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

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Gartner Hype Cycle for Social Software

Hype Cycle for Social Software, 2011

Expectations:
- Social Profiles
- Social Analytics
- Cloud Collaboration Services
- Social Software Standards
- Social Network Analysis
- Expertise Location and Management
- Social Media Metrics
- Simultaneous Collaborative Editing
- Enterprise Internet Reputation Management
- Crowdsourcing
- Social Learning Platform
- The Collective
- Social Media Compliance
- Security Applications Embedded in Social Media
- Video Content Management and Delivery
- MDM of Social Data

Activity Streams
- Cloud Email
- Mobile Collaboration Client

Unified Communications and Collaboration
- Personal Subscriptions

External Community Platforms
- Content Analytics
- Social Media Consulting

Internal Community Platforms
- Social Software Suites

Social Search
- Folksonomies/Social Tagging
- Dedicated Email Services
- Social Media Monitors
- Mobile Social Networks Idea Management
- Social-Media Monitors
- Consumption

As of September 2011

Years to mainstream adoption:
- < 2 years
- 2 to 5 years
- 5 to 10 years
- > 10 years
- before plateau

Source: Gartner, September, 2011 (captured October 30, 2011)
The Mission of Librarians is to improve society through facilitating knowledge creation in their communities.
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

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.

Facebook Livestream - NYPL

Source: NYPL Facebook Page
### 2010 Educause Student Internet Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using College Library’s website</td>
<td>94%</td>
</tr>
<tr>
<td>Presentation software</td>
<td>93%</td>
</tr>
<tr>
<td>Text messages</td>
<td>90%</td>
</tr>
<tr>
<td>Social networking websites</td>
<td>90%</td>
</tr>
<tr>
<td>Course or learning management systems</td>
<td>90%</td>
</tr>
<tr>
<td>Spreadsheets</td>
<td>86%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>71%</td>
</tr>
<tr>
<td>Graphics Software</td>
<td>67%</td>
</tr>
<tr>
<td>Using Internet from handheld device</td>
<td>50%</td>
</tr>
<tr>
<td>Voice over Internet (VOIP) from computer</td>
<td>47%</td>
</tr>
<tr>
<td>Following or updating microblogs</td>
<td>43%</td>
</tr>
<tr>
<td>Contributing content to video websites</td>
<td>42%</td>
</tr>
<tr>
<td>Contributing content to wikis</td>
<td>40%</td>
</tr>
<tr>
<td>Video creation software</td>
<td>40%</td>
</tr>
<tr>
<td>Contributing content to blogs</td>
<td>36%</td>
</tr>
<tr>
<td>Audio creation software</td>
<td>34%</td>
</tr>
<tr>
<td>Online multiuser computer games</td>
<td>27%</td>
</tr>
<tr>
<td>Social bookmarking/tagging</td>
<td>25%</td>
</tr>
<tr>
<td>Online virtual worlds</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Educause
Thanks for your interest!

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Source: Neoformix.com
Social Networking Data

- 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

As the number of social networks per demographic group in each country (billions)

ITALIAN

BRISBANE

INDIA

CANADA

YUGOSLAVIA

AUSTRALIA

UK

JAPAN

IRELAND

Ghana

Germany

FRANCE

MEXICO

SOUTH KOREA

ROW

US

CHINA

The graph shows the change in the actual number of social networks per demographic group in each country (billions).

INTRODUCTION

The graph shows the change in the actual number of social networks per demographic group in each country (billions). The data used to create this graph was collected from various sources, including Surveys of Digital America and the Pew Research Center.

As we move away from China, and look at other countries, however, the picture becomes more complicated. Some countries have seen a decrease in the number of social networks, while others have seen a significant increase. For example, Mexico has grown in all of its age groups. What is clear is that social networking is growing very fast, but there are shifts in its underlying drivers. For example, the most important is the number of smartphones and social networks in the US.

This is partly due to the current economic conditions experienced in the country and the importance of brands because their spending power is tied to the performance of its advertising in the price of online news media. As marketers seek to unlock social networking data and analysis to reach their target audience, they are more willing to invest in social media advertising. This GlobalWebindex tool is here to make that decision easier and to understand the value of social media assets, with the latest data on trends from around the world.

To discover the insights behind this infographic, see our comprehensive depth of data, visit globalwebindex.net.

Source: Global Web Index
Thanks for your interest!

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