The Risks and Rewards of Mobile Social Networking
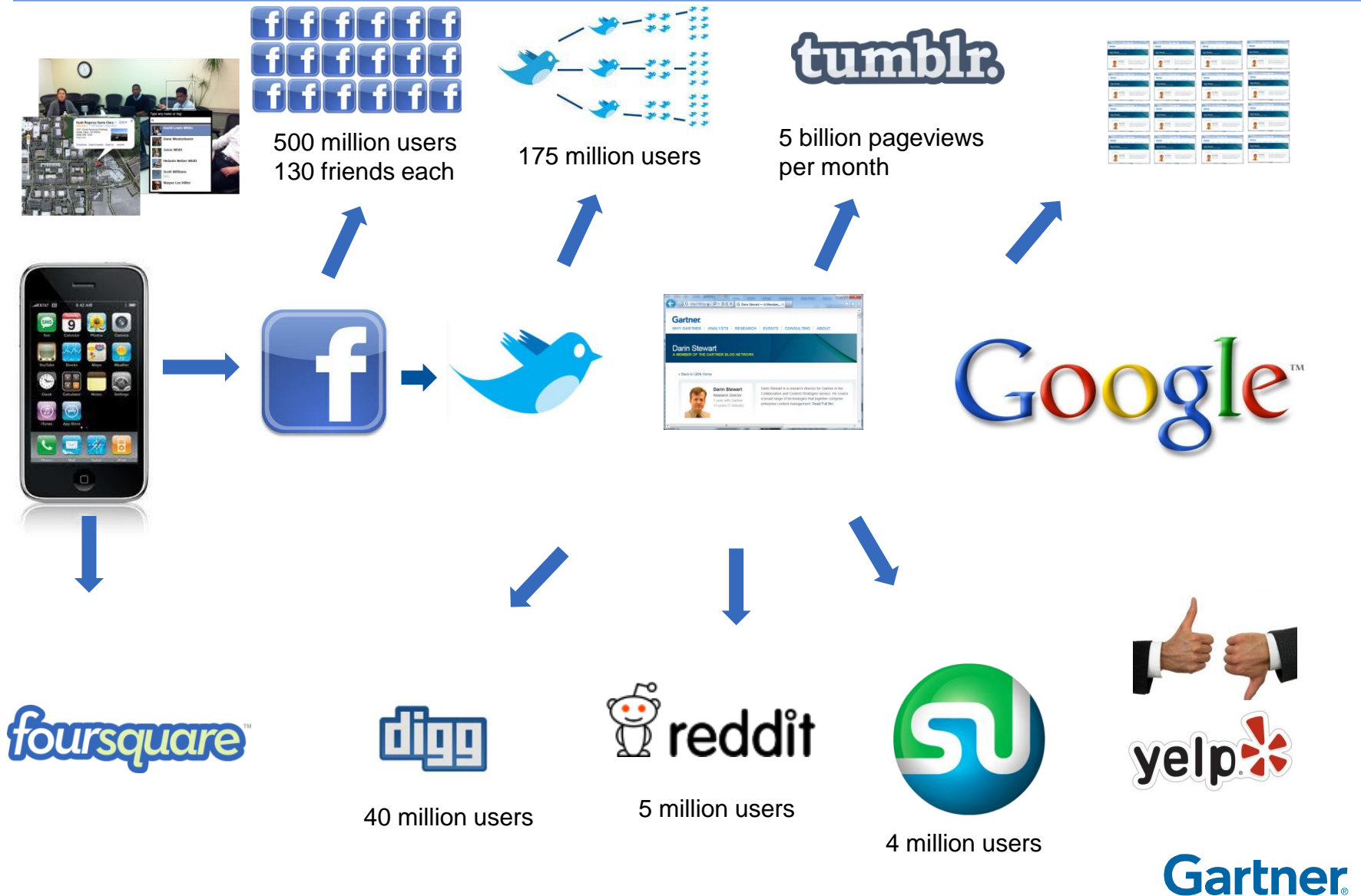
Darin Stewart

California State University – Northridge

Technology Faire

29 June 2011

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The Social Media Viral Effect

500 million users
130 friends each

175 million users

5 billion pageviews
per month

40 million users

5 million users

4 million users

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Agenda

1. What are Social Networking and Mobile Computing and how are they converging?

2. How does Mobile Social Networking change user behaviors and expectations?

3. What are the ramifications of supporting Mobile Social Computing for the enterprise?

4. What should you do about it?

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Facebook is a Tool not a Social Network

- Social Networks

  - The connections among people and organizations.

- Social Media

  - Web 2.0: the participatory web

- Social Computing

  - Our tools enable conversations about our contributions

"…and what is the use of a book," thought Alice, "without pictures or conversations?'

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The Social Computing Spectrum

GradeGuru and OpenStudy

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GradeGuru and OpenStudy

The Higher Education Social Stream

The Evolution of Computing

(*in millions*)

Mobile Consumer

Mobile Phones
Desktop Internet

Increased Integration

PC

minicomputer

mainframe

100,000

10,000

1000

100

10

1

1960   1970   1980   1990   2000   2010   2020

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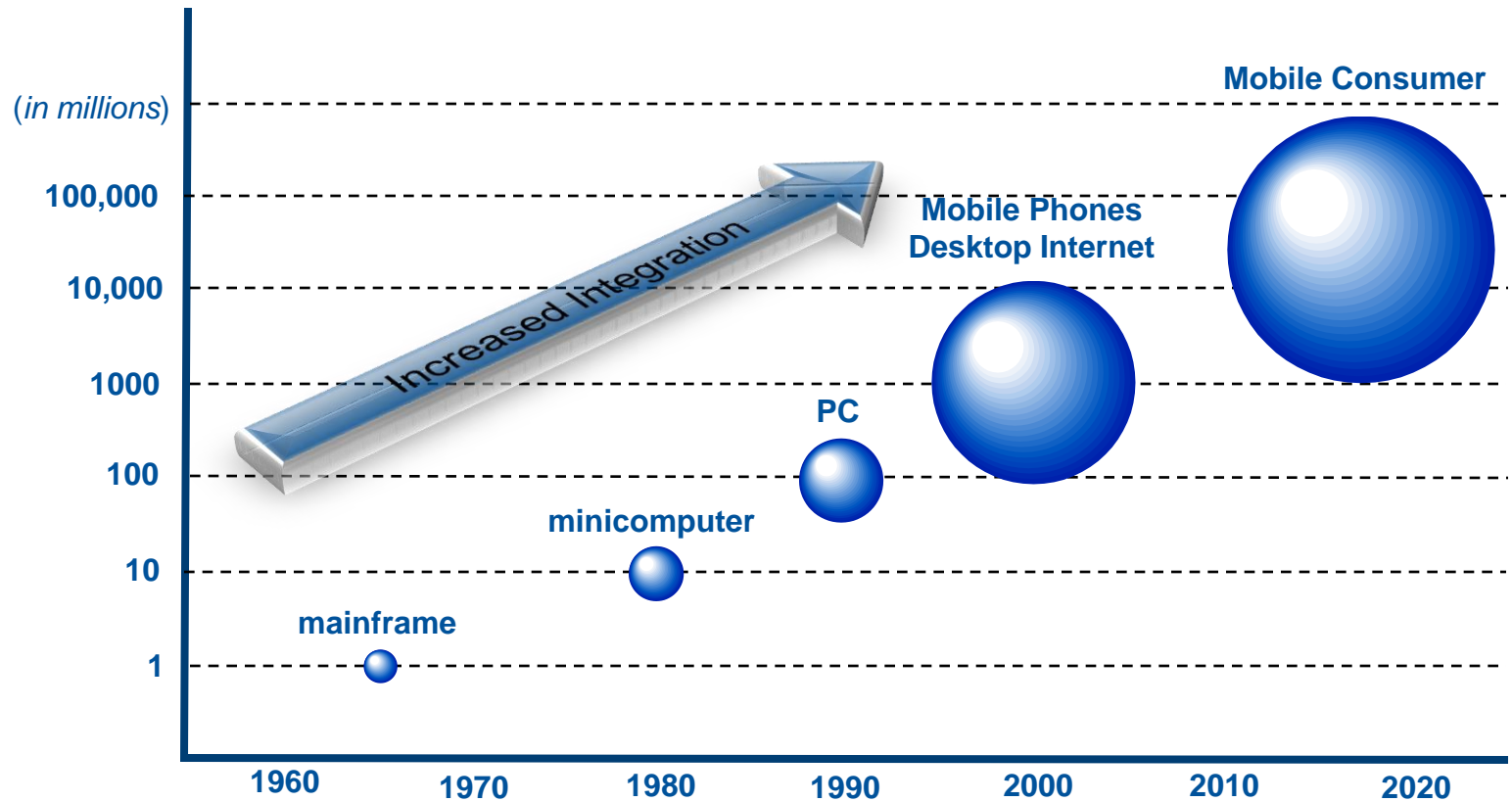
Mobile is Different

- People spend more time on mobile phones than ever before, but less time actually talking on them.

- Mobile devices have unique affordances

  - Always On, Always Connected

  - GPS, Accelerometer

  - Multi-media capture

- Mobile devices have unique constraints

  - Tiny screens

  - Bandwidth is still expensive

  - Device Fragmentation

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Dow Day

- University of Wisconsin – Madison

- November 1967 Student protests

- Location-based, Augmented Reality

- Remote Data Collection
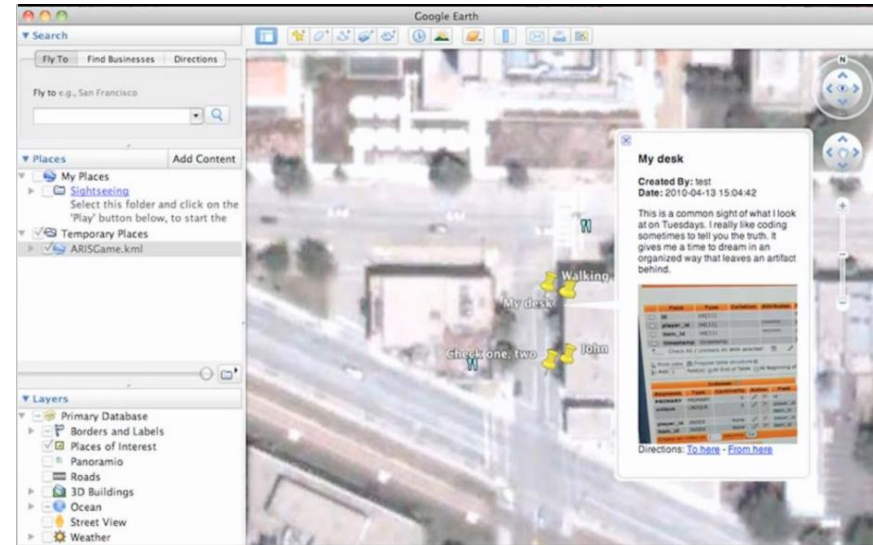
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Digital Strangers, Immigrants and Natives

- **Digital strangers**

  - This group joined the workforce before computers were prevalent.

- **Digital immigrants**

  - This group entered the workforce when computers were novel.

- **Digital natives**

  - These young workers grew up with PCs, the Internet, and cell phones.

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Different Roles at Different Times

Creators – 24%
- Write a blog
- Maintain a webpage
- Upload Video or music you create

Conversationalists – 33%
- Update their status on social sites
- Post updates on Twitter

Critics – 37%
- Post reviews of products
- Comment on blogs
- Contribute to a wiki

Collectors – 20%
- Consume RSS feeds
- Vote for websites
- Add tags to content

Joiners – 59%
- Maintain a profile on social sites

Spectators – 70%
- Read blogs
- Watch video from other users
- Read customer reviews / ratings
- Read Tweets

Inactives -- 17%

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Adapted from Li & Bernoff. *Groundswell.* Harvard Business Press. 2008
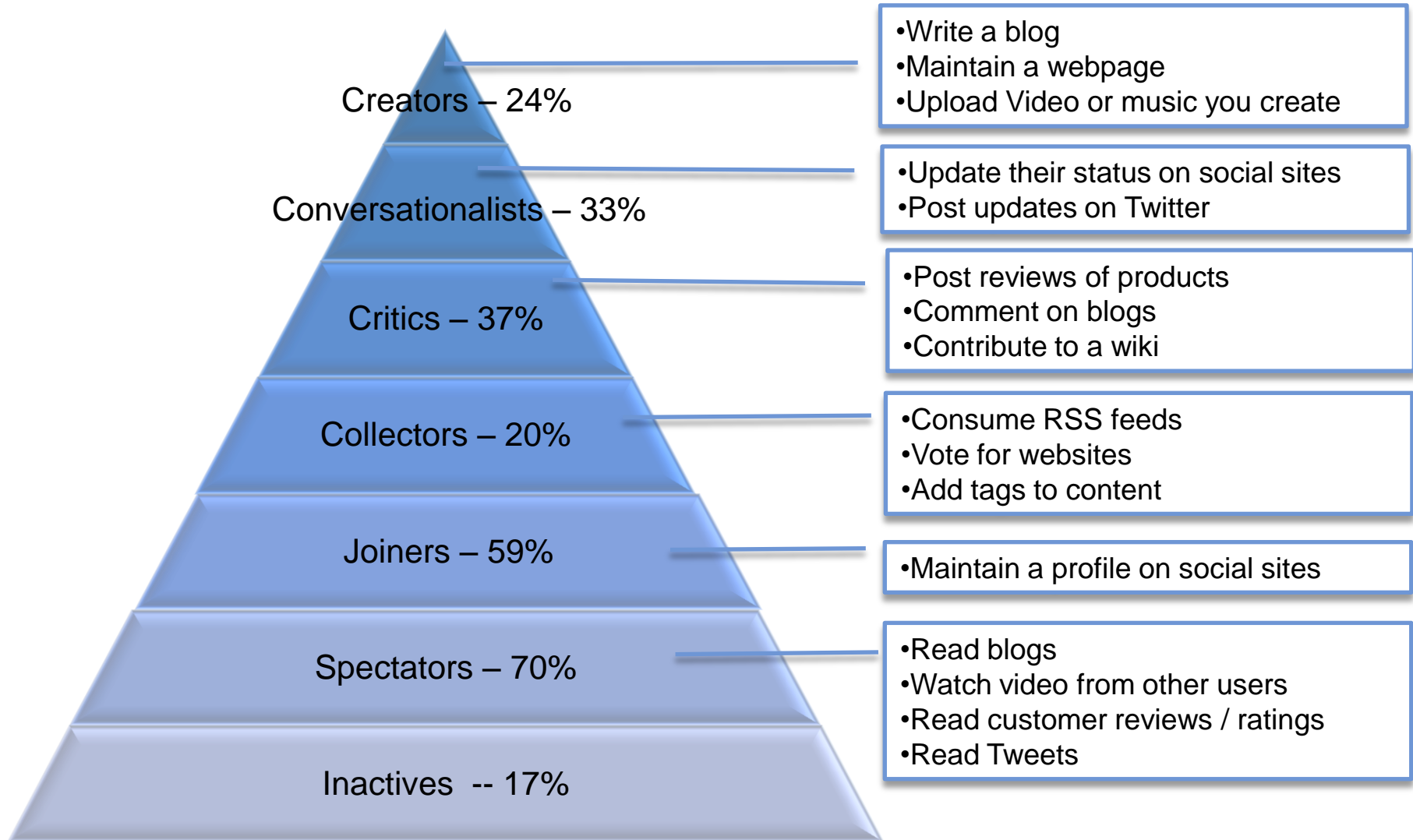
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Branding and Messaging

- You can't control the conversation but you can make your voice heard.

- Technology is not a solution to a management problem

- A little policy goes a long way

    - Code of Conduct

    - Acceptable Use

- Anonymity is not necessary or advisable

Social Security

Dad's Status: Our new 60" High Def 3D TV just arrived. It cost a fortune but it was worth it.

Mom's Status: Getting ready for our trip to Disneyland Saturday. A week away with the whole family!

Son's Status: Totally biffed it in our driveway today. Check out the pix.

facebook

Married to
Susan Johnson

Family
Mark Johnson
Son

David Johnson
Son

Address:
Placement on map is approximate
Waverly St
Bethesda, MD 20814
Street view
Directions   Search nearby   Save to...   more▼

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Social Security

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Recommendations

- Learn the landscape and map it to your own services, offerings, users and customers.

- Look at your infrastructure, policies, and objectives and do gap analysis for what you want to offer and what your users are already doing.

- Develop a strategy and roadmap

- Appoint a Champion

  - If you build it, they will come but they'll probably just stand around looking at each other.

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Questions?