

Why we share what we share

Decoding Social Media

Jan 13 2014



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

In the news



**JE SUIS
CHARLIE**

Client project groups

- **BC Business:** Dragana, Mike, Natalie, Ian, David
- **CiTR:** Alyssa, Thomas, Darren, Elizabeth
- **Georgia Straight:** Cecilia, Elmira, Michelle, Ally A, Clarrie
- **The Tyee:** Ally Q, Lotus, Daisy, Nitin
- **Vancouver Observer:** Justin, Farah, Ryan, Julie, Ana
- **SEEDS Fair Trade:** Alex, Steven, Nicole, Andrew

- Pop quiz:
 - What's my animal personality type?



Animal personality type



Group exercise

- Compare and contrast personality types:
 - What do you bring to the group?
 - What are your strengths?
 - What are your differences?
 - How can you make the best of group dynamics in this project?

BMW FILMS.COM PRESENTS

THE HIRE

3 NEW SHORT
FILMS



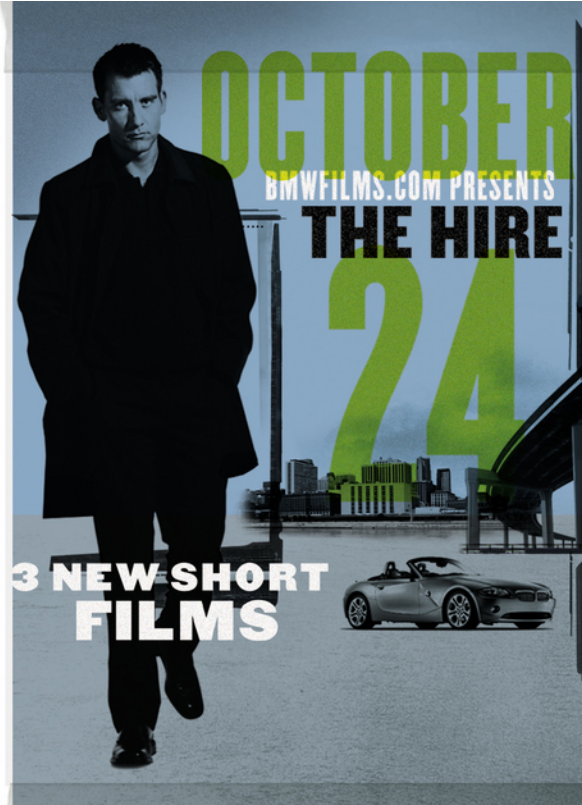
'HOSTAGE' DIRECTED BY JOHN WOO / 'TICKER' DIRECTED BY JOE CARNAHAN / 'BEAT THE DEVIL' DIRECTED BY TONY SCOTT
EXECUTIVE PRODUCERS TONY SCOTT/RIDLEY SCOTT/JULES DALY



The Ambush

■ Director: John Frankenheimer, BMW Films

Reach



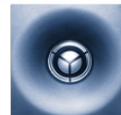
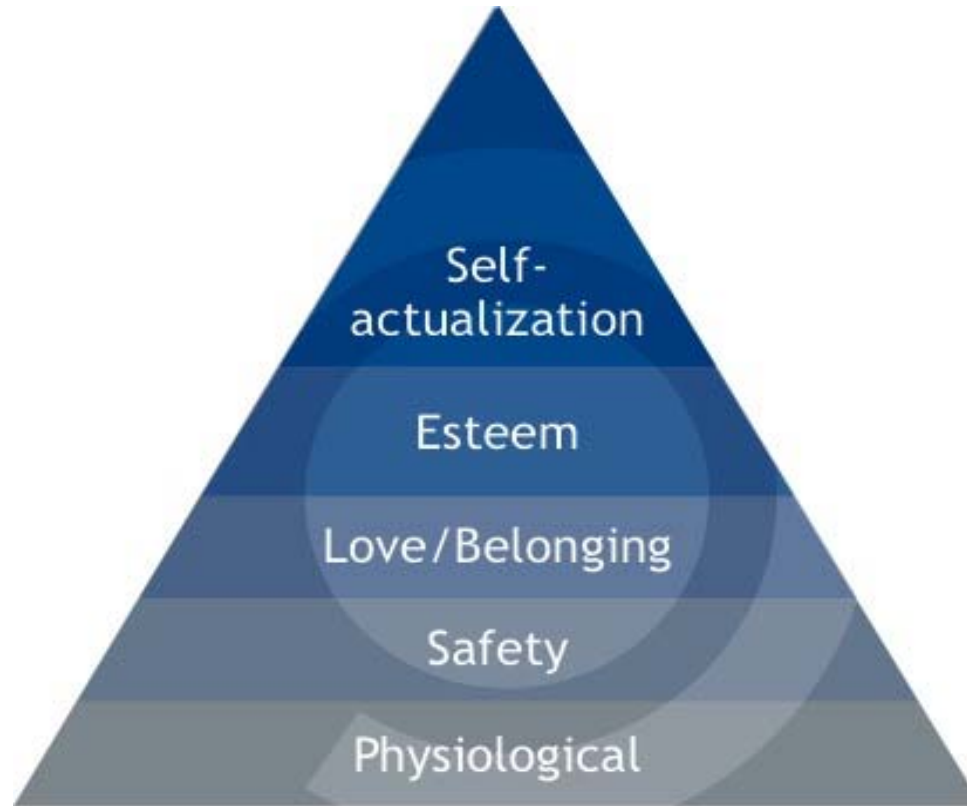
- 11m views in four months
- 2m registered users
- 94% emailed link to friends
- Yearly car sales up 12%



We are social beings

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

Sharing is not new, it's human nature



19 Words That Have A Totally Different Meaning On “Game Of Thrones”

19. “Boss-ass bitch”



HBO / mygossip.org

What it usually means: Someone who is better than you in every way possible.

What it means in Westeros: Daenerys Targaryen.

BuzzFeed

How to make the
important shareable
and the **shareable**
important



Express yourself

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

#1

What is a reader saying
about themselves when
they share my story?



Me, myself and I

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

#2

How does sharing your story empower a reader to talk about herself?

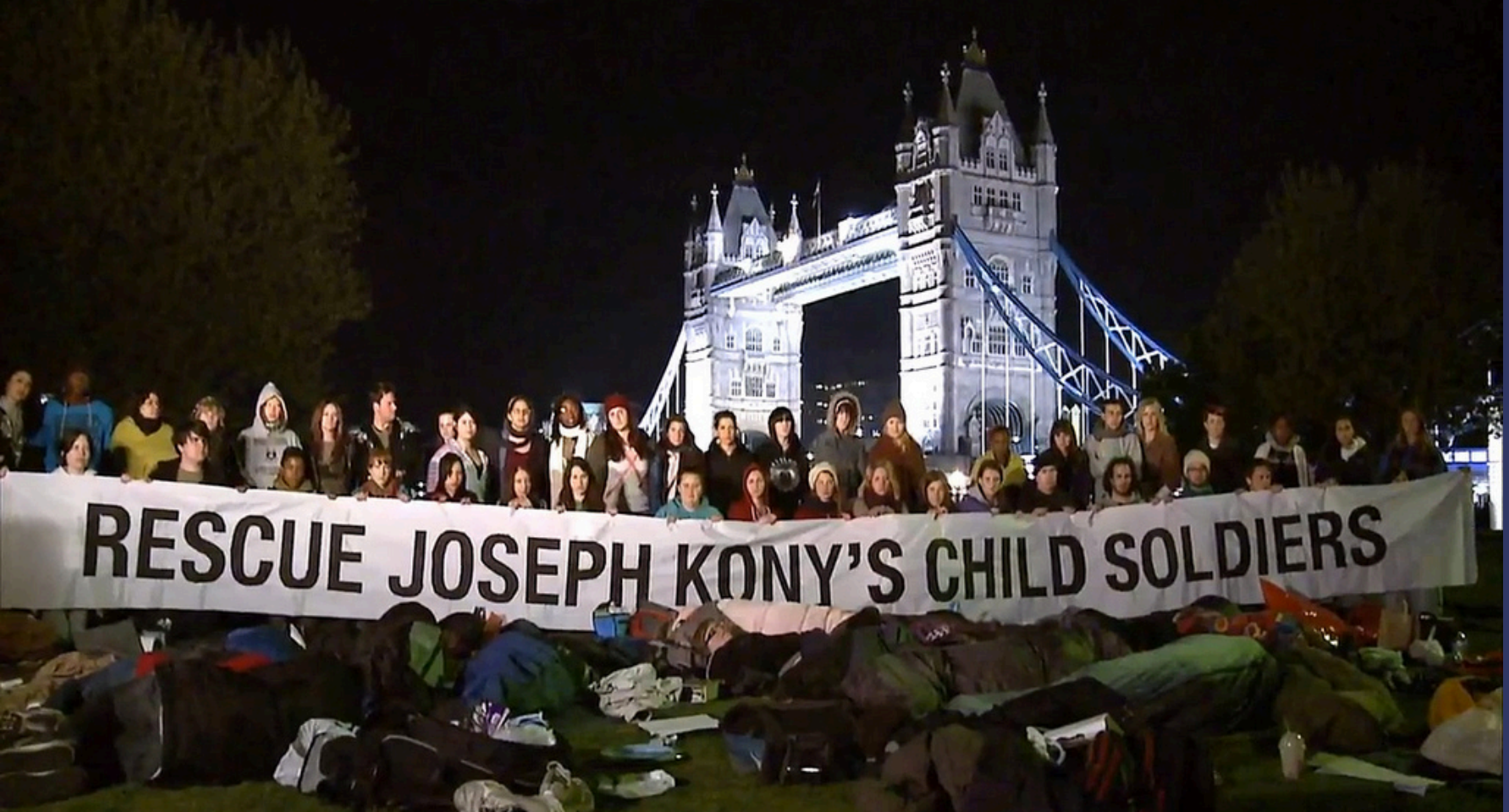


Relationships

Photo: jamacab: <https://www.flickr.com/photos/macabrey/>

#3

How does sharing
your story help
people connect?



Show you care

Photo Kempton: <https://www.flickr.com/photos/k-ideas/>

#4

How does sharing
your story reflect a
reader's priorities?



Giving is enriching

Photo Ben Grey: https://www.flickr.com/photos/ben_grey/

#5

How does sharing a story make your reader feel good?



<https://twitter.com/theellenshow/status/440322224407314432>



Be happy

Photo: Brett Davies <https://www.flickr.com/photos/photosightfaces/>

#6

Don't promote factual
stories devoid of
emotion on social media



Sad is bad

Photo: Donnie Ray Jones <https://www.flickr.com/photos/donnieray/>

Freddie's mum is dying but her love will live forever: Cancer will kill her in months so she's written cards to celebrate all his birthdays up to 21 - and even his wedding

#7

Highlight the positive in
a sad story to leave
readers feeling inspired



Fear fear

Photo: Historias Visuales <https://www.flickr.com/photos/jalevega/>



6 sex assaults on UBC campus appear connected: RCMP

RCMP say 6 similar attacks on women on UBC campus likely committed by same suspect

CBC News Posted: Oct 29, 2013 9:09 AM PT | Last Updated: Oct 30, 2013 3:26 AM PT



6 UBC sex attacks appear connected 3:48

Stay Connected with CBC News



Mobile



Facebook



Podcasts



Twitter



Alerts



Newsletter

Latest British Columbia News



■ **B.C. teachers' strike:**
Education minister
'committed' to averting
walkout [1111](#)

■ **Greenlight Northern Gateway 40** politicians, industry
leaders urge [817](#)

■ **#WorldCupVan:** Brazil v Croatia thrills fans in
Vancouver [3](#)

■ **Whale watcher saves 2 people and dog from boat fire**

#8

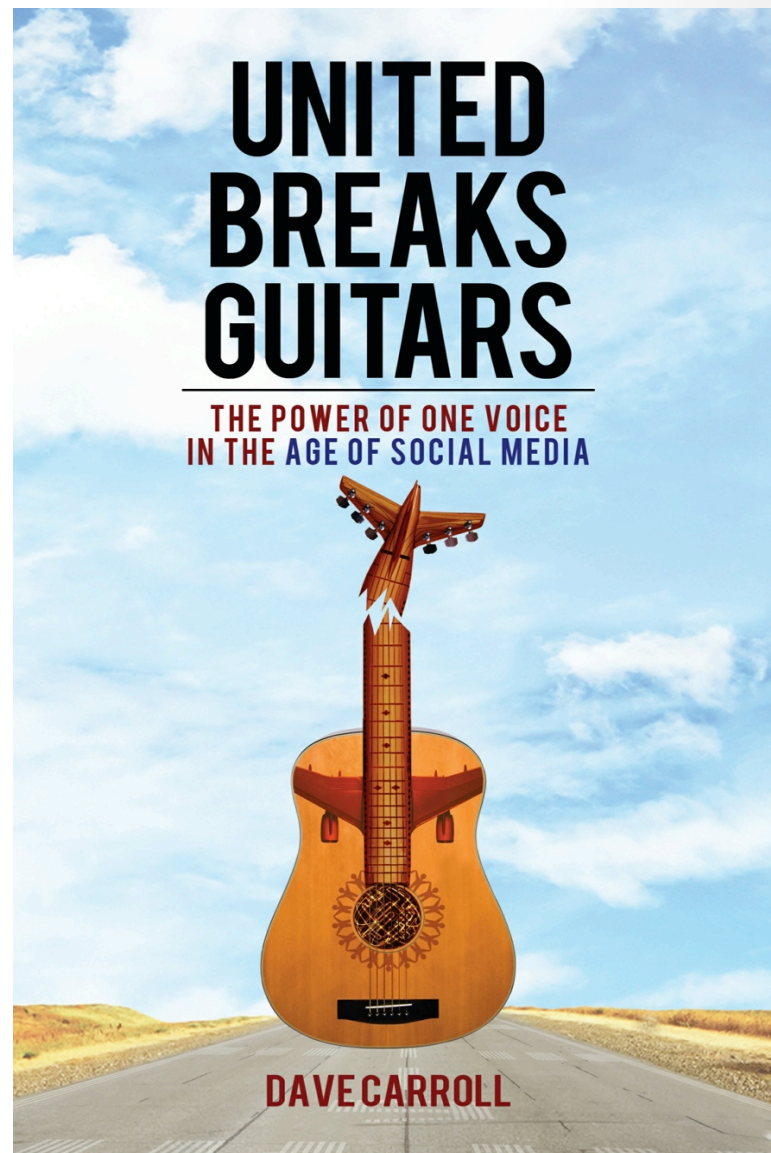
Stories that make us
fearful tend not to be
shared on social media



Get angry

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

Dave Carroll



#9

Stories that make us
angry prompt sharing



OMG! That's disgusting

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

BBC News, Jan 10

BBC
NEWS

[▶ Watch](#) **One-Minute World News**

News services
Your news when you want
it



News Front Page



Africa

Americas

Asia-Pacific

Europe

Middle East

South Asia

UK

Business

Health

**Science &
Environment**

Technology

Entertainment

Also in the news

Last Updated: Friday, 24 February 2006, 17:37 GMT

[✉ E-mail this to a friend](#)

[🖨️ Printable version](#)

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



TOP AFRICA STORIES

- ▶ Nigeria state oil firm 'insolvent'
- ▶ France to help Africa veterans
- ▶ Churches call for Sudan to split

[📡](#) | [News feeds](#)

MOST POPULAR STORIES NOW

MOST SHARED

MOST READ

- 1 [Ex-football star found dead in woods](#)
- 2 [US diplomat to leave Delhi embassy](#)
- 3 [Hollande attacks report of affair](#)
- 4 [The map that saved the London Underground](#)

[Video and Audio](#)

#10

Disgust is a very
powerful driver for
sharing

Group exercise

- Why are these stories on the New York Times Most Shared on Facebook list?
- <http://www.nytimes.com/most-popular-facebook>