based on Kietzmann, Hermkens, McCarthy & Silvestre, 2011)

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References

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.



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Thank You for Your Attention!

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