

# Thinking inside the box

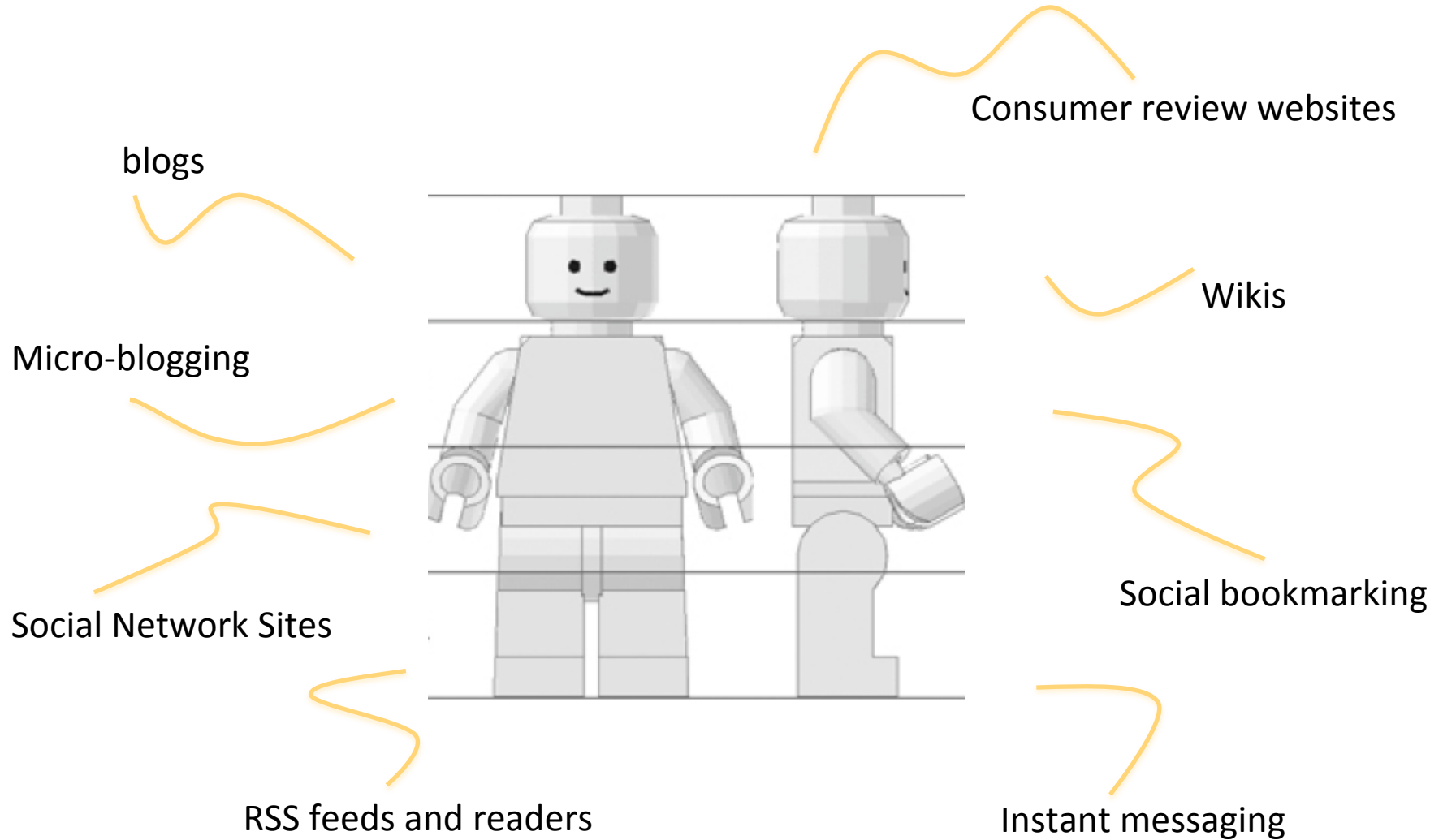
With Dr Mariann Hardey  
Lecturer Social Media Marketing



# Social media: From the obvious



# To the tools



# And then picking up the tools

SHARE information  
and experiences with  
others

FIND relevant information  
from trusted sources

LIVE updates and  
broadcast  
information

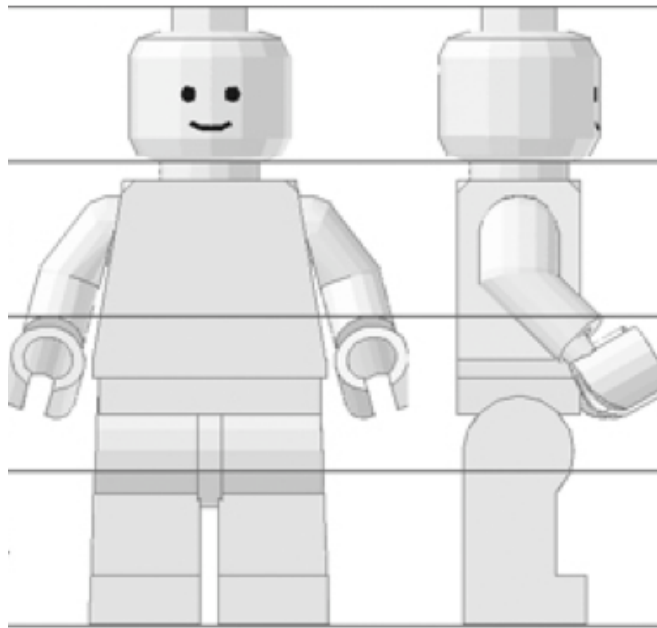
BUILD content  
with others –  
collective  
wisdom

UPDATES with friends

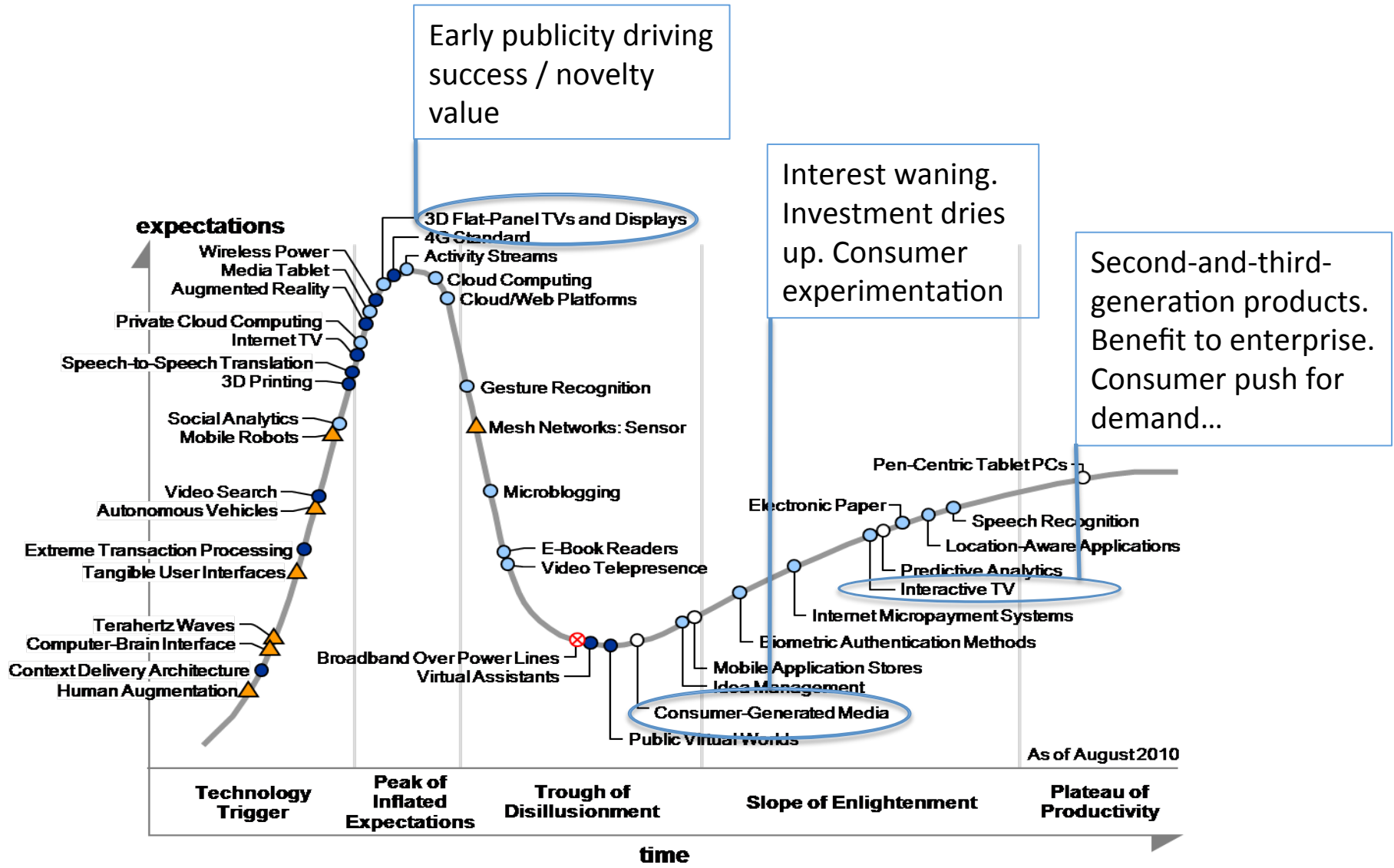
SHARE media and  
images

COMMUNICATE quickly  
and informally

ALWAYS on demand



# Living through the technology [hype] cycle 2010...

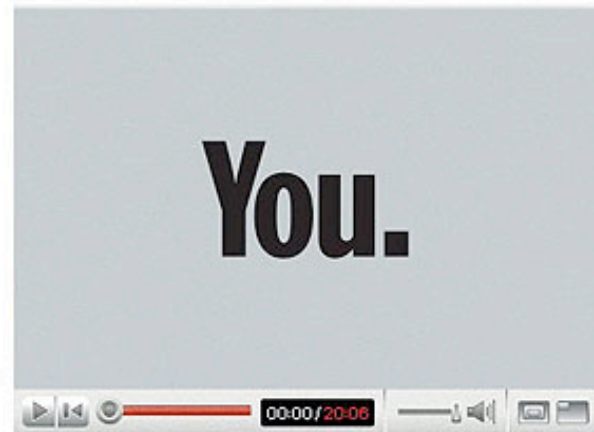


DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

# TIME

PERSON OF THE YEAR



Yes, you.  
You control the Information Age.  
Welcome to your world.

Cover of December 25, 2006 issue  
PHOTO-ILLUSTRATION FOR TIME BY ARTHUR HOCHSTEIN, WITH  
PHOTOGRAPHS BY SPENCER JONES—GLASSHOUSE





## Results for Xfactor

[« Top results](#)

11 more results since you started searching. [Refresh](#) to see them.



**rachysherlock:** RT [@TheXFactor](#): \*wakes up & sits upright\* I get it! POSTERS! Louis Walsh meant Aiden would be on POSTERS! POSSSTTTTEEEERRRS! \*goes back to sleep\* [#XFactor](#)

less than 20 seconds ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



**thedenisetodd:** [@sheenae11ott26](#) I feel exactly the same! Did you just have a quiet night in with [xfactor](#) then? I've just watched the repeat :)

less than 20 seconds ago via [Echofon](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



**alanlaw:** Just watched last nights [#xfactor](#) Mary and Matt impressed

less than 20 seconds ago via [Twitter for iPhone](#) · [Reply](#) · [View Tweet](#)



**A15H4:** Cher's fans are such halfwits. You know what this means? ...More reason for me to take the piss out of the minger! O:-) [#xfactor](#)

half a minute ago via [twidroid](#) · [Reply](#) · [View Tweet](#)



**kinsS85:** Nah don't like storm!!! [#xfactor](#)

half a minute ago via [ÜberTwitter](#) · [Reply](#) · [View Tweet](#)



**leemanton:** [#TreyC](#) [#Mary](#) [#Matt](#) AND... [#OneDirection](#) > TOO CUTE. [#XFactor](#).

half a minute ago via [web](#) · [Reply](#) · [View Tweet](#)



**B all you can B:** I want to buy that song - mahogany - while my guitar gently sleeps [#xfactor](#)

half a minute ago via [Twitter for BlackBerry®](#) · [Reply](#) · [View Tweet](#)



**Darren Ruback:** 2 Cheryl Cole songs over Cher's VT! Hmmmmmm [#xfactor](#)

half a minute ago via [web](#) · [Reply](#) · [View Tweet](#)

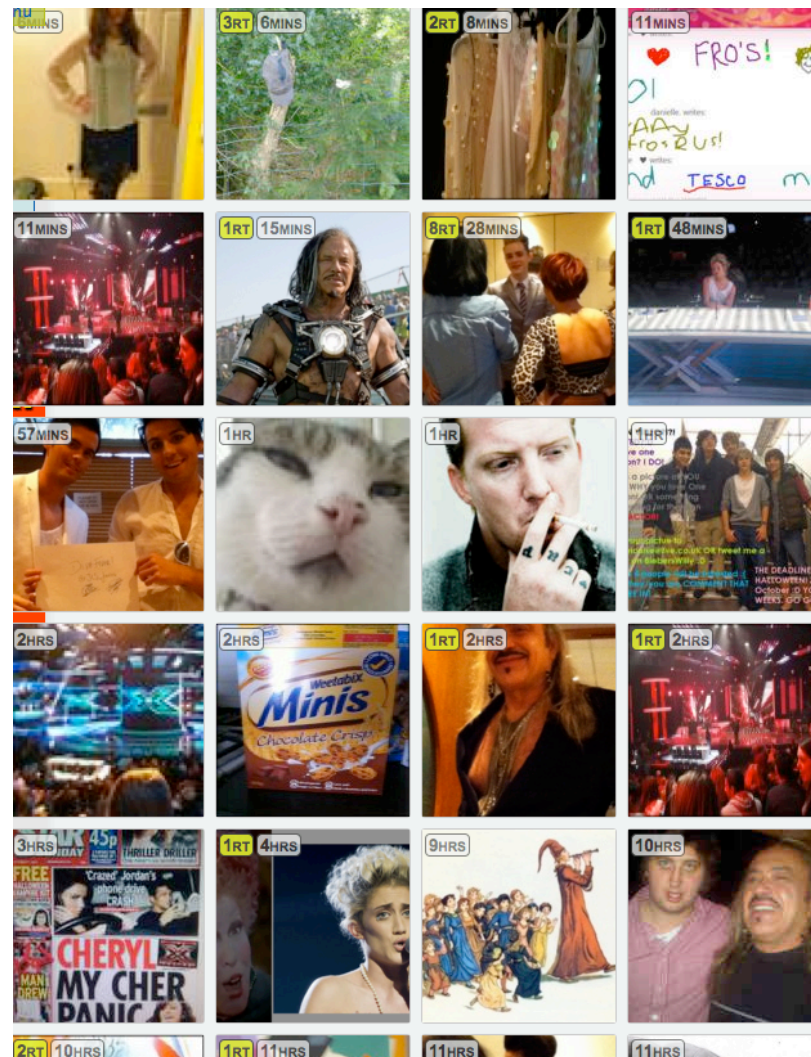


**Daabsi:** Matt - good performance and has hair! Who would've thunk?! [#xfactor](#)

half a minute ago via [Twitter for iPhone](#) · [Reply](#) · [View Tweet](#)

See what's happening — *right now*.

[Advanced Search](#)



Understanding audience engagement: *What's happening right now!*



[Television is just the beginning...]



# X Factor 2010: Cheryl Cole Twitter backlash as Gamu Nhengu is rejected

X Factor judge Cheryl Cole wasn't feeling the Twitter love after ditching Gamu Nhengu in favour of Rebecca Ferguson, Katie Waissel and Cher Lloyd for the ITV talent show's live stages.

Related Tags: Gamu Nhengu | Cheryl Cole | Cher Lloyd | Katie Waissel | Rebecca Ferguson ( 24 )



## Videos for youTube X Factor

[Mary Byrne sings You Don't Have To Say You ...](#)  
2 min - 13 hours ago  
Uploaded by TheXFactorUK  
[youtube.com](#)

[Ablisa's X Factor Audition \(Full Version ...](#)  
6 min - 4 Sep 2010  
Uploaded by TheXFactorUK  
[youtube.com](#)

[Leona Lewis - X Factor - Over The Rainbow](#)  
6 min - 9 Dec 2006  
Uploaded by DingleDoodie  
[youtube.com](#)

# Twitter prank forces X Factor winner Joe McElderry to realise he is gay

By Staff Writer, PinkNews.co.uk • July 31, 2010 - 16:27

X Factor winner Joe McElderry has come out as gay just weeks after he claimed that he was straight.

179 tweets

Share retweet

Recommend

179 people recommend this. Be the first of your friends.



Earlier this month, pranksters hacked into his Twitter account and posted messages including: "It's been difficult living a lie for so many years..."

Despite denying publicly that he was gay, the incident prompted him to come out to his mother.

facebook

Search

Suggest to friends

The X Factor Like

Wall Info Video Karaoke Discussions X Magazine >>

**The X Factor** Don't forget to vote for your favourite act! Who IS your favourite act?!?  
about an hour ago via Facebook for iPhone  
641 people like this.  
View all 1,978 comments

**The X Factor** Download tonight's performances via the medium of iTunes.  
 X Factor finalists on iTunes - The X Factor - News  
[xfactor.itv.com](#)  
Download all of the finalists' live show performances on iTunes.  
14 hours ago - Share - Flag  
283 people like this.  
View all 196 comments

**The X Factor** Re: Wagner and Mary rumours... they do say behind every great Brazilian is an amazing woman.  
14 hours ago  
1,037 people like this.  
View all 375 comments

...content feeds content

# Rise of 'event television' content

This experimental prototype is now at an end.  
We hope you liked it.

Shownar launched in June 2009. It monitored online activity around BBC TV and radio shows, and worked out which were gaining the most attention.

It was designed to help you find shows that others had not only watched, but were talking about, and, by doing so, more important to BBC FOUR, for instance, sparked interest and

And in the same way news sites, we believe their audience. So we discussions elsewhere

For more about the BERG's explanation

Shownar was scheduled running, we had lots did! — and we had a

- Broadcast
- The Guardian
- New Media Age

We're really sorry to integration with bbc progress, follow us

Thanks!  
The BBC Shownar Team  
BERG

## PICTURETHIS

Co-creation with existing social media tools and content platforms.

– Channel4 and Flickr partnered picture exchange projects

## SHOWNAR

App development with BBC to track, engage and *create* buzz. New popularity metrics and audience response development.

– *BBC partnered with web consultancy Schulze and Webb*

# PictureThis

Powered by  
**flickr**

[Picture This Home](#) | [Get Involved](#) | [Gallery](#) | [Projects](#) | [Techniques](#) | [About Picture This](#) | [The Judges](#) | [The Participants](#) | [News](#)

Welcome to Picture This : A Friendly Place to Improve Your Photography

project?

by ptadmin at 15:07 on the 23rd of July, 2010

This would love the next challenge to come from YOU

Find out More About Picture This

Enter Your search here

Search

### Latest Project

#### Street Culture

Since we're having what looks like a proper summer, the stage is well set and lit for Street Culture in all its forms

Project posted 23/07/10

[Read this Project](#)

[View all the Projects](#)

Latest Technique

# 'Can't wait culture'

Professor Yo, Pennsylvania University

Justin.tv

Sign In | Language

## Broadcast what you're doing

Go live now, meet new friends and have fun.

Username

Password

Birthday

Email

Create Account

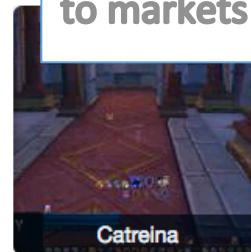
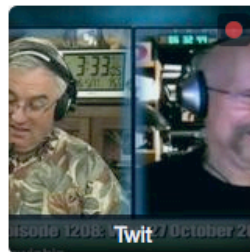
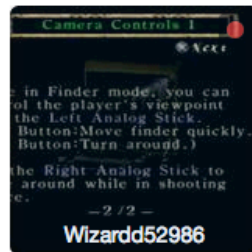
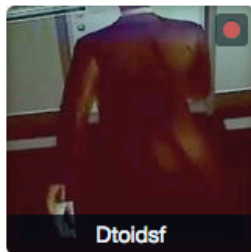
Go live in three steps!

- 1 Create an account
- 2 Click "Allow"
- 3 Click "Start"

Explore

## Watch what's happening

Browse all 2,124 live channels.



Justin.tv Web-based, live and interactive TV: *'show anyone in the world what's happening right now'*

-Michael Seibel, the company chief executive.

Users share live content, to anyone/s in over 250 countries while they chat in real-time.

Motivate crowds - to tell their friends  
Create buzz – Twitter/Facebook...  
Share products – new revenue, new entry to markets



# ‘Cumulative participation’

*Clay Shirky talking at Activate, 2010*

## Television viewing increases despite rise of internet and social media

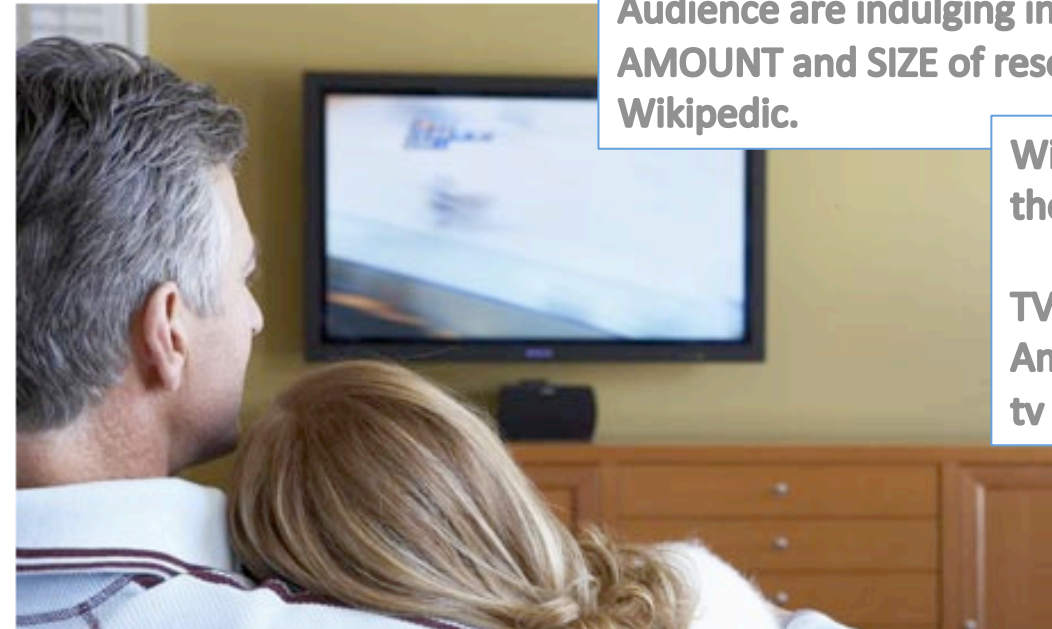
Prediction that social networks may kill TV proves premature as digital recording and big shows grab viewers

**John Plunkett**  
The Guardian, Thursday 19 August 2010  
[Article history](#)

A medium that works cumulatively and collaboratively .  
Social media = ability to consume, produce AND share.  
Audience are indulging in new activities.  
AMOUNT and SIZE of resource is Wikipedic.

Wikipedia = 100million hours of human thought,

TV USA = 200billion hours of TV/per yr, OR  
American's watch a Wikipedia's worth of tv every w/e *counting just the ads.*



Television viewing figures have continued to rise to their highest point in five years despite competition from the internet and social media networks. Photograph: Getty

# New thoughts from inside the box

## TV content as product

- Dictated by owned production & distribution
- Centralised
- One-way
- One-size-for-all
- Control

## TV content as process

- Open – transparent
- Shared input & collaboration
- Enabled by links
- Capitalise on networks





# New hoops

- Spread the content – *because your audience will*
- Encourage shares with friends
- Reflect audience views
- Monitor and mash
- Add value to collaborations – joined-up thinking e.g. Xfactor / VERY.co.uk / ITV2

## Key questions:

- What are the new streams of revenue?
- How can we track content?
- What metrics should we use/ how do we sell these to advertisers?
- HOW do programmes synergise with social media?



Dr Marian Hardey  
Lecturer Social Media  
Marketing

mariann@seriouslysocial.net  
twitter: @mazrred

end.

**THANK YOU.**

