

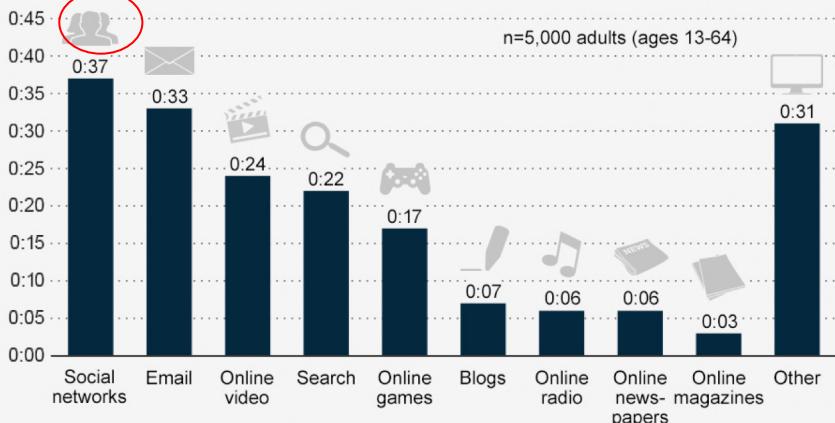
The Internet in everyday life

Purple Team

Sociability

Social Networking Is the No. 1 Online Activity in the U.S.

Average time U.S. consumers spent with digital media per day in 2012 (hours:minutes)



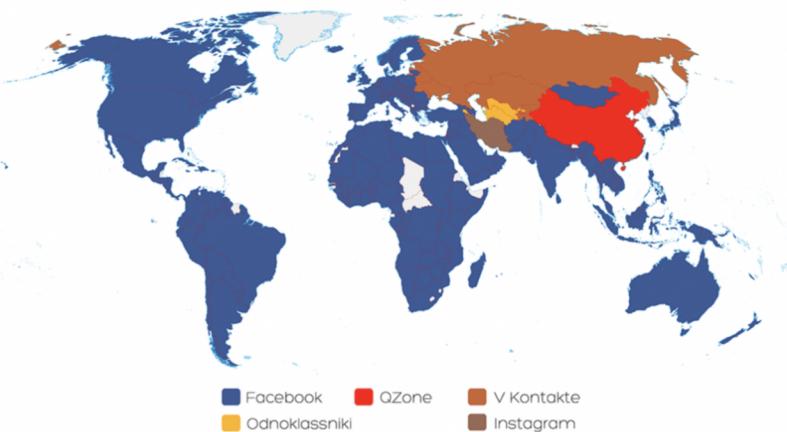
statista
The Statistics Portal

Mashable

Source: GfK, IAB

WORLD MAP OF SOCIAL NETWORKS

January 2019



credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: Alexa/SimilarWeb

Tethered Togetherness

Sender : Selective self-presentation
via text, image/video ...

Facebook Page = Means of presenting
the self



- Often Asynchronous
- Mediated Encounter

Receiver/Audience :
Interprets the staged self by
interaction

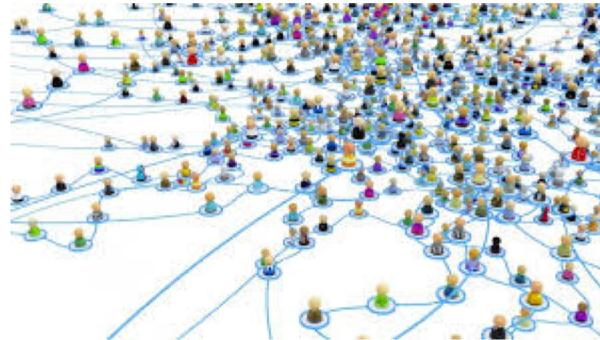


Audiences are active
and the performer
monitors the response
by audiences

Tethered Togetherness

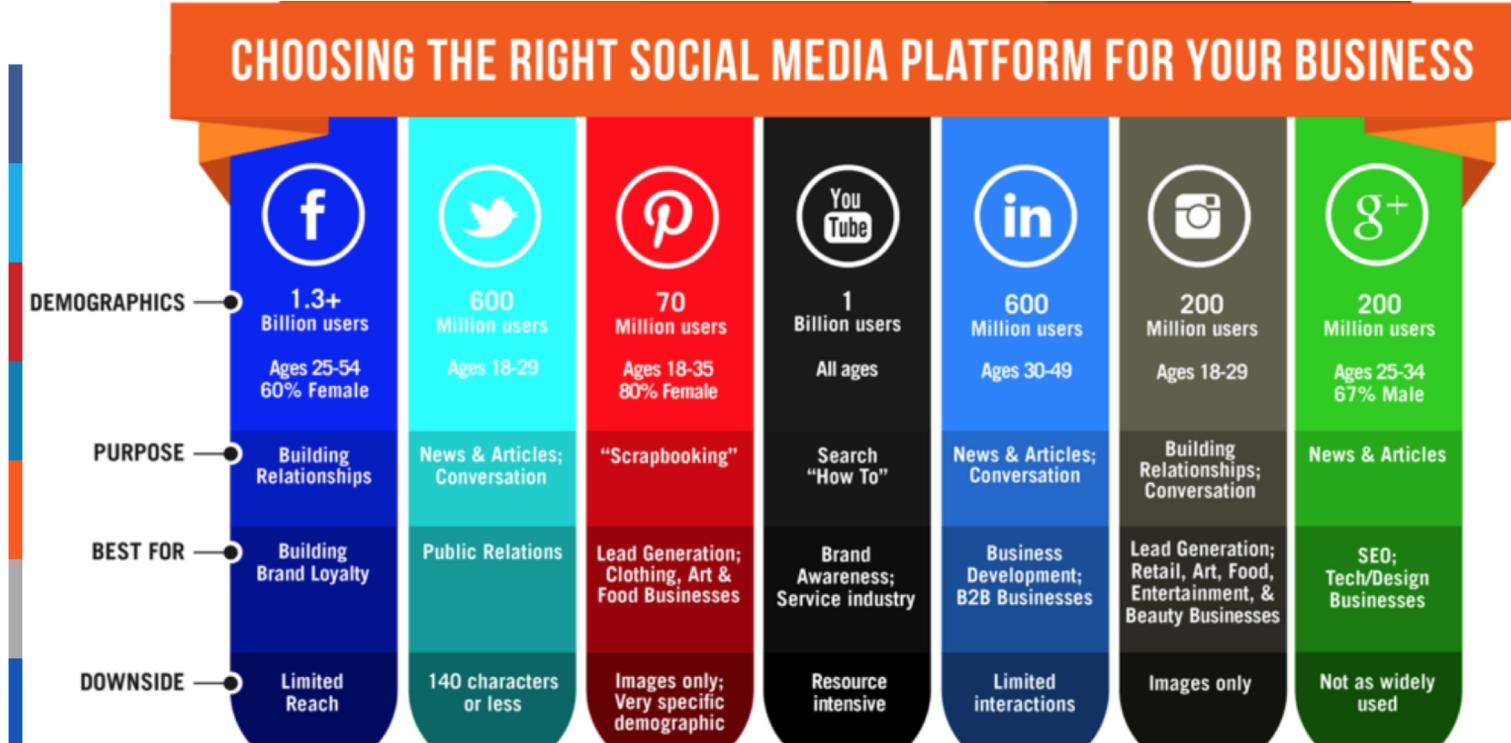
- Social Media use constitutes Tethered Togetherness
- Multiple Interdependencies between people in various different roles = Durkheim's "Organic Solidarity"

**Weberian Cage but not
“Iron Cage”**



The Spread of Social Media

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS



Sources : jtvdigital, TNW

00,000
57,880

UJ
06

The Spread of Social Media



vs



Content is more differentiated

Different functionalities are combined on devices

- Better OS
- High powered cameras
- Better battery life
- Larger storage capacity
- Better ways to use apps
- Integrated AI (Siri)

The Spread of Social Media

Smartphone access to Internet disadvantages:

- Small screen and keyboard
- Few sites with less functionality
- Slow download
- Restricted to apps
- Restricts ability to create contents

In **India** and **China**, smartphone is the most common way to access Internet.

! Data Plans → Metered Mindset

Napoli and Obar (2015) - A major divide

Sociability and Social Divides

- Status seeking (selfish materialism, belonging)
- Showing best or idealised versions of themselves, ➔
- Conforming to norms of social groups

Common across social media around the world (Miller)

What other finds of social divides are there?

Marwick

Capitalism

requires entrepreneurial self to be fashioned

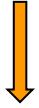
Groups on Social Media

“Manage Demands” → Hierarchy order of access

Age and Gender

- Urban, Rural residents and Migrants
- Young and old users

Visual Co-Presence



Enable people with lower literacy to express themselves

visual social media reinforce cohesiveness but there are also divides

Visual contents are dominated by selfies



_____ Narcissism?



Connected viewing

Closeness

Everyday togetherness

Alone or Together?

Socializing online takes away from offline socializing is *misleading* (**Miller**)

We can learn more about each other in mediated environment (**Walther**)

We learn less about ourselves and each other (**Turkle**)



Alone or Together?

Both online (social media sociability) and offline interaction requires active engagement.



VS



- **Physical co-presence**
- **Bounded by space**
- **Large Crowd**

- **Mutual attention is must**
- **Shared moods can disperse over time**

Alone or Together

Social Media

- Allows
 - Not limited to geographic distance
 - Frequent, Multiple interactions
- Limited by
 - Size of sociable groups
 - Managing multiple interaction takes effort
 - Less focus on individual interaction
 - Audience may differ from expectation

Social media enhance togetherness , unlike ***traditional mass media***, they are not consumed passively.

Globalizing Sociability

- Difference
 - Applications
 - Mobile-centric
 - Cultural content
 - Data plan
- Similarity
 - Forms and types of content
 - Trend: more time, more diffuse
 - Cultural relativism



The Infrastructure of the Internet and Access to Information

Is Internet a Large System?



-----Physical Access to Print Media-----



Web



Apps



Personal Assistants

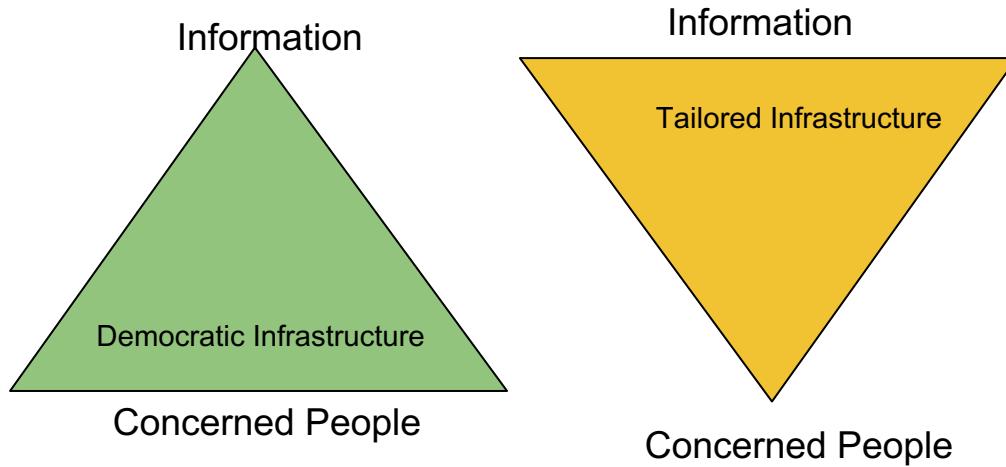


WHAT MY PARENTS' TRIP TO SCHOOL APPARENTLY USED TO LOOK LIKE



Why is the infrastructure important?
Is there a socio-political aspect to this?

Some Triangles



Is internet and and the information on it essentially SCOT?

Access to Web-based Information

Information can be a result of “What?, Why?, Where?, How?, When?” etc

R Savolainen :

Necessary Information - Relates to human needs, crucial - WikiHow, WebMD etc

Non-serious Information - For leisure or consumption, luxury - Memes, Cat videos



Web- Accessibility Issues:

- Web is a maze. Finding accurate sources can be difficult
- Knowledge of how to use and understand interfaces can cause marginalization
- Socio-political barriers like political restrictions (China), cultural taboos (Pornography)

Seeking Information

- Information can add value and power
- Can help with decisions both individual and of the community
- Can challenge traditional dogmas
- Can provide authority

Domestication of the process:

Google receives 5.6 billion search requests a day. (+1)

293.6 billion emails sent per day. (45-60% are spam and from canvas)



Is Web Global?

User generated information is a large part of the web.
Does that mean it is purely democratic?

Can you think of ways institutions place restrictions?

There are billions of websites on the web. However, only 1000 of them have about 99% of the total web visits.

The problem of shared language can limit the usage of several sites.

You cannot access
this from your country

VPN



Wikipedia

One of the most used Information website (among the top 10 websites globally) Available in multiple languages

- 600,000 search queries that took users to Wikipedia, at least 400,000 appear only once.
- 38% sought popular culture topics
- Majority of information obtained from Wikipedia is Non-serious



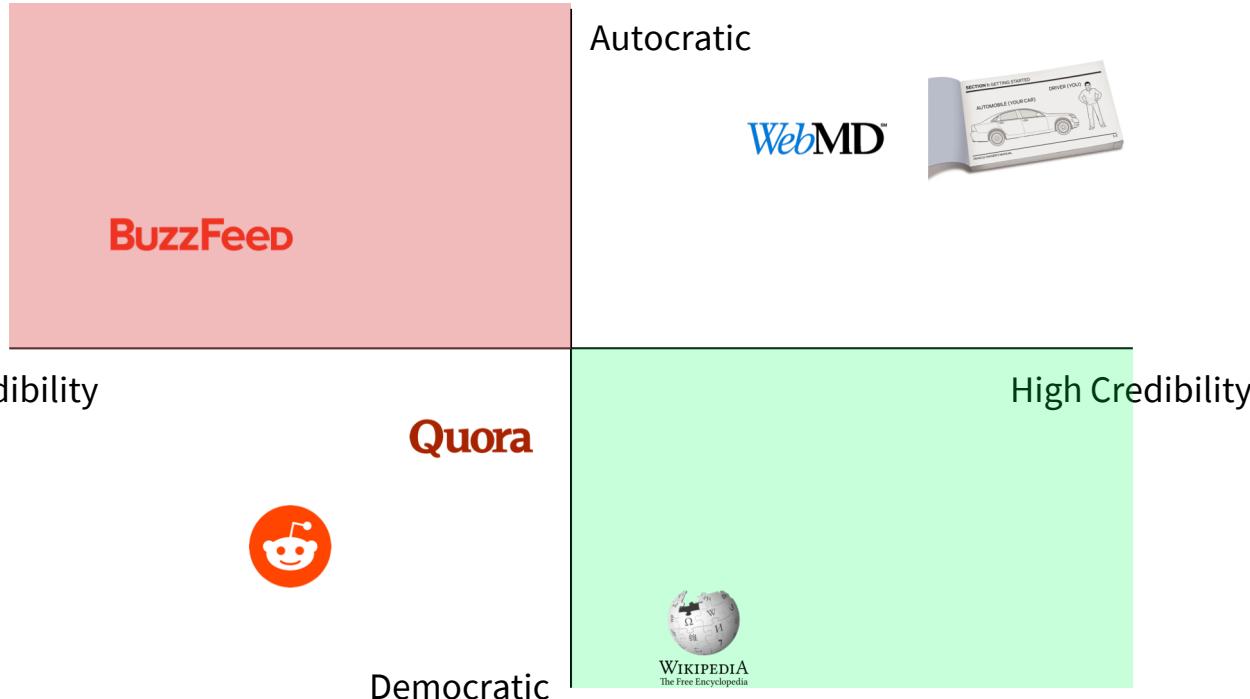
Trust? Accuracy?

Websites from government agencies, consumer organizations, hospitals, nongovernmental organizations, professional associations, and universities including Wikipedia demonstrated low credibility standards, provided mostly inaccurate information, and lacked comprehensiveness across all types of LBP. Our findings highlight the need for these organizations to reformulate their treatment recommendations to reflect current evidence in the management of LBP.

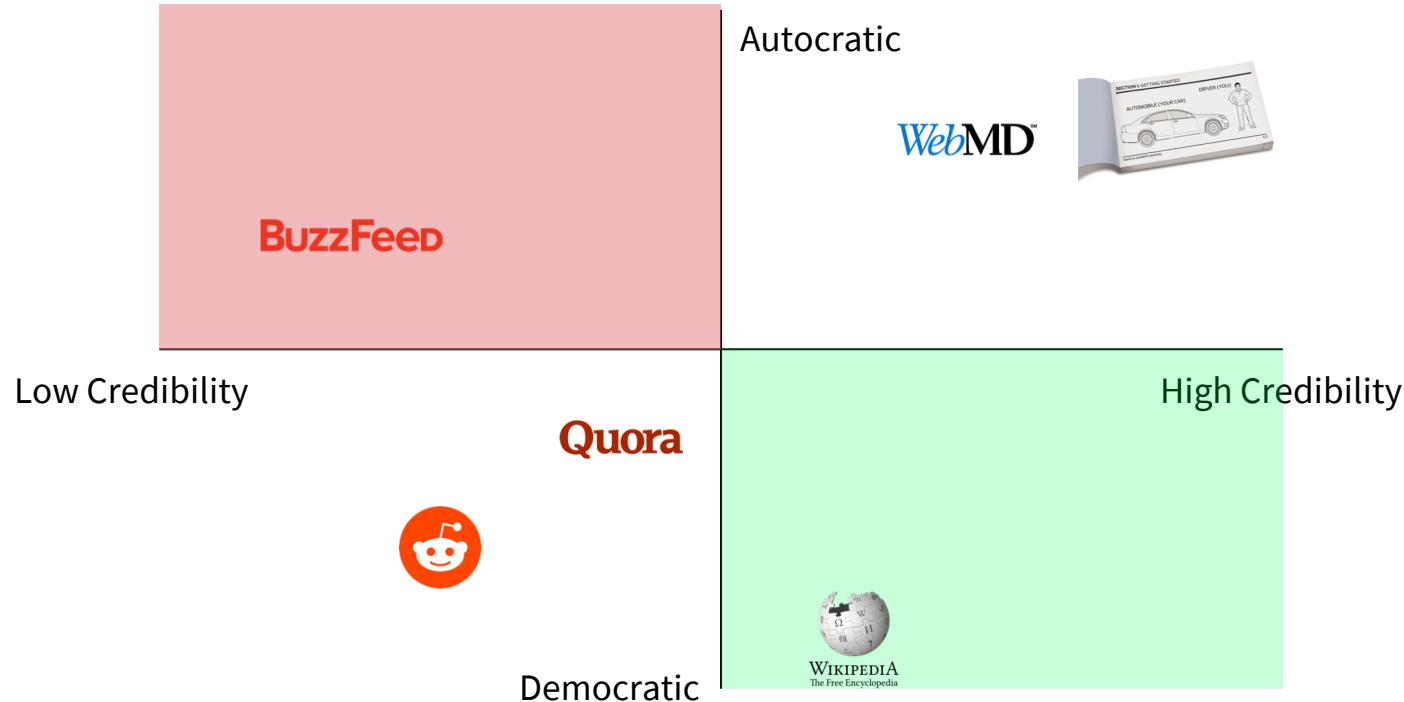
“Credibility, Accuracy, and Comprehensiveness of Internet-Based Information About Low Back Pain: A Systematic Review” - G. Ferriera (2019)

Accuracy vs Democracy

We believe that information can get less accurate if it's more democratic. Information when controlled by a single organization or entity is more accurate due to the responsibility and backlash of producing misinformation

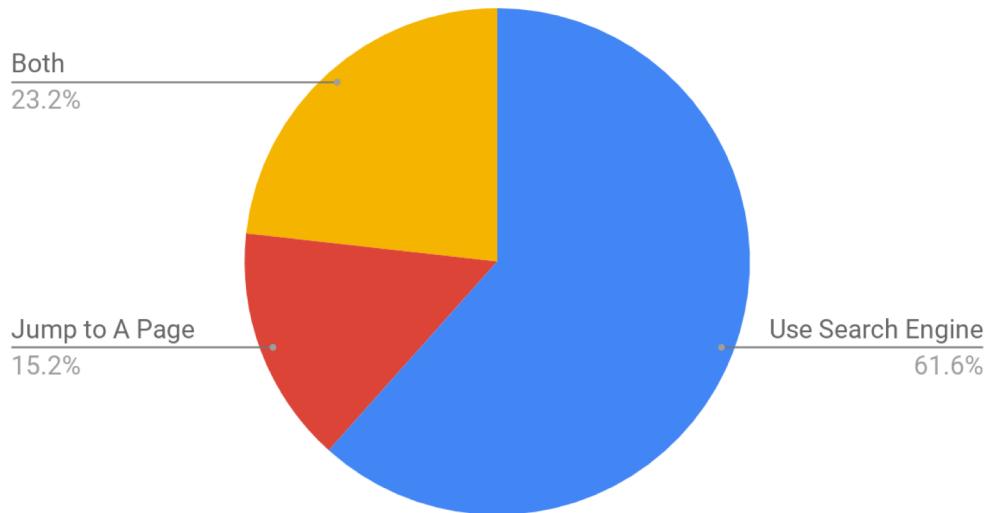


Question: Where Do Search Engines Fit In?



Search Engine Uses

How do people look for information?



Other interesting facts:

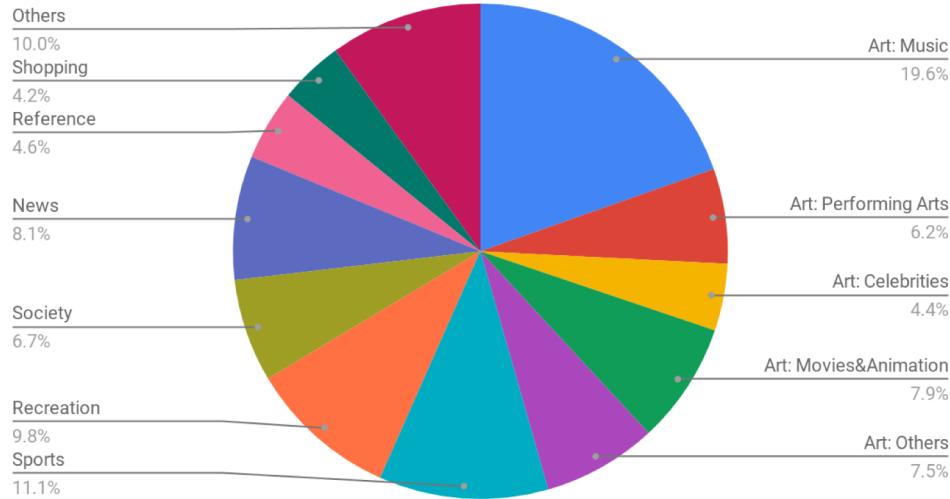
- Around 50% of all search queries are to find a specific website

Conclusions:

- Search engines are widespread
- Only partly for information seeking

Search Engine Uses

Categories of Popular Search Queries



Other interesting facts:

- Around 50% of all search queries are to find a specific website
- Distribution of topics of search queries don't depend on social groups

Conclusions:

- Search engines are widespread
- Only partly for information seeking
- A technology mainly for leisure or consumption

Characteristics of Search Engines

Shared characteristics: (with other technological systems)

- Increasingly entangled with social forces.

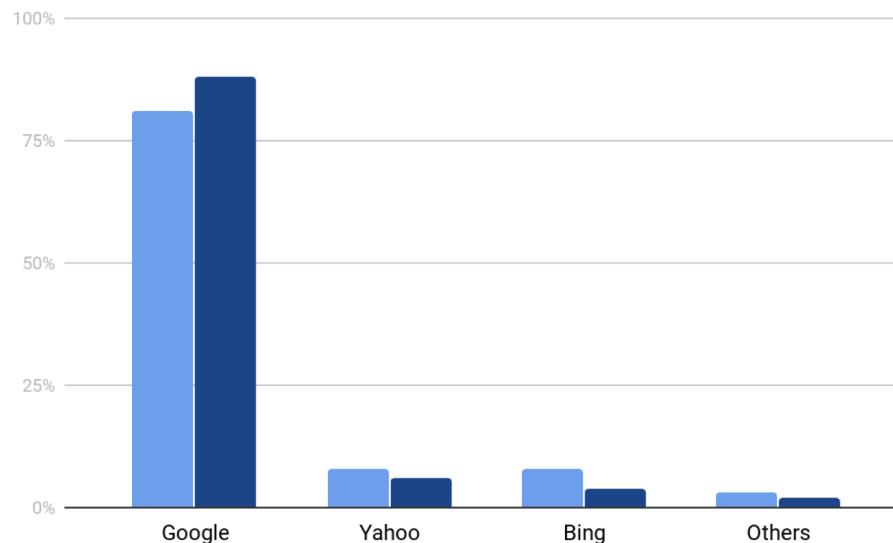
Unique characteristics:

- Rely less on hardware, more on software component
- “Invisible”
- Rely on billions of users’ searches



Search Engines & the Web We Know

US Search Engine Market



A different Gatekeeper:

- The whole infrastructure of the Web is available to everyone
- Google provides little content

The Autocracy/Democracy Google



Autocracy

- The algorithm is not transparent
- Web is a public place, not Google's own
- Sponsored results are at the top

Democracy

- The algorithm is neutral
- A click to one web counts as a “vote”
- Sponsored results are separated

Google's dominant position is based on users' contribution
Use of Google reinforces its dominant position