

Social media; new technologies: what's coming next?

MARK 360 Week 7

Overview

- The Gartner Hype Cycle
- Back to the future: “dark social” and the return to dominance of private messaging
- Sharing virtual and augmented realities
- Internet of (Autonomous) Things

The Gartner Hype Cycle research methodology

- Helps to separate hype from technology that has real promise / offers business value
- Reduces technology investment risk by analyzing technology life cycles
- “Gartner Hype Cycles provide a graphic representation of the maturity and adoption of technologies and applications, and how they are potentially relevant to solving real business problems and exploiting new opportunities. Gartner Hype Cycle methodology gives you a view of how a technology or application will evolve over time, providing a sound source of insight to manage its deployment within the context of your specific business goals.”

<http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp>

Gartner Hype Cycle 2016: Emerging Technologies

Figure 1. Hype Cycle for Emerging Technologies, 2016



Source: Gartner (July 2016)

Source: Gartner (August 2016)

<http://www.gartner.com/newsroom/id/3412017>

**BACK TO THE FUTURE: “DARK
SOCIAL” AND THE RETURN TO
DOMINANCE OF PRIVATE
MESSAGING**

“Dark Social”

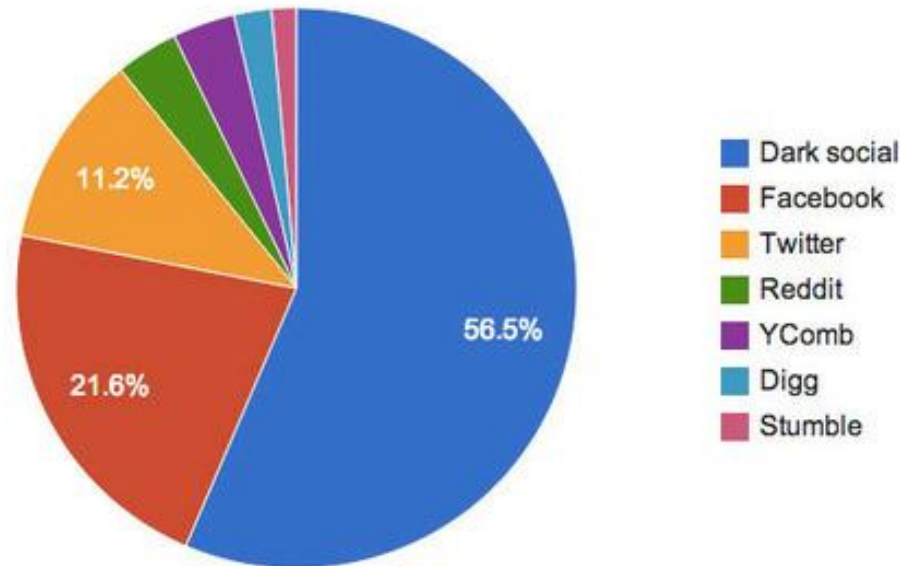
- Is what we have called “social media” for the last 10 years or so just a blip or a monetization strategy for a few internet businesses?
- In the 90s “We had instant messenger and chat rooms and ICQ and USENET forums and email. My whole Internet life involved sharing links with local and Internet friends. How was I supposed to believe that somehow Friendster and Facebook created a social web out of what was previously a lonely journey in cyberspace when I knew that this has not been my experience?” *[Alexis Madrigal](#)*
- Looking at the concept of “dark social” and the increasing return to dominance of personal messaging may help us answer this

Visits to a website without a referrer

- The analysts at the Atlantic separated out the visitors **without referrer data** into two categories:
 - Those people who went to the home page or broad subject page - who probably typed it directly into a browser or came from a bookmark
 - Those people who went directly to an article (think long and complicated URLs) - most likely the source of these visitors was links contained in messaging apps or email = “dark social”

[Dark Social. Alexis Madrigal. The Atlantic, October 2012](#)

Dark social traffic at the Atlantic versus traffic from social media services (2012)



- You might quibble about the size of the blue slice and the methodology, but there is something there worth thinking about

[Dark Social. Alexis Madrigal. The Atlantic, October 2012](#)

What's the problem for marketers

- Dark social is very difficult to measure (hence the *dark* part)
- “Facebook and Twitter do shift the paradigm from private sharing to public publishing. They structure, archive, and monetize your publications.” *Alexis Madrigal*
- But look at the rise of messaging
- What happens to social media business models if public publishing is actually much smaller than we think it is – and perhaps getting smaller

Messaging services utilize “close ties” – very rapid growth recently

Selected Global Messaging Leaders



WhatsApp (launched 2009)

- *Fast messaging*
- MAU = **800MM**, +60% Y/Y, Q1:15
- Messages Sent / Day = **30B**



Facebook Messenger (launched 2011)

- *Messaging platform*
- MAU = **600MM**, +200% Y/Y, Q1:15



Snapchat (launched 2011)

- *Ephemeral messages, pictures and videos*
- DAU = **100MM**, 5/15
- Story Views / Day = **2B**



WeChat (launched 2011, China)

- *Messaging platform*
- MAU = **549MM**, Q1:15, +39% Y/Y



LINE (launched 2011, Japan)

- *Messaging platform*
- MAU = **205MM**, Q1:15
- Messages Sent / Day = **13B**, +30% Y/Y
- Revenue = **\$922MM**, +70% Y/Y

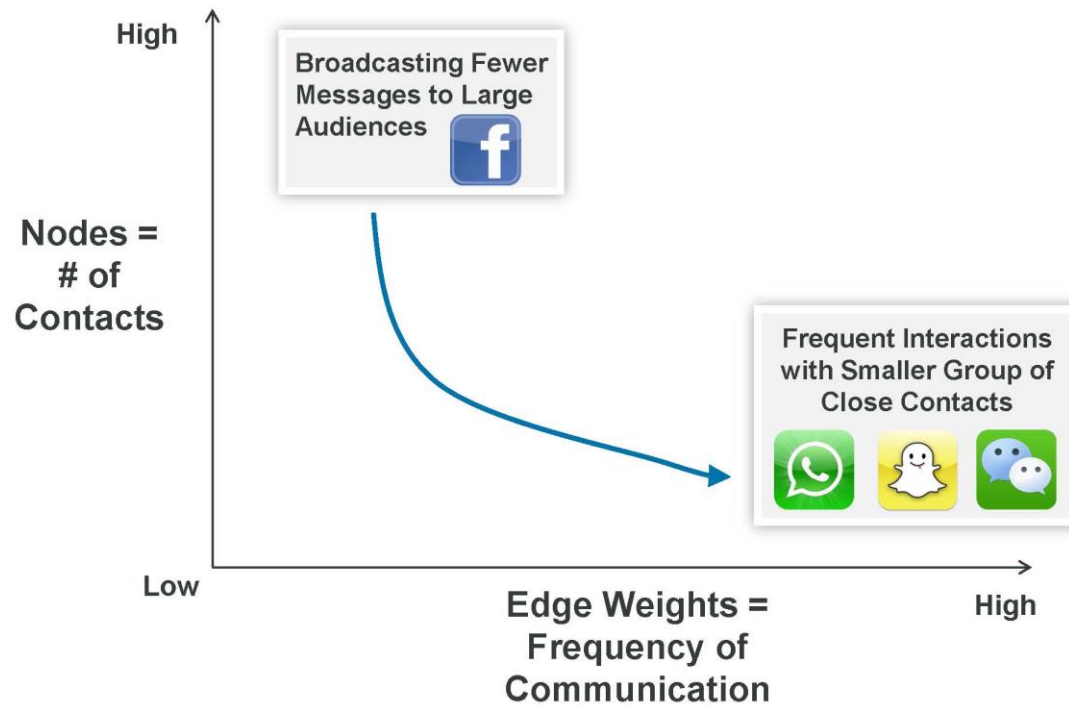


KakaoTalk (launched 2010, Korea)

- *Messaging platform*
- MAU = **48MM**, Q1:15
- Messages Sent / Day = **5.2B**
- Revenue* = **\$853MM**, +19% Y/Y

Frequency of communication more valuable than # of contacts

Evolution of Messaging → New Social Graphs...
Edges = Potentially More Value than Nodes...



@KPCB

Source: Anjney Midha, KPCB Associate; Jared Morgenstern, KPCB Entrepreneur Partner.

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From: [Mary Meeker, Internet Trends 2014](#) (KPCB)

Further evidence in Facebook's privacy pivot

- “People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that's evolved over time.” Zuckerberg 2010
- Facebook's attitude to privacy has been “misunderstood” Zuckerberg (FB Earnings Call, July 2014)

FB's privacy pivot – the long view

“So we’re looking for new opportunities to create new dynamics like that and open up new, different private spaces for people where they can then feel comfortable sharing and having the freedom to express something to people that they otherwise wouldn’t be able to.

It’s one of the reasons I’m personally so excited about messaging.

Because at some level there are only so many photos you’re going to want to share with all your friends.”

Zuckerberg (FB Earnings Call, July 2014)

Quality not quantity? How can marketers understand “close ties”



Jay Baer
@jaybaer



Following

A8. I also foresee brands building more content/social connections based on topics rather than on the brand itself.
#cmworld



Jay Baer
@jaybaer



Following

A8. Connections based on mutual interests are going to start stealing more thunder from connections based on relationships.
#cmworld

SHARING VIRTUAL AND AUGMENTED REALITIES

Can we distinguish between augmented reality and virtual reality?

- Augmented reality is the addition of a layer of data/information (text, video, audio etc) to the physical world in real time (usually done with a smart phone or tablet).
 - Basically graphics overlaid onto the real world
- Virtual reality is a computer generated *simulation* of the real world or a fantasy world that the user can interact with (usually) in real time.
- Another explanation from Wired ([AR, VR & MR](#))

Augmented reality

- First mass usage of AR was PokemonGo
- Current use of AR in a social network - Snapchat's World Lenses (via a filter for the rear camera)
 - Spectacles don't do AR yet, but they might



Virtual Reality is a bit further out

- It isn't really all that new (Computer Gaming World was predicting "*Affordable VR by 1994*") but there were (and are) huge technical problems to solve
- Very immersive – it actually simulates physical *presence*
 - Tricks the brain into thinking that what we see is actually real
 - [Jacob tries the Oculus Rift \(roller coaster\)](#) (2 minutes)

Technology to create virtual experiences

- Most solutions need a Head Mounted Display (HMD)
 - This is the sticking point for mass adoption
- But becoming a very competitive space:
 - [Oculus Rift](#) (powered by PC) and Gear VR (powered by Samsung phone)
 - [HTC Vive](#) (from Valve) – powered by PC
 - [Playstation VR](#)
 - [Microsoft Hololens](#)
 - [Magic Leap](#)



Facebook's acquisition of Oculus VR – the future of social?

- \$2 billion acquisition of what most people had thought was a [VR gaming headset](#)
- FB has done mobile, now they need the next platform
- Gaming is first target market (virtual reality) then comes real life (augmented reality)
- [Here is what Facebook's CEO said about the acquisition](#)
 - “This is really a new communication platform. By feeling truly present, you can share unbounded spaces and experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures.”
 - “One day, we believe this kind of immersive, augmented reality will become a part of daily life for billions of people.”

VR “lite” – 360 degree video

- 360-degree video is one of the easiest and least expensive to produce, distribute and experience.
- YouTube Official [VR channel](#)
 - Works with Google Daydream, Google Cardboard, Samsung Gear VR (all smart-phone powered headsets)
- Facebook introduced ability to access 360 video from the Timeline for users who have Samsung Gear VR headset ([March 2017](#)) – their first attempt to integrate the Oculus acquisition into their platform

Steps towards “social” VR?

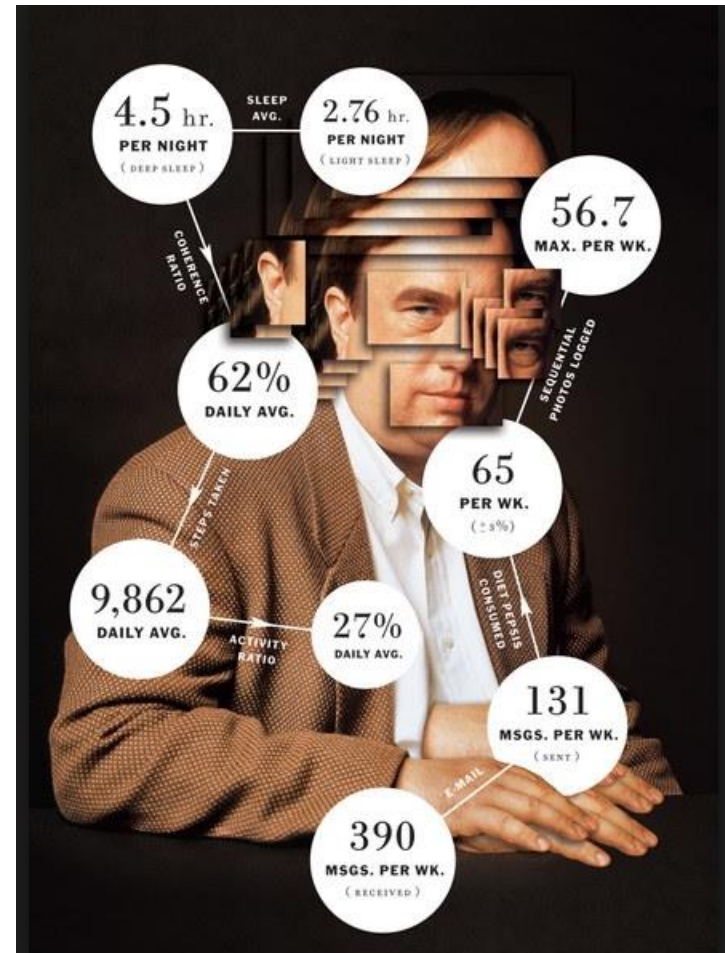
- Facebook’s “[Oculus Rooms](#)” – watch video and chat with friends in a VR space
- [Sansar](#) VR World (from Linden Lab) – launching in 2017
- [Space](#) (from SineWorld)
- [HiFidelity](#)
- [AltspaceVR](#)



THE INTERNET OF (AUTONOMOUS) THINGS

IoT and the quantified self

- Data from personal devices and body monitors
- Data from sensors on fridges, thermostats, cars, traffic signals etc – all connected to smartphones and integrated with other data from social media



Technologies that will be social so that we don't have to be

- “As we move toward an “internet of things,” with connected devices that may access personal Facebook and Google data, these notifications will be harder to avoid. New customs may emerge to avoid birthday wishes from smart coffeemakers and connected forks. Perhaps it will become an annual tradition to shut off all devices on your birthday.”
 - [The Internet of Things Will Ruin Birthdays: Birthday harassment from brands and data tracking disguised as warm wishes](#)