Digital Junk

Dr Becky Freeman
Sydney School of Public Health
Facebook stress may worsen asthma: MDs

Study: Anxiety and alcohol use linked to Facebook

College freshmen who report higher levels of anxiety and alcohol use are more likely to feel emotionally connected with the social networking site than those who don't.

by Elizabeth Armstrong Moore | April 12, 2013 11:30 AM PDT

Fired Over Facebook: 13 Posts That Got People CANNED

Huffington Post | Catharine Smith and Craig Kanalley First Posted: 07-26-10 10:40 AM | Updated: 09-25-10 05:12 AM
The social web

› User generated content
› Interactive
› Exchange of content
› Social
› Dialogue
› Share
› Listen
› Engage
Maslow’s Hierarchy of Needs

- Self-Actualization
  - Pursue Inner Talent
  - Creativity
  - Fulfillment
- Self-Esteem
  - Achievement
  - Mastery
  - Recognition
  - Respect
- Belonging - Love
  - Friends
  - Family
  - Spouse
  - Lover
- Safety
  - Security
  - Stability
  - Freedom from Fear
- Physiological
  - Food
  - Water
  - Shelter
  - Warmth

- WiFi
No need to be on all of them!
“Social Media is a group of Internet-based applications [Facebook, YouTube, Twitter] that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content.”


New media is the combination and convergence of computing and information technology, communications networks and digitised media and information content. The interlinking of these three key pillars has arisen due to the development and popularisation of the Internet coupled with the accessibility of activities, products and services within the digital media sphere.
SOCIAL MEDIA IS LIVING
Evolving picture

Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites

- All internet users
- 18-29
- 30-49
- 50-64
- 65+

Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.
Gender

Social Networking
% Reach by Age & Gender

Source: Johanna Blakley, USC Study data posted at @Mojojohanna
Social Media Statistics Australia – June 2014

1. Facebook – 13,200,000 users
2. YouTube – 12,750,000 UAVs
3. WordPress.com – 6,300,000
4. Tumblr – 4,900,000
5. LinkedIn – 3,700,000
6. Blogspot – 2,950,000
7. Twitter - 2,500,000 Active Australian Users
8. Instagram - 1,600,000 Active Australian Users
9. TripAdvisor – 1,450,000
10. Snapchat - 1,070,000 Active Australian Users
11. Tinder – 1,000,000 Australian users
12. Flickr – 740,000
13. Pinterest – 380,000
14. Yelp – 180,000
15. MySpace – 165,000
16. Reddit – 160,000
17. Google Plus – approx 65,000 monthly active Australian users
18. StumbleUpon – 55,000
19. Foursquare – 33,000
20. Digg – 22,000
21. Delicious – 20,000

Australians are among the world’s most enthusiastic Facebook users, spending an average of 7 hours and 43 minutes per month of the social networking site.

25% of Australians ‘Like’ or interact with a brand on Facebook on a weekly basis.

57% of Australians participated in ‘Liking’ brands during 2011 – up from 46% in 2010.
Limitations of the data and research

- Design: largely case studies
- Changing platform landscape
- Relevance of principles
- Links to principles of effective messaging
We assessed the amount, reach, and nature of energy-dense, nutrient-poor (EDNP) food and beverage marketing on Facebook.

We conducted a content analysis of the marketing techniques used by the 27 most popular food and beverage brand Facebook pages in Australia.

We coded content across 19 marketing categories; data were collected from the day each page launched (Average of 3.65 y of activity per page).
Affinity, Weight and Decay.

**Affinity:** One of the first things Facebook looks into when deciding who will see your post is the level and frequency of interaction, or Affinity. In simple terms the more we interact (message, share, comment, like each other’s content) the more of my posts you will see and vice versa.

**Weight:** Weight refers to the number of interactions users have had with a certain piece of content or post. The more likes, and comments the post receives, the more news feeds it will appear on.

**Decay:** The time since the content was posted. Old content, unless very high in weight, tends to get pushed down on feeds.
We ranked the top 250 Facebook pages on the basis of the total number of Australian Facebook users who had liked the page, using data from the social media monitoring site Socialbakers.
All pages were for EDNP food and beverages

- 27 pages
- 7 fast food restaurants
- 5 chocolate
- 4 sugar-sweetened sodas
- 3 energy drinks
- 2 confectionery brands
- 2 ice cream brands
- 2 condiments or spreads
- 1 sweet biscuit
- 1 salty snack

- There was a nearly even mix of international (13 pages) and Australian-based brand pages (14 pages)
- 4 brands (Subway, Coca-Cola, Slurpee, Maltesers) represented by both an international and an Australian version of the page
Most commonly liked by those aged 18–24 years, with 16 of the pages most frequently liked by this age group.

Five pages (Maltesers Australia, Cold Rock Ice Creamery, Slurpee Australia, Subway Australia, Coca-Cola Australia) were most popular among those aged 13–17 years.

Those aged 13–24 years were the most common age group to like 4 pages: Domino’s Pizza Australia, Pringles, McDonald’s Australia, and Cadbury Eyebrows.

The remaining 2 pages, Vegemite (a savory, salty spread popular in Australia) and Cadbury Dairy Milk Australia, were most popular with a slightly older audience, those aged 25–34 years.
## Marketing techniques

<table>
<thead>
<tr>
<th>Category</th>
<th>No. pages (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding elements</td>
<td>27 (100)</td>
</tr>
<tr>
<td>Photos</td>
<td>27 (100)</td>
</tr>
<tr>
<td>User-generated content</td>
<td>25 (92.6)</td>
</tr>
<tr>
<td>Competitions, prizes, and giveaways</td>
<td>24 (88.9)</td>
</tr>
<tr>
<td>Apps</td>
<td>24 (88.9)</td>
</tr>
<tr>
<td>Videos</td>
<td>23 (85.2)</td>
</tr>
<tr>
<td>Conversations</td>
<td>23 (85.2)</td>
</tr>
<tr>
<td>Links</td>
<td>23 (85.2)</td>
</tr>
<tr>
<td>Allow posts by others</td>
<td>22 (81.5)</td>
</tr>
<tr>
<td>Celebrities</td>
<td>22 (81.5)</td>
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<tr>
<td>Sponsorships or partnerships</td>
<td>21 (77.8)</td>
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<tr>
<td>Children's characters</td>
<td>19 (70.4)</td>
</tr>
<tr>
<td>Quizzes or polls</td>
<td>19 (70.4)</td>
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<tr>
<td>Sportspeople</td>
<td>17 (63.0)</td>
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<tr>
<td>Corporate social responsibility or philanthropy</td>
<td>17 (63.0)</td>
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<tr>
<td>Branded characters</td>
<td>13 (48.1)</td>
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<tr>
<td>Vouchers, offers, and rebates</td>
<td>12 (44.4)</td>
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<tr>
<td>Events</td>
<td>11 (40.7)</td>
</tr>
<tr>
<td>Games</td>
<td>9 (33.3)</td>
</tr>
<tr>
<td>Special price promotions</td>
<td>8 (29.6)</td>
</tr>
</tbody>
</table>
Competitions, prizes, giveaways

Warning: Skittles objects in my BFF’s hands are exactly as awesometastic as they appear.

Believe it or not, but this is my BFF's natural hair color.
**Crabs and Penguins**

*Download: 03-08-2012*

Crabs and Penguins is a bright game adventure on oceans from Coca-Cola. Make a hero from a crab—jumping, floating and diving. Travel on tropical paradise through the seas learning with sharks, achkan_proba ships on your way to the cold and dangerous Arctic North. Return to penguins a lost ball andcollected coins and bonuses in your way. Make friends with whales and polar bears. Pass six levels of the game through an amazing ocean 3D world.
Majority of posts across all the pages were of photographs.

On average, page administrators made a total of 18 original posts during the 1-month period, of which 13 (72%) were classified as photographs.

Monster Energy drink most active, with 67 posts in 1 month.

All page posts attracted likes, shares, and comments from page members.

Monster Energy had the highest total number of likes for its posts across the 1-month period with 1,281,868 total likes, and Subway had the highest average number of likes per post with 23,569 likes.

Given that a significant portion of Facebook users log in daily, it is unsurprising that popular pages have high levels of activity.
Consumers not only willingly engage with brands, they also create free word-of-mouth content that marketers have minimal control over.

Users require very little incentive to openly interact with EDNP food brands.

Increasing the visibility of users on social media among their peers—or fellow consumers—is a distinctive social media marketing tactic.

Very high popularity of the sugar-sweetened soda and energy drink pages.
Public Health Practice Implications

› Much of the current work to limit exposure to EDNP advertising is focused on restricting advertisements during children’s television programs and viewing hours

› Young adults appear to be a highly desirable target population for EDNP food marketing, and limited research, resources, and policy action have been directed at this age group

› If people are engaging with Facebook content because it makes them feel good, it may mean that certain modes of health promotion messages that are highly effective in other forms of media will not work on social media
Survey – hot off the presses results!