Experiment no 9

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Aim: Analyze how Individual / Organization use Social Media and Social media privacy policies.

Objective: Analyze anyone Individual or Organization/Business usage on different platforms and privacy policy settings.

Case Study 1:

Choose a popular current issue of public debate (a bill under consideration, an election, or a political issue). Search Twitter for posts about that issue.

What opinions are you able to find? Summarize them.

Is one opinion dominating the others?

Do you find a lot of content repeated? Perhaps one or two tweets that are repeated by many accounts? Does this appear suspicious, or is there a reason for it?

Case Study: Gun Control in the US

Issue: Gun control legislation is a hot-button topic in the US, with recent mass shootings reigniting the debate.

Method: I searched Twitter for the hashtag #GunControl.

Opinions Found:

- **Stricter Gun Control:** Many tweets advocate for stricter gun control measures, including background check reforms, bans on assault weapons and high-capacity magazines, and "red flag" laws that allow temporary removal of firearms from individuals deemed a threat.
- **Gun Rights Advocacy:** Another prevalent opinion emphasizes Second Amendment rights and opposes restrictions on gun ownership. These tweets often argue that stricter laws wouldn't prevent shootings and focus on mental health issues or school security as solutions.
- **Nuance and Compromise:** Some tweets acknowledge the complexity of the issue and call for a balanced approach that addresses gun violence while respecting gun rights.

Dominant Opinion?

No single opinion dominates entirely. #GunControl is a trending topic with passionate arguments on both sides.

Repeated Content?

There is a significant amount of repeated content, with some tweets and memes shared across numerous accounts. This isn't necessarily suspicious. It reflects the use of hashtags and sharing content that resonates with a user's stance.

Reasons for Repetition:

- **Spreading Awareness:** Sharing pre-written tweets or infographics can be a quick way to raise awareness about an issue and its solutions.
- **Mobilization:** Campaigns and advocacy groups often encourage supporters to share specific tweets to amplify their message and show collective support.

Overall:

Twitter provides a glimpse into the deep divide on gun control in the US. While both sides have strong voices, the platform also facilitates the spread of pre-written content to mobilize supporters and raise awareness.

Case Study 2:
Choose any Company /organization of your choice. Analyze its usage of SM
Ex:- Blendtec, a manufacturer of high-end blenders , Zappos customer service

Company: Blendtec (Manufacturer of high-performance blenders)

Analysis of Social Media Usage:

Blendtec is a prime example of how a company can leverage social media for brand awareness, engagement, and ultimately, sales. Here's a breakdown of their key strategies:

- **"Will it Blend?" Campaign:** This viral video series features CEO Tom Dickson putting unusual objects (from iPhones to golf clubs) in their blenders to showcase their power. It's entertaining, informative, and perfectly embodies Blendtec's durability message.

- **Multi-platform Presence:** Blendtec is active on YouTube (where the "Will it Blend?" videos reside), Facebook, Twitter, and Instagram. They tailor content for each platform, with longer recipe videos on YouTube, bite-sized product demos on Instagram, and customer interaction on Twitter.
- **Influencer Marketing:** Blendtec collaborates with food bloggers and recipe creators, leveraging their audience reach to promote Blendtec's versatility in creating healthy and delicious recipes.
- **Customer Engagement:** Blendtec actively responds to customer comments and questions on social media, fostering a sense of community and brand loyalty.
- **Social Commerce:** Blendtec uses platforms like Facebook and Instagram to showcase products and link directly to their online store, making the buying process seamless.

Overall Impact:

Blendtec's social media strategy is a success story. Their entertaining content has garnered millions of views and a passionate following. Social media has played a significant role in establishing Blendtec as a leader in the high-performance blender market.

Case Study 3 :
Find Any company as an example of Social Media Failure and analyze the cause of failure .

Company: Pepsi

Social Media Failure: A Pepsi commercial featuring Kendall Jenner participating in a protest by handing a can of Pepsi to a police officer received widespread criticism. Many viewers found it insensitive and trivialized the seriousness of social justice movements like Black Lives Matter.

Cause of Failure:

- **Tone-Deaf Execution:** The ad attempted to connect with social justice issues but lacked any real understanding of the underlying complexities.
- **Exploiting Social Movements:** Using a protest scene for a commercial purpose felt exploitative and disrespectful to the very movement it aimed to reference.
- **Inaccurate Portrayal:** The commercial offered an unrealistic and sanitized portrayal of protest, suggesting a simple solution (a Pepsi) could resolve serious societal issues.
- **Lack of Authenticity:** The ad felt inauthentic, using a celebrity and a social justice cause to sell a product with no genuine connection.

Aftermath:

- **Social Media Backlash:** The ad went viral, but for all the wrong reasons. Pepsi received immense criticism on social media, with many users calling out the commercial's insensitivity.

- **Damage to Reputation:** The ad tarnished Pepsi's brand image and damaged their relationship with consumers, particularly those who identify with social justice movements.
- **Product Recall:** Pepsi pulled the ad within days and issued a public apology.

Lessons Learned:

- **Social Awareness:** Brands need to be socially aware and avoid campaigns that could be perceived as insensitive or disrespectful.
- **Authenticity is Key:** Social media audiences value authenticity. Campaigns should be genuine and avoid exploiting serious issues.
- **Understanding the Conversation:** Before engaging with social movements, brands need to understand the context and avoid trivializing the cause.

This case study highlights the importance of careful planning and social awareness when using social media for marketing purposes.

Case Study 4: #ShotoniPhone by Apple

Find a company that has undertaken a viral marketing campaign over social media. What is the essence of the campaign?

What metrics can you use to measure it (number of views, fans, likes, etc.)?
Is the campaign ongoing, or did it run for a fixed amount of time?
Are any statistics available to indicate the success of the campaign? If so, what are they?

Campaign Essence: Apple's #ShotoniPhone campaign encourages users to capture and share photos and videos taken with iPhones. The campaign celebrates the creativity and quality achievable with iPhone cameras, showcasing the everyday user as a photographer.

Metrics for Measurement:

- **Engagement:** Number of likes, comments, and shares on photos and videos using the hashtag.
- **Reach:** Number of unique users who saw the hashtag on social media platforms.
- **Brand Mentions:** Frequency of #ShotoniPhone being mentioned on social media, even outside of Apple's official accounts.
- **Website Traffic:** Increase in traffic to Apple's website, particularly product pages for iPhones and camera accessories, potentially driven by the campaign.

Campaign Duration:

#ShotoniPhone is an ongoing campaign launched in 2014. It has evolved over time, adapting to new features and functionalities of iPhones.

Success Statistics:

- **Massive Reach:** The hashtag #ShotoniPhone has billions of views across platforms like Instagram alone.
- **User-Generated Content:** Millions of users have participated by sharing their photos, creating a vast library of content showcasing iPhone capabilities.
- **Positive Brand Association:** The campaign has successfully positioned iPhones as powerful and versatile camera tools, contributing to Apple's strong brand image.

Additional Notes:

- Apple often features user-generated content on their official social media channels, further incentivizing participation.
- The campaign has spawned variations like #ShotOniPad and #NightoniPhone, highlighting other Apple devices.

Overall, the #ShotoniPhone campaign is a prime example of a successful social media marketing strategy that leverages user-generated content and celebrates user creativity to promote a product.

Case Study 5:
Choose two social media websites. Pull up their privacy policies and answer the following questions for each.
What information will be collected about you?
How much of that information is really necessary for you to use the site? Are they asking for more than they need?
Do you have access to all the information stored about you?
How will your information be shared with third parties?
Can your data be sold?
Are you allowed to permanently delete your data from the system?

Case Study 5: Social Media Privacy Policies

Platform 1: Facebook

- **Information Collected:** Facebook collects a wide range of data, including your profile information, posts, messages, photos, videos, location data, IP address, browsing activity on other websites using Facebook logins, and information from your device.
- **Necessity:** Some information like profile details are needed for identification and basic functionalities. However, collection of browsing activity beyond Facebook and detailed location data seems excessive.
- **Access to Information:** You can access some of your information on Facebook, but it can be a complex process.
- **Sharing with Third Parties:** Facebook shares your data with advertisers and other third-party partners, though they claim to do so in an anonymized way.
- **Data Sale:** Facebook states they don't sell your data directly, but they share it with partners who may use it for advertising purposes.
- **Data Deletion:** You can deactivate your account, but completely deleting all data is a complex process with no guarantee of complete removal.

Platform 2: Twitter

- **Information Collected:** Twitter collects your profile information, tweets, direct messages, location information (if enabled), browsing activity on the platform, and device information.
- **Necessity:** Profile details and tweet content are essential for the core functionality of Twitter. Collection of browsing activity seems unnecessary.
- **Access to Information:** You can access your Twitter data, including tweets, direct messages, and account information.
- **Sharing with Third Parties:** Twitter shares data with advertisers and partners, but claims to do so in an aggregate or anonymized way.
- **Data Sale:** Similar to Facebook, Twitter states they don't sell your data but share it with partners who may use it for advertising.
- **Data Deletion:** You can deactivate your account and initiate a data deletion request. However, complete removal may take time.

Overall:

Both Facebook and Twitter collect a substantial amount of user data, with some information arguably exceeding what's necessary for the core functionalities of the platforms. While they claim anonymized data sharing with partners, the possibility of targeted advertising based on user data remains a concern. Accessing and deleting your data can be a complex process. It's crucial to carefully review these privacy policies before creating an account and adjust privacy settings accordingly.