Družbena omrežja in spletna komunikacija

dr. Marko Ivanišin

Univerza v Mariboru, 23. 5. 2018

Svet ali dva?

DATA NEVER SLEEPS 3.0

How much data is generated **every minute?**

Data is being created all the time without us even noticing it. Much of what we do every day now happens in the digital realm, leaving an ever-increasing digital trail that can be measured and analyzed. Just how much data do our tweets, likes and photo uploads really generate? For the third time, Domo has the answer—and the numbers are staggering.

THE GLOBAL INTERNET POPULATION GREW **18.5%** FROM 2013–2015 AND NOW REPRESENTS **3.2 BILLION PEOPLE.**

With each click, share and like, the world's data pool is expanding faster than we can comprehend. Businesses today are paying attention to scores of data sources to make crucial decisions about the future. The team at Domo can help your business make sense of this endless stream of data by providing executives with all their critical information in one intuitive platform. Domo delivers the insights you need to transform the way you run your business. **Learn more at www.domo.com.**

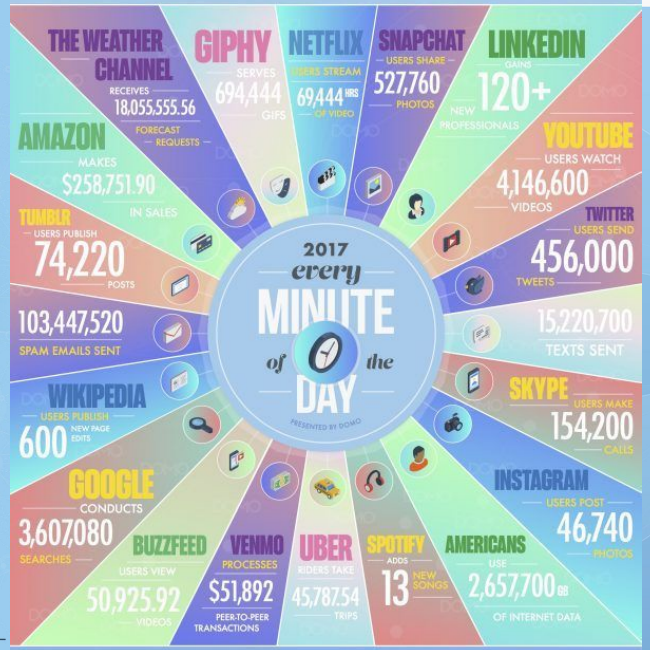
DOMO

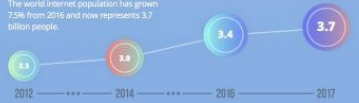
SOURCES:
FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, PINTEREST, APPLE, NETFLIX, REDDIT, AMAZON, TINDER, BUZZFEED, STATISTA, INTERNET LIVE STATS, STATISTICBRAIN.COM

DATA NEVER SLEEPS 5.0

How much data is generated *every minute?*

90% of all data today was created in the last two years—that's 2.5 quintillion bytes of data per day. In our 5th edition of Data Never Sleeps, we bring you the latest stats on just how much data is being created in the digital sphere—and the numbers are staggering.





GLOBAL INTERNET POPULATION GROWTH 2012–2017
(IN BILLIONS)

With each click, swipe, share, and like, businesses are using data to make decisions about the future. Domo gives everyone in your business real-time access to data from virtually any data source in a single platform for smarter decision-making at any moment.

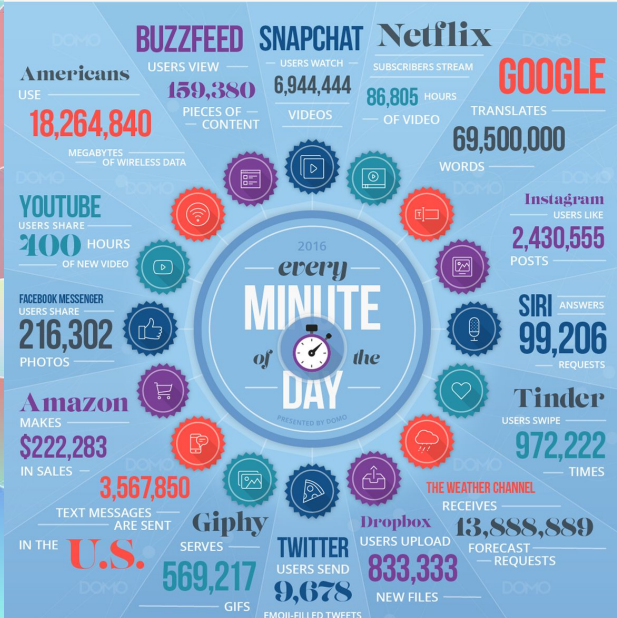
Learn more at domo.com

SOURCES: EWANDERAMBLINGS.COM, WEARESOCIAL.COM, WIKIPEDIA, FORBES, ADWEEK.COM, FORTUNE.COM, BLOOMBERG.COM, ONEREACH.COM, IBM, BUZZFEED, INTERNET LIVE STATS, INTERNET WORLD STATS, BBC

DOMO

DATA NEVER SLEEPS 4.0

How much data is generated every minute? In the fourth annual edition of Data Never Sleeps, newcomers like Giphy and Facebook Messenger illustrate the rise of our multimedia messaging obsession, while veterans like Youtube and Snapchat highlight our insatiable appetite for video. Just how many GIFs, videos, and emoji-filled Tweets flood the internet every minute? See for yourself below.



GLOBAL INTERNET POPULATION GROWTH 2012–2016
(IN BILLIONS)

Data has become the new enterprise currency. The ability to collect, analyze, and leverage it effectively will distinguish the best from the rest. Domo helps you stay ahead by bringing your data and people together in the cloud, where everyone in your organization can easily access the information they need to make faster, better-informed decisions and optimize business performance.

Learn more at www.domo.com DOMO

SOURCES: SNAPCHAT, NETFLIX, GOOGLE, INSTAGRAM, TINDER, THE WEATHER COMPANY, DROPBOX, GITHUB, GIPHY, YOUTUBE, BUZZFEED, AMAZON, CTIA, MARY MEEKER'S 2016 INTERNET TRENDS REPORT, USA TODAY, GLOBAL WEB INDEX

Spremembe so očitne...

Včasih?

- pridevniki kiber (cyber), virtualno, multimedijsko, e-, digitalno...

  → merilo je (bila?) “realna realnost”

Danes?

- A: Ga poznaš? B: Ja, s Facebooka... (običajno “poznamo” okrog 300 ljudi)
- Vam pošljem z “navadno pošto”...

  → merilo je (?) “digitalni svet”

...ne moremo jih zanikati, a jih tudi ni treba poveličevati

“Oboja” znanost zanika “enostavni dualizem”

Nismo digitalni “domorodci” in “priseljenci” (*1980; Prensky 2001), pač pa:

ločimo se po pogostosti in znanju uporabe tehnologij oz. (digitalnih) spretnostih,

smo boljši in slabši učenci (Piaget 1952: učenje/adaptacija je asimilacija in akomodacija)

→ ni generacijskih “prepadov”, deluje pa osebna in socialna psihologija (in pri ustvarjanju novih mislenih zasnov/akomodaciji si pomagamo s primerjavo z obstoječimi)

Vpliv tehnologij (medijev) na družbo

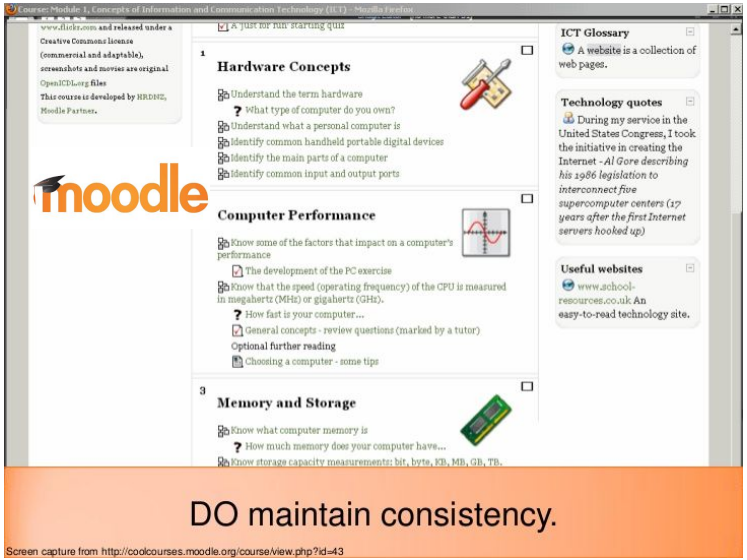
Paul Watzlawick (1972): “Ne moremo ne komunicirati.”

Malcolm Gladwell (2008): Prebojniki. Resnica o uspehu. (MK 2009)

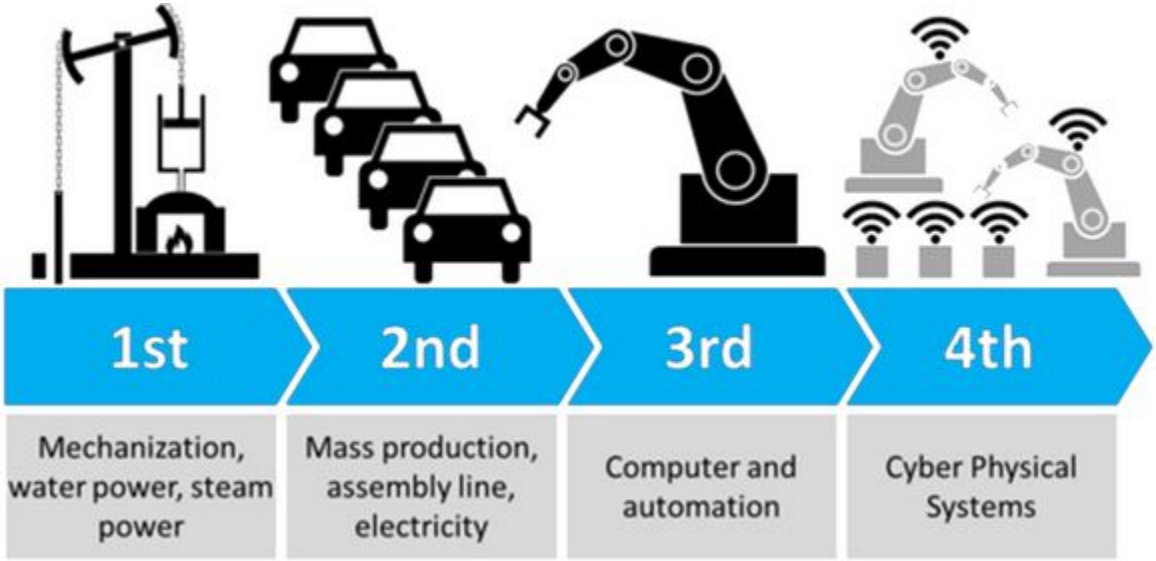
pisava, tisk, pošta, telegraf, telefon, radio, TV, internet, splet

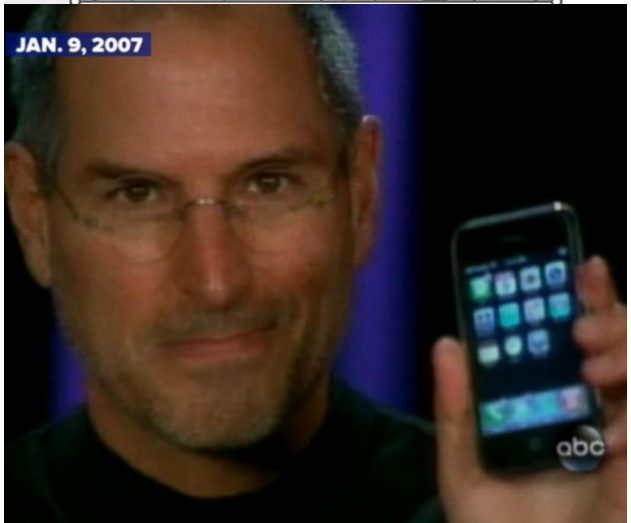
Tehnologija vpliva na ljudi, posebno na mlade

S starostjo se poudarek učenja seli od akomodacije (prilagajanje svetu) k asimilaciji (prilagajanje miselnim shemam).



(Družbeno) Revolucijo je prinesel pametni telefon





Mediji narekujejo komunikacijo

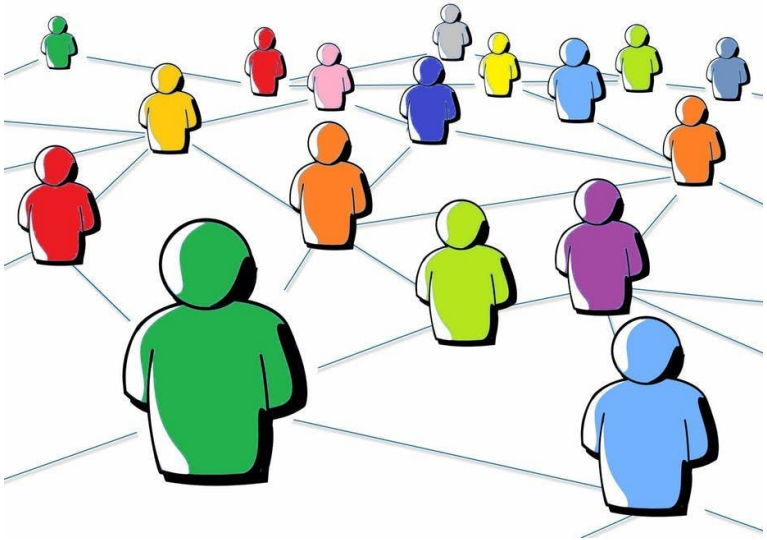
“Joj, kakšna e-sporočila pošiljajo študenti, kot da smo na **Skypu**...”

Koliko je sporočilo lahko celovito, strukturirano in konsistentno, če:

1. imaš dve prazni A4 strani in si mesečno lahko izmenjaš dve (odišavljeni) pismi?
2. imaš praznega pol 50-centimeterskega ekrana, ki ga dnevno uporabljaš 8 ur za vse v zvezi s službo?
3. imaš prazen okvirček 5x2 cm in si navajen pošiljati sporočila vsakih par sekund, minut?

Mediji se dopolnjujejo, ne izločujejo

Kaj je družbeno omrežje?

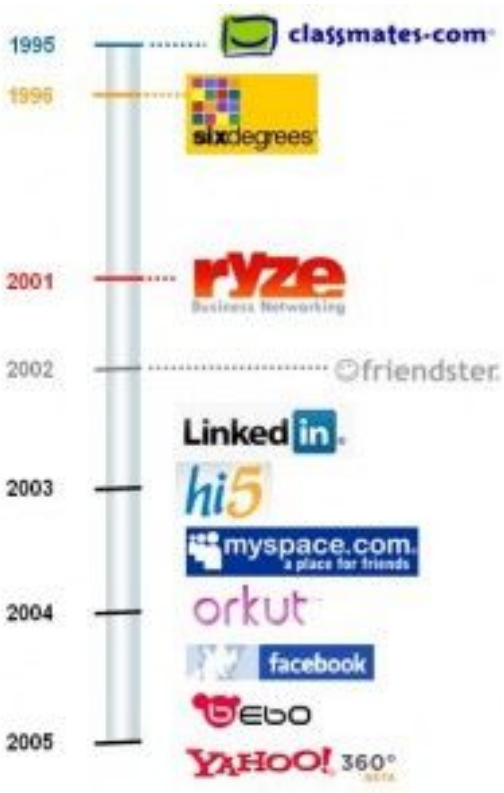


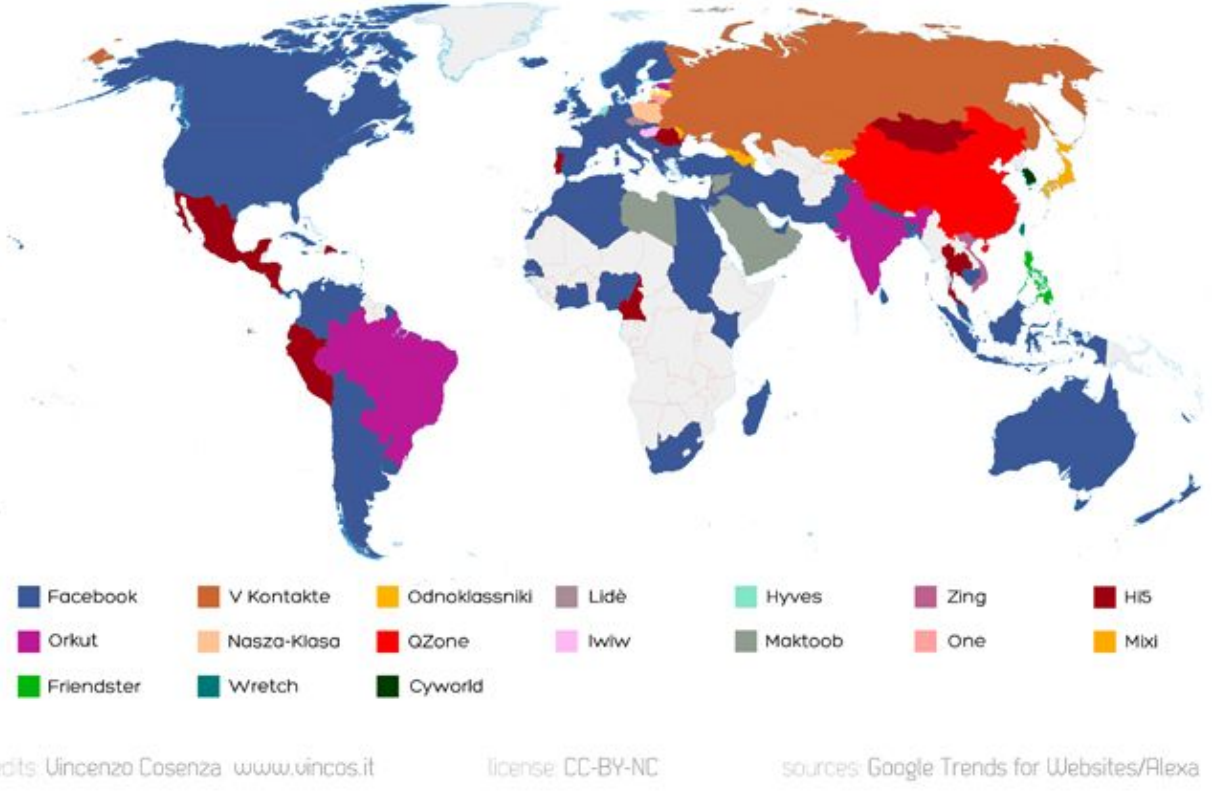
1. Kaj je bilo pred Facebookom (2004 / 2006)?

Socialno omrežje (2010), film o nastanku Facebooka

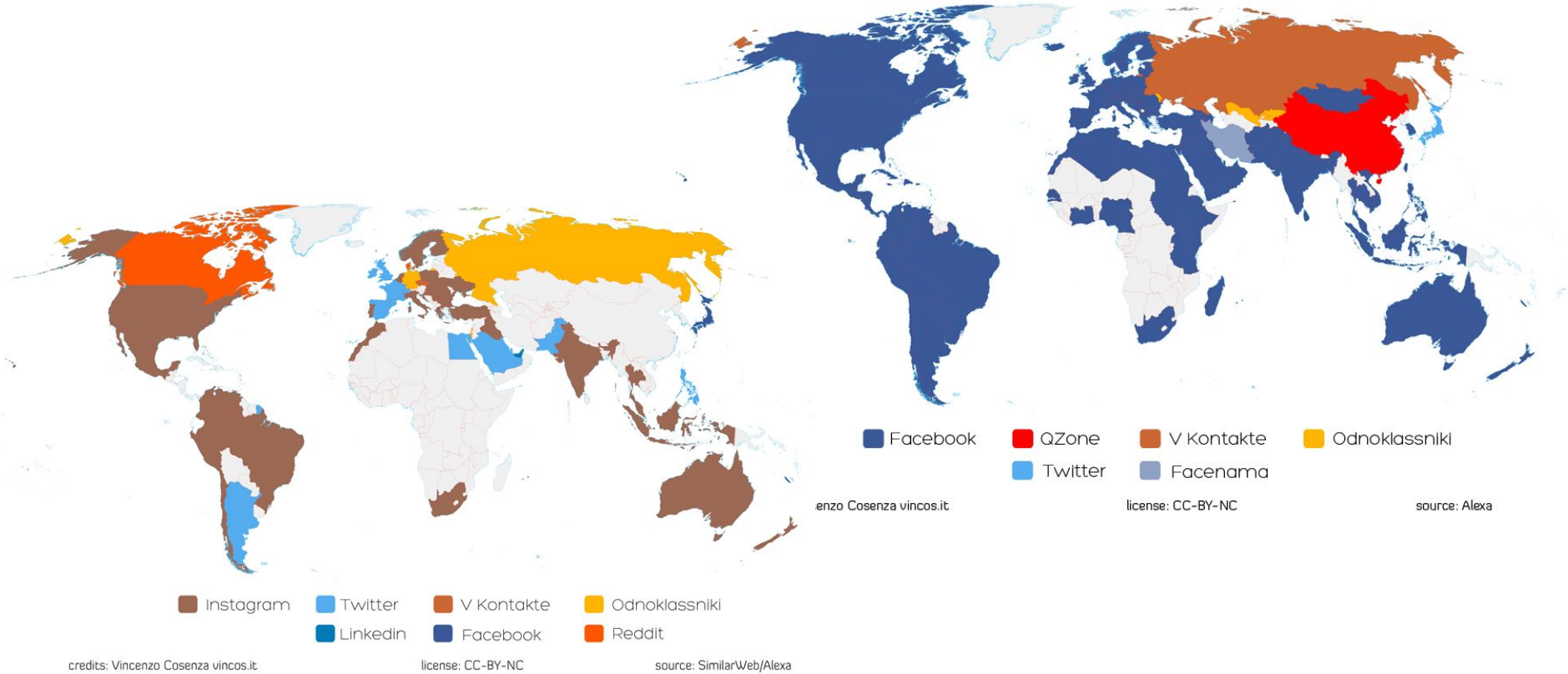
2. Obstajajo digitalna družbena omrežja (ex. social network sites) in družbena omrežja? Dva svetova?

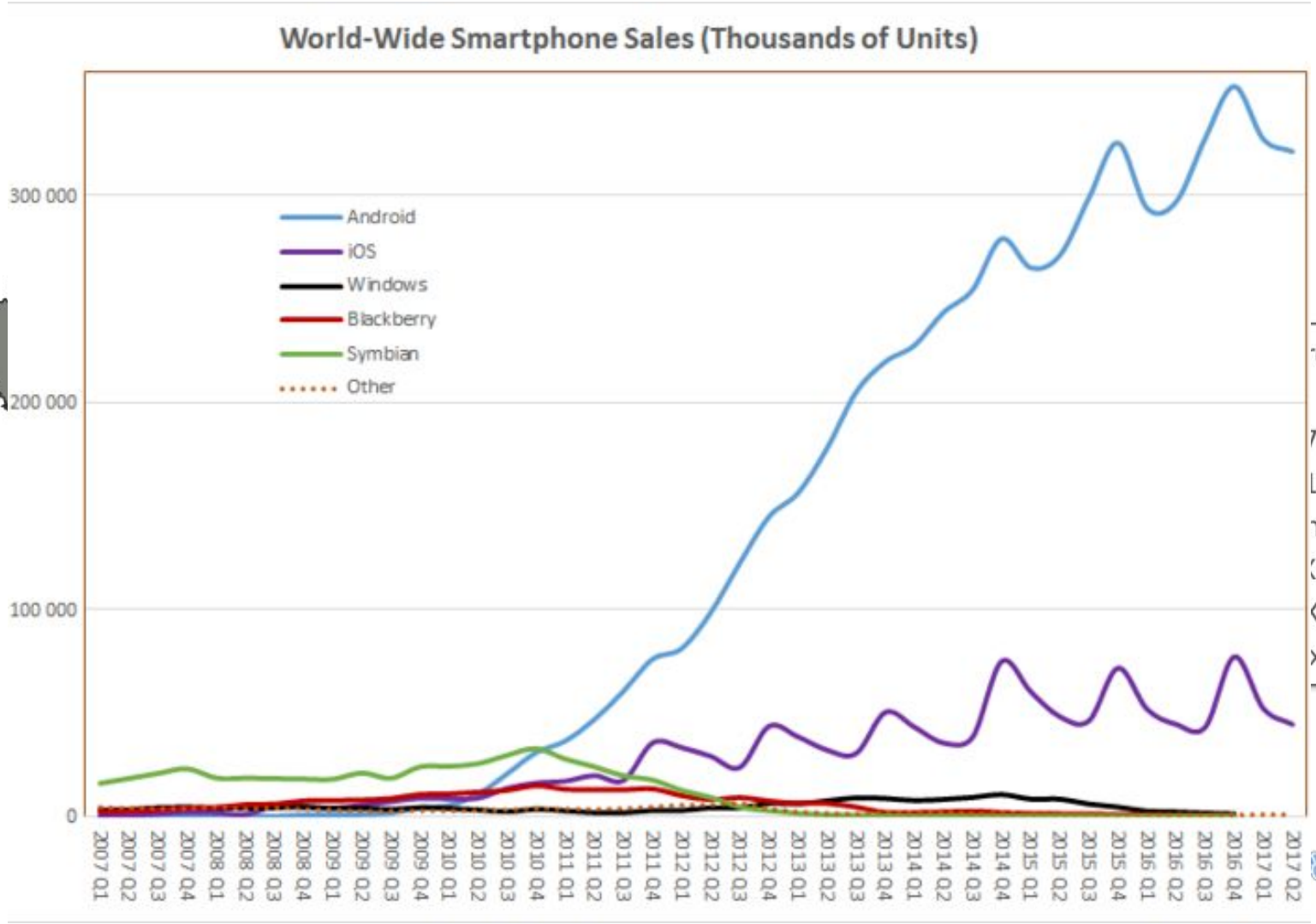
Kaj je obstajalo pred in ob Facebooku (2009)?



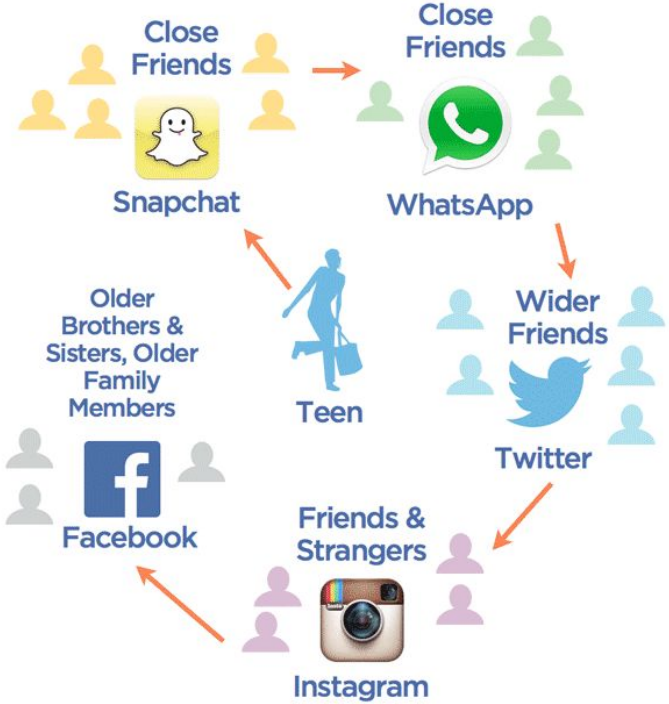


Kar obstaja “danes”/2016 (na 1. in 2. mestu)




World-Wide Smartphone Sales (Thousands of Units)
300 000
200 000
100 000
0
Android
iOS
Windows
Blackberry
Symbian
Other
2007 Q1
2007 Q2
2007 Q3
2007 Q4
2008 Q1
2008 Q2
2008 Q3
2008 Q4
2009 Q1
2009 Q2
2009 Q3
2009 Q4
2010 Q1
2010 Q2
2010 Q3
2010 Q4
2011 Q1
2011 Q2
2011 Q3
2011 Q4
2012 Q1
2012 Q2
2012 Q3
2012 Q4
2013 Q1
2013 Q2
2013 Q3
2013 Q4
2014 Q1
2014 Q2
2014 Q3
2014 Q4
2015 Q1
2015 Q2
2015 Q3
2015 Q4
2016 Q1
2016 Q2
2016 Q3
2016 Q4
2017 Q1
2017 Q2

How 16-18 Year Olds are using Social Media



Social Media Presence Management

jugnoo.com

2014

Facebook:

2012 kupil 2 leti star Instagram za
1 milijardo $,

2013 hotel kupiti 1 leto star Snapchat za 3 milijarde $

DIGITAL mom blog

Technology Parenting Screen Time Teens and Social Media

Baby — You just became friends with this person on Snap!

Face With Sunglasses — One of your BFFs is one of their BFFs. You will see this if you send a lot of snaps to each other.

Grimacing Face — Awkward – your best friend is their best friend. You send the most snaps to that same person as they do. Awkward.

Smirking Face — You are one of their best friends BUT but they are not a best friend of your's! WEIRD. You don't send them many snaps, but they send you a lot. (Creeper! JK – kind of.)

Smiling Face — Another best friend of yours. You send this person a lot of snaps. Not your #1 BFF – but close.

Snapchat Emoji Symbols – What Do They Mean?

Fire — YOU ARE ON FIRE! Look at that snap stream. If you have snapped someone everyday and they snap you back, you will see the Snapchat fire emoji.

Hundred — 100 Day Snapstreak, BABY!. The 100 emoji appears next to the fire when you snap back and forth with someone for one hundred days in a row. 100 TIMES in a ROW – uhm, addicted to snap, much?

Hourglass — Your Snapstreak is about to end – so watch out. You better send another snap to keep that Snapstreak alive.

Birthday Cake — This friend has a birthday today, so you better wish them a happy birthday. This only displays if your snap friend has the *Birthday Party* feature enabled in settings. So this is a lesson If you want people to acknowledge your birthday on snapchat – make sure that in the setting the *Birthday Party*

Kdo kako uporablja družbena omrežja?

Forrester Research 2015:

- Instagram generates 120 times the engagement per user than Twitter.
- Instagram users have been found to like a photo 58 more times than on Facebook and 120 more times than on Twitter

“Ne moremo ne komunicirati.” Je to recept?

Non-Verbal Communication

GCU Students' Association

Face-To-Face Communications Breakdown

70% Body Language

23% Voice Pitch &Tone

7% Words Used

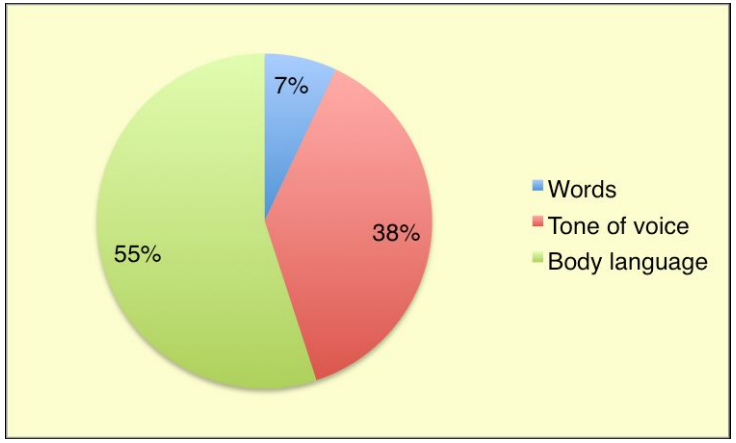
Public Speaking isn't just about what you say; **It's also about how you say it!**

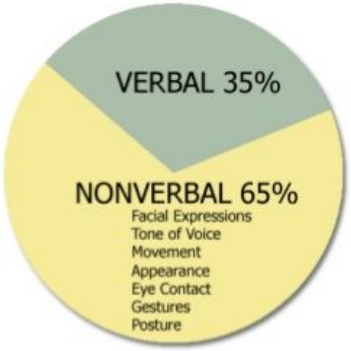
When undertaking any Public Speaking activity you need to be mindful of…

- **Your Posture & Body Movements**
- **Your Facial Movements & Making Regular Eye Contact**
- **Your Voice Pitch & Tone**

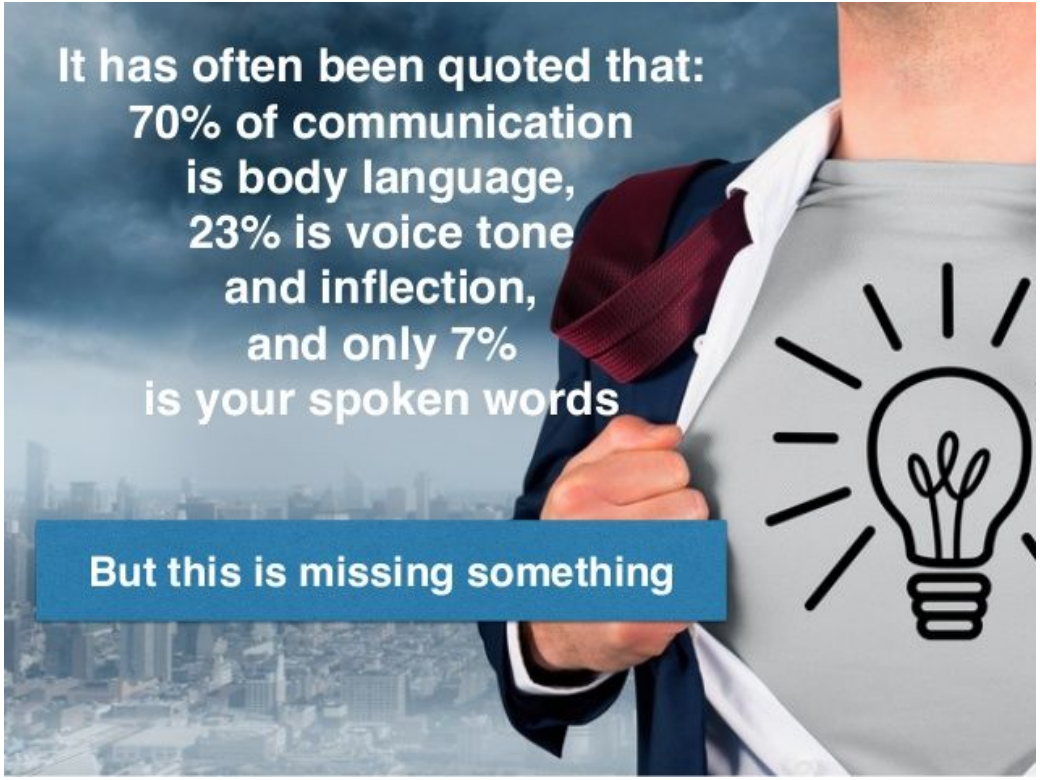
www.GCUstudents.co.uk /GCUstudents @GCUstudents

Be part of something... **Bigger**





Google ve!?



Ne glih...

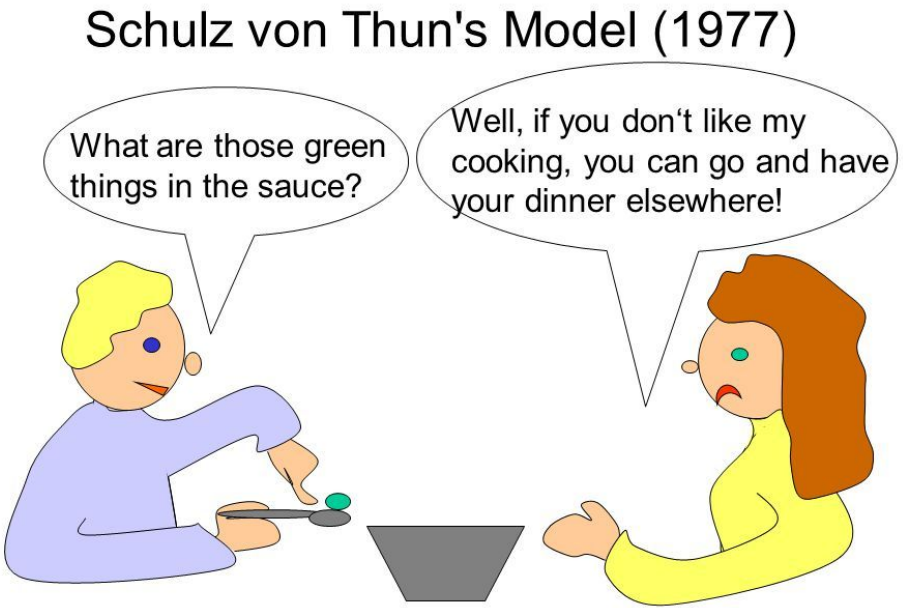
Presentation Partners

Bespoke Training
& Presentation Services

Medosebna komunikacija 1

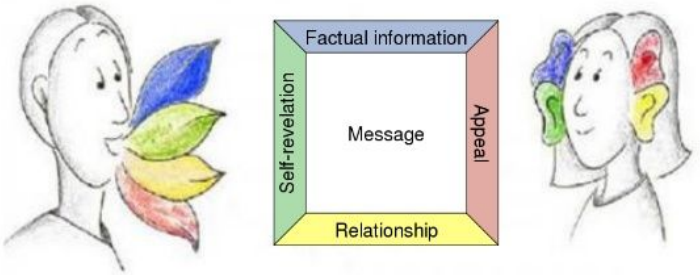
Content	Relationship
Report	Command
What is said	How it is said
Computer data	Computer program
Words	Punctuation
Verbal channel	Nonverbal channel
Communication	Metacommunication

Medosebna komunikacija 2



(cf. Schulz von Thun 1994:62)

Four levels of communication by Friedemann Schulz von Thun



Spletna komunikacija - kaj je mišljeno?

- kratka tipkana sporočila (klepet, objave, komentarji)?
- spletna promocija?
- e-sporočila (← web-mail)?
- uporaba aplikacij za komunikacijo/klepet?
- spletna vsebina (fake news itd.)?

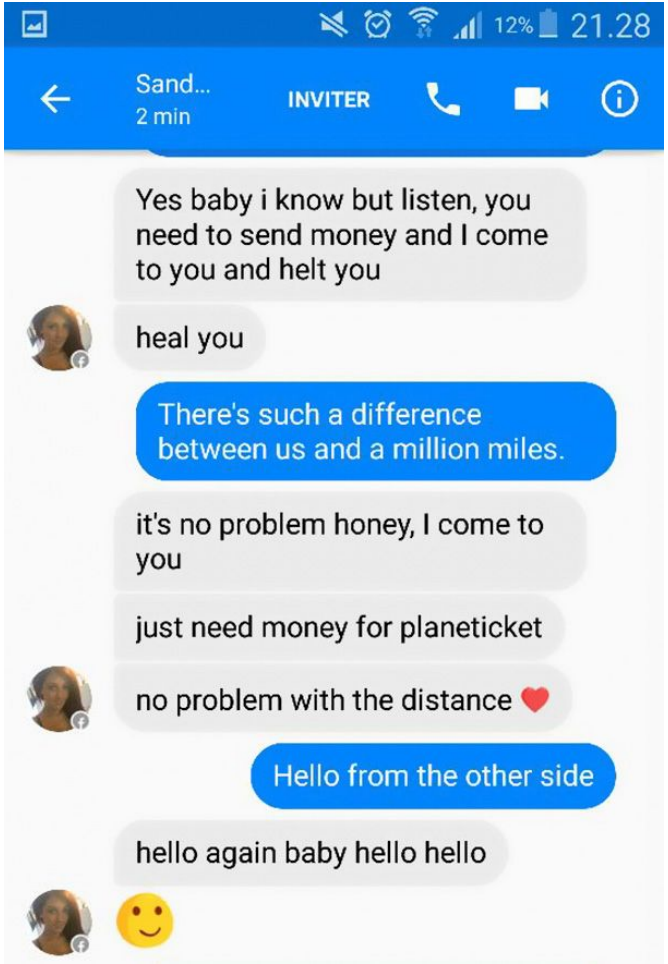
in družbena omrežja (na predavanju za zaposlene UM)

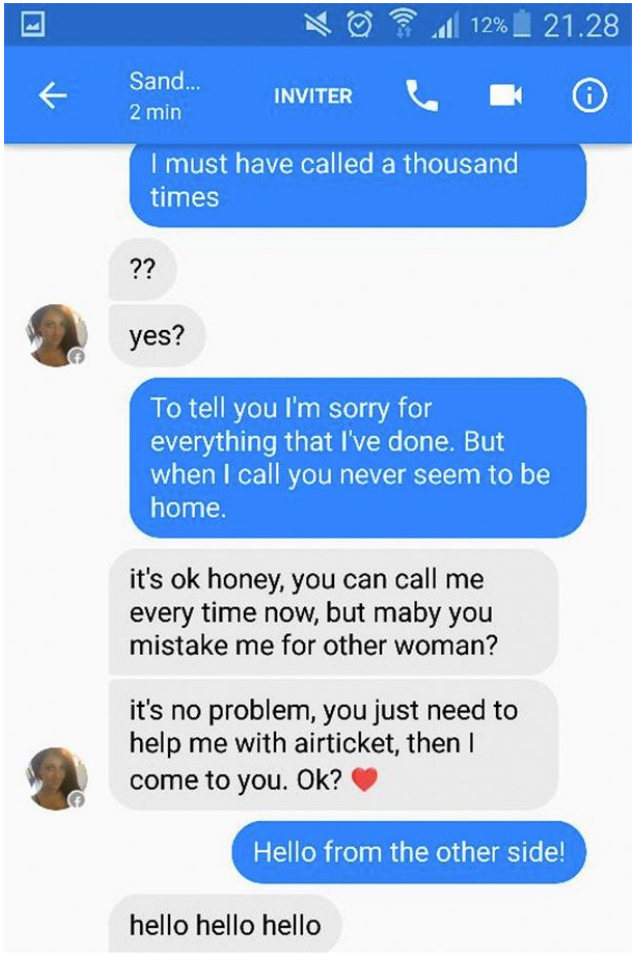
→ kratka sporočila in njihova distribucija po spletu (promocija)

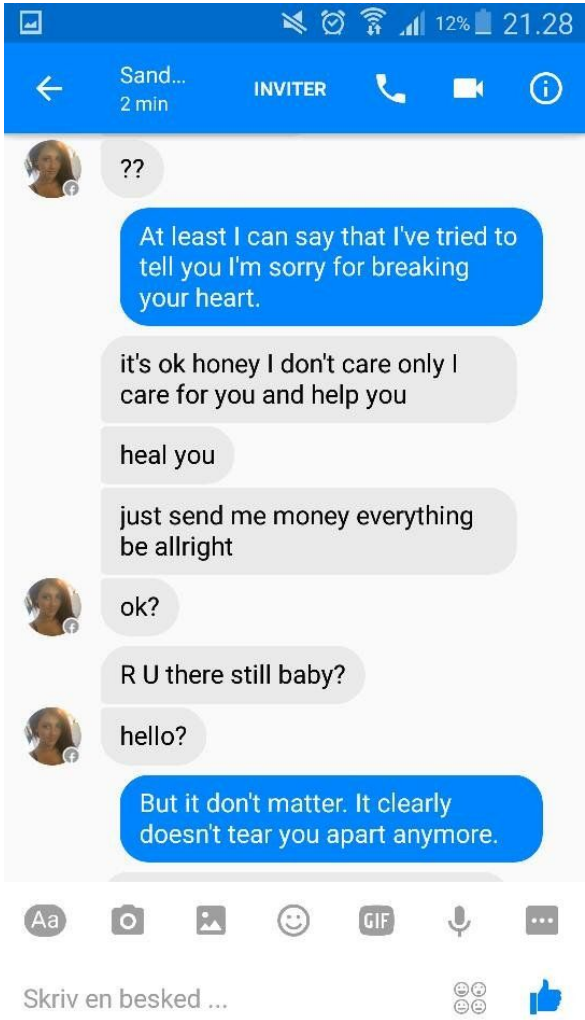
→ uporabne aplikacije za organizacijsko komunikacijo

Umetnost klepeta...

https://www.boredpanda.com/


12% 21.28
Sand...
2 min
INVITER
Yes baby i know but listen, you need to send money and I come to you and helt you
heal you
There's such a difference between us and a million miles.
it's no problem honey, I come to you
just need money for planeticket
no problem with the distance ❤️
Hello from the other side
hello again baby hello hello


12% 21.28
Sand...
2 min
INVITER
I must have called a thousand times
??
yes?
To tell you I'm sorry for everything that I've done. But when I call you never seem to be home.
it's ok honey, you can call me every time now, but maby you mistake me for other woman?
it's no problem, you just need to help me with airticket, then I come to you. Ok? ❤️
Hello from the other side!
hello hello hello


12% 21.28
Sand...
2 min
INVITER
??
At least I can say that I've tried to tell you I'm sorry for breaking your heart.
it's ok honey I don't care only I care for you and help you
heal you
just send me money everything be allright
ok?
R U there still baby?
hello?
But it don't matter. It clearly doesn't tear you apart anymore.
Aa
GIF
Skriv en besked ...

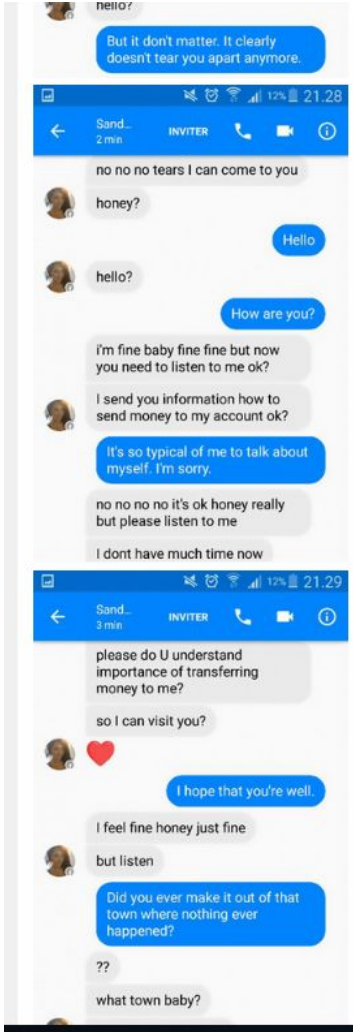
Sandra Jones?

Danec iz Kalifornije?

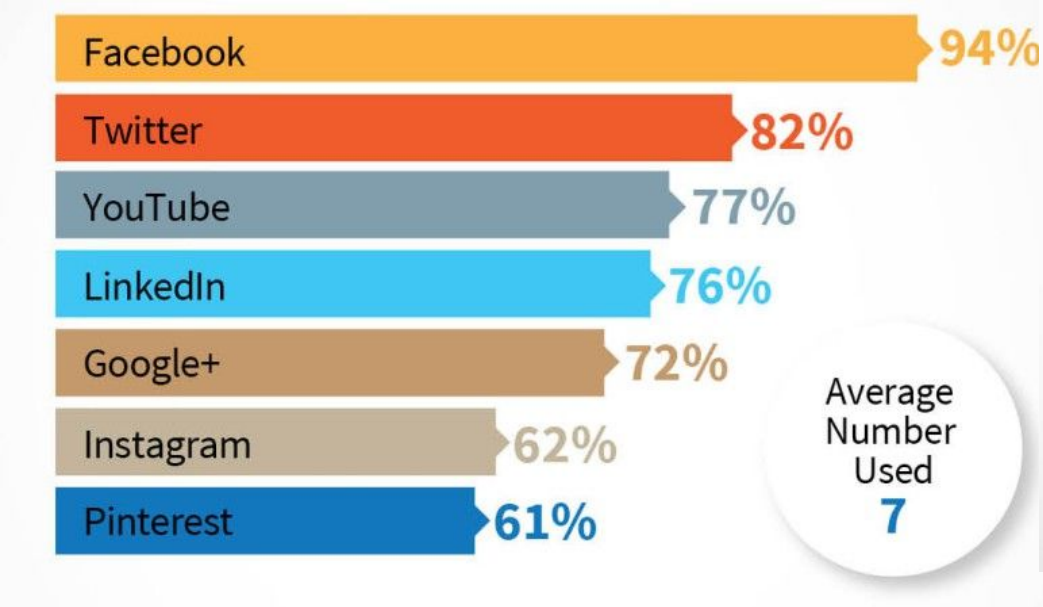
Adele?

In kako gre klepet dalje, ne?

https://www.boredpanda.com/guy-trolls-facebook-scammer-adele-song-lyrics-hello/



Digitalna promocija



94% of Marketers use Facebook, but only 66% rate it effective (B2C Content Marketing 2016: Benchmarks, Budgets, and Trends – North America, sponsored by TrackMaven)

e-newsletters…. ranked No. 1 when content marketers were asked which tactics were the most effective (tied with in-person events, 67% of the survey participants rated e-newsletters as the most effective form of content marketing)

Nasveti za promocijo na Facebooku

- redne (pravočasne?) objave oz. ne zanemarite FB **strani**, ki vas “zaposluje”
  - “delite” vsebine s svojih spletnih strani (“landing page” - poskrbite, da pokaže fotografije)
  - objavljajte videje (FB live!), fotografije in uporabljajte “čustvenčke” in druge **simbole in znake** (tudi #)
  - verjetno ni recepta glede dolžine besedila, marsikdo FB uspešno uporablja kot blog...
  - ustvarjajte dogodke - reakcija (interested/going) deluje kot share, je pa veliko pogostejša (pa še **testna informacija**, kakšno udeležbo/koliko prijav lahko pričakujete in po potrebi izboljšate promocijo)
- uporabljajte “komunikacijo” FB in kažite **ingejđment** - lajkajte (to možnost imate šele od 2009, ne pomeni pa “nakupa”), šerajte, komentirajte, puščajte ocene..., ker “kot ti meni, jaz tebi” (=komunikacija, družbenost)
- vključite se (kot **profil**) v **skupine**, ki dovolijo promocijo in delite objave s strani (v več skupinah - uvodno besedilo prilagodite skupini...)

Nasveti za ostalo digitalno komunikacijo

YouTube: polnite svoj kanal z lastno produkcijo in jo delite tudi na ostalih omrežjih

Instagram:

- povežite s Facebook stranjo
- (skoraj) brez besed, v komentar sam sebi seznam #ključnih besed

Twitter: share = retweet, follow = friend/page like

Orodja za bolj poslovno, strukturirano komunikacijo...

Slack - Citilab

Citilab
marko_ivan

Jump to...

All Threads

Channels
- gamelab_mak
- ideje
- izobrazevanja
- kreatorlab
- orodjarna
- praksa
- prostovoljci
- public
- razpisi

Direct Messages
- slackbot
- marko_ivan (you)
- andrej
- gams
- gams, andrej
- gams, katjah
- katjah
- KAYO, KAYO
- markog
- tanc3r
- Vitja Kos K.

Apps

#public

☆ | 33 | ☆ 2 | Company-wide announcements and work-based matters

Search

9+ Updates

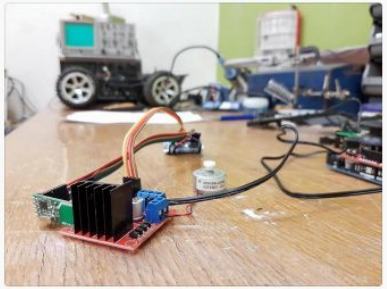
Monday, May 14th

Tina Moi 8:18 AM
Zdaj bom sla na laser:
9-12h. Tina

Monday, May 21st

gams 7:40 AM
📢 @channel Zaradi odsotnosti predavatelja smo morali za en teden prestaviti delavnico "#SmartBarbieHouse MOBILE". Več na http://www.kreatorlab.si/delavnica-smartbarbiehouse-mobile/ - Kdor misli prit, se naj prosim prijavi 🙂

kreator lab
Delavnica "#SmartBarbieHouse MOBILE" (228 kB)



slack

Vitja Kos K. 🏡 10:07 AM
Pridem

KAYO 6:24 PM
@gams to pomeni, da ta teden delavnice ni, ampak se prestavi na naslednji teden, če sem prav razumela ne?

gams 7:20 PM
Tako je 🙂
👍 1

Message #public

Thread

markog, KAYO, and katjah

markog Jan 31st at 7:49 PM
in #kreatorlab
Malo nežno z njim ker je adapter sprintan na 20% infill. Pozabil katji povedat za 100ko zato @katjah prosim če sprintaš novega

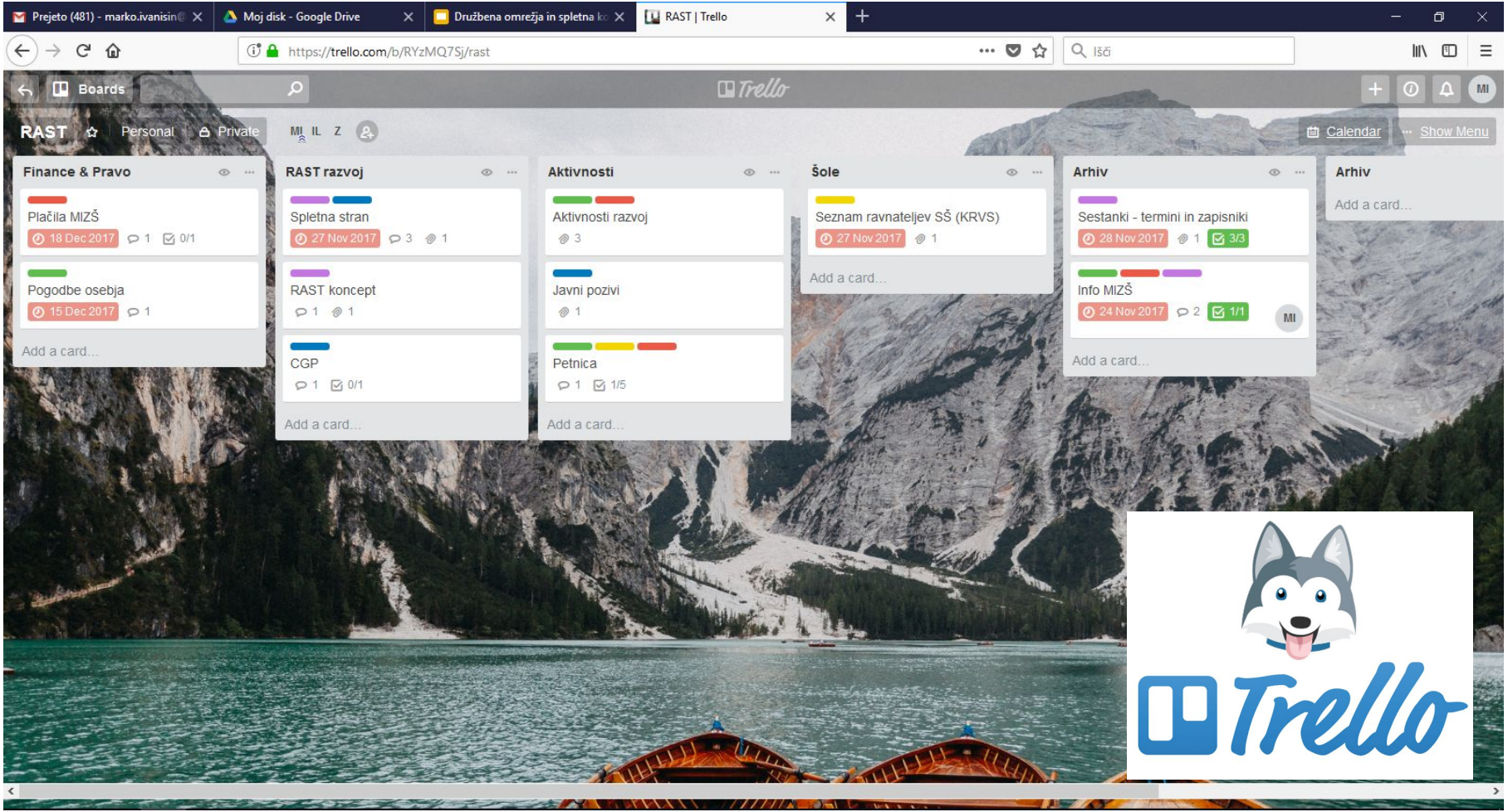
3 replies

KAYO 4 months ago
@katjah @markog Obvezna je uporaba lesene deščice na desnem 3D tiskalniku Geetech i3 (tistem brez metuljčka), saj brez nje lahko zaman nastavljaš višino posteljice, povečuješ tok filamenta ter povečuješ temperaturo iztiskanja. Če pritisk filamenta na zobnik ni zadosten (popuščena vzmet ali obrabljen zobnik), pač preprosto ne gre nič ven. 😆

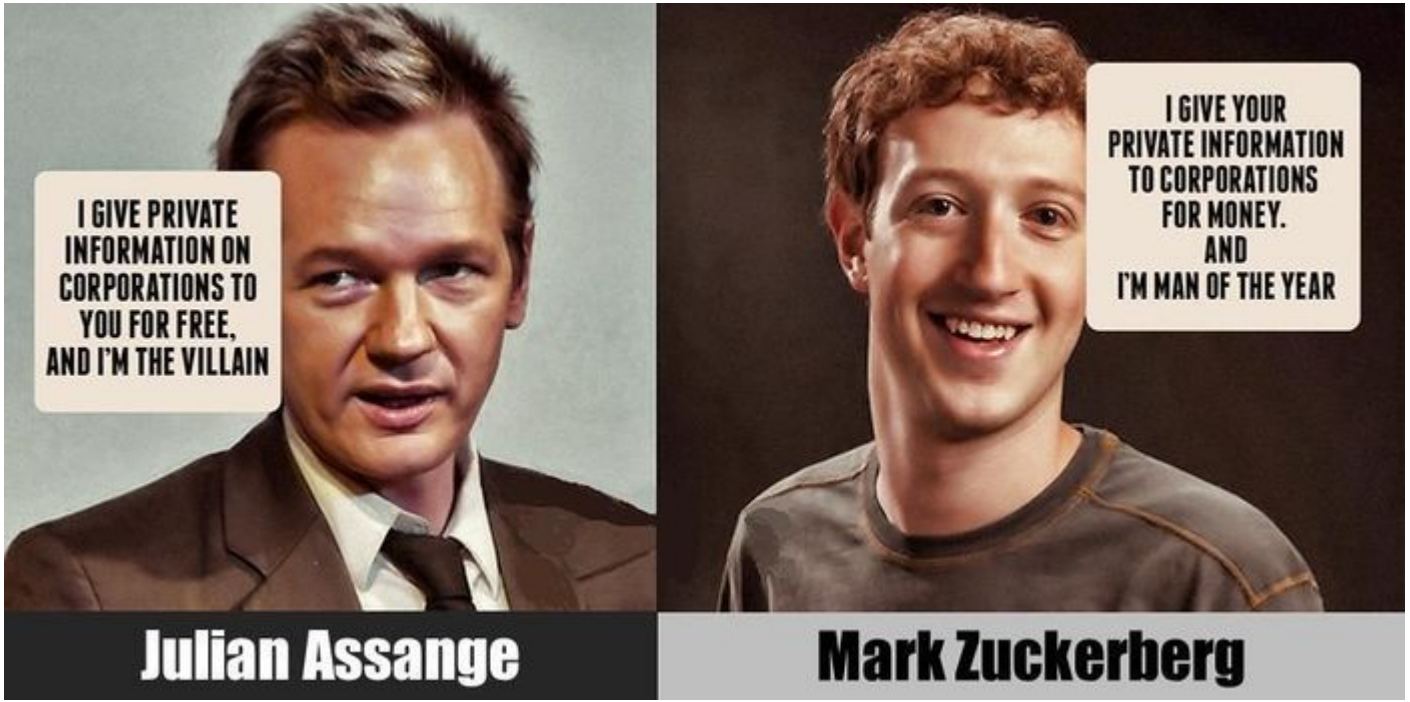
katjah 4 months ago
V bistvu bo verjetno pomagalo, da spucamo zobnik. Bom se jaz danes s tem ukvarjala, če ne bodo sestanki predolgi.
👍 1

katjah 4 months ago
@markog bom dala danes popoldne printat, ko bom v KLabu. Z malo sreče, bo jutri že pripravljen.
💪 1

Reply...


Prejeto (481) - marko.ivanisin@
Moj disk - Google Drive
Družbena omrežja in spletna ko
RAST | Trello
https://trello.com/b/RYzMQ7Sj/rast
Išči
Boards
Trello
MI
RAST
Personal
Private
MI IL Z
Calendar
Show Menu
Finance & Pravo
Plačila MIZŠ
18 Dec 2017
1
0/1
Pogodbe osebja
15 Dec 2017
1
Add a card...
RAST razvoj
Spletna stran
27 Nov 2017
3
1
RAST koncept
1
1
CGP
1
0/1
Add a card...
Aktivnosti
Aktivnosti razvoj
3
Javni pozivi
1
Petnica
1
1/5
Add a card...
Šole
Seznam ravnateljev SŠ (KRVS)
27 Nov 2017
1
Add a card...
Arhiv
Sestanki - termini in zapisniki
28 Nov 2017
1
3/3
Info MIZŠ
24 Nov 2017
2
1/1
MI
Add a card...
Arhiv
Add a card...
Trello

Dva svetova?



Komunikacija (“kaos”) in zaupanje

Struktura (nadzor) in pravo/birokracija (nezaupanje)

Hvala za pozornost.

marko.ivanisin@gmail.com
www.spreten.si
041 994901

marko.ivanisin@druga.si
II. gimnazija Maribor
www.projekt-rast.si
02 330 44 60