



This is a draft/review version.

It will be replaced with the final version by end of day on the day prior to the associated session.

This slide will be removed from the final version.

# **Social Media**

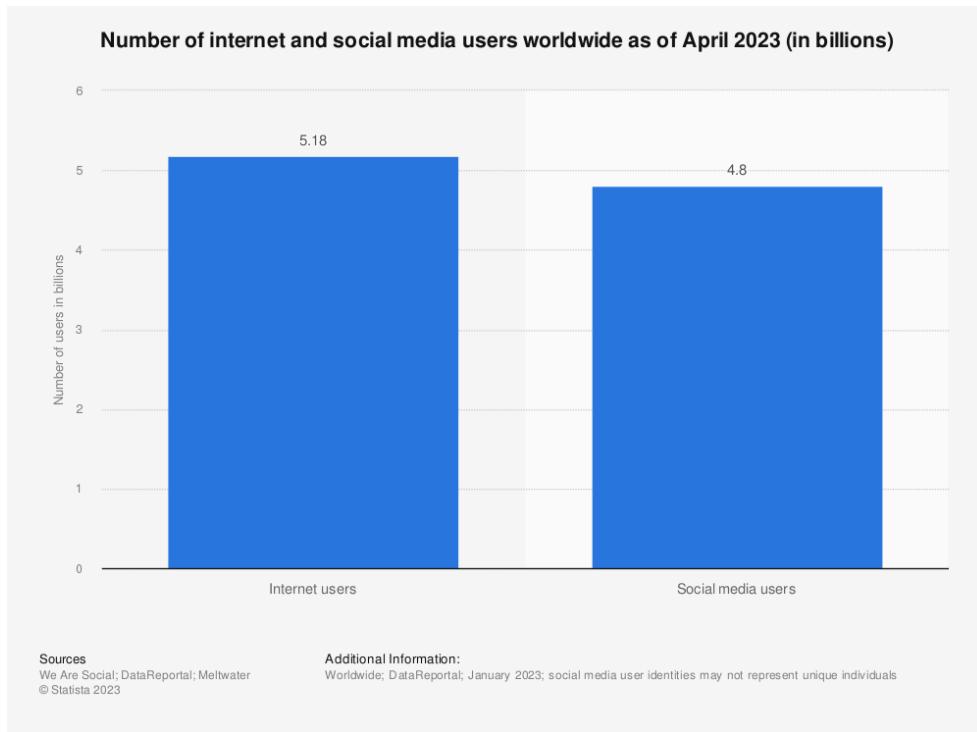
**Tour of the World Wide Web – Session 4**

**Duke OLLI Fall 2023**

**David Shamlin**

# Current Events

- Surgeon General advisory/initiative
- Rise of TikTok
  - TikTok Senate hearing
  - Federal govt ban of TikTok
  - Montana (and other state) legislating ban
- Facebook whistleblower
- Trump being banned
- Discord leak of US classified documents



**\$231.1 billion**

**Global  
Market Size  
in 2023**

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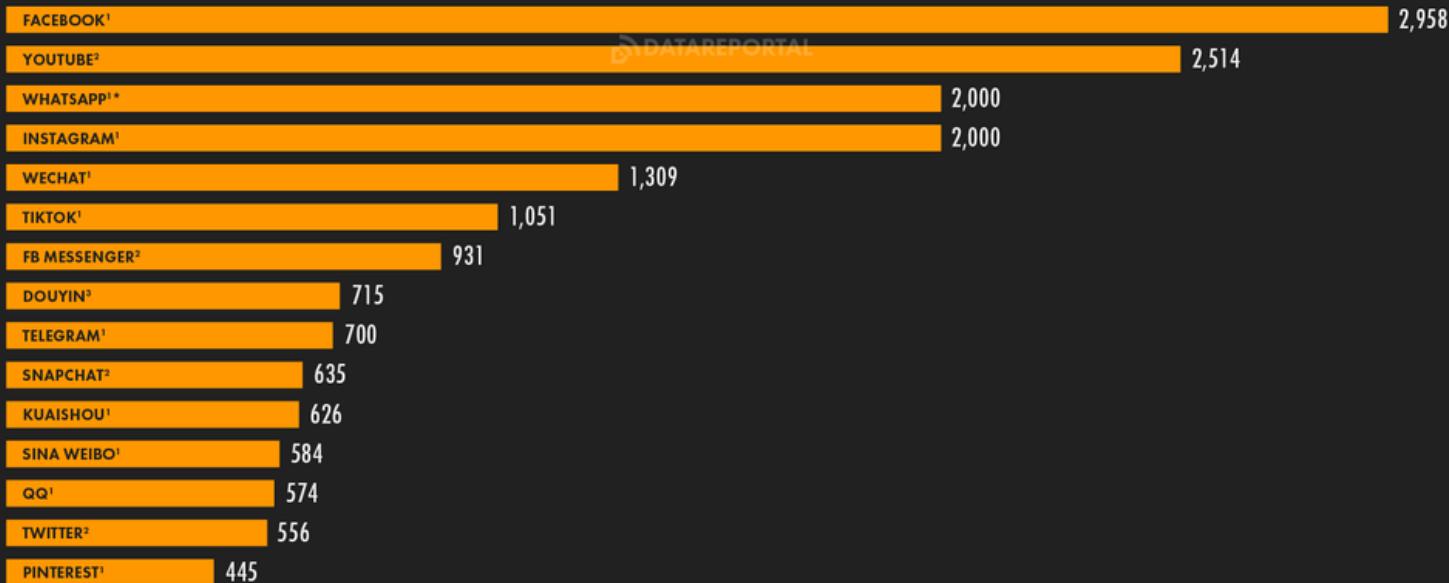
JAN  
2023

# THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW

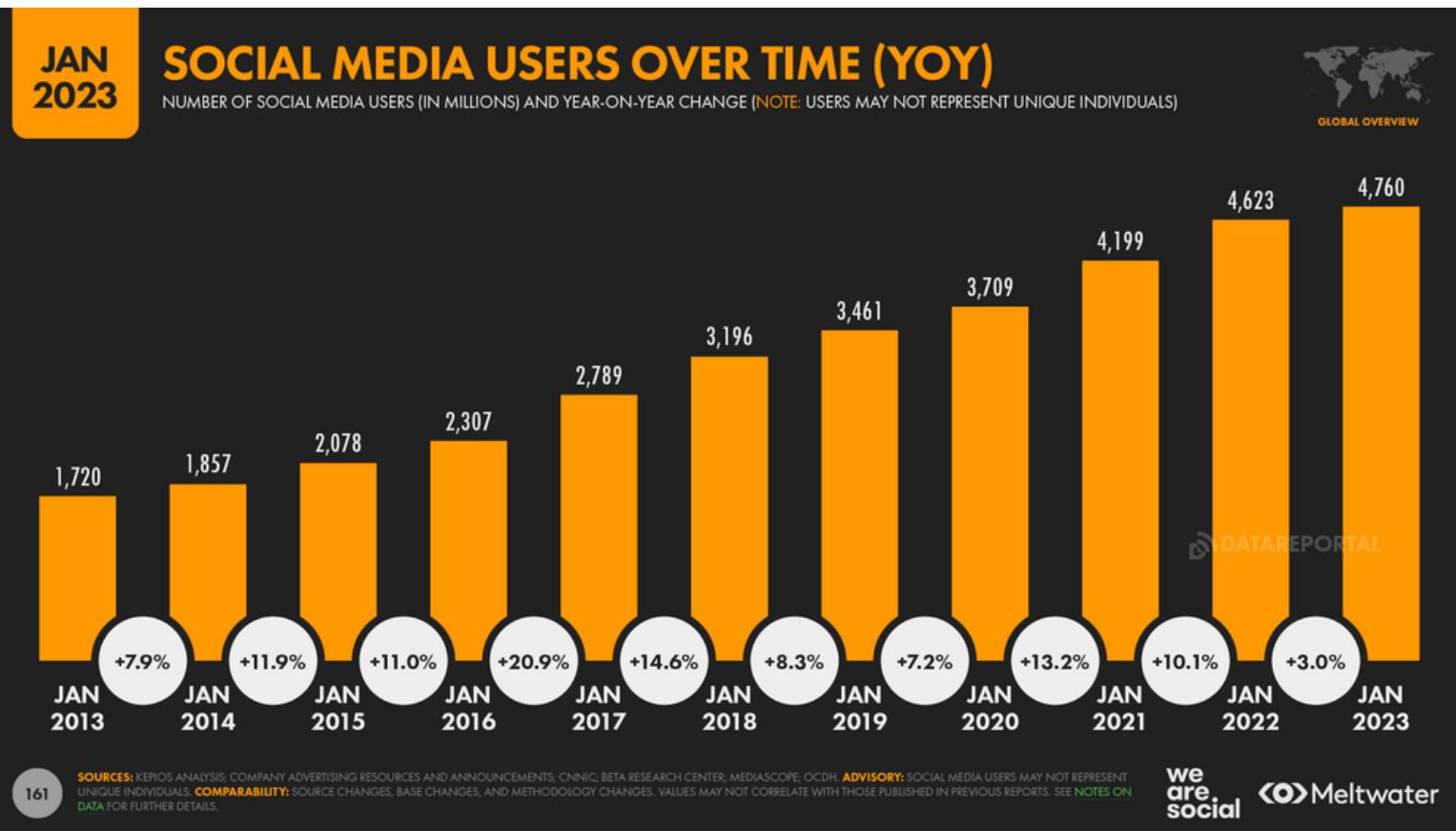


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SOURCES: KEPFOS ANALYSIS OF [1] COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; [2] PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; [3] ANALYSYS.CN. ADVISORY: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

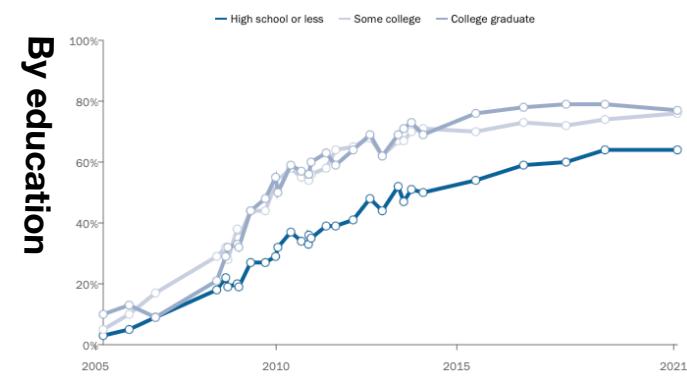
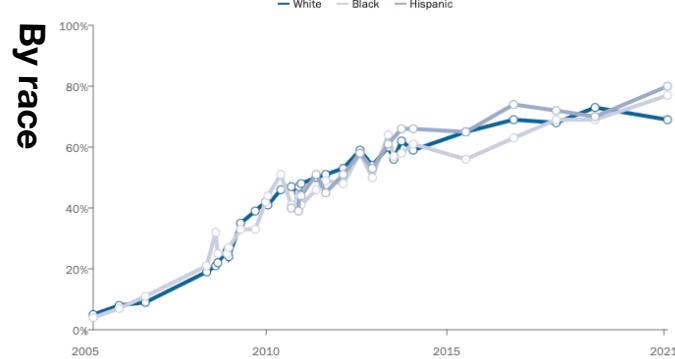
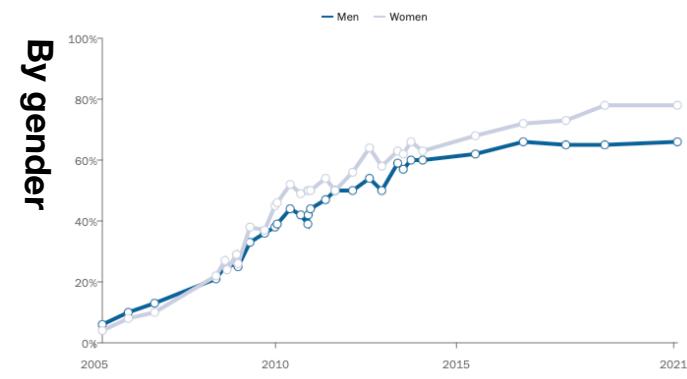
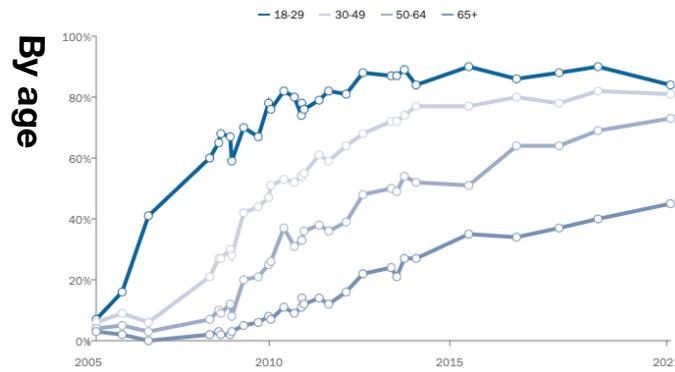
we  
are  
social Meltwater

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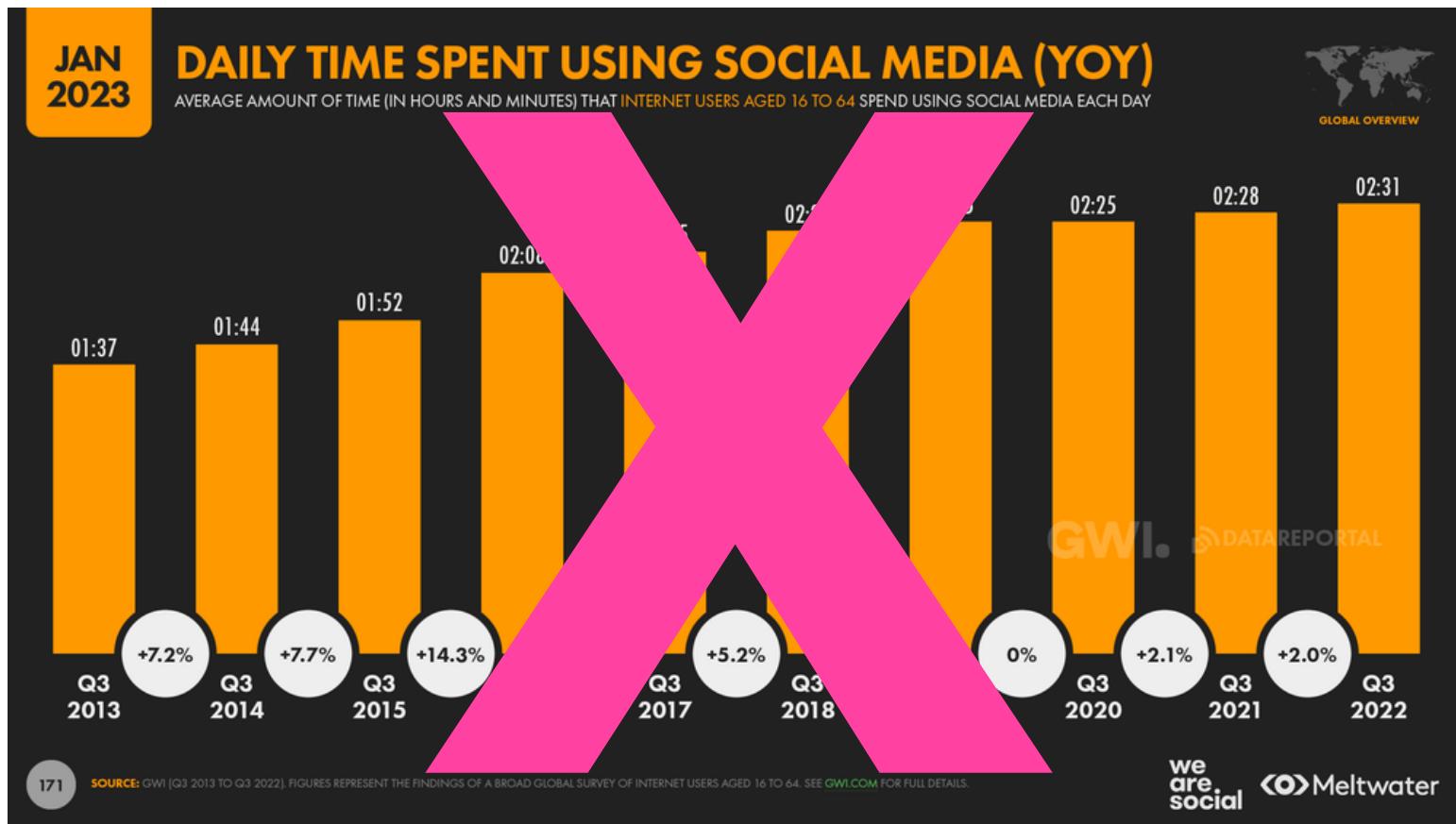


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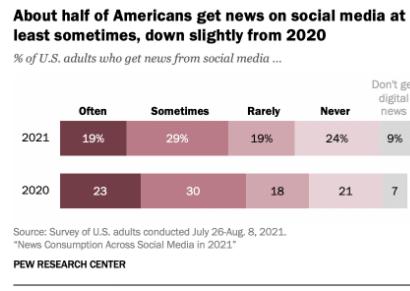
# % of US adults who say they use at least one social media site



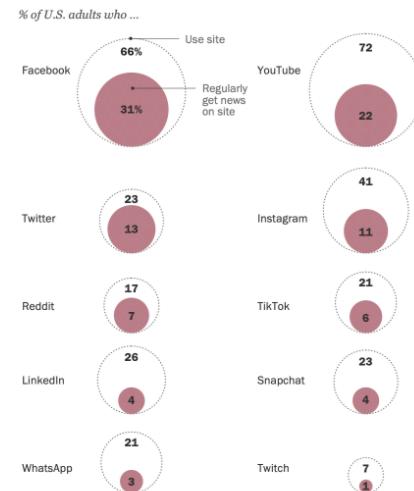
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### Nearly a third of Americans regularly get news on Facebook



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

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### Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's *regular* news consumers who are ...

	Facebook	YouTube	Twitter	Instagram	Reddit	TikTok	LinkedIn	Snapchat
Men	35%	56	56	36	67	30	54	40
Women	64%	43	43	63	31	68	44	59
Ages 18-29	23	27	43	44	44	52	25	63
30-49	41	40	38	37	47	34	46	32
50-64	22	22	14	13	8	12	20	13
65+	14	11	5	5	1	2	18	1
High school or less	41	37	25	33	26	42	18	50
Some college	31	35	31	36	33	40	24	35
College+	28	28	43	30	41	17	57	14
White	60	46	51	36	54	38	45	31
Black	11	16	14	20	7	18	18	21
Hispanic	20	24	22	33	21	34	20	37
Asian*	5	10	9	7	15	8	13	7
Rep/Lean Rep	44	41	30	33	23	32	41	32
Dem/Lean Dem	52	54	67	62	74	63	54	61

\*Asian adults were interviewed in English only.

Note: Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.

“News Consumption Across Social Media in 2021”

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# Timeline

Platform launches  
# user booms

# **Definition of social media**

**Social media comprises the applications and websites that allow people to interact with other users, businesses, communities, and content.**

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The image depicts a digital interface for a social media page. At the top, there's a circular profile picture of a person with glasses and a white shirt. To the right of the profile picture, the text "Elements of a Social Media Page" is displayed in a large, bold, blue font. Below this, on the left, is a sidebar with the title "Common Social Media Features" and a bulleted list of features. On the right, there's a section titled "Social media post" featuring a "FAKE NEWS!" message.

## 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

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# Types of social media sites

	Purpose	Examples
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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# “The Algorithm”



# Social Graph

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- Cit-297
- Cit-299
- Cit-601
- cit-302

# Pros & Cons

- Promotes community that can translate into or supplement offline relationships
  - Encourages civic and political responsibility
  - Bolsters inclusivity and diversity on- and offline
  - Connect to other people all over the world
  - Easy and instant communication
  - Real-time news and information discovery
  - Great opportunities for business owners
  - General fun and enjoyment
- Promotes cyber bullying that spills into offline life
  - Social peer pressure
  - Encourages the spread of misinformation
  - Increases privacy risks across the Internet
  - Information overload and overwhelm
  - Increased feelings of social isolation
  - Distraction and procrastination
  - Sedentary lifestyle habits and sleep disruption

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# Discussion Topics

- Impact on mental health
- Who carries primary responsibility for moderating mis-/dis- information? Govt, platform, or consumers/users?
- Is banning someone for bullying an appropriate action or is it violating freedom of speech/expression?
- Comfort zone re platforms using personal data collected

