



معهد قطر لبحوث الحوسبة  
Qatar Computing Research Institute

# Why Are Internet Big Players Falling Behind on the Social Web?

**Sihem Amer-Yahia**

QCRI, Doha, Qatar

PersDB Panel on Social Sites

2 September 2011



## Things we can agree on

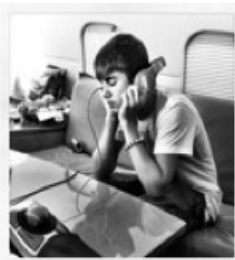
- What is the one most valuable asset on the Social Web?
  - **users**
- What are Internet big players doing to become/stay socia(b)l(e)?
  - **acquire existing user bases**: Google acquired YouTube
  - **“steal” users from elsewhere**: Google+ is starting from scratch
  - **claim they are social**: Yahoo!’s “All About You” ad campaign last year
  - **retain their own user base**: Yahoo! Answers points system worked for a while
- Goals:
  - **user satisfaction**
  - **company making profit**





## 2 points

- **Non-controversial:** social analytics
- **Controversial:** stay till the end



## Justin Bieber ✓

@justinbieber The World

NEVER SAY NEVER FANCUT out on DVD NOW!! I GOT SO MUCH LOVE FOR THE FANS...you are always there for me and I will always be there for you. MUCH LOVE. thanks

<http://www.youtube.com/justinbieber>

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Tweet to @justinbieber

Tweets

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**justinbieber** Justin Bieber

Follow @seankingston He is The Best Ever!!! #swagg

1 hour ago



**justinbieber** Justin Bieber

new iphone [twitpic.com/6eyuiu](http://twitpic.com/6eyuiu)

1 hour ago



**justinbieber** Justin Bieber

me @ludacris @KDTrev5 @CP3 @carmeloanthonyv



About @justinbieber

10,497  
Tweets

116,092  
Following

12,364,122  
Followers

518,860  
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### Recent Images

This media was shared by justinbieber, someone you don't follow.

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**Pink** P!nk ✓ · Follow

it's all happening



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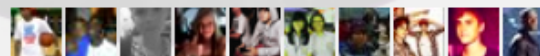
Jay sean/ jay sheezy/ jay shizzle/ the shizzle/ jay schnit...



**JakeTAustin** Jake T. Austin ✓ · Follow

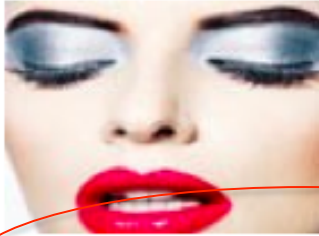
Keepin' it real...

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وتمتعي بمظهر منعش  
وجذاب. إحصلي على نصائح  
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هذه الصورة بتاريخ  
21/8/2011

### Jucino



Flowers & Chocolate...  
Why Jucino ? because  
we are different? Tel:  
25730515

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اشهى انواع الكبب الشامية  
والعراقية واكثر من 30  
حشوة التميز شعارنا مع  
كبتنا غير مذاقات ولا اروع  
60307429

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22597451.

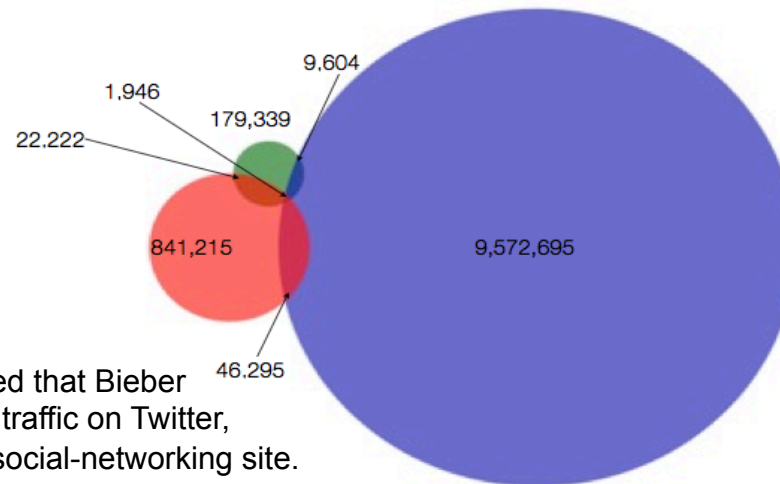
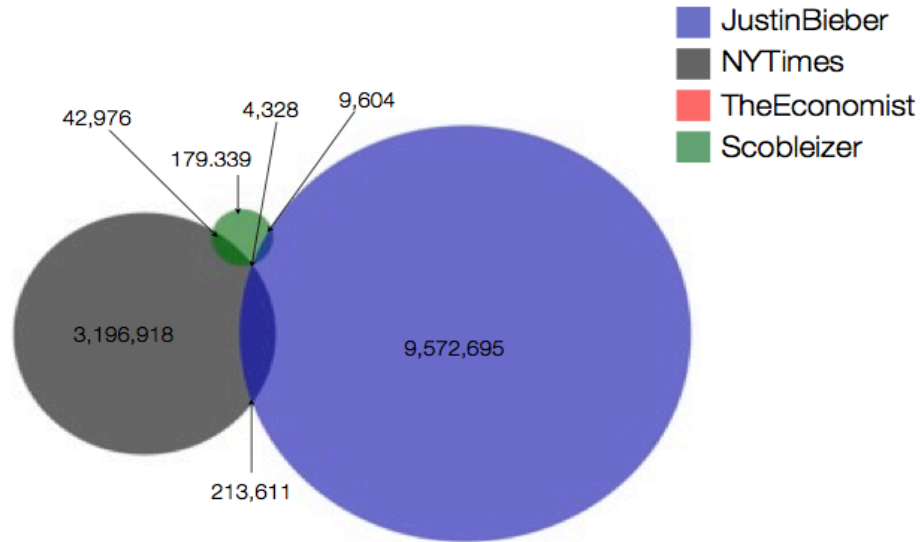
### Sheeel.com



Sheeel a Deal everyday  
شيبيل ... لا يطوفك الديبيل

Like · 4,547 people like this.





In September 2010, it was reported that Bieber accounted for three percent of all traffic on Twitter, according to an employee of the social-networking site.





Facebook

jan25

tahrir

SCA

queenchristina\_

oops

http://bit.ly

waelabbas

[illegible]



## Per-topic sentiment distribution on a map (twitInfo)





## 2 points

- **Non-controversial:** social analytics are fun!
- **Controversial:** user satisfaction and company profitability will never align



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Social eco-system



cpc  
cpm



Ad eco-system



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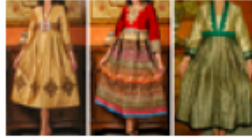
## My FB Ads

nuqudy.com



أين "كلوديا شيفر" اللبيرة

"كلوديا شيفر" القذافي لم  
تنتظر لترى كيف ستستولي  
قوات الثوار على نظام حكم  
والدها فقررت الفرار



السفلة

افخم الدراعات و فساتين  
البلوه والاستقبال و  
الفساتين العصريه  
تجدونها لدى رائدة الزي  
الخليجي فهيمه البداح -  
الكويت

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Maybelline New York, Middle East



إكتشفي ألوان الصيف من  
ميكياج Maybelline NY  
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وجذاب. إحصلي على نصائح  
الجمال لتكوني الأجمل.

Like · 13,497 people like this.

youtube.com



اعلان أسنان كلينك

شاهد اعلان أسنان كلينك  
- رمضان 2011

kuwait.jeeran.com



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شارك في مسابقة جيران  
الكويت الرمضانية واربح  
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Mangaf. Taste the  
difference!

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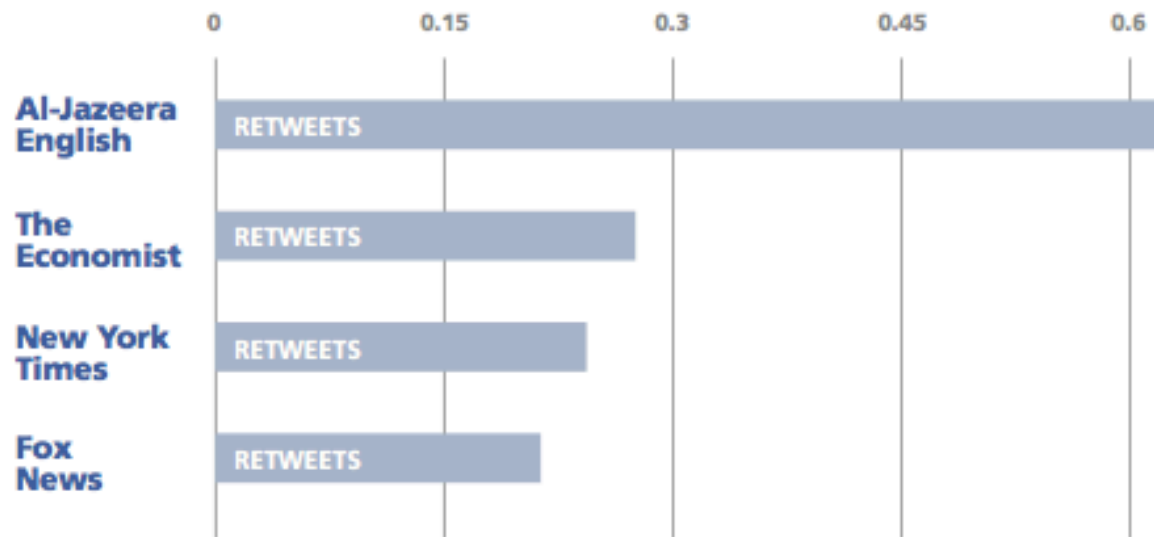
مراجعة القرن الإفريقي

بينما نشاهد هذه الصورة،  
قد يكون هذا الطفل فارق  
الحياة، هناك الآلاف مثله،  
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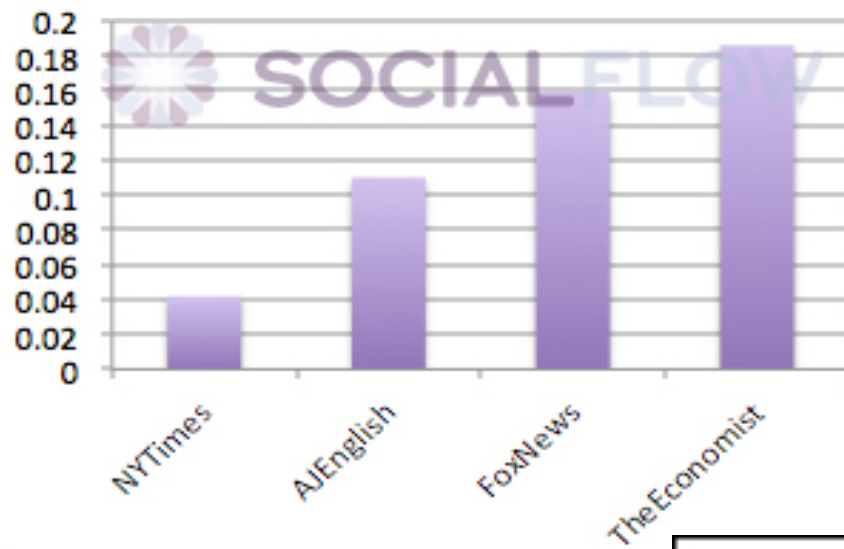
## Clicks vs Retweets

(source of graphs SocialFlow)



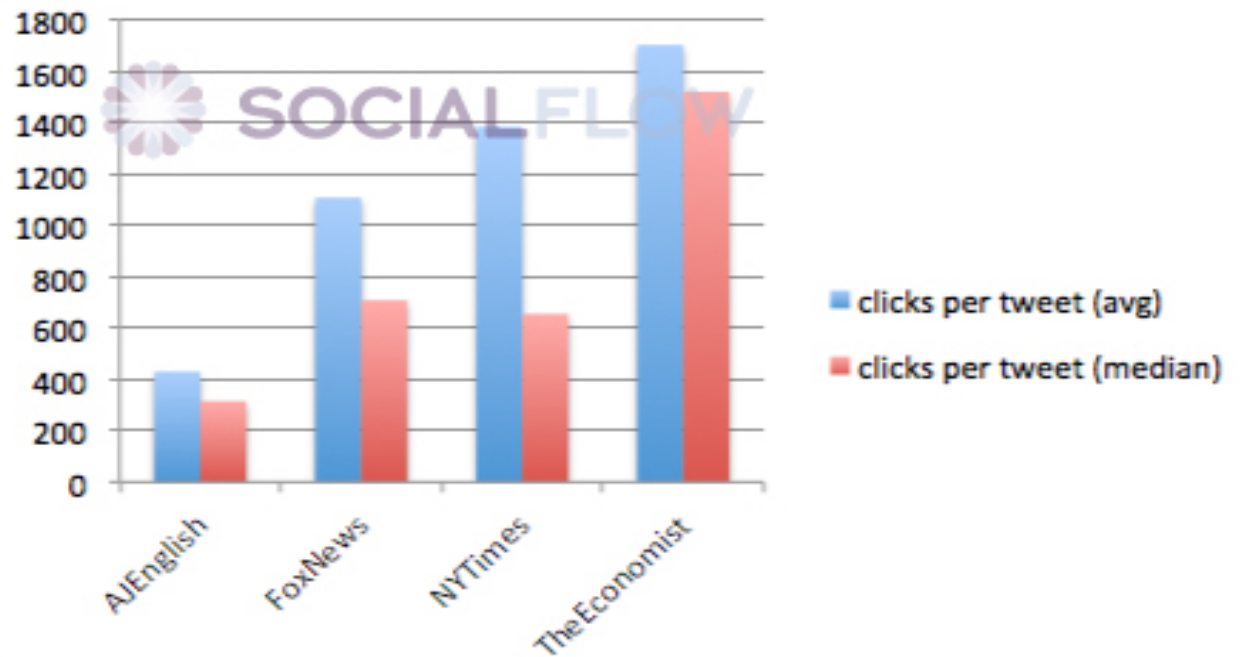


Clicks per Tweet (normalized)



Clicks vs Retweets

(source of graphs SocialFlow)





## My conclusion

- data analytics to enable more revolutions