

# **Social Media**

**Tour of the World Wide Web – Session 4**

**Duke OLLI Fall 2023**

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# Elements of a Social Media Page

## Common Social Media Features

- Personal user accounts
- Profile pages
- Friends, followers, groups, hashtags and so on
- News feeds
- Personalization
- Information updating, saving or posting

### Social media post



FAKE NEWS!



- Like buttons and comment sections
- Notifications
- Review, rating or voting systems

# Types of social media sites

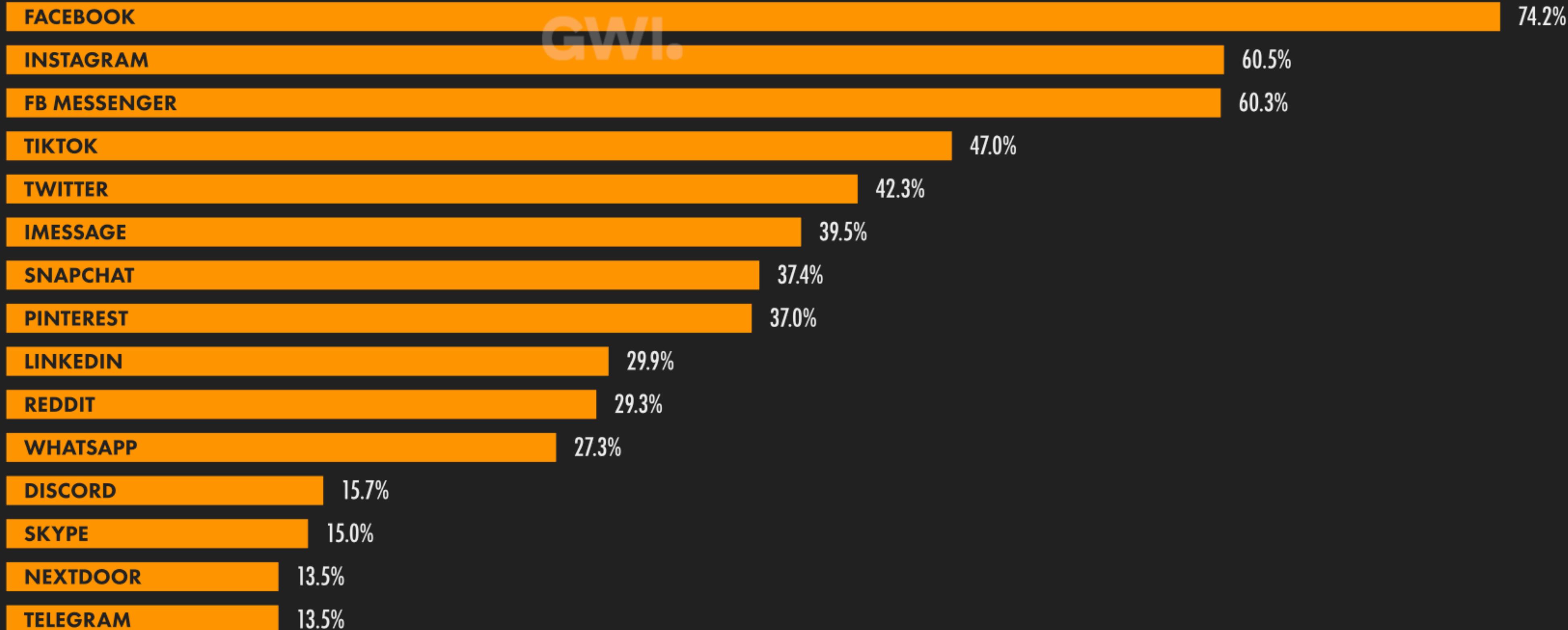
	<b>Purpose</b>	<b>Examples</b>
Social Network	Grow social or professional circles by connecting with others	Facebook, Twitter, LinkedIn
Review Network	Share and review different information about a variety of products, services or brands	TripAdvisor, Google Reviews, Yelp
Media Sharing	Share photo and video content	Instagram, Snapchat, YouTube, Flickr
Content Curation	Allow users to easily save content they find useful or inspirational	Pinterest, Tumblr
Discussion Forums	Encourage people to answer each other's questions and share ideas	Reddit, Quora, Digg
Blogging/Publishing	Publish your thoughts on your career, current events, hobbies and more	Medium, WordPress, Six, Squarespace

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# MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



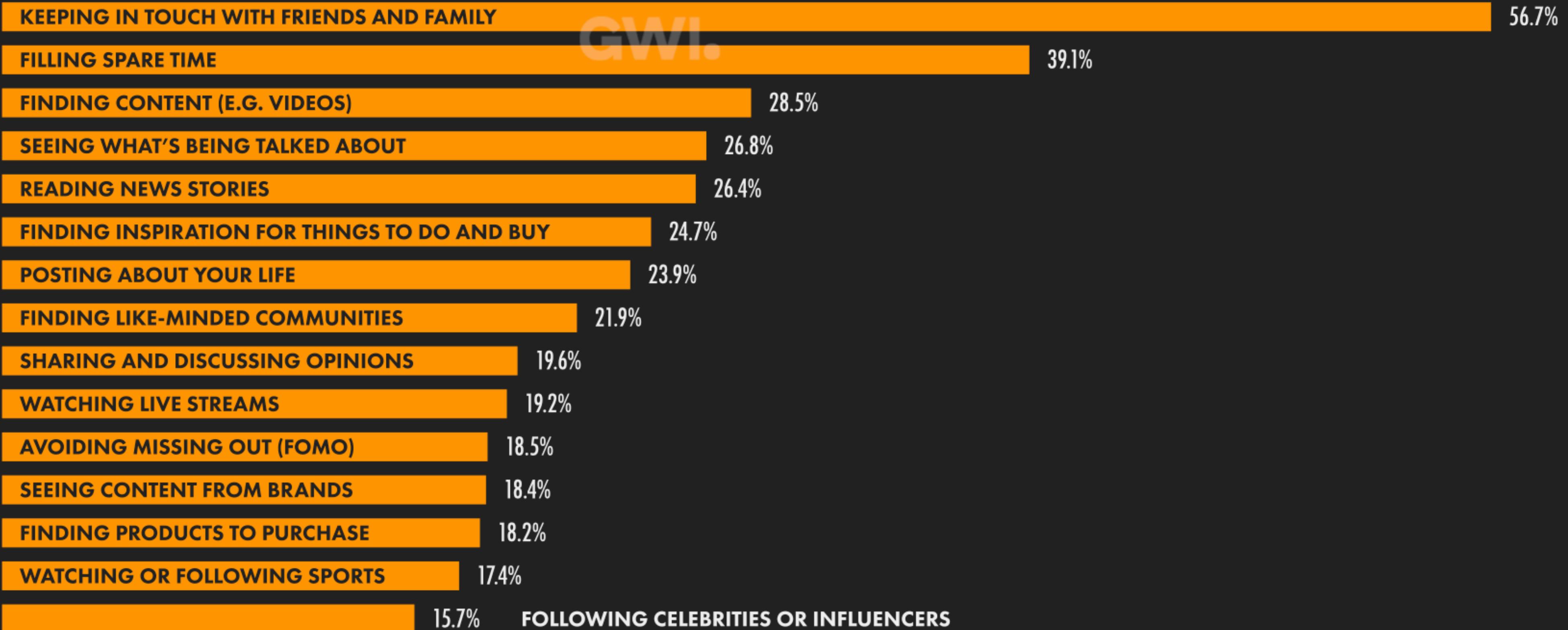
57

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

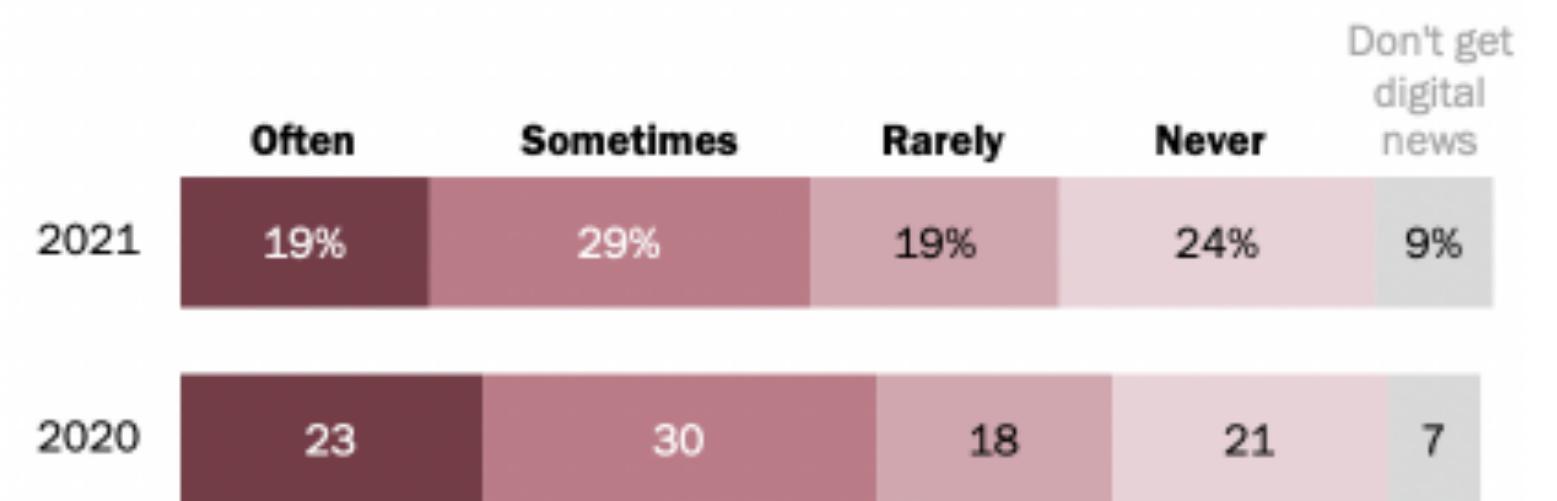


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SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

## About half of Americans get news on social media at least sometimes, down slightly from 2020

% of U.S. adults who get news from social media ...

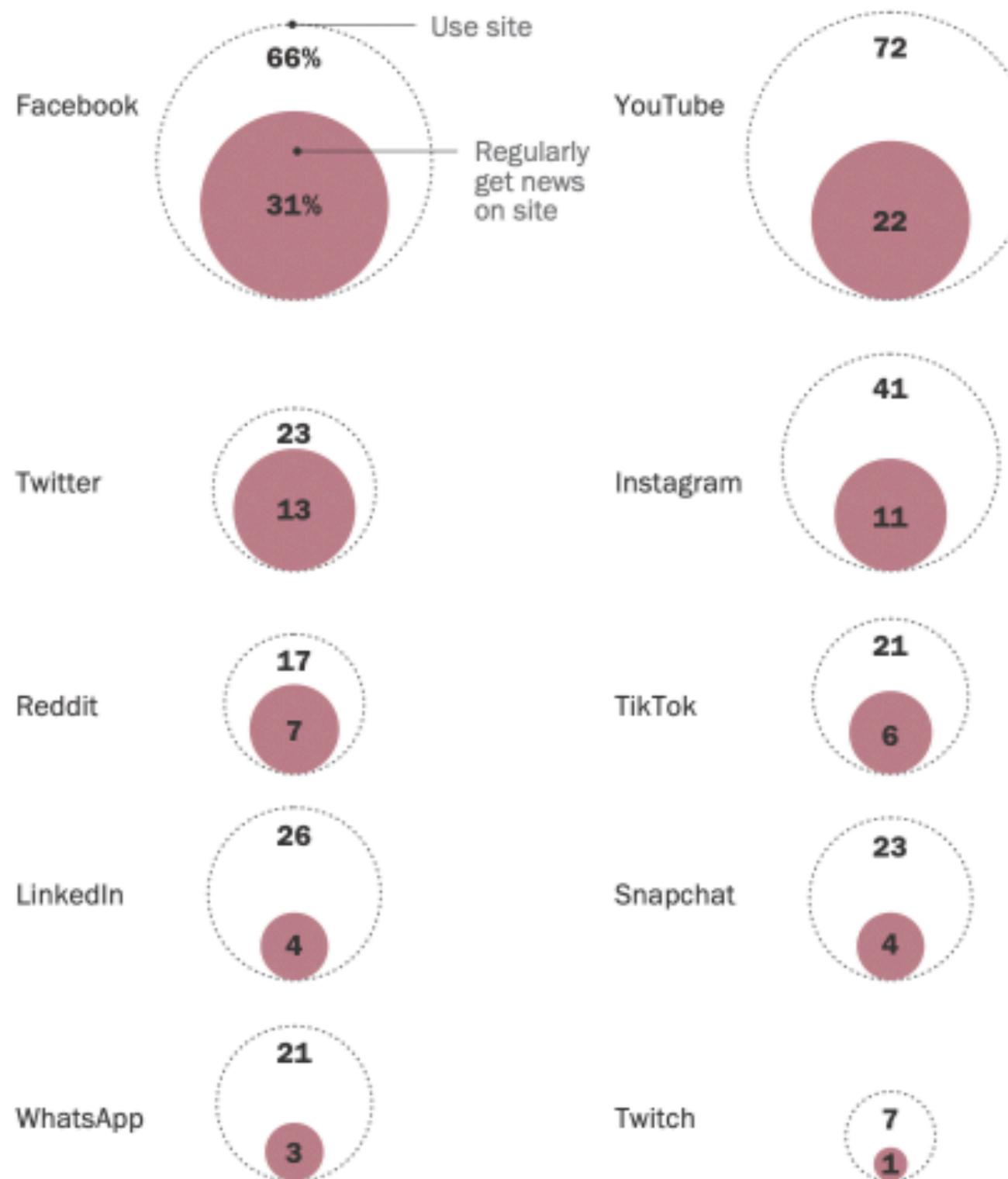


Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.  
"News Consumption Across Social Media in 2021"

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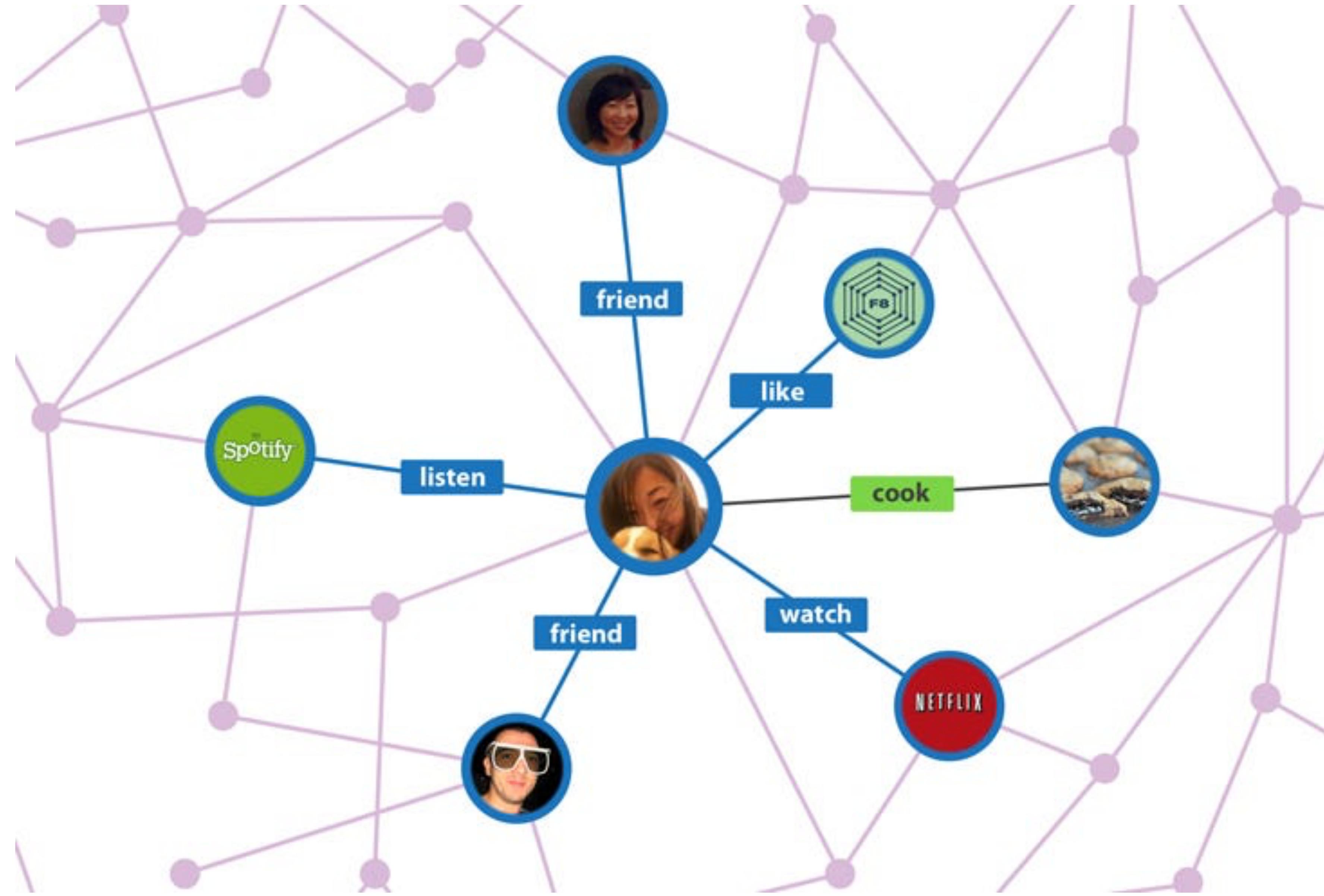
## Nearly a third of Americans regularly get news on Facebook

% of U.S. adults who ...



Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.  
"News Consumption Across Social Media in 2021"

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First Last

First Last Home

First Last Edit Profile

FAVORITES

- News Feed
- Messages
- Ads Manager
- Events 20+
- Saved 3

PAGES

- Lorem ipsum dolor 1
- Lorem ipsum dolor 20+
- Lorem ipsum dolor
- Lorem ipsum dolor
- Lorem ipsum dolor
- Lorem ipsum dolor

GROUPS

- Lorem ipsum dolor 1
- Lorem ipsum dolor 20+
- Lorem ipsum dolor

FRIENDS

- Lorem ipsum dolor 1
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APPS

- Lorem ipsum dolor 1
- Lorem ipsum dolor 20+
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Update Status Add Photos/Video Create Photo Album

What's on your mind?

Custom Post

Suggested Post

First Last Lorem ipsum  
Lorem ipsum dolor

Like Page

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95 Likes 16 Comments 21 Shares

Like Comment Share

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Tips for New Advertisers

Get Started

This Week

138 Post Reach 13 People Engaged

Today's Results

Ads Shortcuts

27 Lorem ipsum dolor at 7:30pm

26 Lorem ipsum dolor sit amet

TRENDING

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See More

SUGGESTED GROUPS



A screenshot of the YouTube homepage as it would appear on a Mac computer. The top navigation bar shows the URL 'youtube.com' and various menu items like 'Intro to Bridge', 'Calendar', and 'Tour of the WWW'. Below the header is the YouTube logo and a search bar. A sidebar on the left provides links to 'Home', 'Shorts', 'Subscriptions', 'Library', and 'History'. The main content area displays six video thumbnails arranged in two rows of three. The top row includes a beauty tip for removing dark spots, a person working at a desk, and a landscape video for deep focus. The bottom row includes a video about the durability of the iPhone 15 Pro Max, a Fortnite Chapter 4 Season 4 live stream, and a relaxing autumn-themed coffee shop video.

# “The Algorithm”



Pros	Cons
<ul style="list-style-type: none"> <li>• Promotes community that can translate into or supplement offline relationships</li> <li>• Encourages civic and political responsibility</li> <li>• Bolsters inclusivity and diversity on- and offline</li> <li>• Connect to other people all over the world</li> <li>• Easy and instant communication</li> <li>• Real-time news and information discovery</li> <li>• Great opportunities for business owners</li> <li>• General fun and enjoyment</li> </ul>	<ul style="list-style-type: none"> <li>• Promotes cyber bullying that spills into offline life</li> <li>• Social peer pressure</li> <li>• Encourages the spread of misinformation</li> <li>• Increases privacy risks across the Internet</li> <li>• Information overload and overwhelm</li> <li>• Increased feelings of social isolation</li> <li>• Distraction and procrastination</li> <li>• Sedentary lifestyle habits and sleep disruption</li> </ul>