

# Lecture 7: Social Media

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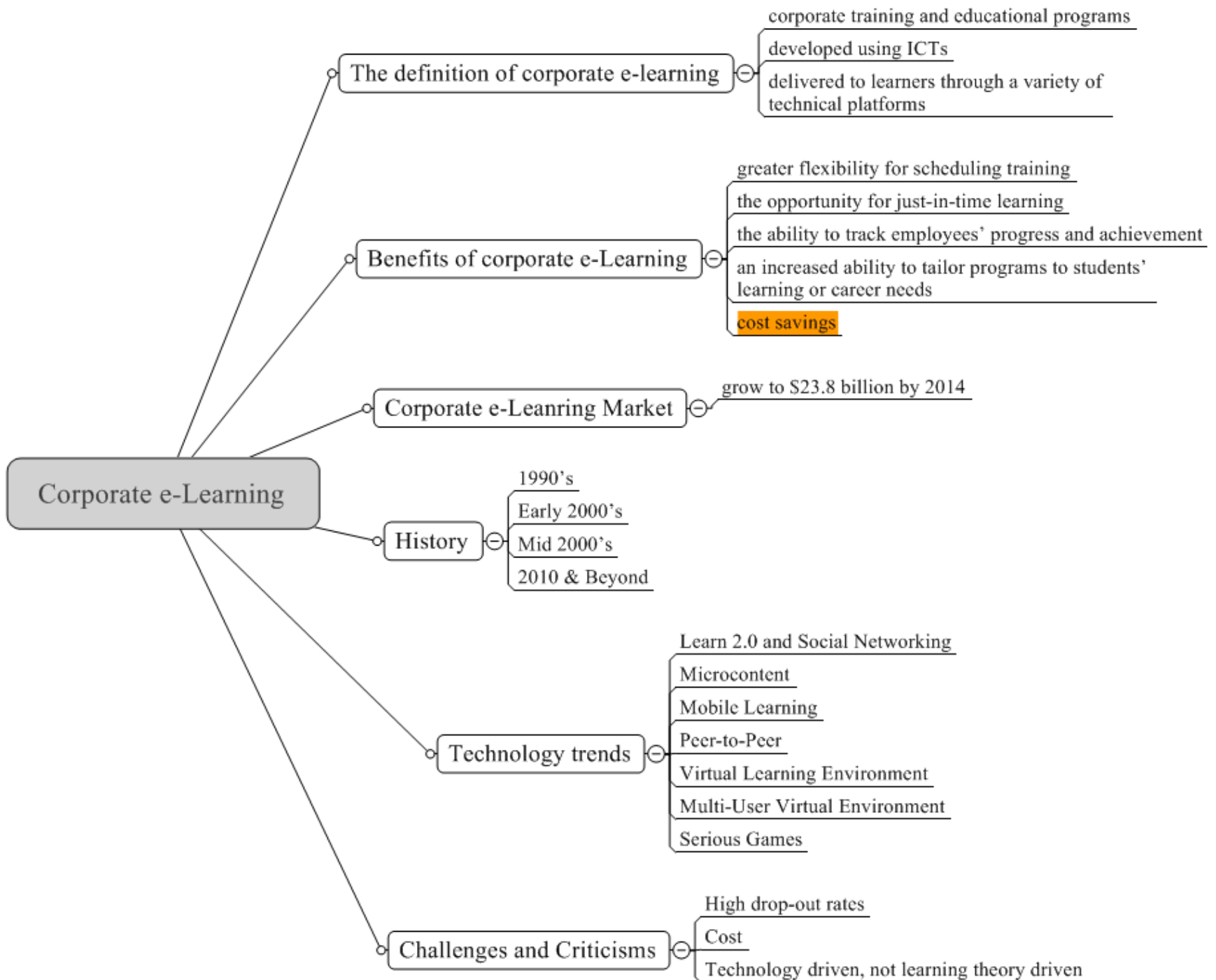
Faculty of Education

Jiangsu Normal University

Professional English For Educational Technology  
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Last  
lesson  
review



# Learning Objectives

- Know the definition of social media
- Know the distinction between social media and traditional media
- Know the criticisms of social media
- Master professional words about social media





# *Social Media Pictures*





Social Media

Bandwagon

You

Tube

Flickr

facebook.







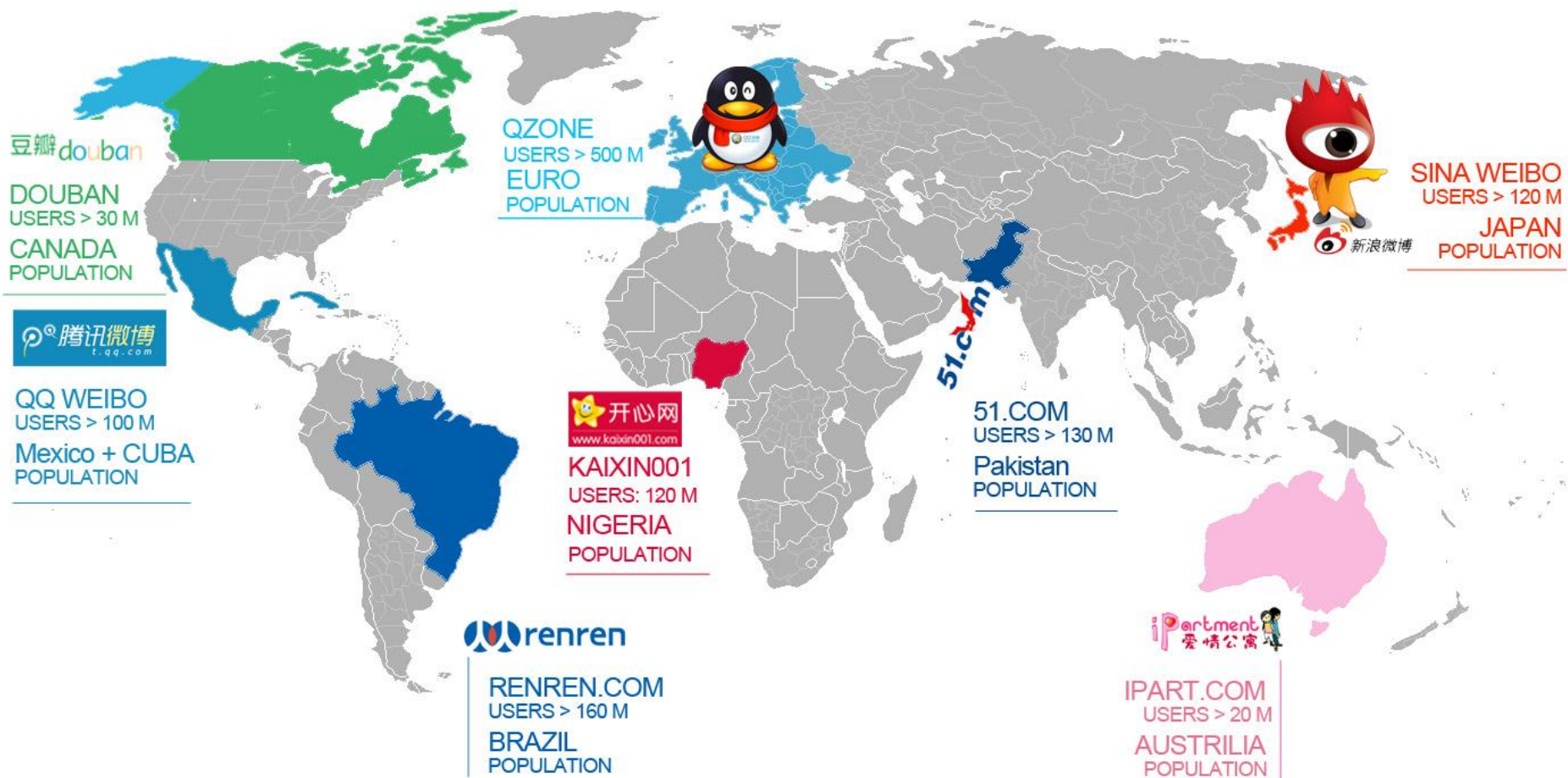




*With the rise of China*

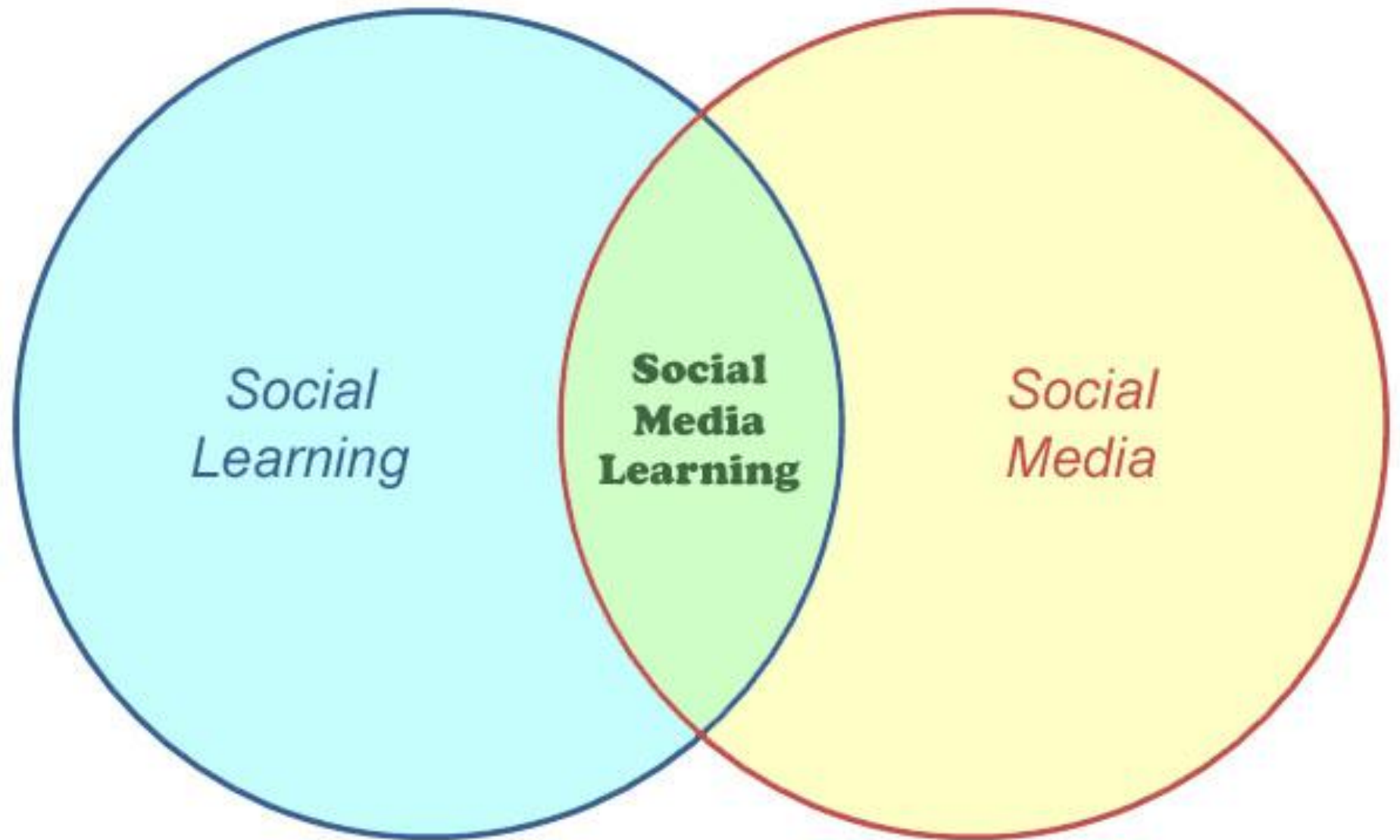
# HOW BIG IS SOCIAL MEDIA IN CHINA

Which countries match the population of China's top social networks



SOURCES: INTERNET PREPARED BY EDELMAN DIGITAL





**Social Learning  $\neq$  Social Media Learning**





# *Reading Materials*

- **Reading 1: What is Social Media?**

- <http://lcell.bnu.edu.cn/do/uploadres?action=down&resourceId=16618&filePath=/upImages/sgresource/20121022210840/What%20is%20social%20media.docx>

# What is social media?

- The best way to define social media is to break it down. **Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication.**
- In Web 2.0 terms, this would be a website that doesn't just give you information, **but** interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as [Flixster](#) recommending movies to you based on the ratings of other people with similar interests.
- Think of **regular media as a one-way street** where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter.
- Social media, on the other hand, is **a two-way street** that gives you the ability to communicate too.



- **Reading 2: Social Media from Wikipedia**

- <http://lcell.bnu.edu.cn/do/uploadres?action=down&resourceId=16619&filePath=/upImages/sgresource/20121022210912/Social%20media%20from%20wikipedia.doc>

# Different definitions

- interactive platforms via which individuals and communities create and share user-generated content
- a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#).

# Different definitions

1. Social medias refer to the interactive platforms via which individuals and communities create and share user-generated content
2. Social medias are a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.
3. Social media are social software which mediate human communication.



# Distinction from industrial media

- Businesses may refer to social media as consumer-generated media (CGM).
- A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.

# Distinction from industrial media

- Reach – both industrial and social media technologies provide scale and are capable of reaching a global audience. Industrial media, however, typically use a centralized framework for organization, production, and dissemination, whereas social media are by their very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility.
- Accessibility – the means of production for industrial media are typically government and/or corporate (privately-owned); social media tools are generally available to the public at little or no cost.

# Distinction from industrial media

- Usability – industrial media production typically requires specialized skills and training. Conversely, most social media production requires only modest reinterpretation of existing skills; in theory, anyone with access can operate the means of social media production.
- Immediacy – the time lag between communications produced by industrial media can be long (days, weeks, or even months) compared to social media (which can be capable of virtually instantaneous responses). However, as industrial media begins adopting aspects of production normally associated with social media tools, this feature may not prove distinctive over time.

# Distinction from industrial media

- Permanence – industrial media, once created, cannot be altered (once a magazine article is printed and distributed changes cannot be made to that same article) whereas social media can be altered almost instantaneously by comments or editing.



# Mobile social media

- Social media applications used on mobile devices are called mobile social media. In comparison to traditional social media running on computers, mobile social media display a higher location- and time-sensitivity.





# Criticisms

- [Tim Berners-Lee](#) contends that the danger of social networking sites is that most are silos and do not allow users to port data from one site to another. He also cautions against social networks that grow too big and become a monopoly as this tends to limit innovation.





# *Video Resources*

# Social media revolution



# Social media marketing in 3 minutes



Upside Down  
Iceberg

Our Niche is  
Helping You Expose Yours

[www.upsidedowniceberg.com](http://www.upsidedowniceberg.com)



Jody Underhill  
[Twitter.com/JodyUnderhill](https://twitter.com/JodyUnderhill)



Eric Kurit  
[Twitter.com/EricKurit](https://twitter.com/EricKurit)

00:00:02/00:03:33

Video player controls: eye icon, play/pause, volume, and progress bar.





- social media: 社会化媒体/社交媒体
- Mobile social media: 移动社交媒体
- regular media: 常规媒体
- one-way street: 单通道
- two-way street: 双通道
- social networking: 社交网络/社会化网络
- podcast: 播客
- weblog: 博客站点
- social bookmarking: 社会化书签
- Vlog: 视频博客
- Microblog: 微博
- Wiki: 维基

# Any more?

- Please pick up other professional words by yourself, and post them on the comment area.

内容准确性 选择 ▾ 内容客观性 选择 ▾ 内容完整性 选择 ▾ 标注规范性 选择 ▾ 更新及时性 选择 ▾

用户评论：(0 条) [我也要评论](#)

您将成为第一个评论者！输入内容发表您的高见吧！

共 0 条记录, 上为第 0 到 0 条 转到 ▾

添加评论：(500字以内)  (0) 得分 (0.0)

请输入您对学习元的评论

*Here*

[提交](#)



# Summary



# Can you recall what we learn today?

- The definition of social media
- The distinctions between social media and traditional media
- The criticisms of social media



*Any question, please contact me:*

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\* Actions speak louder than words \*