

GOING MOBILE SOCIAL

US SOCIAL ENGAGEMENT ON MOBILE

In an effort to identify how exactly social engagement over mobile in US expands, we decided to investigate the market. Stats that are presented below are retrieved from various sources across the sphere, aiming to identify the incredible growth of the mobile social industry in 2013.

DEVICES¹

43%

ALMOST HALF OF SOCIAL DAILY INTERACTIONS HAPPEN ON MOBILE COMPARED TO 20.5% ON TABLETS

SOCIAL & TV²

6.6 OUT OF 10 TWITTER users TWEET WHILE WATCHING TV



MOBILE VIDEO³



3 HOURS OF VIDEO IS UPLOADED ON YOUTUBE PER MINUTE FROM MOBILES

SOCIAL MESSAGING⁴



FACEBOOK MESSENGER **56.7M** ACTIVE MOBILE USERS

BUT THAT'S WAY BEHIND THE SEVERAL HUNDRED MILLION WHATSAPP IS ESTIMATED TO HAVE

SOCIAL WOMEN⁵

39%



53%



WOMEN ARE MORE SOCIAL ACTIVE ON MOBILE THAN MEN AS MORE THAN HALF ACCESS THEIR SOCIAL NETWORKS ON THE GO

MOBILE SOCIAL APPS⁶



FACEBOOK IS THE MOST ACCESSABLE NETWORK ON MOBILE WITH 84% FOLLOWED BY YOUTUBE & G+ WITH 68% AND 42% RESPECTIVELY

MOBILEGRAM⁷

OVER 40M PHOTOS A DAY



ARE SHARED ON INSTAGRAM INCLUDING 8,500 LIKES & 1,000 COMMENTS PER SECOND

SOCIAL MOBILE AD SPENDING^{4,5}

AD SPENDING ON MOBILE INCREASED 70% IN 2013 WHILE 2014 WILL SEE 23% INCREASE YEAR ON YEAR



ACTIVITIES⁹



63%



52%

FACEBOOK IS NOW A MOBILE SOCIAL COMPANY THE TWO MOST FREQUENT DAILY ACTIVITIES ON FACEBOOK IS NEWS & GAMING



PINTEREST DRIVES MORE REFERRAL TRAFFIC THAN GOOGLE+, YOUTUBE AND LINKEDIN COMBINED (BUT LESS THAN FACEBOOK)³

Sources:

- ¹ Bunt Media, "Expanding the Conversion: Leveraging Social Media for Brand Interaction," May 17, 2013
- ² Broadcom, "Connectivity Study" conducted by Brunswick Insight, Dec 30, 2012
- ³ Mashable June 2012
- ⁴ BIA/Kelsey, "Annual US Local Media Forecast: Social Local Media 2012-2017"
- ⁵ eMarketer calculations, April 10, 2013
- ⁶ Tune in with Twitter Jan 2013
- ⁷ Instagram Jan 2013
- ⁸ YouTube Blog 2013
- ⁹ International Data Corporation (IDC), "Always Connected: how smartphones and Social Keep us engaged" sponsored by Facebook March 27, 2013

Going Social Are U Social

Clemens Wendtner



Going Social Are U Social:

Where Did the Revolution Go? Donatella della Porta, 2016-11-28 Where Did the Revolution Go considers the apparent disappearance of the large social movements that have contributed to democratization Revived by recent events of the Arab Spring this question is once again paramount Is the disappearance real given the focus of mass media and scholarship on electoral processes and normal politics Does it always happen or only under certain circumstances Are those who struggled for change destined to be disappointed by the slow pace of transformation Which mechanisms are activated and deactivated during the rise and fall of democratization This volume addresses these questions through empirical analysis based on quantitative and qualitative methods including oral history of cases in two waves of democratization Central Eastern European cases in 1989 as well as cases in the Middle East and Mediterranean region in 2011 *Public Hearings on Noise Abatement and Control* United States. Office of Noise Abatement and Control, 1972 **Catalogue ...** Illinois State University, 1928 University Register Northwestern University (Evanston, Ill.), 1928 *Statistics for People Who (Think They) Hate Statistics* Neil J. Salkind, 2016-01-29 Based on Neil J Salkind s bestselling text *Statistics for People Who Think They Hate Statistics* this adapted Excel 2016 version presents an often intimidating and difficult subject in a way that is clear informative and personable Researchers and students uncomfortable with the analysis portion of their work will appreciate the book s unhurried pace and thorough friendly presentation Opening with an introduction to Excel 2016 including functions and formulas this edition shows students how to install the Excel Data Analysis Tools option to access a host of useful analytical techniques and then walks them through various statistical procedures beginning with correlations and graphical representation of data and ending with inferential techniques and analysis of variance New to the Fourth Edition A new chapter 20 dealing with large data sets using Excel functions and pivot tables and illustrating how certain databases and other categories of functions and formulas can help make the data in big data sets easier to work with and the results more understandable New chapter ending exercises are included and contain a variety of levels of application Additional TechTalks have been added to help students master Excel 2016 A new chapter ending Real World Stats feature shows readers how statistics is applied in the everyday world Basic maths instruction and practice exercises for those who need to brush up on their math skills are included in the appendix Journal of the American Medical Association American Medical Association, 1912 **Annual Catalogue of Baylor University at Waco, Texas** Baylor University, 1924 Catalogue of Ohio Wesleyan University for ... Delaware, Ohio Ohio Wesleyan University, 1922 *Minority Student Retention* Alan Seidman, 2019-05-23 Student retention continues to be a vexing problem for all colleges and universities In spite of the money spent on creating programs and services to help retain students until they achieve their academic and personal goals and graduate the figures have not improved over time This is particularly true for minority students who have a greater attrition rate than majority students Demographic information shows that the minority population in the United States is

growing at a faster rate than the majority It is imperative that educational institutions find ways to help improve retention rates for all students but particularly minority students Retention rates should not differ appreciably among different racial ethnic groups The Journal of College Student Retention Research Theory and Practice is the only scholarly peer reviewed journal devoted solely to college student retention It has published many articles on minority student retention and this topic continues to garner much attention This book is a compilation of the very best of these articles selected on the basis of reviews by a cadre of experts in the education field The articles discuss African American Latino Latina Asian and Asian Pacific Native American and biracial students and institutional commitments to retaining a diverse student population For those interested in this vital area the collection will teach and inspire them to achieve greater heights and pay additional attention to retaining minority students in our colleges and universities

CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies Kuna-Marszałek, Anetta, Kłysik-Uryszek, Agnieszka, 2020-01-17 One of the most important activities of enterprises today is responsible entrepreneurship Corporate social responsibility CSR activities can help to forge a stronger bond between employees and corporations can boost morale and can help both employees and employers feel more connected with the world around them Moreover the growing importance of this concept results from the fact that it is perceived as an effective tool for increasing competitiveness improving the image of the company or contributing to the generation of higher profits In today's world an active commitment to social responsibility is becoming more common for a company CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies is an essential reference source that identifies the scale and scope of implementation of CSR and socially responsible investing strategies and standards in companies operating in different transitioning and emerging economies as well as assessing the global effects of these activities Featuring research on topics such as economic growth responsible investing and business ethics this book is ideally designed for managers executives directors corporate professionals government officials industry leaders academicians students and researchers in the fields of international economics international business marketing finance management and public relations

Expand the War on Poverty United States. Congress. Senate. Committee on Labor and Public Welfare. Select Subcommittee on Poverty, 1965 Considers S 1759 to expand antipoverty programs under Economic Opportunity Act of 1964 Includes over 20 articles and pamphlets on poverty education and employment

The International Journal of Indian Psychology, Volume 4, Issue 2, No. 86 IJIP.In, 2017-01-29

Catalogue of the University of Dakota for the Year ..., with Announcements for the Year ... University of South Dakota, 1925

1987 National Science Foundation Authorization United States. Congress. House. Committee on Science and Technology. Subcommittee on Science, Research, and Technology, 1986

The Harvard University Catalogue Harvard University, 1919

Students and universities Great Britain: Parliament: House of Commons: Innovation, Universities, Science and Skills Committee, 2009-08-02 Incorporating HC 370

Catalog of the Officers and Students of the University in

Cambridge Harvard University,1909 **20 Secrets to Success for NCAA Student-Athletes Who Won't Go Pro** Rick Burton,Jake Hirshman,Norm O'Reilly,Andy Dolich,Heather Lawrence,2018-01-10 The vast majority of student athletes dreaming of athletic stardom won't make it to the pros Yet the discipline and skills they've developed while balancing a sport and academics make them ideally suited for satisfying careers elsewhere In 20 Secrets to Success for NCAA Student Athletes Who Won't Go Pro the authors draw on personal experience interviews expert opinion and industry data to provide a game plan for student athletes through key transitions at each stage of their careers from high school through college and beyond Modeled on Stephen Covey's The 7 Habits of Highly Effective People this book provides a much needed strategy for achieving career success Readable and concise it will be a valuable tool for students parents and sports administrators

Entrepreneurship, Dyslexia, and Education Barbara Pavey,Neil Alexander-Passe,Margaret Meehan,2020-12-30 The development of entrepreneurial abilities in people with dyslexia is a subject of great interest It has gained increasing importance in economically difficult times because of its potential for the development of new business opportunities This book brings together contributions from researchers educators and entrepreneurs with dyslexia investigating this subject from many perspectives Is there something different in the profile of a person with dyslexia that supports the development of entrepreneurship This book aims to draw out key themes which can be used in education to motivate mentor and create the business leaders of tomorrow It offers a fundamental text for this area of study with a comprehensive international examination of its topic It includes views by new and established international writers and researchers providing up to date perspectives on entrepreneurship dyslexia and education It is accessible to read to understand and to learn from and is suitable for recommended reading for graduate and postgraduate students The diverse views and perspectives demonstrated in this book make it as relevant as possible for a wide group of readers It informs study in the fields of business and dyslexia and will be of interest to educators researchers and to anyone interested in the overlap of entrepreneurship and dyslexia

The Quarterly Journal - University of North Dakota University of North Dakota,1923 Vol 1 includes the installation of Frank Le Rond Mc Vey as president of the University of North Dakota Programs and proceedings Called inauguration number dated Sept 1910

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