# Social Media:
# What it means for you!

Washington Apple Pi Meeting

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# Topics

- Introduction

- Why is Social Media important to us?

- What are Social Networks?

- The Theory of Social Networks

- The Joy of Social Networking – Demonstrations

- Concluding Remarks

# Our Real-World Social Networks

- Family and extended family;

- Friends

- Religious Affiliations and places of worship;

- Collegues at work;

- Clubs we belong to:  Washington Apple Pi

- Professional Societies

- We interact with our friends by email, letters, home visits, church socials, conferences, picnics, etc.

# Our Online Social Networks

- Online Social Networks allow us to creat digital versions of our real-world connections;

- Allow us to share our social media (messages, posts, photos, movies) with our friends online;

- We can monitor the pulse of what's happening to our friends, family, colleagues and even the world;

- Social Media allow us to tap into the world's collective insights.

# Online Social Networks

- You can control who you interact with, what you share, and what you read via Social Media;

- Privacy is a very important aspect of Social Media;

- So what social media sites and networks are there?

- Which ones do you belong to and how do you use them?

# Theory of Social Networks

- A ***social network*** can be represented as a graph consisting of nodes and edges in which the nodes can represent people and the edges can represent 'friendships' among those people;

- There are three important concepts that help us to understand why online social networks are successful:

    - Triadic Closure

    - Homophily

    - Degrees of Separation

# Triadic Closure

* If A is a friend of B and B is a friend of C, then it makes sense that A might want to be a friend of C

* If Larry is a friend of Lawrence and Lawrence is a friend of Bob, then it is highly likely that Larry will become a friend of Bob.

* The idea is to make it easy to form friendships

    * Facebook has "Find Friends" Browser

    * Google+ has "Circles"

    * LinkedIn has "Add to my professional network"
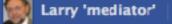
# Homophily

* Homophily indicates that we will makes friends with those sharing similar interests:

    * Washington Apple Pi;

    * Locale where we live;

    * Associations we belong to;

    * HomeTown;

    * High School Attended;

    * University Attended;
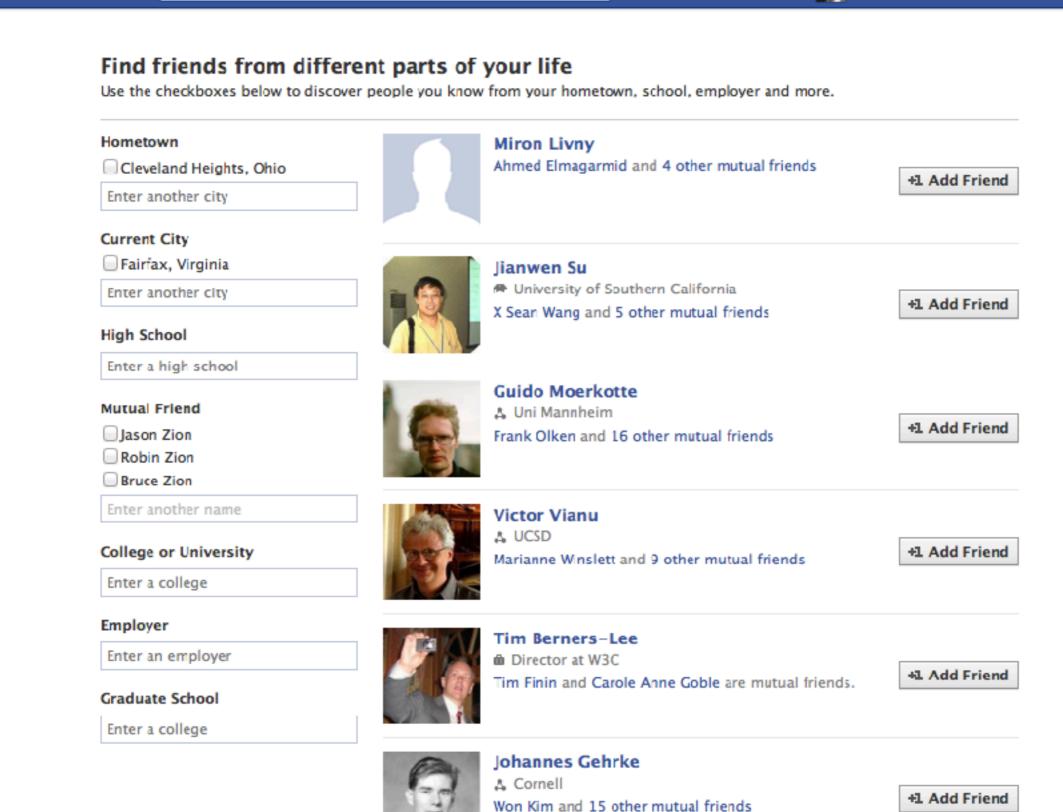
    * Hobbies;

    * Special Interest Groups.

# Facebook Find Friends Browser

# Google+ Find Friends

# Google+ Follow Interesting People and Pages

# LinkedIn - People you may know

# Degrees of Separation - Small World Assumption

* The notion is that we are, on average, six degrees of separation away from any member in the social network; this was the pioneering work of Milgram in 1967.

* Kevin Bacon Game

  * The **Bacon Number** is the fewest number of steps for an actor in Hollywood to connect with Kevin Bacon;

  * Every actor in Hollywood is 6-degrees from Kevin Bacon;

    * An actor has co-starred with Kevin Bacon, or has co-starred with someone who co-starred with Kevin Bacon, or has co-starred with someone, ... (six-times) with Kevin Bacon;

# Kevin Bacon and the Fonz

# Degrees of Separation - Small World Assumption

- On Facebook everyone is connected, on average, by 4-degrees of separation; WOW, that is hard to believe!

- On LinkedIn, Larry can reach over 4 million people with my connections (3-degrees of separation).

- On LinkedIn, Larry is 3-degrees from Mark Zuckerberg!

- On Twitter, my tweet can reach 100 million users.

# Larry's Network on LinkedIn

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,380,900+ professionals — here's how your network breaks down:
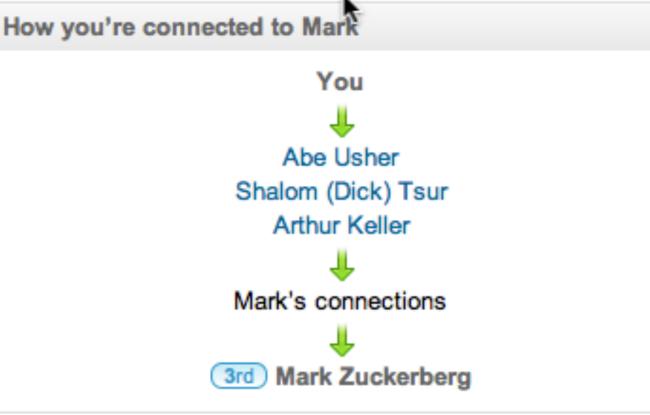
| | | |
|---|---|---|
| 1 | **Your Connections** Your trusted friends and colleagues | **281** |
| 2 | **Two degrees away** Friends of friends; each connected to one of your connections | **60,500+** |
| 3 | **Three degrees away** Reach these users through a friend and one of their friends | **4,320,000+** |
| | **Total users you can contact through an Introduction** | **4,380,900+** |

19,441 new people in your network since May 19

## The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through Int

Total users you can contact directly — **try a search now!**

### How you're connected to Mark

You
⬇
Abe Usher
Shalom (Dick) Tsur
Arthur Keller
⬇
Mark's connections
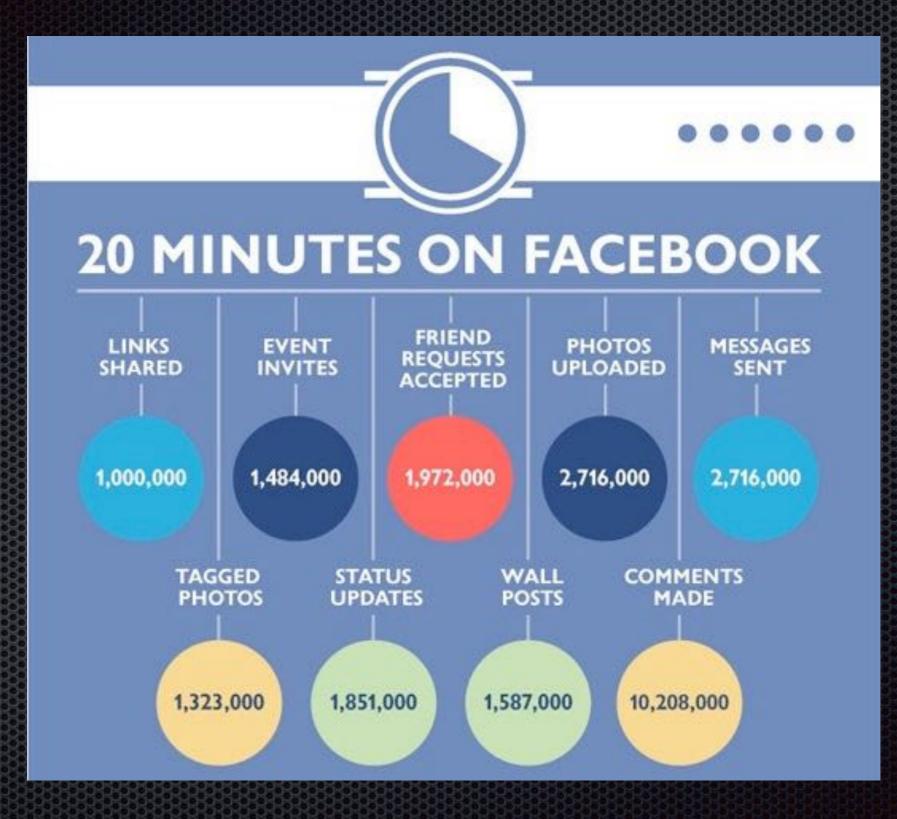⬇
(3rd) **Mark Zuckerberg**

# A day in the life of Facebook
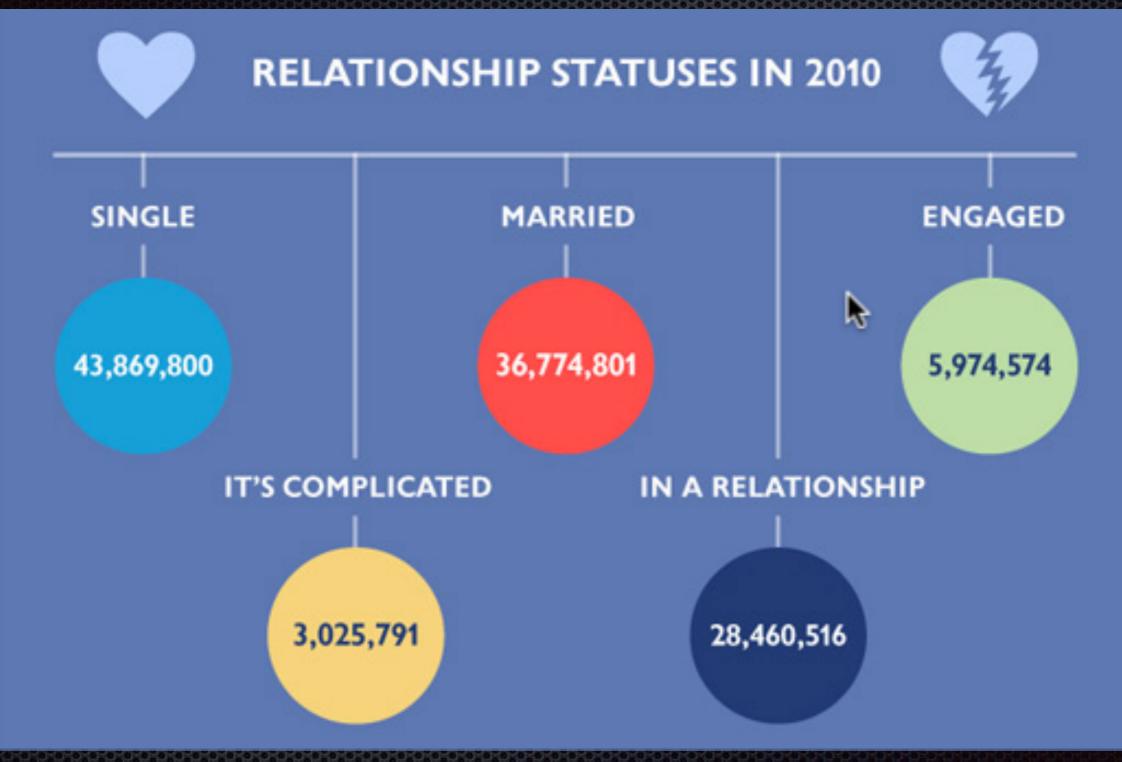
# Facebook "Facts"

- As of February 26, 2012 (New York Times), there are 850 million active users and half are logged in to Facebook on any given day;

- 48% of 18-34 year olds check Facebook when they awaken;

- 28% use mobile apps to check Facebook before getting out of bed;

- 70% of Facebook users reside outside the USA;

- 48% of young Americans get their NEWS via Facebook;

- On New Year's Weekend in 2011, 750 Million photos were uploaded to Facebook;

- Source: http://digitalbuzz.s3.amazonaws.com/wp-content/uploads/2011/01/Facebook-Statistics-Facebook-Stats-Facts-2011.jpg
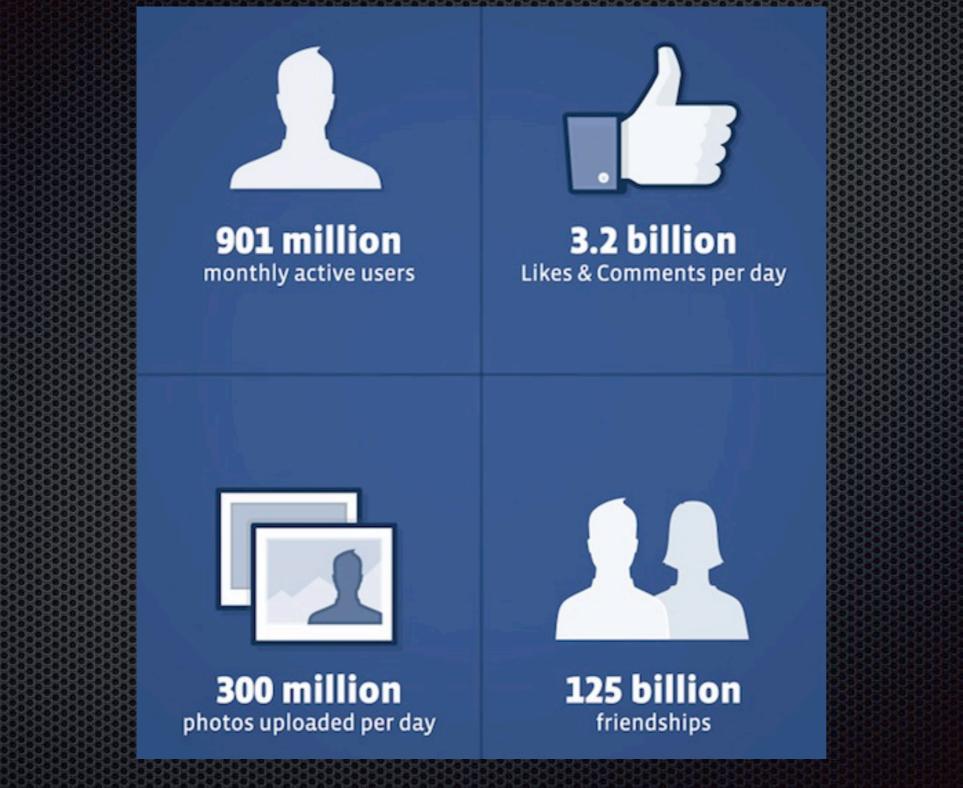
# Twenty Minutes of Facebook Activity



20 MINUTES ON FACEBOOK

| LINKS SHARED | EVENT INVITES | FRIEND REQUESTS ACCEPTED | PHOTOS UPLOADED | MESSAGES SENT |
|---|---|---|---|---|
| 1,000,000 | 1,484,000 | 1,972,000 | 2,716,000 | 2,716,000 |

| TAGGED PHOTOS | STATUS UPDATES | WALL POSTS | COMMENTS MADE |
|---|---|---|---|
| 1,323,000 | 1,851,000 | 1,587,000 | 10,208,000 |

Source: http://digitalbuzz.s3.amazonaws.com/wp-content/uploads/2011/01/Facebook-Statistics-Facebook-Stats-Facts-2011.jpg

# In a Relationship ...

# As of April 2012, Facebook has:



**901 million**
monthly active users

**3.2 billion**
Likes & Comments per day

**300 million**
photos uploaded per day

**125 billion**
friendships

http://www.insidefacebook.com/wp-content/uploads/2012/04/g287954g94k38.jpeg

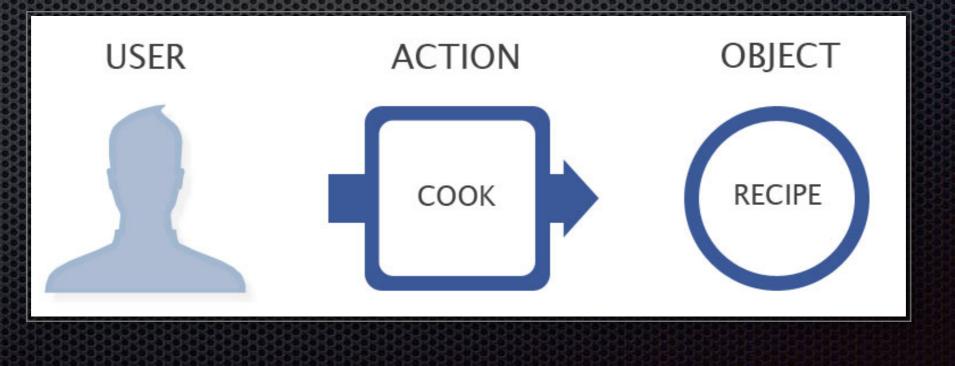# The Joy of Social Networking – Demonstrations

* Larry

  * Making Friends on Facebook, Google+, and LinkedIn;

  * Facebook Open Graph and Social Apps;

* Ken

  * Facebook Timeline, uploading photos to Facebook and Google+;

* Lawrence

  * Privacy settings for Facebook and Google+;

* Travis

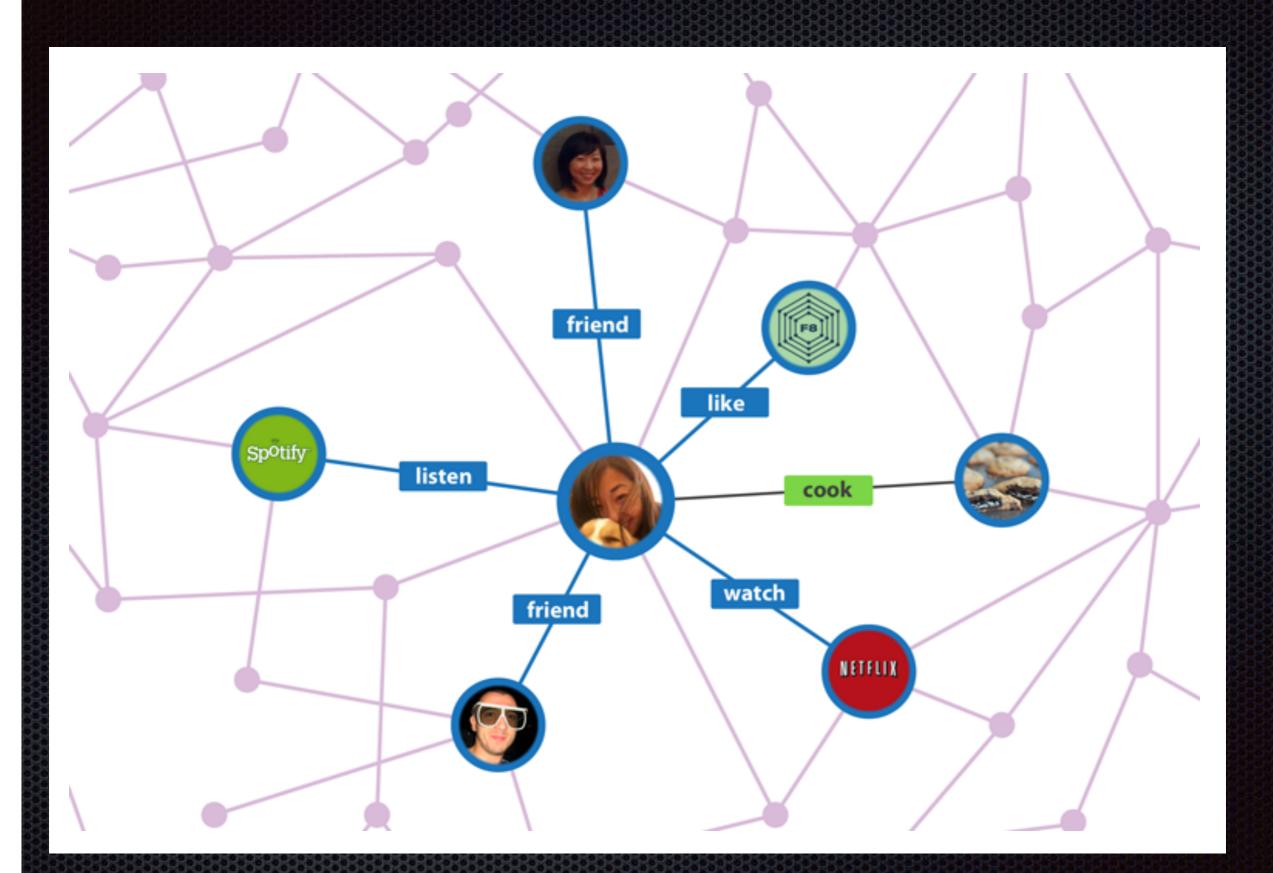  * Posting to Facebook, Google+ and Twitter

# Facebook Open Graph and Social Apps

# Open Graph

* Facebook has adopted the Open Graph Protocol to capture the objects, properties and relationships *among important objects in Facebook*,
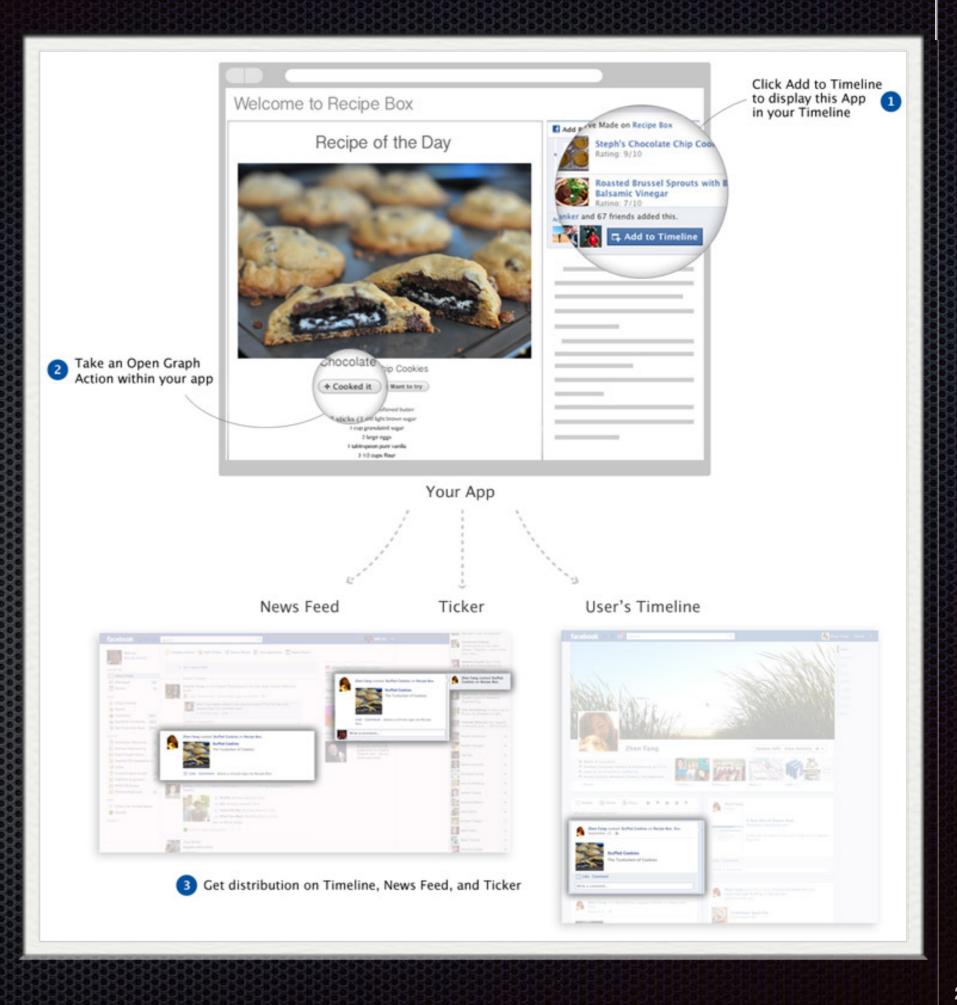
* What kinds of objects do we find in Facebook?

* How are they represented in the OGP?

Example of a User's Open Graph

# Open Graph Distribution of Your "Social Activities"

# Social Apps Demo

- Social Graph

- Washington Post

- Netflix

- Social Cam

- Other apps recommended by the audience.

Donut
Post
to
many
social
media



SOCIAL MEDIA EXPLAINED

TWITTER        I'M EATING A #DONUT

FACEBOOK       I LIKE DONUTS

FOURSQURE      THIS IS WHERE
                 I EAT DONUTS

INSTAGRAM      HERE'S A VINTAGE
               PHOTO OF MY DONUT

YOU TUBE       HERE I AM EATING A DONUT

LINKED N       MY SKILLS INCLUDE DONUT EATING

PINTEREST      HERE'S A DONUT RECIPE

LAST FM        NOW LISTENING TO "DONUTS"

G+             I'M A GOOGLE EMPLOYEE
               WHO EATS DONUTS.

# Conclusions

- Social Media and Social Networks allows us to connect to our friends and maintain our online social contacts;

- The Facebook Timeline encourages you to share your life events with your friends and the world;

- We have control over what we share, what we read and who we 'socialize' with;

- There is evidence that Facebook users have come to view their 'Profile' as a tangible object that is their property that they continue to improve upon.

- There is also evidence that even though people use social networks, they are becoming increasingly lonely (The Atlantic Monthly);

- Social Networks are here to stay and can improve our lives by enhancing our existing networks and creating new ones.