

Why we share what we share

Decoding Social Media

Jan 14 2014



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

The Hire: Ambush

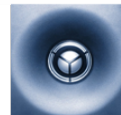
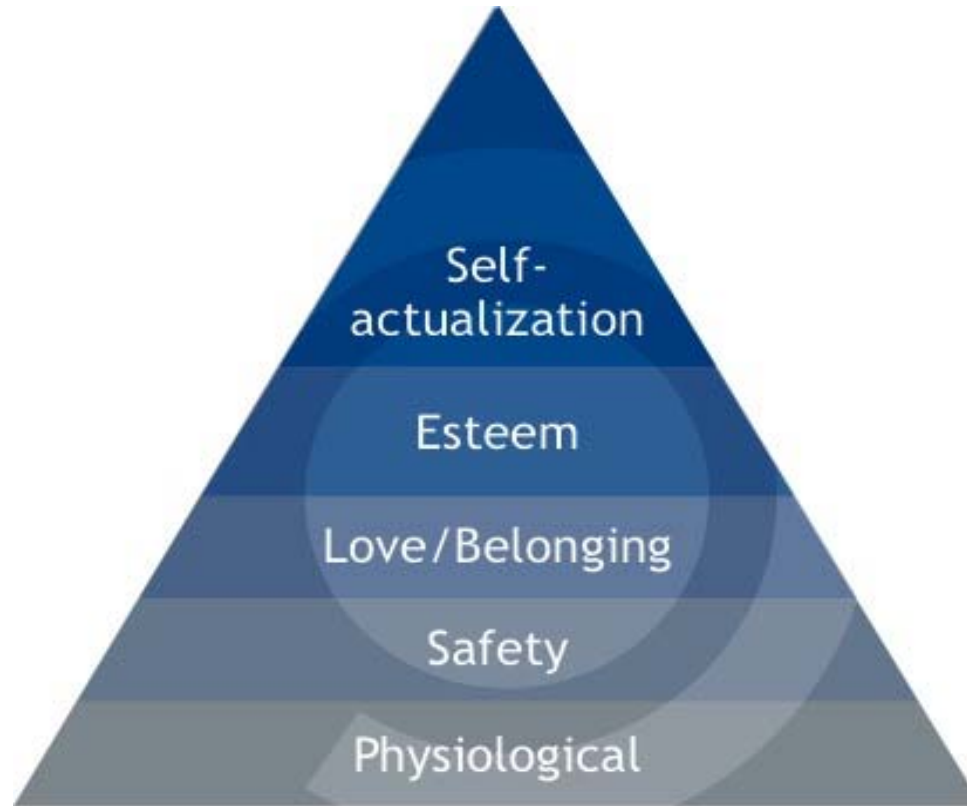
BMW films



We are social beings

Photo Speedeye: <http://www.flickr.com/photos/speedye>

Sharing is not new, it's human nature



Why we share

- Express yourself
- Me, myself and I
- Relationships
- Show you care
- Giving is enriching



Express yourself

Photo Kate Skegg: <http://www.flickr.com/photos/mindtalk/>



Me, myself and I

Photo Gisela Giardino: <http://www.flickr.com/photos/gi/>



Relationships

Photo: Pricklebush <http://www.flickr.com/photos/pricklebush/>



Show you care

Photo Digital Witness: <http://www.flickr.com/photos/68895907@N03/>



Giving is enriching

Photo wlodi: <http://www.flickr.com/photos/wlodi/>

The emotions that drive sharing



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Four more years



Photo: @BarackObama

Kentucky Fried what!?



Photo (cc): <http://www.flickr.com/photos/ericabreetoe/>



Sad is bad

Photo: Shandi-lee Cox <http://www.flickr.com/photos/shandilee/>



Fear fear

Photo: Capture Queen <http://www.flickr.com/photos/uaeincredible/>



Be happy

Photo: Daniel <http://www.flickr.com/photos/piulet/>



Get angry

Photo: Gatto Mimmo <http://www.flickr.com/photos/gattomimmo/>



OMG! That's disgusting

Photo: Jon Ovington http://www.flickr.com/photos/jon_ovington/

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Sudan man forced to 'marry' goat

A Sudanese man has been forced to take a goat as his "wife", after he was caught having sex with the animal.

The goat's owner, Mr Alifi, said he surprised the man with his goat and took him to a council of elders.

They ordered the man, Mr Tombe, to pay a dowry of 15,000 Sudanese dinars (\$50) to Mr Alifi.

"We have given him the goat, and as far as we know they are still together," Mr Alifi said.

Mr Alifi, of Hai Malakal in Upper Nile State, told the Juba Post newspaper that he heard a loud noise around midnight on 12



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