

POWER

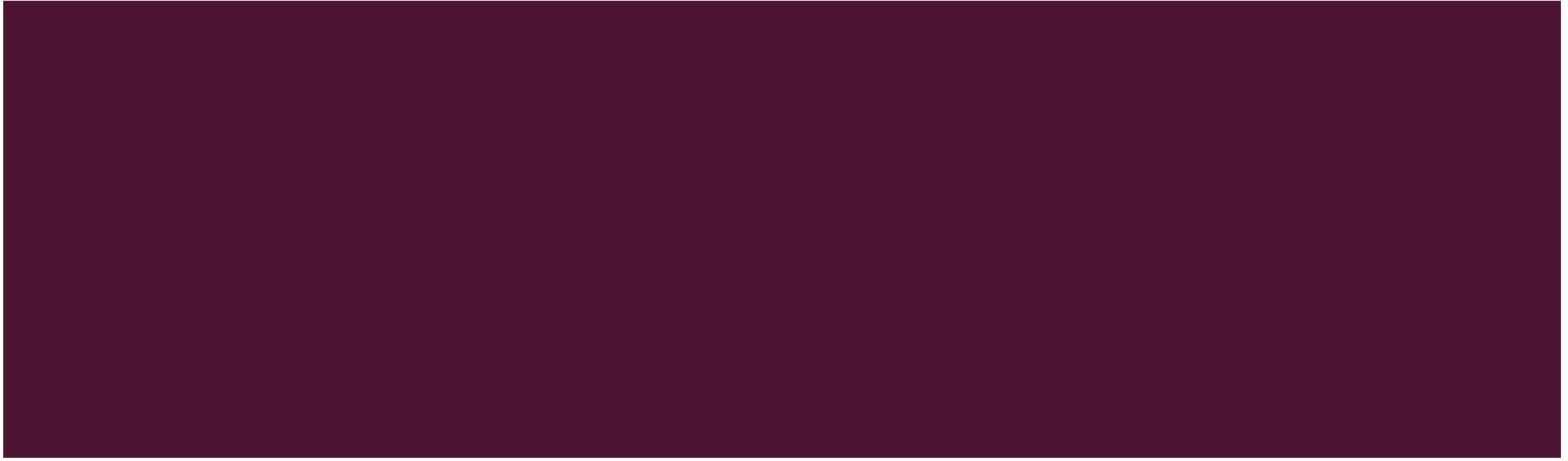
DAVID MILLARD

DEM@SOTON.AC.UK



PART I

POWER WITHIN



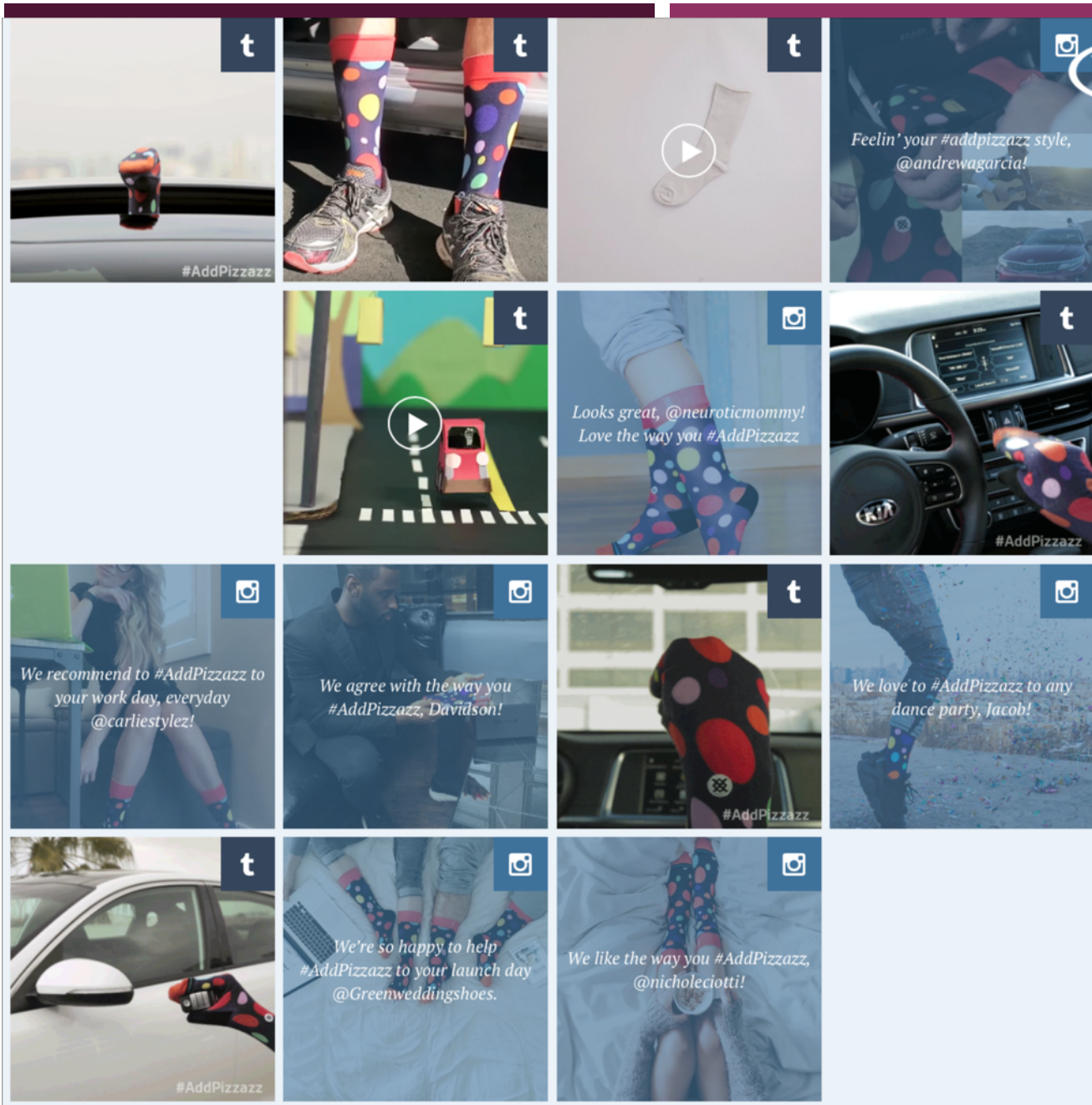


KIA ADVERT 2016 SUPERBOWL

IBM/influential analysed
over 10k social media
influencers

100 key accounts

Send them a pair of
colourful socks and
asked them to post
picture using
#AddPizzazz



interactions

\$1 000

\$5 million



ENTERTAINMENT



TRAVEL



GAMING



FITNESS



BEAUTY



HOME



FOOD



TECH & BUSINESS



KIDS

ENTERTAINMENT

TRAVEL

GAMING

“Influencer marketing is going to look a lot different in 2017. Up until now, the term strictly applied to so-called influencers—ranging from A-list celebrities all the way down to niche Instagram stars with a few thousand followers—being paid to subtly promote or endorse products to followers.

It’s part of the broader shift from mass media to individualized, highly contextual marketing.

FITNESS

BEAUTY

HOME

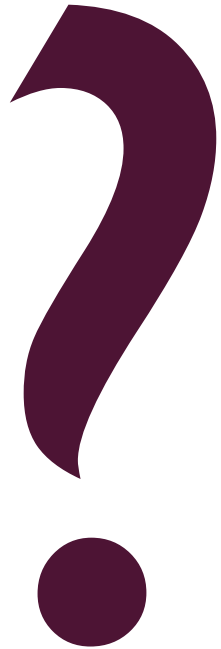
In 2017, based on new research from Columbia University, HEC Paris, and Amplero, customer-obsessed brands will take it one step further and identify the **everyday spheres of influence within their customer or prospect networks** based on behavioral data.”

- <https://www.amplero.com/influencer-optimization/>

FOOD

TECH & BUSINESS

KIDS



HOW WOULD YOU IDENTIFY

THE MOST POWERFUL PEOPLE

IN A SOCIAL NETWORK?

MEASURING POWER

In Political Philosophy:

- Power is “the production of intended effects”
 - *Russell, B., 1948. Power - A New Social Analysis Sixth., London: Unwin Brothers*

Power as Action

MEASURING POWER

In Communication Theory:

- Power is "relational capacity that enables a social actor to **influence asymmetrically the decisions of other social actor(s)** in ways that favour the empowered actor's will, interests, and values."
 - *Castells, M., 2009. Communication Power, OUP Oxford*
- Critical people: Connectors, Mavens and Salesmen
 - *Gladwell, M. 2002. The Tipping Point: How Little Things Can Make a Big Difference. Back Bay Books.*

Power as Action

Power as Influence

MEASURING POWER

In Social Networks we might interpret power as **connection**

- We can use network characteristics like Betweenness, Centrality and Hops to analyse a persons ability or *potential* to influence

Power as Action

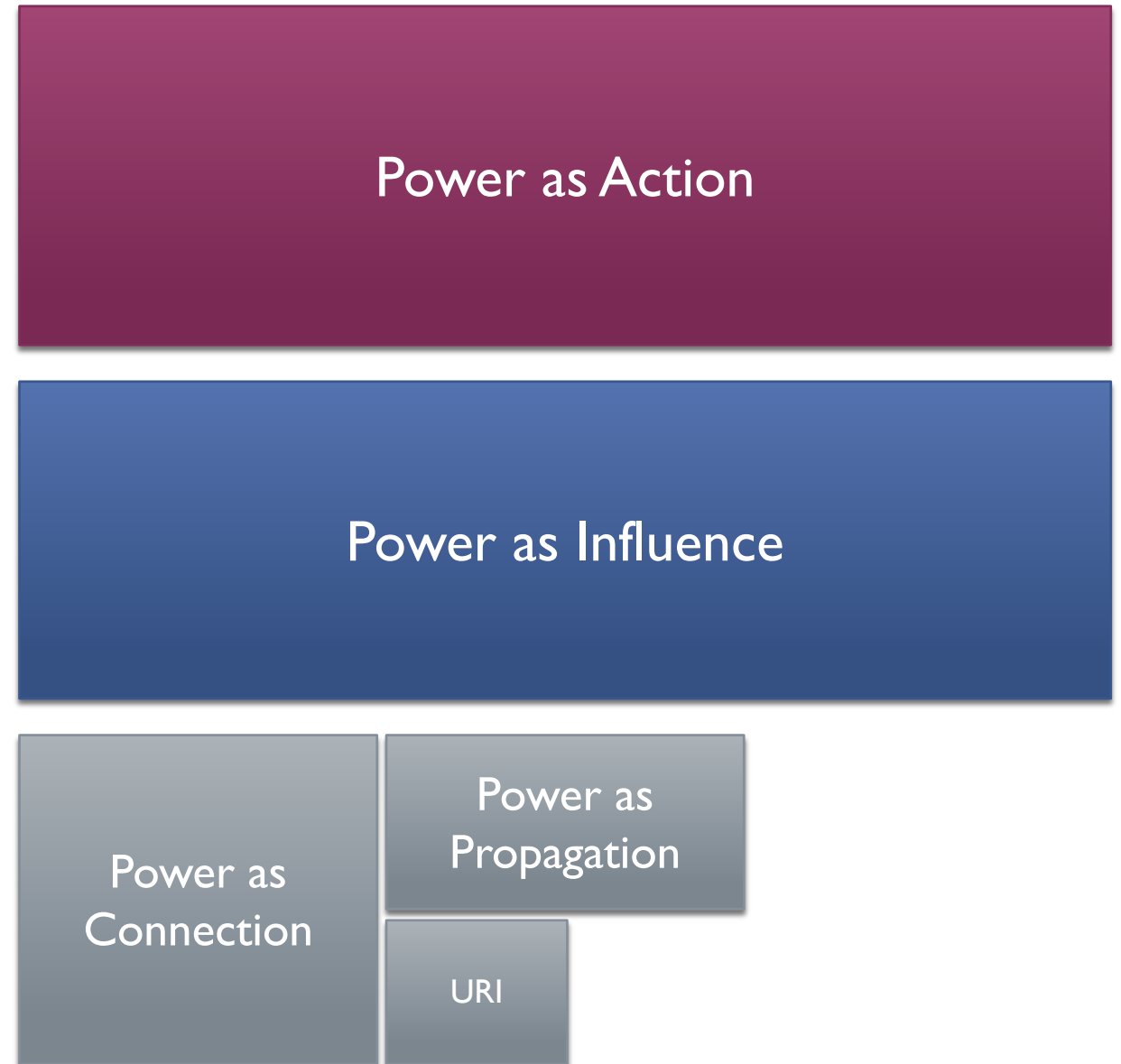
Power as Influence

Power as
Connection

MEASURING POWER

Or we might interpret power as **propagation**

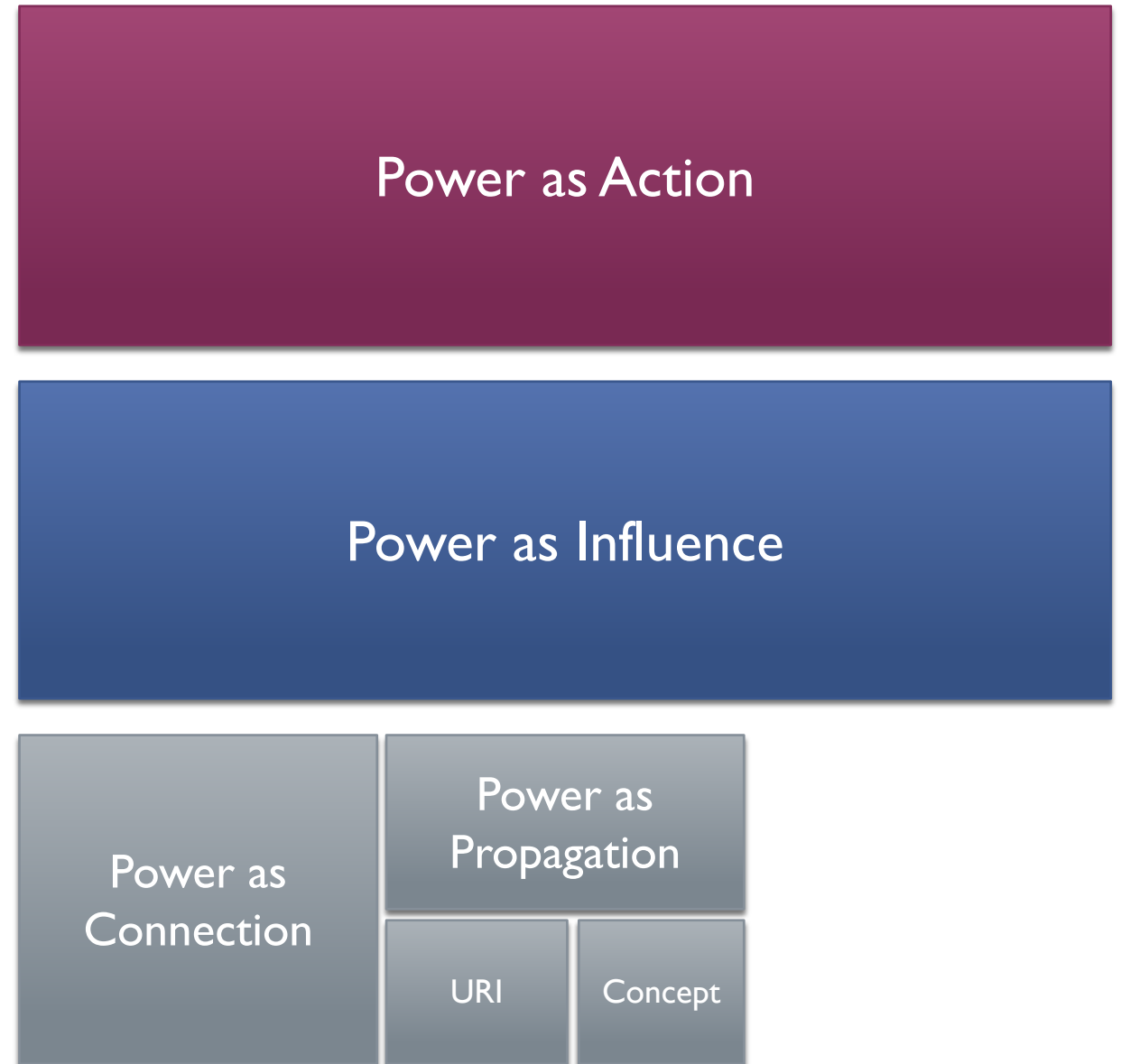
- Propagation of Content (**URIs**) – we can trace a URI through Social Media and identify sources (originating posts)



MEASURING POWER

Or we might interpret power as **propagation**

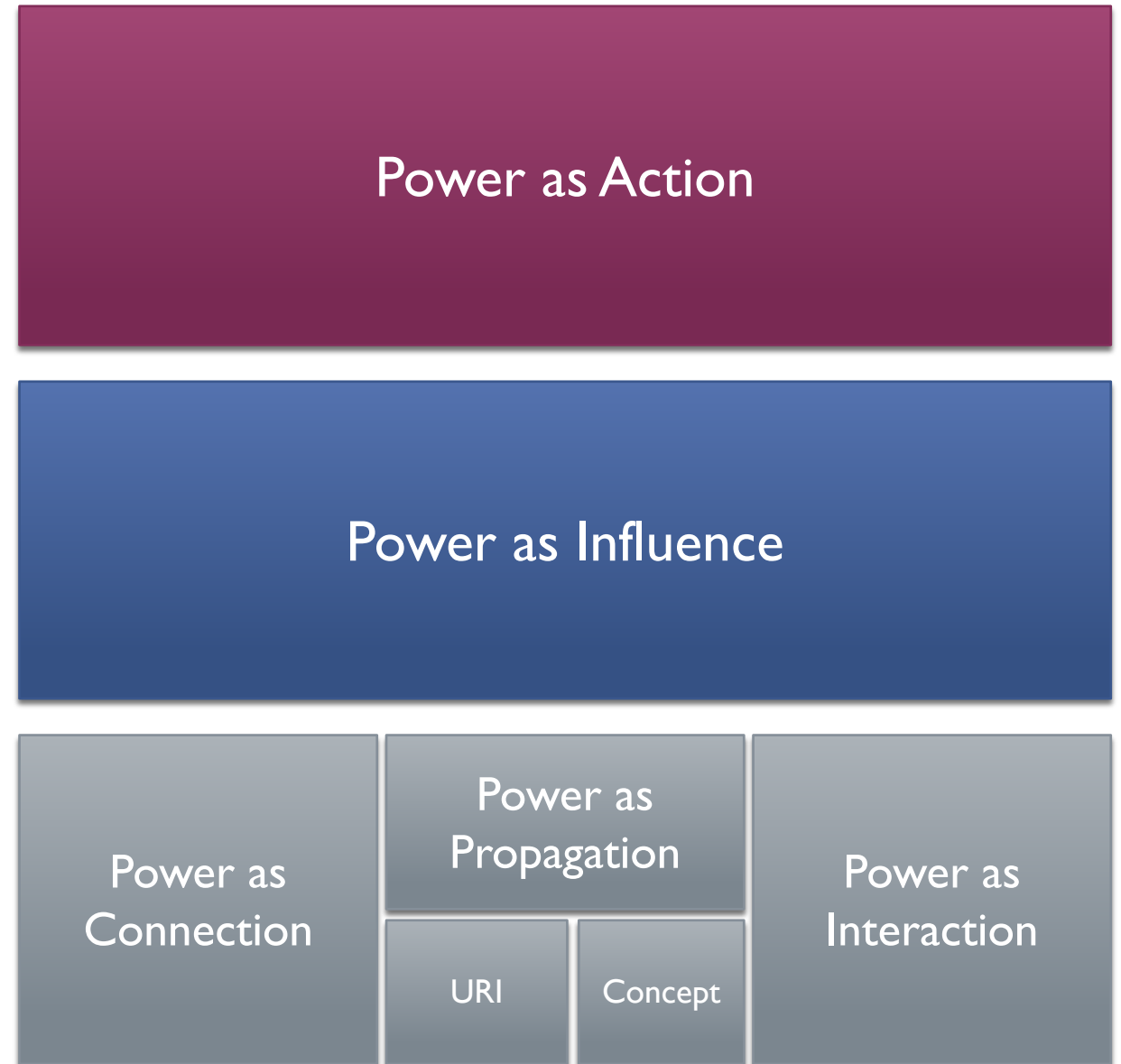
- Propagation of Content (**URIs**) – we can trace a URI through Social Media and identify sources (originating posts)
- Propagation of Content (**Concepts**) – we can trace concepts (terms) through Social Media and identify key sources whose concepts survive and are passed on the most



MEASURING POWER

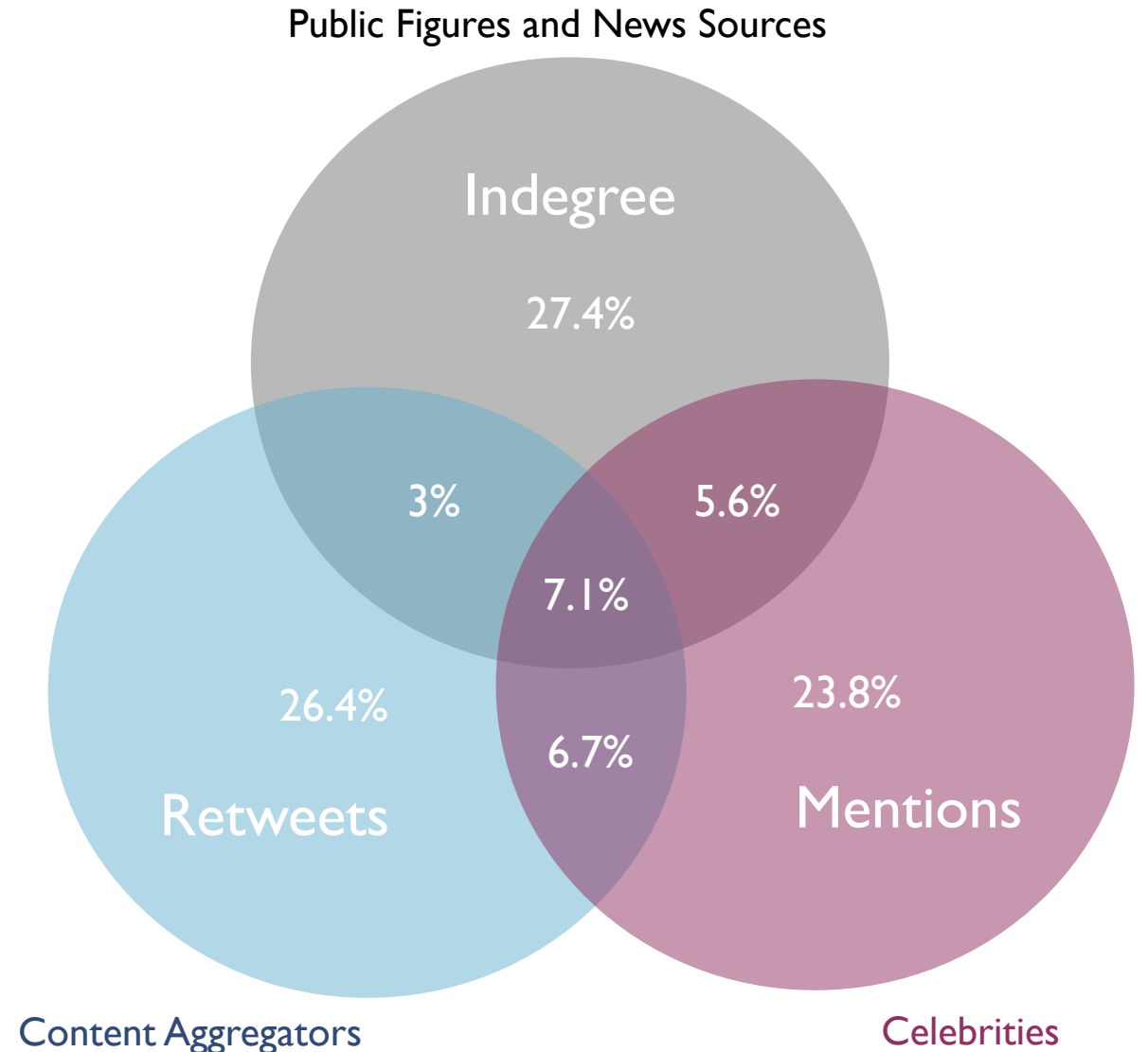
In Social Networks we might interpret power as **interaction**

- we can look at audience reaction and can discover who engages most with others
- replies, messages, sharing, joint activities, etc...



AUDIENCE RESPONSE

- **Indegree influence**, the number of followers of a user
 - Directly indicates the size of the audience for that user.
- **Retweet influence**, the number of retweets containing one's name
 - Indicates the ability of that user to generate content with pass-along value
- **Mention influence**, the number of mentions containing one's name
 - Indicates the ability of that user to engage others in a conversation.





WHO IS BEING INFLUENCED?



HOMOPHILY (LOVE OF THE SAME)

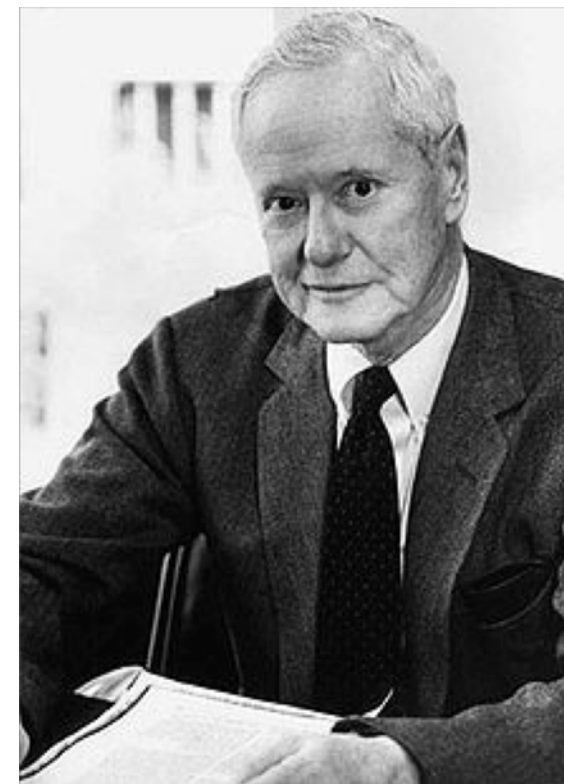
The degree to which pairs (or groups) of individuals are alike

- Similarity (dissimilarity)
- Segregation
- Social Closeness (Distance)
- Complementarity

- Lazarsfeld and Merton coined the term Homophily in 1954
 - Status Homophily
 - Value Homophily



Paul Lazarsfeld

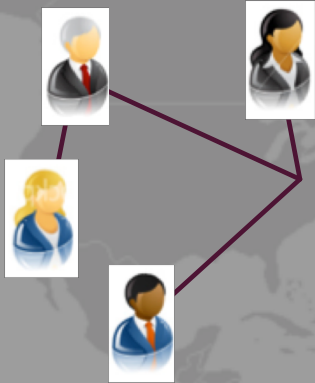


Robert K. Merton

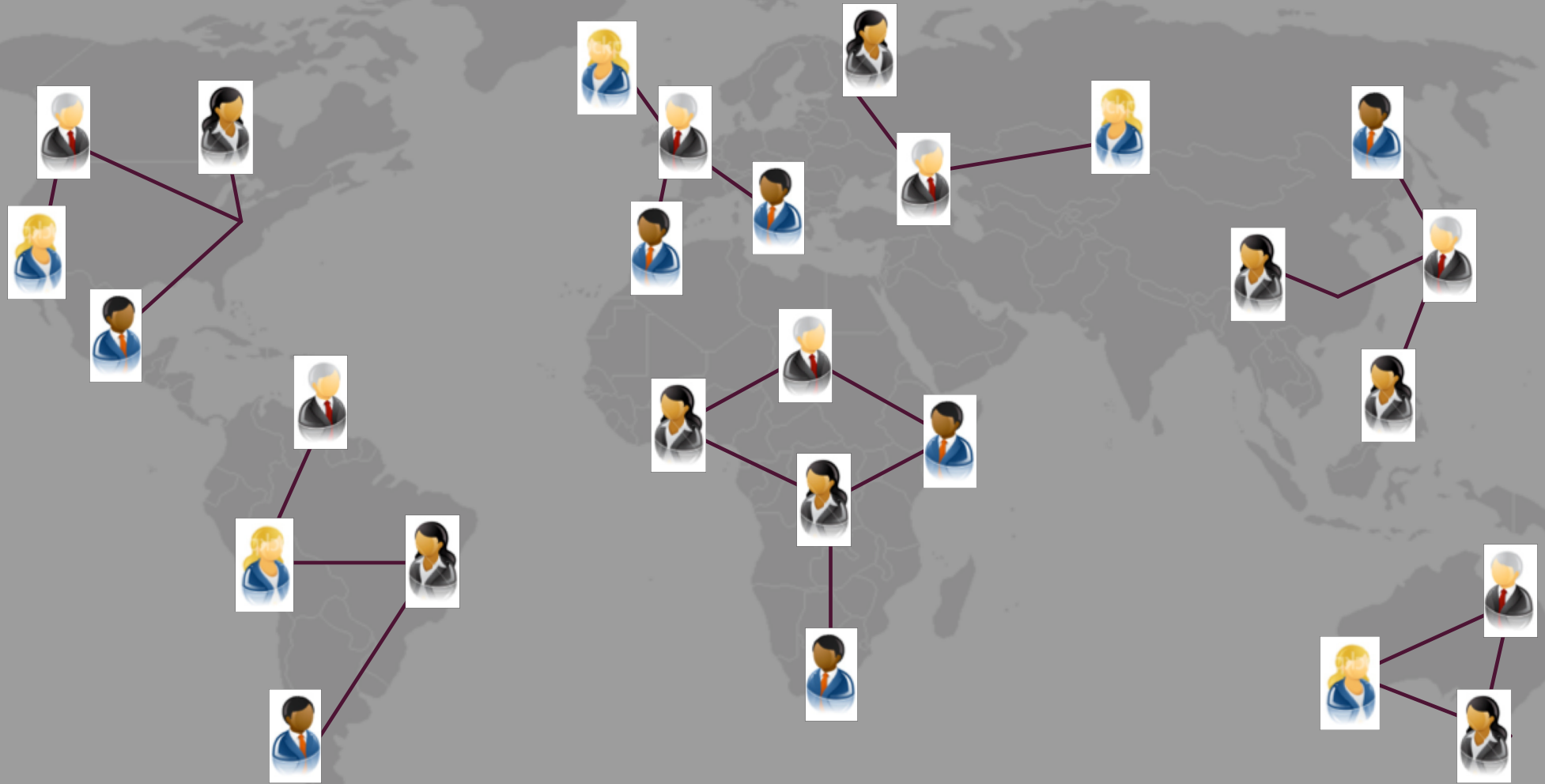
Lazarsfeld and Merton. Friendship as a social process: A substantive and methodological analysis. *Freedom and control in modern society* (1954)



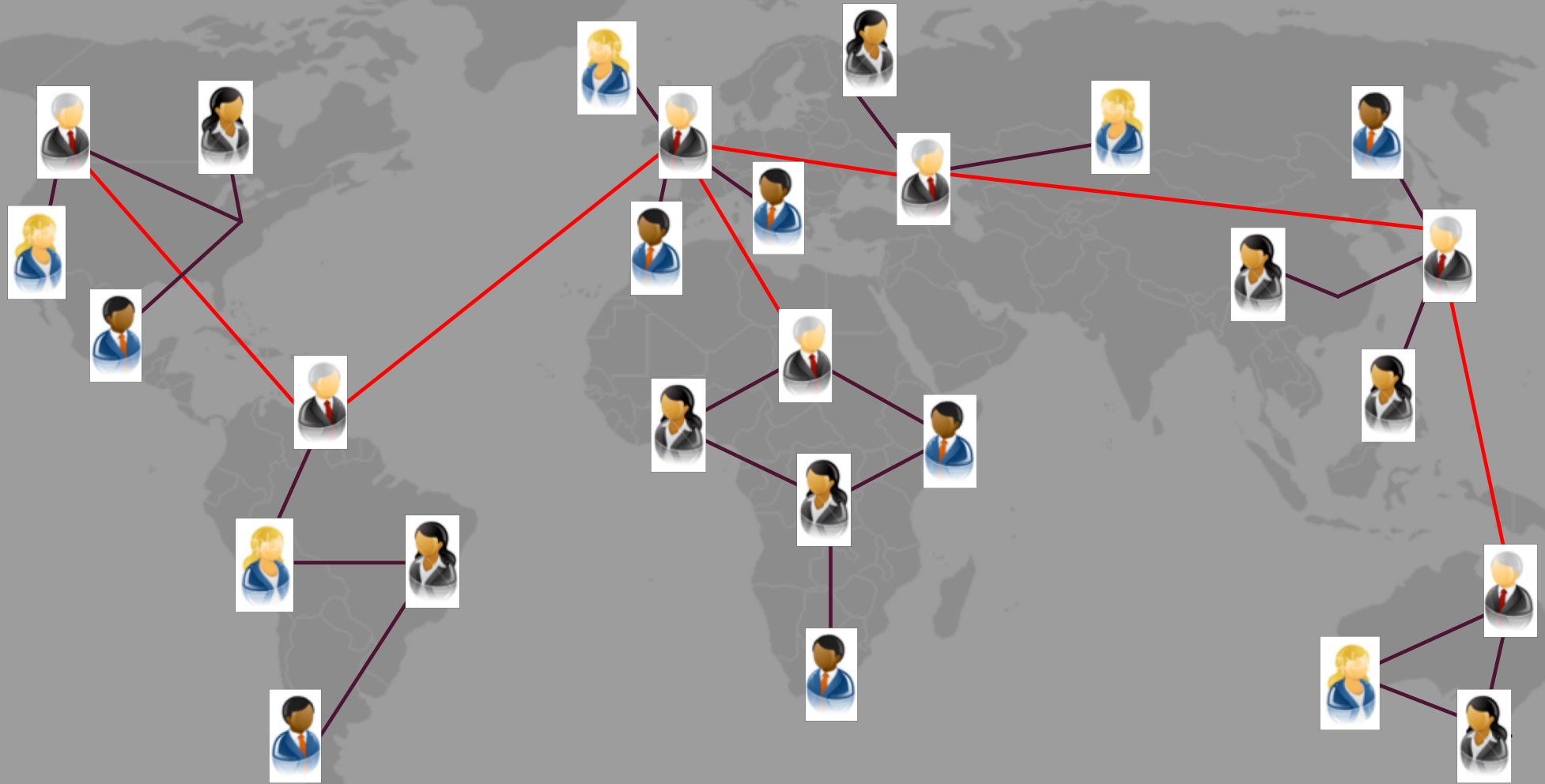
HOMOPHILY IN ACTION



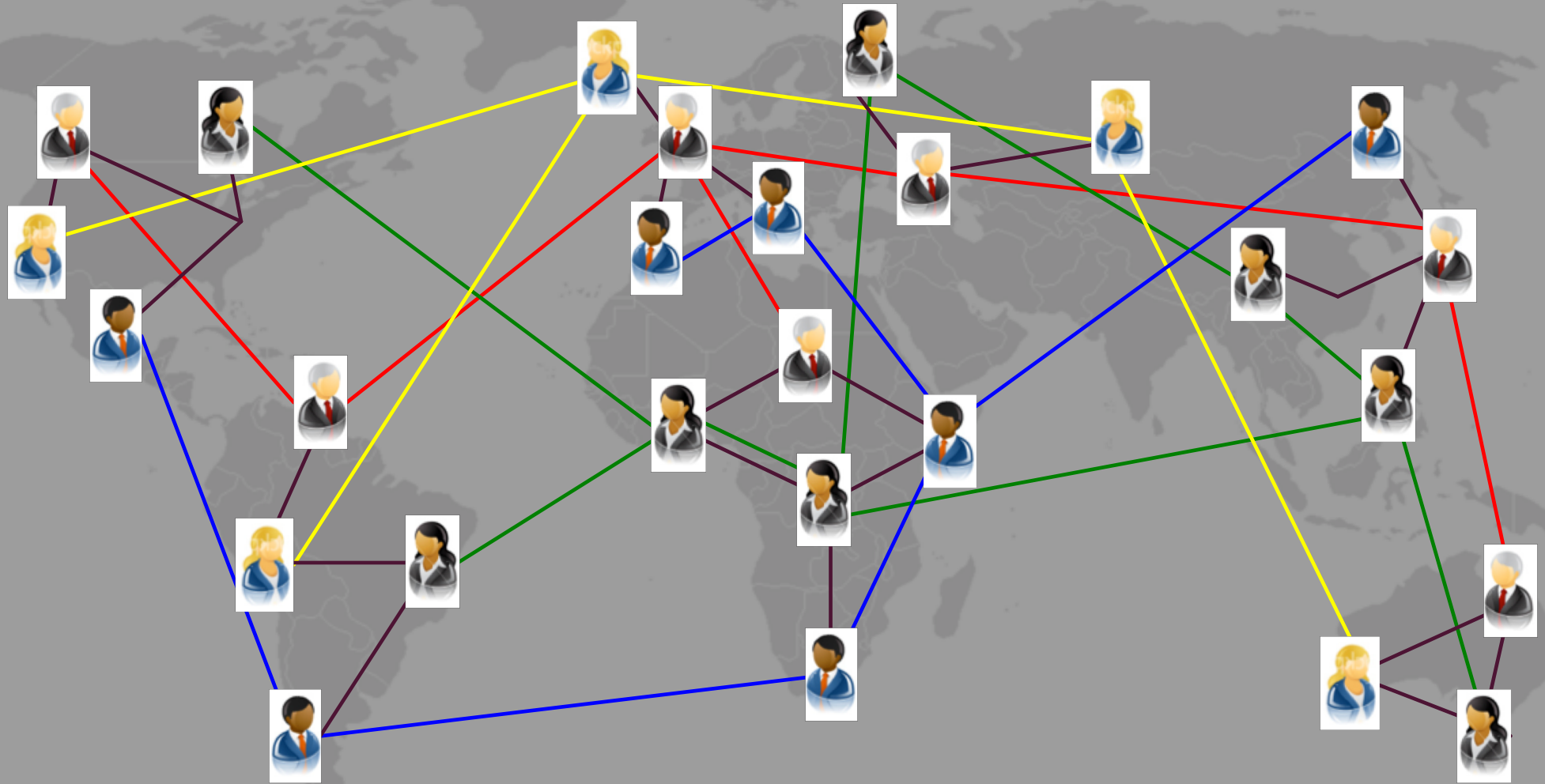
LOCAL NETWORKS



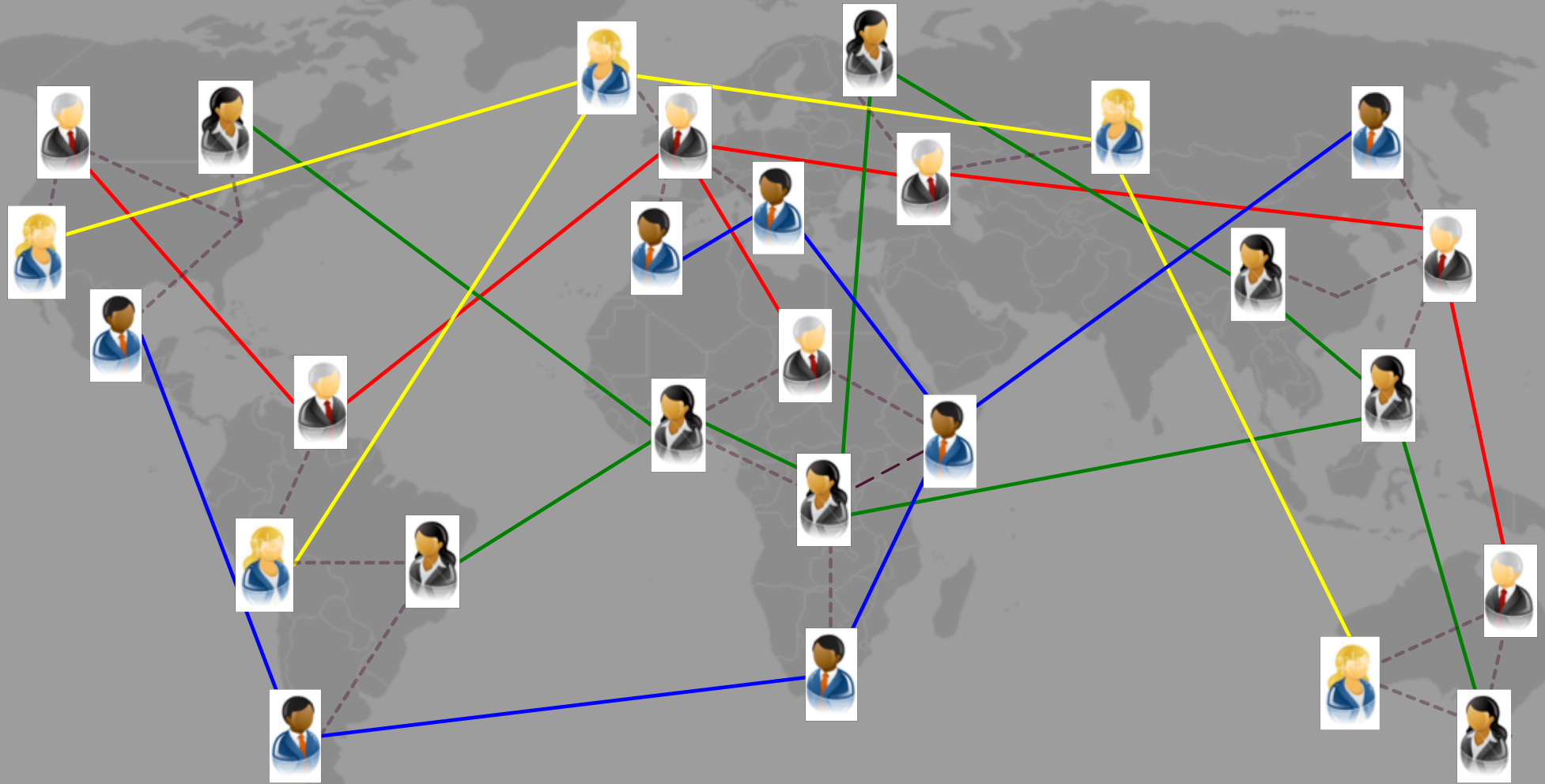
LOCAL NETWORKS



THE GLOBAL VILLAGE



THE GLOBAL VILLAGE



CYBERBALKANIZATION



PART 2

POWER WITHOUT



Case I: Occupy

Left wing protest movement in 2011 against the economic inequality caused by global capitalism



NEW YORK



BOSTON



CHICAGO



ROME



MADRID



LONDON



ISTANBUL



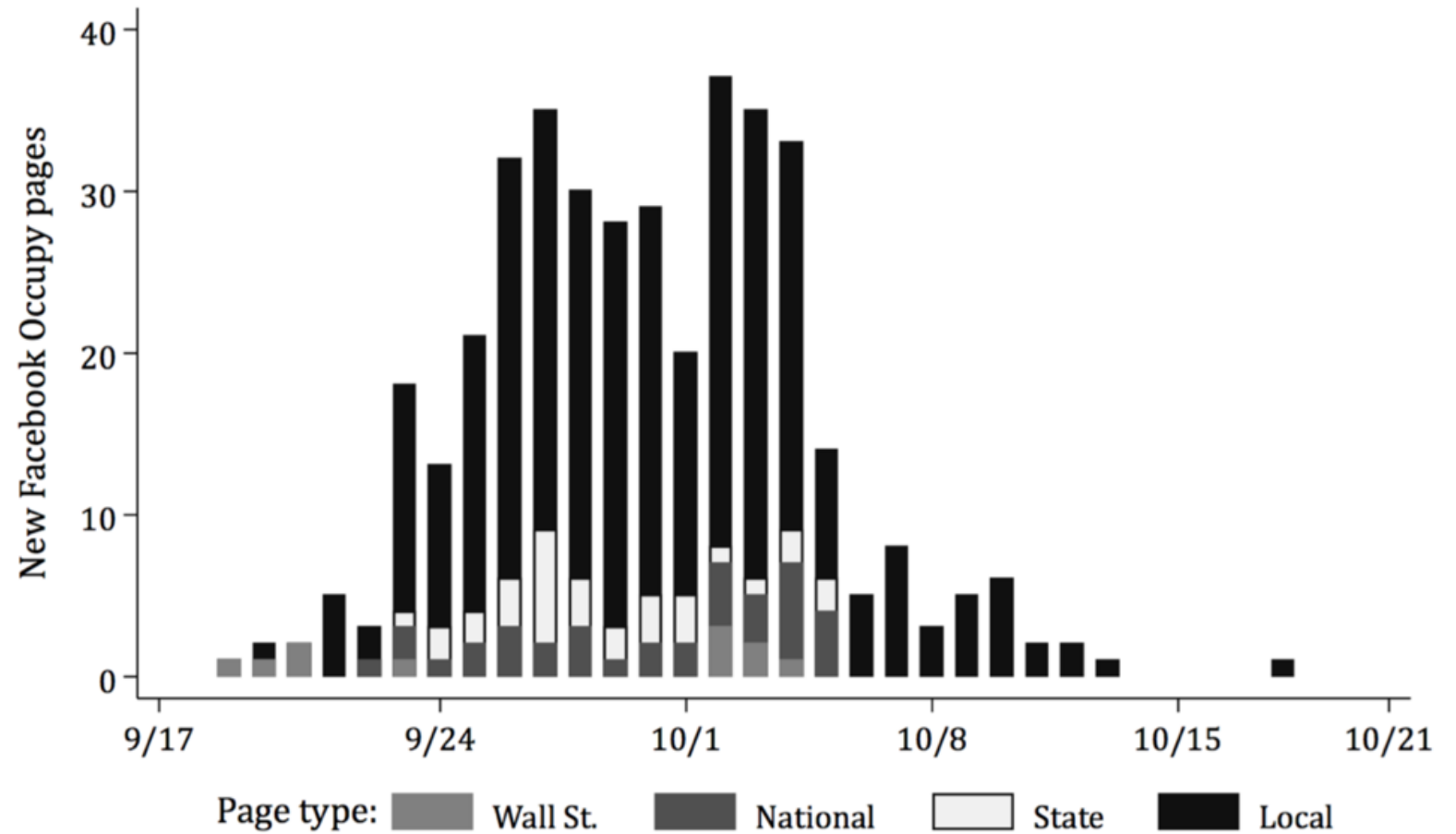
SANTIAGO



SYDNEY

Case I: Occupy

Left wing protest
movement in 2011
against the economic
inequality caused by
global capitalism

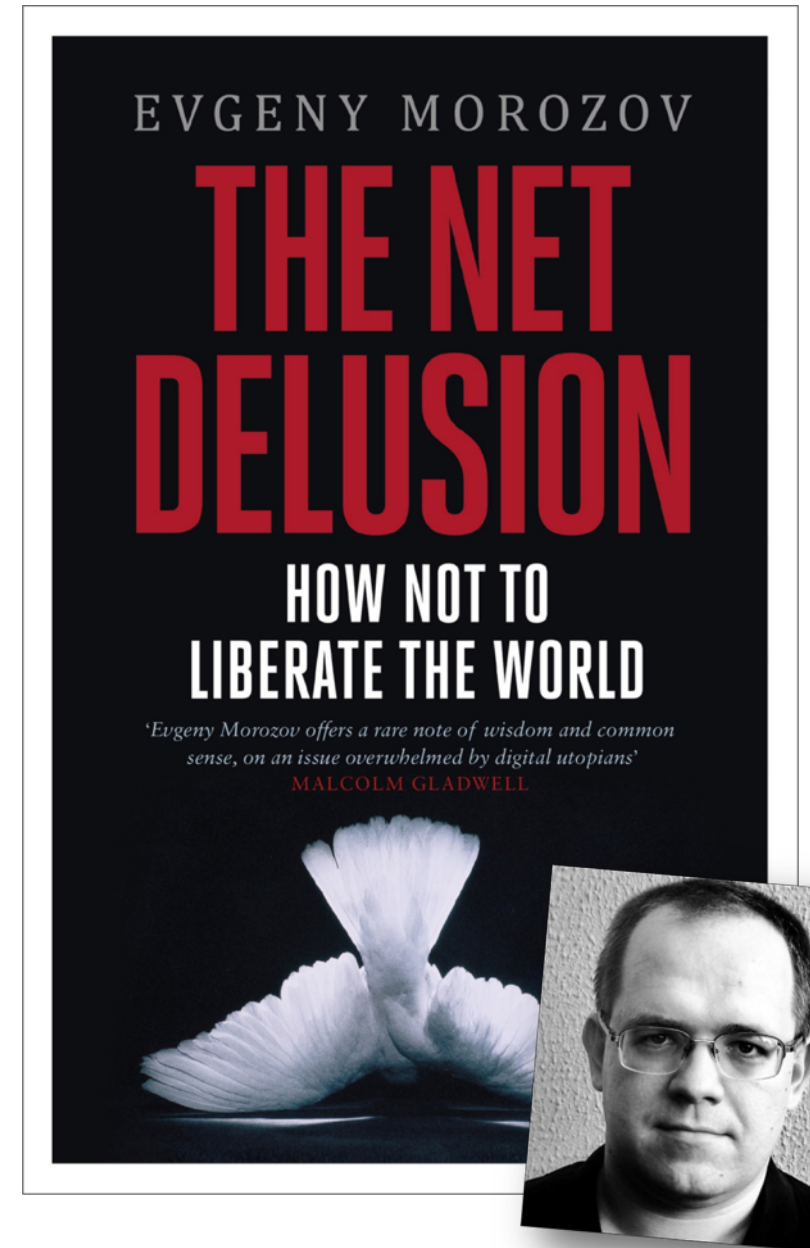


Case 1: Occupy

Left wing protest movement in 2011 against the economic inequality caused by global capitalism

SLACKTIVISM

Where online activity (like clicking a petition, or liking a Facebook page) takes the place of real world activism



Morozov E. The Net Delusion: How not to liberate the world. Penguin (5 April 2012)

Case 1: Occupy

Left wing protest movement in 2011 against the economic inequality caused by global capitalism

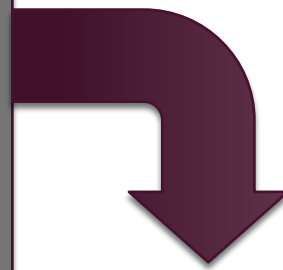
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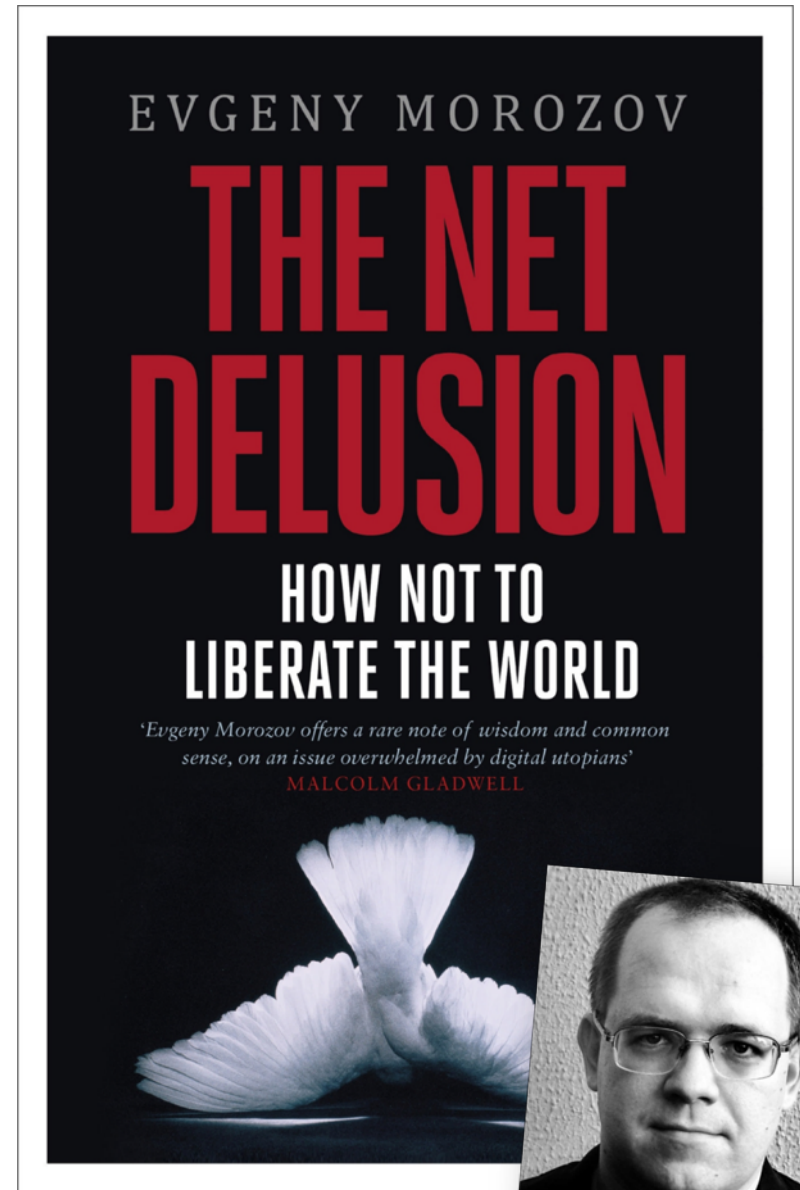
Facebook Group

Save the Children of Africa

1.7 million members



\$12,000



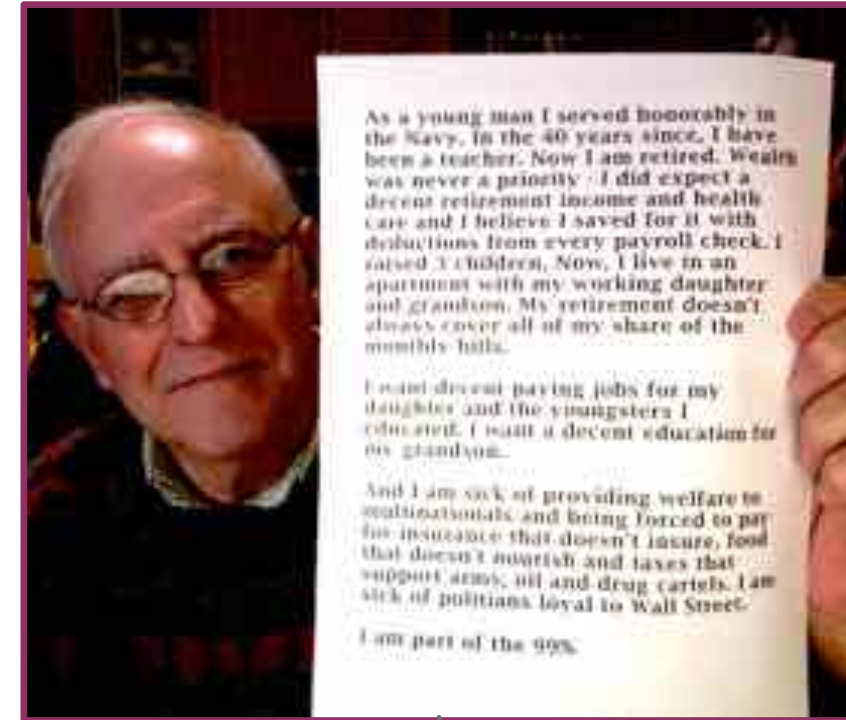
Morozov E. The Net Delusion: How not to liberate the world. Penguin (5 April 2012)

Case 1: Occupy

Left wing protest movement in 2011 against the economic inequality caused by global capitalism

170,000 participants across more than 400 Facebook pages

- *A recruiting tool*
- *Compiling and sharing news stories*
- *Requests for resources*
 - E.g. “Urgent: We really need tarps, tents, and sleeping bags. It's going to rain soon and we're low. Thank you!”
- *Sharing experiences*
- *Instant communication*



Case I: Occupy

Left wing protest
movement in 2011
against the economic
inequality caused by
global capitalism





“[IRAN’S] IS THE FIRST REVOLUTION THAT HAS BEEN CATAPULTED ONTO A GLOBAL STAGE AND TRANSFORMED BY SOCIAL MEDIA.” - CLAY SHIRKY

Case 2: Arab Spring

A series of pro-democracy movements in several largely Muslim countries in the Spring of 2011

Earlier examples, including the Iranian election protests of 2009

THE TWEETS THAT CUT BOTH WAYS

- “both Twitter and Facebook give Iran’s secret services superb platforms for **gathering open source intelligence** about the future revolutionaries, revealing how they are connected to each other”
- “foreign supporters of the Twitter Revolution managed to do what the Iranian government couldn’t: **make the Internet unusable** for activists”
- “Twitter accounts that looked “suspicious”—that is, appeared to be **spreading “misinformation”** about the venues and times of the protests”

Morozov. Iran: Downside to the "Twitter Revolution". Dissent (9) vol. 56 (4) pp. 10-14

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A WESTERN LENS?

- Approx 9000 Twitter users in Iran
 - Homophily in Action (young, educated, technology literate)
 - Less than 1% of Iranian Internet users
- A multitude of technologies used for communication
 - SMS and Word-of-mouth more important than Social Media
- Western reporters lack access to Iran
 - Many tweets with #iranelection are retweets (3:1 ratio)
 - Most tweets with #iranelection are not from Iran
 - (40% outside, 35% unknown)

Schectman, J. Iran's Twitter Revolution? Maybe Not Yet. Bloomberg Businessweek, June 17, 2009.

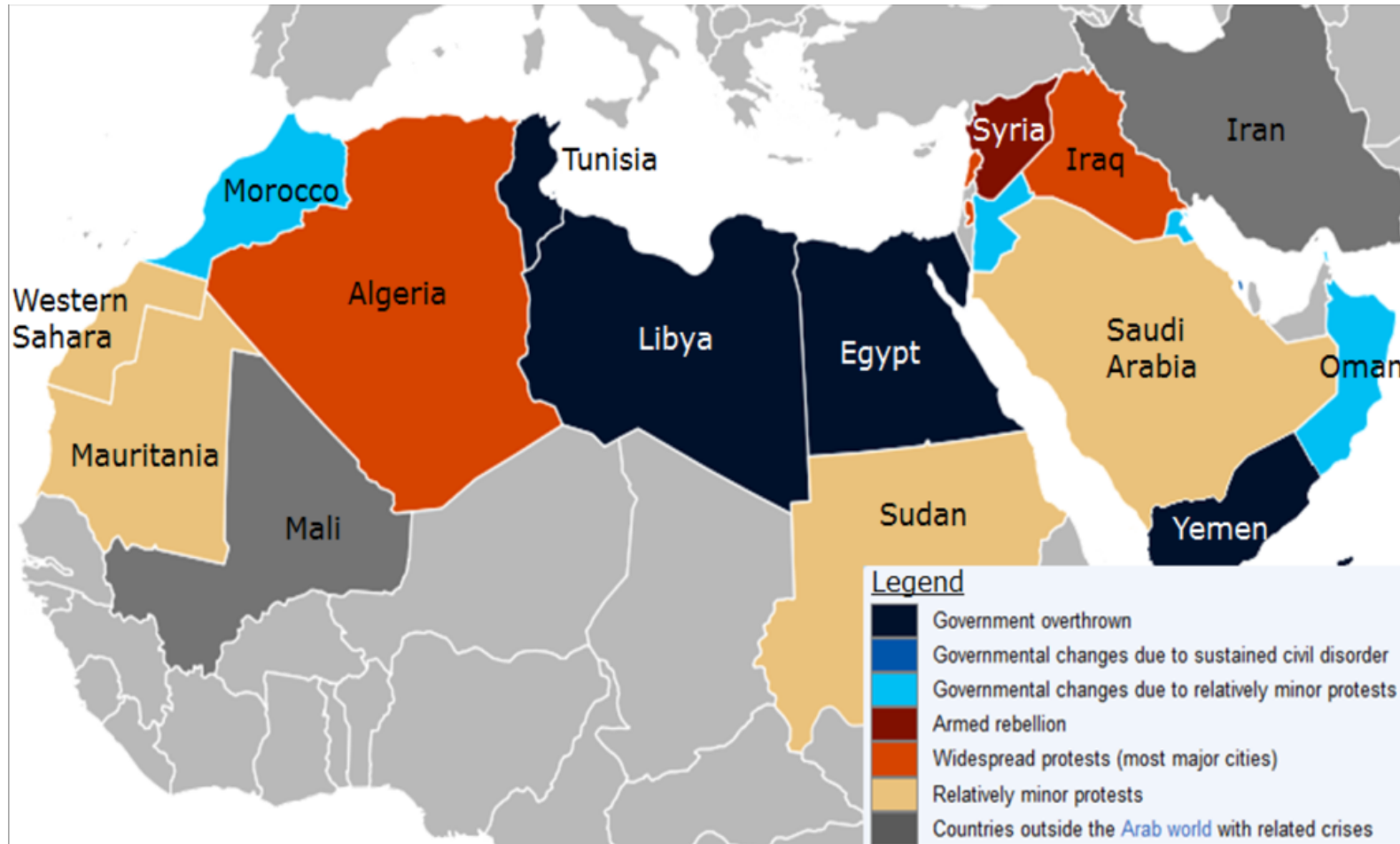
Burns and Eltham. Twitter Free Iran: An Evaluation of Twitter's Role in Public Diplomacy and Information Operations in Iran's 2009 Election Crisis. Communications Policy & Research Forum 2009

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THE ARAB SPRING?



Case 2: Arab Spring

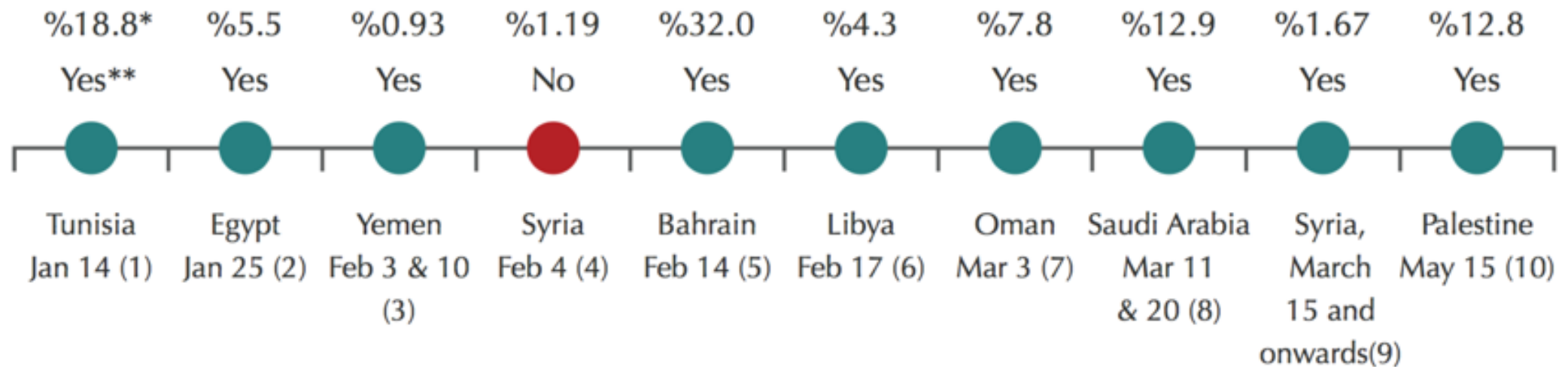
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Earlier examples, including the Iranian election protests of 2009

DID FACEBOOK PRECEDE 'REAL' PROTESTS?

Case 2: Arab Spring

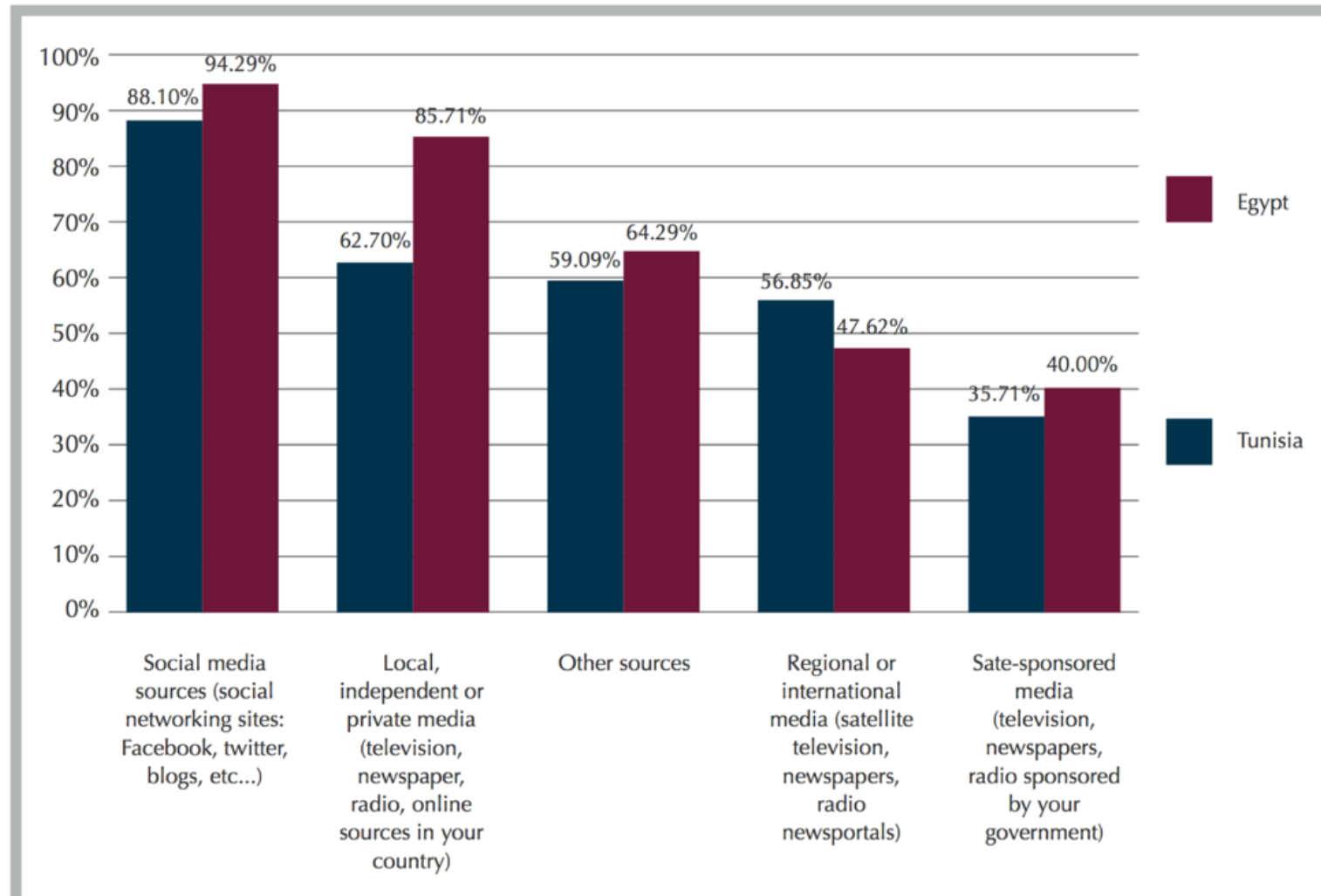
Figure 5: Mapping Calls for Protest on Facebook with Actual Demonstration



* Facebook penetration rates at the start of protests in each country

** Initial protest was not organized on Facebook, although further protests were

Figure 11: Where did you get your news/information on the events during the civil movements?



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A series of pro-democracy movements in several largely Muslim countries in the Spring of 2011

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SOCIAL MEDIA AS A CATALYST

“There is no question **that social media played a significant role** in the political movements in Tunisia and Egypt, but one should not overstate the role. The role of conventional media, especially television (e.g. Al Jazeera), was crucial. However, **the most important underlying factor was the presence of revolutionary conditions** and the inability of the state apparatus to contain the revolutionary upsurge. In this schema, **social media was a vital tool—a necessary condition**—especially in the face of a muzzled conventional local media, but a tool nevertheless. **It was not a sufficient condition.**”



HABIBUL
HAQUE
KHONDKER

Zayed
University, Abu
Dhabi, UAE

Case 2: Arab Spring

A series of pro-
democracy movements
in several largely
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Earlier examples, including
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protests of 2009

Case 3: The West

Are democratic processes in the West being strongly influenced by individuals through social media?

The screenshot shows the Guardian website's layout for the 'The Cambridge Analytica Files' article. At the top, there is a navigation bar with the site's logo and the title 'The Cambridge Analytica Files' in large yellow text. A yellow box highlights the subtitle: 'A year-long investigation into Facebook, data, and influencing elections in the digital age'. Below this is a 'Key stories' section with a 'Hide' button. The main content area features several article teasers:

- Facebook's week of shame / The Cambridge Analytica fallout**: Includes a photo of Mark Zuckerberg and a sub-headline: 'Mark Zuckerberg apologises for Facebook's 'mistakes' over Cambridge Analytica'. A sub-headline from the Observer reads: 'Observer comment cartoon An apology - of sorts - from Mark Zuckerberg'.
- Politicians can't control the digital giants with rules drawn up for the analogue era**: By Andrew Rawnsley. Includes a circular portrait of a man.
- 'Did they just use me? Was I naive?' Brexit whistleblower speaks out**: A 'Report' by an insider claiming 'Vote Leave may have breached spending limits'.
- Facebook told me it would act swiftly on data misuse - in 2015**: By Harry Davies.
- Raid / Investigators spend seven hours at Cambridge Analytica HQ**.
- Speaking out / Former Cambridge Analytica exec says she wants lies to stop**.
- The Cambridge Analytica saga is a scandal of Facebook's own making**: By John Harris.

The browser's address bar shows 'theguardian.com' and the page has a '266' comment count for the first article and '1,109' for the last one.

Case 3: The West

Are democratic processes in the West being strongly influenced by individuals through social media?

A screenshot of a news article from 'The Cambridge Analytica Files'. The article features a photo of Mark Zuckerberg and discusses the fallout from the Cambridge Analytica scandal. The main headline is 'Facebook's week of shame / The Cambridge Analytica fallout'. Below the photo, there are several sub-headlines: 'Mark Zuckerberg apologises for Facebook's 'mistakes' over Cambridge Analytica', 'Observer comment on apology - of sorts - from Zuckerberg', 'Facebook told me it would act swiftly on data misuse - in 2015' by Harry Davies, and 'Raid / Investigator seven hours at Cambridge Analytica HQ'. The article is displayed in a browser window with a dark theme.

The Cambridge Analytica Files

Key stories

Facebook's week of shame / The Cambridge Analytica fallout

Mark Zuckerberg apologises for Facebook's 'mistakes' over Cambridge Analytica

Observer comment on apology - of sorts - from Zuckerberg

Facebook told me it would act swiftly on data misuse - in 2015
Harry Davies

Raid / Investigator seven hours at Cambridge Analytica HQ

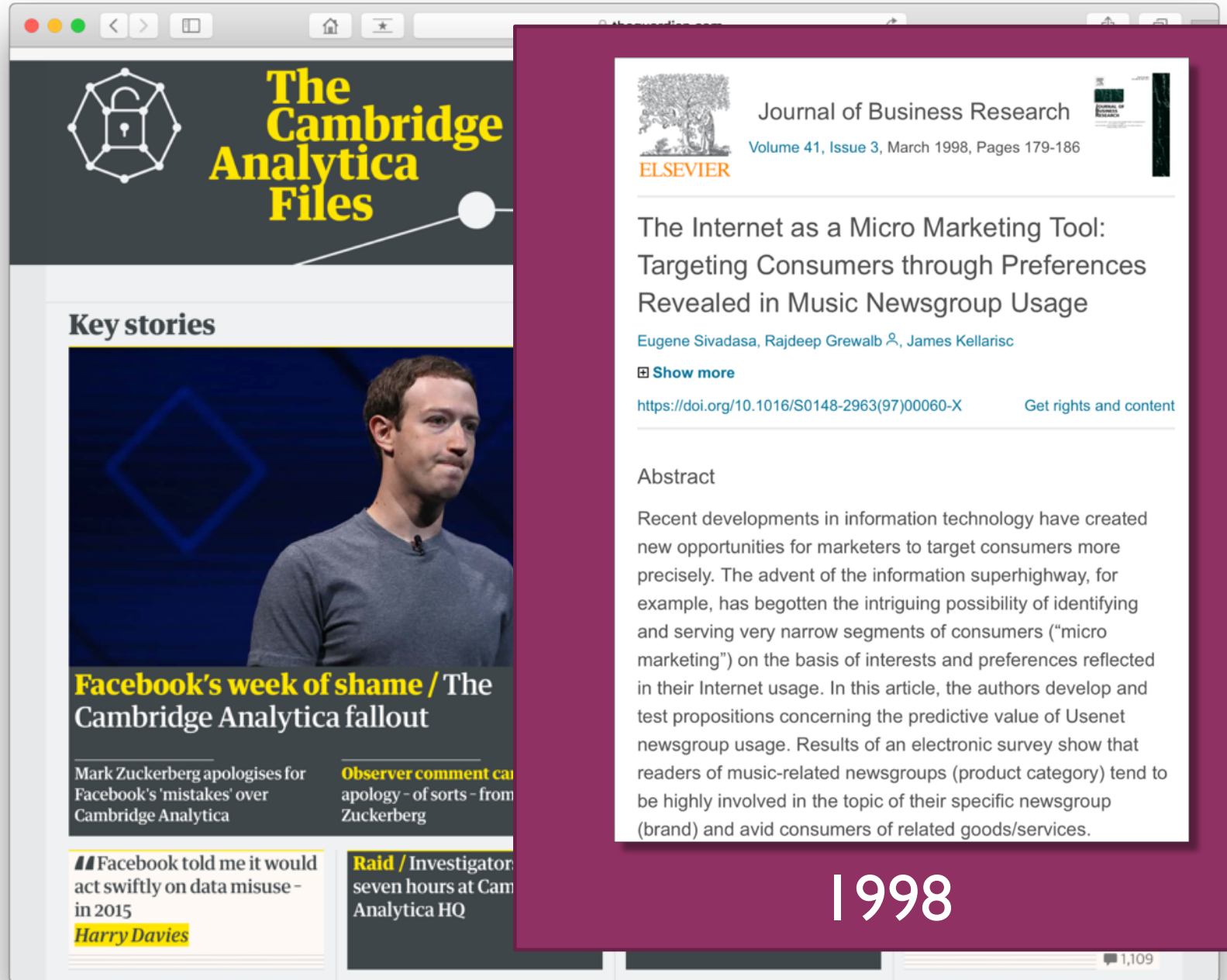
1,109

Micro-Segmentation

- **Divide** the audience
- **Identify** valuable groups
- Spent effort (money) on **targeting** those groups
- With specific messages **designed for them**

Case 3: The West

Are democratic processes in the West being strongly influenced by individuals through social media?



The image shows a composite of two digital pages. On the left is a news article from 'The Cambridge Analytica Files' featuring Mark Zuckerberg. On the right is a journal article from 'Journal of Business Research'.

The Cambridge Analytica Files

Key stories

Facebook's week of shame / The Cambridge Analytica fallout

Mark Zuckerberg apologises for Facebook's 'mistakes' over Cambridge Analytica

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Journal of Business Research
Volume 41, Issue 3, March 1998, Pages 179-186
ELSEVIER

The Internet as a Micro Marketing Tool: Targeting Consumers through Preferences Revealed in Music Newsgroup Usage

Eugene Sivadasa, Rajdeep Grewal, James Kellarisc

Show more

[https://doi.org/10.1016/S0148-2963\(97\)00060-X](https://doi.org/10.1016/S0148-2963(97)00060-X) Get rights and content

Abstract

Recent developments in information technology have created new opportunities for marketers to target consumers more precisely. The advent of the information superhighway, for example, has begotten the intriguing possibility of identifying and serving very narrow segments of consumers ("micro marketing") on the basis of interests and preferences reflected in their Internet usage. In this article, the authors develop and test propositions concerning the predictive value of Usenet newsgroup usage. Results of an electronic survey show that readers of music-related newsgroups (product category) tend to be highly involved in the topic of their specific newsgroup (brand) and avid consumers of related goods/services.

1,109

1998

Case 3: The West

Are democratic processes in the West being strongly influenced by individuals through social media?

OBAMA 2012



The screenshot shows a web browser window displaying a Guardian article. The article title is "Obama, Facebook and the power of friendship: the 2012 data election". The sub-headline reads: "A unified computer database that gathers and refines information on millions of potential voters is at the forefront of campaign technology - and could be the key to an Obama win". Below the text is a photograph of President Barack Obama sitting at his desk in the Oval Office. The article is attributed to Ed Pilkington and Amanda Michel in New York, dated Fri 17 Feb 2012 19.29 GMT. At the bottom, there are social media sharing icons for Facebook, Twitter, Email, and a menu icon, along with a view count of 6,318.

US elections 2012

Obama, Facebook and the power of friendship: the 2012 data election

A unified computer database that gathers and refines information on millions of potential voters is at the forefront of campaign technology - and could be the key to an Obama win



▲ President Obama is also well on the way towards staging the world's first billion-dollar campaign. Photograph: Susan Walsh/AP

Ed Pilkington and Amanda Michel in New York

Fri 17 Feb 2012 19.29 GMT

6,318

The Norm:

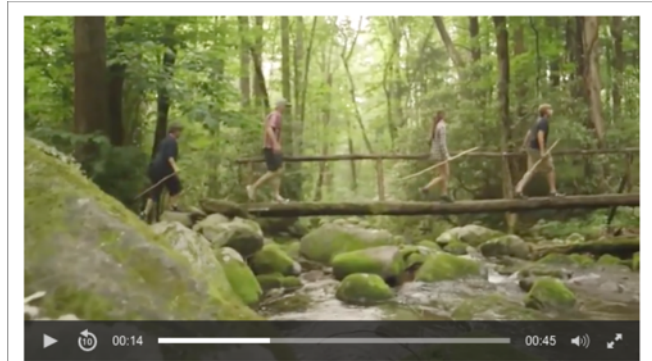
- Conservatives 2015
 - able to serve ads to 80% of Facebook users in key marginal seats
- Trump 2016
 - Project Alamo – purchased profiles of 220 million US voters
 - Ran both conversion and suppression ads
- Vote Leave
 - 2016 Brexit Referendum
 - 98% of budget on digital media

Case 3: The West

Are democratic processes in the West being strongly influenced by individuals through social media?

THE FUTURE

- What if 1 million customers need 1 million adverts?
- Tennessee Tourism template based video ad, 2016
 - A video mix of different activities and environments
 - Over **2000** combinations – with shared titles and music
 - Delivered according to location, interests, hobbies
- Nano-Segmentation?



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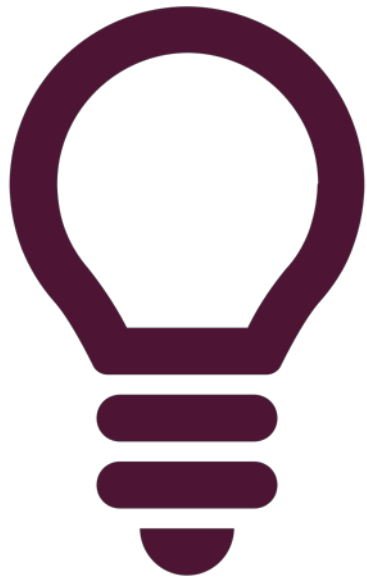
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- <https://www.amplero.com/influencer-optimization/>

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TECH & BUSINESS

KIDS



WORK ON SOCIAL MEDIA POWER HAS
FOCUSED ON WHICH PARTICIPANTS ARE
POWERFUL

BUT THE REAL POWER LIES WITH THE PEOPLE
WHO ARE DOING THE ANALYSIS

AND THE PEOPLE SELLING THE DATA...

“Power is the
production of
intended effects”

- Bertrand Russell

