



The Risks and Rewards of Social Media

Chris Deffenbaugh

Approach

- ▶ An (apolitical) discussion of how social media has influenced the ways we communicate and perceive information.

Risks & Rewards of Social Media

- ▶ The Good, the Bad and the Ugly
- ▶ By the Numbers
- ▶ How and Why
- ▶ Model Behavior
- ▶ Social Discussion

The Good, the Bad and the Ugly

- ▶ The Good – Everyone has a Voice; Connectivity; Education
- ▶ The Bad – Overuse; Disassociation; Bias
- ▶ The Ugly – Hate Speech; Trolling; Disinformation

The Numbers

▶ Data



250 Billion Gb of data are added to the internet every day.



90% of the world's recorded data has been generated by internet users in the **last two years.**

Forbes

The Numbers

▶ Connectivity



3.5 billion people,
45% of the world population,
are active social media users.

▶ Growth



Worldwide social media
usage **increased** by
20% from 2017-19.

Pew Research Center

The Numbers

► Connectivity



The average person has **155 Facebook** friends



91% of all retail brands use **2 or more** social media channels

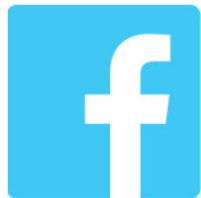
HootSuite, Pew Research Center

The Numbers

► Connectivity



In the U.S., **95%** of the population is online; **70%** are social media users.



Facebook is used by **80%** of the online U.S. population.

Pew Research Center

The Numbers

► Connectivity



Americans spend an average of **2 hours a day** on social media.



68% of Americans get news on social media.

Pew Research Center

The Numbers

► Connectivity

57% of social media news consumers say they expect information to be inaccurate.



Fewer than half (**48%**) of Americans say they trust the media.

Pew Research Center

The Numbers

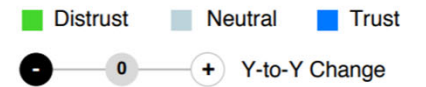
► Connectivity



92% of internet users say they trust earned media.

Pew Research Center

Trust



△ Informed public

NGOs



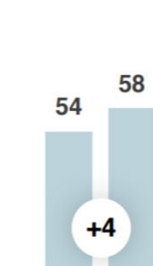
2018 2019

Business



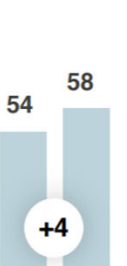
2018 2019

Government



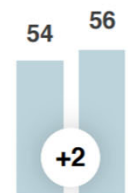
2018 2019

Media

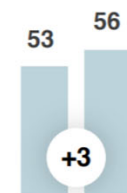


2018 2019

▲ General population

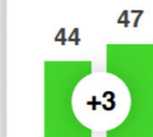


2018 2019

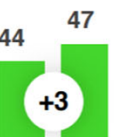


2018 2019

Government and media still distrusted



2018 2019



2018 2019

Edelman Trust Survey, 2019

Trust Inequality Returns to Record Highs

Informed Public





Mass Population



2017

2018

2019

 Distrust  Neutral  Trust

#TrustBarometer

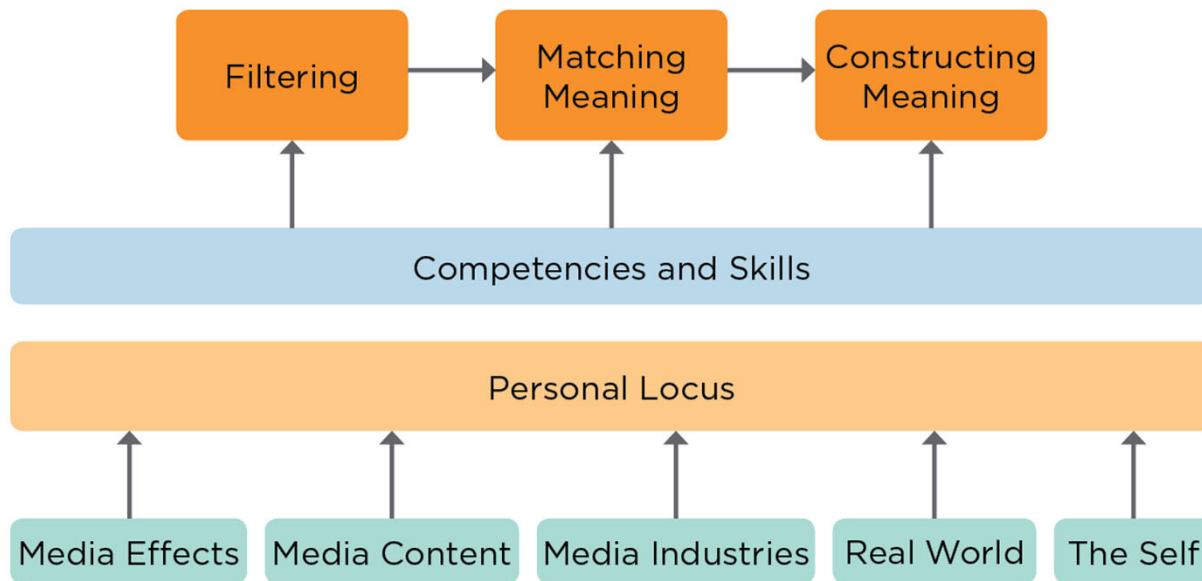
Media Effects

Social cognition research is built upon two underlying principles:

- ▶ Sufficiency
- ▶ Accessibility

Cognitive Model of Media Literacy

Potter's model looks at the way we shape our understanding of the media, and the effects the media has on us.



Media Effects

The presentation of information shapes our perception

- ▶ Constructs & Activation
- ▶ Vividness
- ▶ Framing
- ▶ Social Learning & Perceived Relevance
- ▶ Trust

Media Effects

- ▶ Cognitive Bias
- ▶ Echo Chambers
- ▶ Group Think

A photograph showing a group of women in a meeting or public gathering. In the foreground, a woman in a yellow shirt looks surprised with her mouth open. To her right, a woman in a teal tank top looks distressed or angry, also with her mouth open. In the background, another woman in a light blue shirt looks on with a serious expression. The scene is brightly lit, and the focus is on the women's faces and reactions.

Unanticipated Consequences



Donald Sutherland and Amanda Drew in "Trust." OLIVER UPTON/FX



RECYCLED PAPER
©COPYRIGHT 2018
USA TODAY
A Division of
Gannett Co., Inc.

Energized Fla. students keep the pressure on

One month later, their movement is growing

Christal Hayes
USA TODAY

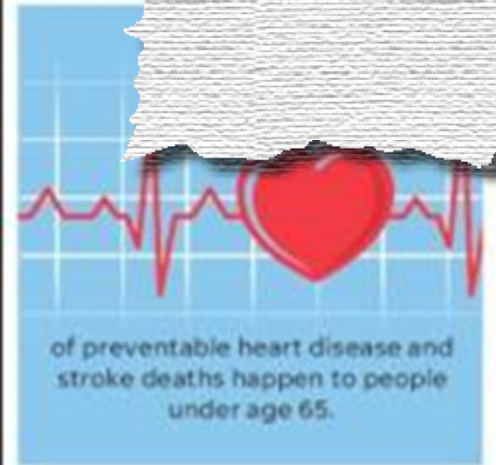


Giant, hungry African snails oozing trouble in Havana

Tracey Eaton
Special to USA TODAY

SOCIAL MEDIA OUTPACES PRINT NEWSPAPERS IN U.S.

USA S...



of preventable heart disease and stroke deaths happen to people under age 65.

SOURCE Centers for Disease Control and

up and have become advocates who say they won't stop until their demands are met.

Between school walkouts — a nationwide one is planned Wednesday — letter-writing campaigns and marches planned in every state, a new generation has taken the reins in the debate about firearms, gun violence and school safety. And they say this is just the beginning.

sorry and dwell in the sadness. We have to try to make change, we have to honor the 17 people we lost. We have to do this, and we will."

Corin and about 20 others, who rally around the message of #Never Again, have seemingly surprised everyone. Last month, the students were huddling under desks as a gunman terrorized their school. Now, they're

the snail will be eradicated in Cuba," said James Coupland, an entomologist and an authority on invasive snails.

Giant African snails can transmit disease and have damaged crops in Florida, Georgia and other states. Florida has tried several times to get rid of the snails, starting as far back as the 1970s. Posters urging residents to report snail sightings warned: "This is

Pew Research Center, 2018



Donald Sutherland and Amanda Drew in "Trust." OLIVER UPTON/FX



HOME P...
1-800-E...

Energized Fla. students keep the pressure on

One month later, their movement is growing

Christal Hayes
USA TODAY

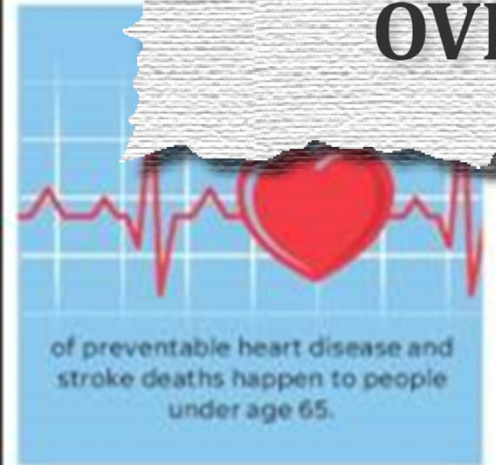


Giant, hungry African snails oozing trouble in Havana

Tracey Eaton
Special to USA TODAY

PEOPLE WHO READ FACEBOOK HEADLINES OVERESTIMATE THEIR KNOWLEDGE

USA S...



SOURCE Centers for Disease Control and

up and have become advocates who say they won't stop until their demands are met.

Between school walkouts — a nationwide one is planned Wednesday — letter-writing campaigns and marches planned in every state, a new generation has taken the reins in the debate about firearms, gun violence and school safety. And they say this is just the beginning.

sorry and dwell in the sadness. We have to try to make change, and we have to honor the 17 people we lost. We have to do this, and we will."

Corin and about 20 others, who rally around the message of #Never Again, have seemingly surprised everyone. Last month, the students were huddling under desks as a gunman terrorized their school. Now, they're

snails are... Cuba's... flowers... animals... world's most... up to 8... Some... rites... authorities... menace... probable that... the snail will be eradicated in Cuba," said James Coupland, an entomologist and an authority on invasive snails.

Giant African snails can transmit disease and have damaged crops in Florida, Georgia and other states. Florida has tried several times to get rid of the snails, starting as far back as the 1970s. Posters urging residents to report snail sightings warned: "This is

PsyPost, 2019



Donald Sutherland and Amanda Drew in "Trust." OLIVER UPTON/FX



HOME DELIVERY
1-800-872-0001 USATODAYSERVICE.COM

Energized Fla. students keep the pressure on

One month later, their movement is growing

Christal Hayes
USA TODAY



Giant, hungry African snails oozing trouble in Havana

Tracey Eaton
Special to USA TODAY

HAVANA – Giant African snails are

THE EMERGING CRISIS IN CRITICAL THINKING

USA S...

of preventable heart disease and stroke deaths happen to people under age 65.

SOURCE Centers for Disease Control and

tragedy, she and other students rose up and have become advocates who say they won't stop until their demands are met.

Between school walkouts — a nationwide one is planned Wednesday — letter-writing campaigns and marches planned in every state, a new generation has taken the reins in the debate about firearms, gun violence and school safety. And they say this is just the beginning.

month, t...

sorry and dwell in the sadness. We have to try to make change, and we have to honor the 17 people we lost. We have to do this, and we will."

Corin and about 20 others, who rally around the message of #Never Again, have seemingly surprised everyone. Last month, the students were huddling under desks as a gunman terrorized their school. Now, they're

Cuba's flowers, animals. world's most up to 8 d. Some us rites. authorities

menace. "I think it's highly improbable that ... dedicated in Cuba," said James Coupland, an entomologist in Ontario, Canada, and an authority on invasive snails.

Giant African snails can transmit disease and have damaged crops in Florida, Georgia and other states. Florida has tried several times to get rid of the snails, starting as far back as the 1970s. Posters urging residents to report snail sightings warned: "This is

Forbes, 2019



Donald Sutherland and Amanda Drew in "Trust." OLIVER UPTON/FX

Energized Fla. students keep the pressure on

One month later, their movement is growing

Christal Hayes
USA TODAY



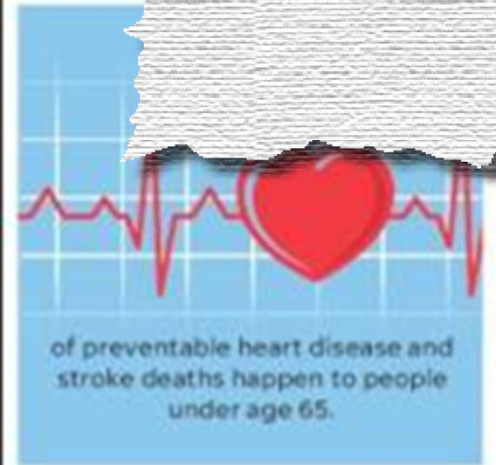
Giant, hungry African snails oozing trouble in Havana

Tracey Eaton
Special to USA TODAY



HOME P...
1-800-E...

USA SH...



of preventable heart disease and stroke deaths happen to people under age 65.

SOURCE Centers for Disease Control and

SOCIAL MEDIA MAKES PEOPLE CHANGE THEIR VIEWS

up and have become advocates who say they won't stop until their demands are met.

Between school walkouts — a nationwide one is planned Wednesday — letter-writing campaigns and marches planned in every state, a new generation has taken the reins in the debate about firearms, gun violence and school safety. And they say this is just the beginning.

sorry and dwell in the sadness. We have to try to make change, we have to honor the 17 people we lost. We have to do this, and we will."

Corin and about 20 others, who rally around the message of #Never Again, have seemingly surprised everyone. Last month, the students were huddling under desks as a gunman terrorized their school. Now, they're

U.S. News, 2018

the snail will be eradicated in Cuba," said James Coupland, an entomologist in Cuba, Canada, and an authority on invasive snails.

Giant African snails can transmit disease and have damaged crops in Florida, Georgia and other states. Florida has tried several times to get rid of the snails, starting as far back as the 1970s. Posters urging residents to report snail sightings warned: "This is

snails are
Cuba's
flowers,
animals.
d's most
up to 8
Some
rites.
horities
menace.
bable that



Donald Sutherland and Amanda Drew in "Trust." OLIVER UPTON/FX

89505 03005 7
 ©COPYRIGHT 2018
 USA TODAY
 A Division of
 Gannett Co., Inc.

HOME DELIVERY
1-800-6

Energized Fla. students keep the pressure on

One month later, their movement is growing

Christal Hayes
USA TODAY



Giant, hungry African snails oozing trouble in Havana

Tracey Eaton
Special to USA TODAY

Americans Favor Protecting Information Freedoms Over Government Steps to Restrict False News Online

of preventable heart disease and stroke deaths happen to people under age 65.

SOURCE Centers for Disease Control and

up and have become advocates who say they won't stop until their demands are met.

Between school walkouts — a nationwide one is planned Wednesday — letter-writing campaigns and marches planned in every state, a new generation has taken the reins in the debate about firearms, gun violence and school safety. And they say this is just the beginning.

sorry and dwell in the sadness. We have to try to make change, we have to honor the 17 people we lost. We have to do this, and we will."

Corin and about 20 others, who rally around the message of #Never Again, have seemingly surprised everyone. Last month, the students were huddling under desks as a gunman terrorized their school. Now, they're

Pew Research Center, 2018

the snail will be eradicated in Cuba," said James Coupland, an entomologist on invasive snails.

Giant African snails can transmit disease and have damaged crops in Florida, Georgia and other states. Florida has tried several times to get rid of the snails, starting as far back as the 1970s. Posters urging residents to report snail sightings warned: "This is

The Good – A Path to Inform & Connect

▶ The Message

- Inform; excite; call for action

▶ The Means

- The medium is the message
- Ownership of a message shifts after “send”

The Good – A Path to Inform & Connect

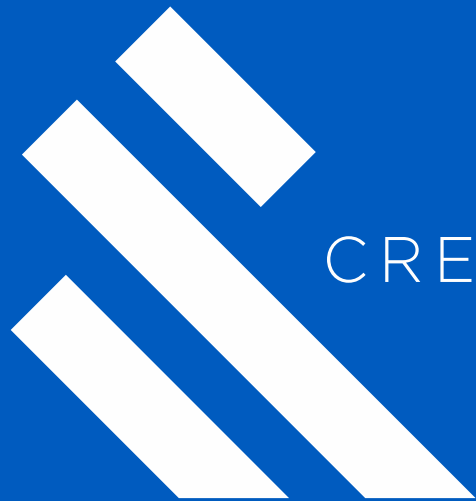
▶ The Message

- Broad inclusivity
- Set parameters

▶ The Outcome

- Respond, don't react
- Document, don't block
- Drive behavior
- Play to the back row

Q & A



CREATE AMAZING.