

Social Media

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Differences between traditional and social media: one-way and multi-way
Data

Definition:

Social media are computer-mediated tools that allow people to create, share or exchange content in online communities and social networks

EMC: Electronically-Mediated Communication vs Ftf: face-to-face
Time // Anonymity // Nonverbal Cues // Audience (Size)

Technologies as causal agents
People are the primary sources of change
Influence flows in both directions
Technologies become taken-for-granted part of our lives instead of agents

The medium is the message -Marshall McLuhan

Recurrent Themes:

Utopian: tech are seen natural societal developments, improvements to daily life or as forces that will transform reality for the better

Dystopian: emphasize fears of losing control, becoming dependent and being unable to stop change

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Utopian: 汽车的定义被人为改变，不再作为一个驾驶工具。不再有驾驶员与乘客的区别，所有人都变成了乘客，因此，车的整体功能、设计将会巨变，汽车将会被赋予其他的功能性需求，乘坐的体验变成日常生活的延伸一部分，驾驶这一非创造性劳动在日常生活中消失

Cue-filtered-out Perspective

1.Social presence theory :

Social presence: the degree of salience of the other person in the interaction

The missing of nonverbals cues in the text-based CMC decreases social presence

Social Context Cues: nonverbal cues which define actors' identities and relative status

Salience of social context cues influence the content and quality of communication behavior

Media Richness Theory

2.Social information processing theory :

Verbal cues substitute for nonverbal cues, and Adaptation: EMC=FtF

Time-related factors that influence intimacy - extended time

Factors contributing to hyperpersonal communication:

Sender - selective presentation

Receiver - over-attribution of similarity

Channel - channel asynchronicity

Feedback - self-fulfilling prophecy

Social Capital:

Core idea: social network has value

Definition: actors' total resources that can be accessed through their ties and structural position in a social network

Dynamic, Economic Resources, Subjective Values, Strength of ties, Number of ties

Two categories:

Bridging Social Capital: outward information diffusion weak ties- good ideas/ novel information, fragile

Bonding Social Capital: inward information diffusion strong ties

Closure: creates bandwidth, more channels of communication create more accurate and rapid communication, so poor behavior is more readily detected and managed.-social support// homogeneity and groupthink

Three Views of social media's impact on social capital:

Displacement
Augmentation
Supplements other forms of interaction

Language as the human mechanism for social bonding

The social cortex: as brain size increases, so does group size, human group size as predicted by Dunbar is about 150

Social Networks & Social Networking Sites (SNS)

SNS: web-based services that allow individuals to construct their own profiles and build a network of connections with other users with it

1. participant have uniquely identifiable profiles
 2. publicly articulate connections can be viewed and traversed by others
 3. participants can consume, produce and interact with streams of user-generated content by their connections
- (Networks: sets of nodes connected by links)

Bucket Bridge: Linear mutual ties (non-directional)

Telephone tree (directional: inbound and outbound ties) reduces many steps and creates cascade effect

Military squad (tightly interconnected groups) : two-way tie between all members of squad, more intra-connected than inter-connected with others

Six Degree of Separation:

Push and pull

Affordances of SNSs:

1. profile management
2. social connectivity
3. other

Maintain image of oneself and protect other's image

Presentation of the self:

Theatrical performance applied to social interactions, individuals will attempt to control or guide the impression through changing or fixing his or her setting, appearance and manner

Personality Big Five:

Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism

Warranting Principle: perceiver's judgements about a target rely more heavily on information which the targets themselves cannot manipulate than on self-descriptions

Selective self-presentation & context collapse & View and Traverse Connections

Meme: " an idea, behaviour , or style that spreads from person to person within a culture" - one purpose only: reproduction

Viral phenomenon: evolve by natural selection in a manner analogous to that of biological: variation, mutation, competition, and inheritance

Internet Memes: viral media

An idea, behaviour, a piece of media content that spreads from person to person on the Internet

Image, video, word/phrase, website, hashtag, etc.

Two sharing contents by source:

1. direct experience : mainly on theoretical, judgements and values, popular for its mask and authority
2. indirect experience: mainly on daily, trifle and emotion, private and lack authority

Reasons for going viral:

Tastemaker (Participation) Creative Community Unexpectedness

Technical Affordances are as important as Cultural Practices

Jonah Berger: **STEPPS**

Social Currency - people want to be smart, cool and in-the-know, i.e. inner remarkability

Triggers- consider the context and grow the habitat

Emotion- when we care, we share

Public- built to show, built to grow, people tend to imitate more public products

Practical Value- useful things get shared

Stories- information travels under what seems like idle chatter

Social Media and Social Activism

News Source: People's Daily on domestic news and Guardian on international news

Fragmentization

Three Theses:

1. Mobilization

2. Daily Me

3. Slacktivism (Feel-good online activism -> limited real impact)

Gladwell' Argument:

Social media platforms are built around the weak ties, high-risk activism is a strong tie phenomenon