Good morning everyone, I am Koray Can Yurtseven from computer engineering department. Do you know this kid? He is a very poor kid from Afganistan. He likes Messi so much that he made a jersey from a plastig bag. This photo went viral and he met with Messi. If this photo didn’t go viral, this kid would never met with Messi and his dreams would never become true. As you can see in this example social media helped this kid to achieve his dreams and solve a problem. Today I’ll talk about two main problems which social media has helped to solve.

If you have searched this topic on the web, you can probably guess what I’ll talk about. First I’ll talk about how social media helps people for accessing news, then I’ll move on to how it shortens the duration of finding an answer to your problems.

First problem which social media has helped to solve is accessing news.

I will start this topic by giving an example. When we were in elementary school, during snowy days, we were dreaming of snow holiday. Because we were children we needed to sleep early, and the following morning we needed to wait infront of the TV to watch news. However todays kids are lucky, because when they wake up in the morning they don’t need to watch TV for several minutes to catch snow holiday news. They just need to pick their phone and look at the tweets of governor.You might say that not every people have social media. However, In 2016 survey ,named Infinite Dial, conducted by Edison research, it is stated that almost 80 percent of US citizens which is more than 200million people have social media account. It is quite large number. And I think, If this much people use social media, they can learn news from it.

Which brings me to this slide over here. This bar graph which I borrowed from Pew Research Center, is about percent of adults in the US who uses social media and get news there. The horizontal axis shows some social media sites, while the vertical one shows percentages of people who use it.If we add up the orange numbers, more than 70 percent of people get news from social media. One can conclude that social media play a big role in accessing news.

Having covered the first problem which social media has helped solve, now let me move on to the second one which is finding an answer.

In this flowchart, it is explained how to solve a problem without social media.

You go to a friend and interrupt him and explain your problem. He offer you some suggestion. You are not satisfied and you look for another friend and explain your problem again to him with suggestion of your first friends and your second friend gives a good suggestion. In this method you explained your problem 2 times and your friends listened you seperatly. This is costly.

However, if you have social network, you simply write your problem, which is 1 time explanation, and move on to next task. Your friends get notificitaions and in their free time your first friend reads your problem and writes his recommendation, then your second friend reads both your problem and first friend’s suggestion and add his comments. In your spare time, you check comments and know the answer. Because you posted your problem in social media, while waiting an answer you accomplished some of your second task. Also, you didn’t tell your problem twice and you didn’t occupied your friends for whole your explanation. You and your friends simply gain time and you have a solution.

Speaking of time, brings me to this slide over here. I have created this pie chart using data in an article named Effectiveness and user satisfaction in Yahoo! Answers by Shah who is an assistant professor at Rutgers University,. This pie graph illustrates the time lapse between a given question and selected answer on Yahoo Answers. Over 3 billion questions are in this selection. The orange part of this chart shows that nearly 30 percent of questions are answered after 1 hour, while the blue one show that almost 70 percent of questions are answered less than an hour. It’s obvious that one can get an answer to his problem in a short amount of time.

That’s all I have to say about this topic. To sum up, I talked about how social media helped to reach news and find an answer to a problem in short time. I believe in the future, social media will be used more than now and it will reach more people and it will bring more solutions to the problems.   
I’m happy to answer any questions. Thanks for your attention and for those interested here are my references list.