SOCIAL MEDIA

Description
Underlying Technology
Categories & Benefits
CI’s Role
Dealing with CGM
BlogOSphere
Metrics
Future of SM
Q&A
What Is Social Media???
Please watch the following video:

http://www.youtube.com/watch?v=MpIOClX1jPE
- Internet-based tools to share and discuss information among humans in various medium

- Integrates technology, social interaction, construction of words, pictures, video, and audio

- Core data is CGM around content, context, connection, community

- Content can be authored, searched, linked, tagged, recommended, and signaled
- Small or large audiences can be reached
- More democratic and harder to manipulate
- A huge bazaar with many dark alleys
- Easier to Spam
- Easier to game the system
In contrast to traditional/mass media including newspapers, magazines, television

- Traditional media is expensive and requires significant financial capital

- Cost limits its usage to commercial / political purposes

- Mass media can manipulate large group of people through its outlets

- Mass media is regulated and policed
Built around Web 2.0

- If Web 1.0 was “read-only”, Web 2.0 is “read-write”

- 1.0: static, centrally managed, slow to change, unidirectional

- 2.0: dynamic, distributed, spread, bidirectional

- Enables proliferation and interconnectivity of web-based content
- Networked web is the new platform
- Humans interact through HTML, AJAX, Flash
- Machine interaction through web services: SOAP, REST
- XML, RSS, ATOM as data back bone transports
4 Categories

Communication

Collaboration

Multimedia

Entertainment
Communication

- Boards: Yahoo! Finance, Apple Discussions
- Blogs: Blogger, WordPress, LiveJournal
- Microblogs: Twitter
- Social networking: FaceBook, MySpace, LinkedIn
- Social network aggregation: FriendFeed
- Events: Upcoming
Collaboration

- Social bookmarking: del.icio.us, StumpleUpon
- Social news sites: Digg, Reddit

Multimedia

- Photo sharing: Flickr
- Video sharing: YouTube
- Audio sharing: HypeMachine

Entertainment

- Virtual worlds: Second Life
- Online gaming: World of Warcraft
Benefits

Personal

Commercial

Political

Research
Personal

- New way of interaction
- Simply to socialize
- To express oneself using multi media
- To be part of a community
- To ask questions and provide answers to others
Using collective intelligence for various reasons

Measure overall opinion/sentiment on products/brands

Publicizing products/brands

Free beta testing

Risk management

Huge targets for ad campaigns and PR agencies
Political

- Fund raising
- Reaching people and younger generation
- Polling
- Viral campaigns
- One person one vote, everyone can impact
Research

- Understanding information Propagation
- Trends
- Predictability Models
- Psychological, sociological, ethnographic studies
- Fundamental metrics
COLLECTIVE INTELLECT. UNLOCK THE POWER OF SOCIAL MEDIA

**CI’s Role**

**Collection**
- boards, blogs, news, micro, video.....

**Analysis**
- categorization, theme extraction, ranking.....

**Presentation**
**Bear-Market Funds**
Bear-market funds are designed to go up when the market goes down, and vice versa – so they're popular lately. But it's not a one-size-fits-all option, and timing is everything...
- **How-to Guide**: Put Savings First With a Budget
- **Calculator**: Value of reducing or foregoing expenses

**EXPERT OPINION**

**Mortgage Fright and Moral Quandaries** - Jack Guttentag
Fear in the current mortgage market is contagious. The only antidote to that is good information.
- **Why I’m Still Buying** - Ben Stein
- **'We’re All Hosed': A Wall Street Insider on the Economic Crisis** - Laura Rowley
- **Vortigo on Wall Street** - Mick Weinstein

**SPECIAL FEATURES**

**Many Banks Haven't Learned Their Lesson** - NYT
Some financial institutions are continuing the credit free-for-all, even going so far as to target struggling borrowers whose finances have melted down amidst the economic turmoil.

**More Features**
- **4 Financial Crisis-Related Scams to Beware Of**
- **6 Simple Ways to Save Thousands a Year**
- **Advice on Selecting Benefits During Open Enrollment Time**
- **ETFs vs. Stocks - How to Profit With Sector ETFs**
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Viewing 1 to 50 of 919 Blogs

- **Social Media Explorer**
- **[chrisbrogan.com]**
- **Marketing Profs Daily Fix**
- **PR Squared**
- **Richard Edelman - 6 a.m.**
- **Beyond Madison Avenue**
- **The Buzz Bin**
Consumer Generated Media Analysis
- Combing through data to discover information, patterns, knowledge, etc
- Routine monitoring of social media sources
- Analysis of social media content to identify leading issues and sentiment or tone
- Charts and visualizations
- Trend analysis
- Identification and profiles of influential bloggers/communities
- Buzz analysis
- Web-based dashboard for drill-down analysis and report generation
- Social Search can be used to drive traffic, conversions, and increase ROI by monitoring conversations happening online
Campaigns

Listen

Engage

Measure
Listen to map the landscape

✓ Comprehensive indexing
✓ Semantic analysis
✓ Sentiment analysis
✓ Theme extraction
✓ Demographic analysis
✓ Influencers analysis
Engage to participate and ignite the conversation

✓ Interact with influencers
✓ Comment on related posts
✓ Release videos
✓ Create high quality content on a dedicated blog
✓ Interact with social media (Facebook, Digg, …)
Measure and optimize based on performance

- Measure influencers impact
- Track comments and feedbacks
- Track videos, page views, comments, ….
- Measure dedicated blog traction
- Analyze social media votes, comments, application usage
Cisco

- 3/2008: Cisco launched ASR 1000 Router Series via SM solely
- Their 5th campaign
- “Virtually, Virally, Visually”
- Routers aren’t sexy
- All about building an experience
- Created a fun micro site to create and spread the buzz
- Cross posted videos from micro site to YouTube to extend reach
- Established Second Life presence with a countdown calculator
Cisco

- Cisco Created a Facebook group for non Second Life users
- Created an interactive 3D game - to attract the large gaming audience
- Created a widget holding videos, documents and images being shared
- Blogged about it on the Cisco blog to spread the buzz
- Created a social media release to reach out to bloggers
- Product was launched via video on Second Life cross posted FB and YT
- Created 'Ask the Expert' - a forum between customers and engineers
- Ron Paul in one day, raised over $6 million in an online-only effort.

- Raised approximately $20 million 4th quarter 2007 primarily online.

- The “Ron Paul Army” supporters overwhelmed blog comments sections which mentioned him, wrote thousands of independent blog posts, and posted well over 100,000 videos on YouTube.

- Obama offers the most current and in-depth social media content, including widgets, iPhone apps, pod casts, and Twitter.

- His content is up-to-date, full of informative, relevant content, keeping young supporters involved at a familiar level for them.
Automation Of CGM Analysis And Its Challenges
Duplicate posts
- People tend to copy and paste textual information
- High quality posts change hands frequently and rapidly
- May represent buzz

Spam blogs
- A huge percentage of blogosphere is spam
- Link farms
- Link laundering (bait / target)
- Software morphing
- Ping server abuse

Data categorization
- Posts discussing multiple topics
- Required training
- Short text
- Grammar rules
No unique resource ID
- Various URLs to identify a single site

System Gaming
- Google bombing
- Aggregators

Real timeliness
- Various time zones
- Inaccurate publish dates
- Futuristic dates
- Scalability issues

Ads
- Miss categorization
- Identification of ads on a page
- Dynamic ads
- RSS/ATOM feed ads
Blog
O
Sphere
- comScore MediaMetrix (August 2008)
  - Blogs: 77.7 million unique visitors in the US
  - Facebook: 41.0 million | MySpace 75.1 million
  - Total internet audience 188.9 million

- Universal McCann (March 2008)
  - 184 million WW have started a blog | 26.4 US
  - 346 million WW read blogs | 60.3 US
  - 77% of active Internet users read blogs

Source: State of blogosphere in 2008, technorati.com
“Web log” or a blog is a Web site maintained usually by a single individual.

Author publishes posts on various topics including commentaries, events, diaries.

Information takes variety of forms such as text, video, audio, and/or image.

Entries displayed in reverse-chronological order.

Readers can comment on articles, subscribe to its feed, create track backs.
• Blogs, inbound links, outbound links constitute the Blogosphere

• Decent portion of Blogosphere consists of spam blogs or sblogs

• Popularity tracked by Technorati, BlogPulse, Alexa, QuantCast

• Search engines: Technorati, Google Blog Search, IceRocket

• Blogging platforms: Blogger, WordPress, LiveJournal, Spaces
- As of 8/2008, 133M blogs and growing
- 1.4M blog posts per day
- Blogosphere follows a power law
- Other aliases: 80/20 and long tail
- A/B/C breakdown
Metrics

Why

Usage

Examples

Challenges
Why

- To understand, monitor, and measure various aspects of SM

- Commercial / political spaces need metrics for their advantage

- Metrics are used to understand and target audience

- For Social Media Optimization (SMO v. SEO)
Usage

- Reach 1 to influence 1000 => Which one?
- Where to place product / brand ads
- How to propagate information
- Who to listen to
- Viral marketing
- Engagement: Interaction + Attention
- Reach
- Authority/Influence
- Loyalty
Examples

- Visitors (page views, visits)
- Time on Site
- Bounce Rate
- Inbound Links
- Comment Count
- Posting Frequency
- RSS Subscriber Count
- Votes
Challenges

- Lack of metric centrality
- Large data amount to monitor
- Unstructured underlying data
- Multi languages
- Unknown time zones
- Unknown / inaccurate demographics
- Unknown geolocations
- Dynamic environment (new v. dead resources and links)
Approaches
Sampling
Code Insertion
Link Analysis
Aggregation
Semantic Analysis
Sampling

Alexa, QuantCast

✓ Millions of subscribers

✓ Web surfing activities are monitored

✓ Gathered statistics are used to rank visited sites

✓ Data is correlated to rest of the web
**US Demographics Sep 2008**  
100 index is internet average

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Income represents total household income.

Index represents how a site’s audience compares to the online internet population as a whole. An index of 100 indicates a site’s audience is at parity with the total internet population.

See Demographics
Site Meter, Google Analytics

- Scripts inserted into page’s HTML code
- Each page visit triggers script’s execution
- Gathers stats: visit time, incoming IP, time on page….
- Gathered data sent to main server and stored
Link Analysis

Google BlogSearch, Technorati

✓ Rank sites according to inbound links count

✓ Can only consider number of incoming links

✓ Can also consider source of incoming links

✓ Options are incoming links to posts v. sites
“…Technorati Authority is the number of blogs linking to a website in the last six months. The higher the number, the more Technorati Authority the blog has.

It is important to note that we measure the number of blogs, rather than the number of links. So, if a blog links to your blog many times, it still only count as +1 toward your authority.

Of course, new links mean the +1 will last another 180 days….”
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Microsoft’s Live Search (Neural Net)

- Designed to be trained with a small set of “good” results
- The training is used as a model to do ranking in general
- Supervised training is used to build ranking function
- 569 different properties to predict document relevancy
- Considers the patterns of human searches into account
Where Do We Go From Here???


- **Demise of print media:**

  “...In 2009, the Monitor will become the first nationally circulated newspaper to replace its daily print edition with its website; the 100 year-old news organization will also offer subscribers weekly print and daily e-mail editions....” (csmonitor.com)

- **Rise of blogs:**

  “...4 of top 10 entertainment sites are blogs: OMG, TMZ, Asylum, PerezHilton...” (technorati.com)

- **Dawn of Web 3.0:**
  
  i. OpenID
  ii. Semantic Web
  iii. Open applications
  iv. Ubiquitous connectivity
  v. Network computing
  vi. Distributed databases