

Communicating on social media

PROGETTO ERASMUS+EACITI | POLO LICEALE MATTIOLI VASTO

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What is social media?

THE COLLECTION OF ONLINE PLATFORMS THAT INVOLVE SHARING AND COLLABORATING WITH AN ONLINE **COMMUNITY** BY POSTING, COMMENTING, AND **INTERACTING** WITH ONE ANOTHER.

ONLINE COMMUNICATION HAS BROUGHT INFORMATION TO PEOPLE AND AUDIENCES THAT PREVIOUSLY COULD NOT BE REACHED. IT HAS INCREASED AWARENESS AMONG PEOPLE ABOUT WHAT IS HAPPENING IN OTHER PARTS OF THE WORLD.

Numbers & Users

- ▶ Around 4,5 billion people use social media today, which means that 57,6% of the world uses social media for communication.
- ▶ Social media has taken over the business sphere, the advertising sphere and additionally, the education sector.
- ▶ Every day each user spent 2+ hours on social media

MOST USED (in order)

Facebook, Youtube, Whatsapp, Fb messenger, Instagram

Social media has influenced the way we communicate

- ▶ **Business strategy.** Now everything is just a click away and includes everything from news to buying your groceries
- ▶ **Online payment.** Social networking platforms like WhatsApp are incorporating options (WhatsApp Payments) within the application that allows you to transfer money to other people with minimal effort. The only challenge that these new payment systems presents is the maintenance of security standards
- ▶ **Online healthcare.** Social media has changed the way healthcare services are carried out. Rather than physically visiting a doctor for your ailments, you can now speak to a virtual doctor who will suggest medications based on your symptoms. Some doctors even consult with patients over Skype calls to better understand their ailments

Social media has influenced the way we communicate

- ▶ **Increased civic awareness.** Social media has changed how we are governed by making the process more transparent. Many leaders across the world have taken to social media to voice their opinions and priority issues, giving people a better understanding of the government they have elected.
- ▶ **Disaster management.** Global warming has affected our planet to the extent that natural calamities make headlines every other day. In the face of this, social media has become a saviour, enabling relief funds, information and support can be sent and accessed more easily. For example, the safety check feature on Facebook allows you to mark yourself safe in disaster zones, helping your friends and family know that you are safe, in case there is no other medium of communication available.

News on social media

Information Overload

Many people tend to binge on social media, spending hours and hours scrolling through sites. Ultimately, this may lead to a constant craving of more internet and more social media consumption. The more people get, the more they want — and it's hard to stop the cycle.

News on social media

Need to share

Social media has created a feeling among users that they must share whatever they are doing — from restaurant orders, to concerts, to the books they are reading. This can be a **social media positive effect** because people are getting more exposure to things they might not otherwise, such as new reads. But it can also be a **negative effect** as it can urge people to become dependent on posting anything occurring in their own lives and painting those occurrences as rosier than they truly are.

News on social media

Broadcasting live

Broadcasting live started as a fun, innocent idea to share life's moments, but it's transformed to become a large part of political movements, sharing some dark aspects of today's society. The option to post live videos has created an important platform for serious issues that need to be spoken about.



11/09/2001 Twin towers attack

Breaking news on TV



6/04/2009 L'Aquila earthquake

Breaking news on
Teletext Service

TELEVIDEO	
Rai	TELEVIDEO REGIONALE SU RAI3 a pagina 300
101	ULTIM'ORA
103	PRIMA
104	OGGI-FLASH
200	SPORT
300	BORSA-FONDI
400	PUBBLICA UTILITA'
401	ALMANACCO
480	MAGAZINE
600	IN VIAGGIO
700	METEO
770	ACCESSIBILITA'
102	Le Ultim'ora
110	Attualita'
130	Notizie
150	Focus
170	Cittadini
190	Motori
785	Lotto
799	Indice A-Z
decalogo Nuovo Coronavirus 453	

Hurricane Sandy 2012

The US-based Federal Emergency Management Agency (FEMA) stated in its 2013 National Preparedness Report that during and after Hurricane Sandy, users sent more than 20 million Sandy-related Twitter posts with the help of broadband networks.



Reed Timmer

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Follow

The "FRANKEN-STORM" AAAA!
#HurricaneSandy intensified since last night, with the min pressure down to 961 mb, 75 mph. pic.twitter.com/Yh5E1OC4

← Reply ↻ Retweet ★ Favorite



Communication

PUSH

This kind of communication is from sender to receiver, and is preferable when you distribute information, yet are not looking for an immediate response—or if the matter you are trying to convey is not urgent or sensitive. However, as soon as the recipient views the message, some action is required.

TV, RADIO & CO.

PULL

Pull communication doesn't involve pulling in a reader to read your message. Instead, pull communication is all about providing group access to common information. The receiver, however, must recover this information. This method is used for a large audience who require access to information for their use.

SOCIAL MEDIA

INTERACTIVE

Interactive Communication is a fairly self-explanatory term. As the name suggests, it is a multidirectional form of communication. When you require an immediate response, and when the information you are communicating is sensitive with the possibility of being misinterpreted, you turn to interactive communication. It involves one or more people exchanging thoughts and ideas, where participants respond in real-time

War & Social Media

ARAB SPRING 2011

During Arab Spring social media provided real time reporting from the ground.

Social media indeed played a part in the Arab uprisings. Networks formed online were crucial in organizing a core group of activists, specifically in Egypt.



War in Ukraine

- ▶ Social media is a big player in this war, helping develop a narrative around the war and making sure key things come to the surface.
- ▶ While Russia has been spreading misinformation, social media has given Ukrainians the opportunity to set the record straight and garner support around the world.
- ▶ Although this isn't the first war to use social media, the use of TikTok makes it easier to send real-time videos. TikTok content is more friendly to unedited content





War in Ukraine

Ukrainian president Volodymyr Zelensky is using social media to boost Ukrainians' morale and win the information war with Russia.