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Understanding Social Media

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CSIRO ICT Centre

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Engaging with Social Media

Communication is a two way street.

Social Media can be used to:

- Disseminate information
- Listening to customers
- Engage with customers

When everyone is a publisher and a communicator

- Everyone can provide information

http://r05a.blogspot.com/2009/12/centrelink-youth-allowances.html

Centrelink - Youth Allowances

For all those hitting their awesome 16th birthday by next year, I got a couple of advice about Youth allowance, because I have never hated a government agency more than Centrelink, (Totally ignoring Nathan Rees).

- Fill all your forms before your birthday, so you start reciving payments on your birthday.
- Remember to make TAX FILE NUMBER, BANK ACCOUNT (for yourself).
- If you handing the forms in face to face, prepare to bring a book or ipod, but if you said your form that you are a poor neglected child who does not own ipods, just bring a book. A friend can substitute.
- Prepare for them to go come back again after.
- In a year you'll have to visit regularly, and it gets incredible annoying, they'll ask about courses, reassessments and any other made up reasons they can make/think up.
- Prepare to be rejected if your parents are High Roller, you work and make more than $6000 a year, Both Parents work, You are only child, and anything works.

So in short, check before hand that you do qualify for Youth Allowance, as they will reject and then you would have wasted so many hours to fill those forms out. Hopes this helps for you guys when you actually have it (Y)

Posted by Rosa ;) at Tuesday, December 08, 2009

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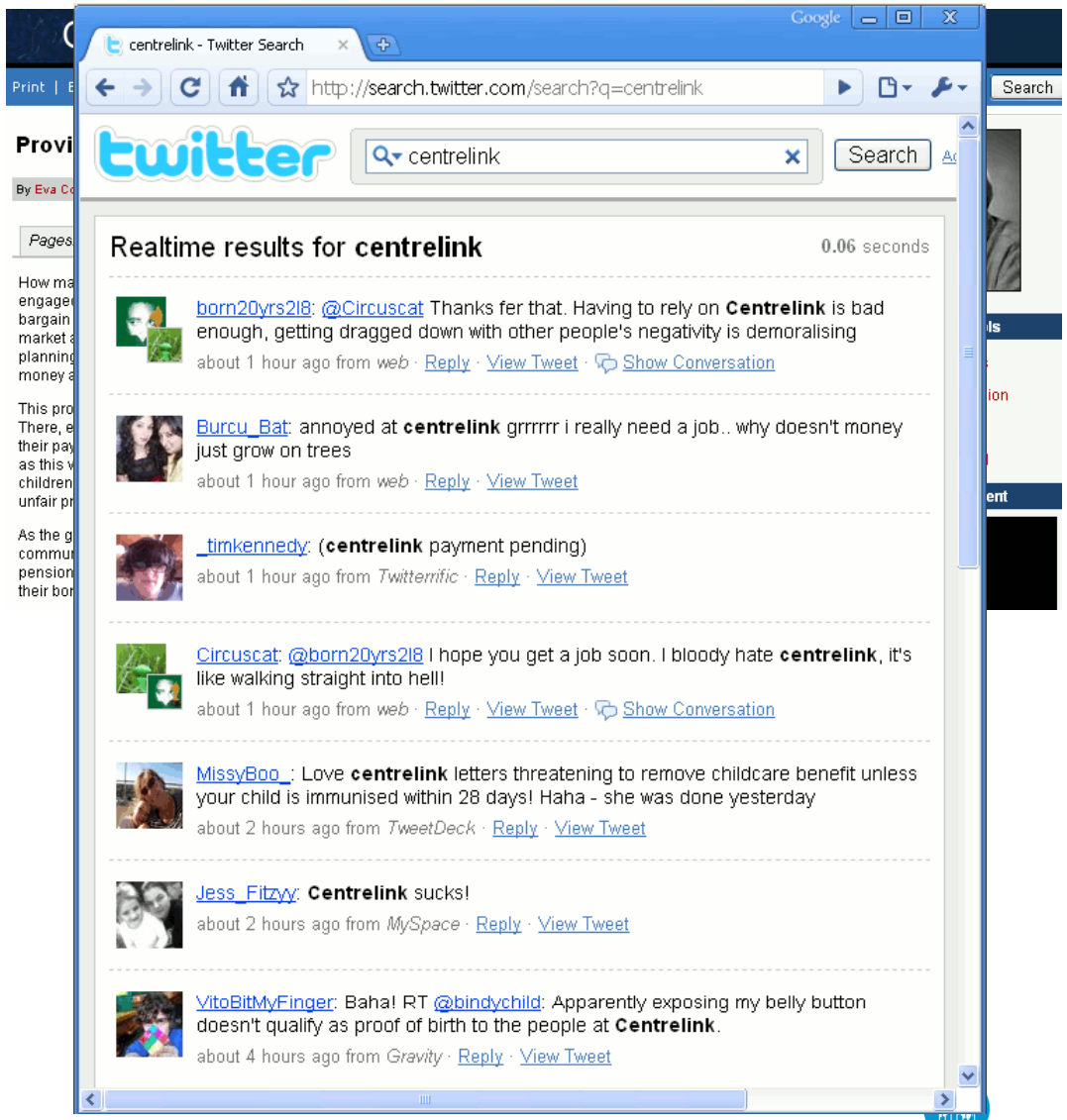
When everyone is a publisher and a communicator

- Everyone can provide information
- Everyone can provide opinions



When everyone is a publisher and a communicator

- Everyone can provide information
- Everyone can provide opinions
- Everyone can ask a question, and everyone can answer

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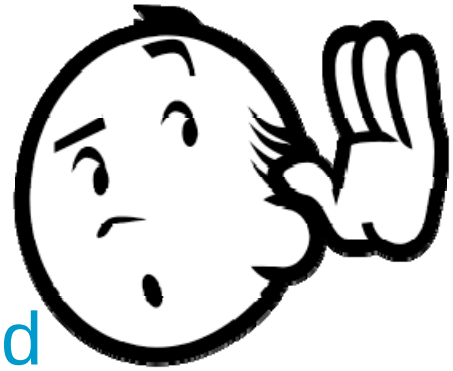
When everyone is a publisher and a communicator

Listening to Customers to improve Services



- Important to hear complaints and correct misinformation
- Identify where services can be improved
- Identify citizens who are not served correctly
- Protect the privacy of individuals

Understanding Social Media

- What are people talking about?
- Where do they discuss what?
- When are they engage in social media?
- What are the patterns of Communications?
- Who is influencial?

Understanding Social Media

- Not all social media is the same -- in terms of language and even purpose
  - Tweets
  - Q&A
  - Blogs
  - Forums
  - News
  - Etc
- Language of social media is not uniform across domains/topics

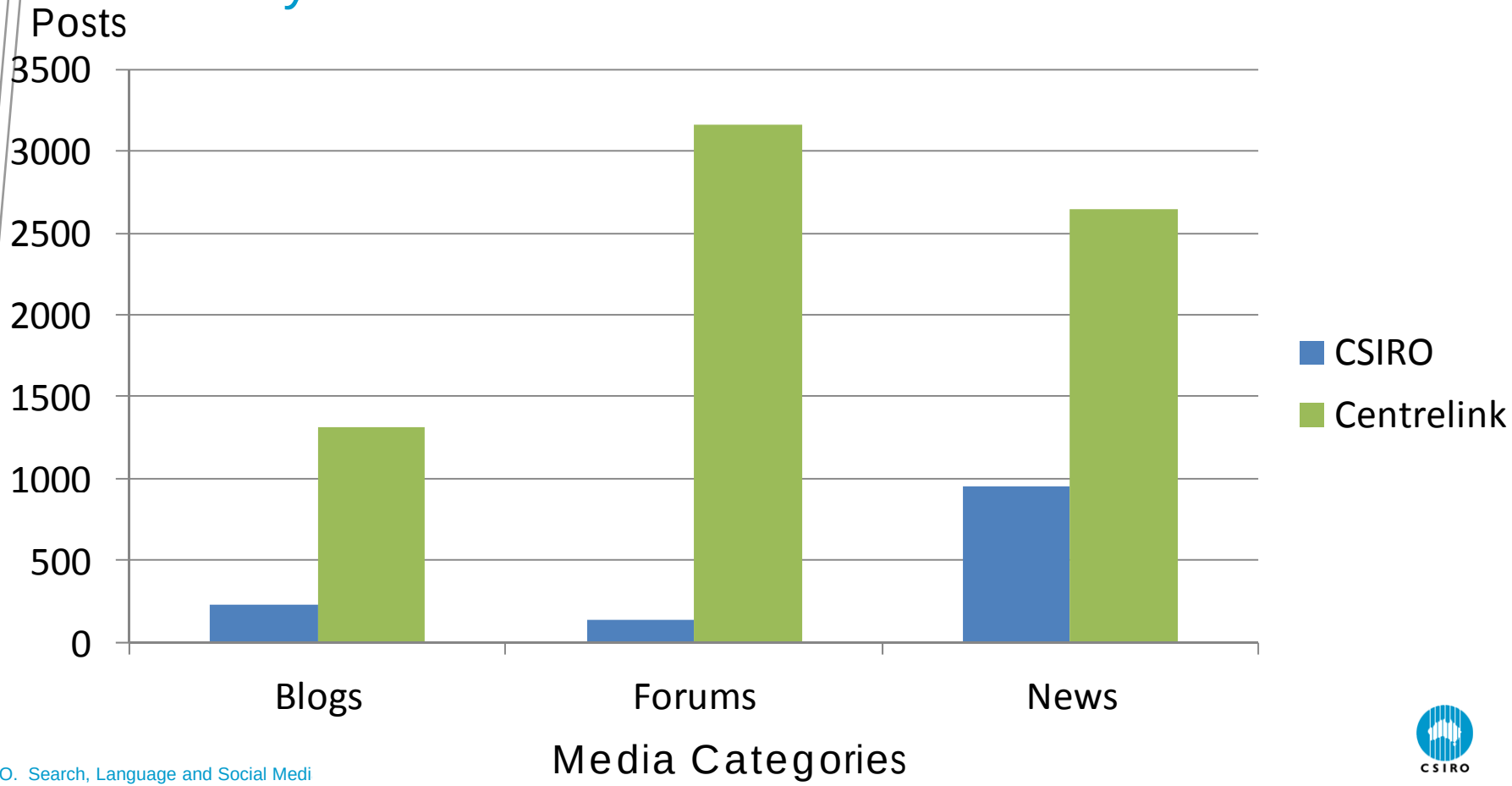
Examples of social media in two domains

- Vizie with Centrelink as a query
- Vizie for CSIRO

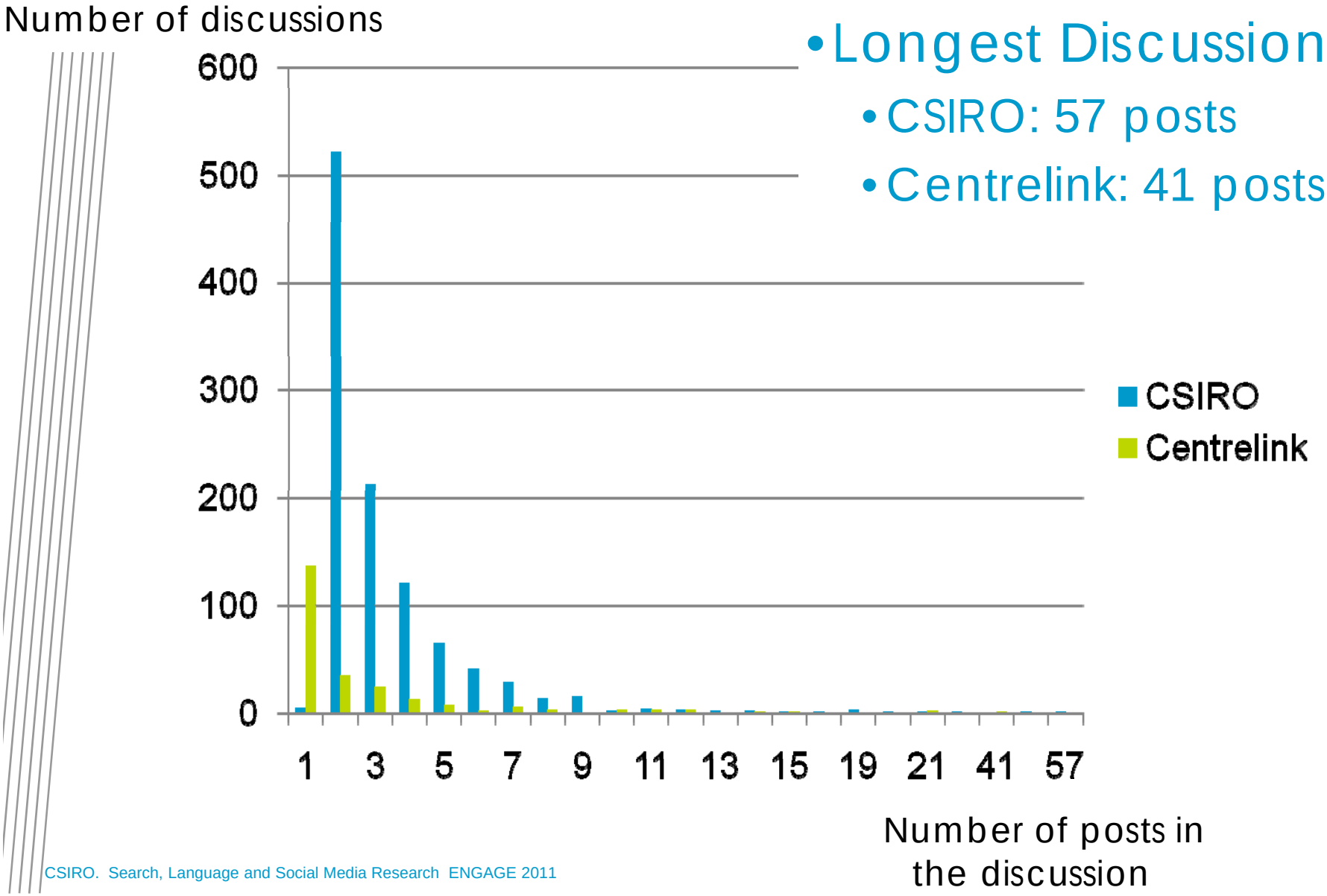
- This analysis on the next few slides is of a subset of the data from August
  - Centrelink: 45156 posts
  - CSIRO: 49242 posts

Where do people discuss CSIRO/Centrelink?

- Excluding microblogs
  - In both collections the quantity of microblog posts vastly outnumber other media



Discussion Lengths



- Longest Discussion
  - CSIRO: 57 posts
  - Centrelink: 41 posts

Presence of Links

There is a large difference in the number of links (mostly microblogs)

- 47% of posts about CSIRO contain links
- Only 7% of posts about Centrelink contain links

Examples:

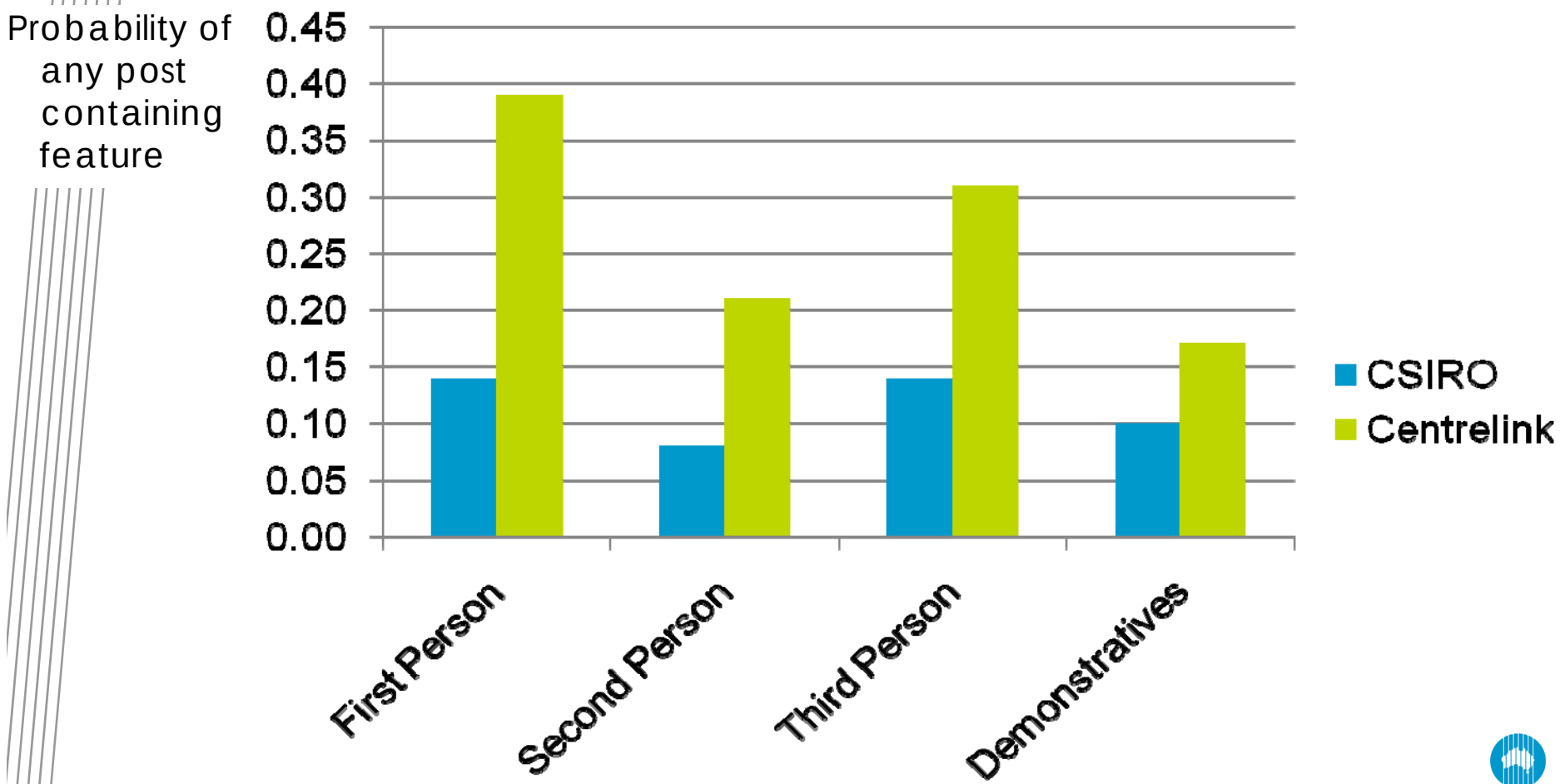
Solar geeks can tour CSIRO's Newcastle solar research facility for National Science Week. http://t.co/WNrrN6B via @DanJCass

@PatriotGuard427 CSIRO: Human activities are changing the climate http://t.co/Q5CFPWN

Lennox Legacy: The History of the Csiro Laboratory at 343 Royal Parade Parkville: http://t.co/w7UlLyW

The Focus of the Two Contexts

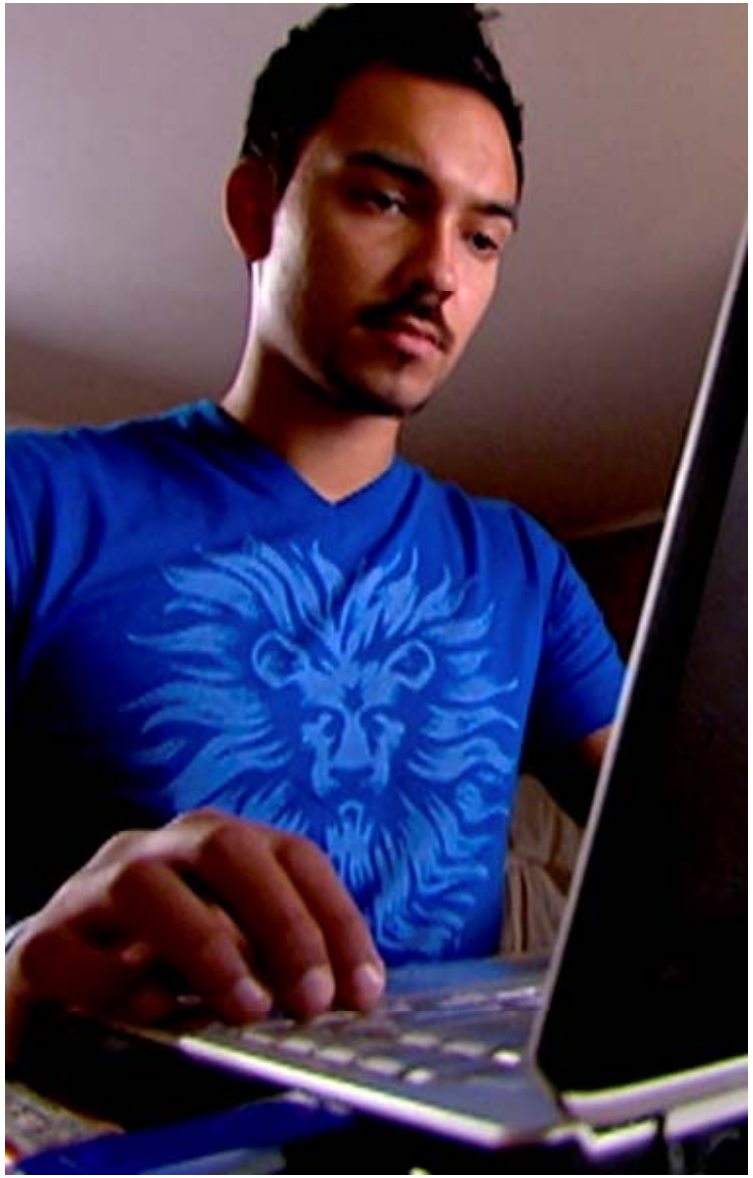
Pronouns and Demonstratives used in Social Media



How can we support communication staff?

- Understand the tasks and information needs of staff performing Social Media Monitoring

- Identify how technology can best support them



Task Analysis Method

Questionnaire:
- Education
  - Career Path

In-Situ Observations of the Task:
- Talk-aloud Protocol
- Video recording

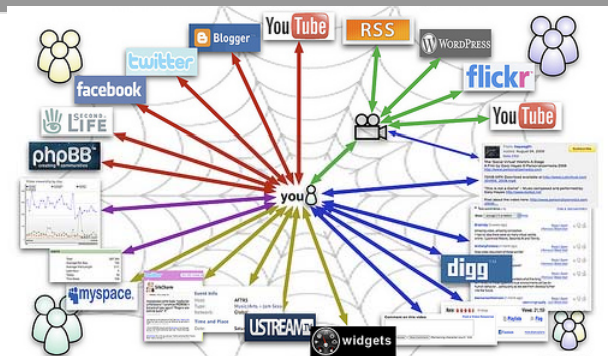
Interview Participants:
- Difficulties encountered
- Tools & functionality desired

Analysis:
- Questionnaire answers
- Recorded Video
- Interview responses

Video Annotations
- Frequencies of specific actions

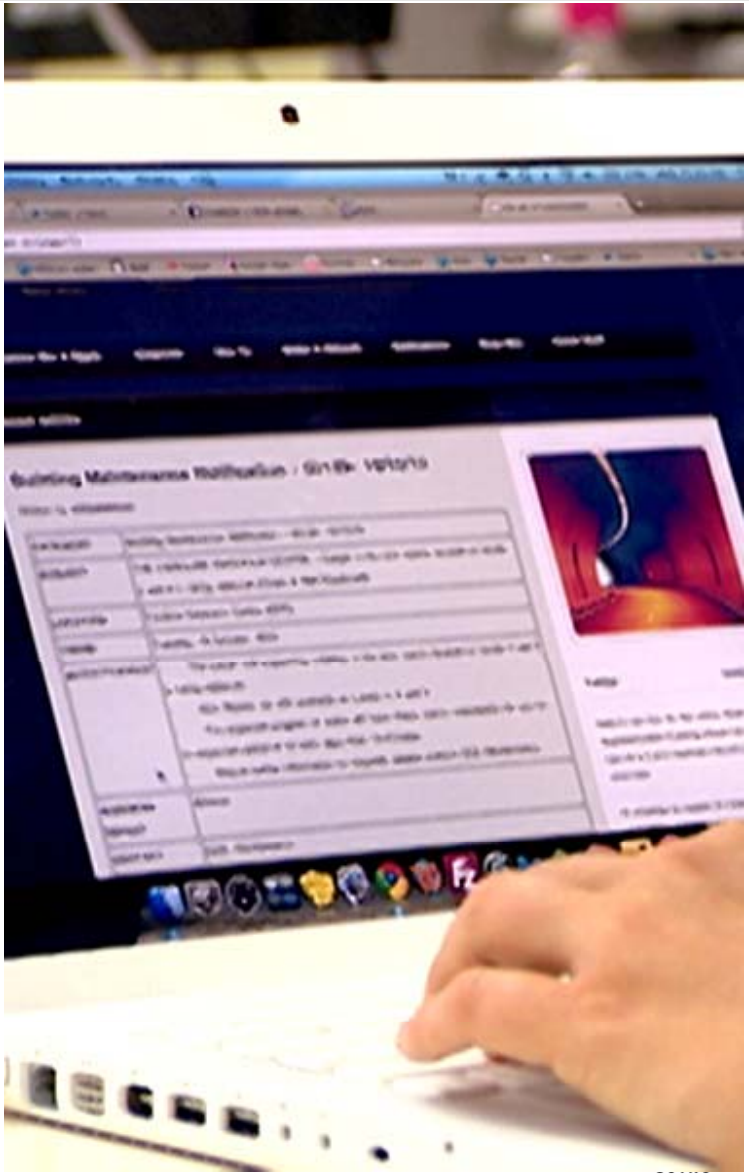
First Observations

- Complex task with a need to juggle many sub-tasks
- Need to get an overview across all social media
- Need to assess relevance and importance of posts quickly
- Team work
- Need for regular reporting
- Need to archive information



High-level actions described

- Measure campaign effectiveness
- Measure impact of & reaction to content produced by agency
- Identify “hot topics”
- Offer improved services by interacting with online community regarding a specific social media post

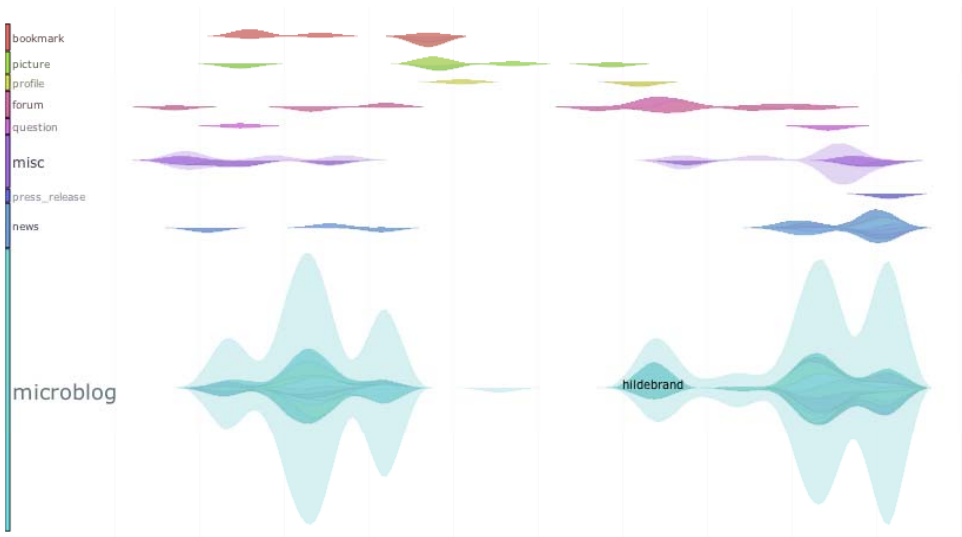


Low-level actions described

- Respond directly in a forum
- Watch for follow-on activity on negative posts
- Check for accuracy of information provided by the community
- Inform social workers of potential problems
- Alert/inform other departments of relevant posts/sites
- Watch for personal circumstances being posted and intervene as appropriate
- Check if reports of poor offerings of government services are accurate

Design implications for a social media monitoring tool for Government Services

- A dashboard that collects and sorts social media data
- Overview section that shows where most activity happens
- Easy navigation
- Information to help make decisions
- Archiving facility for reporting & analysis
- Support for team work



VIZIE: A Social Media Monitoring Platform

VIZIE

Functionality we focused on

- **Overview of all social media activity and easy navigation**

- Information to help staff make decisions

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VIZIE: A Social Media Monitoring Platform

V I Z I E

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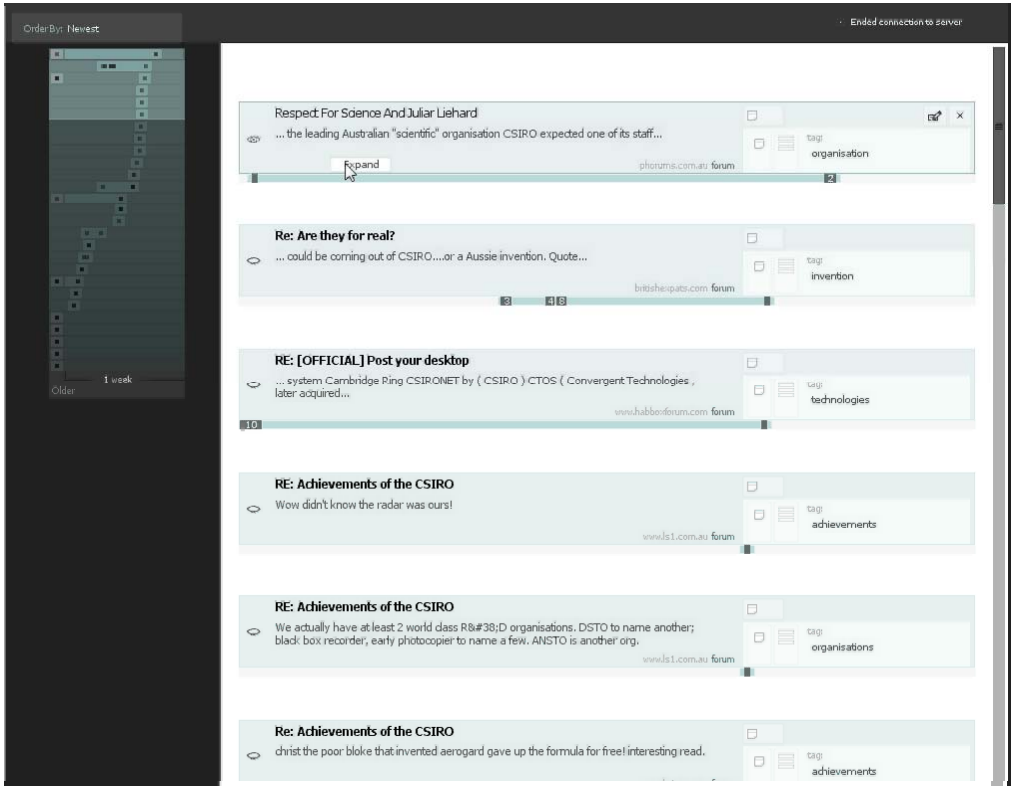

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VIZIE: A Social Media Monitoring Platform

VIZIE

Other Functionality: Searching for specific posts

Post List

Media Type: All **Time Period:** Last: Day Custom: Retrieve Posts

Hunt launched for killer shark in West Australia
2011-10-23 16:31:18.0
http://www.google.com/url?sa=X&q=http://www.heraldsun.com.au/news/more-news/hunt-launched-for-killer-shark/story-fn7x8me2-1226174509705&ct=ga&cad=CAcQARgBIAAoATAAOABA1oKR9QRIAIAAWABiBWVuLVVT&cd=h7tmZ6QKZv8&usg=AFQjCNFcCMcGWRAKgEfjpRPJ8W3KP12sqQ

Fenech tells critics to 'Get a life'
When one of the world's leading conspiracy theorists flies into town, things are always going to get interesting. And Da...
2011-10-23 16:26:00.0
http://www.brisbanetimes.com.au/national/the-diary/fenech-tells-critics-to-get-a-life-20111023-1meil.html

http://t.co/M8MSeUdp
2011-10-23 16:20:57.0
http://t.co/M8MSeUdp

Hunt is on for West Australian killer shark
NEWS.com.au - Found 1 hour agoCSIRO white shark expert Barry Bruce said sharks that attacked humans were rarely s...
2011-10-23 16:18:00.0
http://c.moreover.com/click/here.pl?z5369455765&z=1250248834

#Jobs #Victoria CSIRO Seeking To Employ OCE Postdoctoral Fellow Computational Scientist-Statistician in VIC:... http:/...
2011-10-23 15:38:45.0
http://twitter.com/lexxioAU/statuses/128133266199949313

CSIRO
2011-10-23 14:57:39.0
http://twitter.com/takkeybook/statuses/128122922970779649

'Cane toad with wings' threat to food
2011-10-23 13:41:35.0
http://www.google.com/url?sa=X&q=http://www.theage.com.au/national/cane-toad-with-wings-threat-to-food-20111023-1mem4.html&ct=ga&cad=CAcQARgBIAAoATAAC
zb4PI_ZYSt5VFQCYzqoqA

'Cane toad with wings' threat to food
AN INVADING bee could spread "like a cane toad with wings" to threaten two-thirds of Australia's food supply, experts ...
2011-10-23 13:27:00.0
http://www.theage.com.au/national/cane-toad-with-wings-threat-to-food-20111023-1mem4.html

http://t.co/EsE4aG7I
2011-10-23 13:20:56.0
http://t.co/EsE4aG7I

Hunt is on for West Australian killer shark
AUTHORITIES have little chance of finding a shark that killed an American diver, a leading shark researcher says.
2011-10-23 13:00:00.0
http://www.news.com.au/hunt-is-on-for-west-australian-killer-shark/story-fn7x8me2-1226174509705

Previous 1 2 3 4 5 6 7 8 9 10 Next

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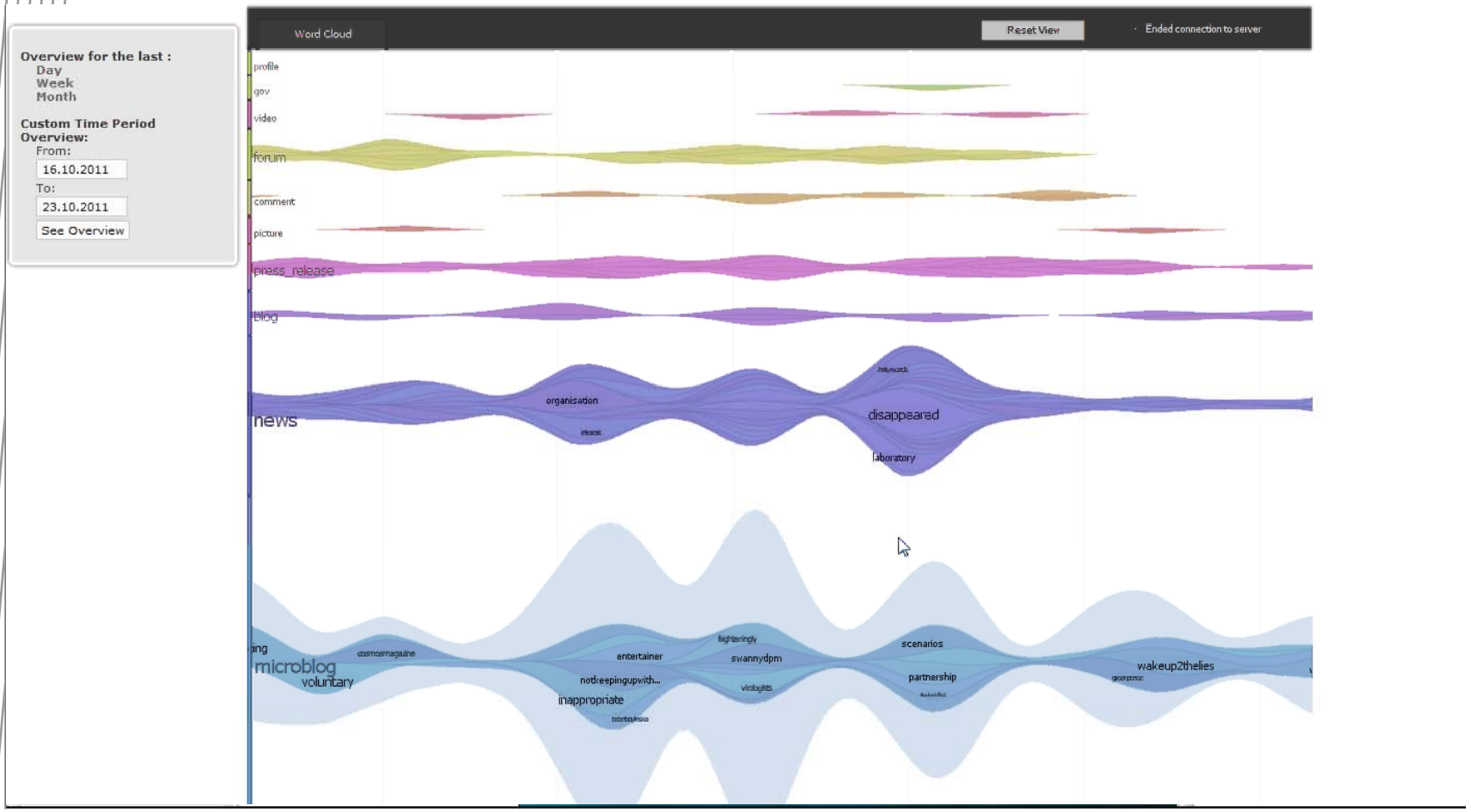
VIZIE: A Social Media Monitoring Platform

V I Z I E

Other Functionality: Recording engagements with community



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VIZIE: A Social Media Monitoring Platform

V I Z I E

Other Functionality: Archiving and Reporting

View Report for the last :
Day
Week
Month

Custom Time Period Report:
From:
17.08.2011
To:
24.08.2011
View Report

River Graph of Vizie Activity:
Graph

Report for Custom Time Period

Time Period between 17/8/2011 and 24/8/2011.

Vizie Activity:
- Total Annotations: 0
- Total Comments: 0
- Total Engagements: 11 (Table)

Team Engagements (Number of Actions):
- forum: 2 (Table)
- question: 9 (Table)

Social Media Activity (Number of Posts):
- misc: 156 (Table)
- forum: 15 (Table)
- question: 16 (Table)
- microblog: 1163 (Table)
- news: 35 (Table)
- bookmark: 0
- picture: 0
- comment: 0
- video: 2 (Table)
- gov: 0
- profile: 2 (Table)
- blog: 7 (Table)
- press_release: 7 (Table)

Send **feedback, suggestions or comments** about the Vizie Interface.
Vizie Version Number 0.2.9a
CSIRO ICT Centre

Future Work

- Query term ambiguity:
  - Terms like “Pensions” and “medicare” are “ambiguous” terms wrt DHS
    - Medicare also brings results from the USA
    - Pensions brings a lot of noise
- Use context to filter the noise
- Additional language analysis to identify issues

Exploring the Use of an Online Community in Welfare Transition Programs

- From informing and listening to sharing and creating
- Collaborator and facilitator
- Exploring the social dimension

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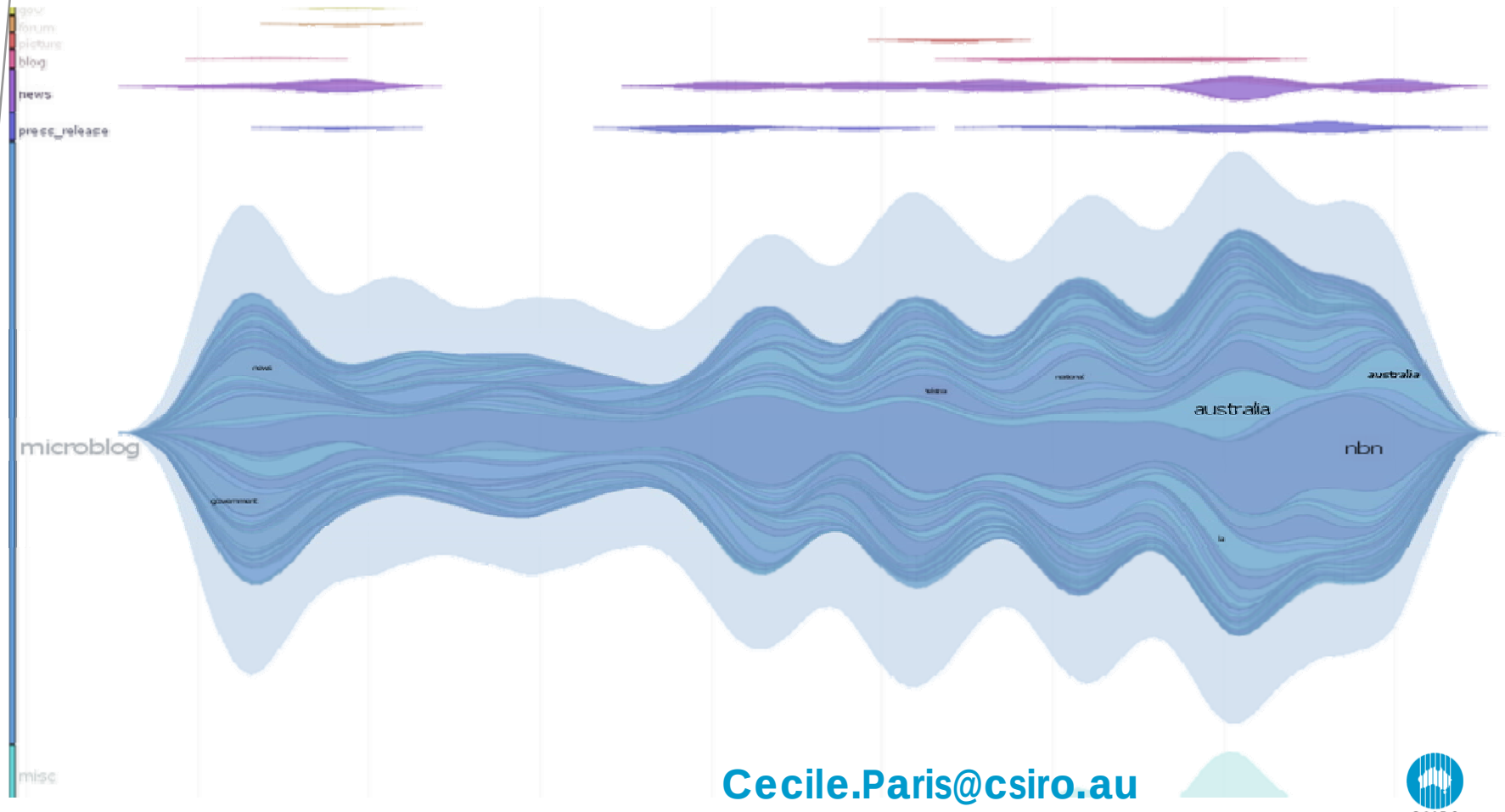
- thebrain.com
- idisaster.wordpress.com
- teamwork-games.jpg
- global-uk.com
- socialmediamagic.com

Thanks!

Questions?



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Thank you

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