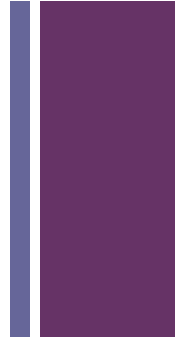




Social Networking Are You in the Conversation?

Social Networking Boot camp
By Retha Hill
Director, New Media Innovation Lab

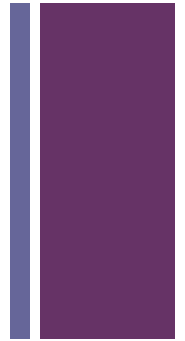
+ Retha Hill About Me



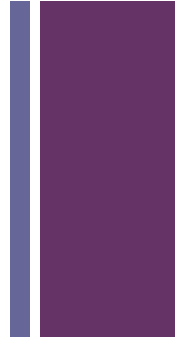
- 25 years in the news game
- Worked for Detroit Free Press, Charlotte Observer and the bulk of my career at The Washington Post and then Washingtonpost.com
- Vice President, Content at BET Interactive
- Director of the New Media Innovation Lab at the Cronkite School of Journalism and Arizona State University
- Owner of Painted Desert Media, LLC, a media development consulting company

+ New Media Innovation Lab

- R&D lab for the news industry
- Multidisciplinary lab of content students, engineers, web developers, business majors and digital graphic design majors
- Expert in developing applications and widgets for social networking sites, building games



+ Information Overload?

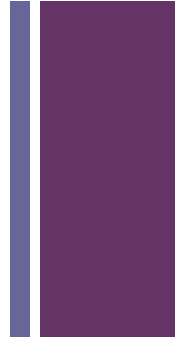


Are you feeling overwhelmed.....

.....It's Because You Are!!!

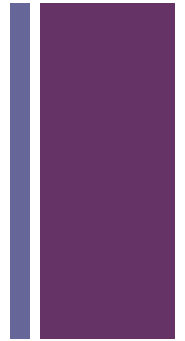
But that is the nature of the beast.

+ The Social Mind



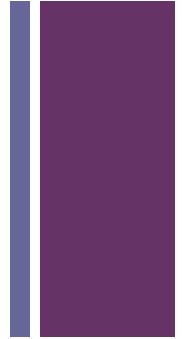
- Over the past 10 years, we have seen a vast shift in the way people get their news and use media.
- The 14-24 age group in particular has shifted away from getting their news solely from traditional mediums (i.e. print newspapers, television). They also have many more options when it comes to how they share information and interact with one another.
- The New Media Innovation Lab undertook a study in 2006 to determine how youth get their news and use gaming, mobile technologies and social networking sites.

+ At the time...

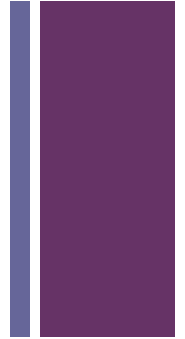


- Gen Y users were primarily getting their news from newspaper Web sites
- MySpace visitors were up 183% over Facebook users
- Twitter was in its infancy
- Of the 750 top web sites, Social Networking sites commanded 13% of total page views
- Online gaming was growing and becoming a social outlet
- SmartPhones were just becoming popular, and the iPhone had not yet been released
- Music was listened to on the iPod and similar MP3 players

+ Important Take Aways from 2006 NMIL Study



- The notion of the “always on” second brain
- The importance of instant access
- The ascension of the news grazers
- The role of social authority
- The importance of connectedness
- The comfort with “naked conversations”

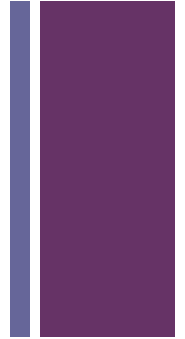


What has changed?

It's only been 2 ½ years, but...

- Facebook use has eclipsed MySpace use and in minutes spent on the respective sites and continues to add unique users
- YouTube has eclipsed newspapers and news web sites as important media for the younger demographic
- Twitter has become one of the fastest growing social networking sites, with a 1,382% annual growth rate, though it lags in importance among the younger demographic
- The use of Smart Phones is growing in the general population *and is poised* to become a must-have among 14-24-year-olds
- Two-thirds of the world's Internet population visit a social network or blogging site and the sector now accounts for almost 10% of all internet time.
- 'Member Communities' have overtaken personal Email to become the world's fourth most popular online sector after search, portals and PC software applications.

+ Social Networking



Social networking continues to have great reach and popularity among the population as a whole and young people, specifically. MySpace and Facebook continue to be the sites of choice for multiple of millions of people using social networking sites.

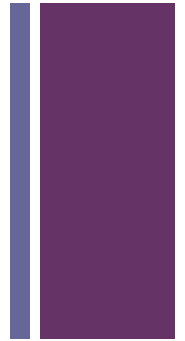
We are truly in the now network moment.

+ Facebook is the #1 social networking site for young adults...

- The largest demographic concentration of Facebook users remains the college crowd of 18-24 year olds (40.8%), as of January, 2009.
- BUT that number is down from (53.8%) June, 2009, and the largest group of new users are in the 35-54 age range.
- Facebook is still growing, boasting 65.7 million unique visitors versus MySpace's 54.1 million.

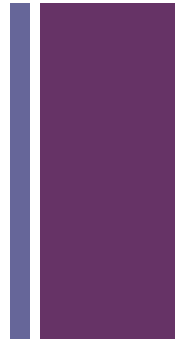
	As of 6/18/08			Growth	As of 1/04/09		
	Users	Percentage	Growth		Users	Percentage	Growth
Gender							
US Males	10,095,740	38.1%	25.0%	17,747,880	42.2%	75.8%	
US Females	12,520,760	47.3%	28.0%	23,429,960	55.7%	87.1%	
Unknown	3,864,600	14.6%	84.2%	911,360	2.2%	-76.4%	
Total US	26,481,100	100.0%	32.7%	42,089,200	100.0%	58.9%	
Age							
0-17	4,378,120	16.5%	14.8%	5,674,780	13.5%	29.6%	
18-24	14,258,160	53.8%	15.6%	17,192,360	40.8%	20.6%	
25-34	5,584,260	21.1%	97.6%	11,254,700	26.7%	101.5%	
35-54	1,856,680	7.0%	172.9%	6,989,200	16.6%	276.4%	
55+	324,420	1.2%	97.1%	954,680	2.3%	194.3%	
Unknown	79,460	0.3%	-40.8%	23,480	0.1%	-70.5%	
Politics							
Liberal	Feature Removed			Feature Removed			
Moderate	Feature Removed			Feature Removed			
Conservative	Feature Removed			Feature Removed			
Unknown	Feature Removed			Feature Removed			
Geography							
New York	1,081,680	4.1%	62.9%	1,622,560	3.9%	50.0%	
Chicago	721,640	2.7%	53.5%	797,040	1.9%	10.4%	
Los Angeles	390,800	1.5%	58.1%	636,160	1.5%	62.8%	
Miami	333,500	1.3%	87.4%	627,840	1.5%	88.3%	
Houston	372,880	1.4%	170.3%	560,520	1.3%	50.3%	
Atlanta	502,700	1.9%	43.7%	535,300	1.3%	6.5%	
Washington DC	328,540	1.2%	61.4%	526,460	1.3%	60.2%	
Philadelphia	361,980	1.4%	38.1%	498,220	1.2%	37.6%	
Boston	310,380	1.2%	29.6%	440,500	1.0%	41.9%	
San Francisco	159,120	0.6%	38.5%	264,460	0.6%	66.2%	
Current Enrollment							
High School	4,766,320	18.0%	14.9%	5,627,740	13.4%	18.1%	
College	6,608,600	25.0%	14.6%	7,833,280	18.6%	18.5%	
Alumni	4,470,260	16.9%	-4.5%	4,756,480	11.3%	6.4%	
Unknown	10,635,920	40.2%	98.6%	23,871,700	56.7%	124.4%	

+ ...but don't count MySpace out just yet



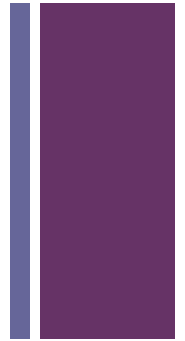
- MySpace clocks up about twice as much time spent per visit versus Facebook, due to its streaming-music service and a video portal but Facebook easily outpaces MySpace in the growth in minutes spent this year over last.
- MySpace's media consumption focus and stronger U.S. base have given it an edge when it comes to advertising.
- Myspace is the No. 1 social networking site when ranked by video streams, with 120.8 million video streams, according to Nielsen Online, April '09.

+ What About Twitter?



twitter



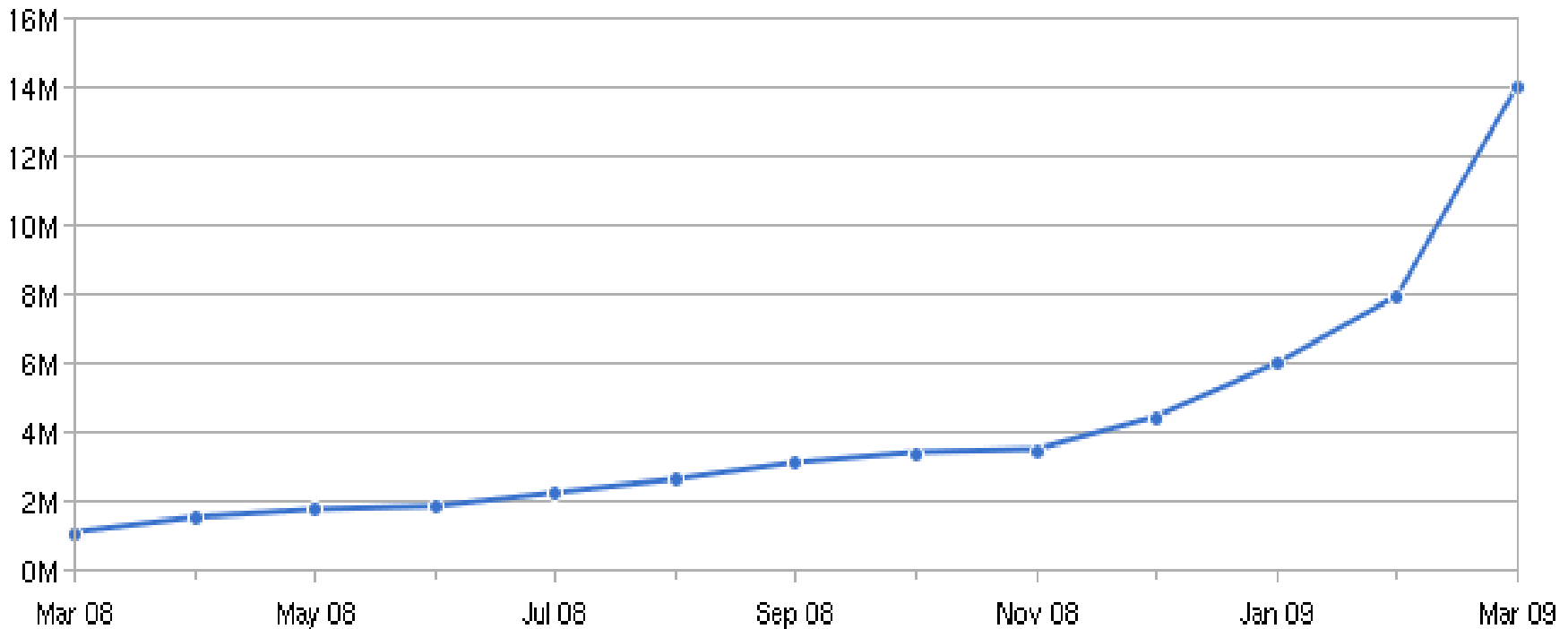


Twitter's Phenomenal Growth

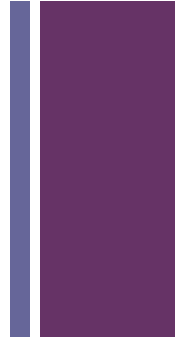
Unique Visitors



twitter.com

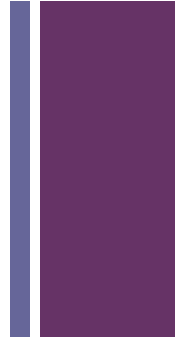


Twitter had a 1,382% growth rate between Feb. '08 and Feb. '09



Twitter Users

- 10% of Twitter users generate 90% of all the content, according to Harvard study of 300,000 users
- More than 50% of all Twitter account holders update their page less than once every 74 days.
- 60% of U.S. Twitter users failed to return the following month, according to Nielsen Online.
- The median number of lifetime tweets per user is one (1).



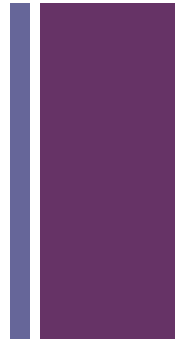
Young Adults Are Light to Moderate Twitter Users

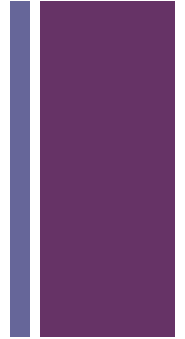
- 19%- 22% of 18-24 year olds have Twitter accounts, however 85% follow friends, 54% follow celebrities, 29% follow family members and 29% follow companies.*
- Youth under 25 are responsible for 25% of the new twitter usage volume
- Twitter users are 10% more likely to be male than the average internet user.

+ Social Networking

Youth look to their peers to help them determine what to read and which sites to visit online.

- Youth are almost always associating with people they already know in their offline lives.
 - A smaller number also use the online world to explore interests and find information beyond their school or local community.
- Youth respect one another's authority online, and are more motivated to learn from peers than from adults.
- Youth turn to specialized knowledge groups of both teens and adults from around the country or world, to improve their craft and gain reputation among expert peers.





Social Networking

Online content creation by teens is growing, and not just about sharing creative output. It is also about participating in conversations fueled by that content.

- 64% of online teenagers ages 12 to 17 engaging in at least one type of content creation
 - up from 57% of online teens in 2004.
- Girls continue to dominate most elements of content creation.
 - 35% of all teen girls blog vs. 20% of boys
 - 54% of girls post photos online vs. 40% of online boys.
- However, teen boys are nearly twice as likely as teen girls (19% vs. 10%) to have posted a video online



Online Activities

Top activities for teens and Generation Y Users:

- Play Games
- Shop
- Banking
- Health Information
- Job Searches
- Send Im's
- Use Social Networking Sites

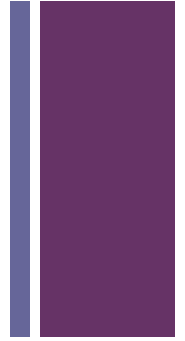
Generational Differences in Online Activities								
	Online Teens ^a (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-64)	Older Boomers (65-83)	Silent Generation (84-72)	G.I. Generation (73+)	All Online Adults ^b
Go online	93%	87%	82%	79%	70%	56%	31%	74%
<i>Teens and Gen Y are more likely to engage in the following activities compared with older users:</i>								
Play games online	78	50	38	26	28	25	18	35
Watch videos online	57	72	57	49	30	24	14	52
Get info about a job	30*	64	55	43	36	11	10	47
Send instant messages	68	59	38	28	23	25	18	38
Use social networking sites	65	67	36	20	9	11	4	35
Download music	59	58	46	22	21	16	5	37
Create an SNS profile	55	60	29	16	9	5	4	29
Read blogs	49	43	34	27	25	23	15	32
Create a blog	28	20	10	6	7	6	6	11
Visit a virtual world	10	2	3	1	1	1	0	2
<i>Activities where Gen X users or older generations dominate:</i>								
Get health info	28	68	82	74	81	70	67	75
Buy something online	38	71	80	68	72	56	47	71
Bank online	*	57	65	53	49	45	24	55
Visit gov't sites	*	55	64	62	63	60	31	59
Get religious info	26*	31	38	42	30	30	26	35
<i>And for some activities, the youngest and oldest cohorts may differ, but there is less variation overall:</i>								
Use email	73	94	93	90	90	91	79	91
Use search engines	*	90	93	90	89	85	70	89
Research products	*	84	84	82	79	73	60	81
Get news	63	74	76	70	69	56	37	70
Make travel reservations	*	65	70	69	66	69	65	68
Research for job	*	51	59	57	48	33	9	51
Rate a person or product	*	37	35	29	30	25	16	32
Download videos	31*	38	31	21	16	13	13	27
Participate in an online auction	*	26	31	27	26	16	6	26
Download podcasts	19	25	21	19	12	10	10	19

^a Source for online teens data: Pew Internet & American Life Project Surveys conducted Oct.-Nov. 2006 and Nov. 2007-Feb. 2008. Margin of error for online teens is ± 4% for Oct.-Nov. 2006 and ±3% for Nov. 2007-Feb. 2008.

^b Source for online adult data: Pew Internet Project Surveys conducted August 2006, Feb.-March 2007, Aug.-Sept. 2007, Oct.-Dec. 2007, May 2008, August 2008, November 2008, and December 2008. Margin of error for all online adults is ±3% for these surveys. The average margin of error for each age group can be considerably higher than ± 3%, particularly for the "Matures" and "After Work" age groups. See Methodology for average margins of error for each generational group.

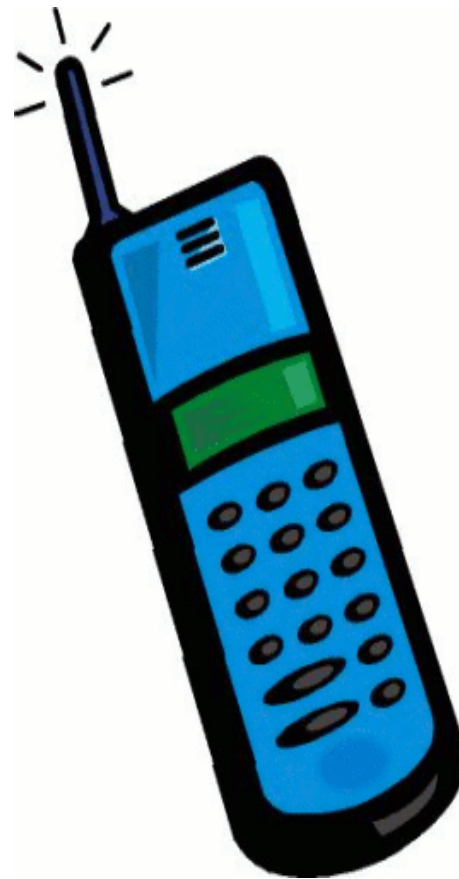
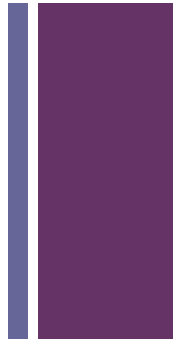
* Most recent teen data for these activities are from the Pew Internet Project Teens and Parents Survey conducted Oct.-Nov.

+ What are Teens and Young Adults Doing on Social Networking Sites?



- Looking at and posting photos
- Chatting with Friends
- Writing on Friends' walls or profiles
- Updating Status

+ Mobile






Phone Applications

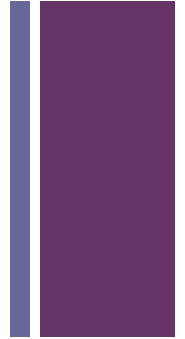
Texting more popular than calling

- A typical mobile subscriber, age 18-24, sends or receives an average of 790 text messages per month vs. an average of 265 calls per month
- A typical mobile subscriber, age 13-17, sends or receives an average of 1,742 text messages per month vs. an average of 231 mobile phone calls per month.



Growth of average texting vs. phone calls for all ages

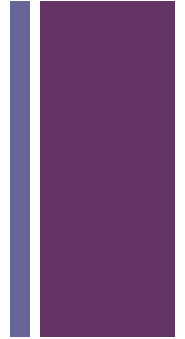
	Calls	Texting
Qtr 1, 2006	198	65
Qtr 2, 2006	216	79
Qtr 3, 2006	221	85
Qtr 4, 2006	213	108
Qtr 1, 2007	208	129
Qtr 2, 2007	228	172
Qtr 3, 2007	226	193
Qtr 4, 2007	213	218
Qtr 1, 2008	207	288
Qtr 2, 2008	204	357



Phone Applications

Convenience over “cool”

- About 77% of teens stated the convenience of being able to communicate from anywhere and security of being able to reach family as major benefits of cell phones.
- This compared to 41% who wanted the admiration of friends for their cell phone and 39% care how the phone looks.
- 51% of teens said they "absolutely could not live without" their cell phones.

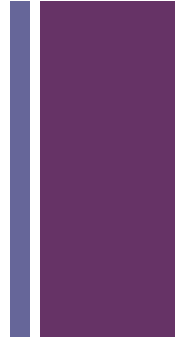


Phone Applications

Mobile advertising influence

- **18-24-year-olds were influenced by mobile advertisement**
 - 15.9% from text messaging and 14.2% from video.
- **Cell phones trigger online search for advertisement (21.8%)**
- **50.5% communicate with peers on their cell phones about advertisers' services, products and brands**

+ Excuses for Not Being a Part of a Social Network



- We can't control it
- We don't understand it
- We don't want negative content on our pages
- We don't want to see comments on our videos

+ Social Networking Tools

Are you in the conversation?

Facebook

■ Facebook

YouTube and Ning Sites

- YouTube – Post your better lectures or point to content you might find useful such as these videos
- Ning sites to create a community of students whether it is African American STEM students or female electrical engineers
- Blogs
- Linked In – Great for industry networking



Twitter and Other Tools

[Twitter](#)

- How to Use Twitter
 - [Have your students follow you](#)
 - [Twhirl](#)
 - [Ping.fm](#)
 - [TweetDeck](#)
 - [TweetZap](#)
 - [More Tips from AcademHack](#)



The Conversation is Happening

Tweet Deck Example



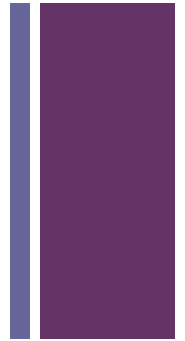
The screenshot shows the TweetDeck application interface with three search columns. The top bar includes the application name 'TweetDeck' and standard menu options: 'File', 'Edit', and 'Window'. A status bar at the top right indicates 'Remaining API: 94/100 Resets: 13:56'. The columns are as follows:

- Search: Sheriff Joe Arpaio (100 results):**
 - [Via Google Reader #tcot] Justice Dept. Investigates Arizona Sheriff JOE ARPAIO for Enforcing Immigration Law <http://tinyurl.com/bumqc5>
• readmylipstickp, Sun 15 Mar 07:32 via Search
 - Feds' new tone puts Arpaio in hot seat: Joe Arpaio, the Maricopa County sheriff whose office is under federal in... <http://tinyurl.com/br5g4b>
• ArizonaRepublic, Sat 14 Mar 23:26 via Search
 - Left wing lynch mob out for Sheriff Joe Arpaio: Sheriff Joe Arpaio has been the sheriff of Maricopa County for 1.. <http://tinyurl.com/b7zeh7>
• rc_national, Sat 14 Mar 22:52 via Search
 - Changes in D.C. put Arpaio on hot seat: Maricopa County Sheriff Joe Arpaio is well accustomed to working under a... <http://tinyurl.com/cf9t9x>
• evtrib, Sat 14 Mar 20:26 via Search
 - Congressman Franks Discusses Sheriff Joe Arpaio Federal Investigations with CNN's Lou Dobbs 3-13-09 <http://twurl.nl/x0o3n3>
• TrentFranksNews, Sat 14 Mar 19:20 via Search
 - Maricopa County (Arizona) Sheriff Joe Arpaio is accused of discrimination based... [SpokeUp.com](#)
- Search: Maricopa County (100 results):**
 - Thousand Foot Krutch will be playing the Maricopa County Fair this year. See them and enjoy the fair, for \$7.00 or less. Fri, April 17 8pm
• Yochanan, Mon 23 Mar 05:58 via Search
 - Carpenter / Installer - Maricopa County, AZ (<http://tinyurl.com/6o27f5>) Get Carpenter Jobs
• GetCarpenteJobs, Mon 23 Mar 05:00 via Search
 - now twittering for @ld20dems, if you're a dem in maricopa county pls follow!
• eshenayo, Sun 22 Mar 22:25 via Search
 - democrats in the east valley of maricopa county, we are district 20!
• ld20dems, Sun 22 Mar 22:14 via Search
 - Maricopa county has a deceased FBCI how morbid is that, i like the ones with the 100plus properties, now most of us have about 14 places
• courtneylover79, Sun 22 Mar 20:15 via Search
 - Sell your Phoenix - Maricopa county Arizona house Fast!: Phoenix - Maricopa county
- Search: Mayor Phil Gordon (42 results):**
 - PHX-AZ: Phoenix mayor to testify in D.C. about border violence: Mayor Phil Gordon will testify before Con... <http://tinyurl.com/ca2trm>
• phoenixarizona, Sat 21 Mar 14:55 via Search
 - PR Newswire Photo: GREATER PHOENIX CONVENTION & VISITORS BUREAU MAYOR PHIL GORDON: Phoenix .. <http://cli.gs/ruujm>
• prnphotos, Thu 19 Mar 04:10 via Search
 - fun lunch at Westend Bistro with promising Phoenix Mayor Phil Gordon, the mile-a-minute Tom Oliphant and @haddadmedia Fish burger, natch
• pwgavin, Wed 18 Mar 14:20 via Search
 - @_tmar So i hear theres this little place in Tempe called "9th and Ash"...Phx Mayor Phil Gordon used to go there when he was just a youngin'
• randogu, Wed 18 Mar 11:39 via Search
 - RT @arewhyen: Phoenix Mayor Phil Gordon needs to do better job updating his site. State of the City was a week ago and video from last year
• halfacat, Wed 18 Mar 07:31 via Search
 - Text of #phx Mayor Phil Gordon's state of the city available here: <http://bit.ly/pish> No

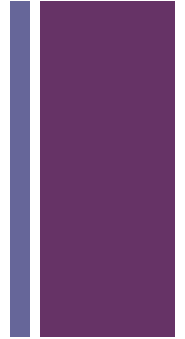
At the bottom right, a status message reads: 'Twitter Status: Pretty much ok'.

+ Stay Up on the Trends A Resources List

- [Mashable](#)
- [ReadWriteWeb](#)
- [PaidContent.org](#)



+ What's Next



Here are a couple of views of what will evolve out of all of this:

- [The Media Revolution](#)
- [The Media Revolution Part 2](#)
- [Sixth Sense](#)



THIS MODERN WORLD

by TOM TOMORROW



AS THE NEW MILLENNIUM PROGRESSES, THE INCREASINGLY BELEAGUED NEWS INDUSTRY BEGINS TO EMULATE THE **HUFFINGTON POST'S** PIONEERING BUSINESS MODEL.

THIS IS **GREAT!** WHY PAY **REPORTERS**--WHEN WE CAN JUST LINK TO **OTHER PEOPLE'S** REPORTING FOR **FREE?**



AFTER THE LAST REPORTER FILES THE LAST NEWS STORY, AN ARMY OF **CITIZEN JOURNALISTS** GAMELY TRY TO FILL THE VOID.

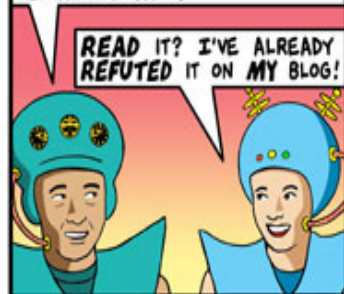
MY STUNNING EXPOSÉ OF NOISY GARBAGEMEN WHO WAKE ME UP AT SIX A.M. IS GONNA RIP THE LID OFF THE SANITATION DEPARTMENT!

WAIT TILL YOU SEE **MY** INVESTIGATIVE REPORT ON RANDOM SERVICE EMPLOYEES WHO ANNOY ME!



BUT EVENTUALLY, BLOGGERS ARE LEFT WITH ONLY **ONE REMAINING FACT** ABOUT WHICH TO OPINE.

HAVE YOU READ CHICKENPOTPIE'S CRITIQUE OF HIS SUPREME MAJESTY FRED THE FIRST'S TAKEDOWN OF FARTYBUTT'S POST ABOUT THE SOARING RAVIOLI BEAST'S ATTEMPT TO **RECONTEXTUALIZE** THE ONE REMAINING FACT?



BUT THEN THE BLOGS ARE SUPPLANTED BY **TWEETS**--WHICH ARE NOW LIMITED TO A **SINGLE WORD**, JUST TO KEEP THINGS **EXTRA SIMPLE**.



AND OF COURSE, **CARTOONS** HAVE LONG SINCE BEEN RENDERED OBSOLETE BY THOSE ENDLESSLY AMUSING **LOLCATS**.

HA, HA! THIS TYPO-PRONE CAT WANTS A CHEESEBURGER--WITH **PICKLES!**



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