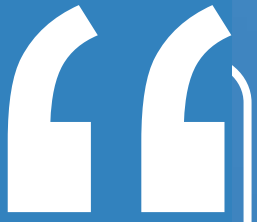




# Social Network

Dr.Pongrapee Kaewsaiha  
CHM SSRU



## Cambridge's dictionary defines social network as

“a website or computer program that allows people to communicate and share information on the internet using a computer or mobile phone”

# Types



Video sharing



Photo sharing



Business communication



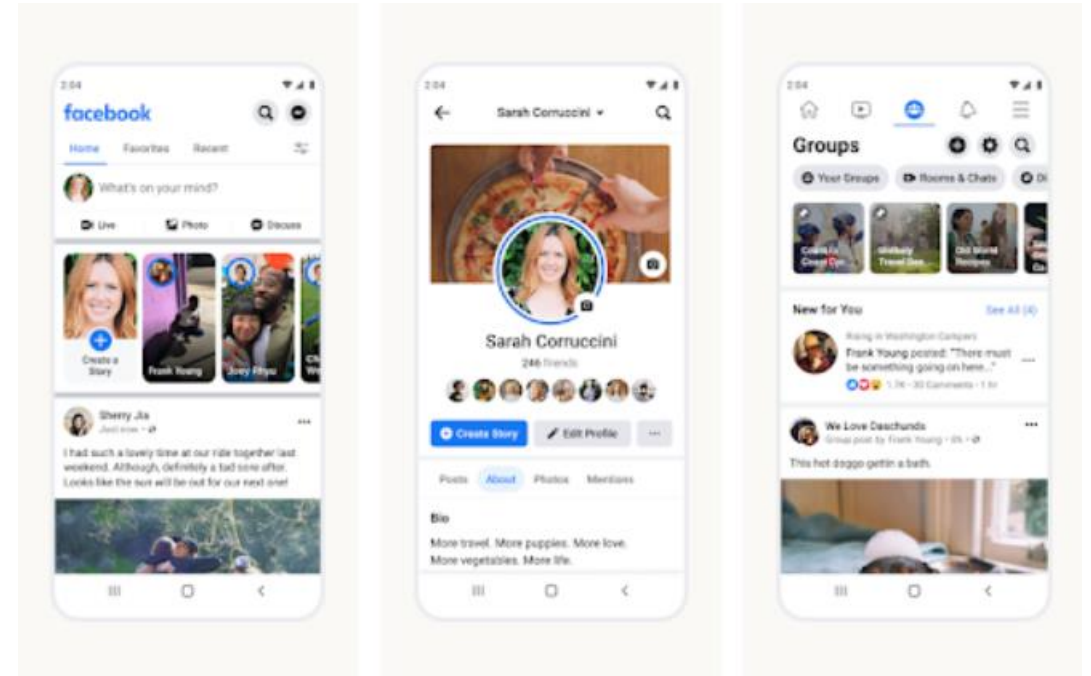
High integrity



# Meta Platforms

## Facebook

- Provide common features like text and photo sharing.
- Allows users to like and share posts.
- Allows creating groups and pages.
- Instant messaging has been moved to another service, Messenger.
- Video sharing has been moved to another service, Facebook Watch.

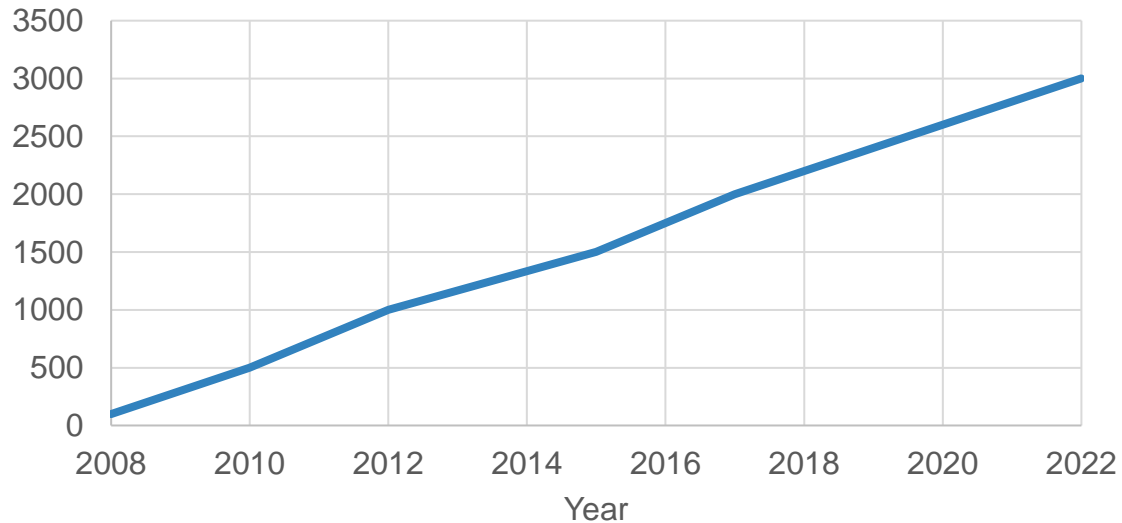


# Meta Platforms

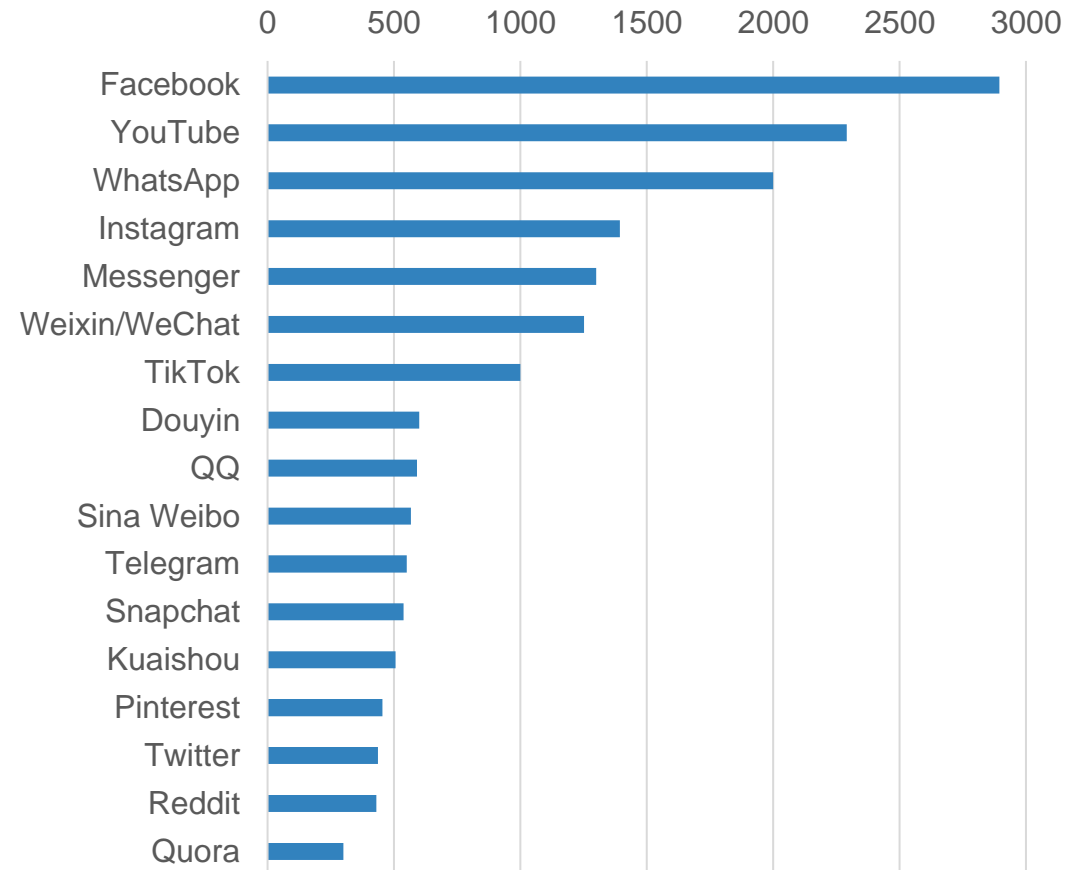


A social network platform with the highest number of active users, *as of January 2022*.

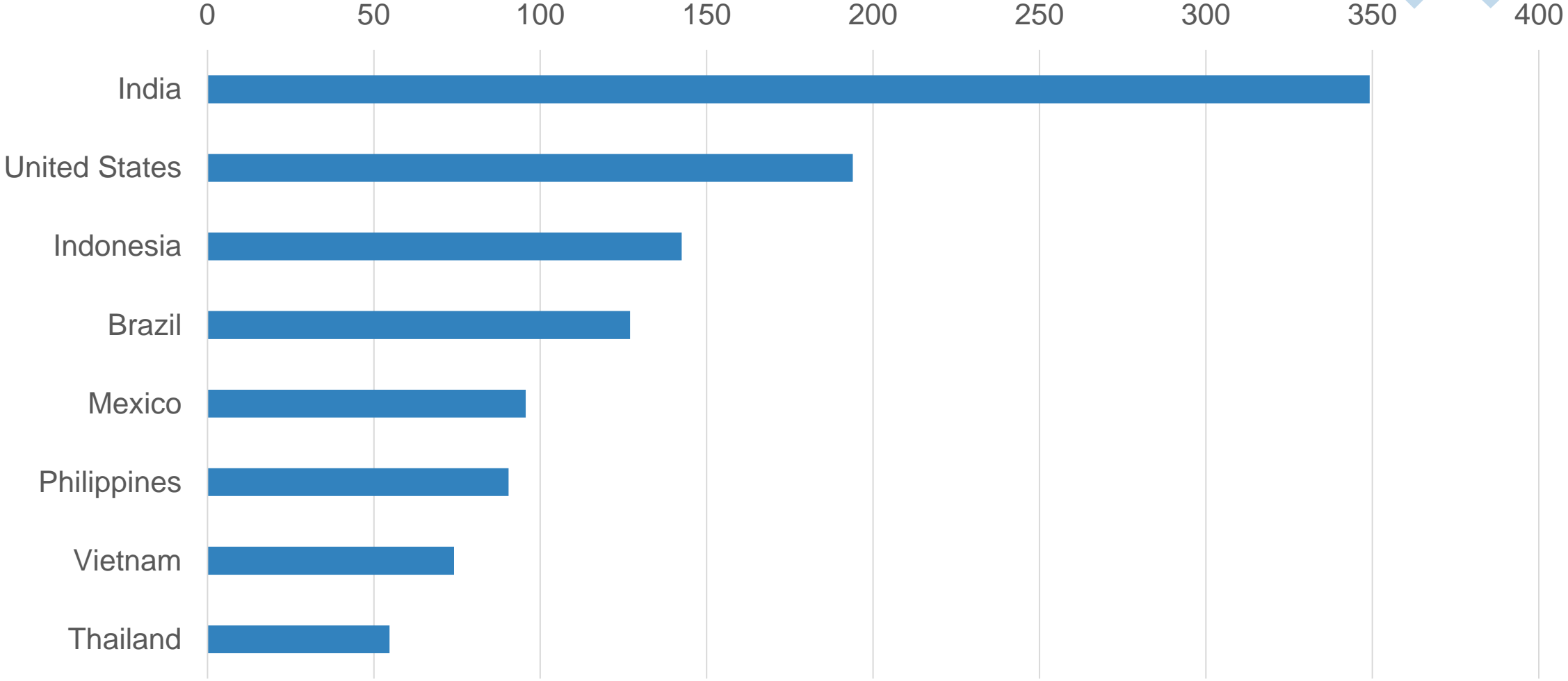
Number of Facebook active users (millions)



Most popular social networks worldwide as of October 2021, ranked by number of active users

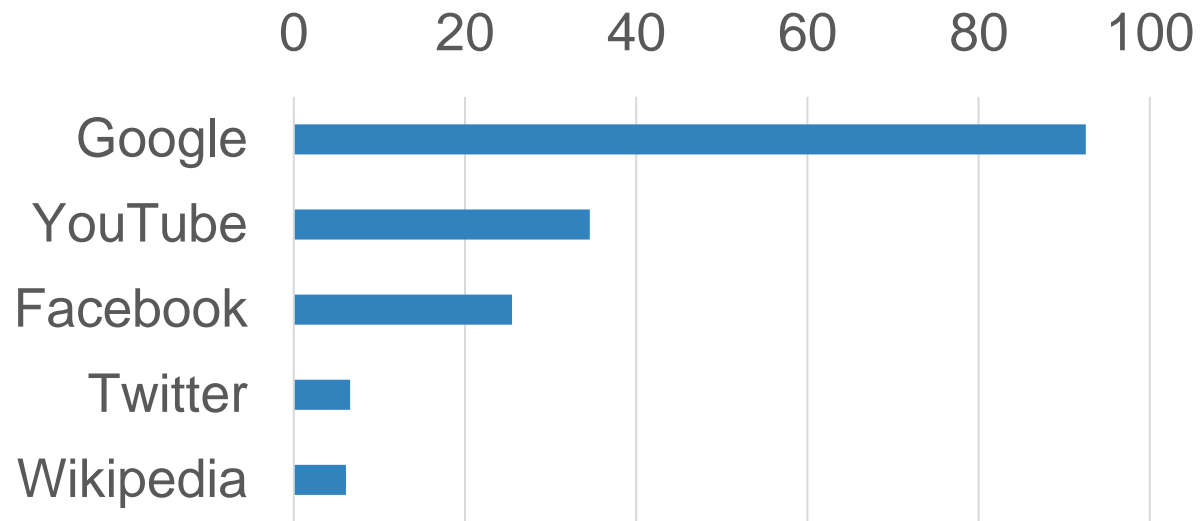


# Countries with largest active Facebook users (millions), as of January 2021



Source: Statista

## Most visited websites (billions), as of January 2021



Source: visualcapitalist



## Top-50 websites by category

Social networks	11
News and Media	9
Search engines	7
eCommerce	7
Adult	4
Developers	3
TV and Streaming	2
Email	2
Others	5

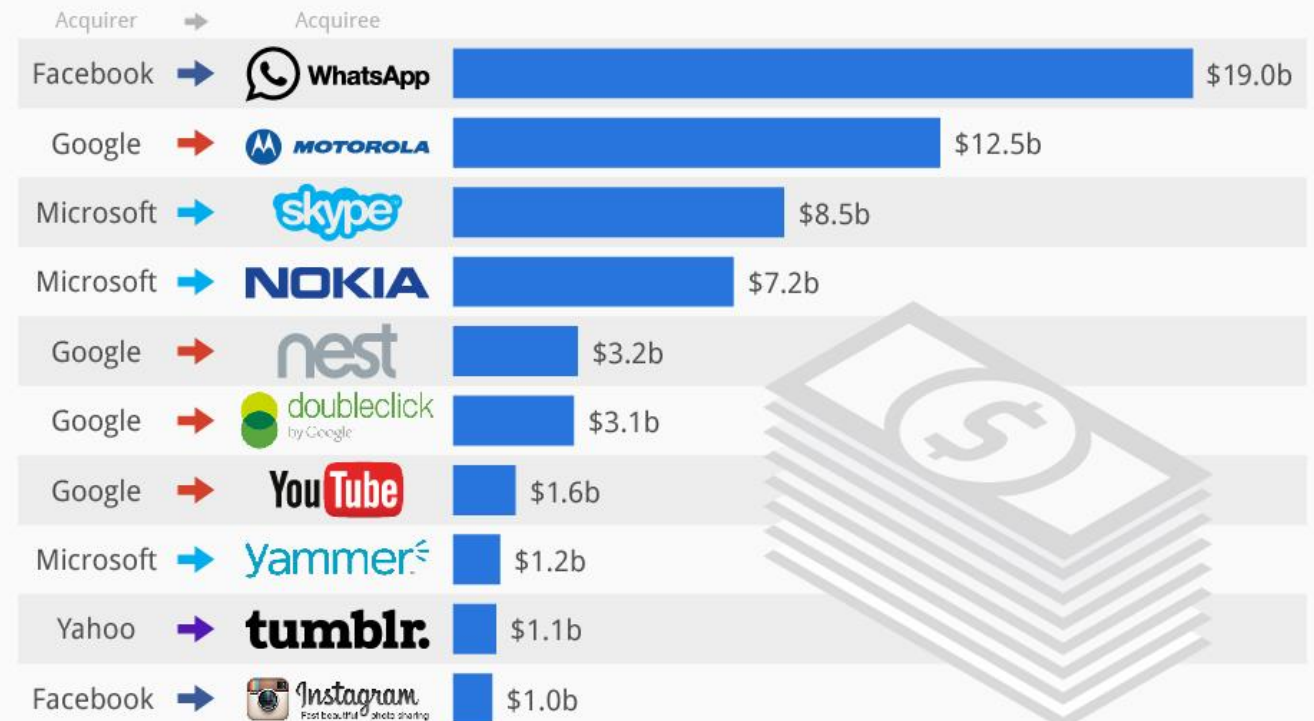
# Meta Platforms



Facebook acquired WhatsApp in Feb 2014 for **\$19 billion**, making it is one of the biggest acquisitions in history.

## WhatsApp Deal Dwarfs Other High-Profile Tech Acquisitions

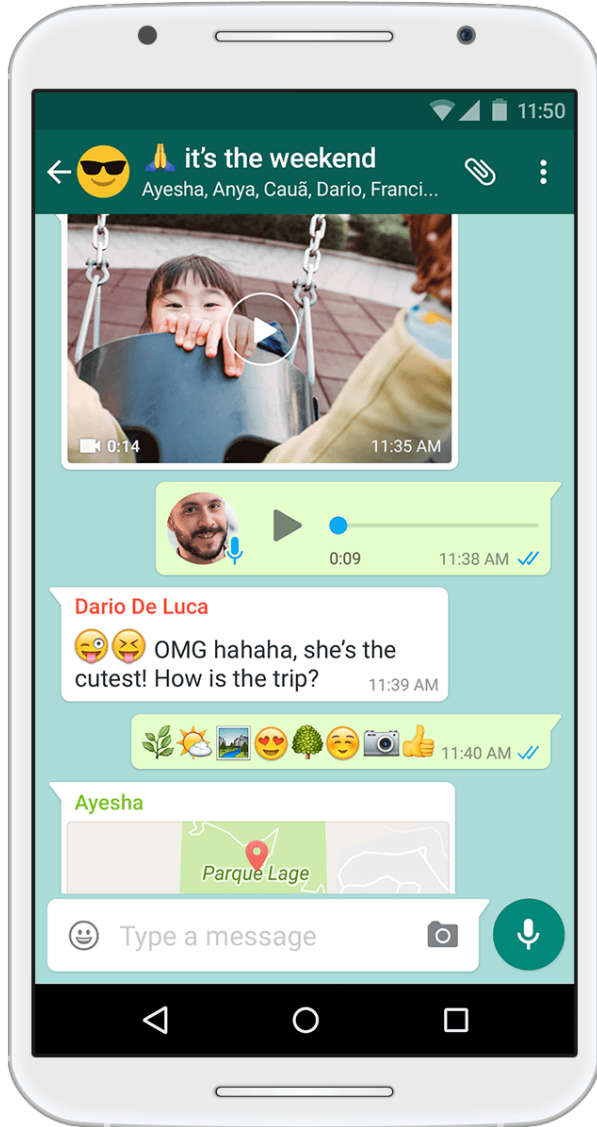
Value of selected tech company acquisitions



@StatistaCharts Source: Media reports

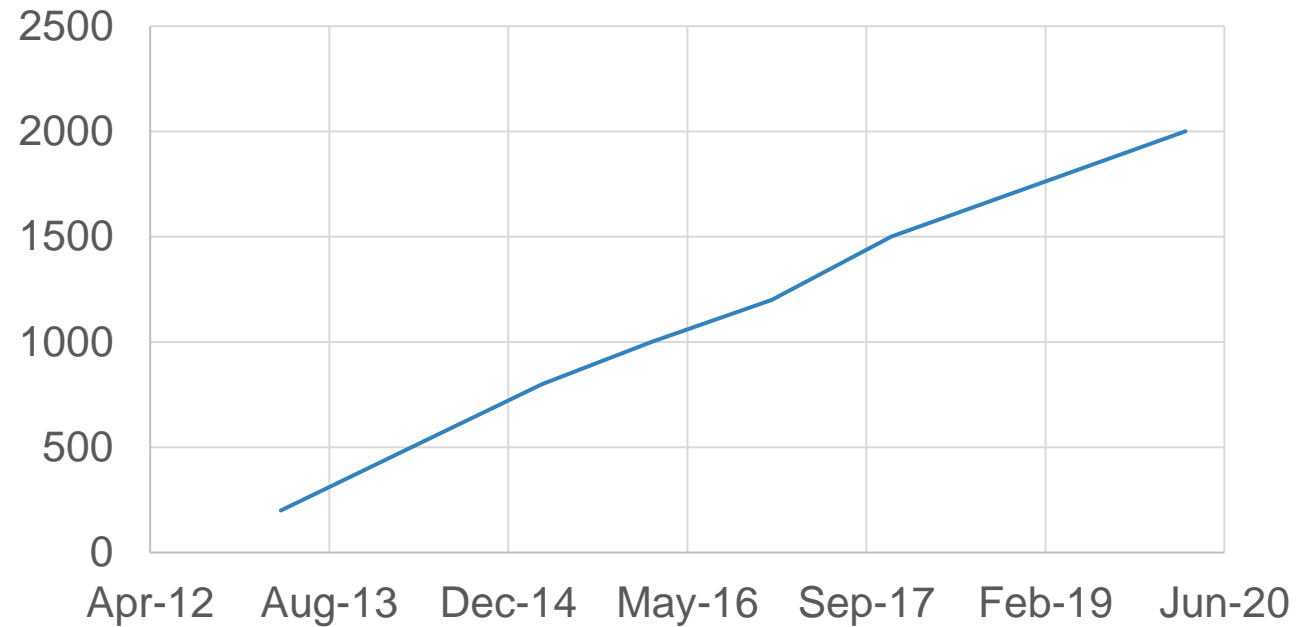
statista





# WhatsApp

WhatsApp monthly active users (millions)



Source: Statista



# WhatsApp

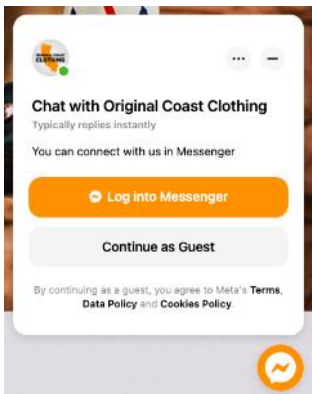
- Primarily focused on text, audio, and video messaging
- No marketing channels like WeChat or Line App.
- Services are tied to mobile phones and phone contacts.
- Not so popular in countries that take privacy very seriously  
*(people who have your number or have you in their contact list will have your WhatsApp contact, and vice versa).*



# Meta Platforms

## Messenger

- Originally developed as Facebook Chat
- Now Messenger appears as a standalone app (*linked with Facebook/Meta account*)
- Mostly used in the US



### Seamlessly integrated

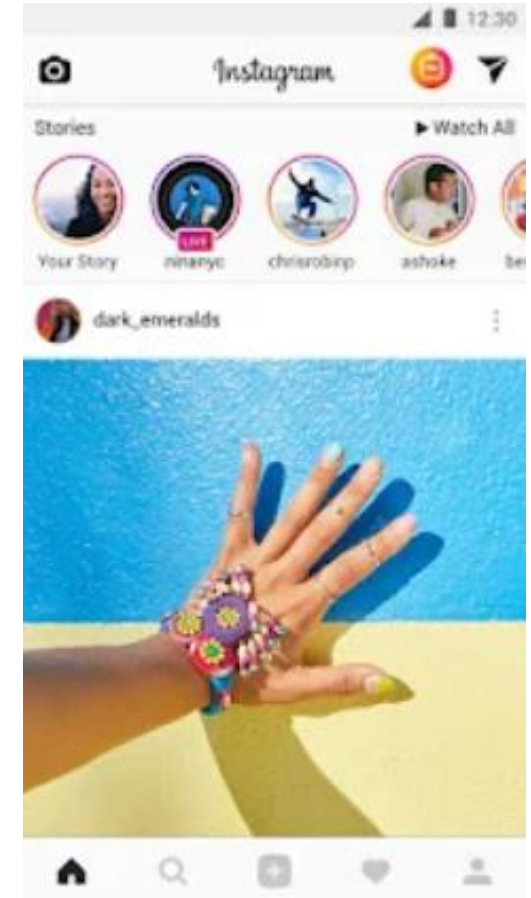
- Allows pages to interact with customers
- Good for businesses that rooted on the Facebook platform.



# Meta Platforms

## Instagram

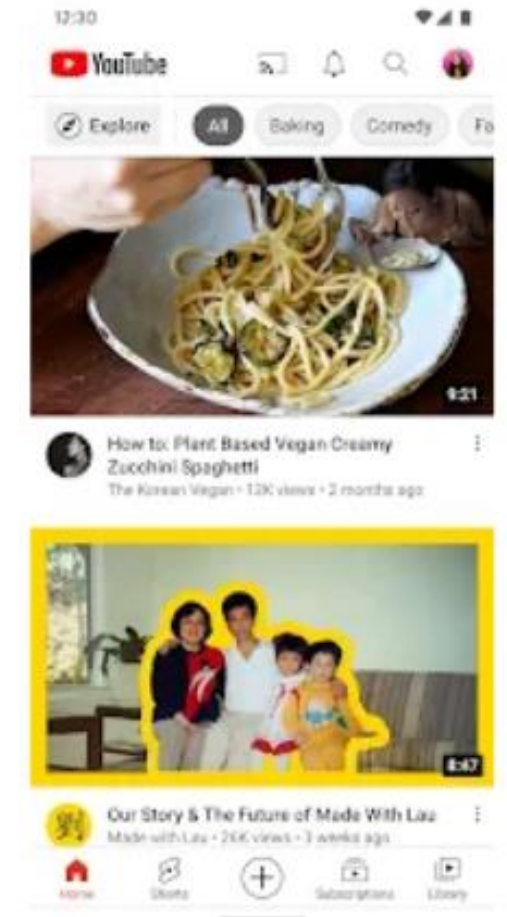
- Acquired by Facebook in April 2012 for \$1 billion.
- Allows users to upload media that is editable with filters and organized by hashtags and geo-tagging
- Originally restricted to square photos (1:1) but later lifted with more features added like **Direct Messaging (DM)** and **Story** (similar to Snapchat)



# Google Platforms

## YouTube

- Acquired by Google in October 2012 for \$1.65 billion.
- The world's famous video sharing platform.
- People can watch YouTube videos with no account needed *(if there is no age or privacy restrictions)*.
- Primary income initially from advertising with more revenue models *(e.g., YouTube Premium and AdSense)* included later.



# YouTube

- YouTube is very popular among children.
- 8/10 children have watched YouTube videos.
- 5/10 most-viewed on YouTube are kid videos.
- In January 2022, the **Baby Shark Dance** by PingFong became the first YouTube video that reached 10 billion views.

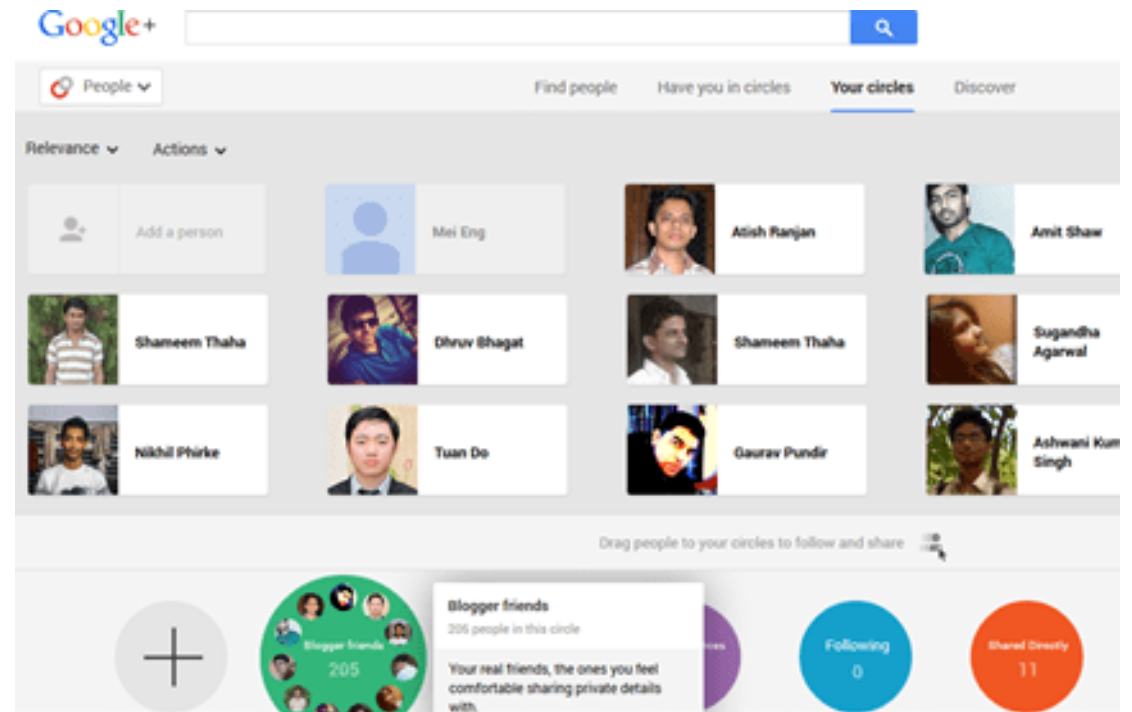


Baby Shark Dance – Most-viewed video on YouTube

# Google Platforms

## **Google+** *(Discontinued)*

- Organize people into groups called 'Circles'
- Selectively share content only within the circle
- Discontinued since March 2019 due to low engagement and privacy issues



Source: computerhowtguide.com

# Other US-based Platforms



- Users post and interact with messages known as **Tweets**
- Tweets were originally restricted to 140 characters but doubled in 2017
- Audio and video tweets are limited to 140 seconds for most accounts

Most-followed Twitter accounts  
as of January 2022



**@BarackObama**

130.5 million followers



**@justinbieber**

114.2 million followers



**@katyperry**

108.7 million followers

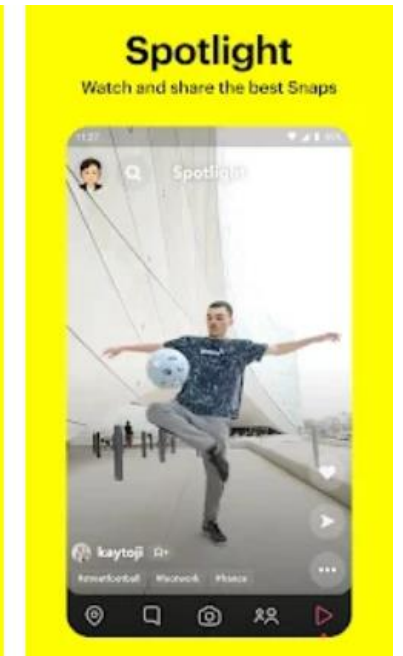
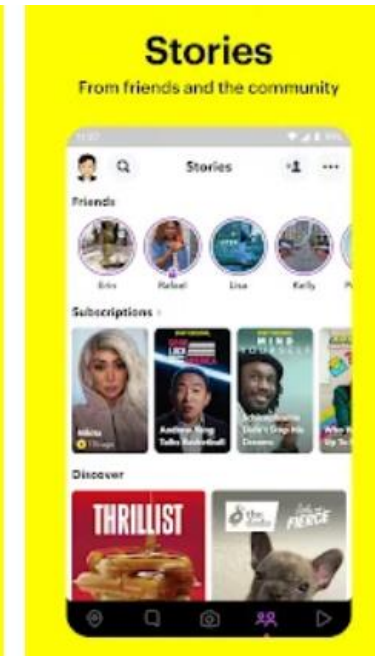
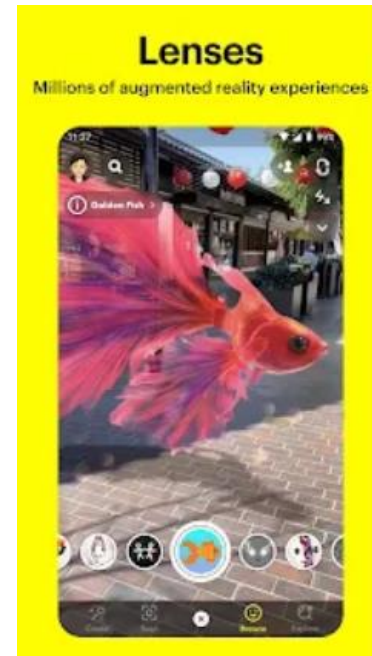


# Other US-based Platforms



## Snapchat

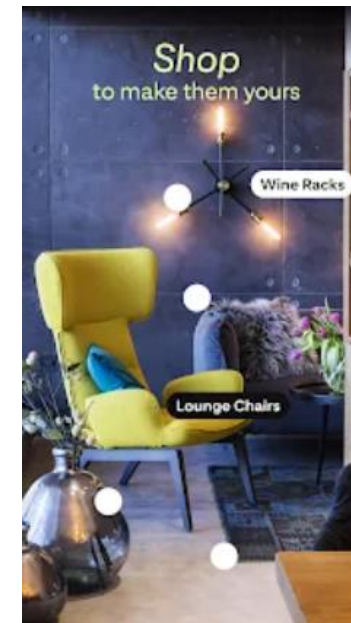
- Allows users to share photos, videos, and posts for a limited time before they are deleted
- Popular among teenagers and young adults



# Other US-based Platforms



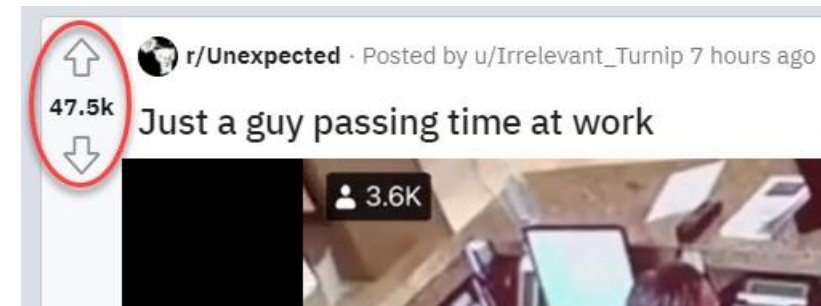
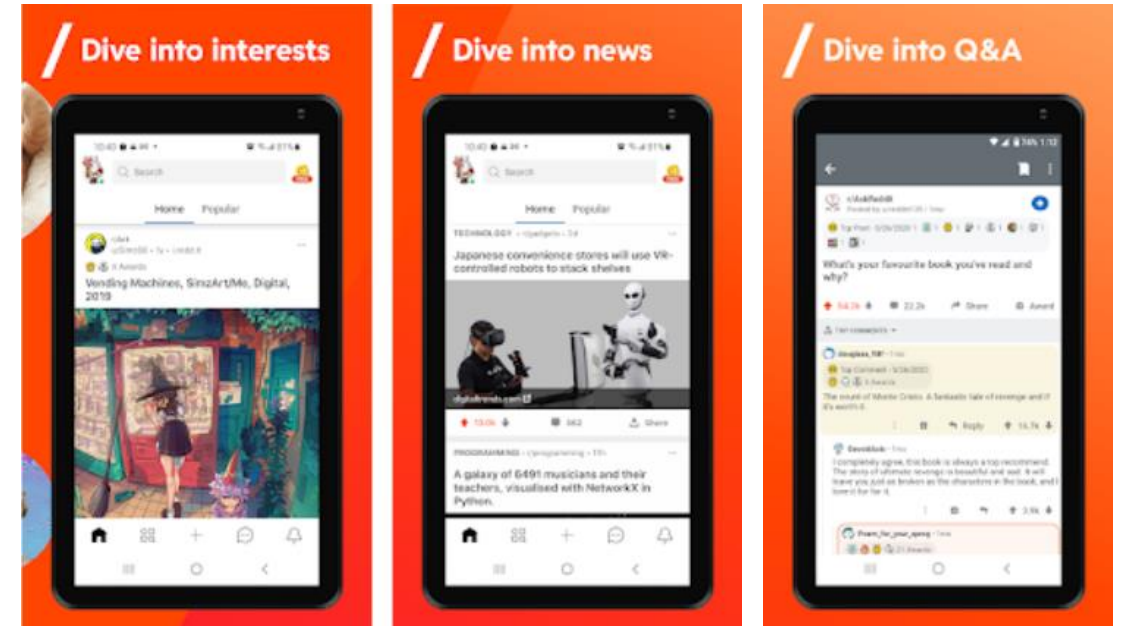
- Pin + Interest
- Discover new ideas
- Save what inspires you
- Shop to make them yours
- Share what you love
- Most users in the US



# Other US-based Platforms



- Community-generated news and posts
- Posts are organized by subject called "Community" or "Subreddit"
- More upvotes will push that post to the top of the topic
- Enough upvotes will push the post to the site's home page
- Community determines if the posts worth sharing



# China-based Platforms



## Weixin/WeChat

- Developed by Tencent, China
  - Weixin for domestic users
  - WeChat for international users
- Known as an "App for everything" from communicating to marketing
- Over 1 billion active users
- Used in all ages



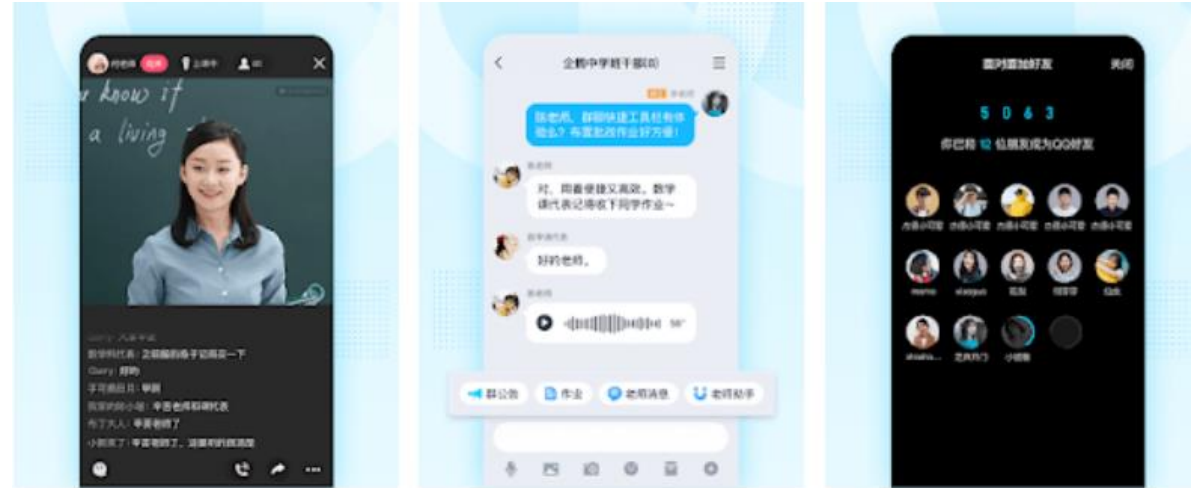
Source: Brand Inside

# China-based Platforms



## Tencent QQ

- Another app by Tencent
- The first social media platform to hit the market
- Integrated with other platforms
- Internationally known for its gaming platform

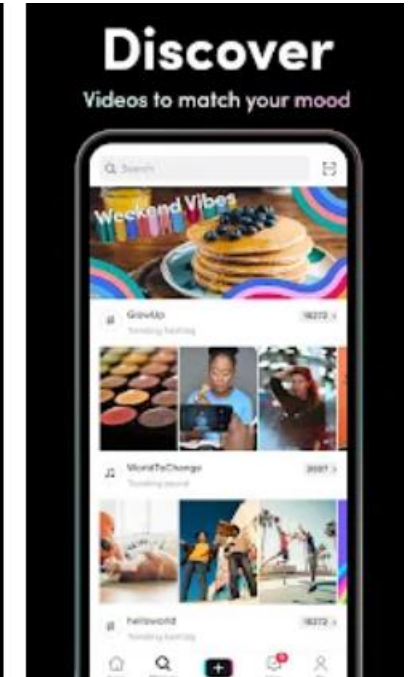


# China-based Platforms



## Douyin/TikTok

- Developed by ByteDance, China
  - Douyin for domestic users
  - TikTok for international users
- Focuses on posting short videos (15 seconds - 3 minutes)
- Reach the top downloaded apps worldwide within a year



# China-based Platforms



- One of China's largest social media platforms
- A microblogging platform known as Twitter of China



# China-based Platforms



- China's second-largest video-sharing social network (short-video segment)
- Known for live-streaming especially product selling and gaming
- Integrated with e-commerce platforms such as Alibaba and JD.com



Source: finnomena.com



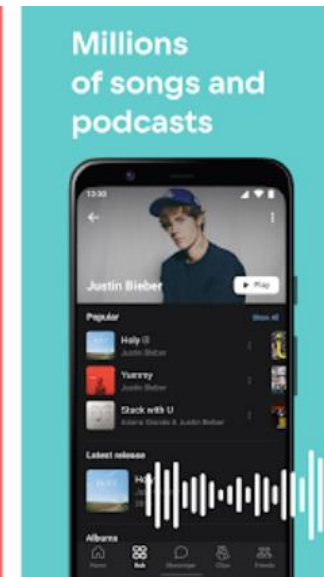
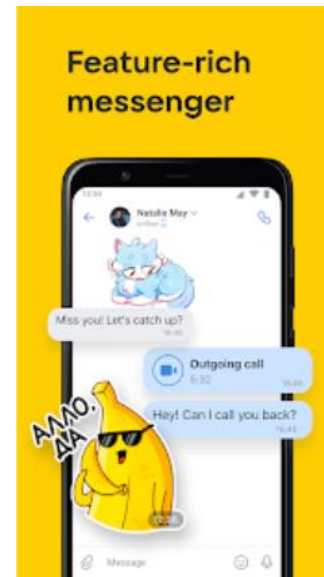
Source: pingwest.com



# Russia-based Platforms



- Mostly used by Russian speakers
- Offers a wide range of games, music, and entertainment, besides common features (*chatting and photo sharing*)
- Has its own music awards and festivals



VK Fest

# Russia-based Platforms



- Provides end-to-end encrypted voice and video calls
- Optional end-to-end encrypted "secret" chats
- Information is encrypted so that ISPs and other third parties on the network cannot access data
- Favored by blockchain users and crypto traders

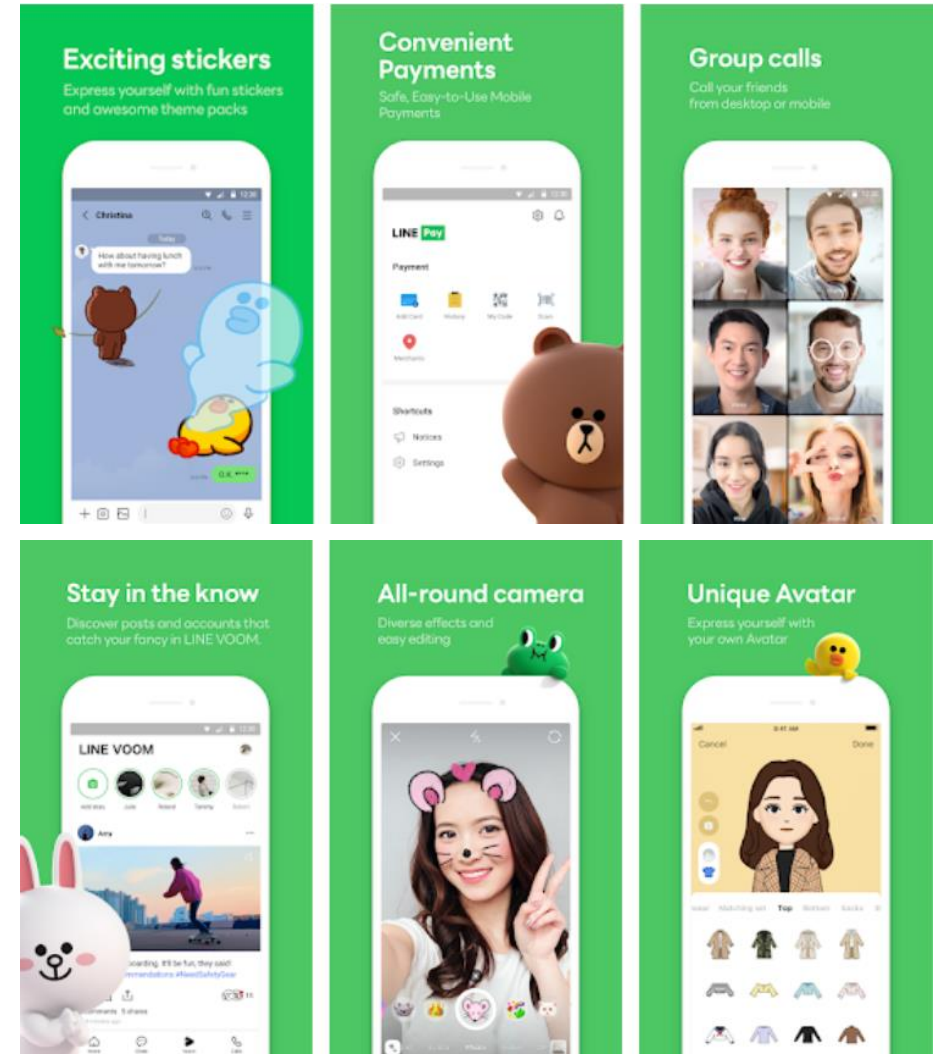


# Worthy of mention



## Line Application

- Provides common features like chatting, posting, group voice and video calling
- Can send cute stickers, of which users can design and sell their own creations
- Other services
  - Digital wallets (Line Pay)
  - News streaming (LINE Today)
  - Video-on-demand (Line TV)
- Business solutions
  - Official accounts (Line OA)

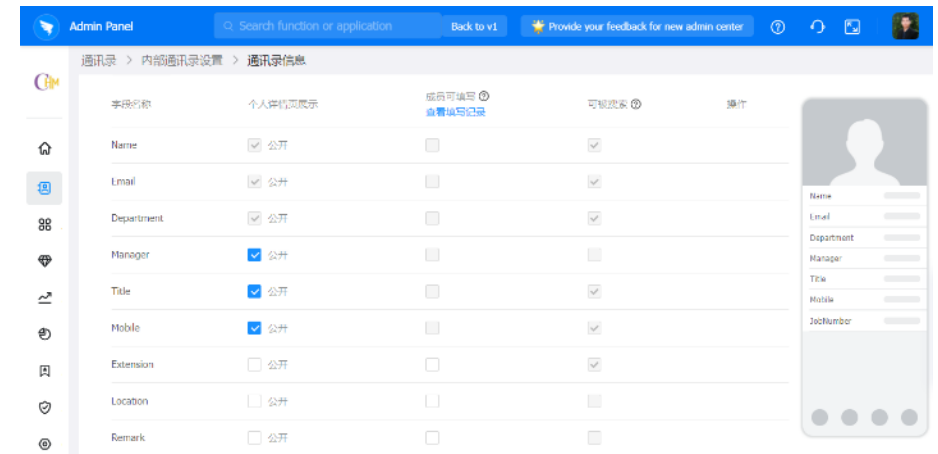
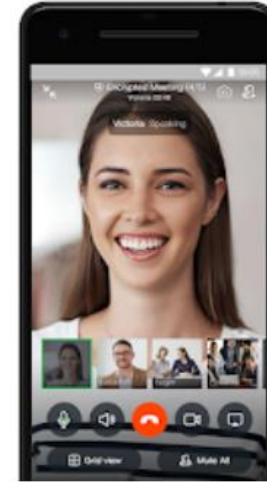


# Worthy of mention



## DingDing/DingTalk

- An enterprise communication platform developed by the Alibaba Group
  - DingDing for domestic users
  - DingTalk for international users
- Provides a full function of corporate communication such as attendance, collaboration, workflow, and project
- Was used as a homework app during the COVID-19 epidemic



# Worthy of mention



- Platform for professional networking and career development
- Allows job seekers to post resumes and employers to post jobs
- Organize offline events, join groups, write articles, publish job postings, post photos and videos, etc.
- Keep posts and user profiles official

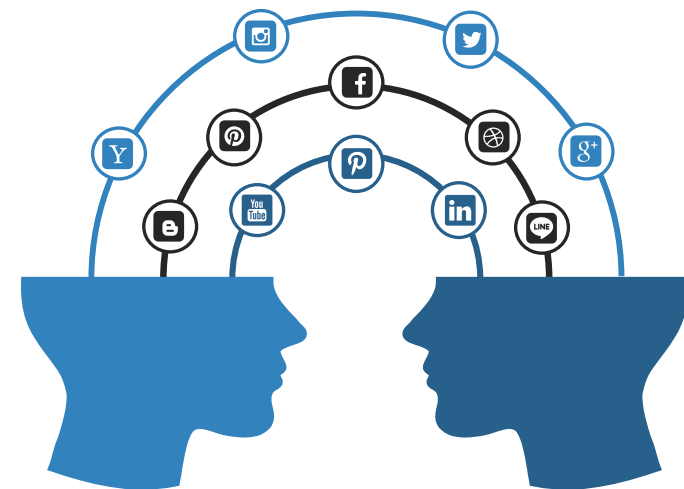


Source: Inc. Magazine

# Advantages and disadvantages of social networking

## Advantages

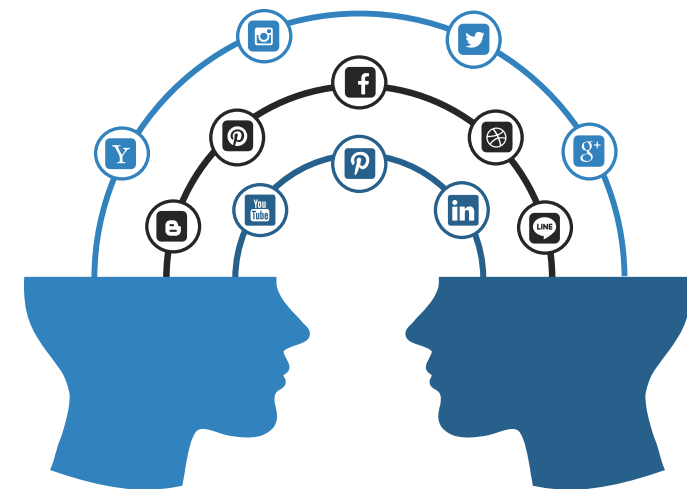
- Allows communication over the distance.
- People can also connect with other people who share the same interests and develop new relationships.
- Helps companies connect with potential and existing customers.
- More positive customer feedback leads to increased sales and higher rankings in search engines.
- Customer feedback helps businesses improve their services,



# Advantages and disadvantages of social networking

## Disadvantages

- False information or fake news spread like wildfire.
- Negative posts create a lot of trouble for the PR.
- Creating and maintaining a company profile is time-consuming and costly.
- Businesses need a large number of followers before social media marketing campaigns can generate positive income.
- Addiction to social media leads to mental and physical ailments and social ignore.



Spend reasonable time on social networking  
and consider the etiquette of living together  
as in a real society.

