

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

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A Short History of Social Media

78

February 1978:

First dial-up BBC ("CBBS") is launched. BBSS continue to grow in popularity through the 1980s.



95

1995:

Personal home-page service Geocities is launched. Goes public in 1998 and is purchased by Yahoo! in 1999 for \$3.57 billion. Geocities is shuttered in 2009.



97

1997:

Early social media service SixDegrees.com is launched. At its height, the service claims 1 million users.



99

August 1999:

Blogging service Blogger launches. Purchased by Google in 2003.



02

March 2002:

Social media site Friendster launches. Membership peaks in 2006, then begins its steady wane.



06

December 2006:

Yahoo offers \$1 billion to buy Facebook, but Facebook ultimately declines the offer.



March 2006:

Text-based social media service Twitter is born. So-called "tweets" are limited to 140 characters each.



04

February 4, 2004:

Facebook launches. Initially open only to Harvard students, then opens to 800 colleges in May 2005. By September 2006, Facebook is available to all users 13 and over.



03

May 2003:

Corporate social networking site LinkedIn opens its doors.



08

April 2008:

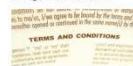
Facebook's popularity overtakes MySpace's, based on the number of monthly unique visitors.



09

February 6, 2009:

Facebook changes its terms of service to include broad, perpetual UGC license. Twelve days later, after considerable pressure, the changes are rolled back.



December 1, 2009:

Revised FTC "Guides Concerning the Use of Endorsements and Testimonials" go into effect, impacting both endorsers and advertisers.



December 2, 2009:

Facebook membership hits 350 million. Climbs to 400 in February 2010 and half a billion users five months later, after surpassing Google's weekly web traffic in March 2010.



10

May 21, 2010:

It is revealed that MySpace, Facebook, and other social networks are sending user names and IDs to advertisers along with user LFL data.

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101101011010BOB
SMITH0100110010

11

June 30, 2011:

News Corp. sells MySpace to Irvine-based digital media firm for \$35 million. Specific Media, the buyer, counts Justin Timberlake among its investors.



June 28, 2011:

Google Plus launches its closed beta—in a little over two weeks, more than ten million people have joined, sharing around one billion items per day.



May 19, 2011:

LinkedIn goes IPO, the value of its shares more than doubling in the initial day of trading. On June 3, daily deals site Groupon files to go public as well.



March 15, 2011:

Starbucks passes 20 million "Likes" on Facebook.



November 30, 2010:

Facebook valued at \$50 billion based on private market transaction.



July 8, 2011:

LinkedIn climbs to #2 in the U.S. for total monthly unique visitors, squeaking by MySpace's 33.5 million June visitors with 33.9 million of its own.



July 13, 2011:

Twitter celebrates its five-year birthday—the social media giant delivers 350,000,000,000 Tweets per day.



Courtesy of Socially Aware, the social media law update; to subscribe, please visit www.mfo.com/sociallyaware.

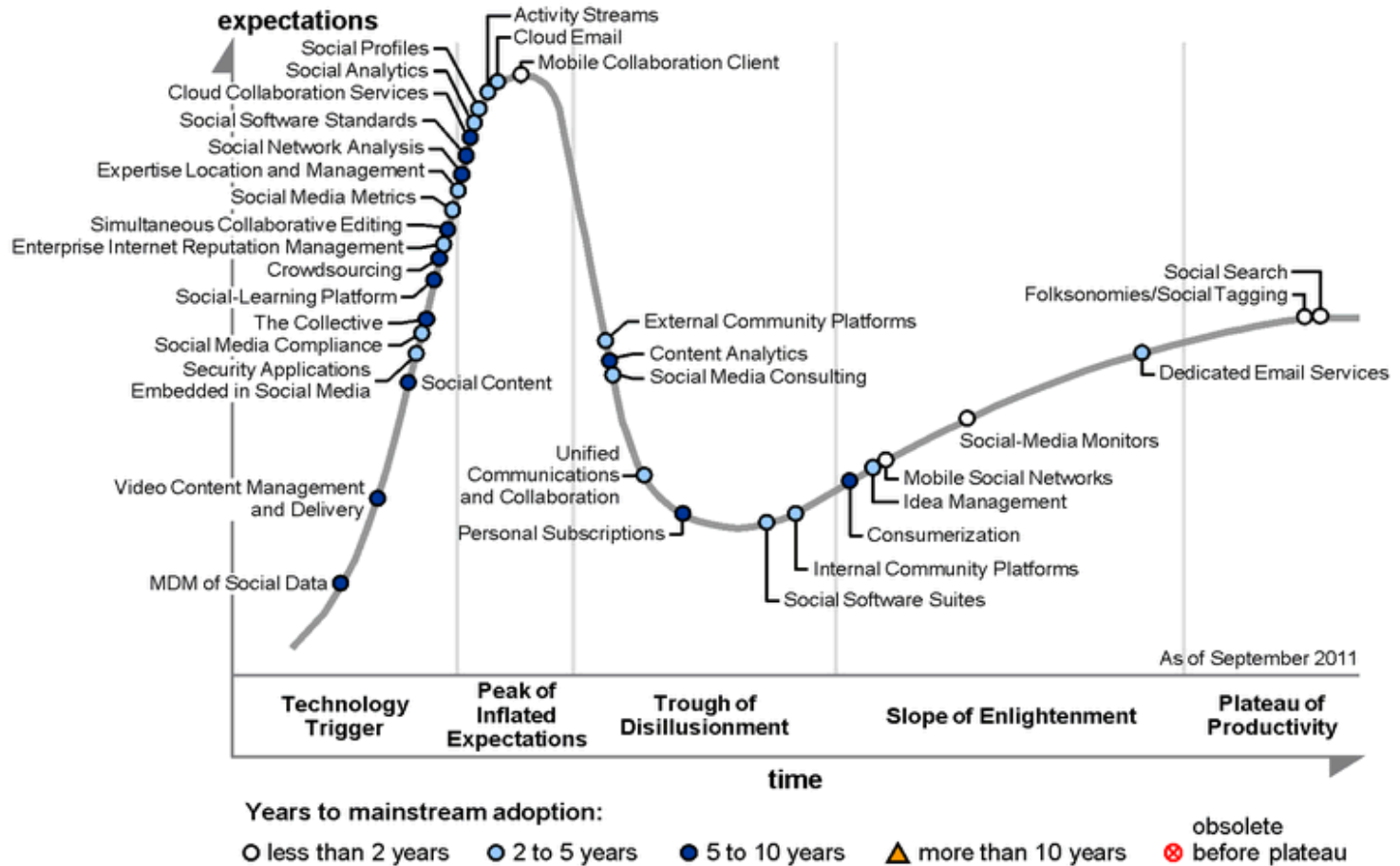
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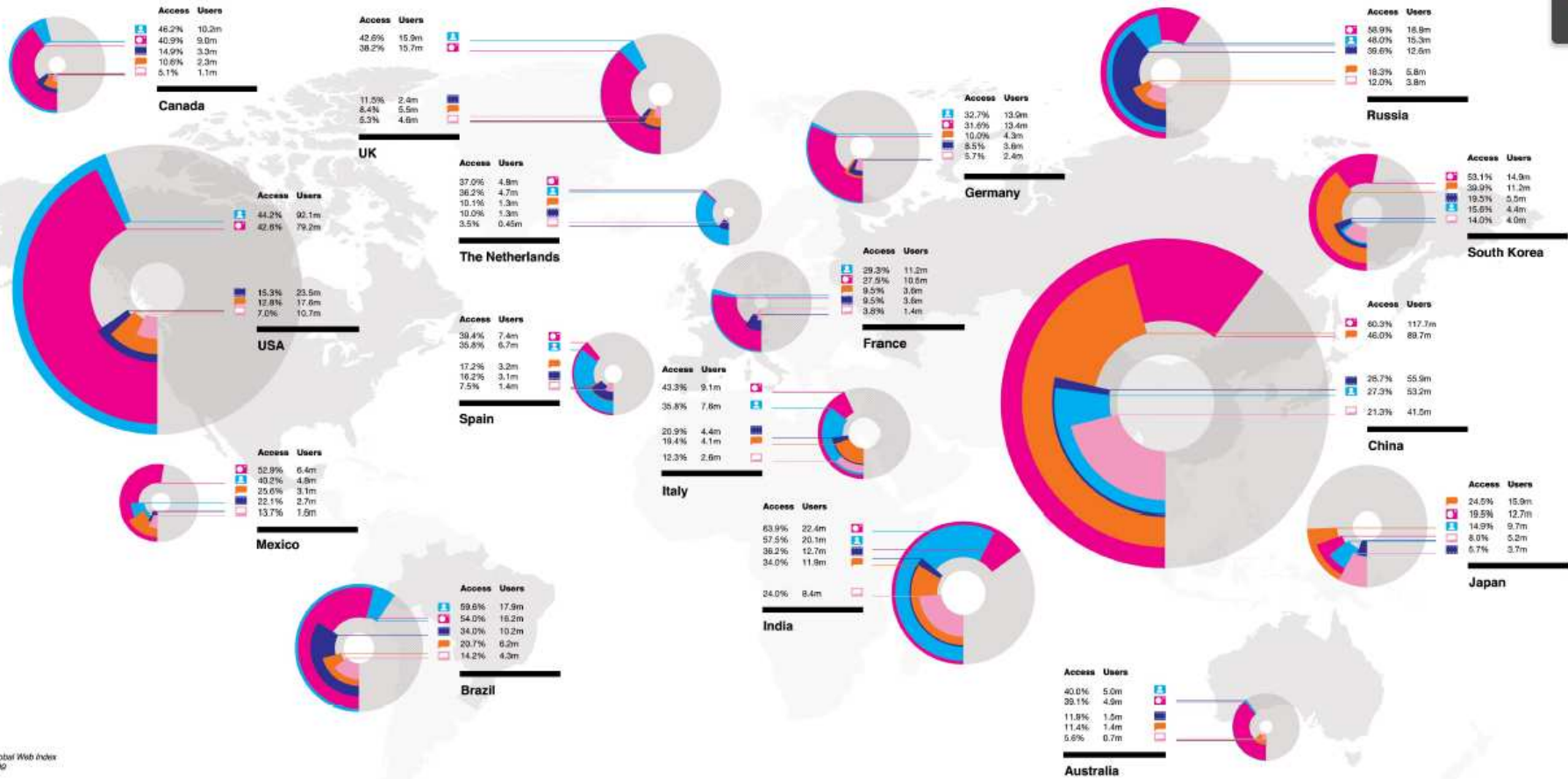
Source: Morrison | Forrester

Gartner Hype Cycle for Social Software

Hype Cycle for Social Software, 2011



Source: Gartner, September, 2011(captured October 30, 2011)



Source: Global Web Index Wave 7 2010

Social Web Involvement



Upload photos online



Uploaded a video online



Manage a social network profile



Written your own blog



Use a micro-blogging service



Percentage with access

About the map

This map provides a global snapshot of active social web involvement by market. The charts show the percentages those who are active by each form of social involvement. The size of the arch's, represents the audience volume in millions. Visit globalwebindex.net to find the reasons behind the trends, how different demographics are involved, what motivates web users to get online and the quantification of how brands should be active in social media.

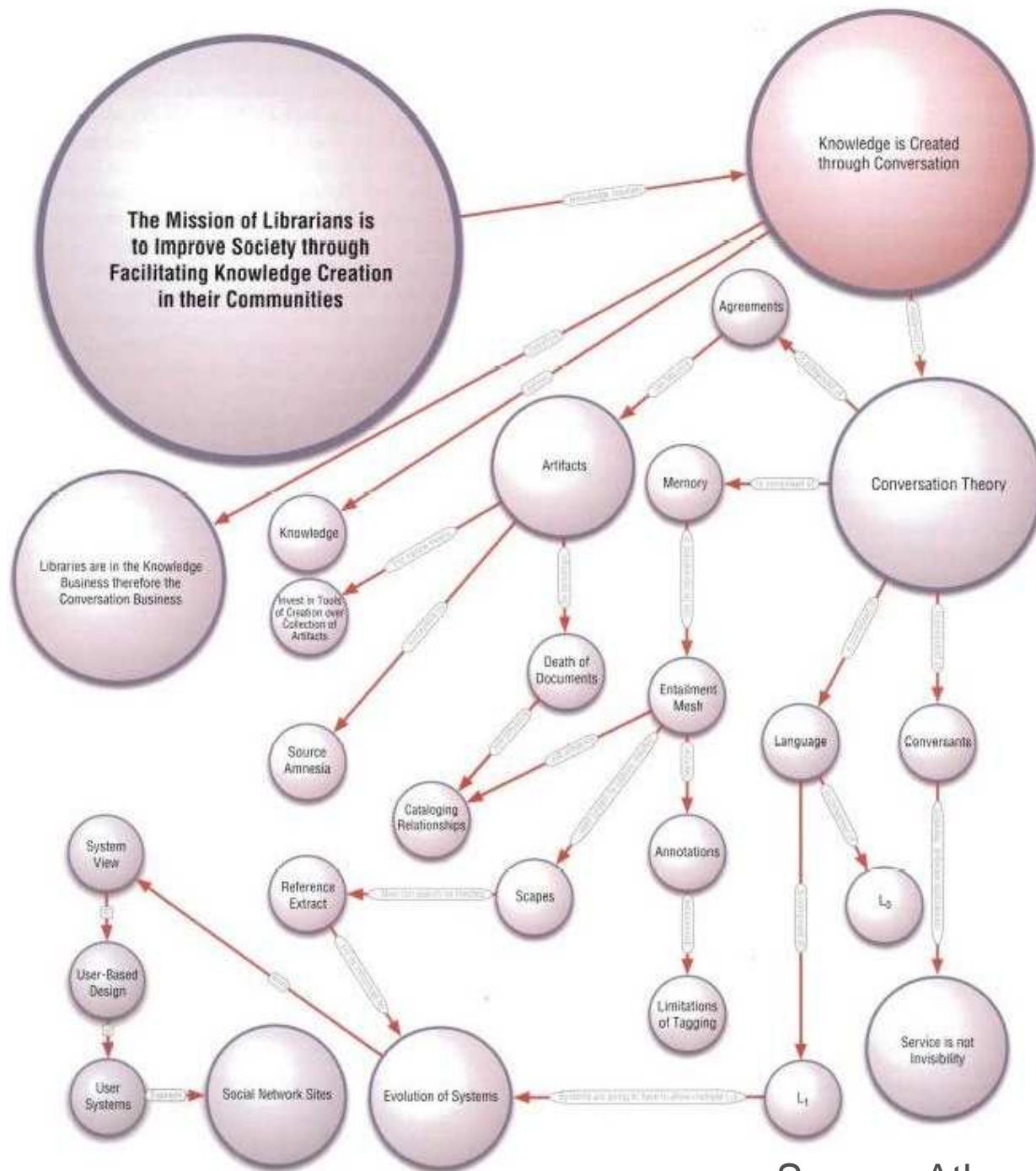
More about the study

We interview 32,000 web users in the 16 countries represented in this chart to provide a unique international perspective on web behaviour and social media involvement across the world. More importantly we explore the impact on consumer behaviour, the power of social communications and the role for brands. The Global Web Index was created by Trendstream in partnership with Lightspeed Research.

Find out more: globalwebindex.net / Follow us: @globalwebindex / Arrange a demonstration: globalwebindex@trendstream.net / www.globalwebindex.net

Global Web Index

Source: Global Web Index



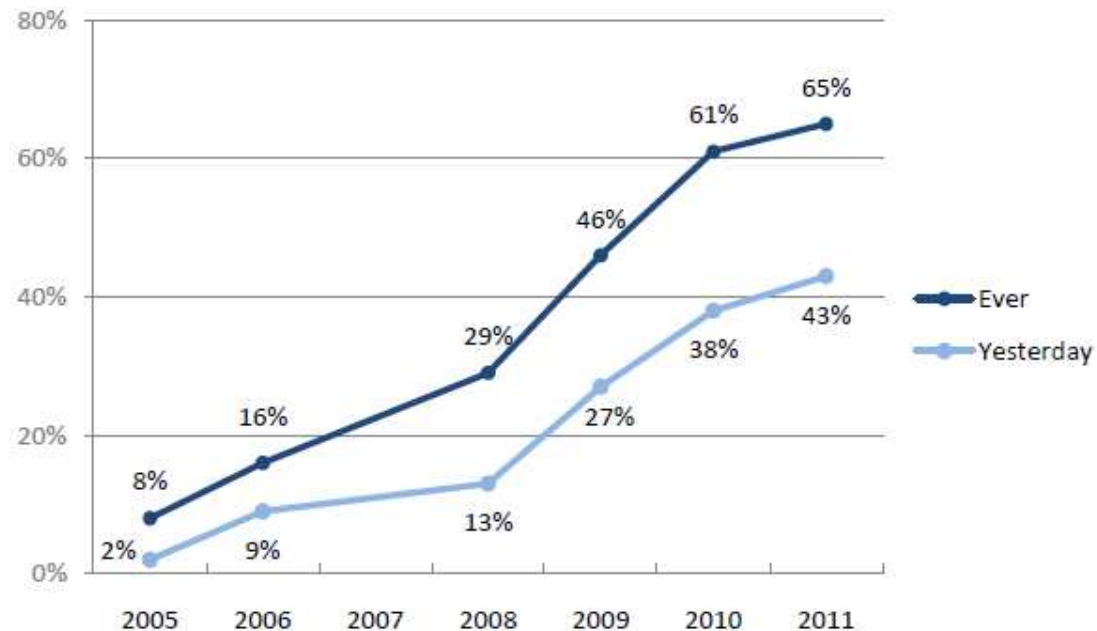
Source: Atlas of Librarianship

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

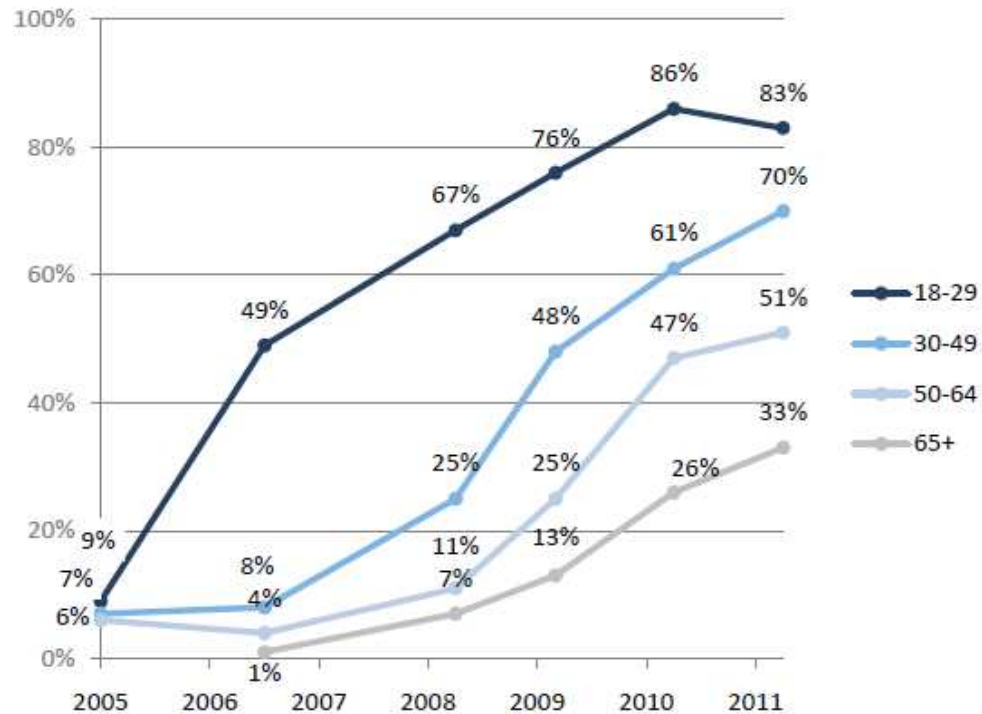


Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

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.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Facebook Livestream - NYPL



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787
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Photos
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YouTube
Blog
Videos
Livestream
MORE +

About
The mission of The New York Public Library is to inspire lifelong learning...
More

Source: NYPL Facebook Page

2010 Educause Student Internet Activities

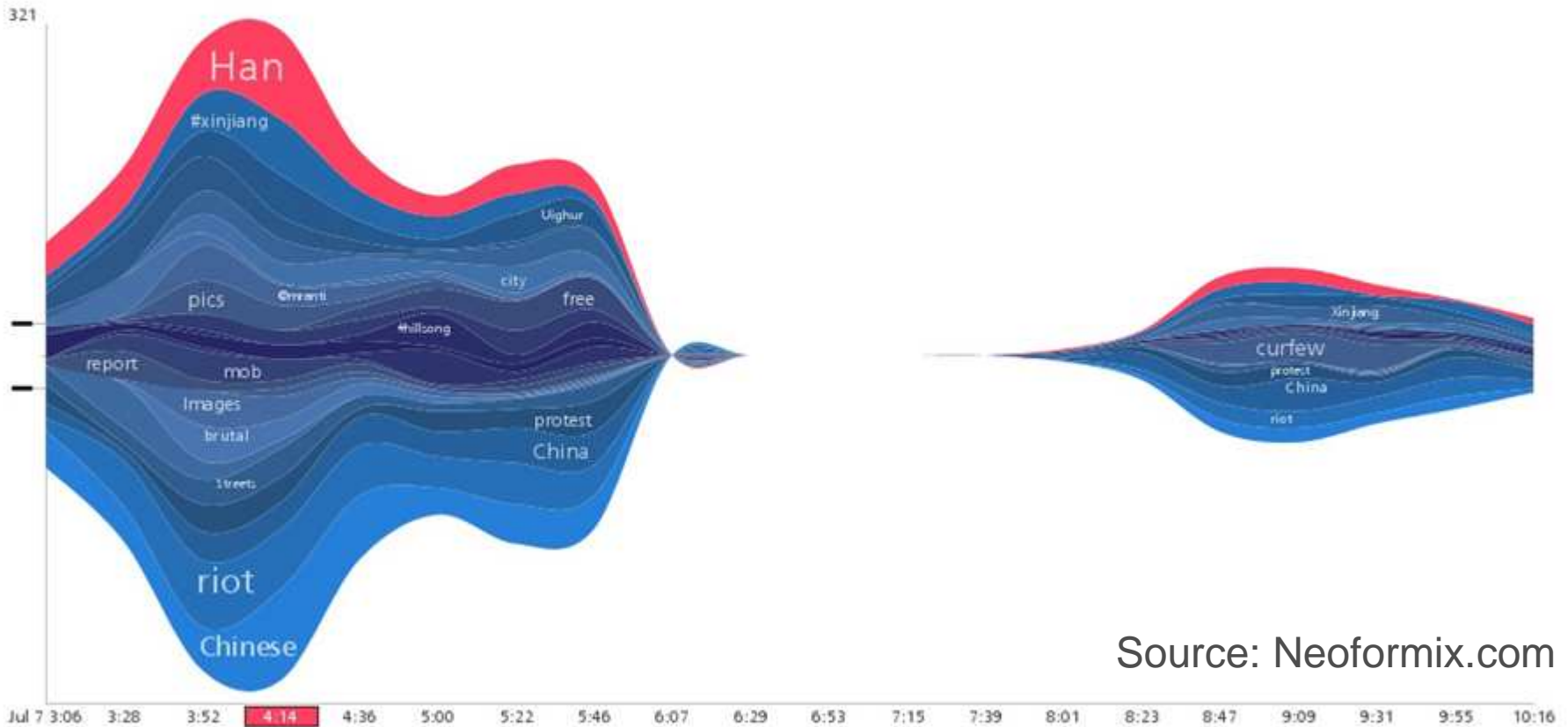
Using College Library's website	94%	Weekly
Presentation software	93%	Monthly
Text messages	90%	Daily
Social networking websites	90%	Daily
Course or learning management systems	90%	Several times per week
Spreadsheets	86%	Monthly
Instant Messaging	71%	Several times per week
Graphics Software	67%	Monthly
Using Internet from handheld device	50%	Daily
Voice over Internet (VOIP) from computer	47%	Monthly
Following or updating microblogs	43%	Several times per week
Contributing content to video websites	42%	Monthly
Contributing content to wikis	40%	Monthly
Video creation software	40%	Monthly
Contributing content to blogs	36%	Once per quarter/semester
Audio creation software	34%	Monthly
Online multiuser computer games	27%	Once per quarter/semester
Social bookmarking/tagging	25%	Weekly
Online virtual worlds	9%	Once per quarter/semester

Source: Educause

Twitter StreamGraphs

Twitter StreamGraph for

Neoforr



Source: Neoformix.com

- 1rick: RT @melissakchan: A **Han** Chinese man with a stick just tore open our car door to beat our producer. Averted just in time. #urumqi via @rmack
- bbcnewsworld: Chinese rampage against Uighurs: **Han** Chinese take to the streets of Urumqi city following an earlier protest by .. <http://tinyurl.com/ms8gup>
- AndersHana60: Hundreds Of Armed **Han** Chinese March In Urumqi - WTOV9.com... <http://tinyurl.com/ko3kvv>
- Corey_Hunt: **Han** Chinese wielding clubs and machetes march through Urumqi <http://bit.ly/XqkFD> #Xinjiang #China
- AlastairBotan30: Hundreds Of Armed **Han** Chinese March In Urumqi - WDIV... <http://tinyurl.com/lb7thc>
- bbx24: Gangs of the majority **Han** Chinese roam riot-torn Urumqi as ethnic tensions with the Muslim minority Uighurs escalate.

Social Networking Data

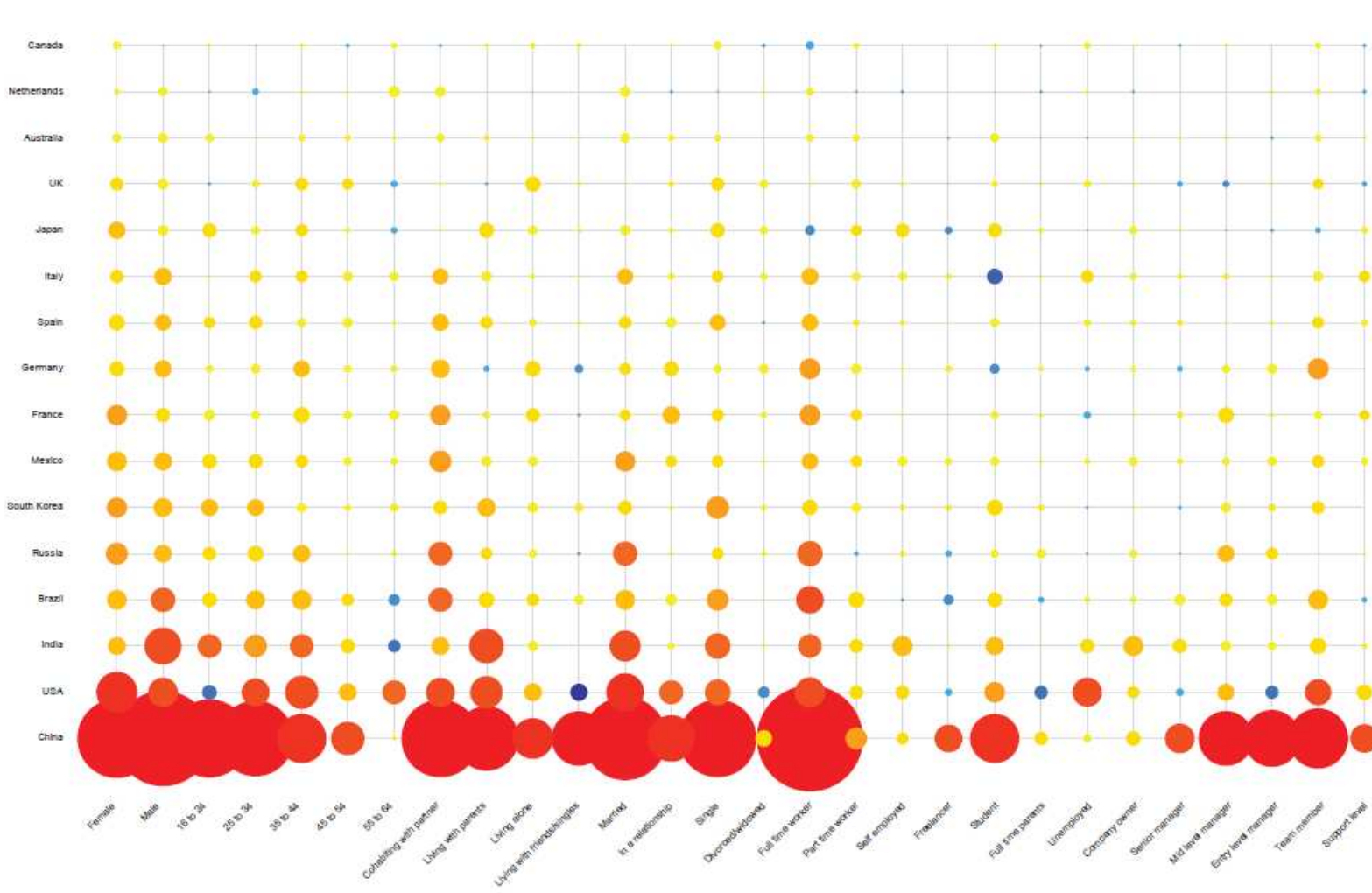
- Average Facebook user has 130 friends
- Over 25 billion pieces of content shared on Facebook each month
- Over 200 Million active users of Facebook via mobile phones
- In late 2010, Twitter had over 100 Million registered users with 300,000 signing up each day
- Twitter received 180 Million unique 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

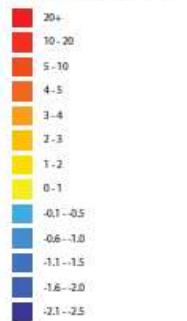


THE GLOBAL DIVERGENCE OF SOCIAL NETWORKING

Area and colour represent change in the number of social networkers per demographic group in each country (millions)



Change in no. of social networkers (millions)



INTRODUCTION

The infographic shows the change in the actual number of social networkers for each demographic group in the country where the two intersect. Immediately noticeable is the sheer market size in China, which has seen vast growth in social networking across every demographic from Wave 1 in July 2009 to Wave 5 in June 2011.

As we move away from China and look at other countries, however, the picture becomes mixed. Some striking facts emerge in countries such as the USA where the number of social networkers aged 18 - 24 has fallen in the past two years but has grown in all other age groups. What is clear is that social networking is growing in every market, but there are shifts in users' underlying situations. Take, for example, the marked increase in the number of unemployed social networkers in the US.

This is clearly indicative of the underlying economic environment in the country but is of importance to brands because their spending power is likely to be significantly reduced making advertising to that group of people less effective. Marketers and brands must adapt to these shifts accordingly in order to reach their targeted set of consumers and guarantee a return on their social media activities. The GlobalWebIndex is here to provide that tailored solution to ensure your social media and online investments don't go to waste.

To discover the insights behind the infographic and to explore the massive depth of data, visit globalwebindex.net



Find out more // www.globalwebindex.net/
 Mail // globalwebindex@trendsstream.net

Designed by rikant.anderson@gmail.com

Thanks for your interest!

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