

EMIA6500R (CWB) · CMAA5022 (GZ) · CSM160021

Social Media for Creatives

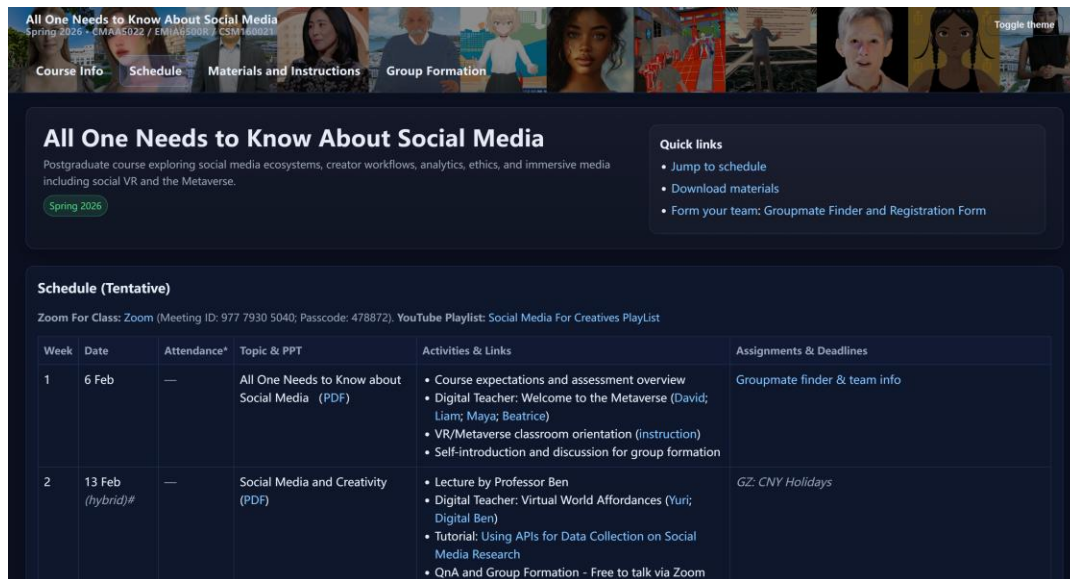
Lecture 03

Social Media in the East and
West

Professor Pan HUI; FRI 15:00 – 18:00



Before Everything...



The screenshot shows a course website with a dark blue header and a grid of images. The main title is 'All One Needs to Know About Social Media'. Below it, a description states: 'Postgraduate course exploring social media ecosystems, creator workflows, analytics, ethics, and immersive media including social VR and the Metaverse.' A green button labeled 'Spring 2026' is visible. To the right, a 'Quick links' section lists: 'Jump to schedule', 'Download materials', and 'Form your team: Groupmate Finder and Registration Form'. Below this, a 'Schedule (Tentative)' section provides Zoom and YouTube links. A table follows with columns for Week, Date, Attendance, Topic & PPT, Activities & Links, and Assignments & Deadlines. The table lists two weeks of content.

All One Needs to Know About Social Media
Spring 2026 • CMAA5022 / EMMA500R / CSM160021

Course Info Schedule Materials and Instructions Group Formation

All One Needs to Know About Social Media
Postgraduate course exploring social media ecosystems, creator workflows, analytics, ethics, and immersive media including social VR and the Metaverse.

Spring 2026

Quick links

- Jump to schedule
- Download materials
- Form your team: Groupmate Finder and Registration Form

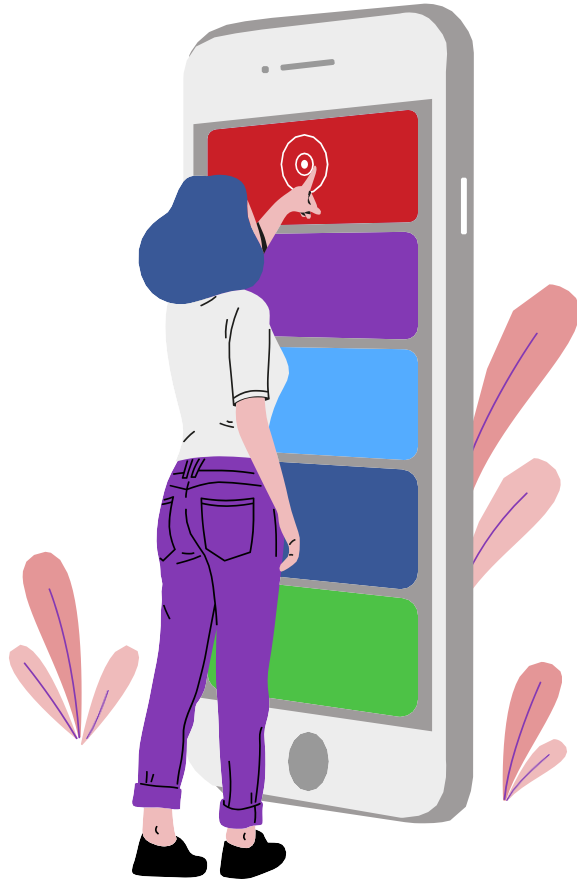
Schedule (Tentative)

Zoom For Class: Zoom (Meeting ID: 977 7930 5040; Passcode: 478872). YouTube Playlist: Social Media For Creatives Playlist

Week	Date	Attendance*	Topic & PPT	Activities & Links	Assignments & Deadlines
1	6 Feb	—	All One Needs to Know about Social Media (PDF)	<ul style="list-style-type: none">• Course expectations and assessment overview• Digital Teacher: Welcome to the Metaverse (David; Liam; Maya; Beatrice)• VR/Metaverse classroom orientation (instruction)• Self-introduction and discussion for group formation	Groupmate finder & team info
2	13 Feb (hybrid)#	—	Social Media and Creativity (PDF)	<ul style="list-style-type: none">• Lecture by Professor Ben• Digital Teacher: Virtual World Affordances (Yuri; Digital Ben)• Tutorial: Using APIs for Data Collection on Social Media Research• QnA and Group Formation - Free to talk via Zoom	GZ: CNY Holidays

<https://christie-p-academic.github.io/Social-Media-Course/>

Today's Outline



01

Lecturing

Social Media in the East and West

02

Digital Teacher

Lecture: Social Media in the East

03

Going Back to Lecturing

Social Media in the West

04

Seminar

Wei Zheng: Center Humans, Shape Intelligence

05

Group Formation

This is the last day of submitting your group list!

Social Media Everywhere

- ❑ **Social media** platforms have become a **global phenomenon**, transforming the way people *socialize, communicate, share information*, and *interact* with one another.
- ❑ In fact, social media platforms like *Facebook, Instagram, T witter*, and *Tik Tok* have become **integral parts of daily life for millions** of people around the world.

According to Statista, the number of social media users worldwide is estimated to grow to **over 4.4 billion** by **the year 2025!**

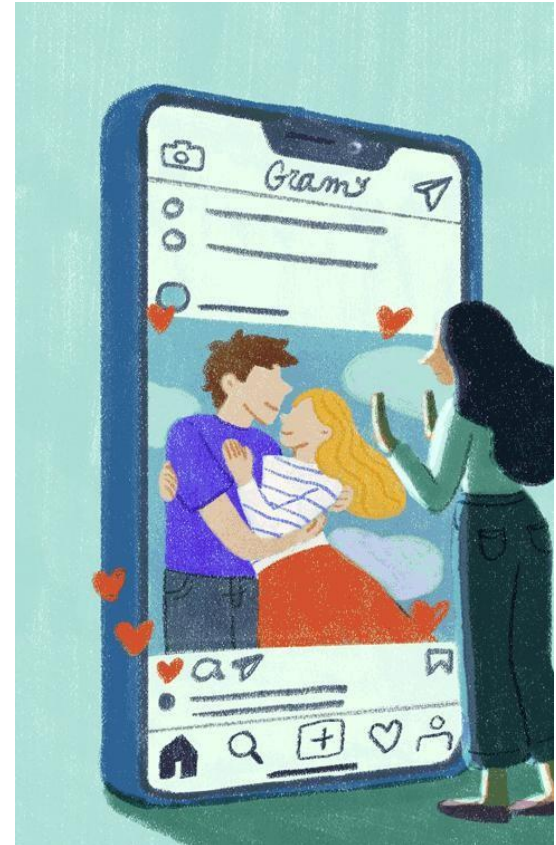


Social Media in the East and West



Affective Prevalence

- ❑ People from all over the world use social media for a variety of reasons.
- ❑ Some individuals may utilize social media to express their emotions and values (e.g., users write excited tweets because they feel or want to show excitement).
- ❑ An emerging line of research in social media studies has focused on “affect prevalence,” or the types of affective content people produce on social media.



Positivity Bias

According to the literature, in general, social media users in the U.S. produce more ...

positive content (e.g., The cutest pictures are from Kindergarten graduation! 🥰💖) on social media

Ironically, this **positivity bias** may be related to **decreased self-esteem** among U.S. users, because viewing others' positive posts may lead users to **evaluate their own lives more negatively!**



While users in Japan produce more ...

low-arousal content (e.g., Another week of exams then I'm sorta free 🏀😞)

Emotional Contagion

- Some people may post social media content to **reflect the affective qualities of what they have just read or viewed** (e.g., *users write angry tweets because they just read another user's angry post*).
- In the context of social media research, this refers to a phenomenon known as "**emotional contagion**" or "**ripple effect**."

According to the literature, people seem to **catch some types of affect more often than others** on social media.



Cultural Values Matter

The findings of a study conducted by *Stanford* researchers suggest that social media users tend to be more influenced by the emotional content of posts that **contradict their cultural values**.

*“So for the **U.S.**, users are most influenced by others’ high arousal **negative content** like anger and disgust, but for **Japan**, users are most influenced by others’ high arousal **positive** states like excitement.”*

Social Media Users Produce More Affect That Supports Cultural Values, but Are More Influenced by Affect That Violates Cultural Values

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¹ Department of Psychology, Stanford University

² Department of Global and Interdisciplinary Studies, Hosei University

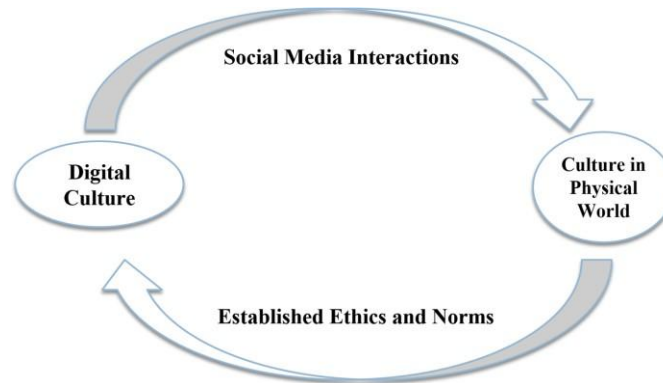
³ School of Mathematics and Computing, University of Wolverhampton

Although social media plays an increasingly important role in communication around the world, social media research has primarily focused on Western users. Thus, little is known about how cultural values shape social media behavior. To examine how cultural affective values might influence social media use, we developed a new sentiment analysis tool that allowed us to compare the affective content of Twitter posts in the United States (55,867 tweets, 1,888 users) and Japan (63,863 tweets, 1,825 users). Consistent with their respective cultural affective values, U.S. users primarily produced positive (vs. negative) posts, whereas Japanese users primarily produced low (vs. high) arousal posts. Contrary to cultural affective values, however, U.S. users were more influenced by changes in others’ high arousal negative (e.g., angry) posts, whereas Japanese were more influenced by changes in others’ high arousal positive (e.g., excited) posts. These patterns held after controlling for differences in baseline exposure to affective content, and across different topics. Together, these results suggest that across cultures, while social media users primarily produce content that supports their affective values, they are more influenced by content that violates those values. These findings have implications for theories about which affective content spreads on social media, and for applications related to the optimal design and use of

The screenshot shows the top portion of a Stanford News article. The header is dark red with the Stanford logo and 'News' text. Below the header is a navigation bar with links: Home, Find Stories, For Journalists, and Contact. A search bar is located on the right side of the header. The article title is 'A Stanford study of Japanese and U.S. Twitter users sheds light on why emotional posts are more likely to go viral', dated 'SEPTEMBER 8, 2021'. The first paragraph of the article is visible, stating: 'The findings suggest social media users are more likely to be influenced by others' posts when the posts violate, rather than support, their cultural values.'

Digital Culture

- Scholars argue whether we can predict how cultures will **evolve on digital platforms**.
- **Digital culture** refers to the various cultural *practices* and *behaviors* that emerge as a result of the *widespread use* and *integration* of digital technologies in our daily lives.
- **Digital culture** is **characterized** by its **fluidity** and **rapid evolution**, with new *trends*, *practices*, and *technologies* emerging constantly.
- It has also brought about **significant changes to traditional forms of cultural expression**, such as *literature*, *music*, and *art*, as they are adapted to new digital mediums.



Digital Culture and Literature

- The rise of **digital publishing** and **e-readers** has transformed the way we consume and access literature.
- Books can now be downloaded instantly from online retailers, and self-publishing platforms like **Amazon's Kindle Direct Publishing** have made it easier for independent authors to publish their work.
- And many authors use the social media platforms **to promote their books, connect with readers, and share their writing processes.**



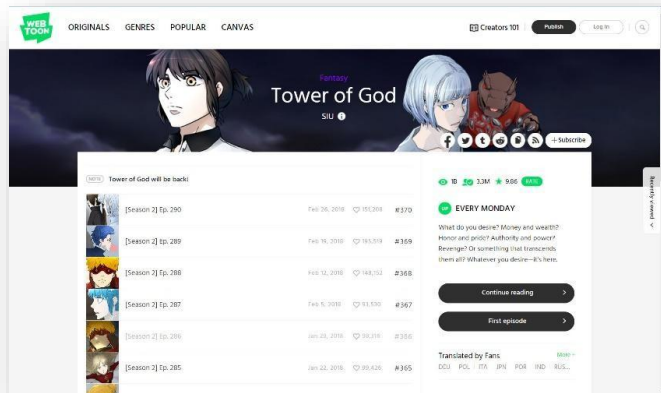
Manga

- ❑ **Comics** are a form of storytelling that combine images and words to create a narrative. The medium has a rich history that can be traced back to both Eastern and Western cultures.
- ❑ In Japan, for example, there is a style of comics called **manga**. Manga often features distinctive art styles and complex storylines and covers a wide range of genres such as action, romance, science fiction, and horror.



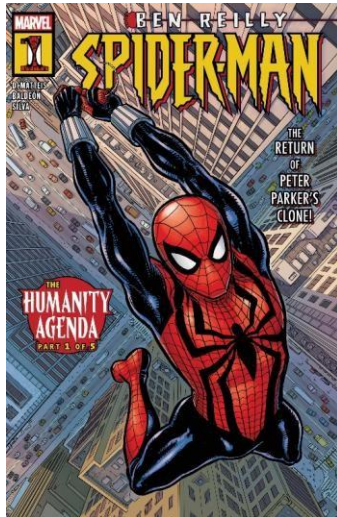
Webtoons

- ❑ South Korea has also developed a unique form of digital comics called **webtoons**.
- ❑ These webtoons have become incredibly popular in South Korea and many people read them on their smartphones.
- ❑ Webtoons are similar to manga in that they cover a wide range of genres, including romance, drama, action, and comedy. They also often have unique storytelling and artistic styles.



Western Styles

- ❑ In Western countries, comic art is often simply called "comics" or "graphic novels," and they cover a wide range of genres and styles, from superhero comics to autobiographical graphic novels. Some popular examples of Western comics include:

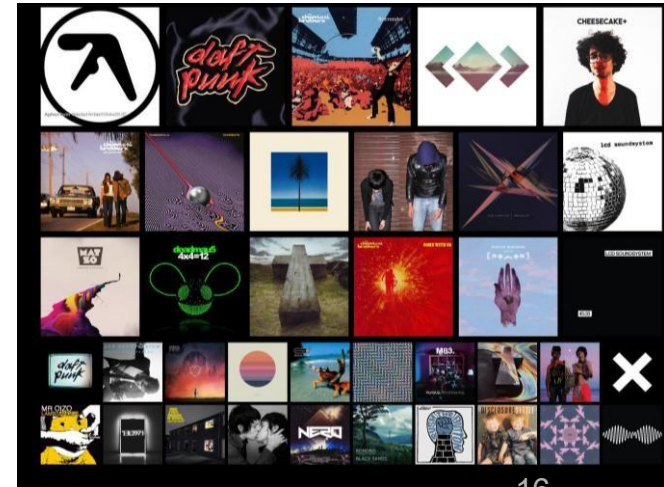


Manga, Webtoons, and Western Comics in Social Media

- ❑ **Social media posts** about **manga**, **webtoons**, and **comics** often becomes viral.
- ❑ Fans of manga, webtoons, and comics are often very passionate about the stories and characters they love.
- ❑ They **often share news, reviews, and fan arts** on different social media platforms.
- ❑ It has become easier than ever for fans to **discover new works, connect with other fans, and share their own opinions and creations** with others.
- ❑ This kind of online interaction can help to **spread awareness** and **generate more interest** in manga, webtoons, and comics.
- ❑ Finally, the unique visual and narrative styles of manga, webtoons, and comics can make them particularly **well-suited to social media sharing**.

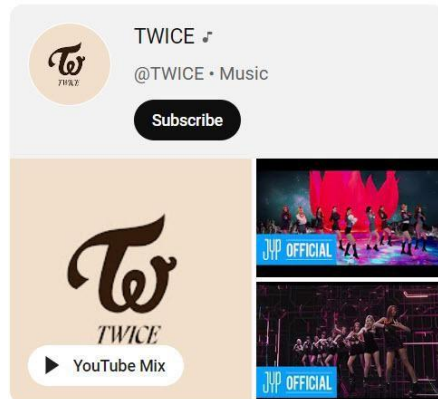
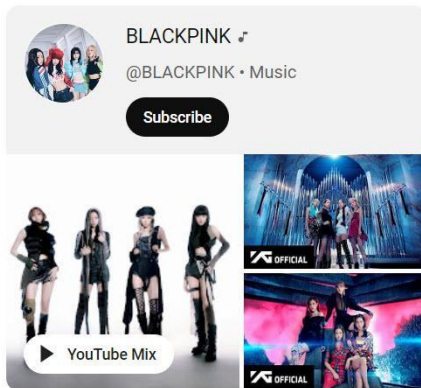
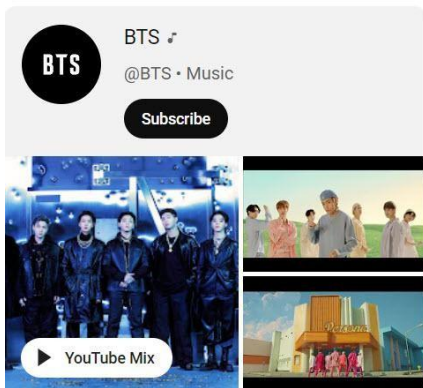
Digital Culture and Music

- ❑ The emergence of digital technology (especially social media platforms) has revolutionized the *creation*, *distribution*, and *consumption* of music worldwide.
- ❑ **In the West**, the use of digital technology has facilitated the rise of popular genres such as *hip-hop*, *electronic dance music*, and *pop music*.
- ❑ The proliferation of digital music platforms such as *Spotify*, *iTunes*, and *YouTube* has made it easier for musicians to distribute their music and *reach a wider audience*.
- ❑ Digital technology has also enabled the **creation of new forms of music**, such as **remixes** and **mashups**, which involve the blending of different genres and styles.



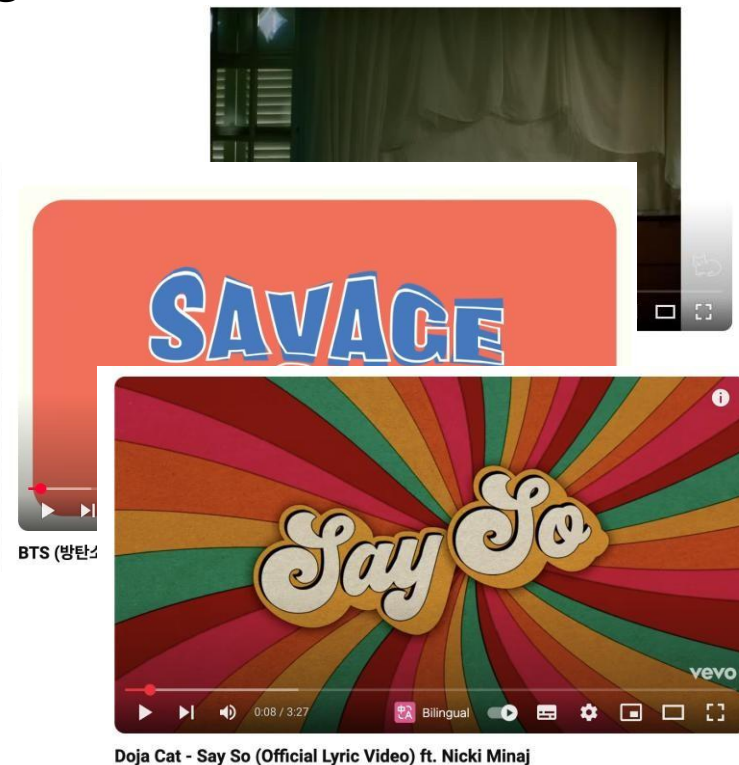
Digital Culture and Music (II)

- ❑ Many Asian musicians and music enthusiasts use social media platforms such as *YouTube*, *Facebook*, and *Instagram* to share and promote their music.
- ❑ For instance, **K-Pop artists** like **BTS**, **Blackpink**, and **Twice** have gained international fame in part due to their **social media presence** and **the support of their dedicated fanbases**, who use social media to share their music, create fan content, and organize events.



Collaborating with other Musicians

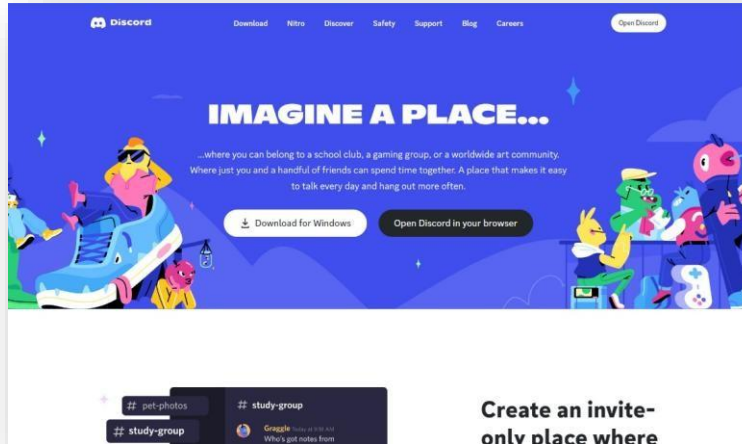
- ❑ Social media platforms can also **facilitate collaborations between musicians from different countries and cultures**.
 - For example, Japanese artist Kenshi Yonezu collaborated with Indonesian singer Niki for a remix of his hit song "Pale Blue" after the two connected on social media.
 - "Savage Love (Laxed – Siren Beat)" by Jawsh 685 and Jason Derulo featuring BTS: This collaboration was the result of a social media connection between Jawsh 685 and BTS.
 - "Say So" by Doja Cat featuring Nicki Minaj: The remix of this popular song was the result of a social media interaction between Doja Cat and Nicki Minaj. Doja Cat had expressed her admiration for Minaj in past interviews and on social media, and Minaj reached out to her on Twitter to suggest a collaboration.



Doja Cat - Say So (Official Lyric Video) ft. Nicki Minaj

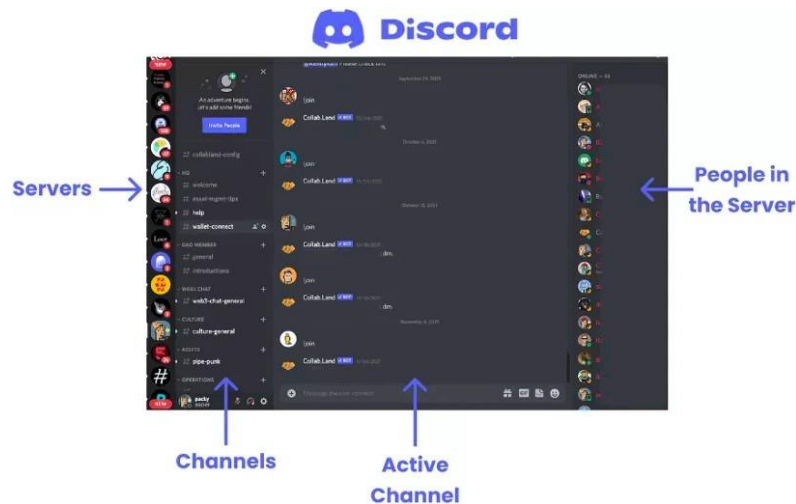
Discord

- ❑ Discord is another popular communication platform primarily designed for **online communities** and **gamers** to **chat**, **voice call**, and **share multimedia content** in **real-time**.
- ❑ It was **launched in 2015** and has since grown into one of the most popular communication platforms, **with over 140 million monthly active users**.



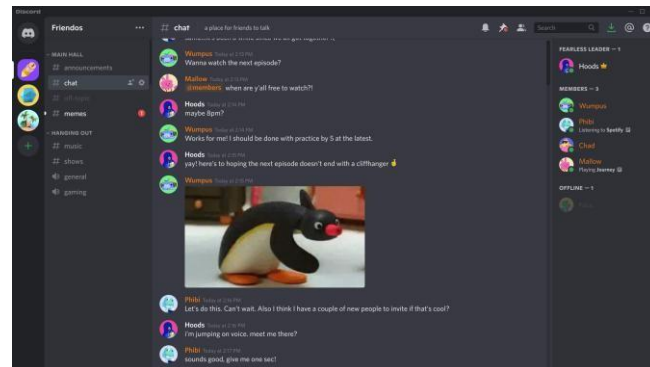
Discord Vocabulary

- ❑ Discord has its own vocabulary:
- ❑ **Server:** Servers are the **spaces** on Discord.
 - They are made by *specific communities* and *friend groups*. The vast majority of **servers are small and invitation-only**. **Some larger servers are public**.
 - Any user can start a new server **for free and invite their friends** to it.
- ❑ **Channel:** Discord servers are organized into **text and voice** channels, which are usually dedicated to specific topics and can **have different rules**.
 - In **text channels**, users can post messages, upload files, and share images for others to see at any time.
 - In **voice channels**, users can connect through a voice or video call in real time, and can share their screen with the friends - called **Go Live**.



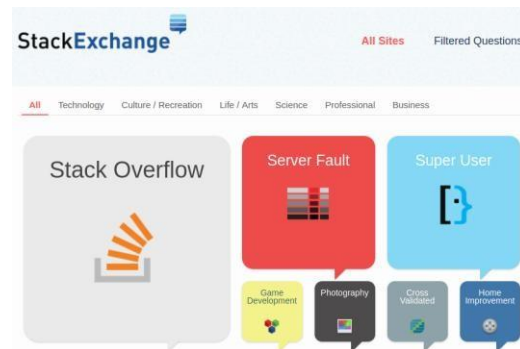
Discord in the East and West

- ❑ **In Asian countries**, Discord is popular among **gaming communities**, and it is often used as a platform for **esports tournaments** and **competitions**.
- ❑ In some cases, it may also be used for **business purposes** or as a tool for **remote work** and **collaboration**.
- ❑ **In the Western countries**, Discord is also popular among gamers, **but** it is also **used by a broader range of online communities**, such as for **streaming**, **music**, and **art**.
- ❑ Additionally, Western users may be *more likely* to use Discord for **socializing** and **making new friends**, as well as for **staying connected** with existing friends and communities.
- ❑ **Regardless of cultural differences**, Discord is a versatile communication platform that can be used in a *variety of ways*, depending on the **needs** and **interests of its users**.



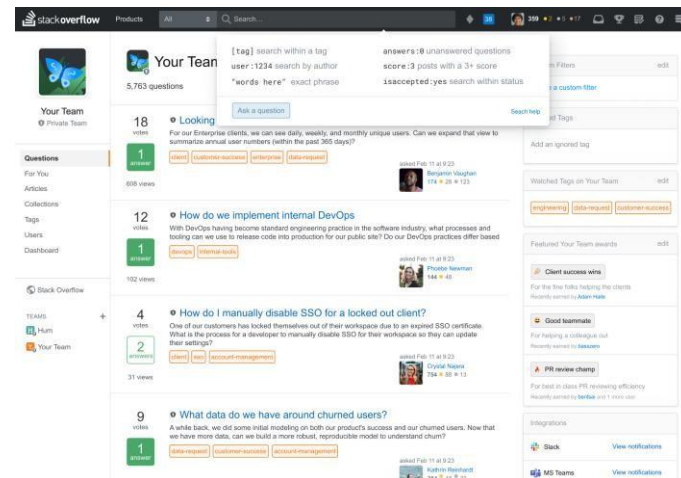
Stack Exchange

- **Stack Exchange** is a network of **community-driven Q&A** (question and answer) websites covering a **wide range of topics**, from *programming* and *software development* to *cooking*, *gardening*, and *photography*.
- It was **founded in 2008** by *Joel Spolsky* and *Jeff Atwood* and has since grown to become **one of the most popular resources on the internet** for finding answers to a wide variety of questions.
- **Stack Overflow** is a specific site within the Stack Exchange network that is dedicated to questions and answers related to **programming and software development**. It was the first site launched in the Stack Exchange network.
- Most **Stack Overflow** users are based in the **United States**. In contrast, sites like **Math Stack Exchange** or **Physics Stack Exchange** have a **more international user base**, with active participation from users in *Asia*, *Europe*, and *other regions*.



Stack Exchange in the East and West

- According to a CSCW research, Asian cultures tend to place a high value on social harmony and avoiding conflict, while western cultures tend to value individualism and direct communication.
- These differences may impact the way users from these regions communicate on Stack Overflow, with Asian users possibly being more hesitant to ask questions or challenge others' opinions.
- In general, users in the West tend to be more active in terms of asking and answering questions, while users in the East are more likely to use the site as a resource for finding answers to specific questions.



**Now, it's
time to meet
our AI
lecturers for
today's
lecture!**



FELICIA TAN

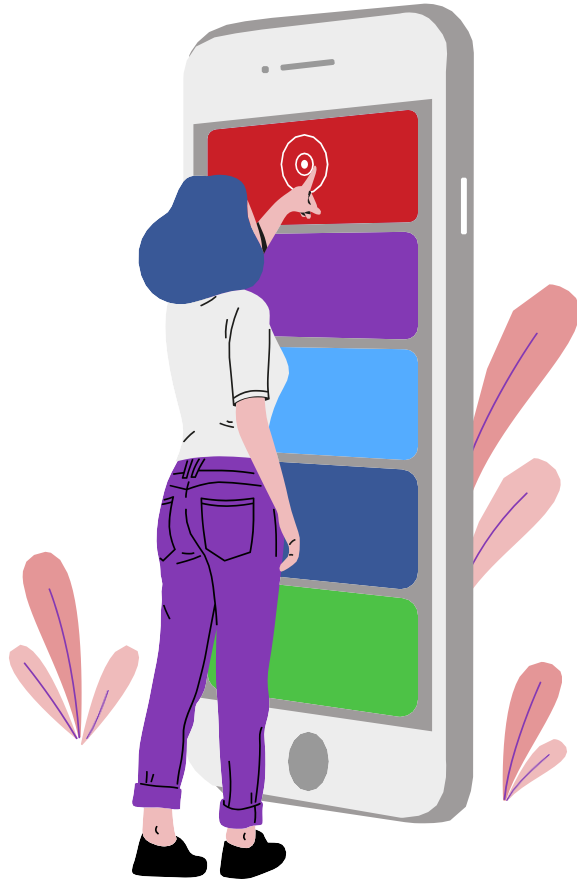
- Full Name: Shi Ting TAN
- Gender: Female
- Age: around 30
- Nationality: Malaysian Chinese
- Career: Social Media Consultant and Brand Strategist



JUNWON KIM

- Full Name: Junwon Kim
- Gender: Male
- Age: 28
- Nationality: Korean
- Career: Digital Content Creator & Influencer
- Expert in content creation and audience engagement in social media

Today's Outline



03

Going Back to Lecturing

Social Media in the West

The Choice of Platforms (West)

- Now that we have covered the eastern social media platforms, we can go over the most *popular* social media platforms in the West side:



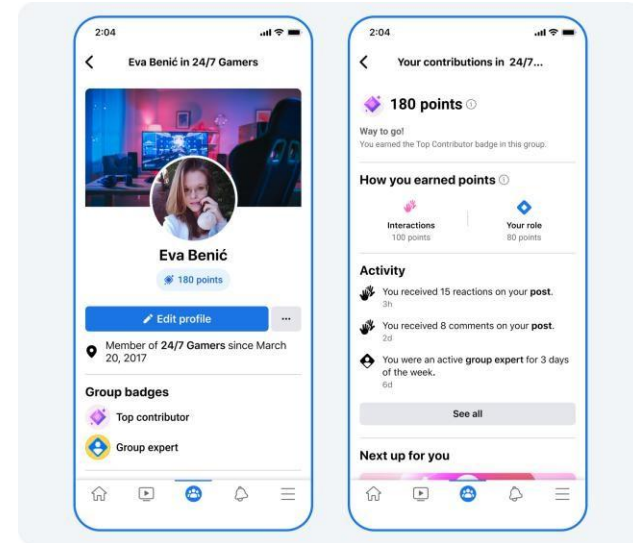
Popular in the West	
<i>Facebook</i>	<i>YouTube</i>
<i>Instagram</i>	<i>Reddit</i>
<i>Twitter</i>	<i>WhatsApp</i>
<i>Snapchat</i>	<i>LinkedIn</i>
<i>LinkedIn</i>	<i>TikTok</i>



Next, we will go over two of these platforms (Facebook & YouTube) and introduce some interesting studies and applications.

Facebook

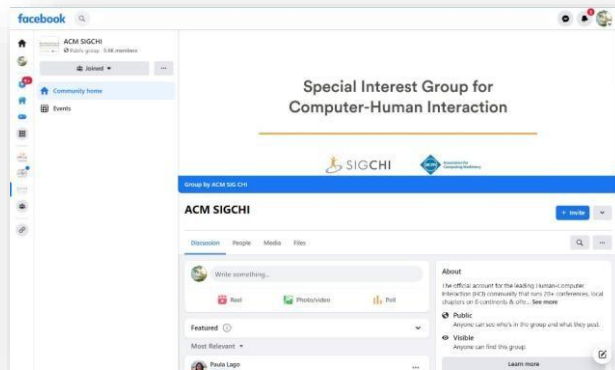
- ❑ **Facebook** is one of the most popular social media platforms in the world, with more than **2.9 billion active monthly users**.
- ❑ One of the main benefits of Facebook is the ability to **connect with others**.
- ❑ Users can **create** a profile, add friends, and share posts, photos, and videos with their connections.
- ❑ This allows people to **stay in touch** with family and friends who live **far away**, as well as make new connections with like-minded individuals.
- ❑ The platform also provides a way for **businesses and organizations** to **connect with their audience and reach potential customers**.



Facebook Groups



- ❑ In addition to basic profile and friend features, Facebook also offers a range of **additional features** that have contributed to its popularity.
- ❑ For example, users can create and join **groups** based on their interests, where they can share information, ask questions, and discuss various topics.



Facebook Marketplace



- ❑ Facebook Marketplace can be a great way to buy and sell items in your local community.
- ❑ **Buying:** When users are looking to buy something on Marketplace, they can search for items by *keywords*, *browse categories*, or *filter by location*, *price range*, and more.
- ❑ Users can **message the seller directly** through Facebook Messenger to ***ask questions, negotiate the price***, and ***arrange a meeting place*** to complete the transaction.
- ❑ **Selling:** If users want to sell something on Marketplace, they will need to take a **photo** of the item, **write a description**, and **set a price**.
- ❑ They can also choose to offer shipping or local pickup options. Once the item is posted, interested **buyers** can message the seller directly to arrange a sale.

Facebook Issues: Privacy



- ❑ One of the **challenges** of Facebook is the issue of **privacy**.
- ❑ The platform has **faced criticism** for its handling of user data, and there have been concerns about the use of personal information for *targeted advertising*.

However, Facebook has **taken steps to address these issues**, such as introducing stricter privacy settings and allowing users to control the information they share.



Facebook Issues: Fake News



- ❑ Another challenge that Facebook has faced is the issue of **fake news and misinformation**.
- ❑ The platform has been accused of **allowing false information to spread**, and there have been concerns about the **impact of this on public opinion and democracy**.
- ❑ However, Facebook has implemented various measures to address this issue, such as **partnering with fact-checkers** and reducing the visibility of false information.

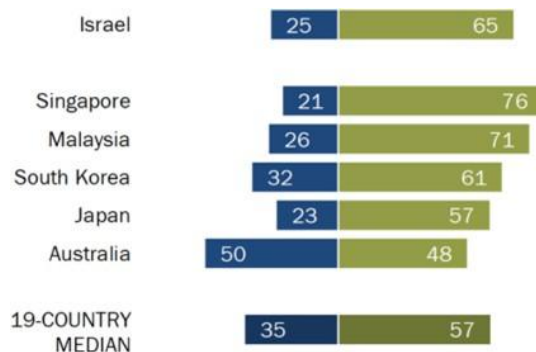
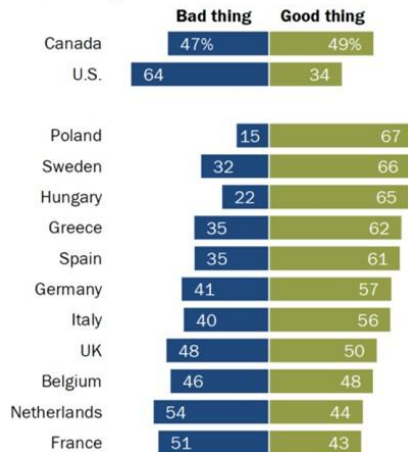


Is Social Media Good For Democracy?

- On one hand, social media has the potential to promote democratic values and encourage citizen engagement, while on the other hand, it can also exacerbate *polarization*, *spread disinformation*, and *undermine democratic institutions*.

Most say social media is a good thing for democracy in their country

% who say social media has been a ___ for democracy in their country



Social Comparison

- ❑ Another interesting topic here is **social comparison**.
- ❑ People **take cues from others** around them, both **online** and **offline**.
- ❑ Whether we intend to or not, we **compare** our *accomplishments, traits, and feelings* to others', which in turn affects **how we see ourselves**.
- ❑ Concerns about **social comparison** predate social media, but online streams of *wedding announcements, travel photos, and glamorous selfies* have raised questions about **whether** social networking apps **amplify unrealistic comparisons**.

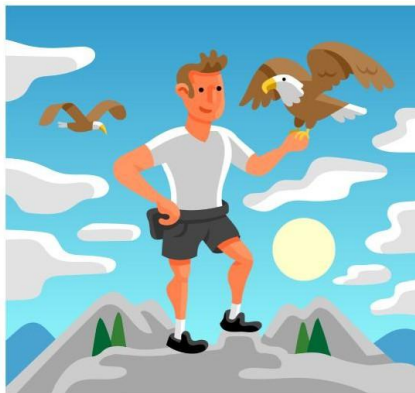
According to the literature, a person's **propensity for social comparison** mediates the link between **social media use** and **lower well-being**.



Social Comparison and Facebook

- ❑ In one study, people with **higher social comparison** orientation reported **spending more time on Facebook** and being **more negatively affected** by what they saw there than people with lower social comparison orientation.

Though social comparison is an **enduring human process**, we can try to **understand** the *kinds of online experiences* that **worsen** it and **look for ways to foster interactions** that are more supportive of well-being.



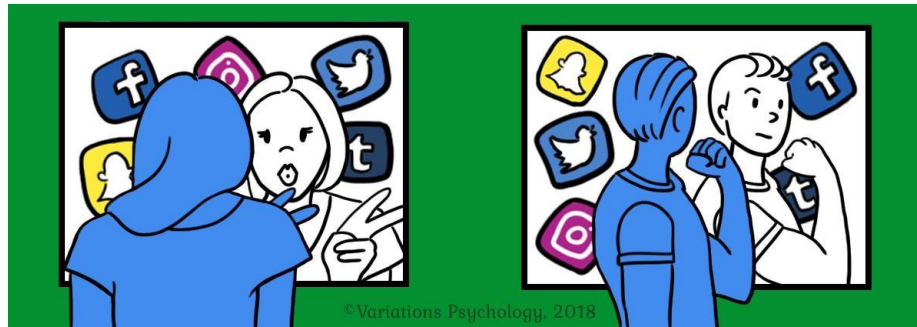
ONLINE



IRL

Social Comparison and Facebook (II)

- ☐ According to another research, people who reported **more frequent social comparison** saw more social content ...
- ☐ produced by **friends, friends-of-friends, or people they followed** rather than by news media, businesses, or other organizations,
- ☐ had **more friends** overall,
- ☐ saw **more likes and comments on others' posts**,
- ☐ saw **content with greater positive affect**,
- ☐ spent proportionally **more time viewing profiles**,
- ☐ and saw proportionally **more content from people close in age**.
- ☐ There was mixed evidence that **social comparison happened more between people of the same gender**, and no evidence that it happened more with acquaintances than close friends.



What Could Be Done?

❑ Opportunities to reduce comparison:

- ❖ **Hiding Feedback Count:** one option is to hide or cap feedback counts from viewers other than the recipient
- ❖ **Filter:** give people options for filtering out content (e.g., particular people or topics) that spurs comparison for them
- ❖ **Intentionality:** designers may consider providing tools that allow people to *be more intentional with their time*. For example, platforms like Android and iOS allow people to view how much time they spend in apps and *set time limits*

What Could Be Done? (II)

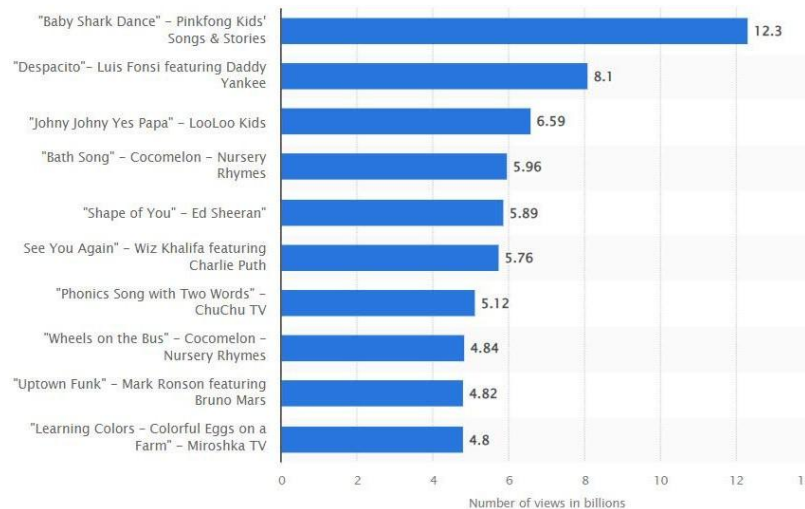
- ❑ **Mitigating negative outcomes of comparison:**
 - ❖ Supporting well-being and thinking of others
 - ❖ Educational campaigns
 - ❖ Encouraging people to share difficult moments
 - ❖ Inspiration



YouTube



- ❑ Launched in 2005, it quickly became one of the most popular video-sharing websites on the internet.
- ❑ Today, YouTube has over 2 billion monthly active users and over 1 billion hours of content is consumed on the platform every day.
- ❑ Below shows the most popular YouTube videos based on total global views as of February 2023



YouTube Challenges



- ❑ While YouTube has brought many positive changes to the online community, it also poses **several challenges and social concerns**.
- ❑ One of the most significant challenges YouTube faces is the presence of **harmful and inappropriate content** on the platform.
- ❑ With such a large number of videos uploaded every minute, it is impossible for YouTube to monitor all the content manually.
- ❑ As a result, harmful content such as **hate speech**, **extremist propaganda**, and **misinformation** often slips through the cracks.
- ❑ This poses a risk to **vulnerable individuals** who may be exposed to such content and can lead to **radicalization**, **anxiety**, and **depression**.
- ❑ According to a recent CSCW study, during the last decade, the number of **Incel-related videos and comments in YouTube** has rose substantially.

YouTube Algorithms



- ❑ Research shows that users have a **6.3% chance of being suggested an Incel-related video by YouTube's recommendation algorithm** within **five hops when starting from a non Incel-related video!**
- ❑ Overall, research findings paint an **alarming picture** of online radicalization: not only Incel activity is increasing over time, **but platforms may also play an active role in steering users towards such extreme content.**

Social media platforms need to **take a more active role** in **regulating the content** on their platforms. Also, there needs to be a greater focus on **education and awareness** about the dangers of online radicalization.



A stylized illustration of a person with blue hair, wearing a white t-shirt and purple pants, standing and interacting with a large, vertical smartphone. The phone's screen is divided into five horizontal colored bands: red at the top, followed by purple, blue, dark blue, and green at the bottom. The person's right hand is touching a white circular icon with a dot in the center on the red band. The phone has a grey bezel and a home button at the bottom. There are some pink, leaf-like shapes floating around the phone.

Seminar

- ❑ Let's welcome Wei Zheng's seminar!
- ❑ Center Humans, Shape Intelligence: Human-AI Co-Creation for Visual Content



Today's Outline



05

Group Formation

This is the last day of submitting your group list!

- ☐ You will now be assigned to breakout rooms
- ☐ If you have already form groupmates, we will assign the group members into the same breakout rooms
- ☐ If you have not yet found your groupmate, you will be randomly assigned to a new room. Please feel free to discuss!