

COMENIUS

SOCIAL MEDIA AND SCHOOL

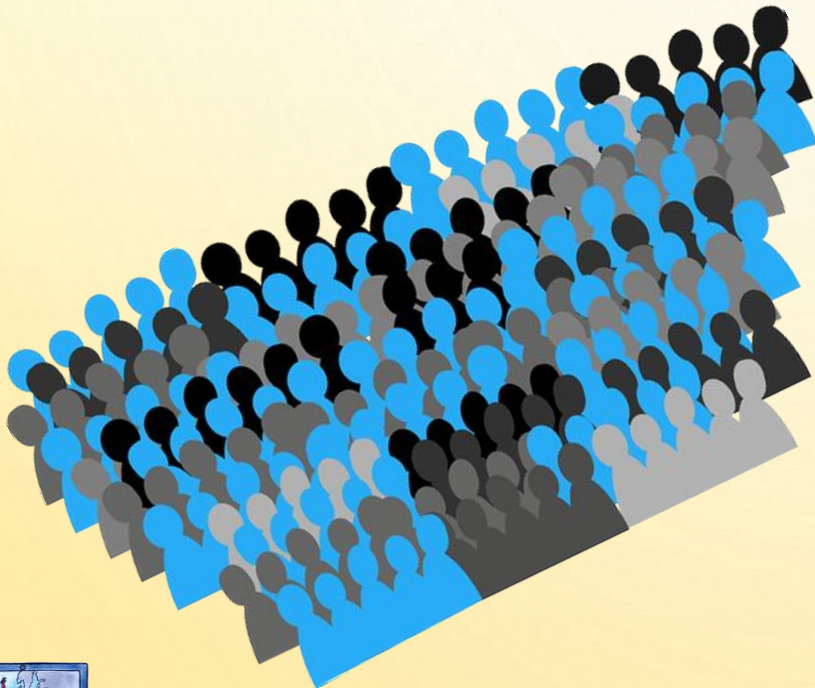


SOCIAL MEDIA
AND SCHOOL



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Public awareness campaign



SOCIAL MEDIA
AND SCHOOL



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What is social media?

- We can describe it as the collective of **online communications channels** which are dedicated to **community-based input, interaction, content-sharing and collaboration.**



Different types of social media

- websites and applications dedicated to:

- **forums**
- **microblogging**
- **social networking**
- **social bookmarking**
- **wiki**



The most „famous“ examples of social media:



Facebook



- a free social networking website that allows registered users to **create profiles, upload photos and video, send messages** and keep in touch with friends, family and colleagues.

- *There are more than 50 million Facebook pages.*
- *1,28 billion monthly active users (2014).*
- *72% of online adults visit FB at least once a month.*

facebook



Twitter



- is a free microblogging service that allows to broadcast short posts called **tweets**.
- *255 million monthly active users (2014).*
 - *500 million Tweets are sent per day.*
 - *78% of Twitter's active users are on mobile.*
- *46% of Twitter users tweet at least once in a day.*



Google+

- is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. **“Real-life sharing rethought for the web.”**
 - *22% of online adults visit Google+ once in a month.*
 - *Average time spent on Google+ is 7 minutes per month (2014).*
 - *540 million monthly active users*



Wikipedia

- is a free, open content **online encyclopedia**.

Anyone registered on the site can create an article for publication.



LinkedIn

- is a social networking site designed specifically **for the business community**. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.



Pinterest

- is a social website for **sharing and categorizing images found online**. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them.

The word "Pinterest" is written in its characteristic red, cursive font with a white outline, set against a brown background.

Why should we be interested?





1 Billion+
total users

80% of traffic
is from outside US

6 Billion hours of video is watched on YouTube per month

100 hours of video is uploaded on YouTube per minute

40% of YouTube traffic comes from Mobile

1 Billion is the average YouTube mobile videos views per day



Blogs

6.7 Million+
people blog via blogging sites

77% of internet
users read blogs

12 Million+ people blog via Social Networks

23% of internet time is spent on blogs and social networks

Companies with a blog have 97% more inbound links than others

B2B marketers using blogs generate 67% more leads



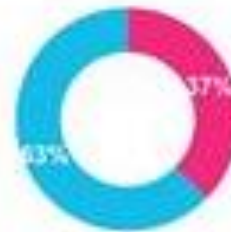
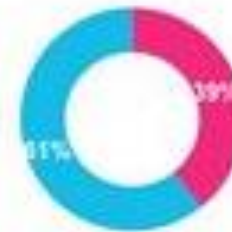
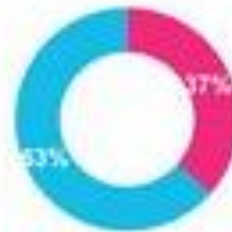
Top 5 Social Platforms Globally



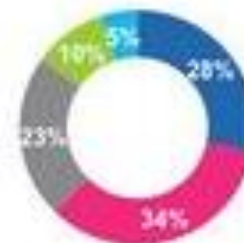
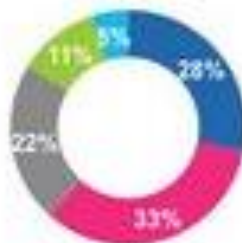
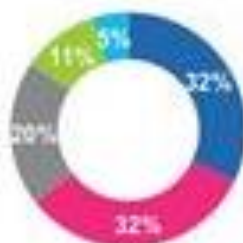
You Tube



Female
Male



16 to 24
25 to 34
35 to 44
45 to 54
55 to 64



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Social Media

How much is too much?

*Our lives are more and more affected by social media.
It includes....:*

1. **Relationships**
2. **Way of communication**
3. **Things we want**
4. **Perception of others**
5. **Free time activities**
6. **Others....**



1. Relationships

- Social media can help us to find „friends“ from all over the world. *But are these people real friends or just acquaintances?*
- Social media also influence trust and openness. We become much more *communicative* and *friendlier*. We want to stay in contact, to share our experience and to have a feedback.



2. Way of communication

- The new generation even created a new language of social media, so-called **WEBLISH**
- Why do we use WEBLISH? It's comfortable and less work than to write the whole words.



WEBLISH



PLS = please	GF = girlfriend	OMG = oh my God	IDK = I don't know	NVM = nevermind
BTW = by the way	OFC = of course	GN = good night	TY = thank you	CG = congratulation
GG = good game	GL = good luck	AFK = away from keyboard	WP = well played	BRB = be right back



3. Things we want...



- Social media marketing programs create content that attracts attention of potential customers.
- Through social networking sites, companies are able to reach a very narrow target audience.



4. Perception of others

- We take *pictures of ourselves, our friends, pets, places* etc. and we wait for likes, comments and other feedback.
- On the other hand, some may think that is not necessary to take pictures of the things they should remain private.



5. Free time activities

- Social media can influence the amount of time that we dedicate to our hobbies and interests.



Today's teens spend
more than 7 1/2 hours a day
consuming media — watching TV,
listening to music, surfing the Web,
social networking, and playing video
games.



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Teens today, also known as **the Facebook Generation** or “digital natives,” are part of the first generation to be so closely identified with technology.

- More than **three-quarters** of all teens **own cellphones**.
- Teens use their cellphones **to text** (*an average of 60 times a day*), **check Facebook**, **play games** and **listen to music**.

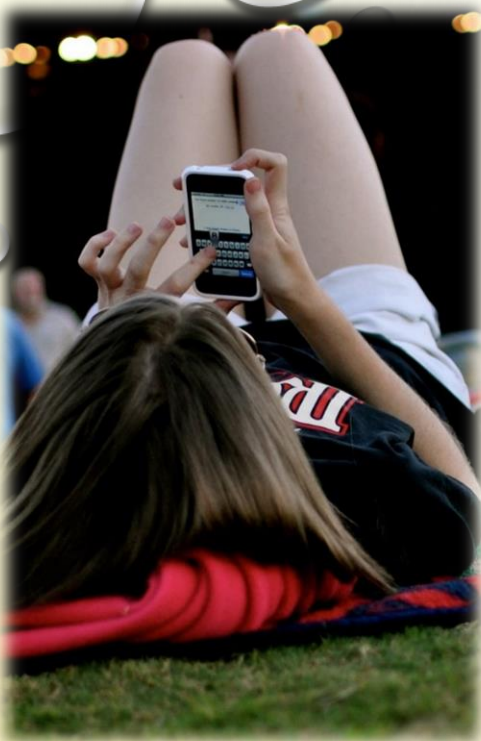




Children are still playing sports and engaged in **extracurricular activities.**

Digital media can offer opportunities for *enjoyable learning* since there's much more interactivity = *you can learn to play the ukulele by watching lessons on YouTube.*





But some experts say they worry that teens spend so much interacting with each other on social networks and phones that they are growing *less comfortable with in-person interactions* and not developing essential social skills.



It's much easier to look at a phone than to look someone in the eye.



The Social Media Obsession



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Social Media „addict“ ...



- *Loses track of time* while online
- *Sacrifices* needed *hours of sleep* to spend time online
- Becomes *angry when* online time is *interrupted*
- Becomes *irritable* if *not allowed access* to the Internet
- *Prefers* to spend *time online* rather than with friends or family



- *Lies about* amount of *time* spent *online* or “sneaks” online when no one is around



- Forms new *relationships* with *people* he or she has *met online*

- *Loses interest* in activities that were enjoyable before he or she had online access



- Becomes *irritable, moody or depressed* *when not online*





- **72%** of all internet users are now **active on social media**
- **18-29** year olds have an **89%** usage



- Time spent on Facebook per hour – top three:
 - *USA citizens* (16 minutes),
 - *Australians* (14 minutes),
 - *Brits* (13 minutes).

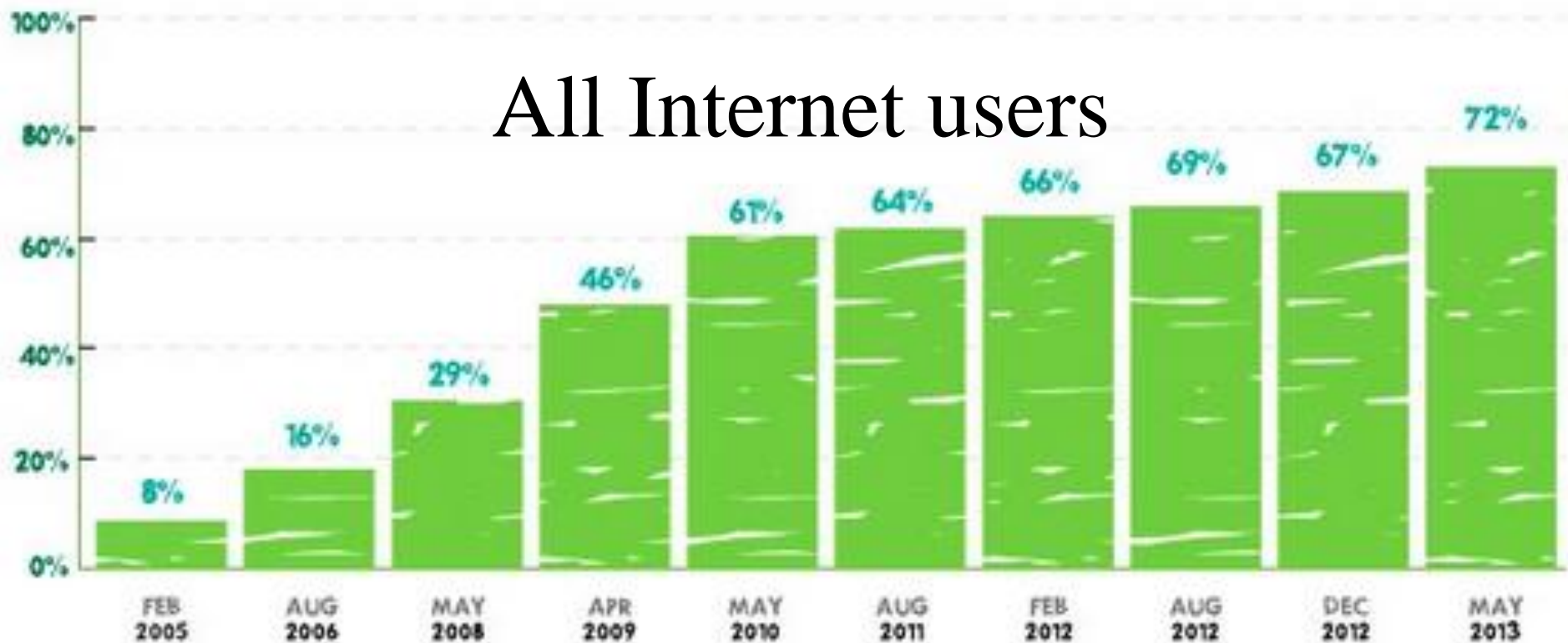


- **71%** of users **access** social media **from a mobile device**.

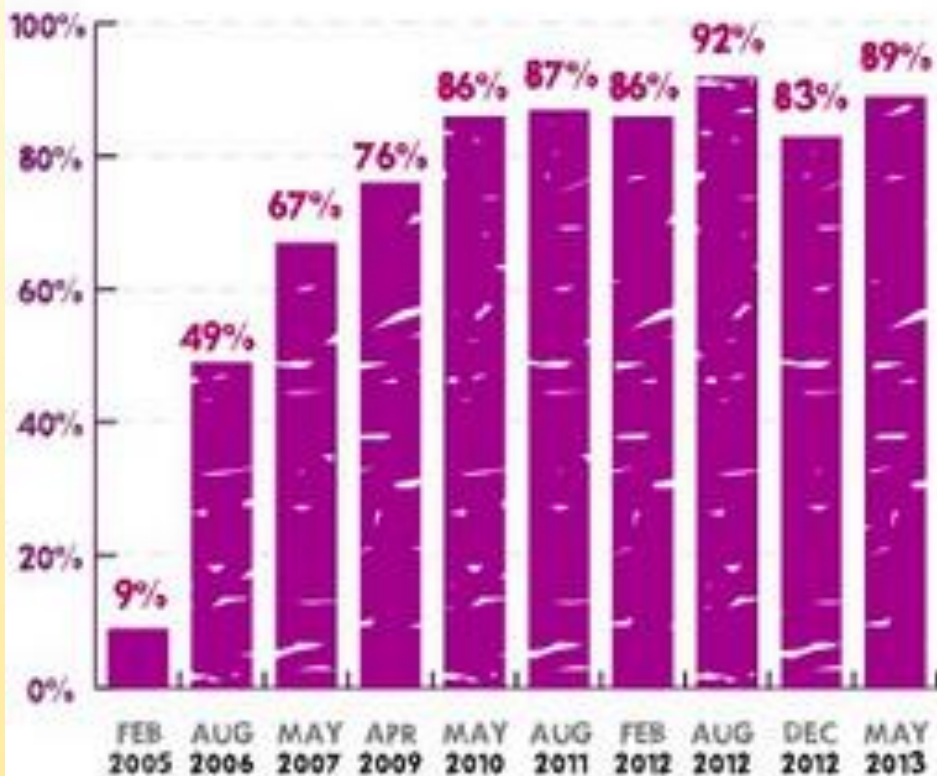


Users Timeline

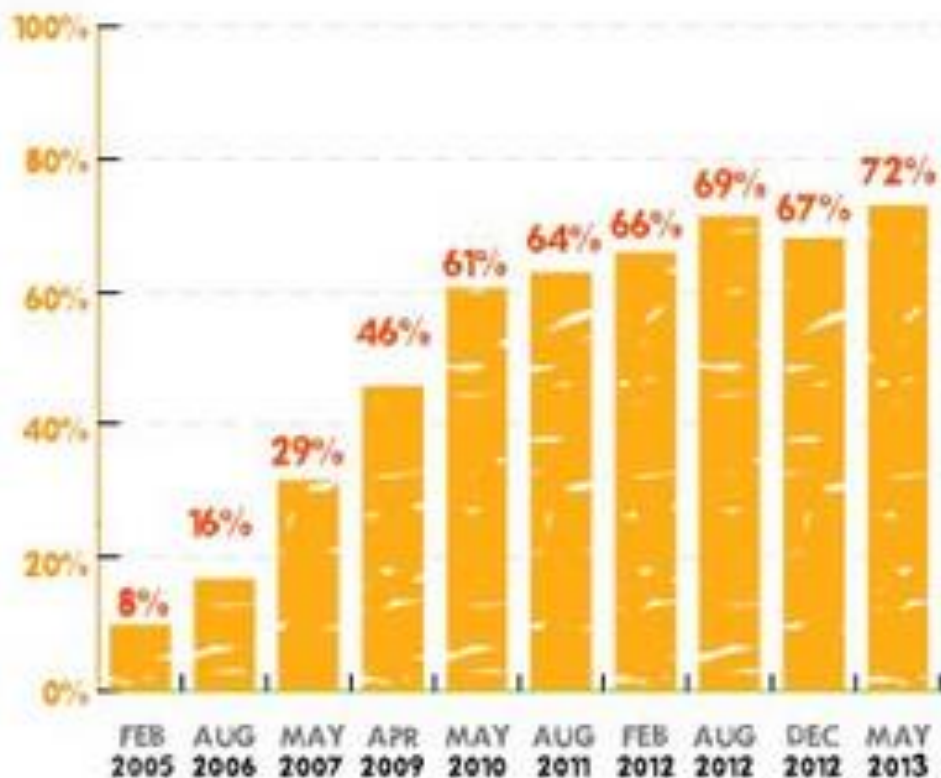
Social networking site use, by age group



AGES 18-29



AGES 30-49

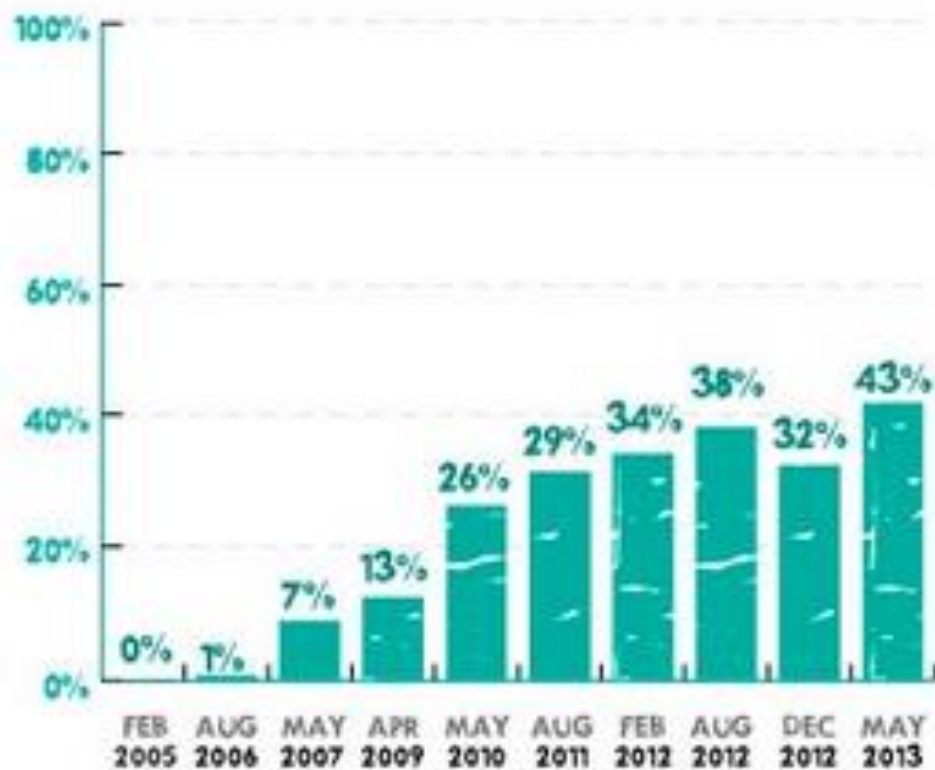
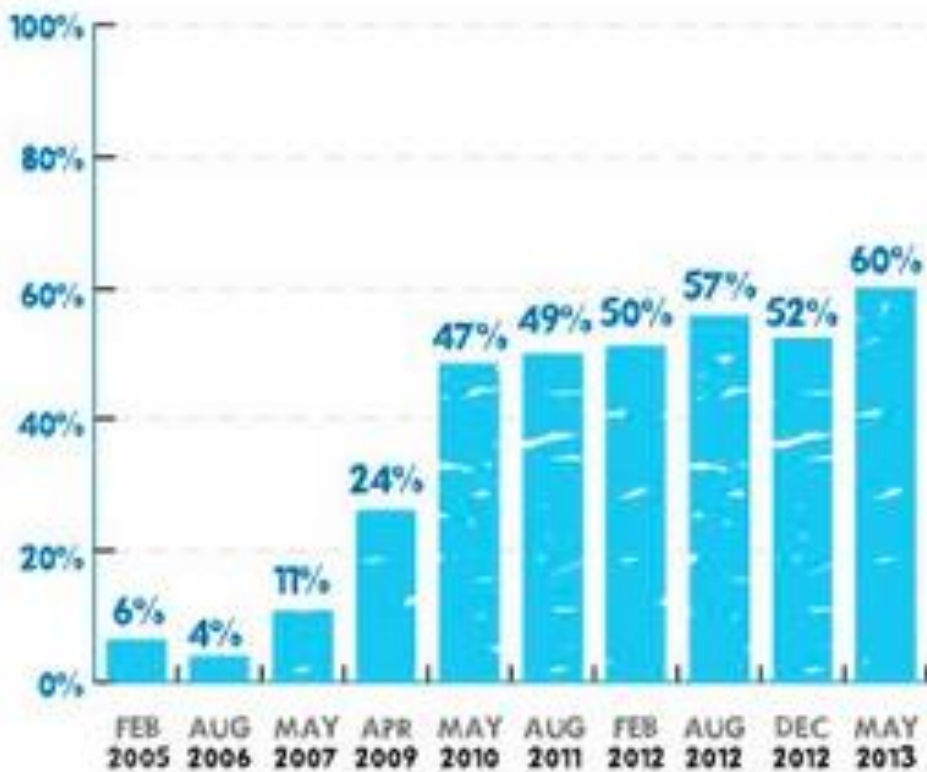


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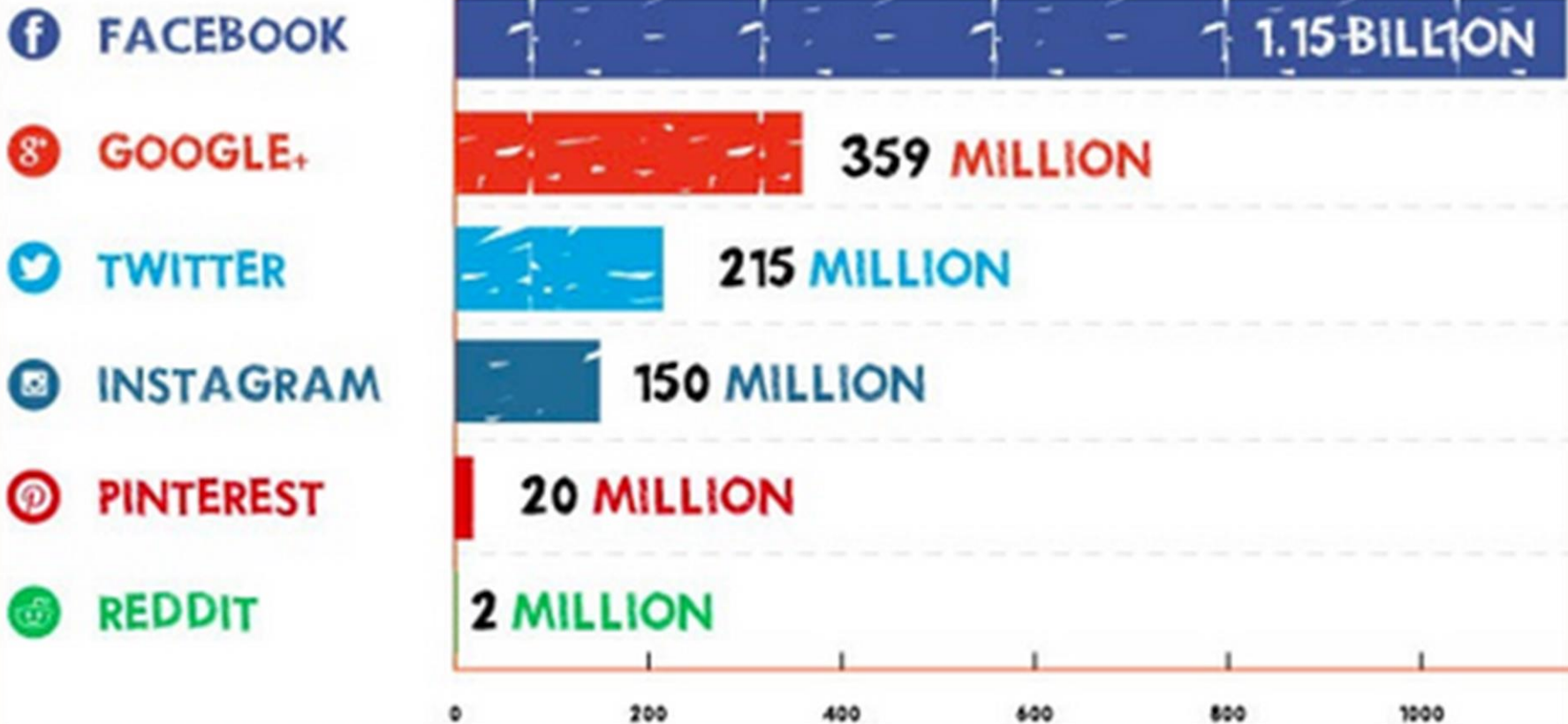
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AGES 50-64

AGES 65+



MONTHLY ACTIVE USERS



The magic of social media is, as we all know, its ability to connect us to each other, to offer up endless opportunities to network, find old crushes and maybe future ones, chat again with long-lost friends.





“Social media gives everyone the opportunity to have their own TV channel. And sure, that makes us editors, curators of our lives. We broadcast what we want others to think of us and consider how we want to be viewed.”

Evan Urbania

(the CEO of Philly social media company ChatterBlast)



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*Thank you
for your attention!!!!*



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