

“Social Media: Policy & Research issues”

**Bartolomé Arroyo-Fernández
European Commission**

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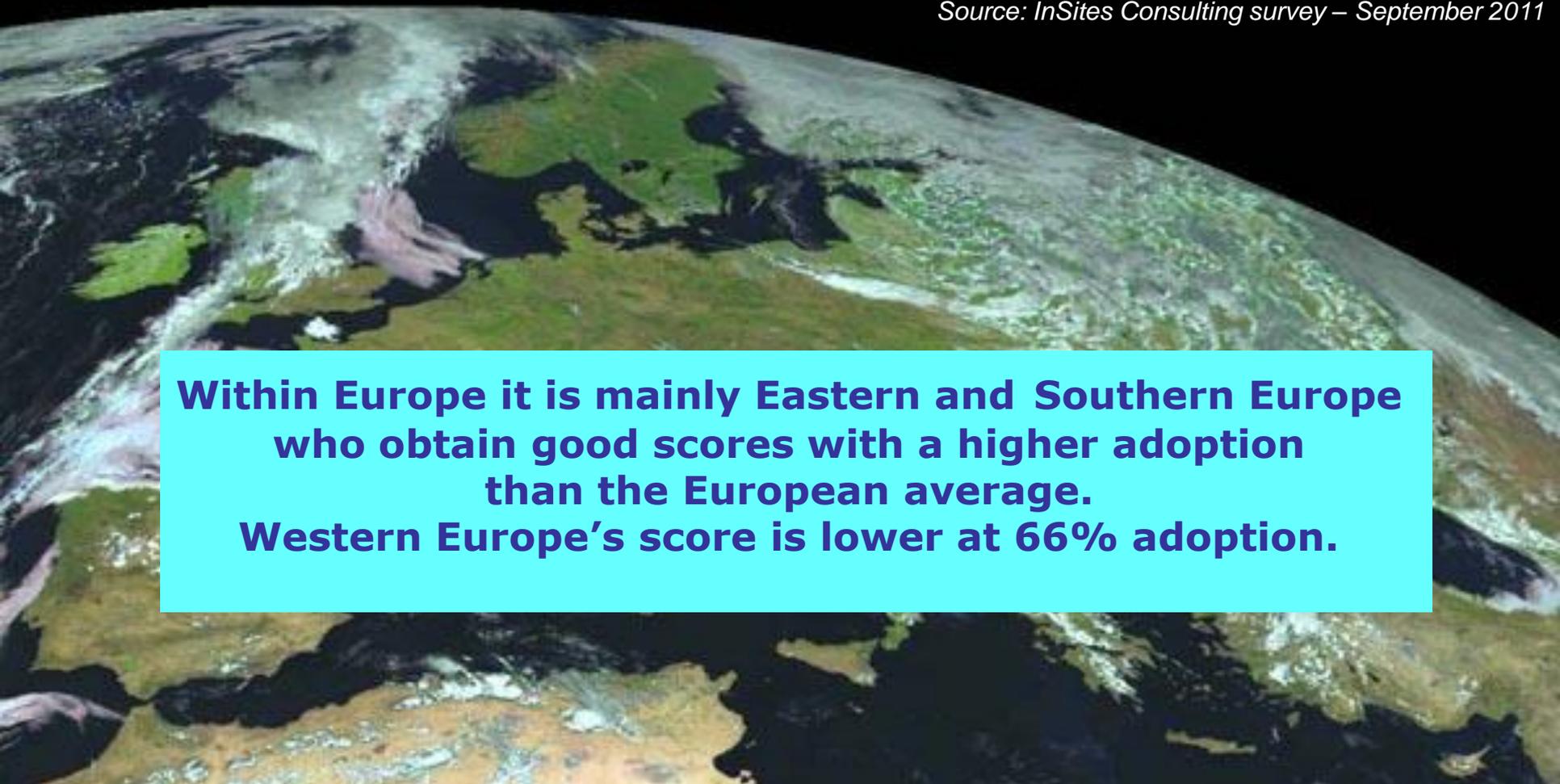
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Social media in Europe 2011

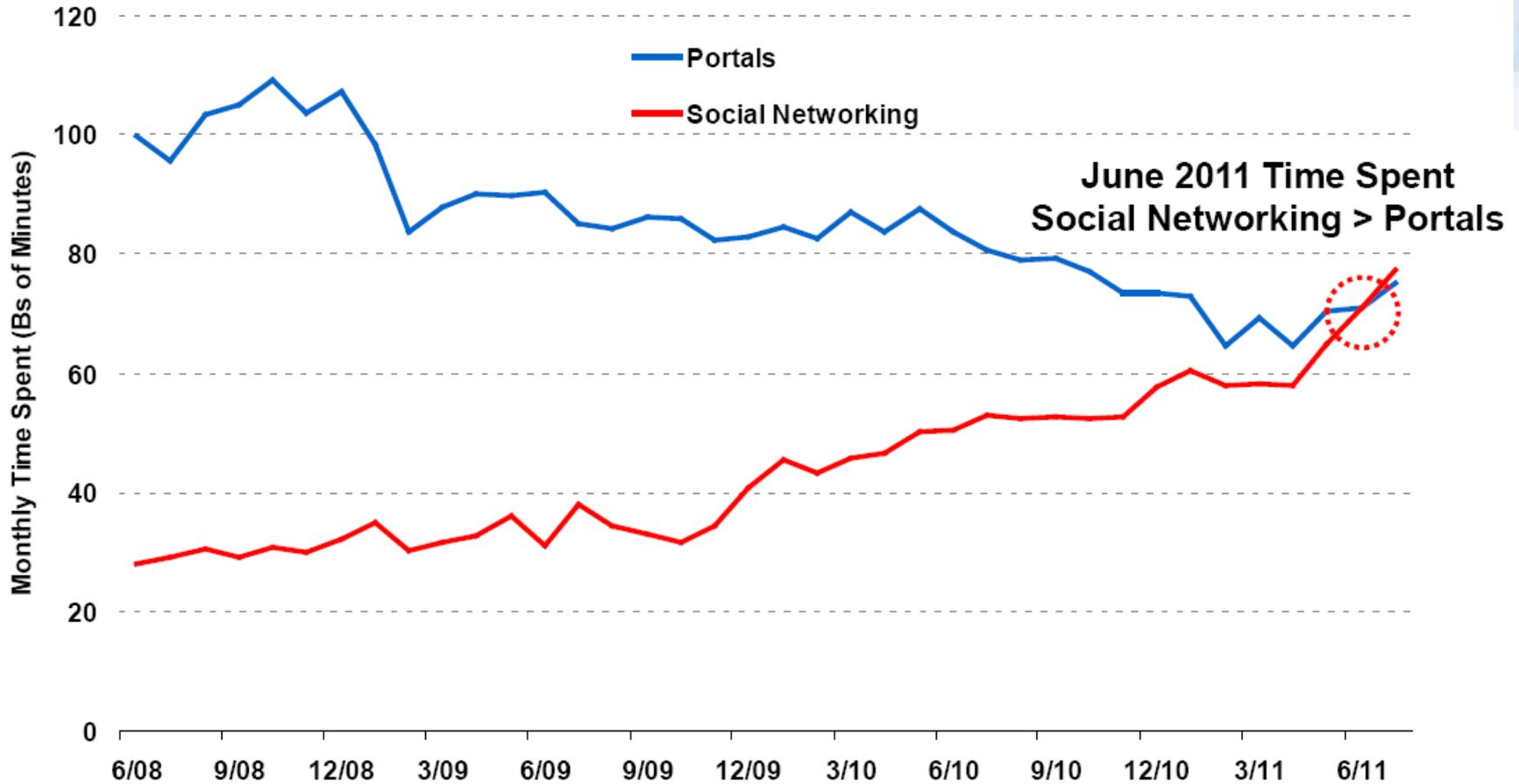
- 98% of Europeans are aware of social media
- 73% of European Internet users use social network sites
- 62% (Facebook), 16% (Twitter), 12% (Vkontakte), 11% (LinkedIn) : of European Internet users

Source: InSites Consulting survey – September 2011



Within Europe it is mainly Eastern and Southern Europe who obtain good scores with a higher adoption than the European average. Western Europe's score is lower at 66% adoption.

USA Monthly Time Spent, Portals vs. Social Networking Sites, 6/08 – 7/11



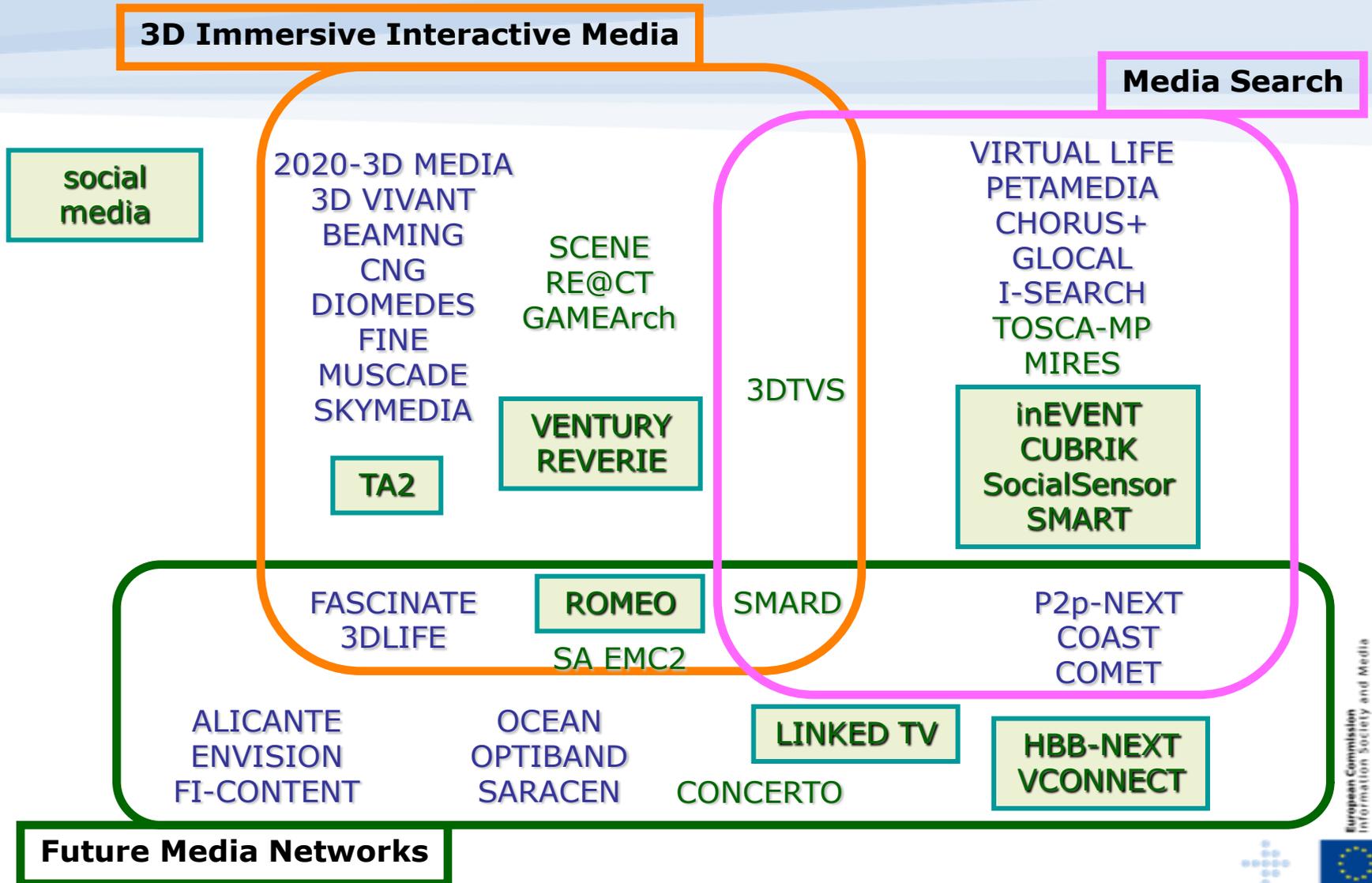
Source: comScore Media Metrix USA panel-only data.

Opportunities

- My social graph: multiplicity of facets
- Global/local, ubiquitous, smart, seamless (disappearing...)
- From content search to discovery: filtering the useful information
- Enterprise use of social media
 - Immediate feedback from users
 - Personalisation: treating with people
 - SM crisis (reputation)
- Very few winners will dominate



Social Media aspects in Current Networked Media projects



Social Media R&D: enhancing search and video

SMART: leverage Web2.0 social networks information in order to facilitate social queries on physical world multimedia.

SOCIAL SENSOR: web mining, real-time analysis of microblogging eg tweets, social indexing & social search

CUBRIK: mobile search and social search (social interaction techniques for social data collection)

LinkedTV: link social network data to individual objects in the video stream. Social network metadata extraction

inEvent: Social search, social interaction analysis

Ventury: Social data mining

- **Vconnect, TA2:** Social enriched video conference
- **Reverie:** immersive social networks
- **HBB-NEXT:** enriching the TV-viewing experience with social networking, seamless mixing of broadcast content, of complementary Internet content and of user-generated content.
- **ROMEO:** social 3D TV and high quality real-time collaboration.



Long term trends

- Social media will become a common feature of all future web-based applications and services
 - Social TV (connected TV + social networks)
- Cloud computing combined with pervasive BB access will underpin future web-based applications and services
- Internet will continue to be the prime innovation engine
- A Digital Economy Strategy is needed to strengthen the **Digital Single Market**
 - Network access & connectivity
 - Media creation, transport and delivery (e.g. media cloud)
 - Content ownership
 - Trust and security



Children online

- On average, children in Europe now start going online when they are seven.
- 38% of online 9 to 12 year olds have a social networking profile, in spite of age restrictions.
- More than 30% of children who go online do so from a mobile device.



Measures for the next 18 months:

- children should be able to easily report abusive content, cyber-bullying or grooming using a "single-click" system;
- children's profiles on services like social networking sites should be set to privacy by default—or measures with equivalent effect;
- Internet-connected devices should have parental controls installed also by default;



Issues/actions required

- data **breaches** affecting thousands if not millions;
- social networking sites rolling out new features with **very open default settings**
- Undesired **exposure**
- Identity **theft**.
- **Transparency** so that citizens know exactly what the deal is.
- **Fairness** so that citizens are not forced into sharing their data.
- **User control** so that citizens can decide – in a simple and effective manner – what they allow others to know.



Thanks you for your attention!

Bartolome.arroyo-fernandez@ec.europa.eu
@arroyobart

