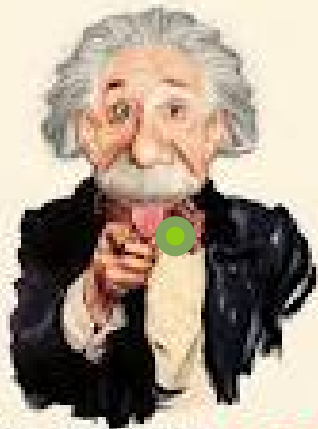


THE INFLUENCE OF SOCIAL MEDIA ON INFORMATION FLOW



Presented By Eubert Espira
Contacts: eubert.espira@infotrakresearch.com
Tel: 0733-777879

INTRODUCTION



WE NEED YOU!

“Today people don’t trust companies. One of the things marketers want to do is to humanize their brand. What better way to do it than put a live person in front of them.”

INTRODUCTION



- ◎ The majority of the African population access the various social media platform through the mobile phones
- ◎ Mobile phone use has opened up doors in:
 - ◎ Personal learning
 - ◎ Networking and communication
 - ◎ Information dissemination
 - ◎ Media production and;
 - ◎ Economic development

FORMS OF SOCIAL MEDIA

- ◎ Social media technologies take on many different forms including:
 - ◎ magazines
 - ◎ Internet forums
 - ◎ weblogs
 - ◎ social blogs
 - ◎ social blogs
 - ◎ Wikis
 - ◎ Podcasts
 - ◎ rating and;
 - ◎ social bookmarking.

HONEYCOMB FRAMEWORK

The honeycomb framework defines how social media services focus on some or all of seven functional building blocks. These building blocks include:

Identity

- The extent to which the user reveal themselves

Conversations,

- The extent to which users communicate to each other

Sharing,

- The extent to which users exchange, distribute and receive content

Presence,

- The extent to which users know if others are available

Relationships,

- Extent to which users relate to each other

Reputation, and

- The extent to which know the social standing of others and content

Groups

- The extent to which users are ordered or form communities

**Social media
functionalities**

THE IMPLICATIONS OF THE SOCIAL MEDIA FUNCTIONALITIES

Presence

- Creating and managing the reality, intimacy and immediacy of the context

Sharing

- Content management system and social graph

Relationships

- Managing the structural and flow properties in a network of relationships

Identity

- Data privacy controls, and tools for user self-promotion

Conversations

- Conversation velocity, and the risks of starting and joining

Reputation

- Monitoring the strength, passion, sentiment and reach of users and brands

Groups

- Membership rules and protocols

Companies can use honey comb framework to monitor and understand how social media activities vary in terms of function and impact.

BACKGROUND



“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

-Scott Cook, co-founder
Intuit

BACKGROUND

- ◎ In the mid-1990s, as the use of mobile phones started its rapid spread in much of the developed world, few thought of Africa as a potential market.
- ◎ Now, with more than 400 million subscribers (CCK, 2010), its market is larger than North America's.
- ◎ Africa took the lead in the global shift from fixed to mobile telephones (UN International Telecommunications Union Report, 2010)
- ◎ Africans are coupling their already extensive use of cell phones with a more recent and massive interest in social media

BACKGROUND CONT...

- ◎ The explosive growth of Social Media has provided millions of people the opportunity to create and share content on a scale barely imaginable a few years ago.
- ◎ The youth occupies the highest percentage in the use of social media in communication and social networking.
- ◎ Given this widespread generation and consumption of content, it is natural to target one's messages to highly networked youth who will propagate them further in the social network.
- ◎ Various research findings can be easily be disseminated through this channel

IMAGINE THE WORLD WITHOUT SOCIAL MEDIA!!!!

Top 20 Twitter users (number of followers)

-  Ashton Kutcher **4,815,727** followers **5,245** updates **455** following
www.twitter.com/asktusk
-  Britney Spears **3,772,245** followers **871** updates **730,229** following
www.twitter.com/BritneySpears
-  Ellen DeGeneres **4,537,544** followers **1,866** updates **30,326** following
www.twitter.com/TheEllenShow
-  Barack Obama **3,772,245** followers **871** updates **730,229** following
www.twitter.com/BarackObama
-  Lady Gaga **3,753,638** followers **328** updates **151,252** following
www.twitter.com/ladygaga
-  Kim Kardashian **3,467,336** followers **3,841** updates **99** following
www.twitter.com/KimKardashian
-  Oprah Winfrey **3,451,214** followers **118** updates **20** following
www.twitter.com/Oprah
-  John Mayer **3,236,587** followers **3,186** updates **86** following
www.twitter.com/johnmayer
-  Twitter **3,129,910** followers **715** updates **217** following
www.twitter.com/twitter
-  Ryan Seacrest **3,102,063** followers **2,584** updates **140** following
www.twitter.com/RyanSeacrest

10.7M followers/2012

Barack Obama US President
15.7M followers/2012

Bob Collymore CEO Saf
57.4K followers/2012

Martha Karua MP
70.2K followers/2012

BACKGROUND CONT...

- ◎ Twitter is one of the fastest growing social networks on the Internet, and thus the focus of advertising companies and celebrities eager to exploit this vast new medium
- ◎ As a result, ideas, opinions, and products compete with all other content for the scarce attention of the user community
- ◎ In spite of the seemingly chaotic fashion with which all these interactions take place, certain topics manage to get an inordinate amount of attention, thus:
 - ◎ bubbling to the top in terms of popularity and
 - ◎ contributing to new trends and to the public agenda of the community

MOBILE PHONE TACKLE POVERTY IN AFRICA

- ◎ Forever and a day, there has been much hype about the potential for ICTs to change peoples' lives. While I have never doubted that, it has been something rather obscure to prove
- ◎ Here is a rather succinct infographic that says so much in just a few pics. It's a big heading: **Mobile phones tackle poverty**, but here you can see the impact of using mobiles on GDP, feelings of safety, income generation, health, education, transparency, corruption, access to markets, citizen information and banking
- ◎ While there are not too many statistics in this infographic, it's a nice overview of some "potential" and some reality

INFOGRAPHICS OF MOBILE PHONES

MOBILE PHONES TACKLING POVERTY

MOBILE TECHNOLOGIES EMPOWER THE POOR TO TAKE HOLD OF THEIR FUTURE. They fundamentally transform the way people in the developing world interact with one another and their governments, and access basic health, education, business and financial services.

4.5 billion

MOBILES IN THE DEVELOPING WORLD

BY 2016, THERE WILL BE ONE BILLION PHONES IN AFRICA.

2000
16 million

2011
500 million

2016
1 billion

MOBILE IMPACT



↑10%

An increase of 10% in mobile penetration can raise the annual GDP growth rate by 1.2% in a developing country.



93% of female mobile phone users feel safer with a phone



85% feel more independent



41% use their phones to increase their income and professional opportunities

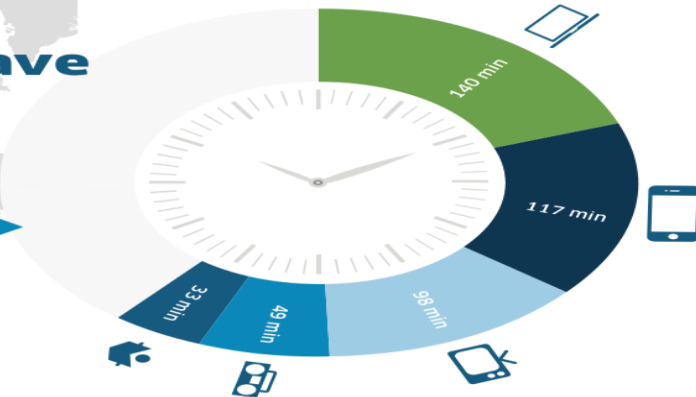
INFORMATION FLOW ON SOCIAL MEDIA VIA MOBILE PHONES

Global

5 ways mobile devices have changed the way people consume media

1 | Mobile share of time ahead of TV, catching up with online

The average mobile web user consumes 7.2 hours of media daily. Mobile devices represent 27% of this time.



2 | Mobile devices are used throughout the day

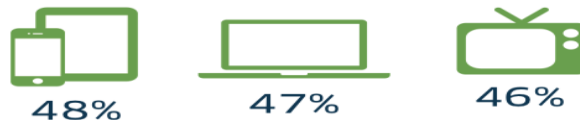


3 | Mobile content consumed varies by gender



4 | Comfort with mobile advertising is already greater than TV or online advertising

Which forms of media most impact your purchasing decisions?



66%

are more or equally comfortable with mobile advertising vs. TV or online ads

5 | Mobile impacts consumer behaviors throughout the purchase path



CASES IN AFRICA

Provided the ICT market continues its impressive advancement and growth in Africa, access to information and knowledge will be very high in Africa (80%) by 2016

RURAL KENYAN CHIEF FINDS NOTORIETY ON TWITTER

Kariuki's Tweets

⊙ A chief in Kenya, Francis Kariuki, says he uses twitter to communicate with his villagers. His village is called Lanet Umoja and is 160 kilometres west of the capital, Nairobi.

⊙ [Mashable](#) and [AP](#) say that “Mr. Kariuki regularly sends out tweets about missing children and farm animals” ... and raising the alarm about thefts, which has helped to reduce crime in the area.

- ⊙ [@Chiefkariuki](#) is Africa's new novelty, thanks to Associated Press
- ⊙ Alikuwa wapi?
RT@Chiefkariuki:
mtoto amepatikana
- ⊙ @chiefkariuki, I first saw you featured on AL Jazeera and about innovative ways to reach out to your community



Are you
on
Tweeter?

EAST AFRICA STUDY-KENYA

- ⊙ Kenya Defence Force actions were all over news. The highest information on the updates of the events in challenges were all being posted on social media e.g.
 - 4KDF soldiers injured when their armored vehicle escorting water tankers drove over a landmine in Mandera east @ citizen tv
 - @MacOtani now I wonder how KDF is doing in somalia with the current silence....
- ⊙ During the launch of TNA (The National Alliance) by the DPM in Kenya, all the proceedings and debates were all over twitter and facebook
- ⊙ Some of the tweets included:
 - ⊙ TNA Launch: u set the bar too high for Eugene, Jirongo, Kamenchu, Mutava launches
 - ⊙ Amazing speech by the presidential hopeful@Ukenyattaat the launch of TNA
 - ⊙ Youth scramble for cash mars Kisumu TNA launch: Kisumu Peace Initiative committee chairman Audi Ogala blamed the event organizers

NORTH AFRICA STUDY-LIBYA



Libya Today - ليبيا اليوم

15,052 likes · 175 talking about this



News/Media
Libya Today Club



Photos



Likes



Events



Notes 20

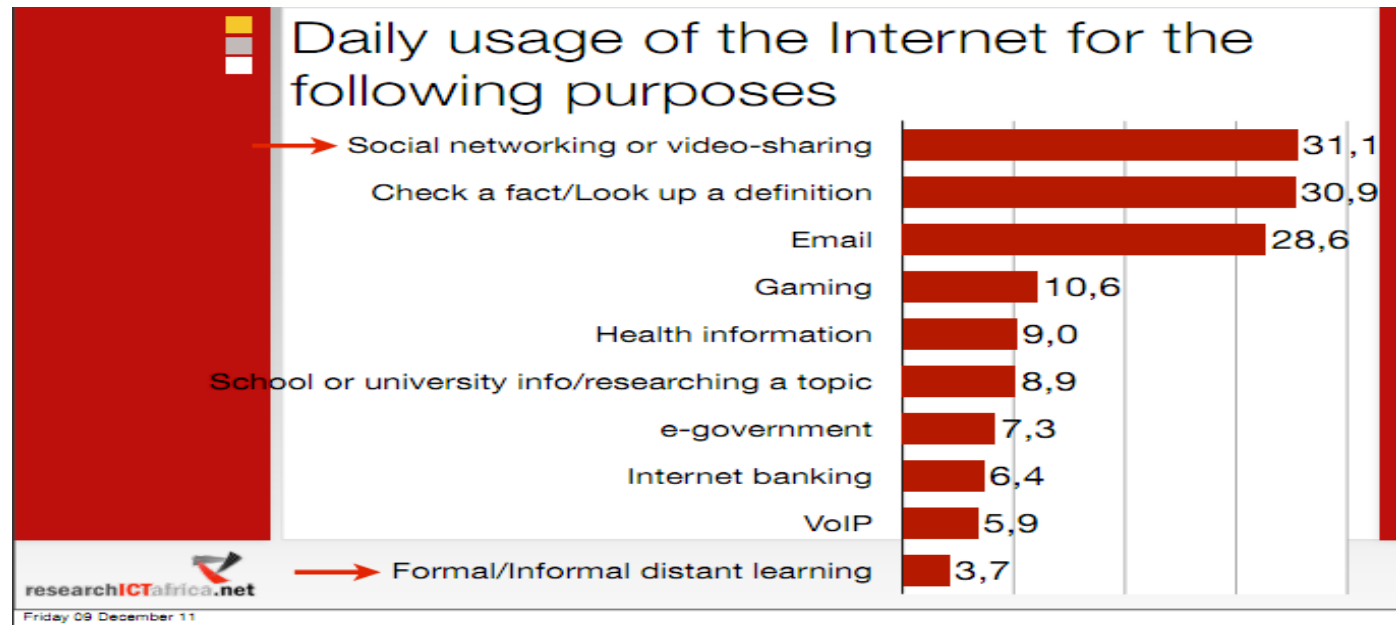
- Libya was inspired by the revolutions in Egypt and Tunisia
- The young and old Libyan were tired of the Gaddafi error, thus various information was channeled in the social media platforms.
- On facebook, you can get the web page “February 17 Libyan Revolution” this was when all the people were all over resisting the Gaddafi government
- Information is power thus it enlightened the Libyan people to make the right choices to liberate their nation.

WEST AFRICA STUDY - NIGERIA

- ◎ Africa's most populous country, Nigeria is expected to experience explosive growth in the near term despite
- ◎ In January, 2012, Lagos Business Association and the Information ministry launched free SMS service to over 20,000 youths to inform the community on:
 - ◎ Security alerts
 - ◎ Business development/enterprises
 - ◎ Health issues
 - ◎ Networking and communication

MEASURING THE USE OF SOCIAL MEDIA THROUGH HOUSE HOLD SURVEY BY RESEARCH ICT AFRICA: NAMIBIAN CASE

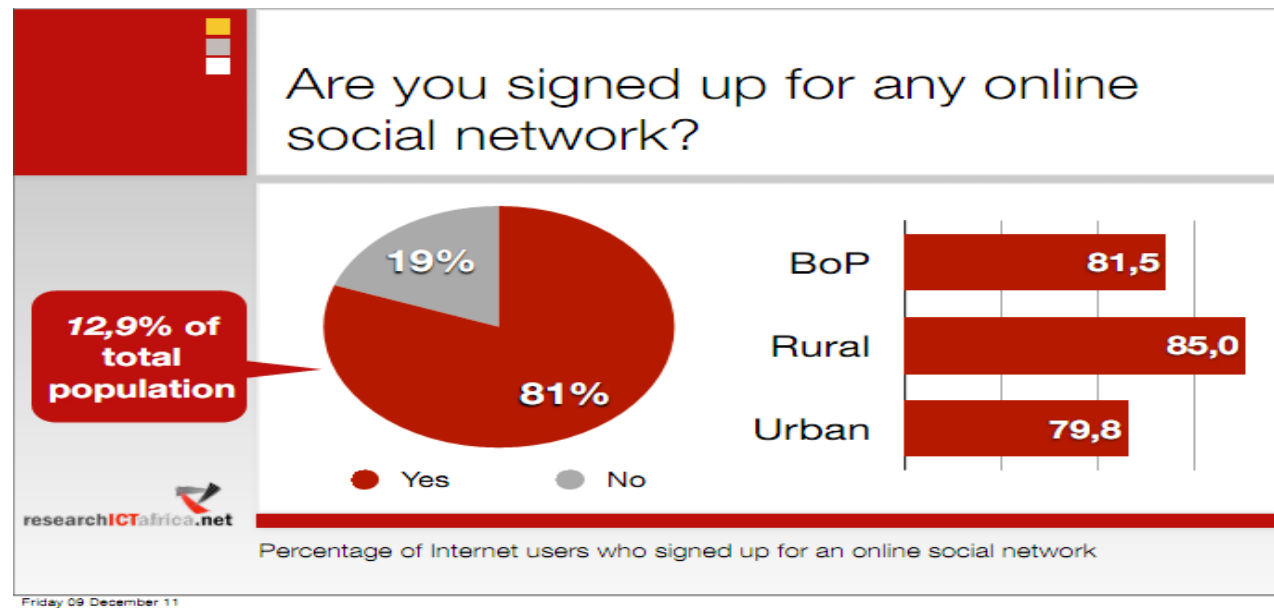
- According to research ICT Africa, 31.1% of the Namibian population that was interviewed use internet for social networking or video sharing.



- The finding gives a highlight that if social media is explored extensively to disseminate research information then it will capture audience at a wider scope. This will be explained by the viral effect of the internet information.

MEASURING THE USE OF SOCIAL MEDIA THROUGH HOUSE HOLD SURVEY BY RESEARCH ICT AFRICA: NAMIBIAN CASE

- When this population were asked if they have signed up for any online social network the results were amazing since 81% of the Namibian population said yes as compared to the 19%.



- This is a clear indicator of how often people spent their time on the internet and for what purpose?

CONCLUSION

- ⦿ Researchers are using social media tools in identifying research opportunities and disseminating research findings
- ⦿ The most popular tools used in a professional research context tend to be mainstream anchor technologies or 'household brands', like:

Skype

- For convenience and cheap conference calls

Google Docs

- Any researcher will need Google for research

Twitter

- To understand the streaming power of information about a companies brand or image

YouTube

- Share video or audio clips on the emerging scenarios in the society

CONCLUSION

- ⊙ Social media are helping to fulfill the demand for cheap, instant communication between researchers fuelled by the growth of collaborative and interdisciplinary research
- ⊙ Use of social media is usually down to personal initiative, so a clear understanding of the capabilities and benefits of these tools is essential.
- ⊙ Social media authenticity of the individuals poses a challenge to researchers e.g.
 - ⊙ Identity of the individual is anonymous
 - ⊙ Demographic information is unknown
 - ⊙ Making the statistical significance of the sample is challenge

**“The qualities that
make Twitter seem
insane and half-baked
are what makes it so
powerful.”**

**- Jonathan Zittrain,
Professor of Law at
Harvard**

