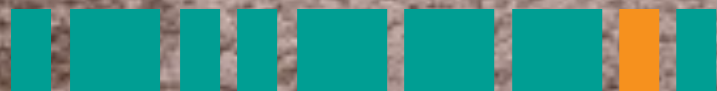


Banksy

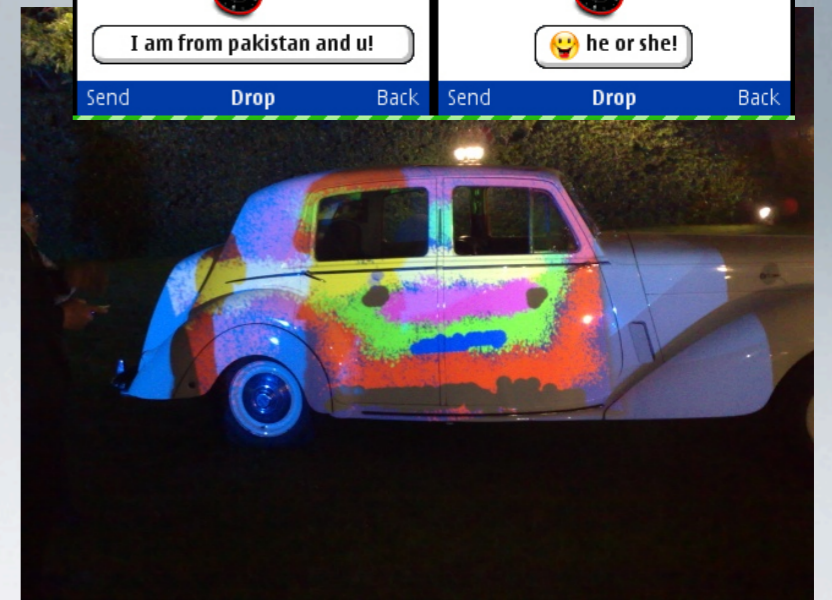
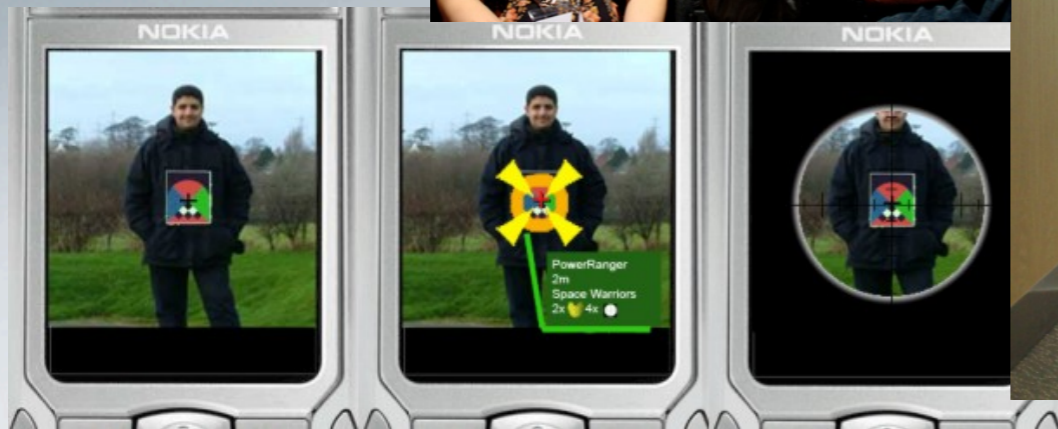
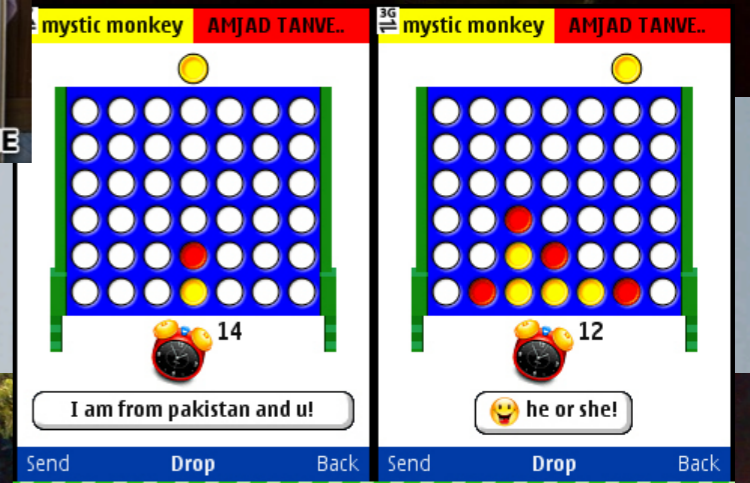
ROLE OF MOBILE SOCIAL MEDIA IN MASS PARTICIPATION TV

Dr Paul Coulton
Mobilities Research Centre
Lancaster University

School of **Computing**
and **Communications**



Text **MASH** to **60300** followed by your **NAME** and then **MESSAGE**
E.g. **mash rick never gonna give you up** (SMS charged at standard rate)



MOBILE UX

Banksy



WTF IS SOCIAL MEDIA?

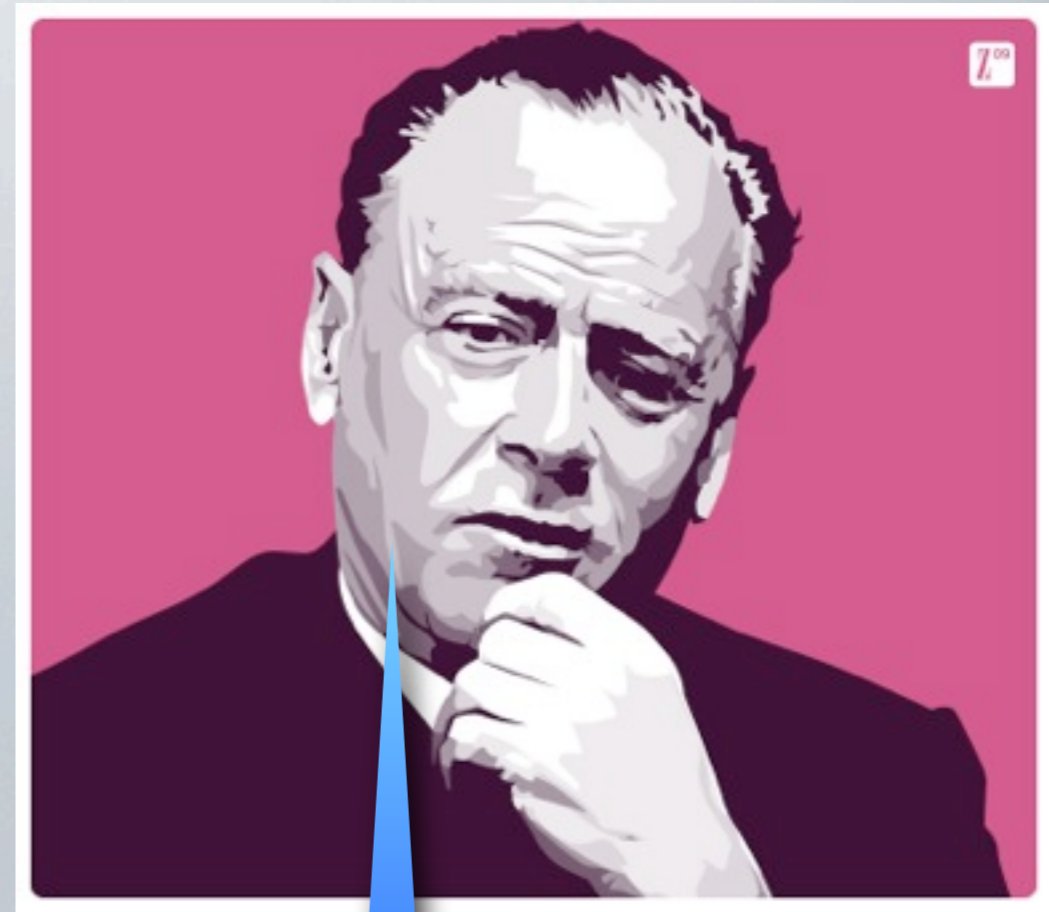
Paul Coulton





THE MEDIUM IS THE MESSAGE

Published 1964



“We become what we behold. We shape our tools, and thereafter our tools shape us.”

THE MEDIUM IS THE MESSAGE

Published 1964



Bulletin Boards In 1978 computer hobbyists create a computerised bulletin board service.

34 years ago

· Like ·  Nerds



Geocities In 1993 Geocities is launched which allows users to create their own websites.


19 years ago

· Like ·  More Nerds



Blogger Launched in 1999 the Blogger service provided an easy to use service for Bloggers.


13 years ago

· Like ·  People who had something to say



Friends Reunited In 2000 Friends reunited launched and becomes first popular social network.

12 years ago

· Like ·  People you went to school with

IN THE BEGINNING...

A Brief History of Social Media



Friendster | Originally a social network and file sharing service from 2002 it was relaunched in 2011 as a social gaming platform.

10 years ago

· Like ·  People in the Far East



My Space | Launched in 2003 originally as an online storage service it gradually morphed into a social network..

9 years ago

· Like ·  Music lovers



LinkedIn | Launched in 2003 as a business-related social networking site it now boasts 135 million registered users.

9 years ago

· Like ·  People who separate buisness and pleasure



FaceBook | The current Daddy of social networks was launched in february 2004 and would be the 3rd largest country in the world in terms of population.

8 years ago

· Like ·  Nearly everybody!

IN THE BEGINNING...

A Brief History of Social Media



Digg This is a social news site from 2004 whose main function consists of letting people vote stories up or down, called digging and burying, respectively.

8 years ago

· Like · Nosey people



YouTube Started in February 2005 this is now the second most popular search engine.

7 years 1 month ago

· Like · People who like cats



BeBo Launched in July 2005 the website's name is an acronym for Blog Early, Blog Often. Users receive a personal profile page where they can post blogs, photographs, music, videos ...

6 years 8 months ago · Like · Youths



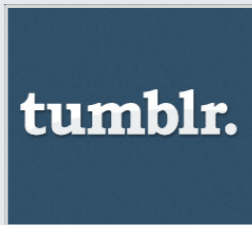
Twitter Created in March 2006 its an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets".

6 years ago

· Like · People you wish you went to school with

IN THE BEGINNING...

A Brief History of Social Media




Tumblr A microblogging service from april 2007 that allows users to post multimedia and other content to a short-form blog, named a "tumblelog."

4 years 11months ago · Like ·  People who find stuff



Foursquare Launched in March 2009 is a location based social network which introduced the 'check-in'

3 years ago · Like ·  People with time on their hands




Pinterest Launched march 2010 this is a pinboard-styled social photo sharing website. The service allows users to create and manage theme-based image collections. Currently in open beta

2 years ago · Like ·  Apparently mainly women

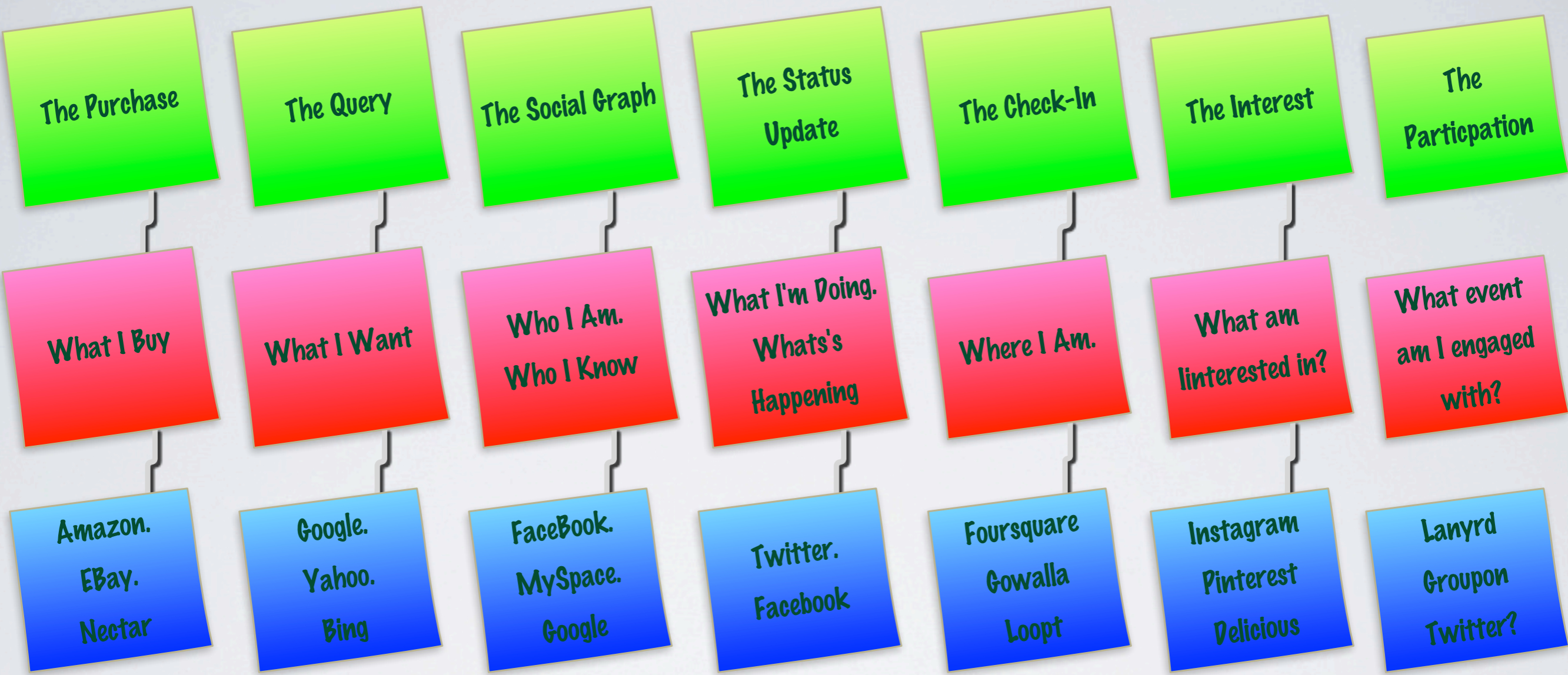


Google+ Launched in June 2011 this integrates social services such as Google Profiles and Google Buzz, and introduces new services identified as Circles, Hangouts and Sparks.

9 months ago · Like ·  Social media nerds

IN THE BEGINNING...

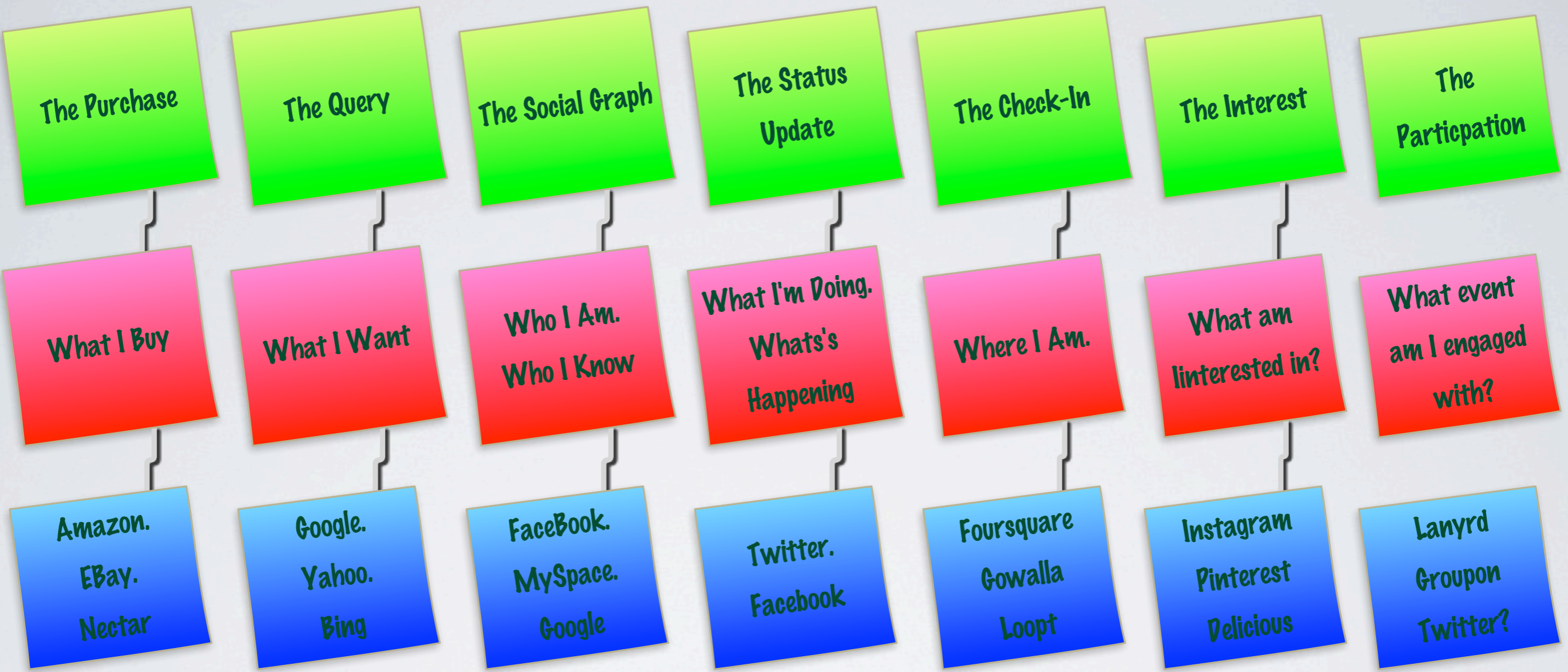
A Brief History of Social Media



WHAT DO WE REVEAL?

Average UK users now spends 1 day in every month online

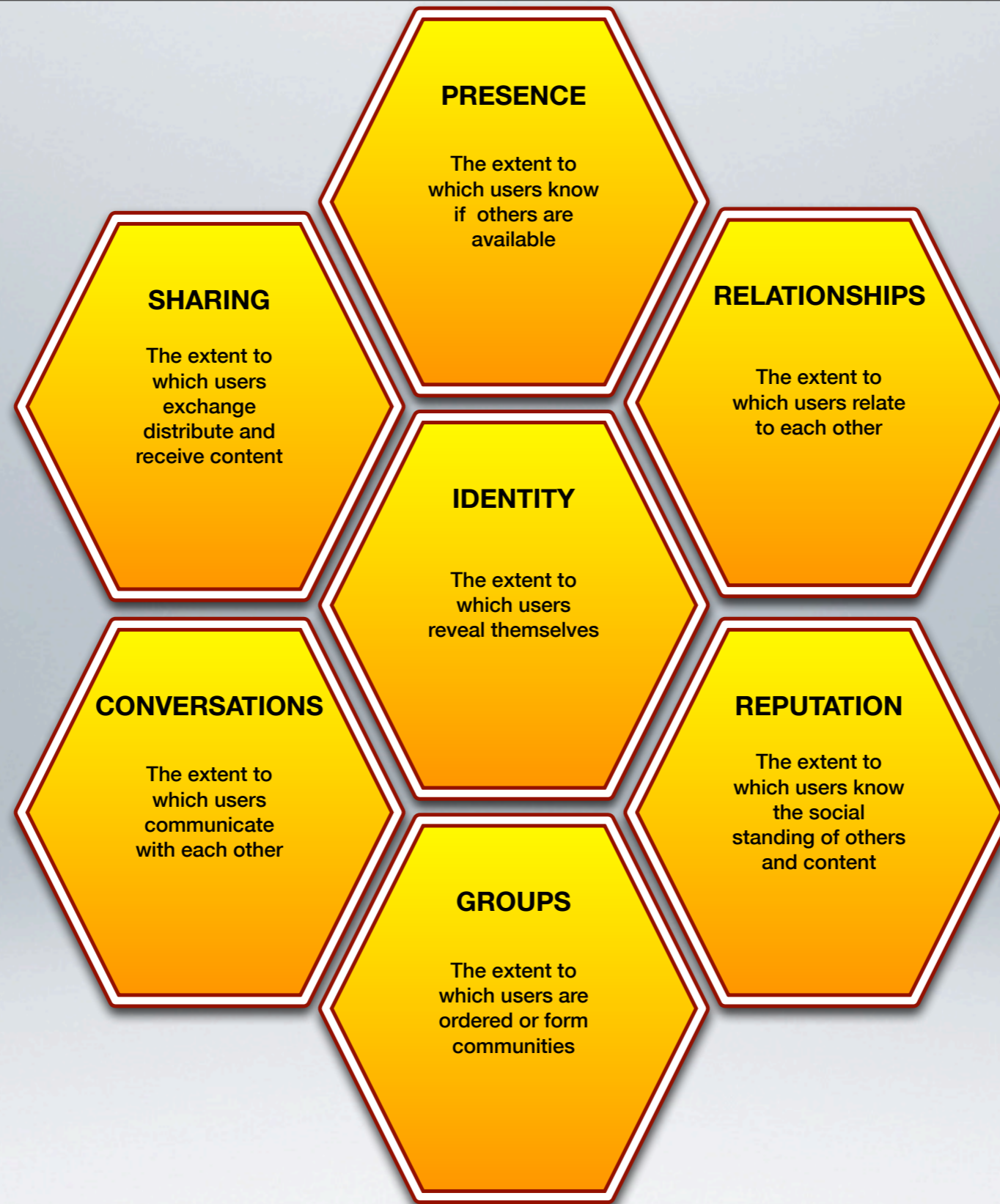
Aggregation services such as IFTTT



WHAT DO WE REVEAL?

Average UK users now spends 1 day in every month online

Kietzmann et al
Social media? Get
serious!
Understanding the
functional building
blocks of social
media



HONEYCOMB OF SOCIAL MEDIA

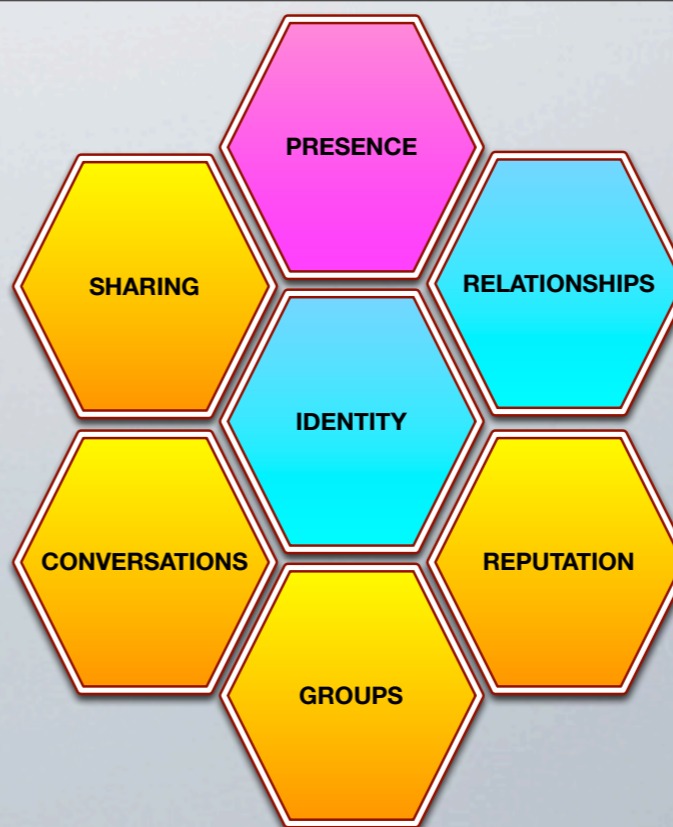
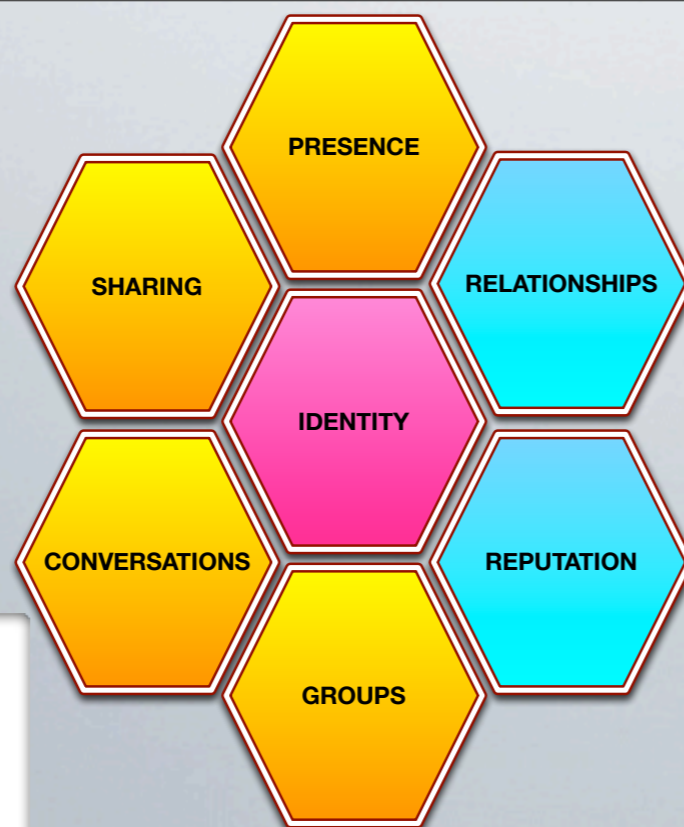
Social Media Functionality

Kietzmann et al
Social media? Get
serious!
Understanding the
functional building
blocks of social
media

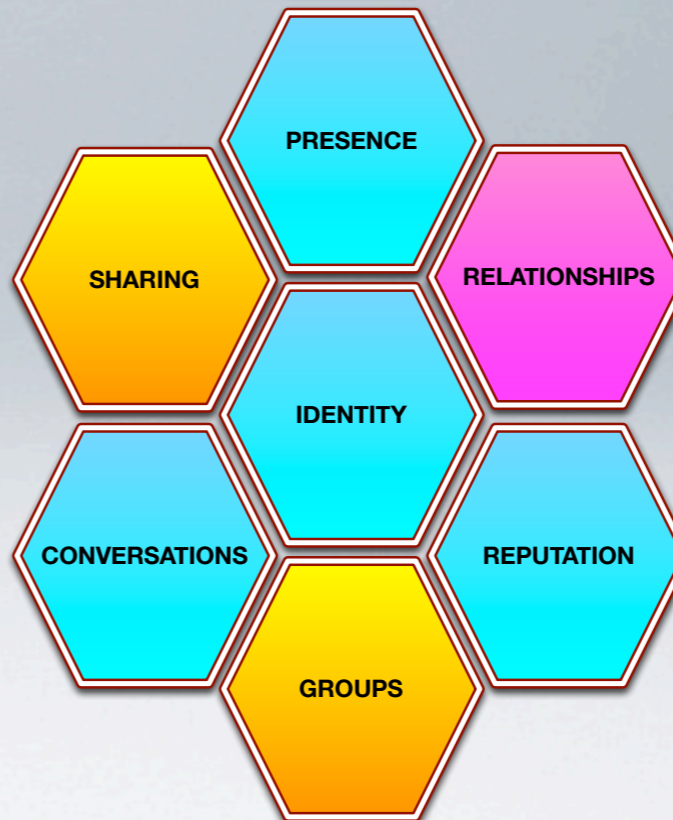
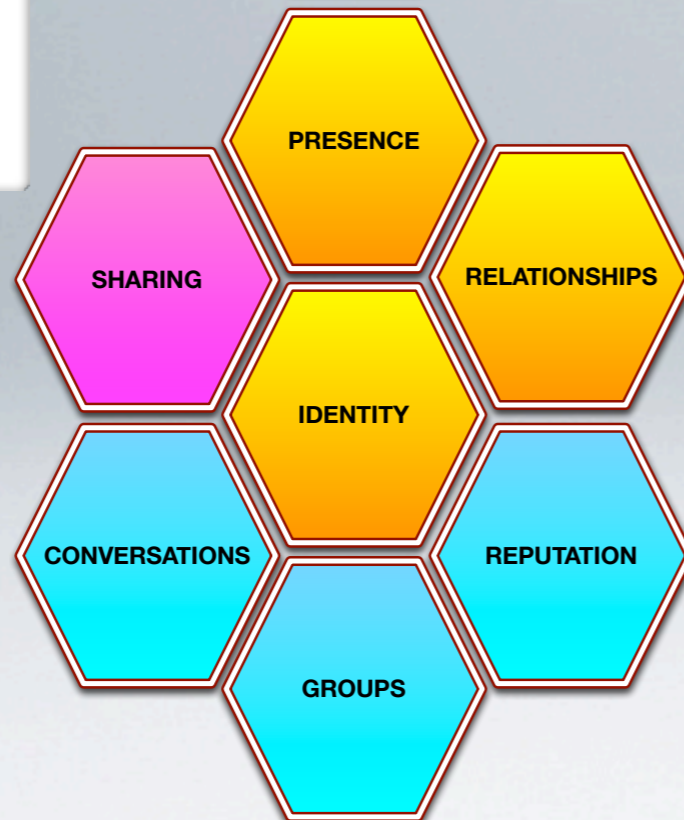


HONEYCOMB OF SOCIAL MEDIA

Implications of this Functionality



Kietzmann et al
Social media? Get serious!
Understanding the functional
building blocks of social
media



HONEYCOMB OF SOCIAL MEDIA

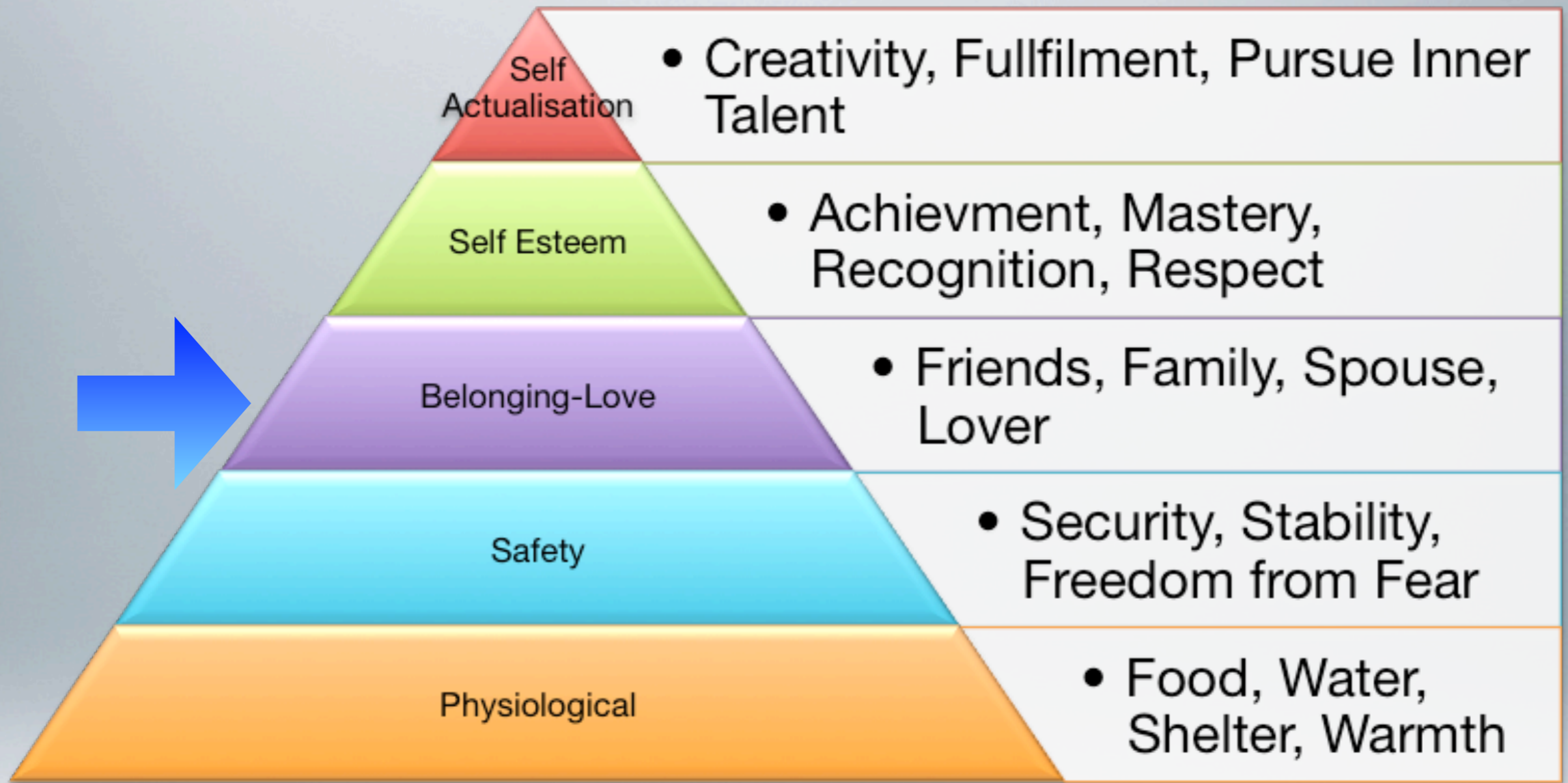
Contrasting the functionalities of different platforms



SOCIAL CAPITAL

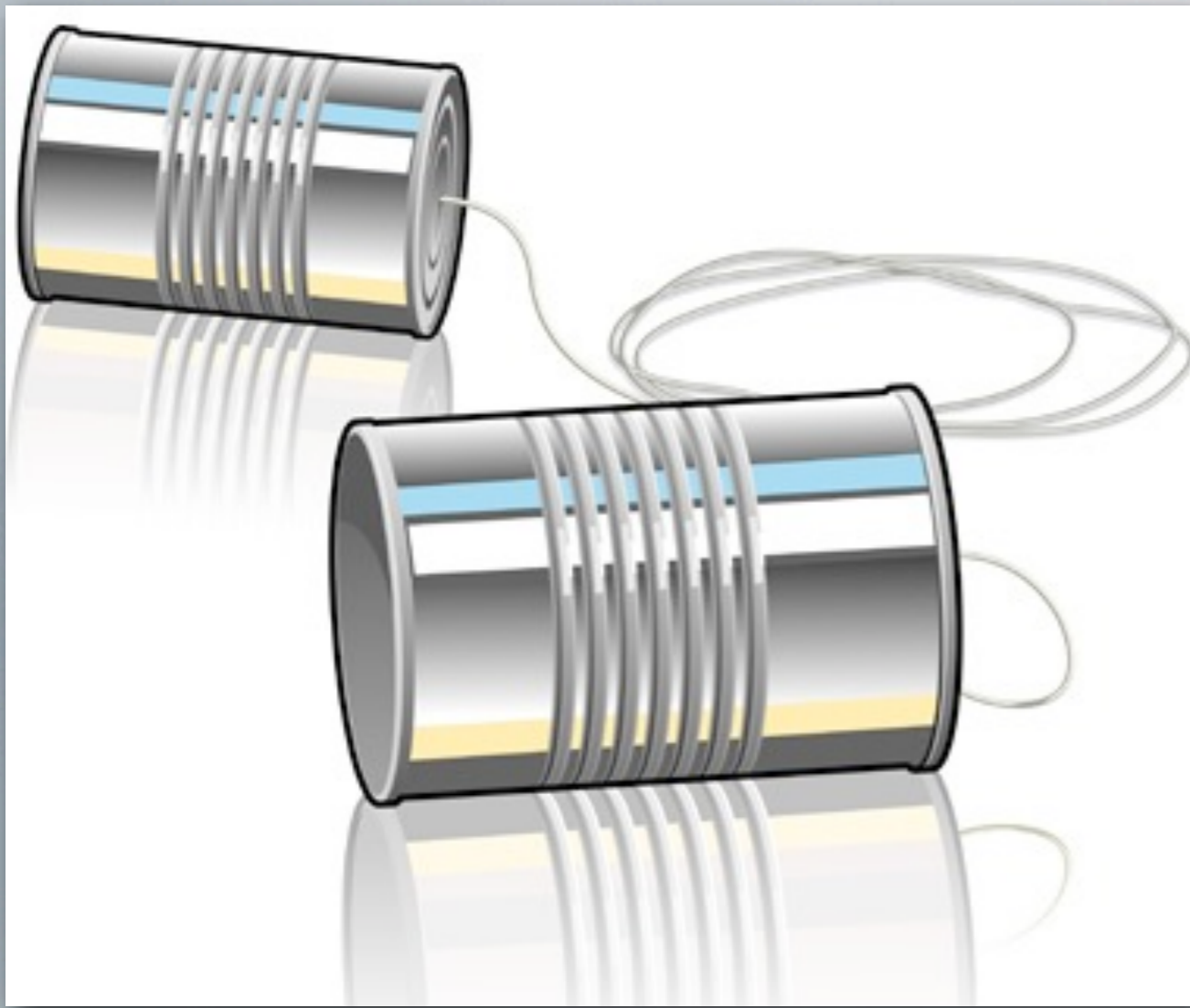
Fresh Networks

The resources accumulated through the relationships among people.

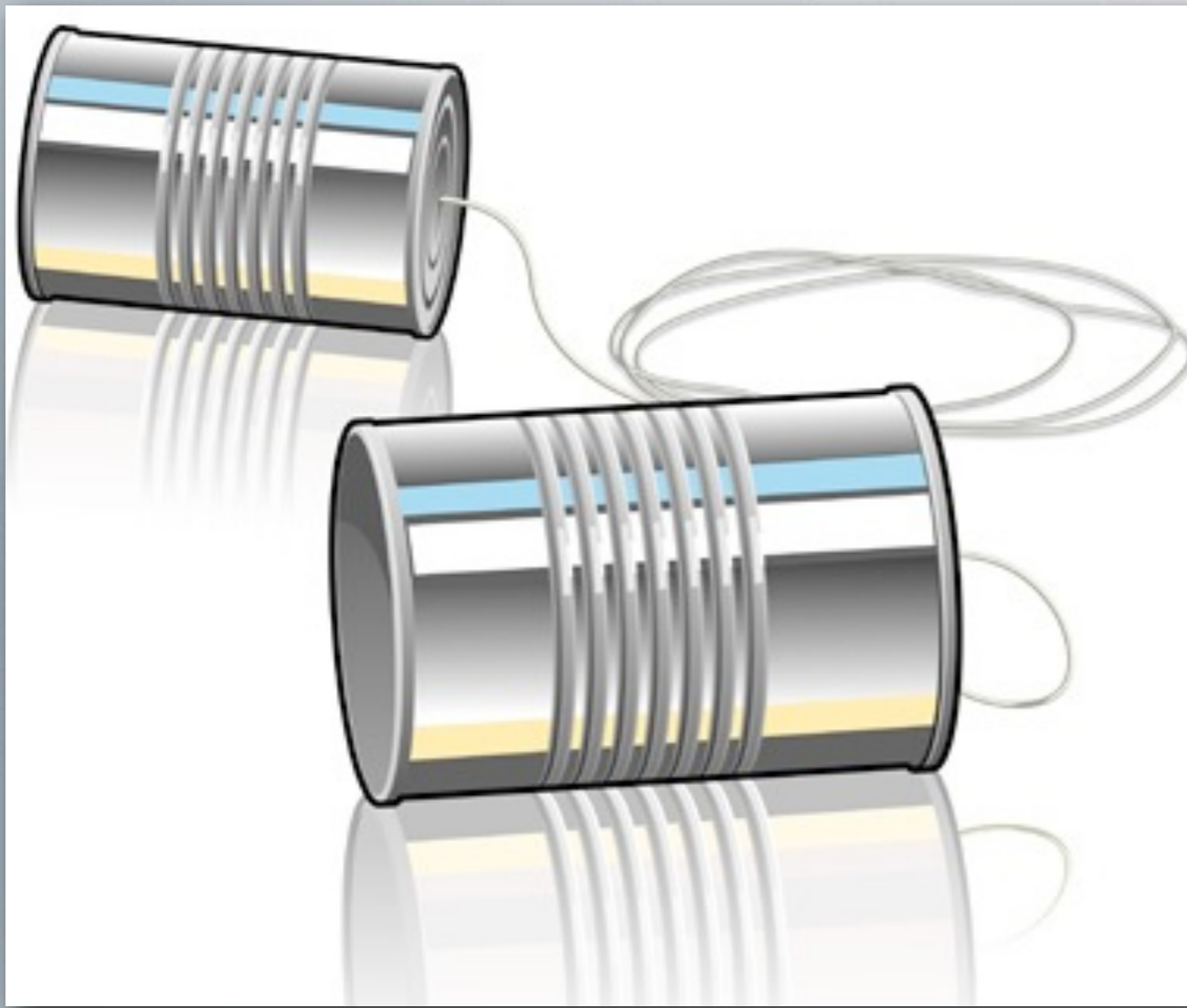


Maslow's Hierarchy of Needs

SOCIAL CAPITAL

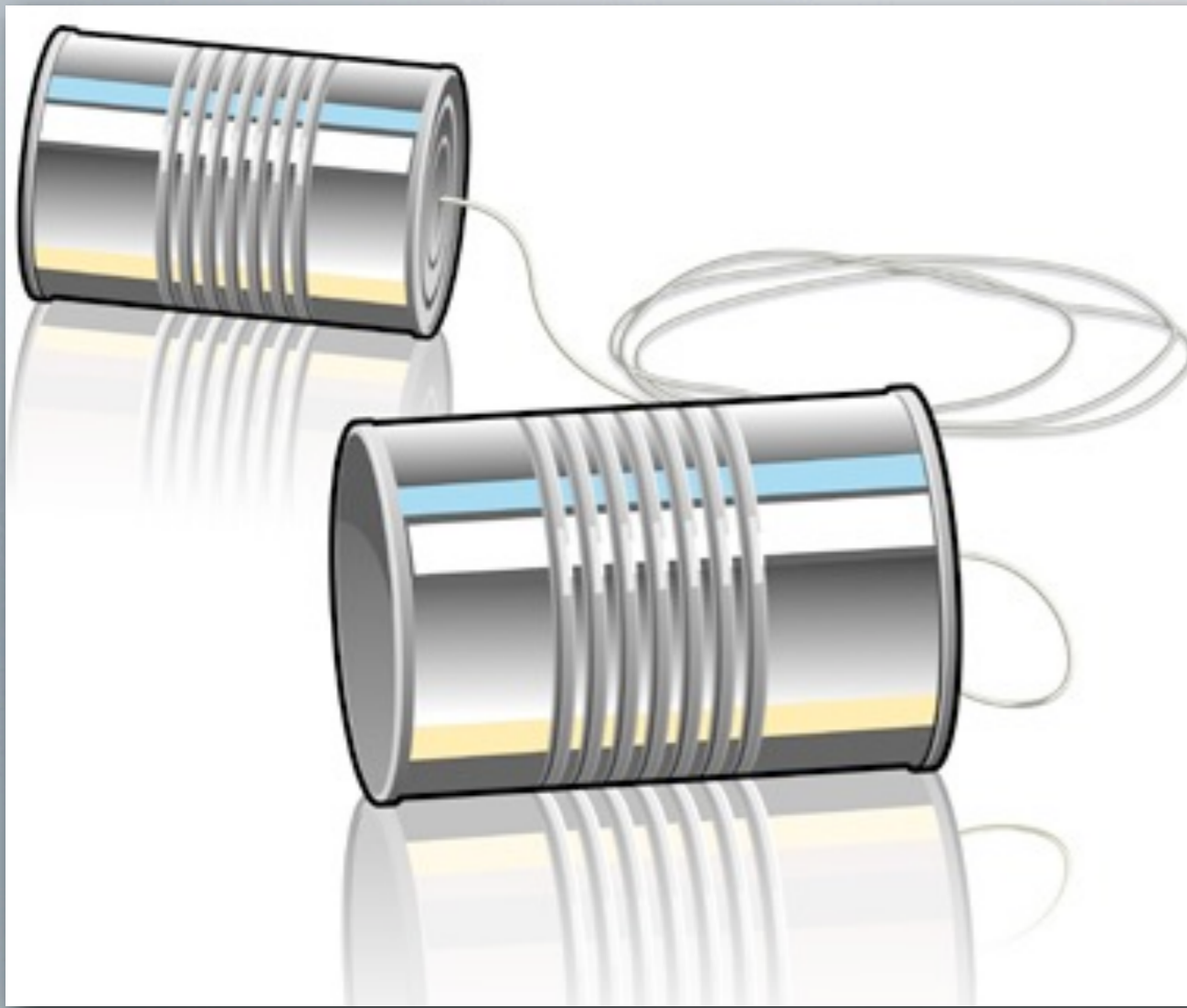


BRIDGING AND BONDING



Linked to what is often termed "weak ties," which are loose connections between individuals who may provide useful information or new perspectives for one another but typically not emotional support

BRIDGING AND BONDING



Linked to what is often termed "weak ties," which are loose connections between individuals who may provide useful information or new perspectives for one another but typically not emotional support



bonding social capital is found between individuals in tightly-knit, emotionally close relationships, such as family and close friends.

BRIDGING AND BONDING



SHHH!
TITTLE
TATTLE
LOST THE
BATTLE



GROOMING AND GOSSIP

Dunbar speculated that as much as 42% of the group's time would have to be devoted to social grooming.

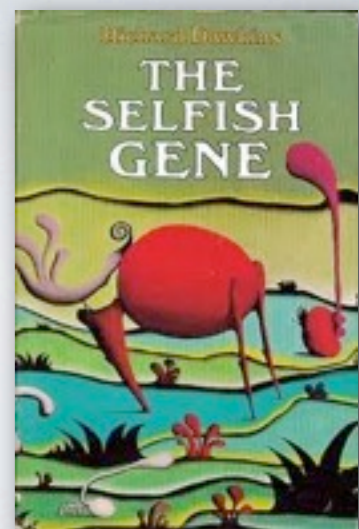


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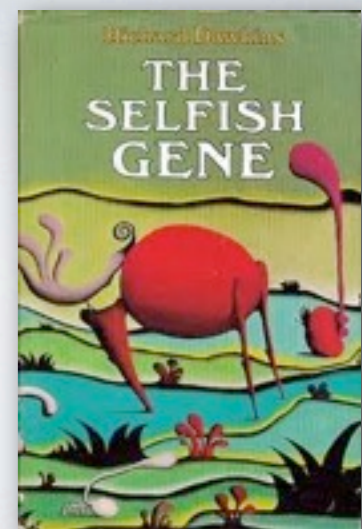


ITS ALL IN OUR MEMES



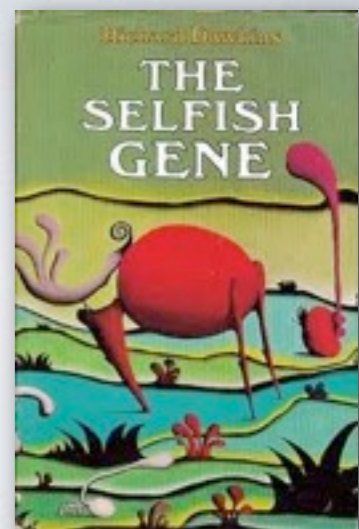


ITS ALL IN OUR MEMES





ITS ALL IN OUR MEMES

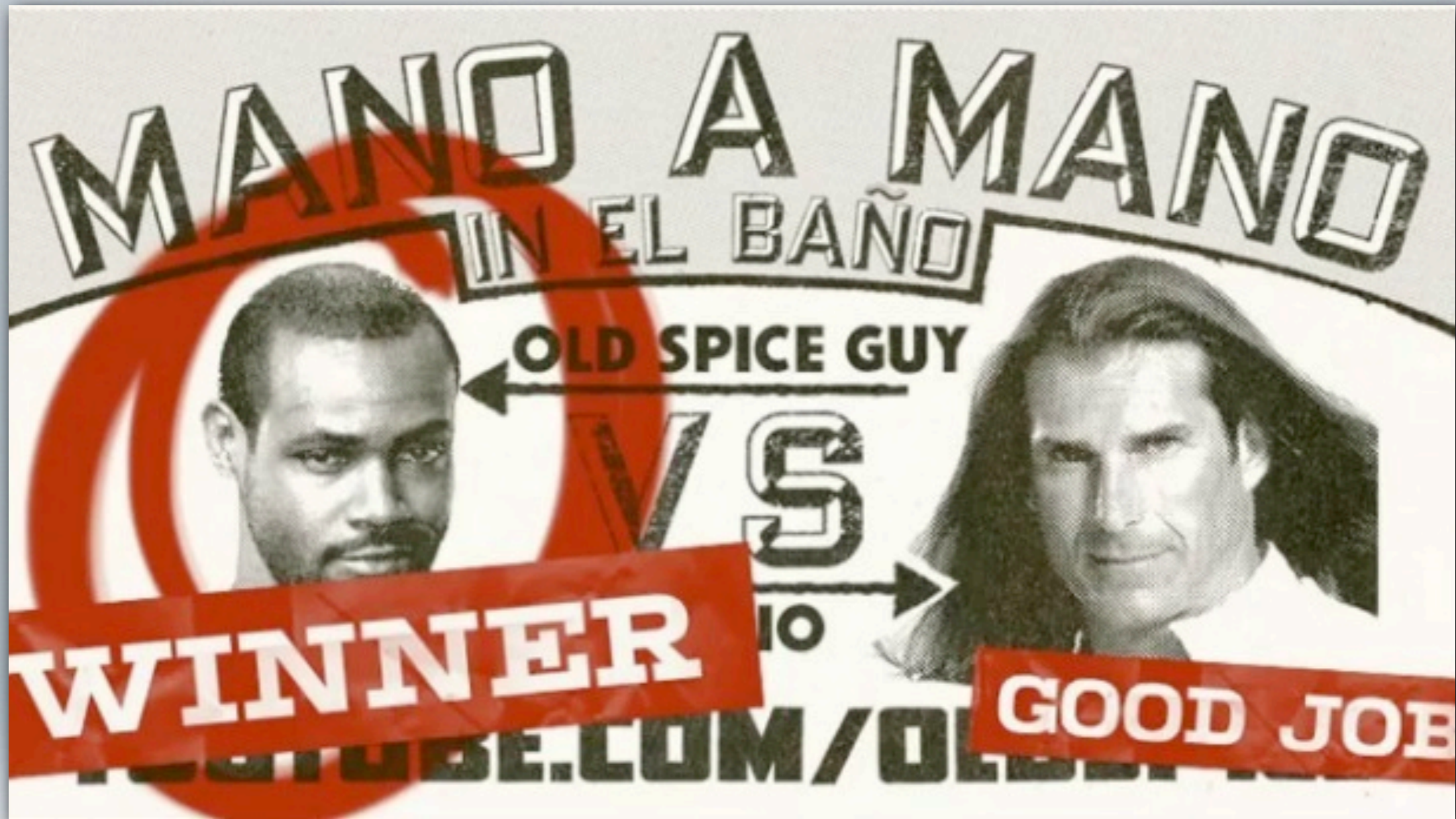




W+K
Old Spice
Campaign

MEME MANIPULATION

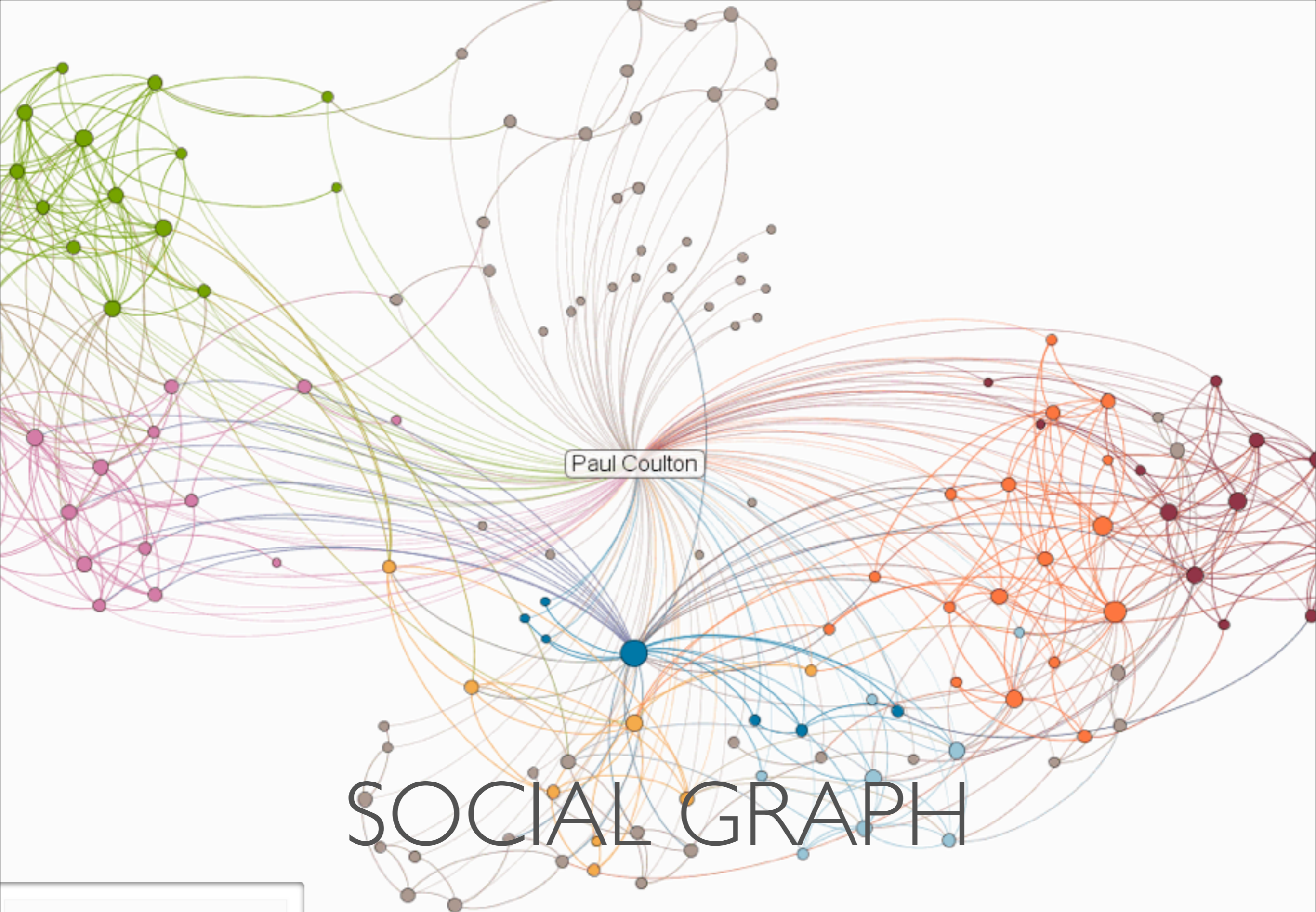
The Man Your Man Could Smell Like



W+K
Old Spice
Campaign

MEME MANIPULATION

The Man Your Man Could Smell Like



Paul Coulton

SOCIAL GRAPH



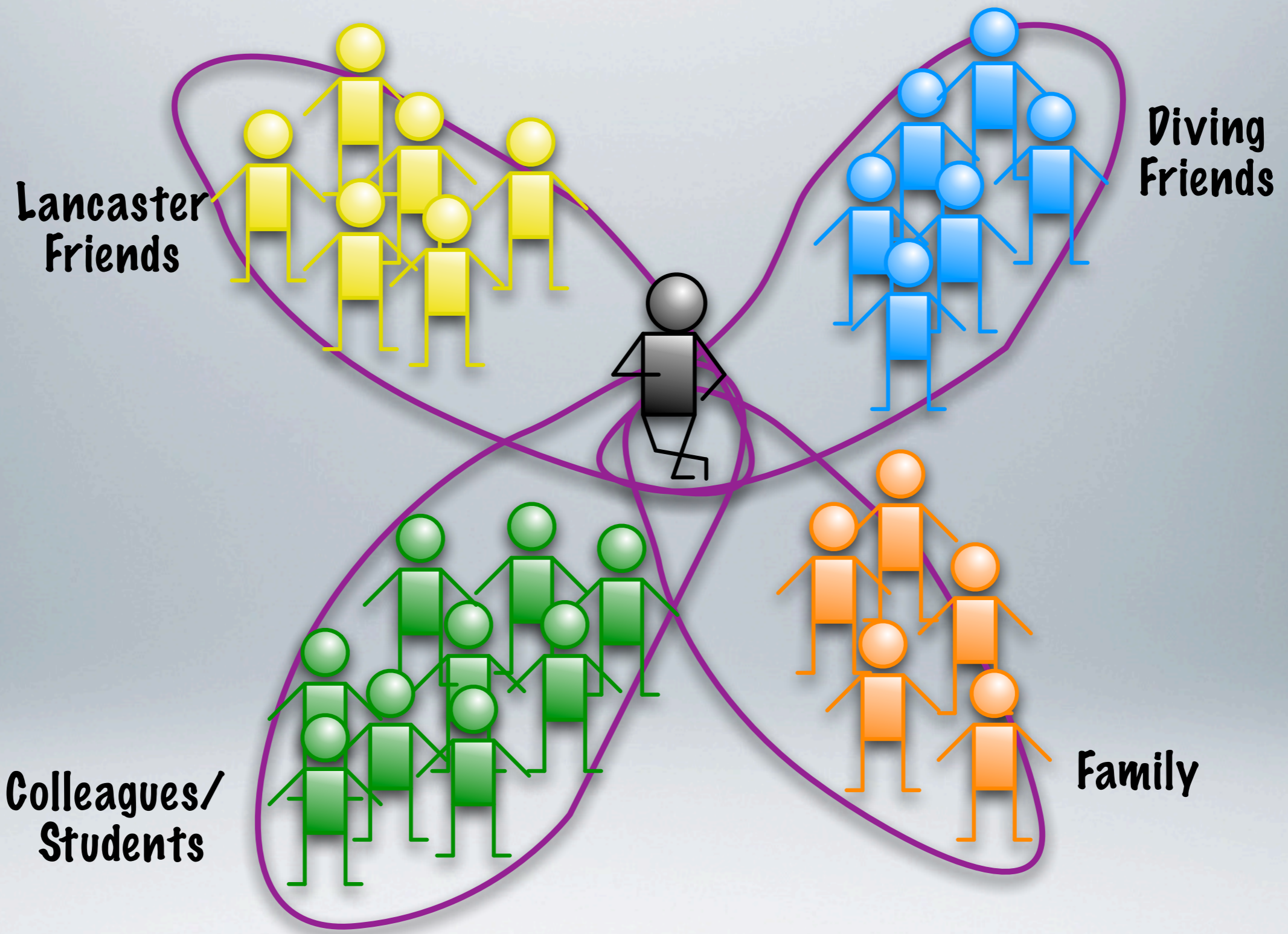
Coulton

SOCIAL GRAPH

The image is a composite graphic. On the left, a world map is formed by a dense collection of small, colorful social media icons such as Facebook 'f', Twitter birds, and various share and like symbols. To the right of the map is a network graph with nodes and connecting lines. A blue speech bubble with white text is positioned over the map and graph. At the bottom, the words 'SOCIAL GRAPH' are written in a large, grey, sans-serif font. The background is white with faint, light-colored network lines.

All your
social graph are belong
to me

SOCIAL GRAPH



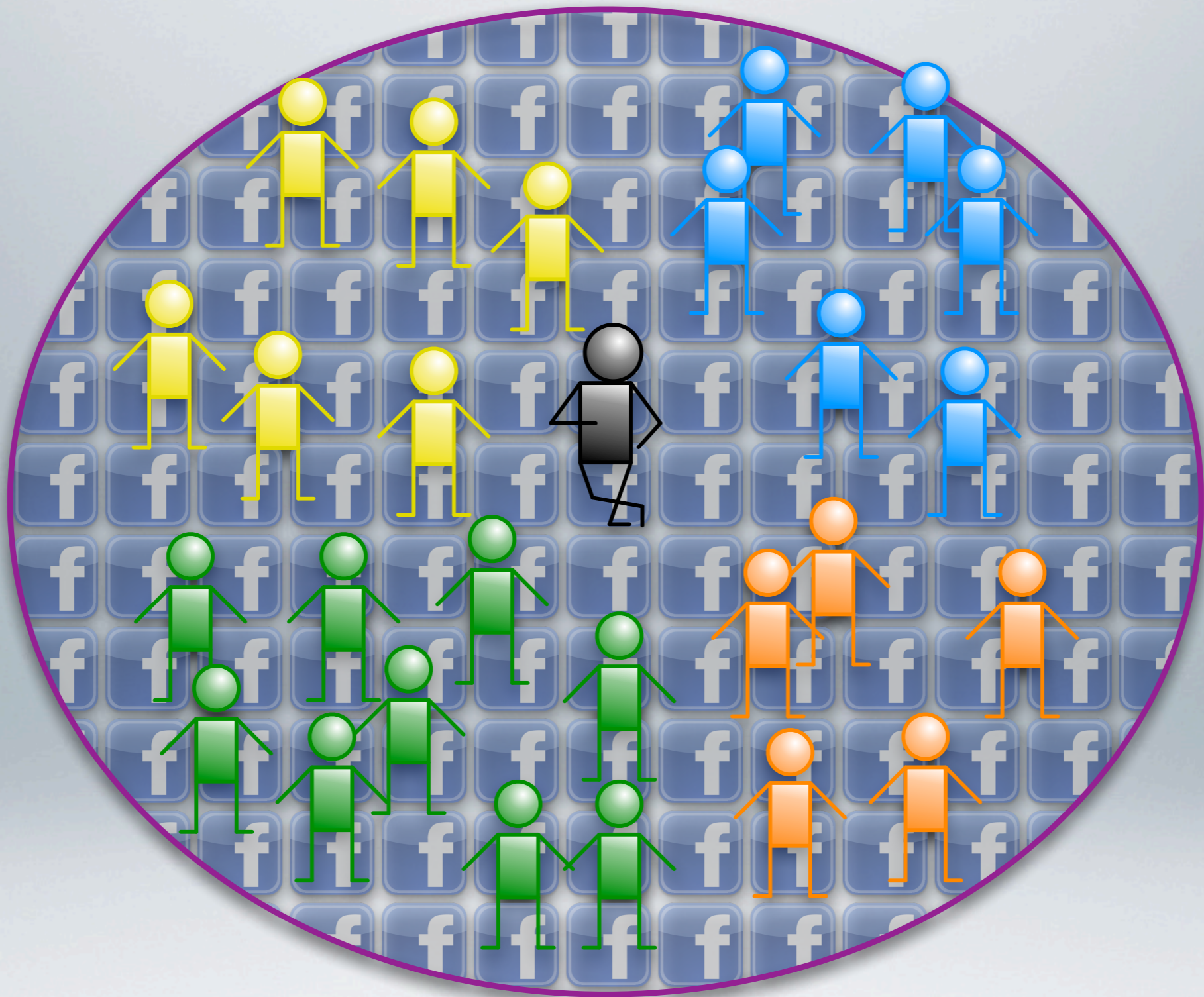
**Lancaster
Friends**

**Diving
Friends**

**Colleagues/
Students**

Family

REAL SOCIAL GRAPH



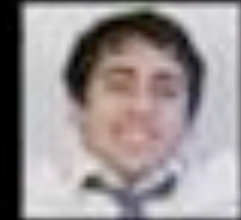
ONLINE SOCIAL GRAPH

SOCIAL TV

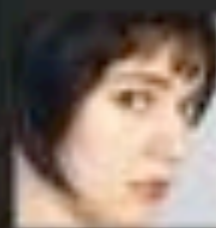
Social television is a general term for technology that supports communication and social interaction in either the context of watching television, or related to TV content

T-Remote Chat

Watching the game tonight?



Oh yes—the beers are in the fridge and the wife's out :-D

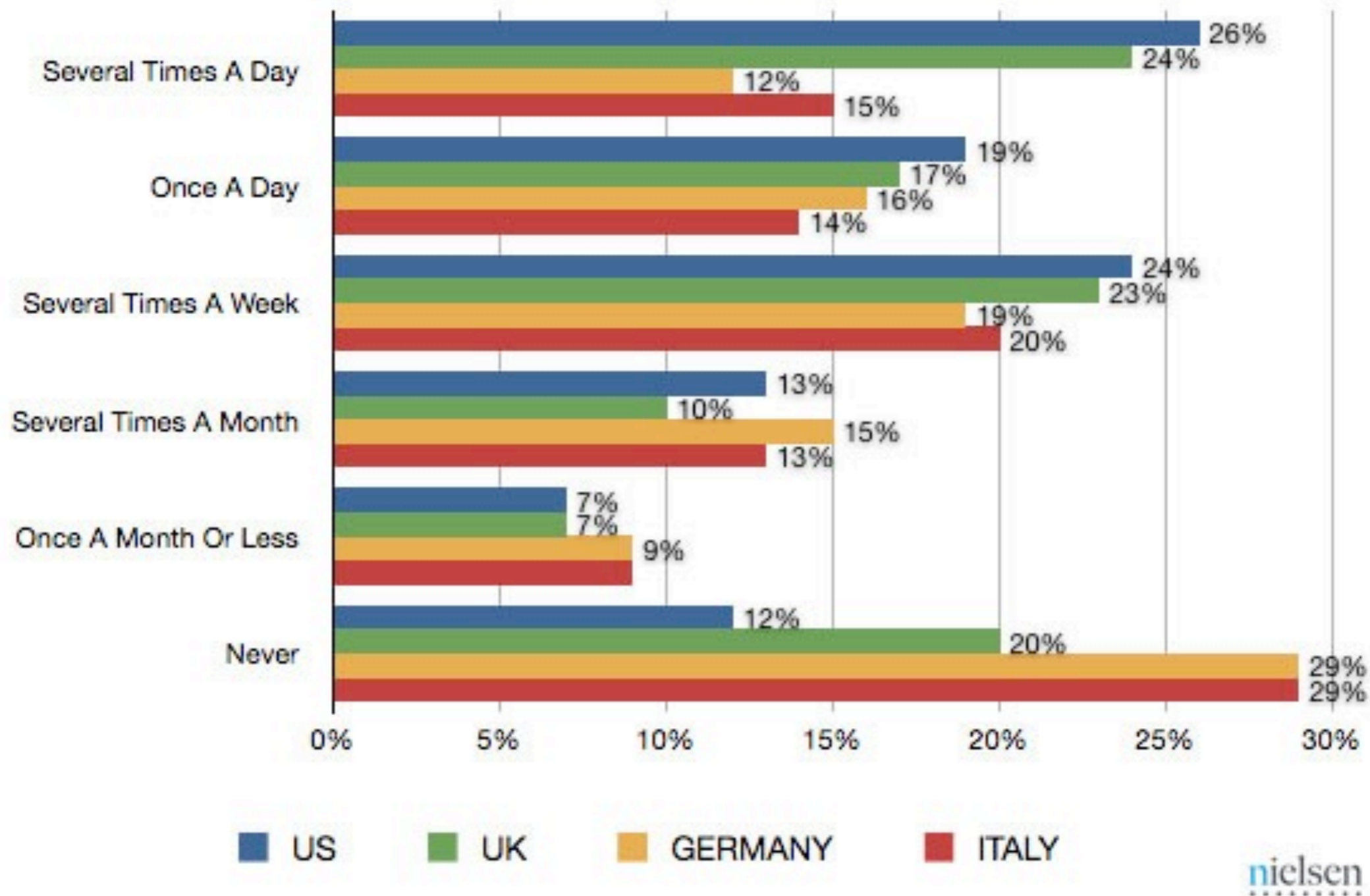


Game?
What game?

You're kidding!



Simultaneous use of Tablet while watching TV



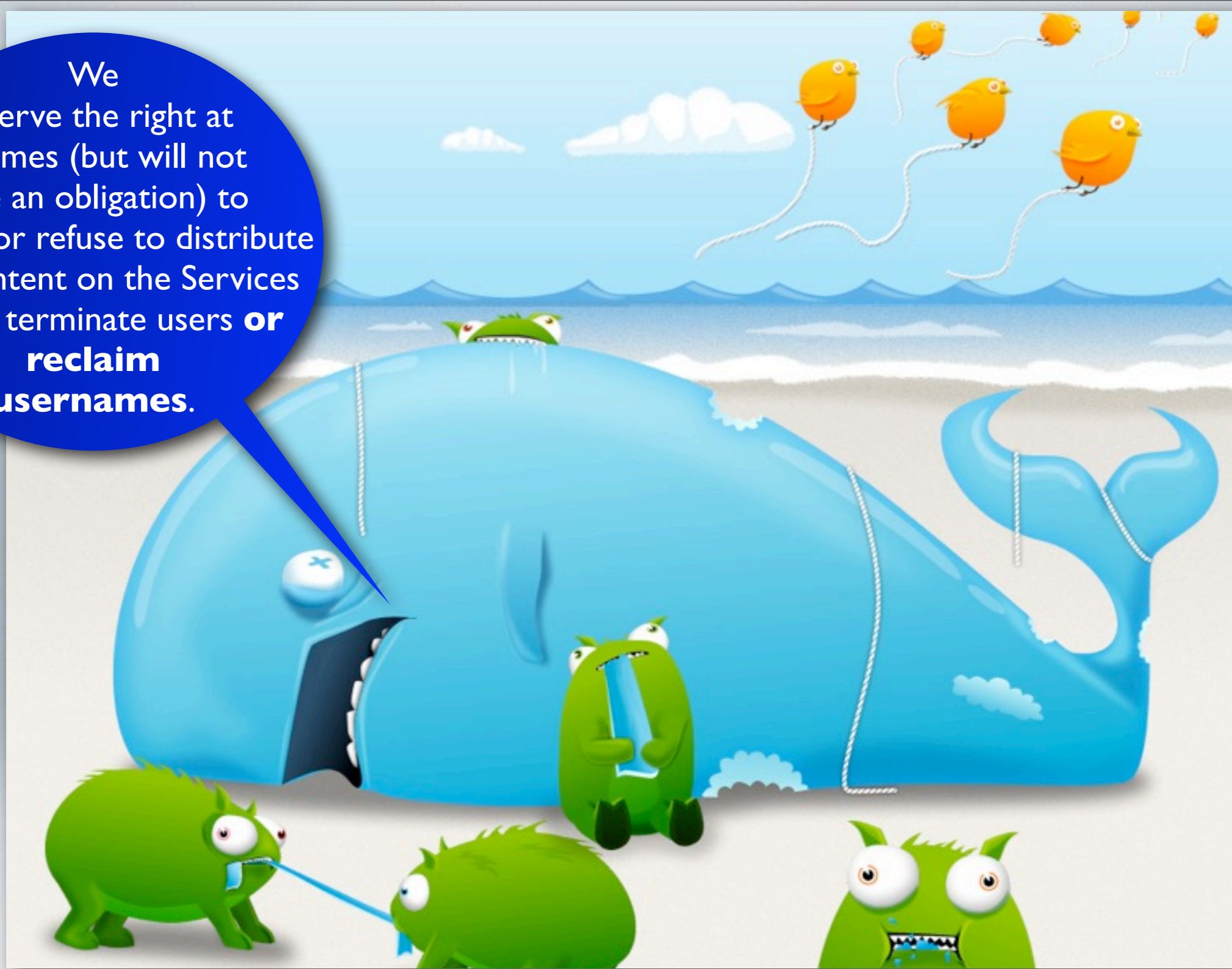
TWEETING WITH THE TV ON



The
Oatmeal

WHO OWNS YOUR
TWITTER DATA?

We reserve the right at all times (but will not have an obligation) to remove or refuse to distribute any Content on the Services and to terminate users **or reclaim usernames.**



The Oatmeal

WHO OWNS YOUR TWITTER DATA?

We reserve the right at all times (but will not have an obligation) to remove or refuse to distribute any Content on the Services and to terminate users **or reclaim usernames.**

Twitter are now offering up to a years worth of tweets to market researchers for analysis



The Oatmeal

WHO OWNS YOUR TWITTER DATA?



Groups	Girls	Boys	Over 28s
Mentored by Simon	Mentored by Cheryl	Mentored by Dannii	Mentored by Louis



Diva Fever



Cher Lloyd



Aiden Grimshaw



Wagner Carrilho



One Direction



Rebecca Ferguson



Matt Cardle



John Adelewe



Belle Amie



Treyce Cohen



Palje Richardson



Storm Lee



F.Y.D



Katie Waissel

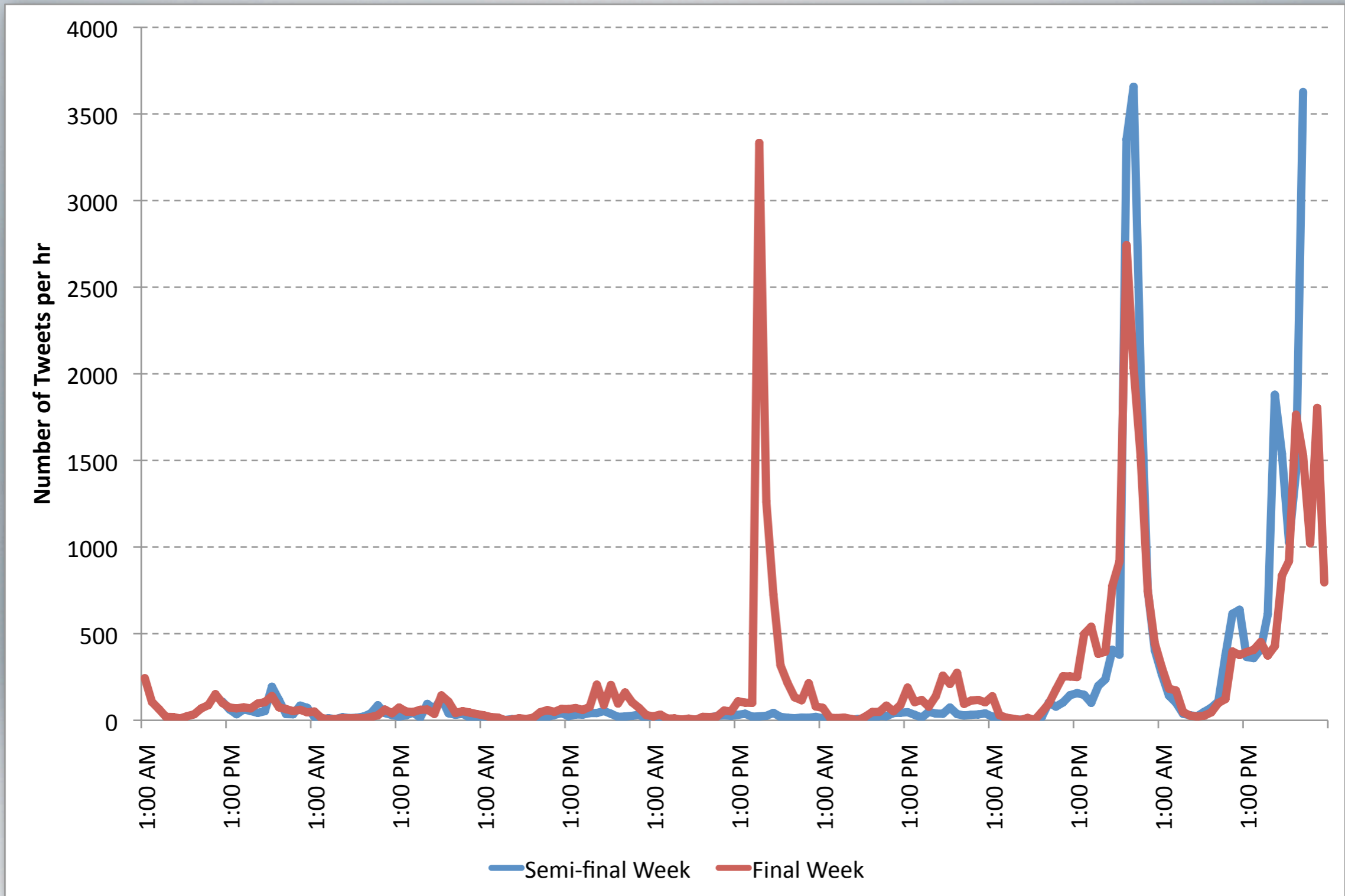


Nicolo Festa

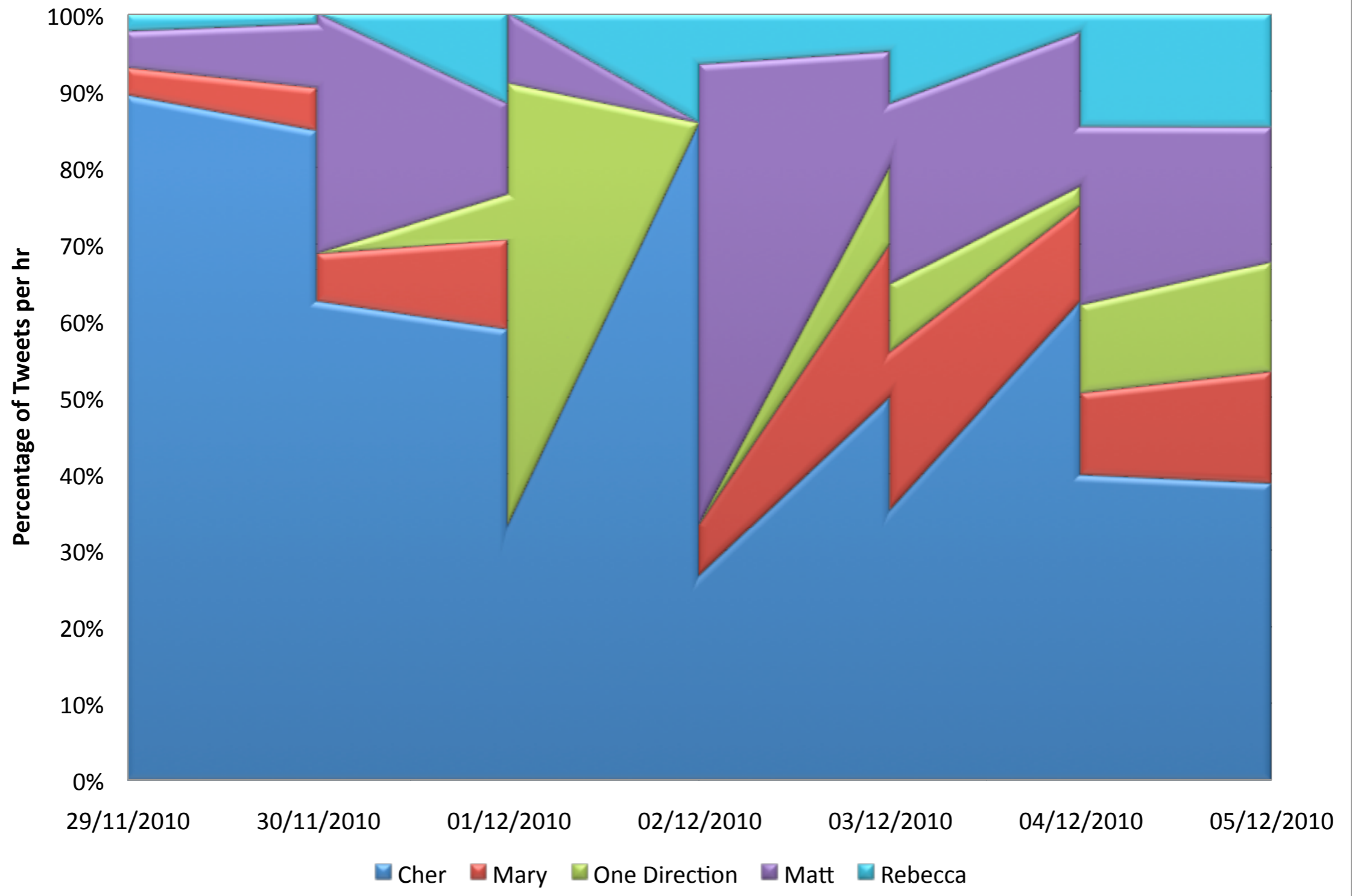


Mary Byrne

TWEETING WITH THE TV ON



TWEETS PER HOUR



SEMIFINAL WEEK TWEETS

Xfactor

like going

Factor

time really way

Matt

Cheryl

RT

@TheXfactor

Factor

see songs

Cole

know

one

xfactorRT

follow

want

Rebecca

get

tonight

think

Mary

Direction

just

One Win

song

love

watch

now

please week

Cher

Xfactor

Xfactor

Cher

show

performance

Twitter

last

never

miss

trials

never

worm

@dapperDudeUK

vote

year

next

first

people

good

Love

sing

direction

gains

Cardle

Lloyd

followers

singing

go

know

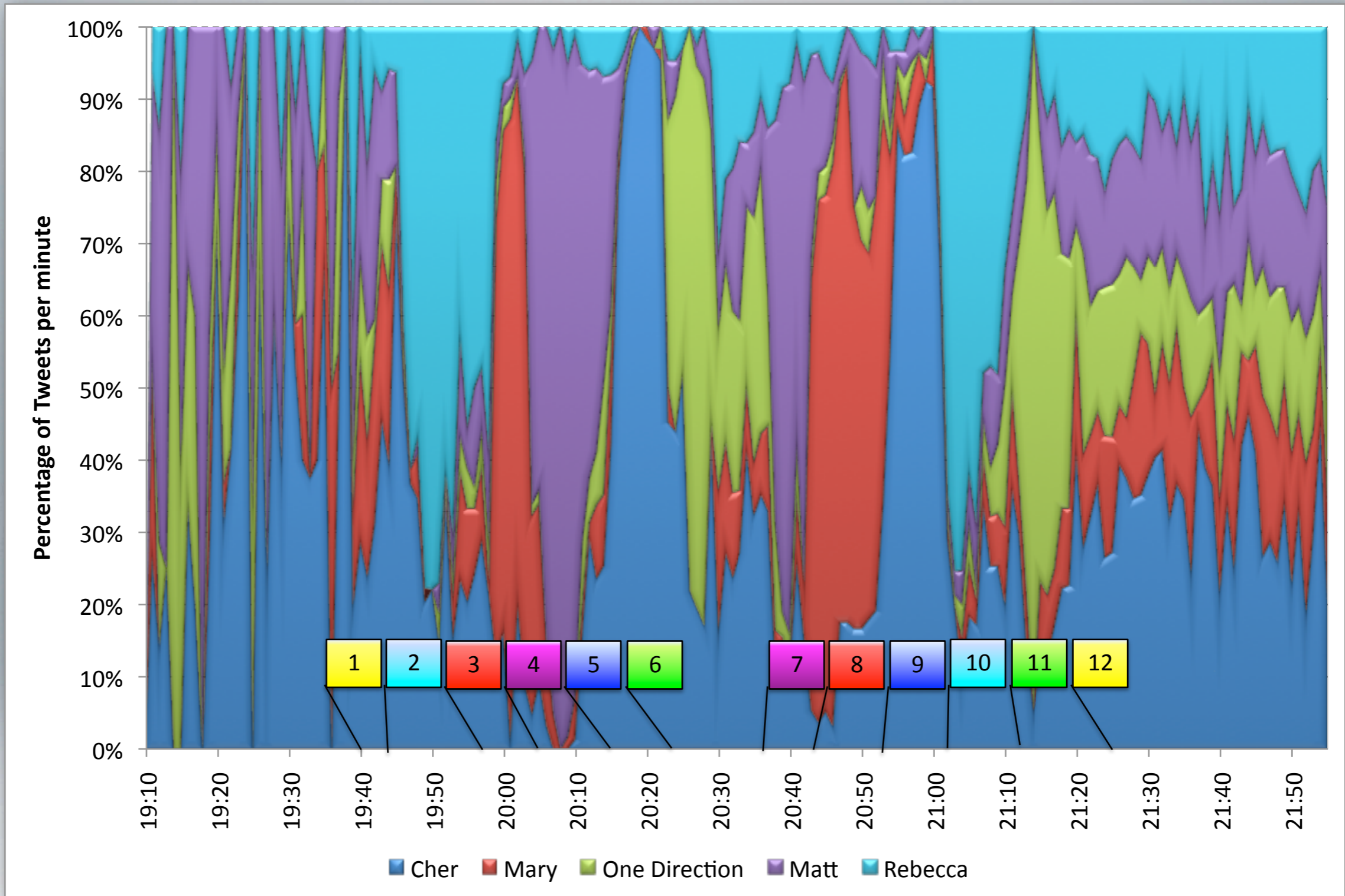
love

watch

make

got

back



SEMIFINAL SATURDAY SHOW

“Some weird
song choices for tonight's
#XFactor but I'm liking them!
Cher - LTWYL, ID - Only
Girl”

Percentage of Tweets per minute

70%
60%
50%
40%
30%
20%
10%
0%

19:10 19:20 19:30 19:40 19:50 20:00 20:10 20:20 20:30 20:40 20:50 21:00 21:10 21:20 21:30 21:40 21:50

Cher Mary One Direction Matt Rebecca



SEMIFINAL SATURDAY SHOW

“Some weird song choices for tonight's #XFactor but I'm liking them! Cher - LTWYL, ID - Only Girl”

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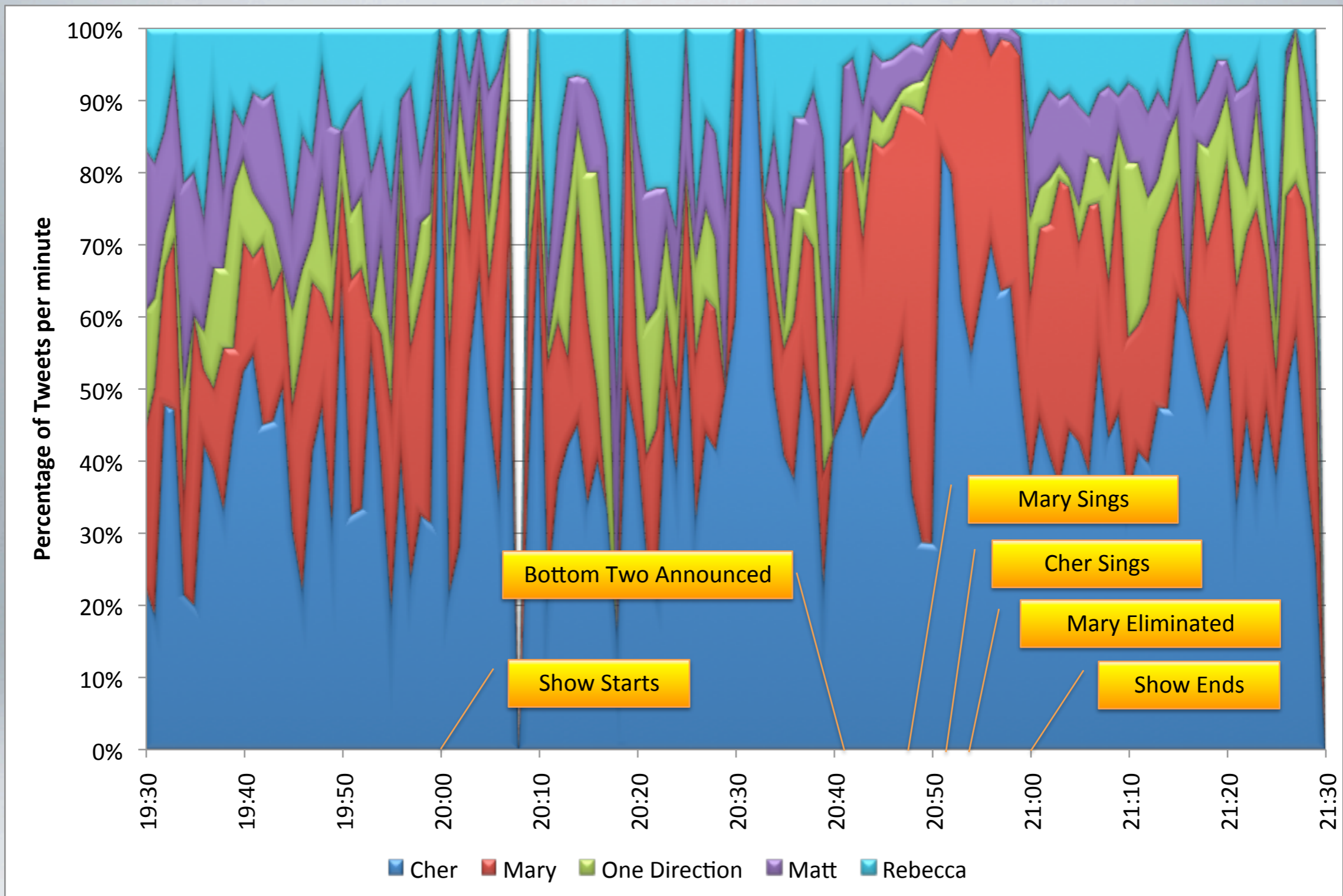
19:10 19:20 19:30 19:40 19:50 20:00 20:10 20:20 20:30 20:40 20:50 21:00 21:10 21:20 21:30 21:40 21:50

Cher Mary One Direction Matt Rebecca

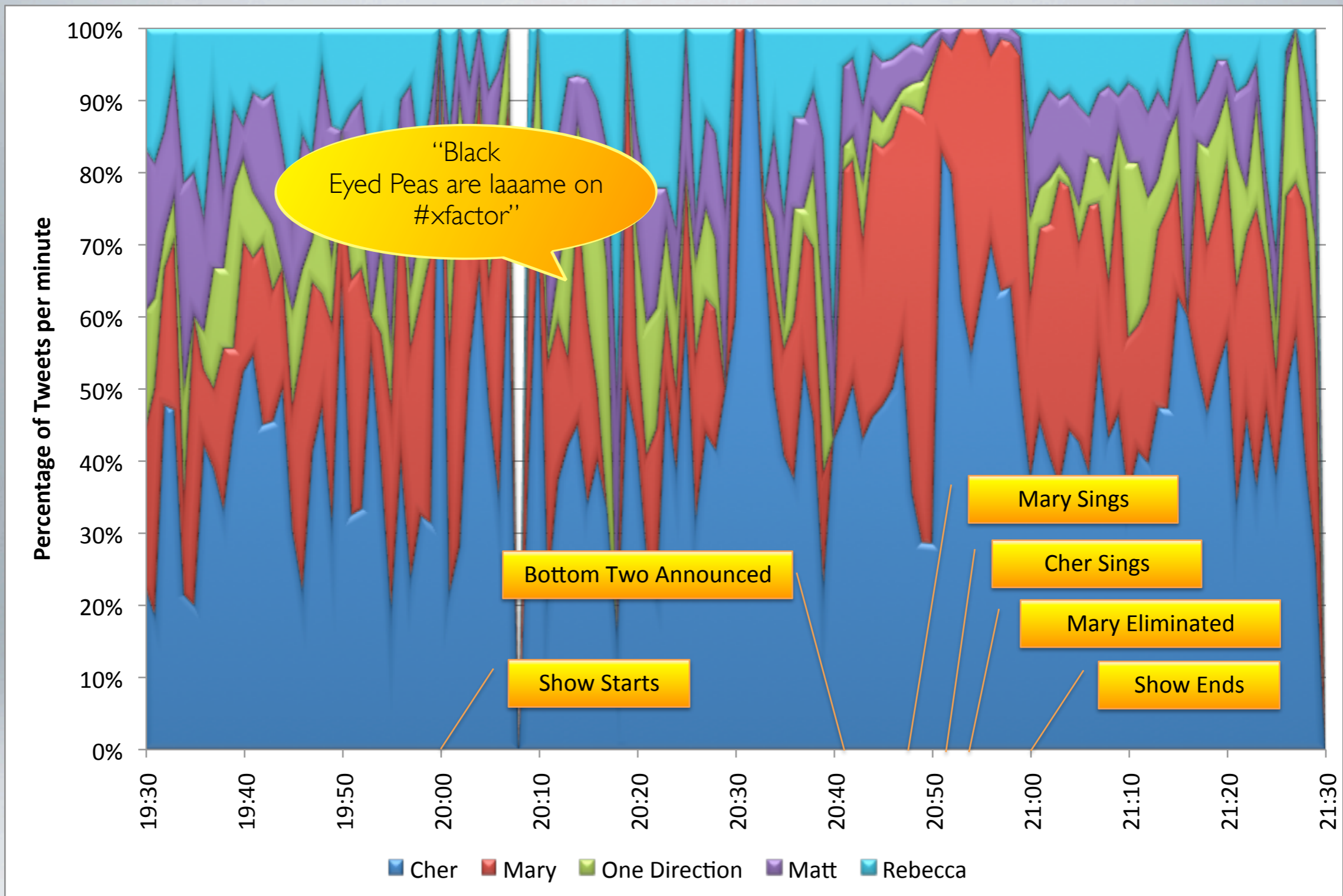
“Rebecca is dancing thru lightsabers... clearly a blatant attempt to capture the sci-fi vote. #xfactor”



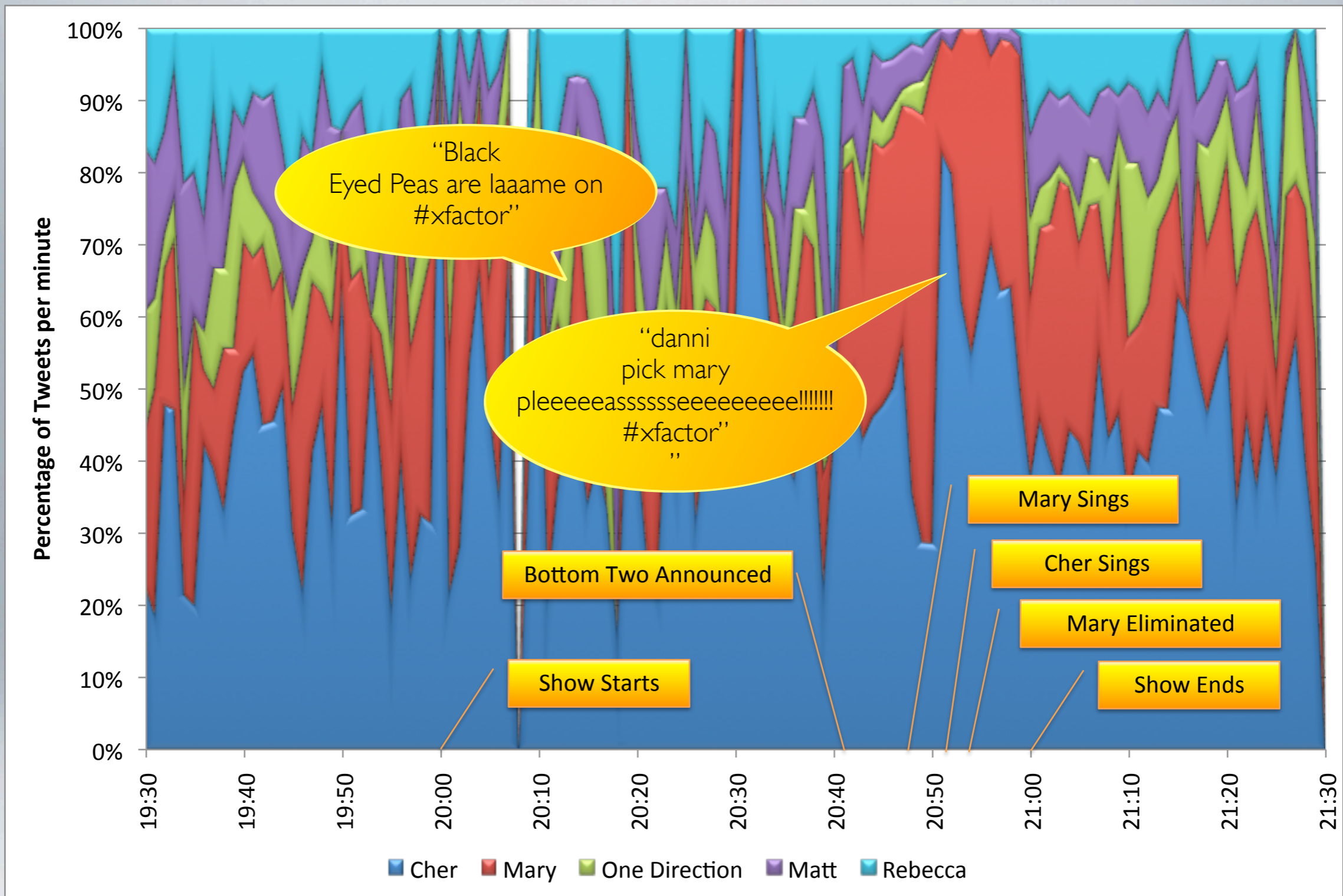
SEMIFINAL SATURDAY SHOW



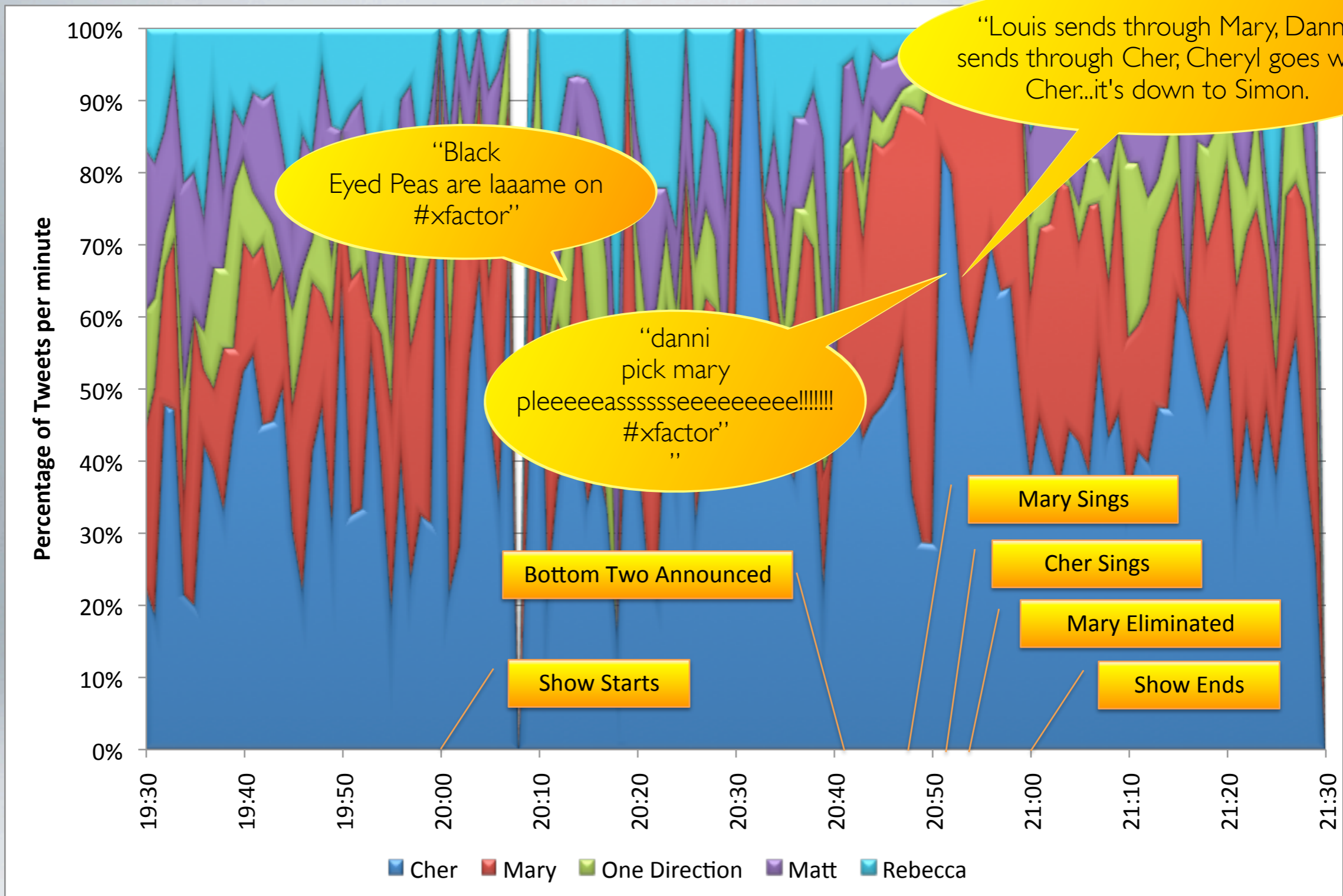
SEMIFINAL SUNDAY SHOW



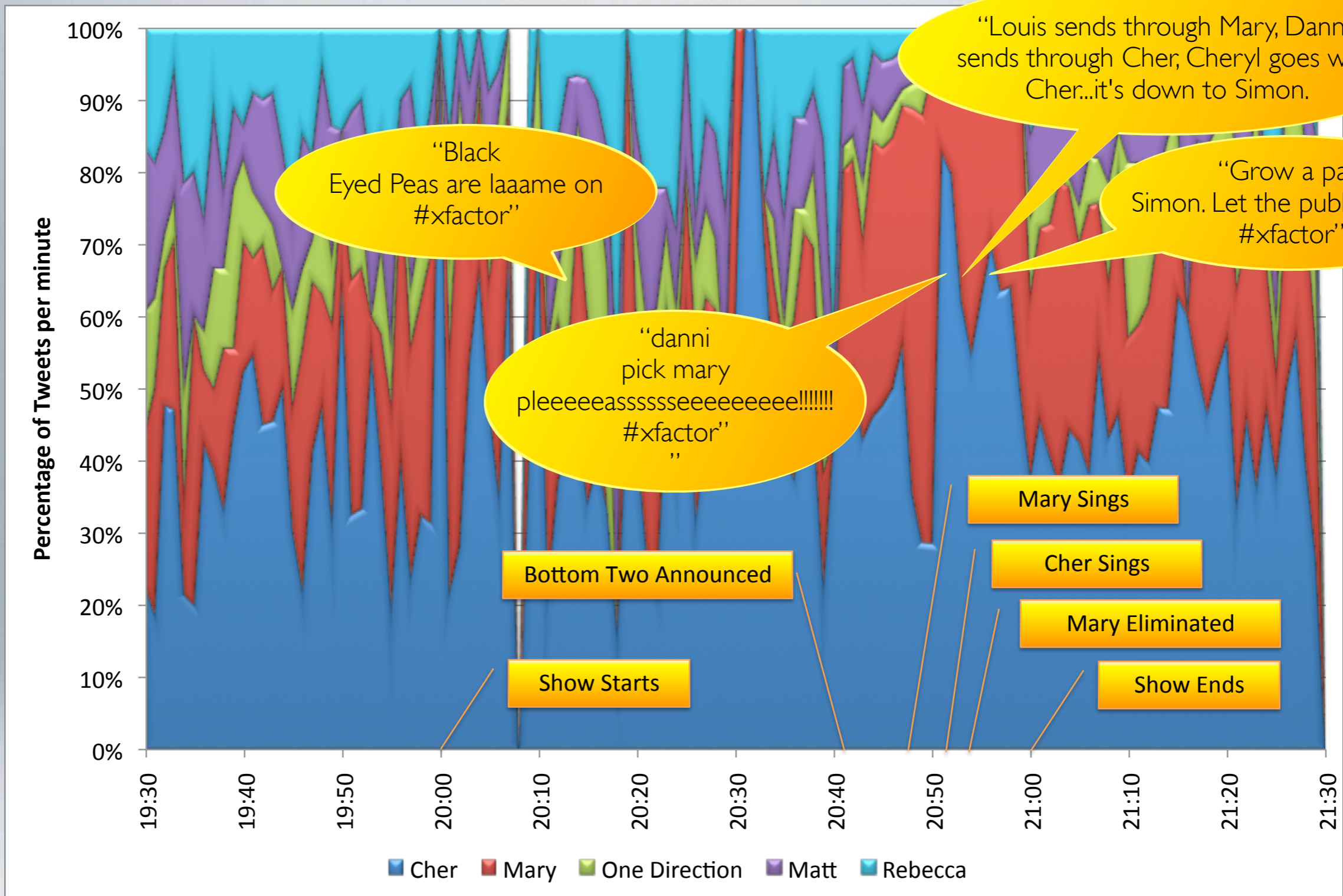
SEMIFINAL SUNDAY SHOW



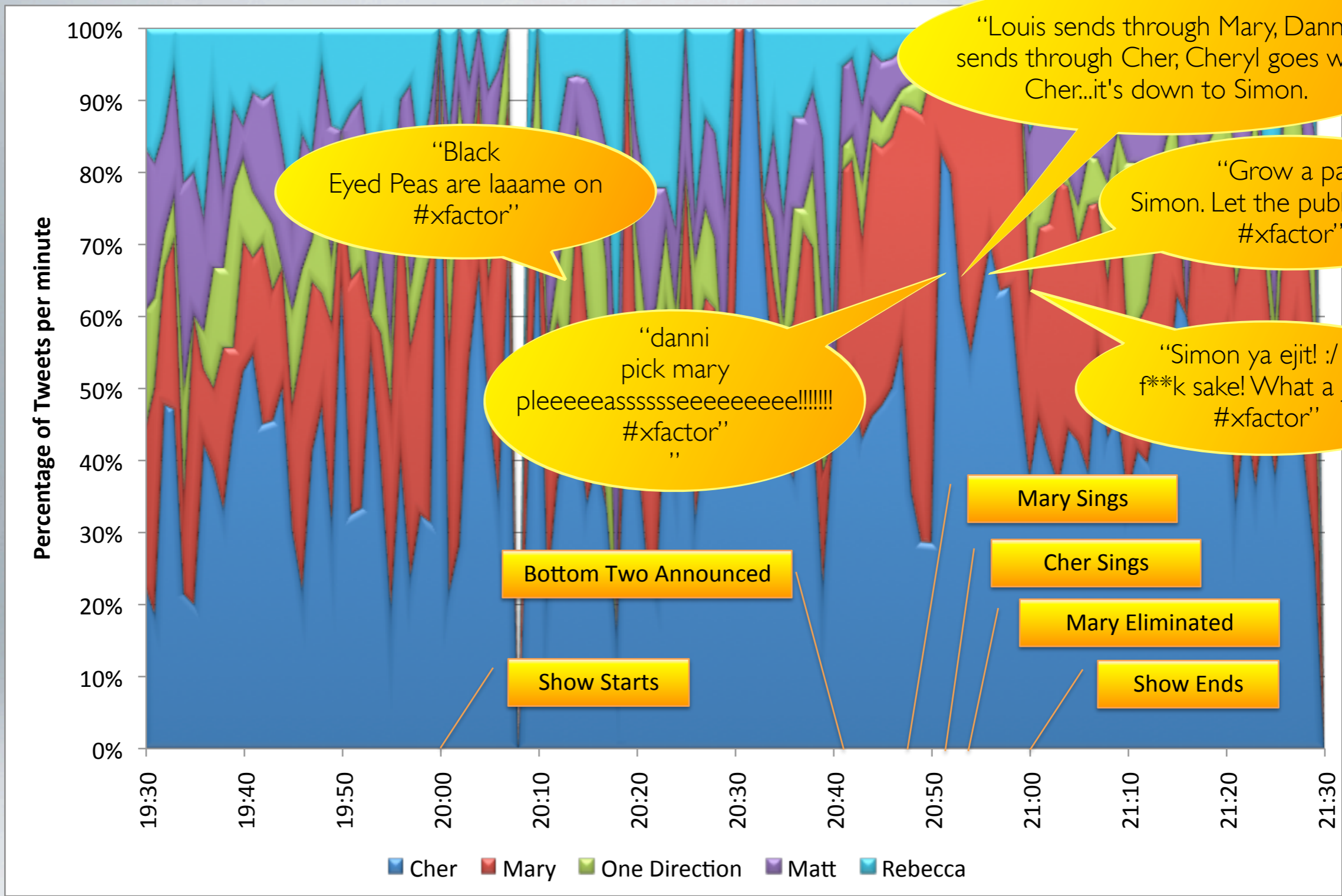
SEMIFINAL SUNDAY SHOW



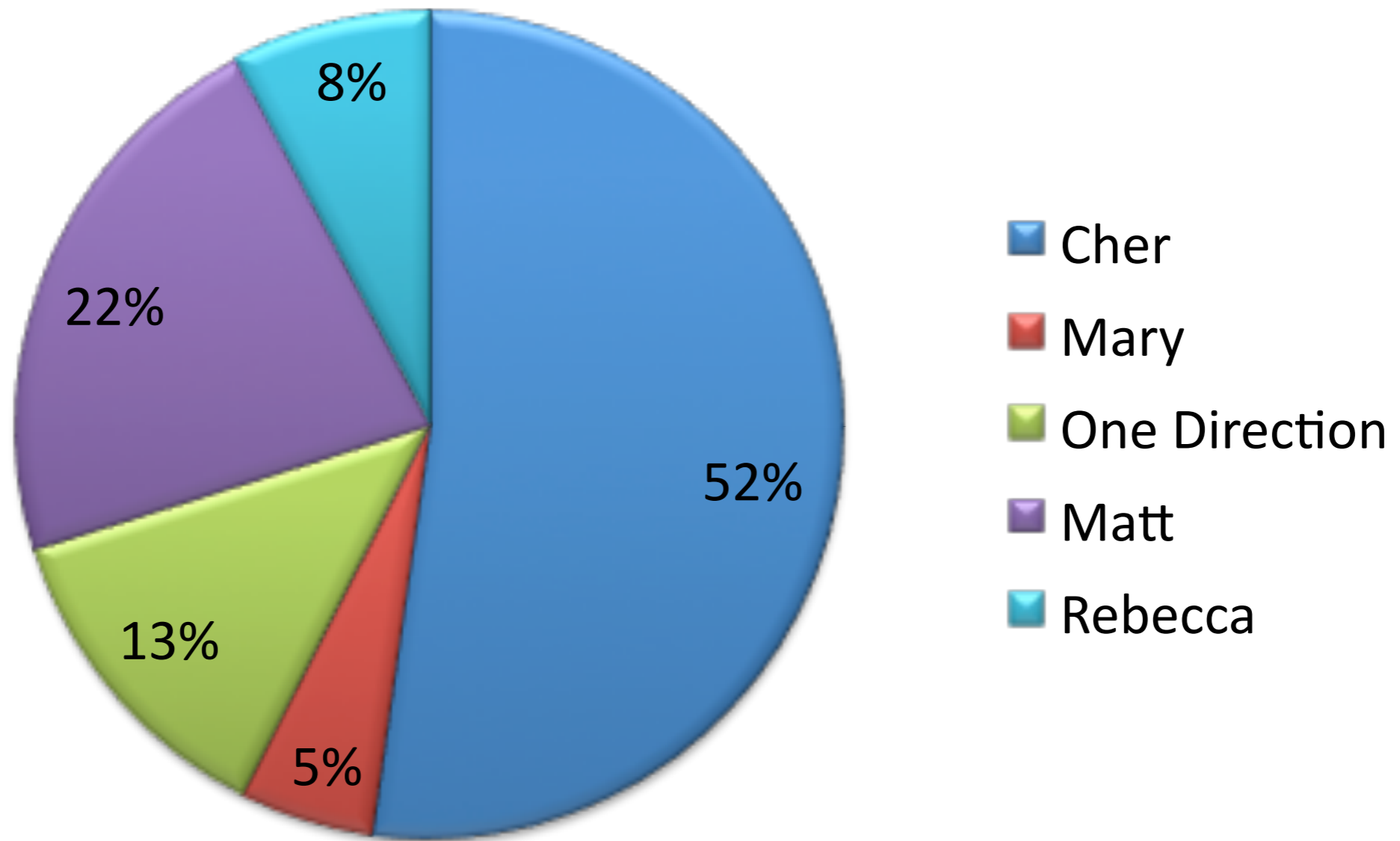
SEMIFINAL SUNDAY SHOW



SEMIFINAL SUNDAY SHOW

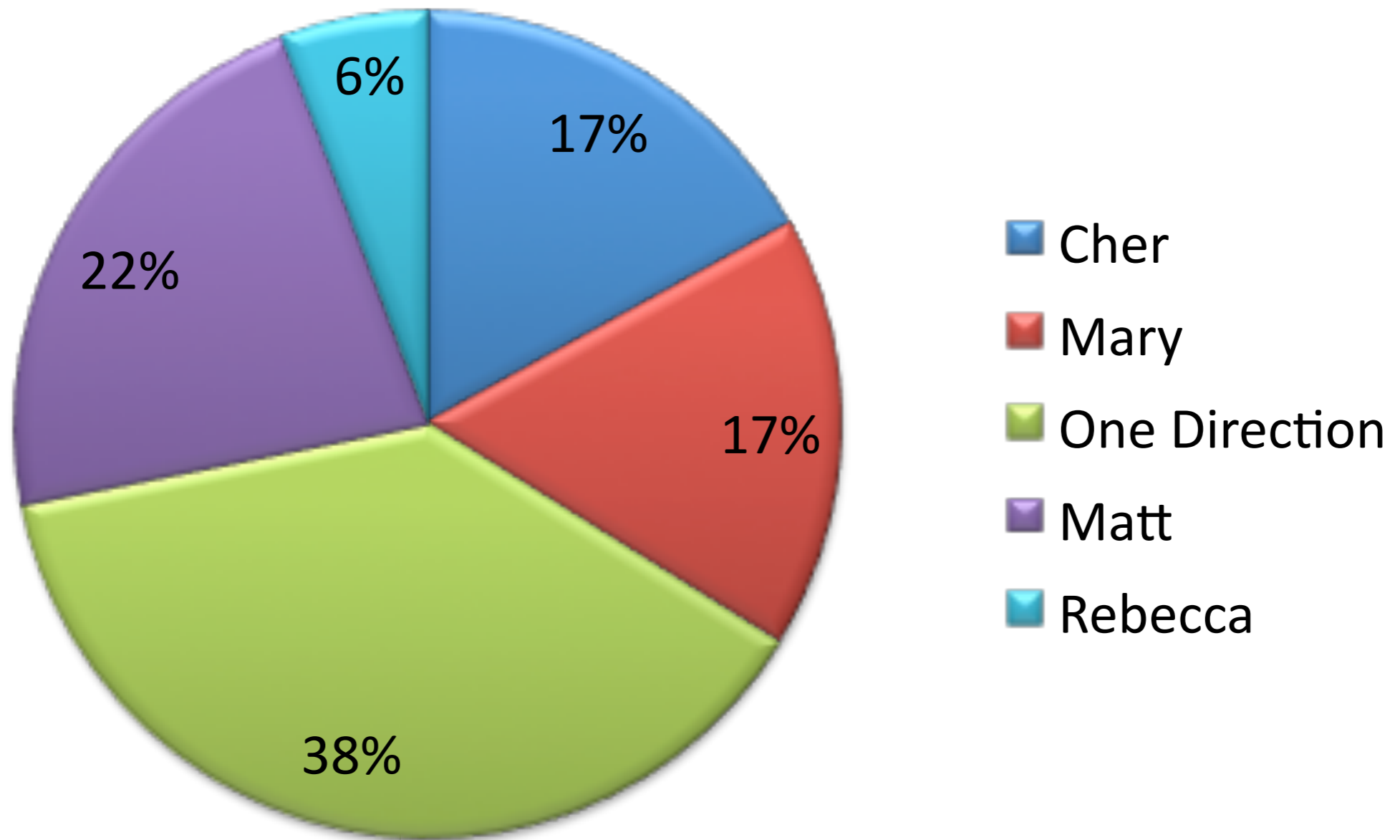


SEMIFINAL SUNDAY SHOW

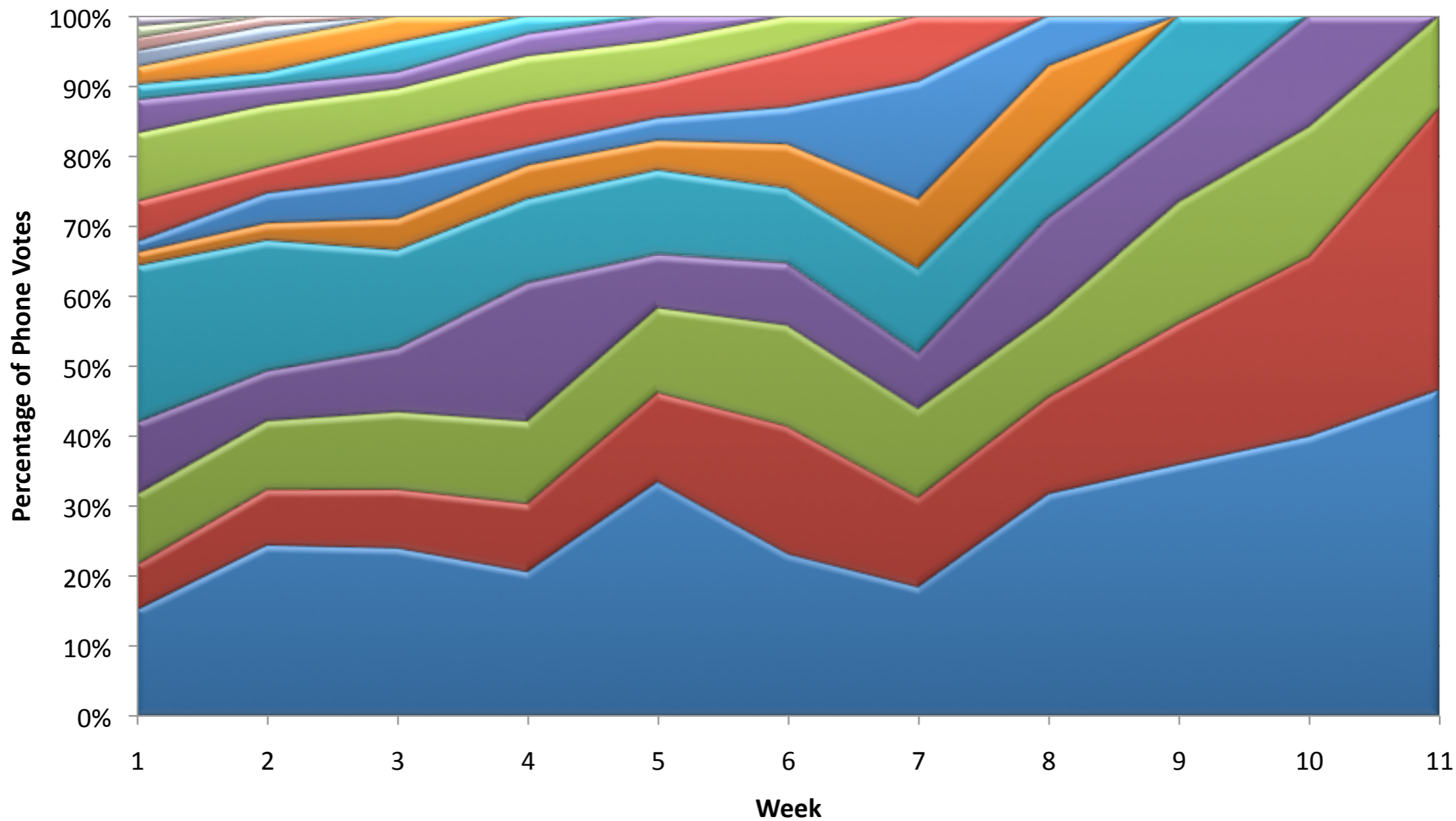


FACEBOOK LIKES

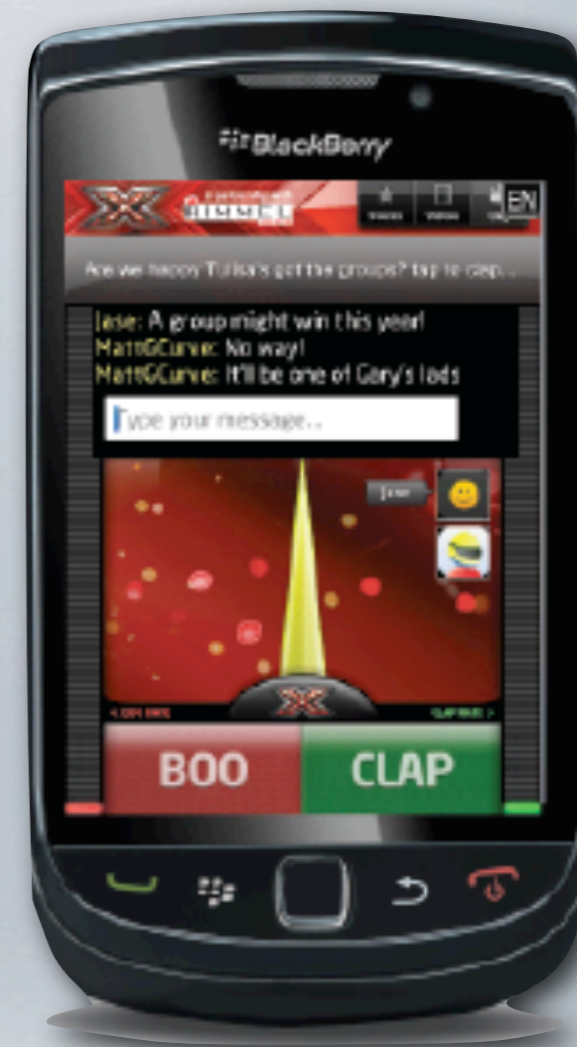
2,235,322 in total



TWIBBONS



PHONE VOTES



NEW INTERACTION



MEASURING SENTIMENT



SUPERBOWL 2012



728,547 in game Tweets

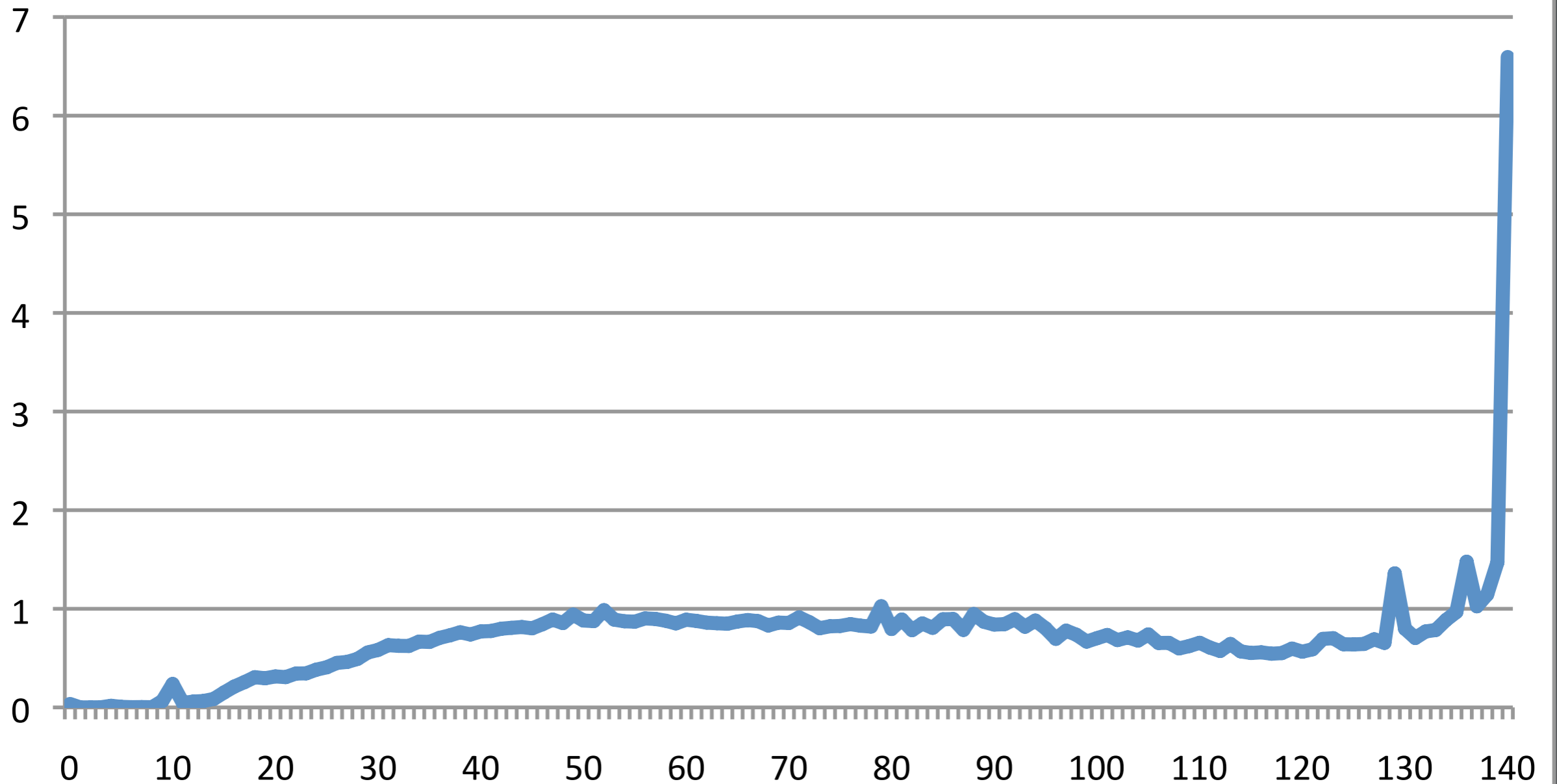
SUPERBOWL 2012

SUPERBOWL 2012



photo by Scott Macklin www.mcdm.uw.edu

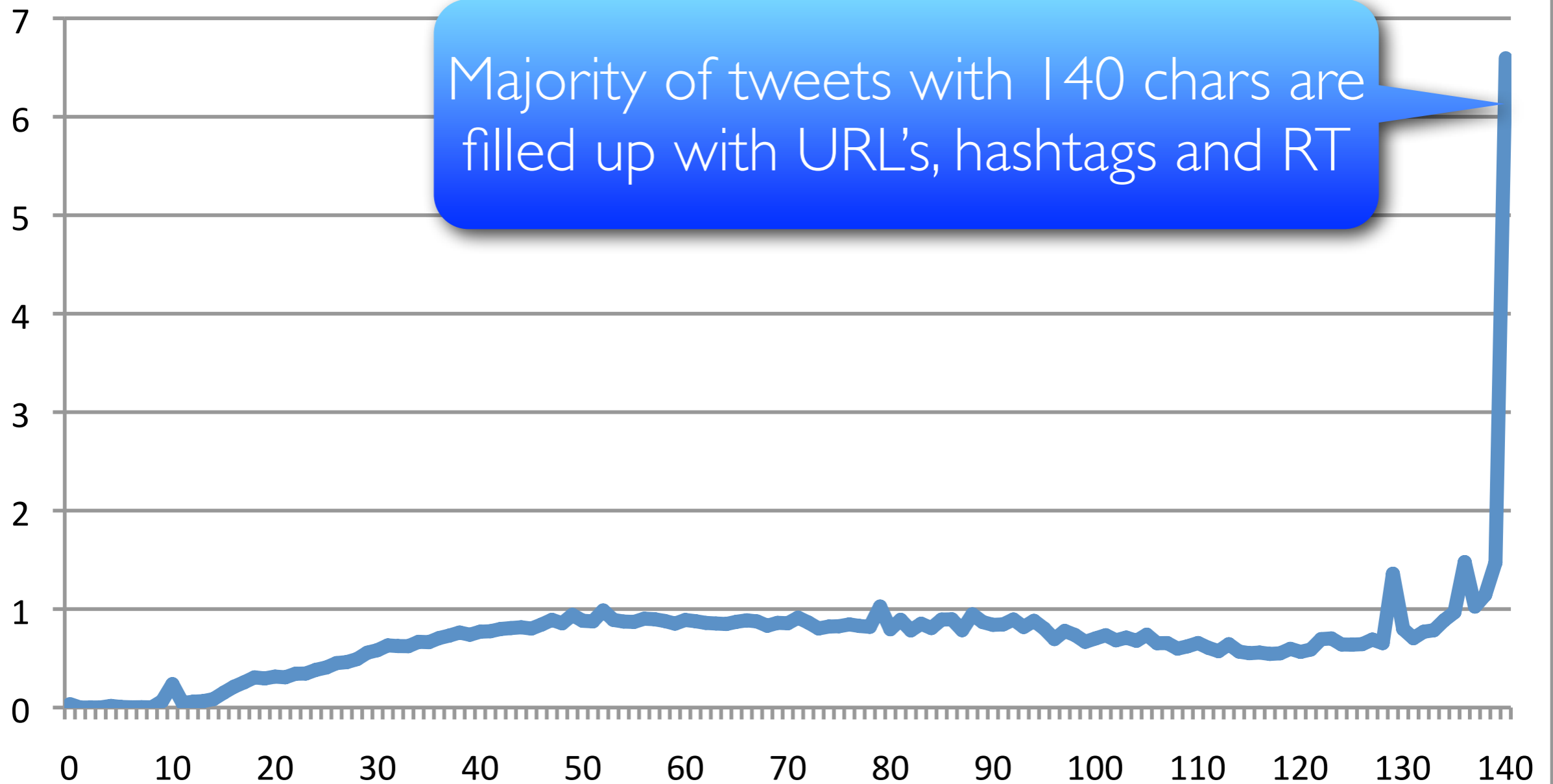
All Tweets



CHARACTERS PER TWEET

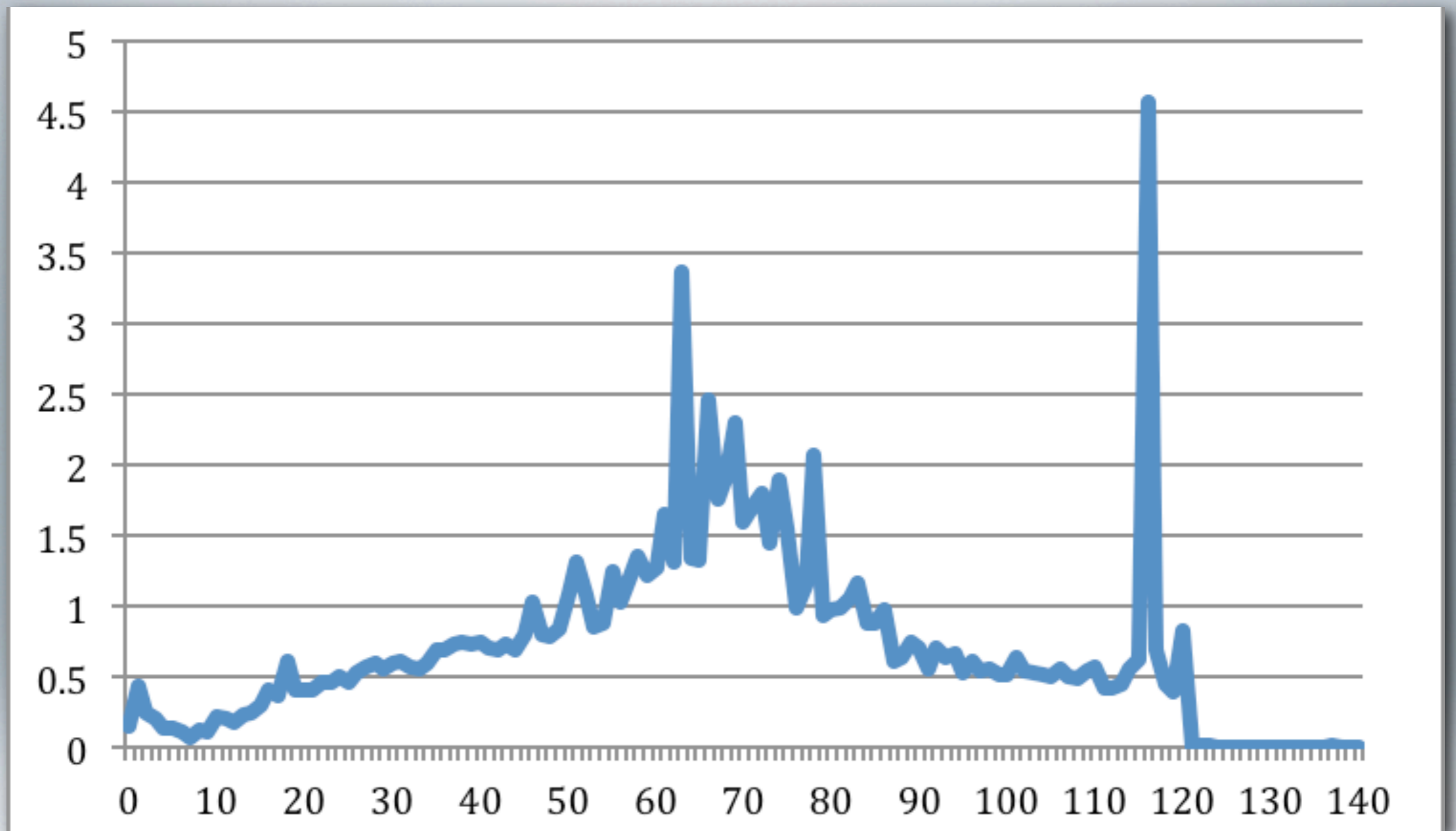
(All sources)

All Tweets



CHARACTERS PER TWEET

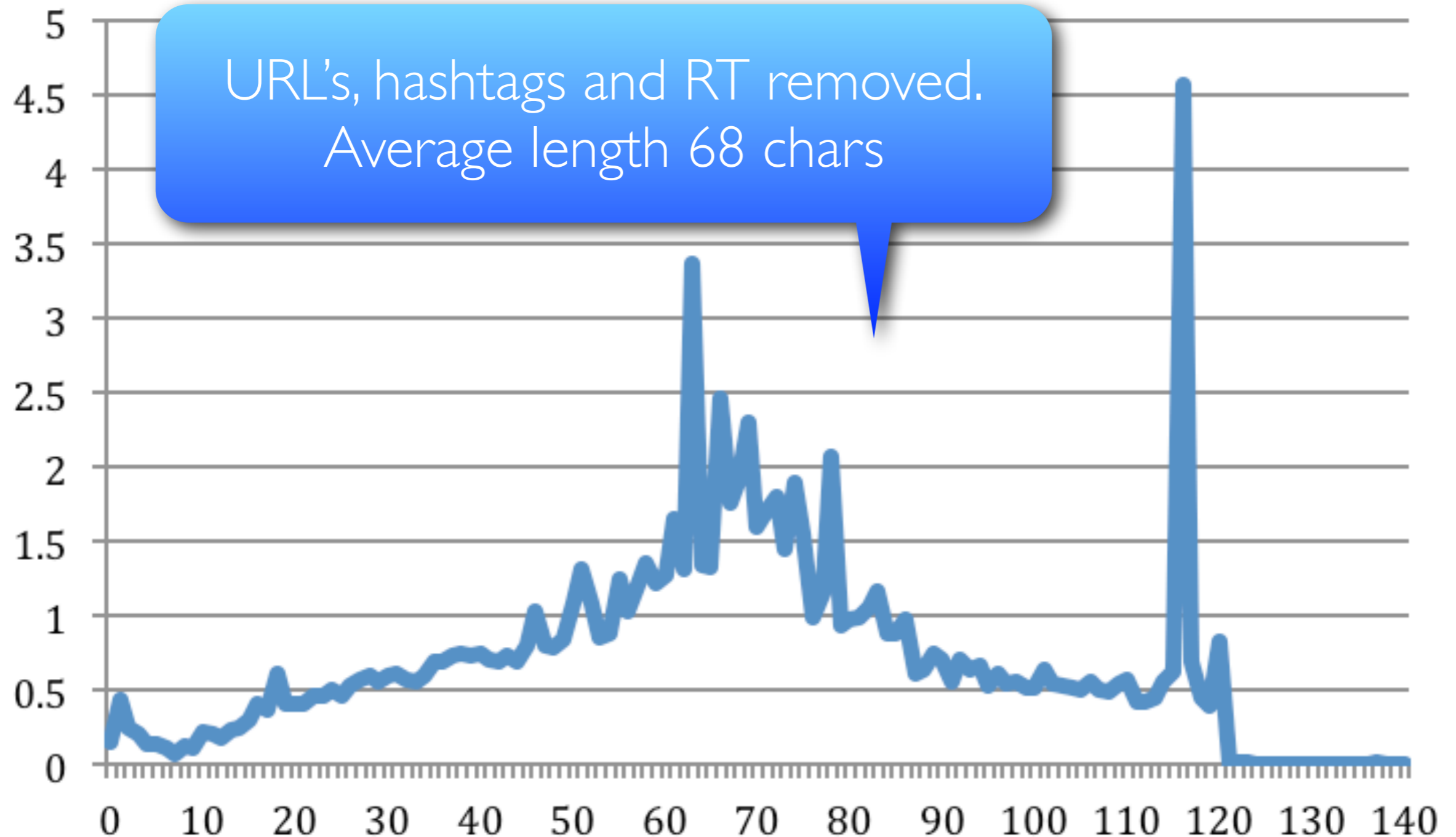
(All sources)



CHARACTERS PER TWEET

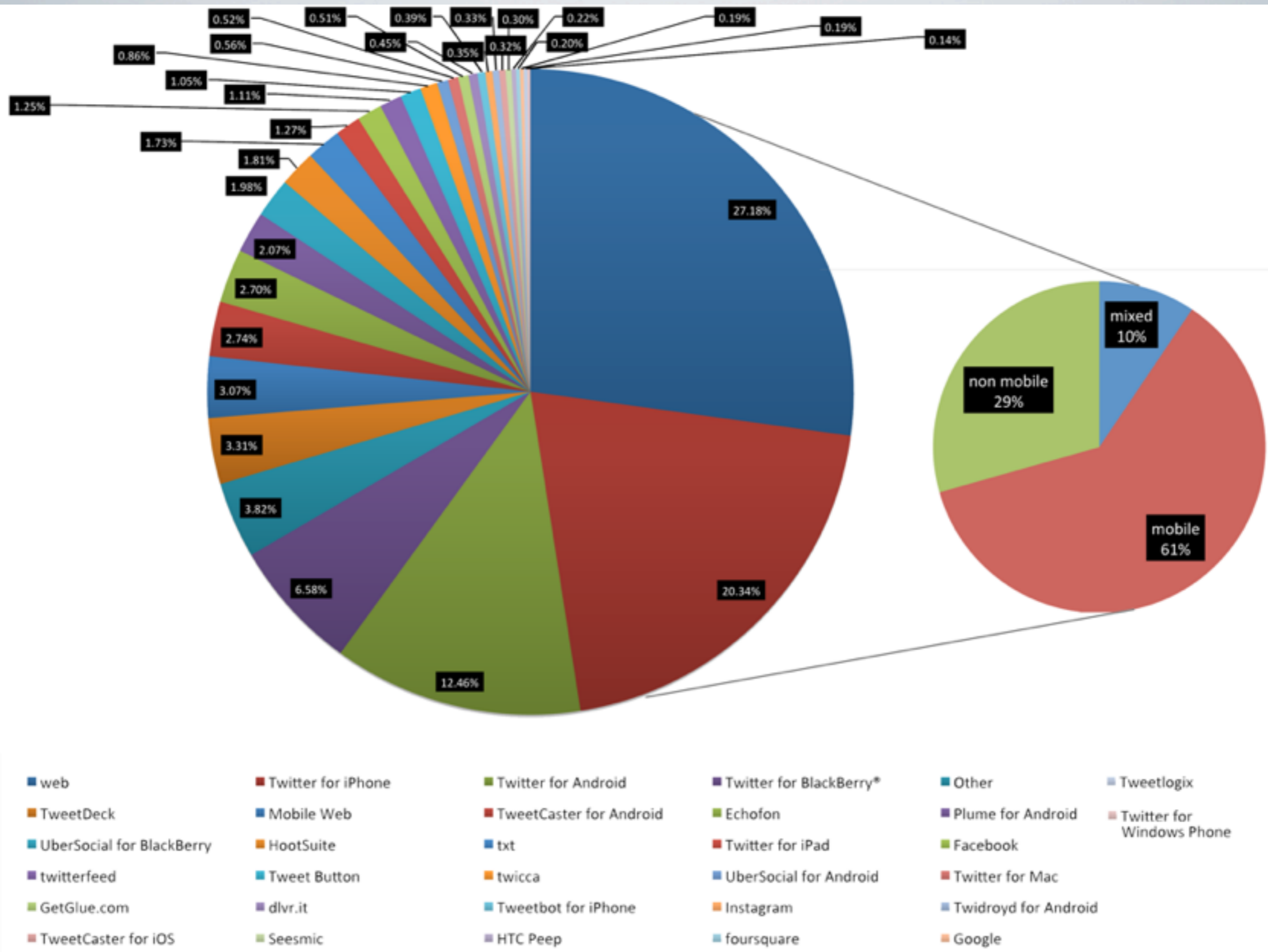
(All sources)

URL's, hashtags and RT removed.
Average length 68 chars

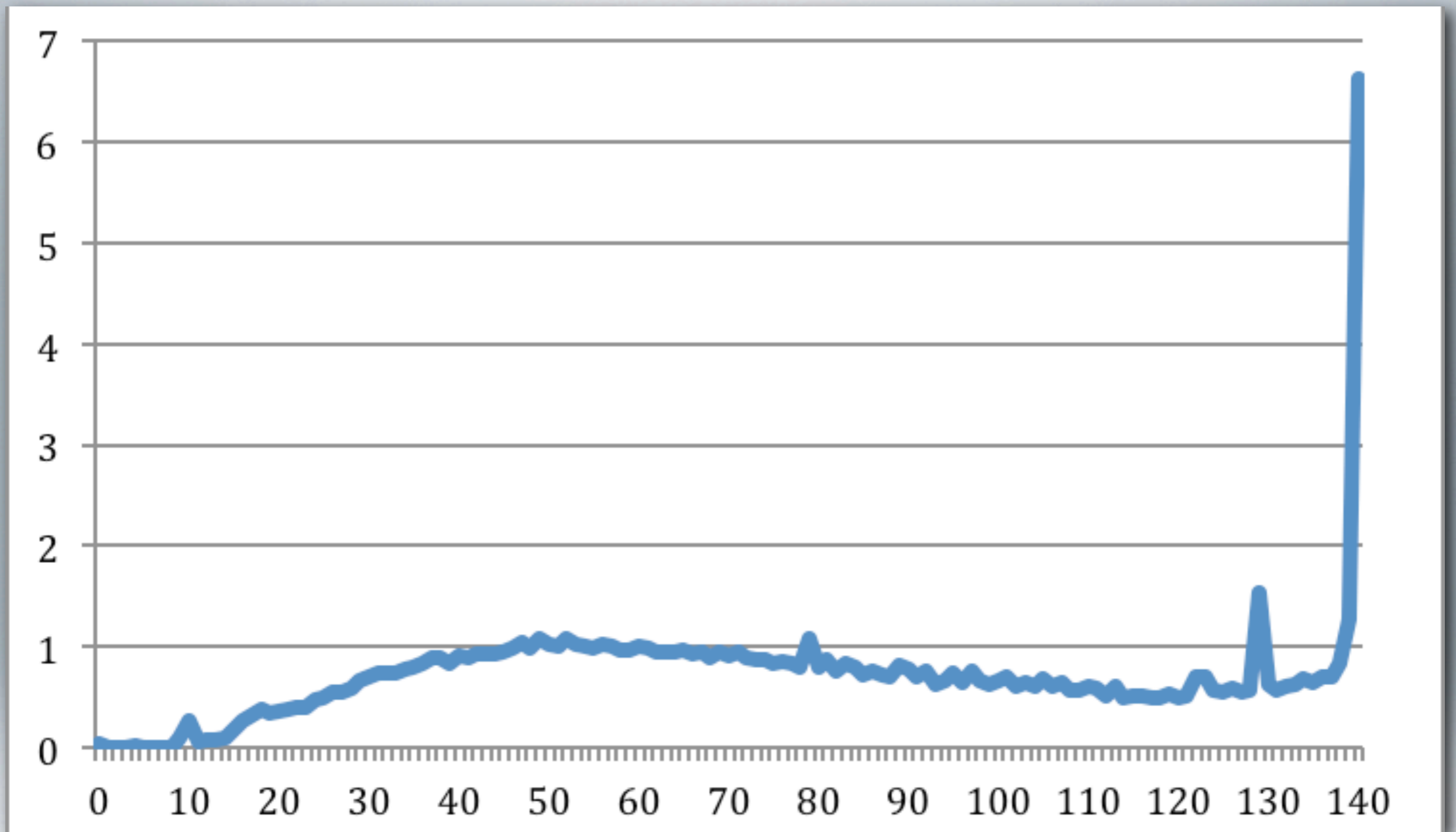


CHARACTERS PER TWEET

(All sources)

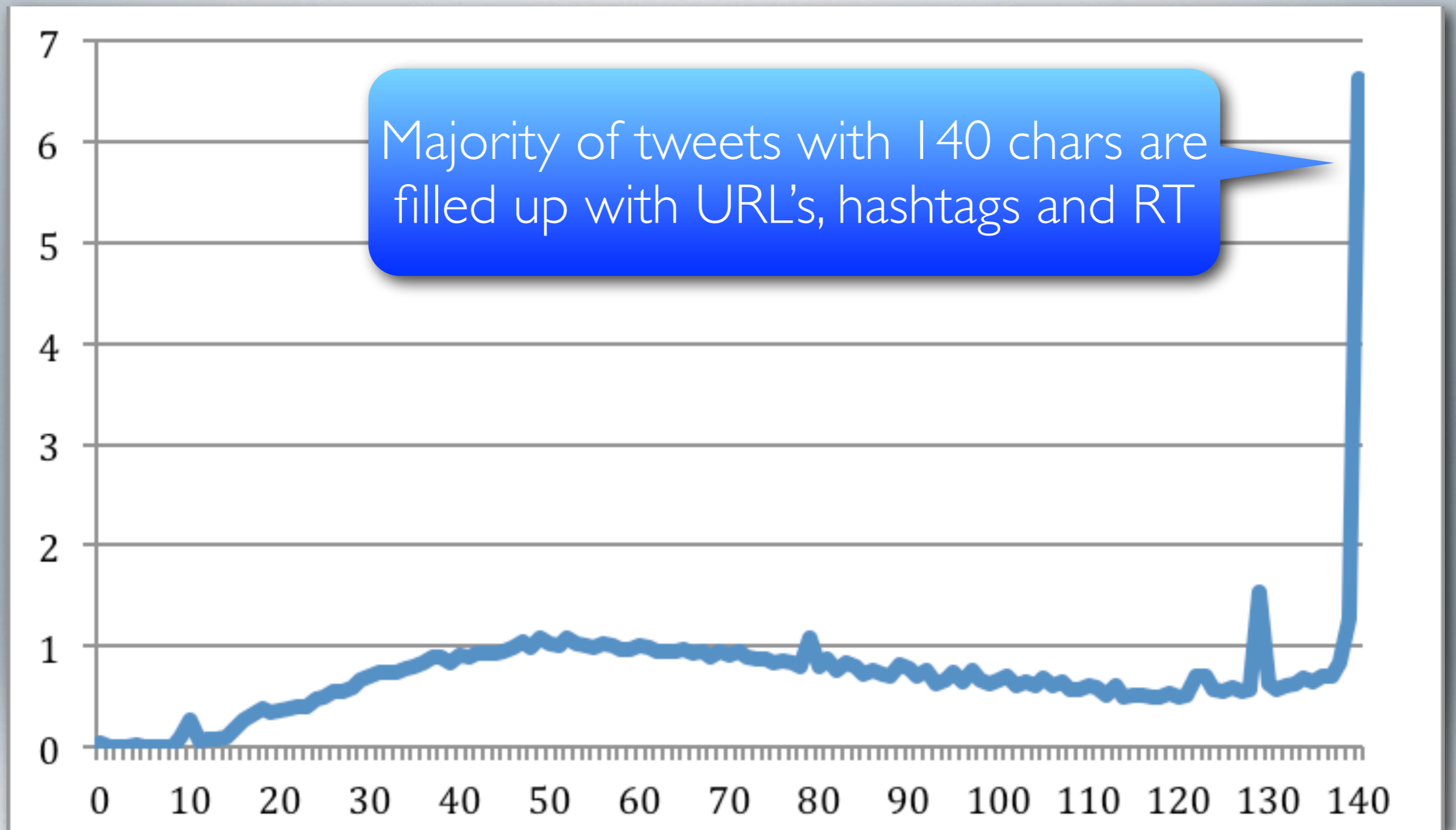


TWEETS BY CLIENT



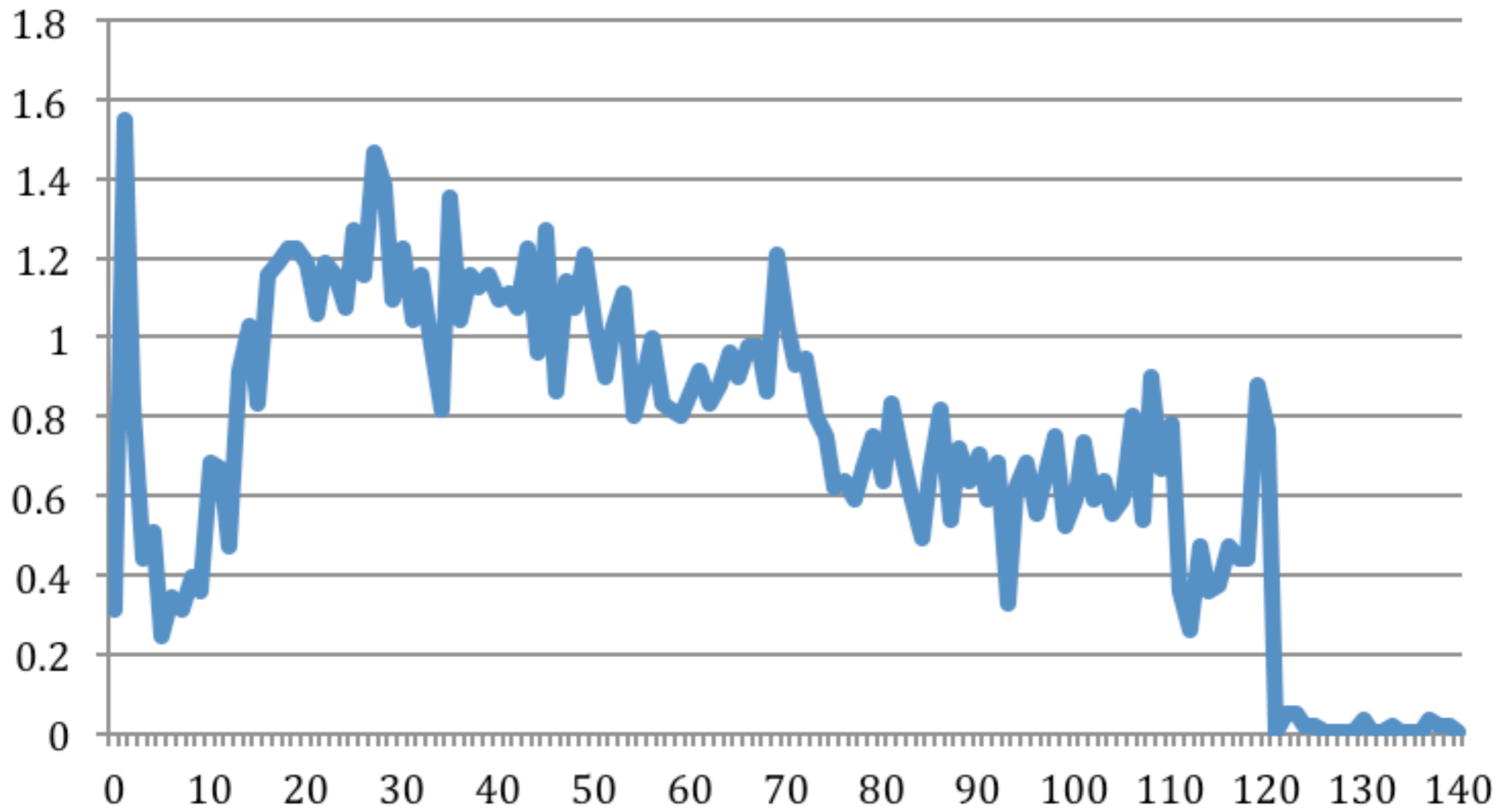
CHARACTERS PER TWEET

(Mobile Clients)



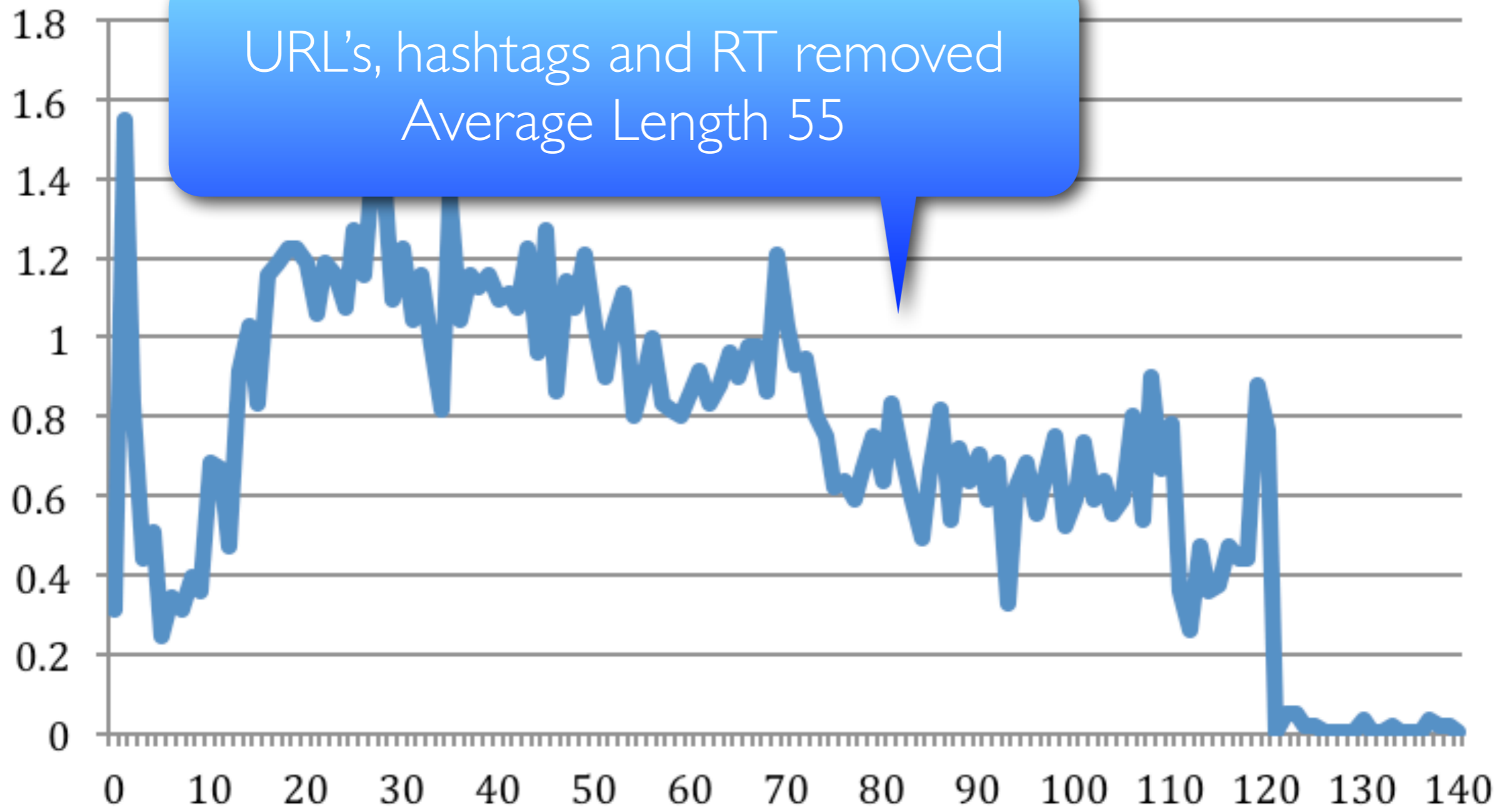
CHARACTERS PER TWEET

(Mobile Clients)



CHARACTERS PER TWEET

(Mobile Clients)



CHARACTERS PER TWEET

(Mobile Clients)



CHANNEL 4 | FILM4 | MORE4 | E4 | 4MUSIC | Sign In | Register | Why Register?

4oD

Cheapflights.co.uk

London to Berlin From £73
Manchester to Moscow From £208
Manchester to Delhi From £383

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Homeland

WATCH ABOUT SERIES & CLIPS VIDEO CAST

Vote: Friend or Foe?

FEATURES



Missing in action for eight years and presumed dead, Marine Sergeant Nicholas "Nick" Brody is rescued in Afghanistan and brought home a hero. But Brody does not return the same man. The victim of years of torture and abuse at the hands of Al Qaeda, he is physically scarred and emotionally plagued by harrowing flashbacks of his captivity.

The question is, has he also been turned by his captors to carry out a terrorist act on U.S. soil?

Is Sergeant Nicholas Brody a Friend or Foe?

- Friend - He's an American war hero
- Foe - He's been turned by the enemy

Vote [View Results](#) [PollDaddy.com](#)

[Like](#) [Send](#) Be the first of your friends to like this

Have your say on Twitter

Keep watching Homeland and let us know whether you think Nick Brody is a Friend or Foe by using the hashtag #friendorfoe on Twitter

BROWSE ARTICLES

- BEHIND THE SCENES (1)
- CAST PROFILES (6)
- EXCLUSIVE (1)
- FEATURES (1)
- INTERVIEWS (1)

RECENT ARTICLES

- VOTE: FRIEND OR FOE?
- HOMELAND - TRAILER
- HOMELAND - VIDEO EXTRAS
- HOMELAND: CAST PROFILES
- INTERVIEW: DAMIAN LEWIS

MORE DRAMA

- 90210
- Desperate Housewives
- St Elsewhere
- Saving Grace
- Hollyoaks

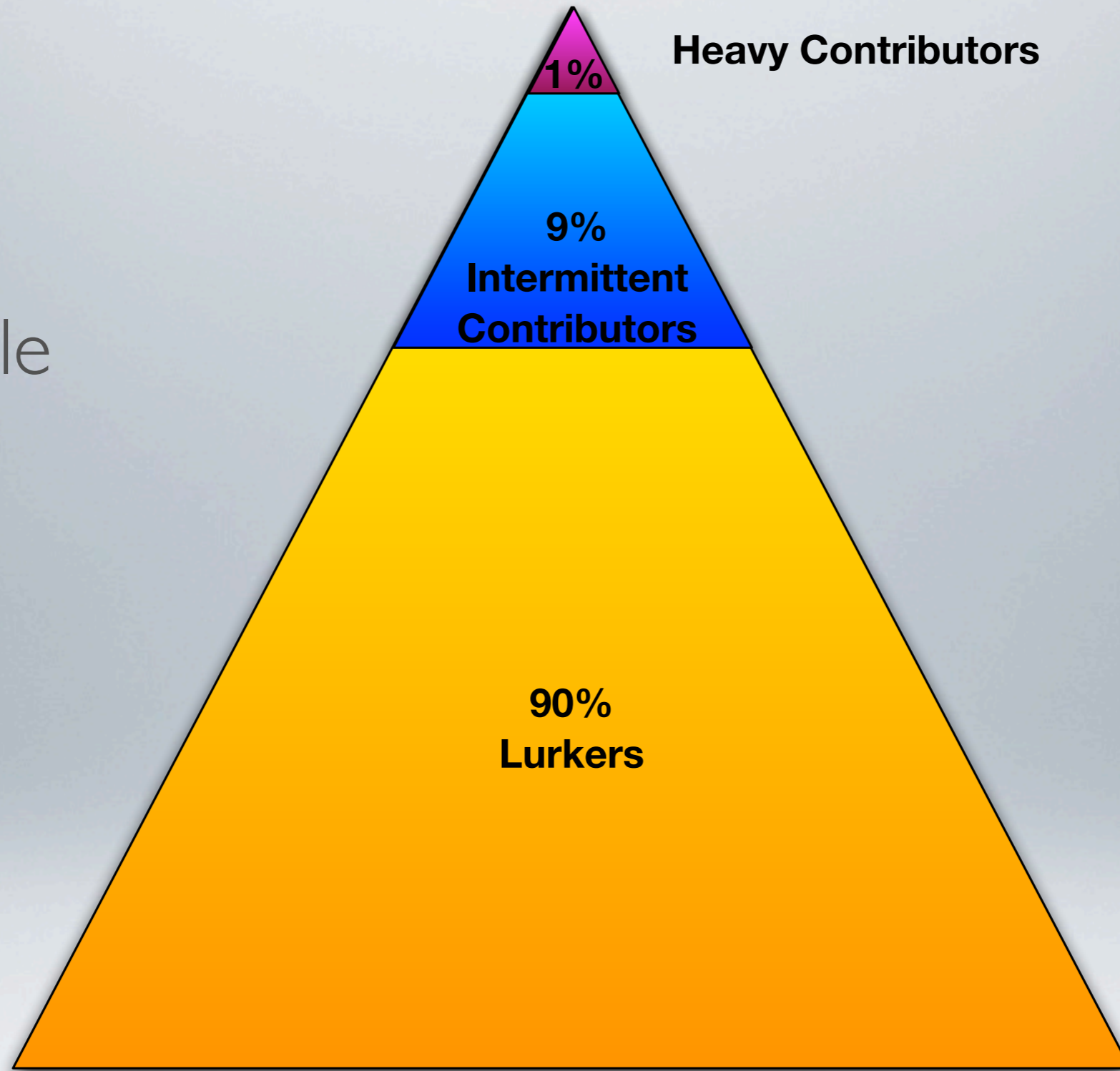
Watch The Help on Film 4oD



SENTIMENT MADE EASY!



90-9-1 Rule



PARTICIPATION INEQUALITY



GAMIFICATION ?

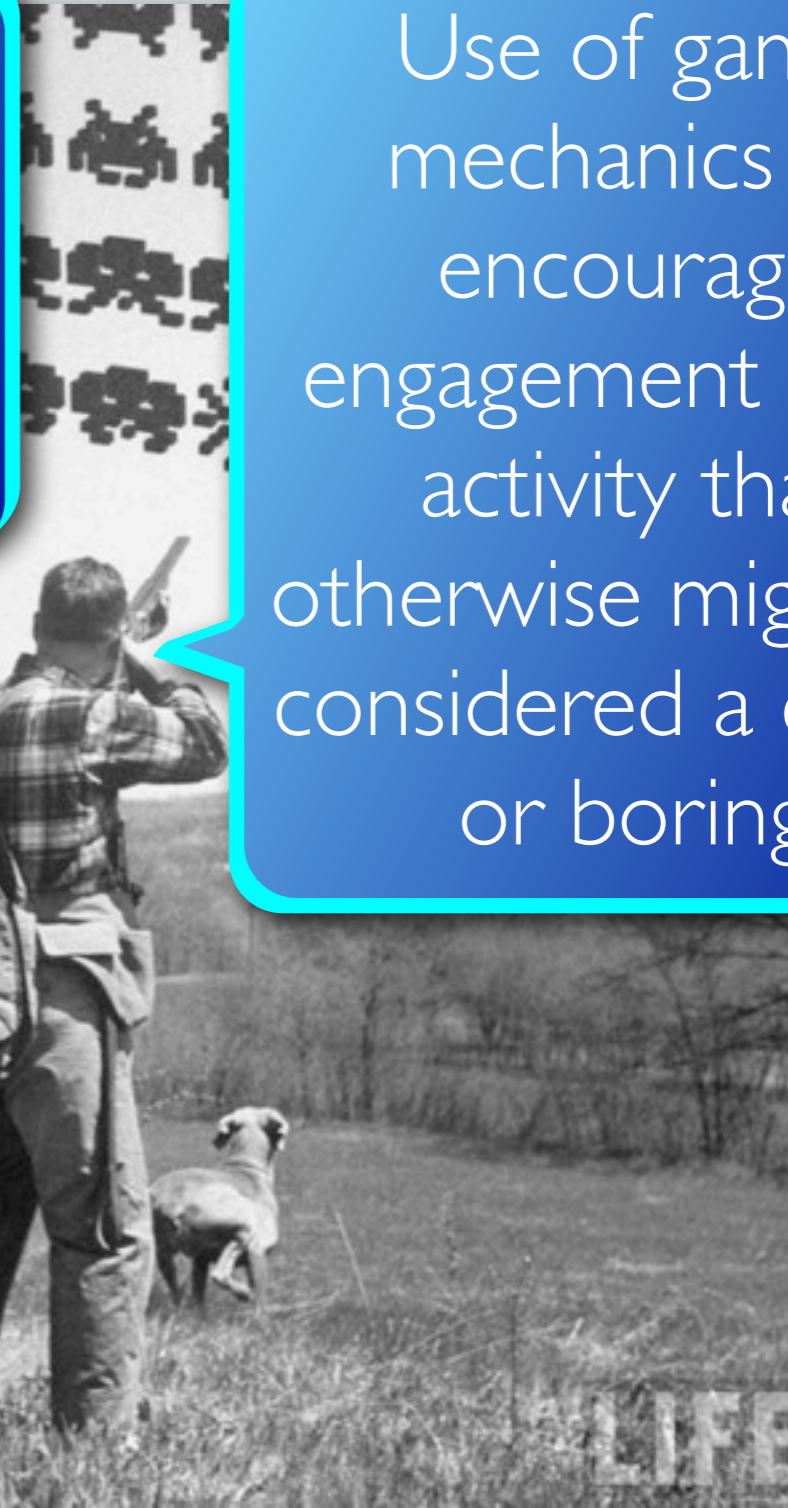


Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

GAMIFICATION ?

























Encouraging certain user behaviour using Games as a Lens



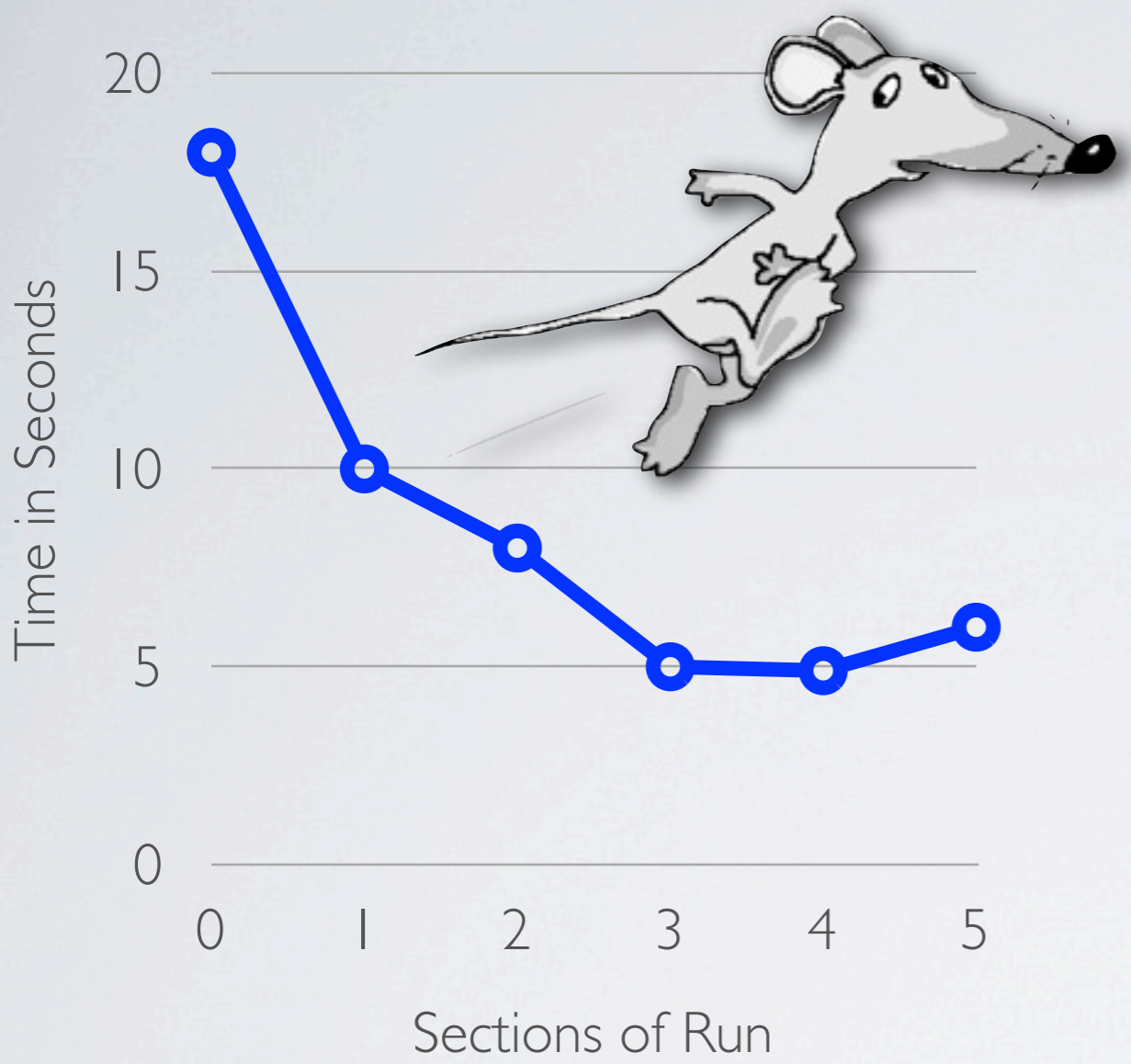
Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

GAMIFICATION ?

	Reward	Status	Achievements	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leader Boards						
Gifting						

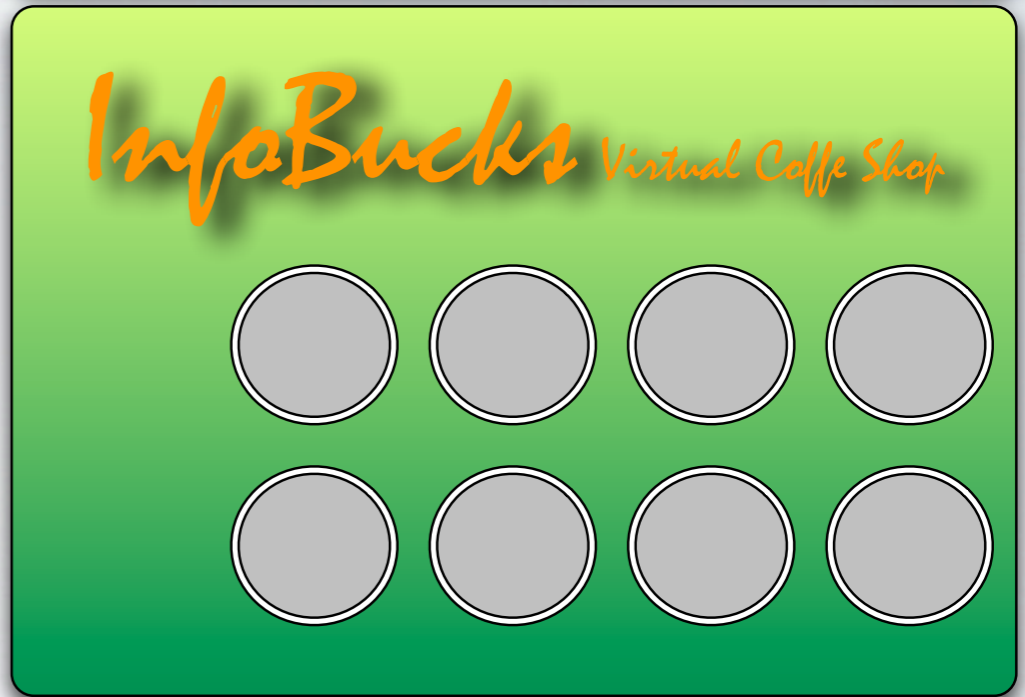
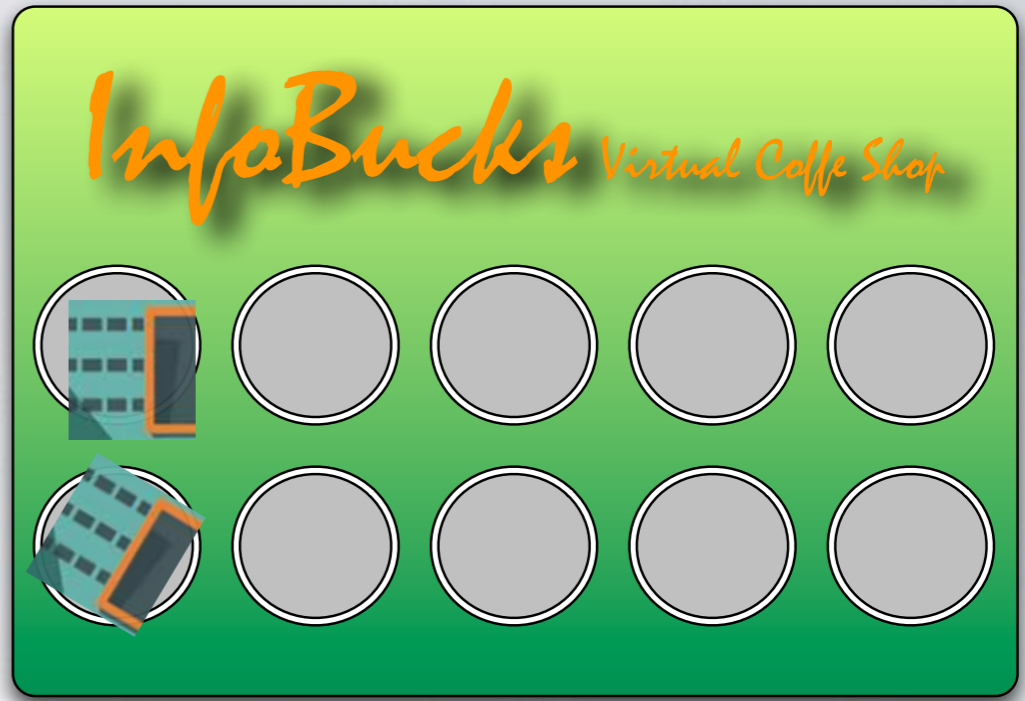
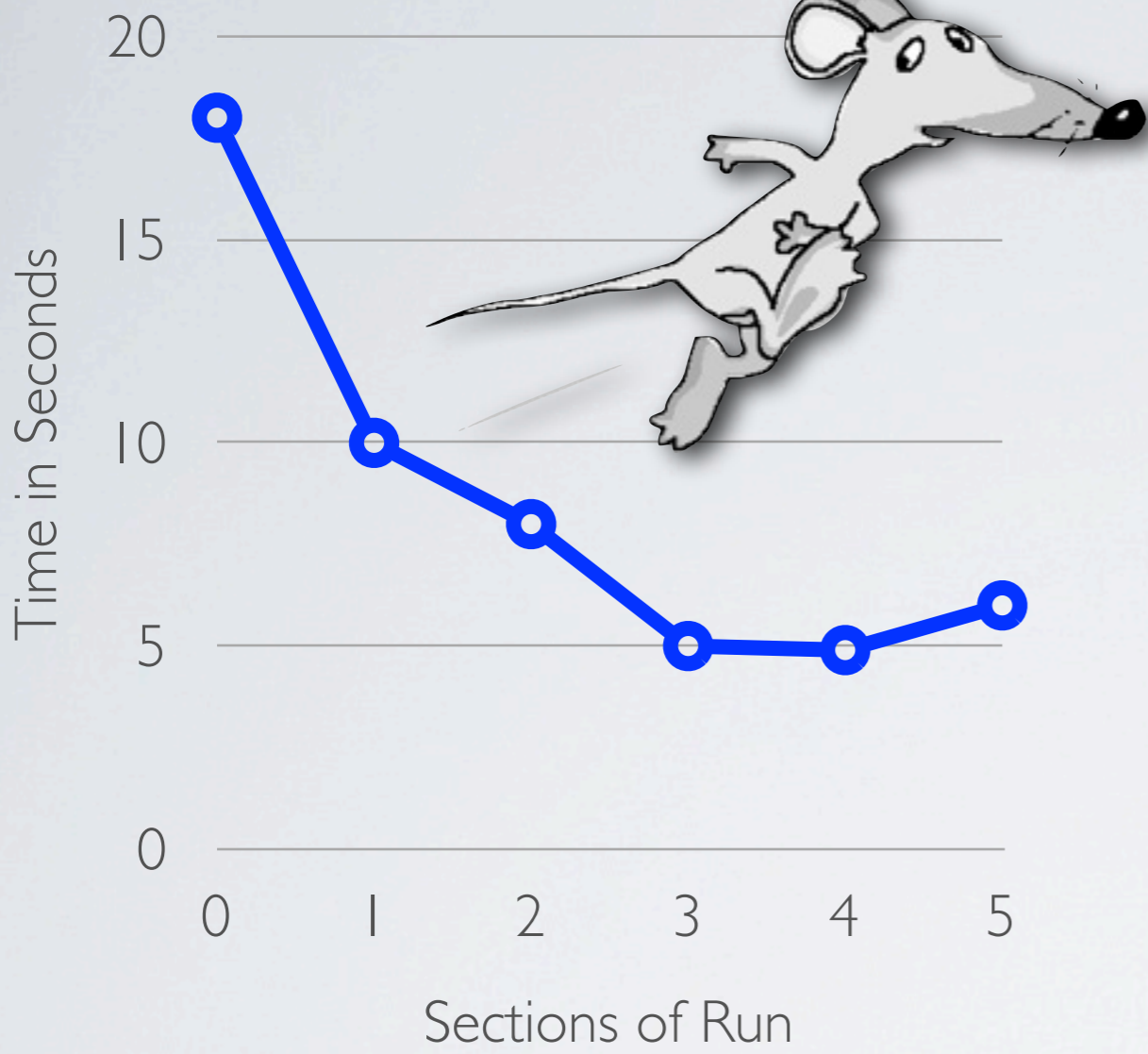


GAMIFIERS HANDBOOK?



GOAL GRADIENT EFFECT

Even The Illusion Of Progress Is Motivating!



GOAL GRADIENT EFFECT

Even The Illusion Of Progress Is Motivating!

STAR PLAYER

GAME PLAY

LIVE GAME QUESTIONS

BONUS QUESTIONS

GOAL

INTO THE WALL OR THE BACK OF THE NET?
TOP RIGHT OR OVER THE BAR? WHERE'S IT
GOING? YOU DECIDE.



POWER UPS

BADGES

UK LEADERBOARD

YOUR LEAGUE

FIXTURES / HOW TO PLAY / LEADERBOARDS / YOUR LEAGUE / PRIZES / PLAY ON MOBILE

PLAY ON MOBILE



DOWNLOAD
STAR PLAYER APP

HEINEKEN
SPONSOR OF THE
UEFA CHAMPIONS LEAGUE



META GAMING



buzzbird b i n g o

HOW TO PLAY

1. Tweet #GN2012 #buzzbird
2. PICK YOUR FAVOURITE HORSES (from the [Grand National 2012 runners](#)).
3. e.g. #GN2012 #buzzbird horse1 horse2 horse3

A FUN Grand National Twitter game based around social buzz and not the stallion!



adriangradinar

889

#GN2012 #buzzbird Viking Blond Chicago Grey Cappa Bleu Killyglen Treacle The Midnight Club



nina_ellis

378

#GN2012 #buzzbird Organisedconfusion West End Rocker



MysticMobile

1322

#GN2012 #buzzbird BLACK APALACHI BALLABRIGGS SHAKALAKABOOMBOOM WEST END ROCKER SEARASS



ChrisRush85

119

#GN2012 #buzzbird synchronised junior ballabriggs seabass smoking aces marklochie



marklochie

1188

#GN2012 #buzzbird Synchronised Ballabriggs Chicago Grey Giles Cross Shakalakaboomboom



selkins7

630

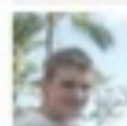
#GN2012 #buzzbird Seabass and Synchronised



ClareEdwardsUK

503

#GN2012 #buzzbird Shakalakaboomboom The Midnight Club Midnight Haze



GraemeSharp2

1111

#GN2012 #buzzbird Cappa Bleu Junior Giles Cross According To Pete Mon Mome



klen

248

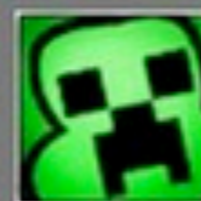
#GN2012 #buzzbird Junior Chicago Grey



JOIN IN by /

1. Tweeting #GN2012 #Buzzbird
2. PICK YOUR FAVOURITE HORSES (from the [Grand National 2012 runners](#)).
3. e.g. #GN2012 #buzzbird Synchronised Ballabriggs

Currently Winning / Bringing Up The Rear



@MysticMobile

Score: 1322



@ChrisRush85

Score: 119



QUESTIONS



@mysticmobile