Research for Dissertation

<http://www.collective-evolution.com/2014/12/15/disturbing-but-amazing-pictures-expose-the-absurdities-of-modern-culture-warning-graphic-images/>

**Digital Media and Society** Paperback – 5 Jun 2017 by [Simon Lindgren](https://www.amazon.co.uk/s/ref=dp_byline_sr_book_1?ie=UTF8&text=Simon+Lindgren&search-alias=books-uk&field-author=Simon+Lindgren&sort=relevancerank): ISBN-10: 1473925010

**The Mediated Construction of Reality** Paperback – 11 Nov 2016by [Nick Couldry](https://www.amazon.co.uk/s/ref=dp_byline_sr_book_1?ie=UTF8&text=Nick+Couldry&search-alias=books-uk&field-author=Nick+Couldry&sort=relevancerank) ,‎ [Andreas Hepp](https://www.amazon.co.uk/s/ref=dp_byline_sr_book_2?ie=UTF8&text=Andreas+Hepp&search-alias=books-uk&field-author=Andreas+Hepp&sort=relevancerank) ISBN-10: 074568131X

**The Quantified Self Paperback** – 25 Mar 2016 by [Deborah Lupton](https://www.amazon.co.uk/Deborah-Lupton/e/B001IXOHF2/ref=dp_byline_cont_book_1) ISBN-10: 150950060XFred Forest's Utopia: Media Art and Activism (Leonardo Book Series) Hardcover – 6 Oct 2017 by Michael F. Leruth; **ISBN-10:** 0262036495

Haag, C., Rumori, M., Windisch, F. and Zeller, L. (2018). *Open Format*. [image] Available at: https://www.computerworld.com/article/2473016/computer-hardware/90160-tk.html#slide9 [Accessed 26 Jan. 2018].

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| Source | Information | Summary |
| Desk, W. (2018). Global Social Media Statistics for 2017. [online] Digitalinformationworld.com. Available at: https://www.digitalinformationworld.com/2017/02/global-social-media-statistics.html [Accessed 3 Feb. 2018]. | (Desk, 2018)  Social Media Users and Frequency  Who’s where and how often?  • Facebook is still the site with the most active users (1.860 billion) per month and 1.74 billion active users on mobile. That’s roughly 22% of the world’s population. ([Statista](https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/))  • Out of online Americans, 79% use Facebook (75% of men and 83% of women), 32% use Instagram, 31% use Pinterest, 29% use LinkedIn and 24% use Twitter. ([Pew Research Center](http://www.pewinternet.org/2016/11/11/social-media-update-2016/))  • WhatsApp has over [a billion users](https://www.statista.com/statistics/260819/number-of-monthly-active-whatsapp-users/) now.  • There are 3.773 billion internet users (50% penetration) and 2.789 billion active mobile social users (37% penetration) around the world. ([We Are Social](http://wearesocial.com/uk/blog/2017/01/digital-in-2017-global-overview))  • Annual growth of internet and social media active users around the globe was 10% from 2015-2016. Growth of active social media mobile users was 21 percent. (We Are Social)  • 97% of online adults [ages 16-64](https://www.globalwebindex.net/blog/97-visiting-social-networks) have visited or used a social network over the past month.  • Nearly 80% of girls in Japan ages 10-19 have a Twitter Account ([eMarketer](https://www.emarketer.com/Article/Five-Unexpected-Stats-About-Social-Media-2016/1014944))  • The average internet user has 7 accounts, up from 3 in 2012. ([Global Web Index](https://www.globalwebindex.net/blog/internet-users-have-average-of-7-social-accounts))  • 45% of online women use Pinterest. ([Pew Research Center](http://www.pewinternet.org/2016/11/11/social-media-update-2016/))  • 32% of teenagers say [Instagram is the most important social network](https://www.revitalagency.com/blog/keep-calm-and-bring-on-the-instagram-feed-changes/) and most of the site’s users are between 18-29. ([Pew Research Center](http://www.pewinternet.org/fact-sheet/social-media/))  • SnapChat reaches 41% of all 18-34-year-olds in the U.S. and 150 million people use the platform every day. ([SnapChat](https://www.snapchat.com/ads/))  • Since 2005, the number of people who use social media has risen from 5% to 69%. ([Pew Research Center)](http://www.pewinternet.org/fact-sheet/social-media/) | Facebook is still the site with the most active users (1.860 billion) per month and 1.74 billion active users on mobile. That’s roughly 22% of the world’s population.  2.789 billion active mobile social users (37% penetration) around the world. |
| Whiting, A. and Williams, D. (2018). Why people use social media: a uses and gratifications approach. [online] http://www.emeraldinsight.com. Available at: https://doi.org/10.1108/QMR-06-2013-0041 [Accessed 4 Feb. 2018]. | (Whiting and Williams, 2018)  This study identified ten uses and gratifications for using social media.  1.  Social interaction. 88 percent of the respondents mentioned using social media for social interaction. Respondents mentioned that Facebook is “a place to interact and socialize with others”, that they “have more contact with people via social media than face to face”, and that “social media gives them a social life”. The respondents indicated that they use social media to connect and keep in touch with family and friends, interact with people they do not regularly see, chat with old acquaintances, and meet new friends. Survey participants reported that they use social media to interact with many different types of people ranging from friends, family, spouses, co‐workers, old friends, old acquaintances, and new friends.  2.  Information seeking. 80 percent of respondents reported using social media to seek out information. These study participants reported that they use social media to:  find information about sales, deals, or products;  find information on events, birthdays, and parties; and look at information about businesses. Respondents also mentioned that they use social media for self‐education. Respondents stated that they use social media to get how‐to‐instruction, to get help with math, and to learn new things.  3.  Pass time. 76 percent reported using social media to pass the time. Respondents stated that they use social media when they have idle time or when they are bored and want something to do. Many individuals reported using social media to pass time at work or school. Some of their comments were “I use Facebook when bored at work”, “I use social media during class to pass the time”, “I use social media when waiting for class”, and “I use social media when class is boring”.  4.  Entertainment. 64 percent of respondents reported that they used social media as a source of entertainment. Some of the entertainment activities reported were playing games, listening to music, and watching videos. Others mentioned that they use social media for humor and comic relief. Some of their comments were “listening to jokes”, “reading comments and stuff makes me laugh”, and “watching the crazies on Facebook, and how they display themselves, provides entertainment to me”. Some respondents mentioned playing games regularly with friends via social networking platforms.  5.  Relaxation. 60 percent of respondents used social media for relaxation purposes. Some of their comments were “it is relaxing to go through profiles”, “looking on Facebook does not take any thought”, “it is an escape from reality”, and “it takes my mind off things”. Respondents also mentioned how social media helps them escape from reality and escape the stress of the real world. Over 16 percent of respondents mentioned they use social media to escape from the real world.  6.  Expression of opinions. This type of social media use was mentioned by 56 percent of respondents and is defined as using social media to express thoughts and opinions. Respondents discussed how they like to make comments such as liking postings and photos, commenting on updates, and sharing comments on others postings. Others discussed how they liked to express their opinions anonymously, how they liked to criticize others, and how they enjoyed the opportunity “to vent” on social media.  7.  Communicatory utility. 56 percent of respondents discussed how they use social media to give them things to talk about with others. Respondents reported that social media “gives them something to talk about with friends”, that “Facebook gives them things to gossip about”. Others mentioned that they talk to others about what they found on Facebook and that they will ask their friends if they saw what a person said on Facebook.  8.  Convenience utility. This type of social media use was mentioned by 52 percent of respondents. Several of the respondents actually used the word convenient in their responses such as “it is convenient and accessible anytime and anywhere”. Others mentioned that they use social media because it is readily available and has no time restraints. One individual mentioned that she uses social media because of the convenience of being able to communicate with a lot of people at one time.  9.  Information sharing. This type of social media use was mentioned by 40 percent of respondents. This factor is different from information seeking which was previously discussed. Information sharing is defined as using social media to share information about you with others. Unlike television and the internet, social media is interactive in nature and allows consumers to communicate and share information via a two way dialogue. This information sharing construct has not been used by other uses and gratifications researchers. However, information sharing has been used in other marketing studies (Jarvenpaa and Staples, 2000; Miranda and Saunders, 2003). Respondents mentioned many different ways that they share information. Many respondents mentioned that they like to post updates and share pictures. Some study participants mentioned that they advertise their business on Facebook and some mentioned that they share information in order to market themselves.  10.  Surveillance/knowledge about others. This sort of social media usage was mentioned by 32 percent of the respondents and is defined as watching people or things and watching what others are doing. The title of this theme comes from Kaye and Johnson's (2002) study on motivations for using the web for political information factors. Respondents mentioned many different ways that they use social media to watch others. Some of the respondents stated that they are “nosey”, they “spy on people”, they “creep on people”, they “spy on their kids”, and they “look at stuff about others without them knowing about it”. Many individuals mentioned that they want to know what others are doing and that they try and keep up with others. | The ten uses and gratifications are:   1. social interaction 2. information seeking 3. pass time 4. Entertainment 5. Relaxation 6. communicatory utility 7. convenience utility 8. expression of opinion 9. information sharing 10. surveillance/knowledge about others   (Whiting and Williams, 2018)  Pass time. ***76 percent reported using social media to pass the time***. Respondents stated that they use social media when they have idle time or when they are bored and want something to do. Many individuals reported using social media to pass time at work or school. Some of their comments were “I use Facebook when bored at work”, “I use social media during class to pass the time”, “I use social media when waiting for class”, and “I use social media when class is boring”.  **Relaxation.** 60 percent of respondents used social media for relaxation purposes. Some of their comments were “***it is relaxing to go through profiles”, “looking on Facebook does not take any thought”, “it is an escape from reality”, and “it takes my mind off things”.*** Respondents also mentioned how social media helps them escape from reality and escape the stress of the real world. Over 16 percent of respondents mentioned they use social media to escape from the real world.  **Surveillance/knowledge about others**. This sort of social media usage was mentioned by 32 percent of the respondents and is defined as watching people or things and watching what others are doing. The title of this theme comes from Kaye and Johnson's (2002) study on motivations for using the web for political information factors. 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