

Pushed to the periphery
How social media has re-defined the business of designing online content

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While the center was bloviating...
Bill Densmore: Shorenstein-newshare.com/wiki ... newspaper
Everybody else: twitter (#newsmoney, #shorenstein)



How things used to be . . .

Content professionals created . . .
and charged for access . . .

And the audience paid

A selective history of change

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2. The web changed very quickly from the very definition of the information economy, to the very high-speed services economy.

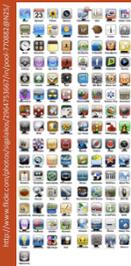
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3. Social networking emerged as the dominant internet behavior and service.



... and are still changing

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3. Social networking emerged as the dominant internet behavior and service.
4. Your phone got smart.



How things are now ...

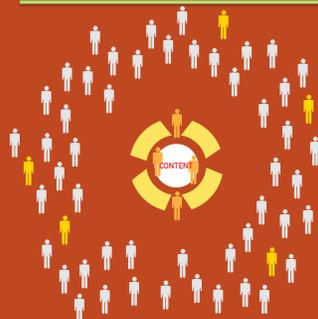
Walled content gardens still make money (WSJ, iTunes) but there is a whole new economy at the periphery.

The audience started making content, and Google programs allowed them to monetize it.

Adwords created an income stream

Search drove traffic

Free services like WordPress and Blogger proliferated in a true new economy cycle



The action is at the periphery

Online success depends on a number of factors:

- Compelling content
- Carefully managed links and contextual content
- Optimized, structured data that consumers can find
- A clear and compelling user experience that makes your data (and the app that serves it) indispensable.



At the periphery, data granularity matters

Stop thinking about web pages or web web sites.

Start thinking about data.

Think about the pieces that create the best experience at a given moment.

Make your content sharable in multiple forms, and think about the experience it supports.

The smart-phone / tablet app is the model for the foreseeable future.

Social networks make content move

People want content they can react to and comment upon.

They want to use it freely to help make a point—*their* point, not yours.

If they link to it, it should be available for a long period of time from a stable source (a permalink).

Content is for something—it's for connecting and experiencing.

How things are now . . .

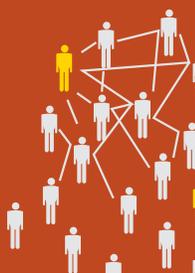
500,000,000 people on Facebook.

2,500,000 4Square users, with 100,000 joining every week.

Content travels best over social networks or through trusted sources.

People generally don't look for interesting content, they assume it will come to them.

Your facebook friends "liked [this] and thought you might like it too"



How things are now . . .

57% of internet users share links to news stories

30% of internet users get news on typical day through their SNS use

13% follow news organizations and journalists on SNS

6% get news via Twitter feeds

Source:
Lee Rainie, Pew Internet Project



What do News Participators do? (37% of Internet Users)

Comment on stories	25%
Post links on SNS	17%
Tag content	11%
Create news	9%
Create news tweets	3%

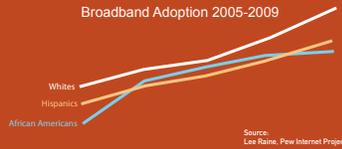
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The smart-phone is the next change agent

The smart phone—more specifically, the app—pushes computational power out to the periphery.

Computers and broadband adoption were initially white phenomenon

Broadband Adoption 2005-2009



The mobile smart-phone is the social media services platform

- African-Americans and English-speaking Latinos continue to be among the most active users of the mobile web.
- Cell phone ownership is higher among African-Americans and Latinos than among whites (87% vs. 80%) and minority cell phone owners take advantage of a much greater range of their phones' features compared with white mobile phone users.
- In total, 64% of African-Americans access the internet from a laptop or mobile phone, a seven-point increase from the 57% who did so at a similar point in 2009.

Source: Pew Internet Project

At the periphery, connecton* is the key



Twitter (micro-blogging+SMS=damn!)

- Tweets have become the connective tissue of a large (and growing) segment of the connected periphery
- URL shorteners function to maximize connections to larger info
- Audiences build ad hoc
- Find out what my friends think is important or funny

How do I use twitter well?

The rules for social media are generally constant over time. Old: to get a letter, send a letter. New: To get followers, follow people.

Base your statements on facts, and link to the sources.

Social media is for being social. Connect, converse, play nicely. Become a trusted source.

Don't try to own a topic, do try to add a point-of-view value-layer

At the periphery, the money is in services and data



Foursquare (geo-location service)

- Check in
- Play a game that earns points and badges
- Tell my friends where I am
- Find out where my friends are

4Square talks to Twitter & Facebook



What is foursquare, really?

"Foursquare lets you do CRM in the real world"
—Mike Duda, Co-founder and Managing Partner Consigiere Brand Capital

"Foursquare is about 10% of what it needs to be"
—Dennis Crowley, Co-founder and CEO, Foursquare

Foursquare is an exemplary periphery service, but it still needs a number of additional elements:

- Check-out for more granular CRM data
- SDK for venues to easily make badges
- People; reps and workers to help businesses implement CRM like loyalty programs and data analysis
- Simple means for data input like QR code read

What are the issues?

Data granularity. Your information MUST be broken down into the smallest possible pieces and served from a database.

Privacy, privacy, privacy
(Facebook places: getting tagged & stored in the core)
(WSJ: What they know)

A fair value proposition for consumers

And the more things change. . .

"...there has hardly ever been a fortune created without a monopoly of some sort, or at least an oligopoly. This is the natural path of industrialization: invention, propagation, adoption, control."

Chris Anderson,
The Web Is Dead: Long Live the Internet
Wired Magazine

http://www.wired.com/magazine/2010/08/ff_webrip/

Thank you

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