

ZUR 393k:

Effects of Mass Media

boyd, "Identity" from *It's Complicated*
Rudder, "Death by a Thousand Mehs" and "The Beauty Myth in Apotheosis"
Vaidhyanathan, "The Googlization of Us"

Outline:

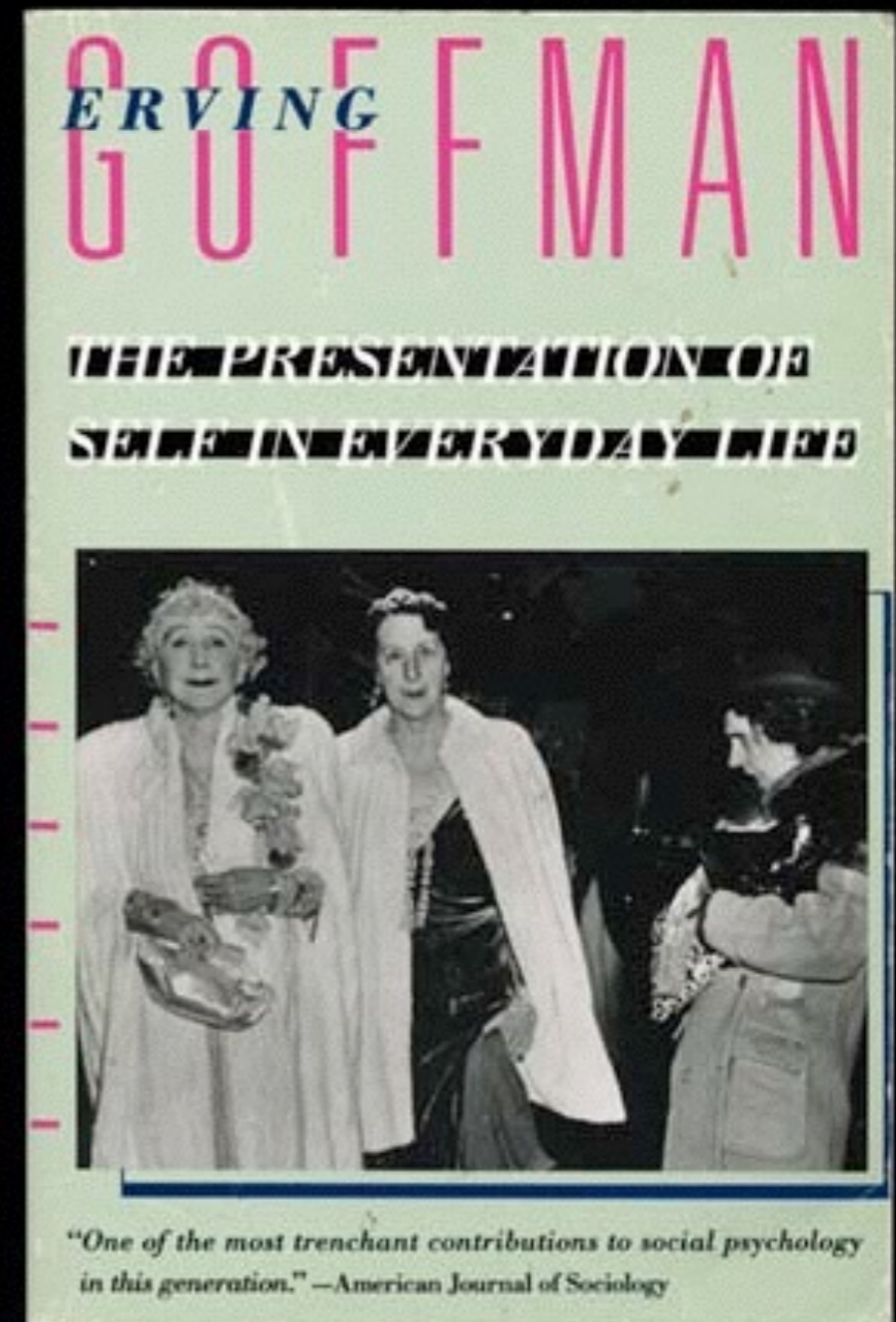
1. Performing Identity / Forms of Capital / Free Labor
2. Facebook & Other Social Media
3. Google & Big Data

Erving Goffman

performing identity

- theater analogy
- “dramaturgy”
 - stage
 - props
 - costumes

1959

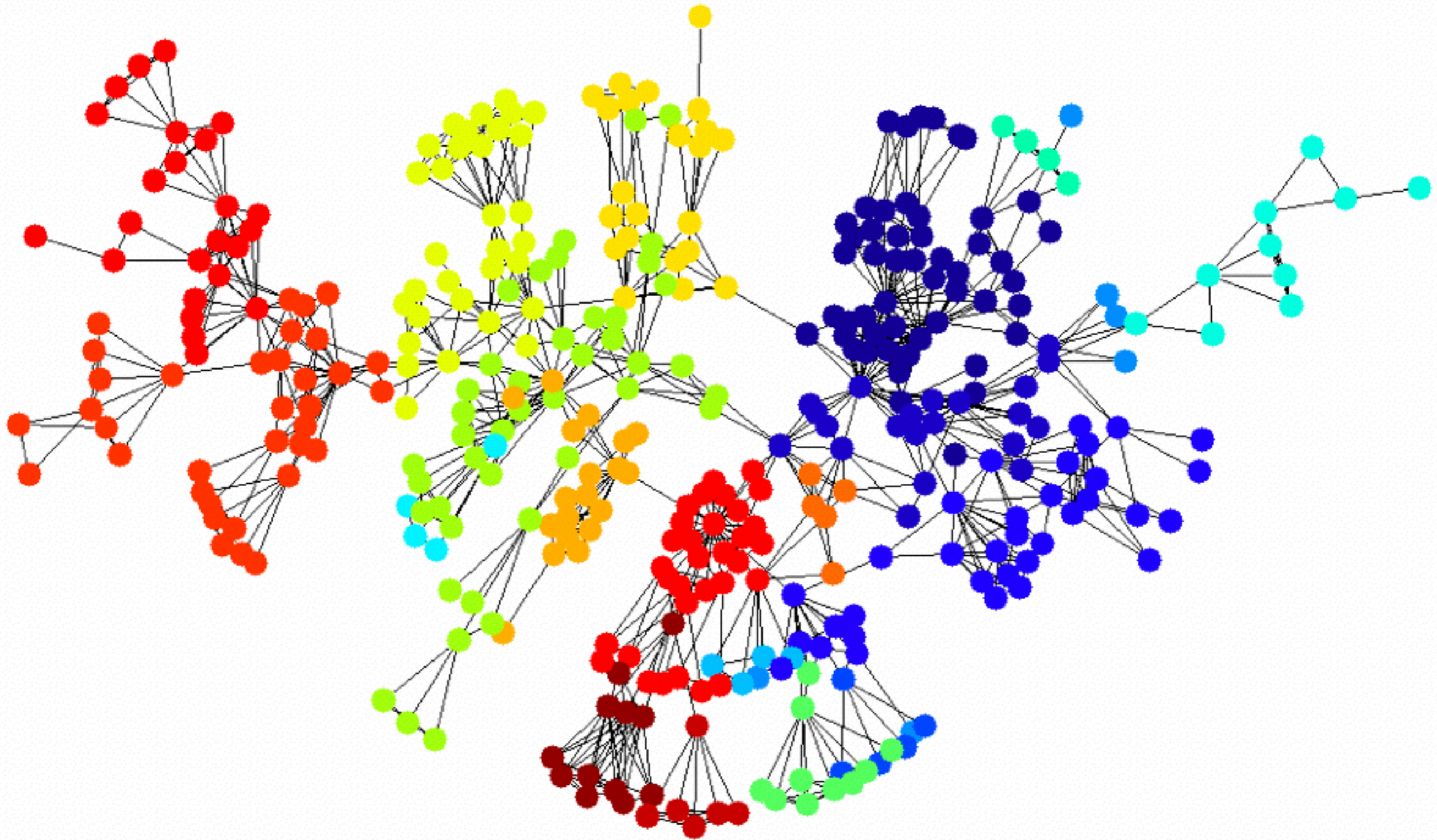


forms of capital

Pierre Bourdieu

- economic capital (\$)
- social capital (friends and acquaintances)
- cultural capital (level of education, “taste”)
- symbolic capital (distinction, prestige)

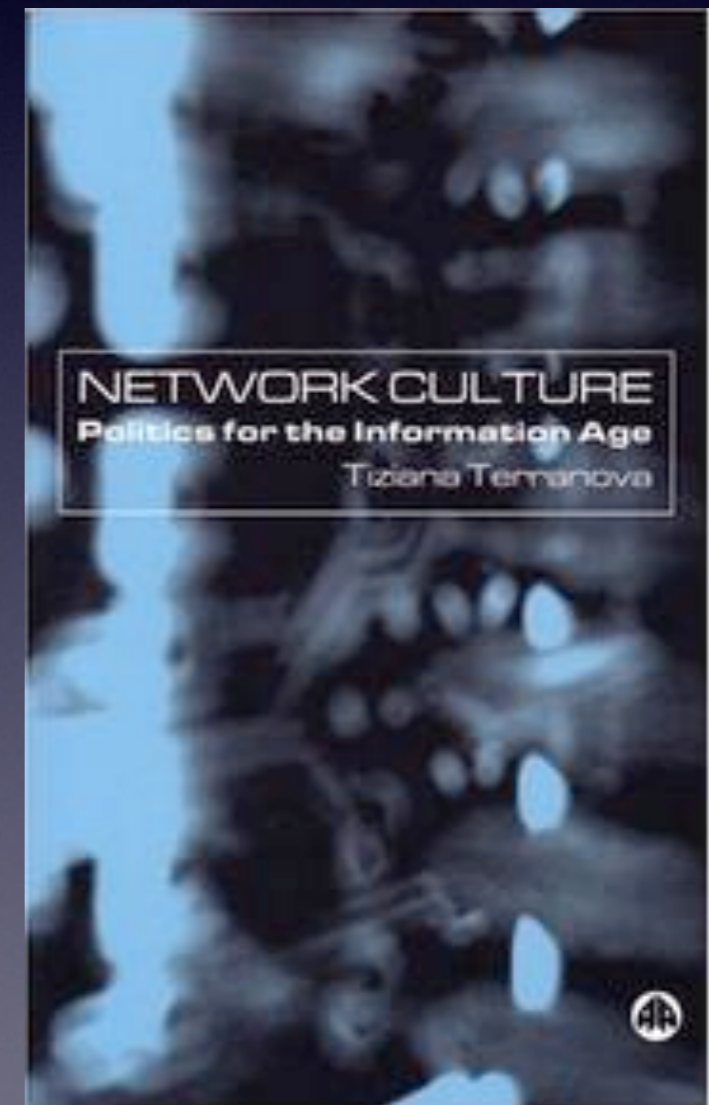
“networked community” (Castells)
“networked public” (boyd)



“networked community” (Castells)
“networked public” (boyd)

1. the space constructed through networked technologies
2. the imagined community that emerges as a result of the intersection of people, technology, and practice” (boyd, 8)

Tiziana Terranova,
“Free Labor: Producing Culture for the
Digital Economy”
Social Text 63 (Summer 2000): 33-58



2004



free labor

- voluntarily given and unwaged
- enjoyed and exploited

free labor

- involves range of activities from building Web sites, modifying software packages, reading and participating in mailing lists, and building virtual spaces on MUDs and MOOs (2000)

“social factory”

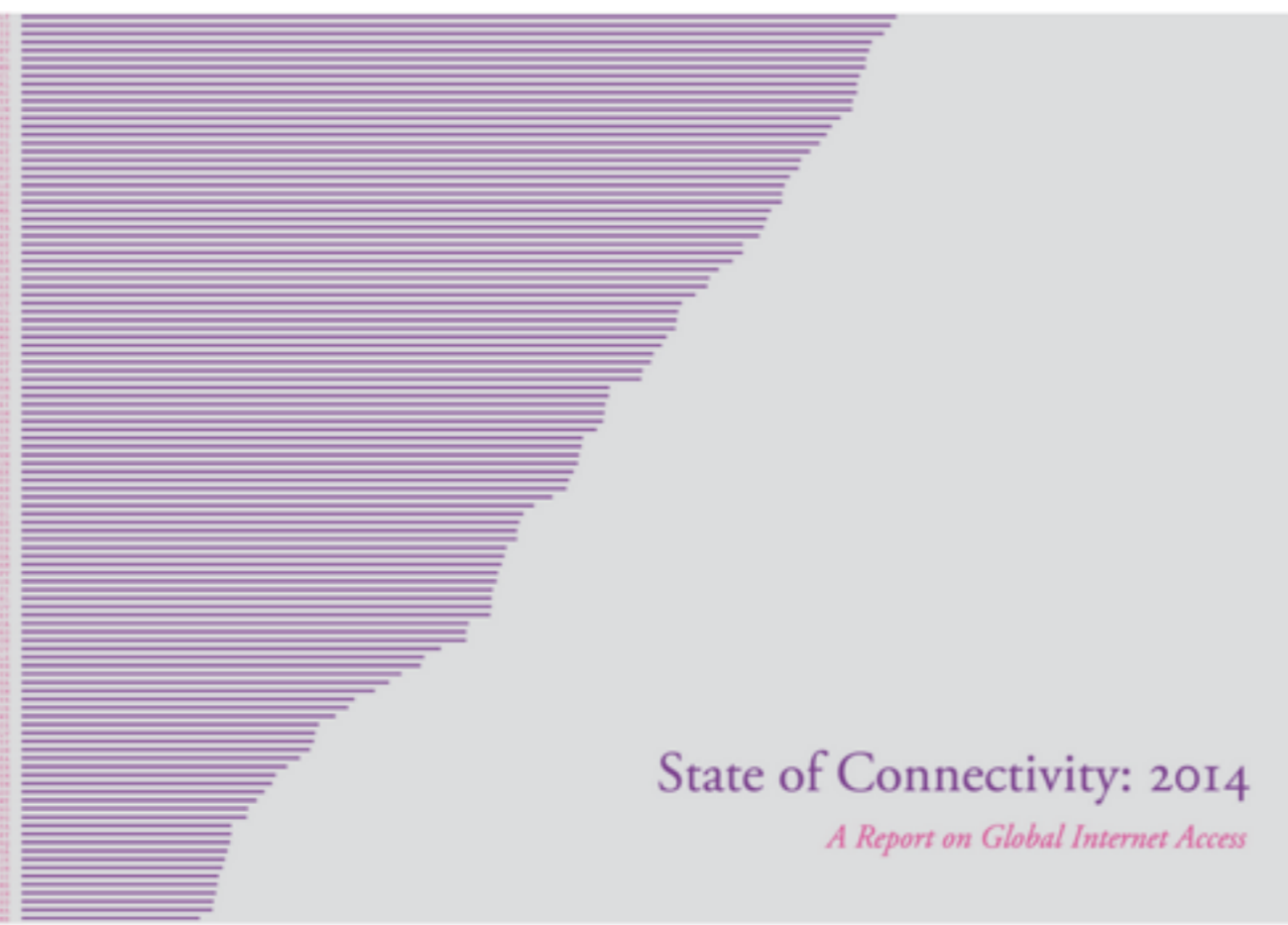
- a phenomenon in which “work processes have shifted from the factory to society, thereby setting in motion a truly complex machine” (33).



post-2000

February 24, 2015

The State of Global Connectivity



State of Connectivity: 2014
A Report on Global Internet Access

State of Connectivity: A Report on Global Internet Access, a new study by Internet.org examines the current state of global internet connectivity and takes a close look at who's connected, who's not and why.

The paper uses existing data from the world's leading sources on connectivity and incorporates our own new findings to examine internet penetration and barriers to further growth.

By early 2015, 3 billion people will be online. This is an incredible milestone, but it also means that only 40% of the world's population has ever connected to the internet.



Percent Online

The percentage of population who use the internet once a year

Global

37.9%

Developed Countries 76.2%

Developing Countries 29.8%

East Asia & Pacific 43.9%

Europe & Central Asia 65.4%

Latin Am. & Caribbean 46.7%

Middle East & N. Africa 39.0%

North America 84.4%

South Asia 13.7%

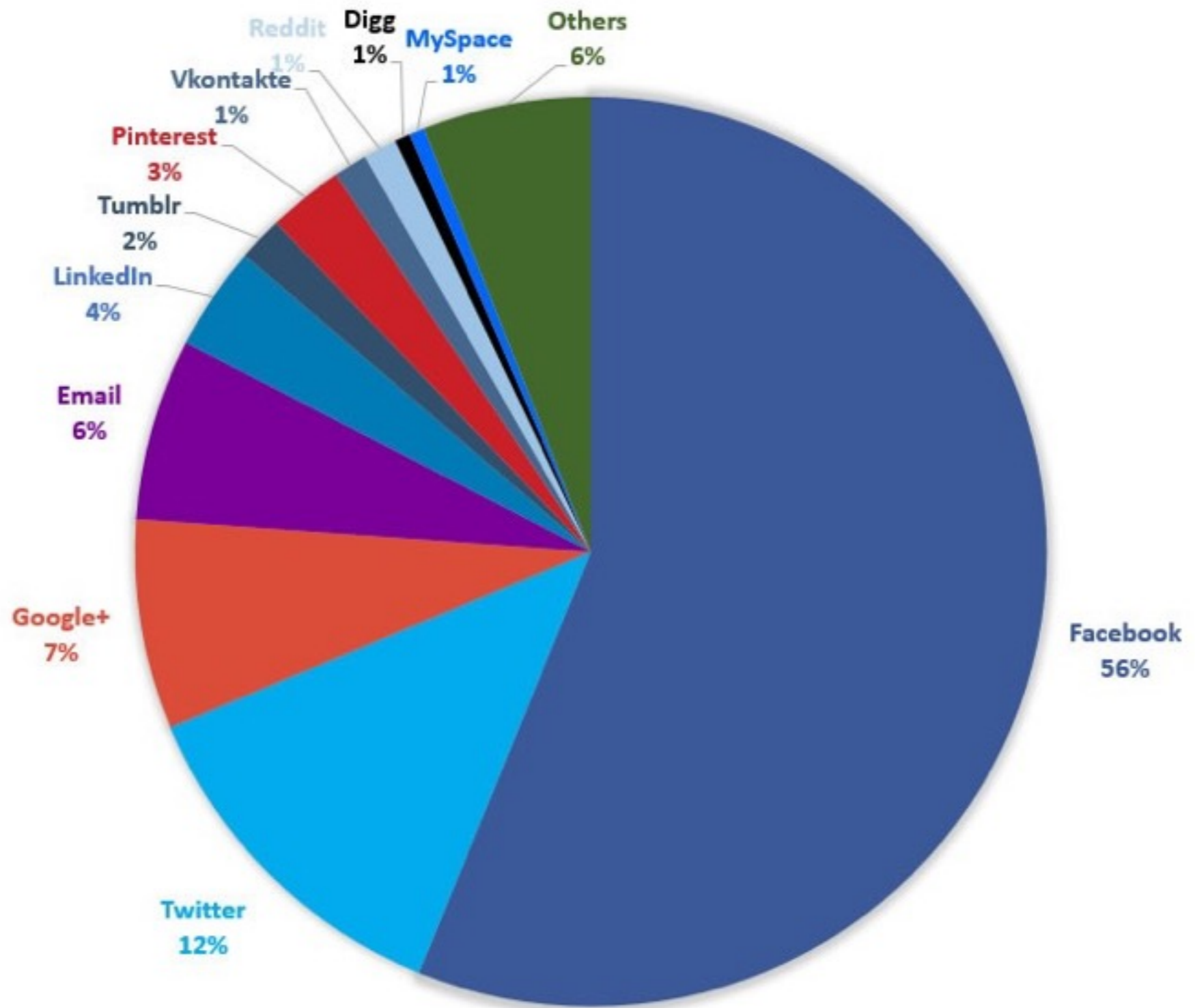
Sub-Saharan Africa 16.9%

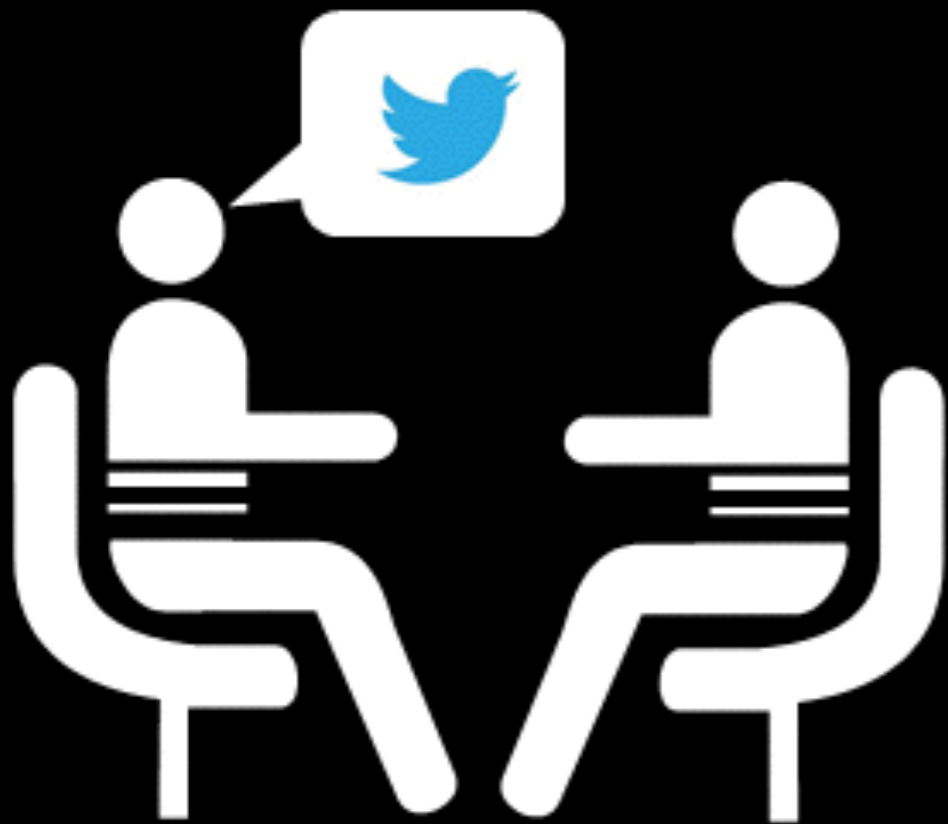
The unconnected are disproportionately located in developing countries — 78% of the population in the developed world is online compared to just 32% in emerging economies.

Moreover, adoption of the internet is slowing — The rate of growth declined for the fourth year in a row to just 6.6% in 2014 (down from 14.7% in 2010). At present rates of decelerating growth, it won't reach 4 billion people until 2019.

<http://newsroom.fb.com/news/2015/02/the-state-of-global-connectivity/>

HOW DO MOST USERS PREFER TO SHARE CONTENT?





Interviews require more than 140 characters

"Social media allows us to begin the story and invite others to continue the journey with us."

—BRANDON HILL



affordances

- properties or characteristics of an environment that make possible — or encourage — certain types of practices



4 affordances of networked publics

- persistence
- visibility
- spreadability
- searchability



Facebook unveils 'Timeline' feature



CNN · 51,502 videos

Subscribe 323,350

3,235

10 28

Like



Download ▾

About

Share

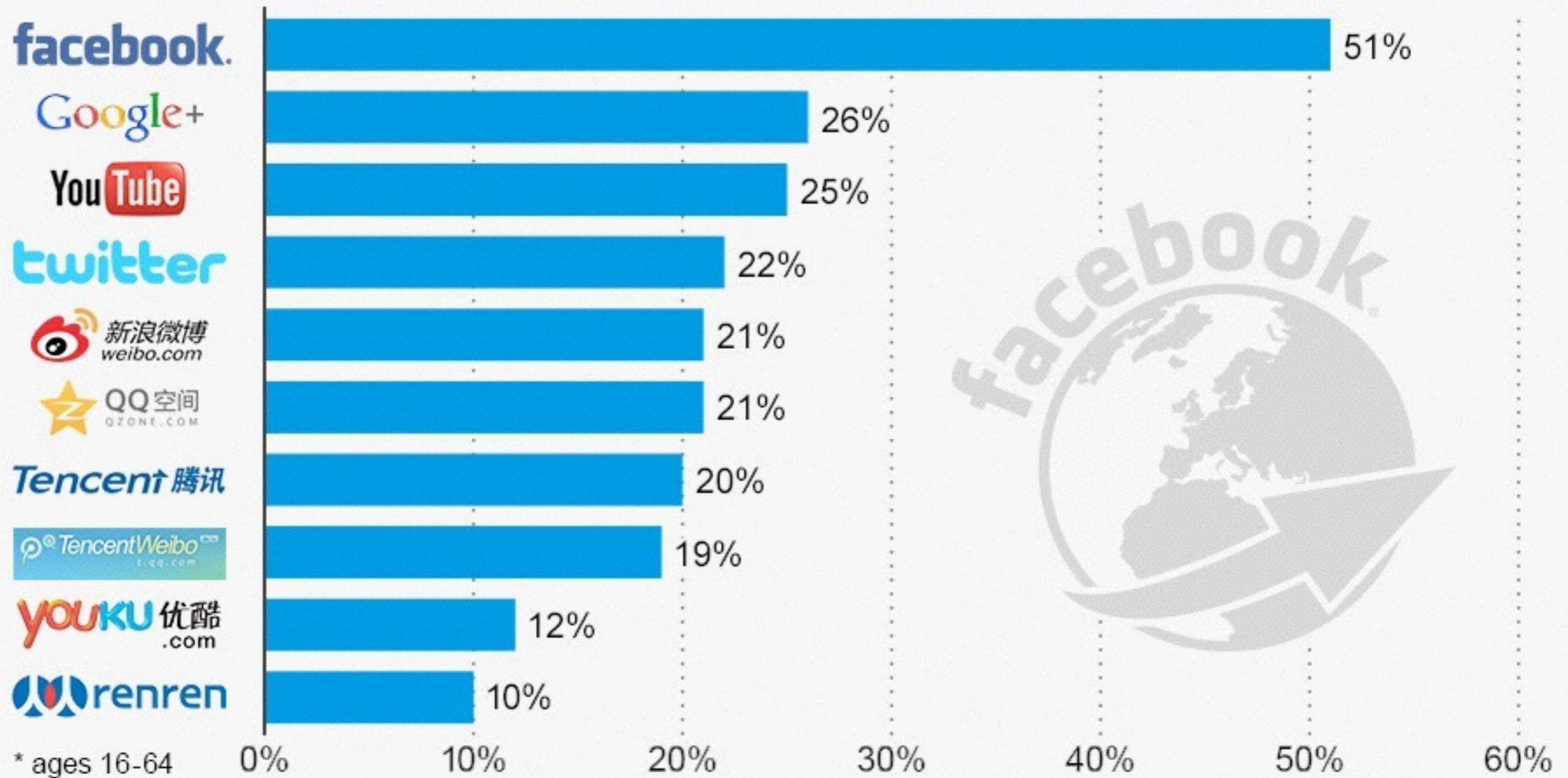
Add to



[https://
www.youtube.com/
watch?
v=bRNQgIXNIXc](https://www.youtube.com/watch?v=bRNQgIXNIXc)

Half of the World's Online Population Uses Facebook

Percentage of worldwide internet users* who actively used the following social media sites in Q1 2013



facebook.

With more than 800 million users worldwide, Facebook is the world's largest social network, but its reach varies widely.

Who 'likes' Facebook most

■ Top 20 countries, with number of users, in millions

● Percentage of population



http://mediame.com/en/news/report/socialbakers_infographic_reveals_global_facebook_penetration_rates

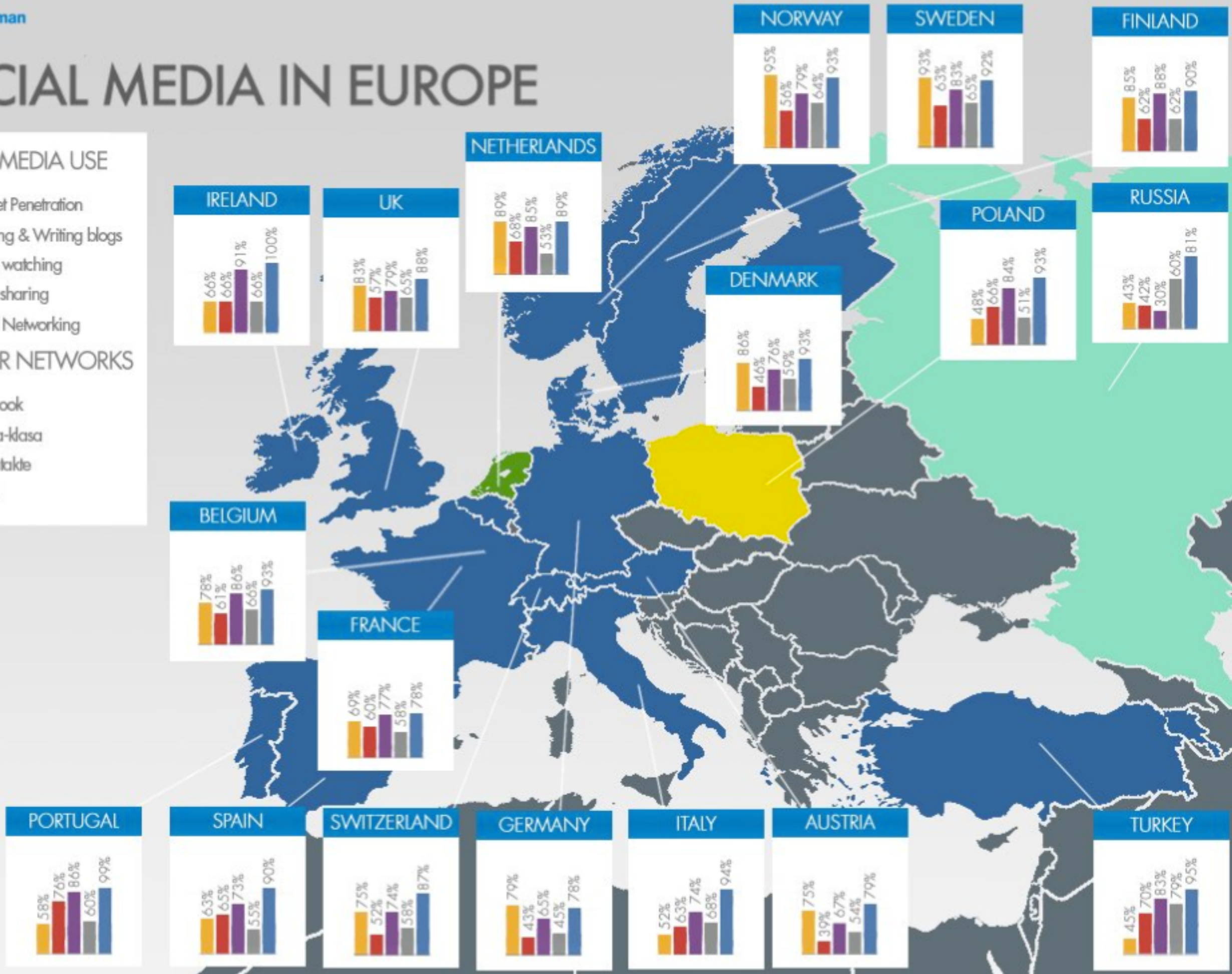
SOCIAL MEDIA IN EUROPE

SOCIAL MEDIA USE

- Internet Penetration
- Reading & Writing blogs
- Video watching
- Photo sharing
- Social Networking

POPULAR NETWORKS

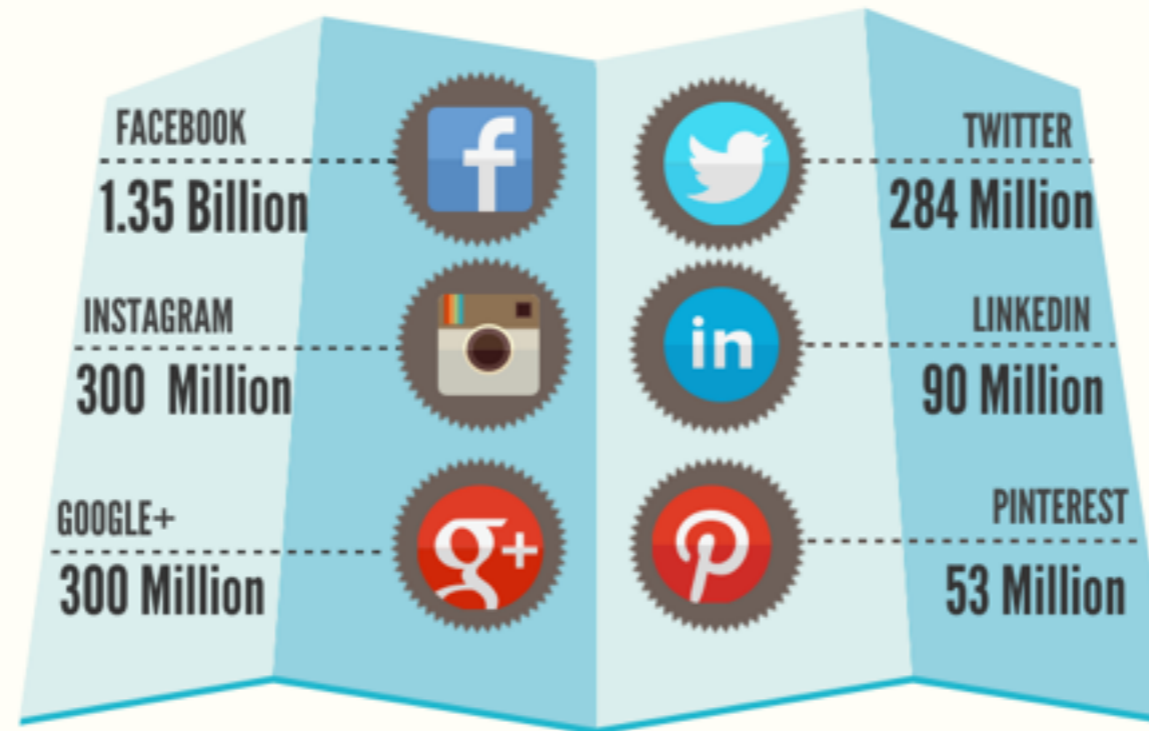
- Facebook
- Nasza-klasa
- V Kontakte
- Hyves



2014

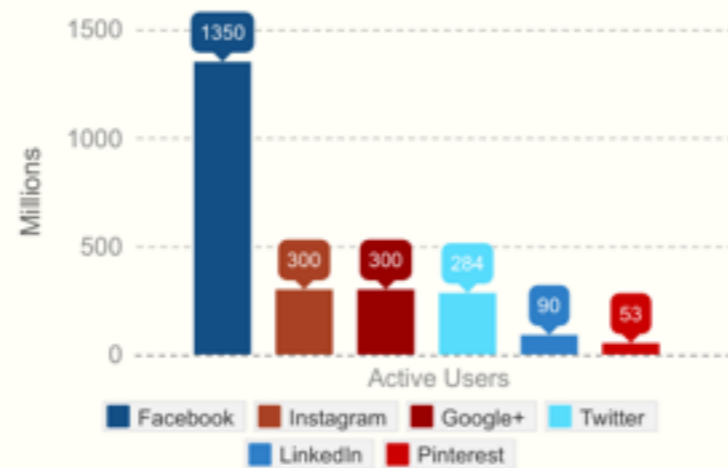
SOCIAL MEDIA STATISTICS

Monthly Active Users*



*Users who have interacted with the community in the last 30 days while logged in

CHART



Sources

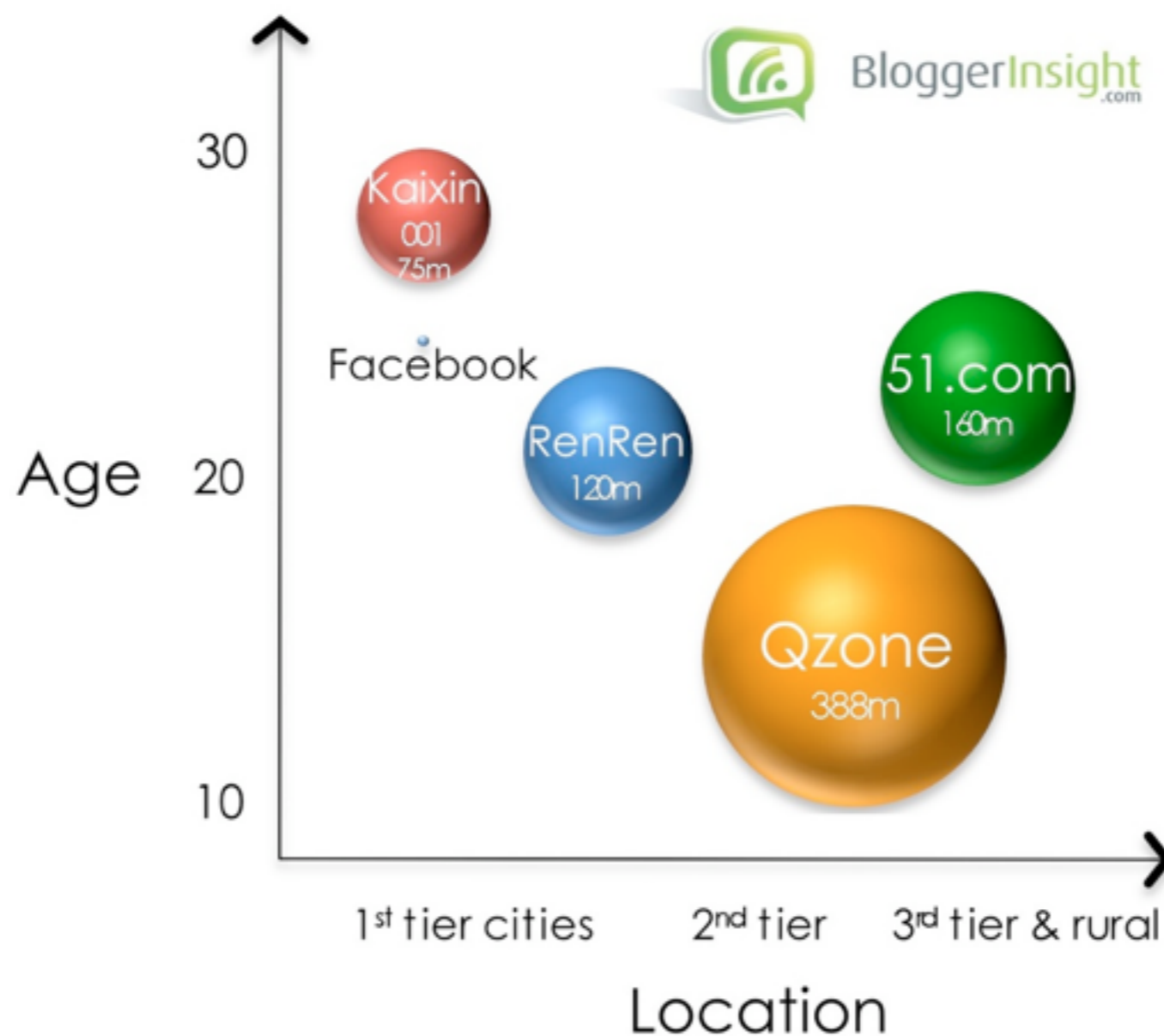
- Facebook: <https://newsroom.fb.com/company-info/>
- Instagram: <http://instagram.com/press/>
- Twitter: <https://about.twitter.com/company>
- Google+: <http://googleblog.blogspot.com/2013/10/google-hangouts-and-photos-save-some.html>
- Pinterest: (approx.) <http://www.forbes.com/sites/jeffbercovici/2014/06/24/still-more-data-shows-pinterest-passing-twitter-in-popularity/>
- LinkedIn: <http://investors.linkedin.com/results.cfm>

Geetanjali Dighre: <http://ContactArt.In>

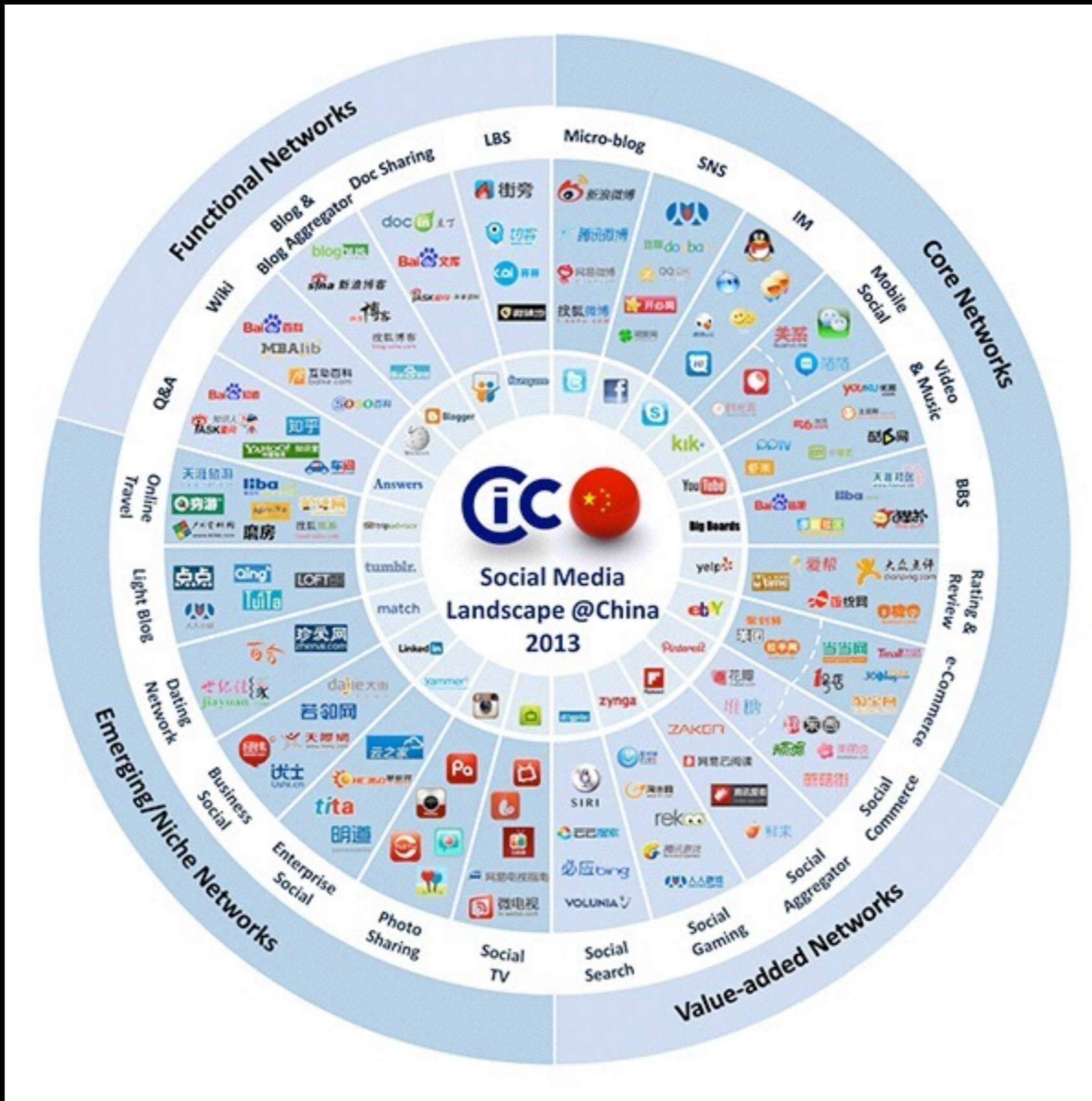
<http://blogs.imediaconnection.com/blog/2014/12/15/mau-and-engagement-statistics-of-instagram-twitter-and-facebook/>



China's Social Network Universe By Number, Age, & Location of Users



<http://www.chinasocialgames.com/?p=372>



<http://www.seeisee.com/sam/2013/04/02/p3682>

[Facebook](#) is the most popular social network in Europe, but there are many other big social media platforms as well. [GooglePlus](#) for example has 550 million active users, and [Twitter](#) and [LinkedIn](#) have around 300 million each. [Pinterest](#), [VK](#) and [StumbleUpon](#) are also extremely popular.

StumbleUpon

Company · [stumbleupon.com](#)

StumbleUpon is a discovery engine that finds and recommends web content to its users. Its features allow users to discover and rate Web pages, photos and videos that are personalized to their tastes ... [Wikipedia](#)

Founded: 2001, Calgary, Canada

CEO: Mark Bartels

Acquisition date: May 2007

Headquarters: San Francisco, California, United States

Founders: Justin LaFrance, Garrett Camp, Geoff Smith

Profiles



Twitter



LinkedIn



Google+



Vkontakte

Company

VK is the largest European social network based in St Petersburg. It is available in several languages, but is especially popular among Russian-speaking users. [Wikipedia](#)

CEO: Boris Dobrodeyev

Headquarters: Saint Petersburg, Russia

Founded: 2006

Founders: Pavel Durov, Vyacheslav Mirilashvili, Lev Binzumovich Leviev, Nikolay Durov

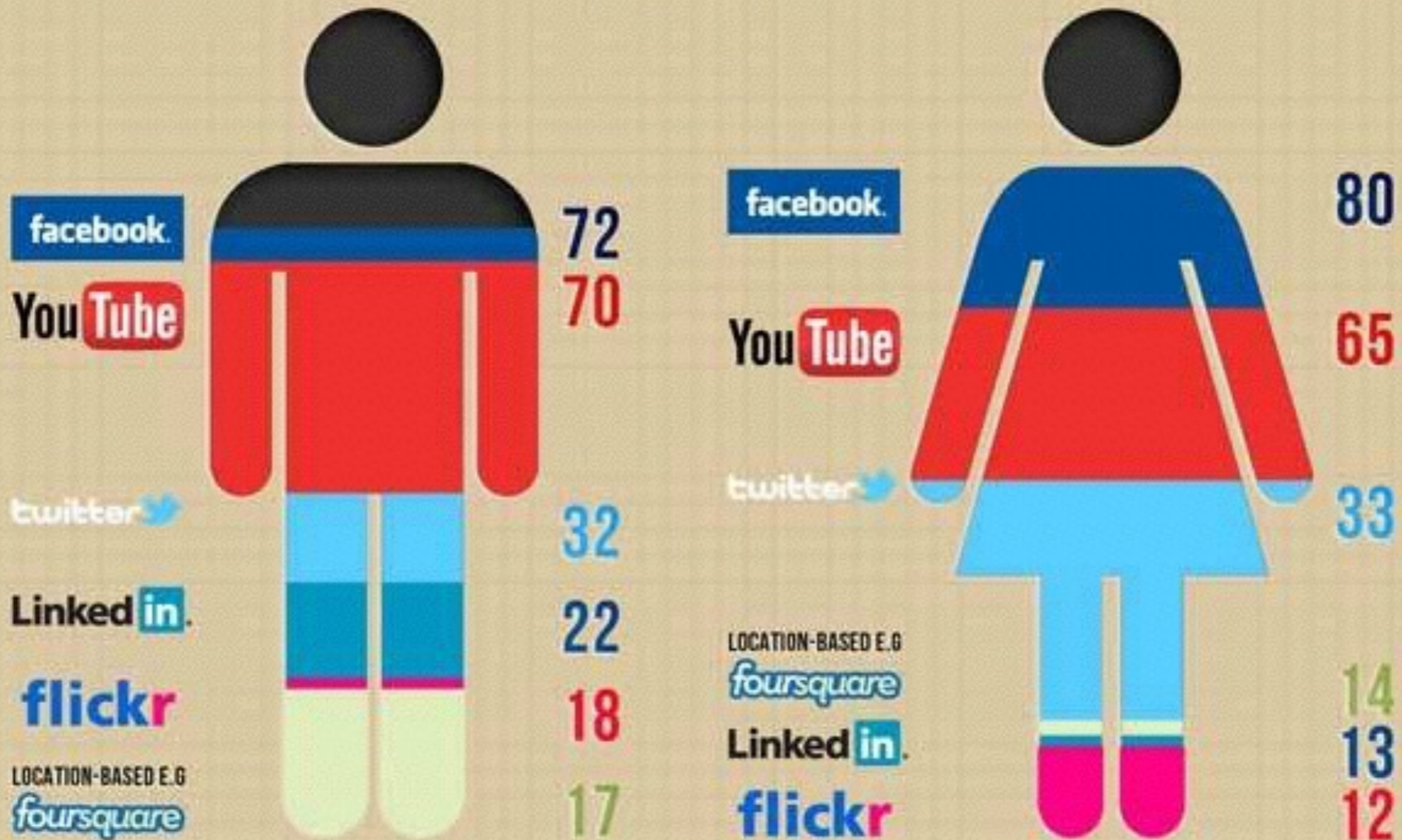
Profiles



Twitter



% OF PEOPLE WITH AN 'ACTIVE' PROFILE ON THE FOLLOWING SOCIAL MEDIA PLATFORMS?

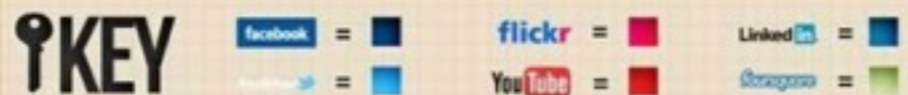


AGE-BASED

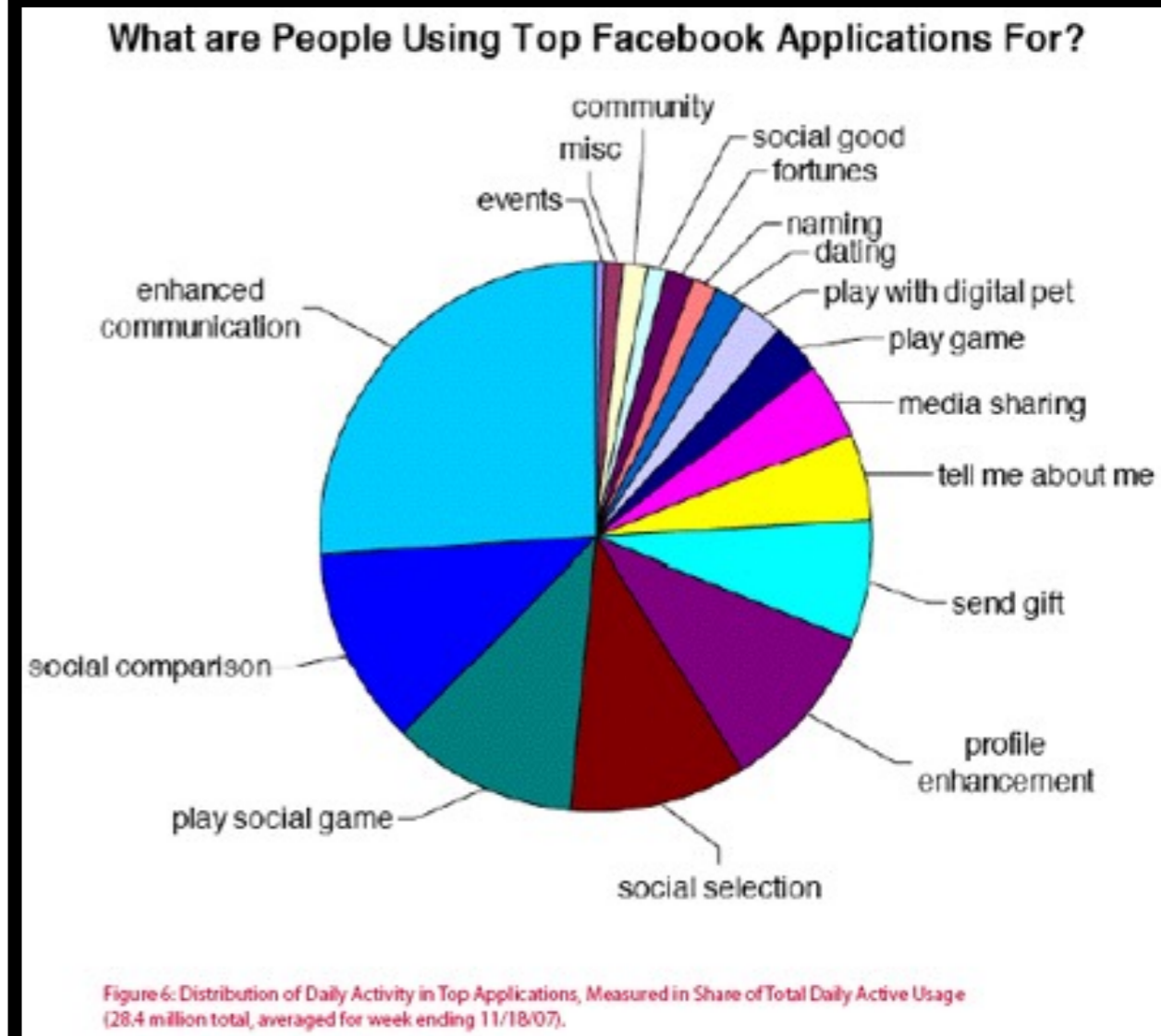
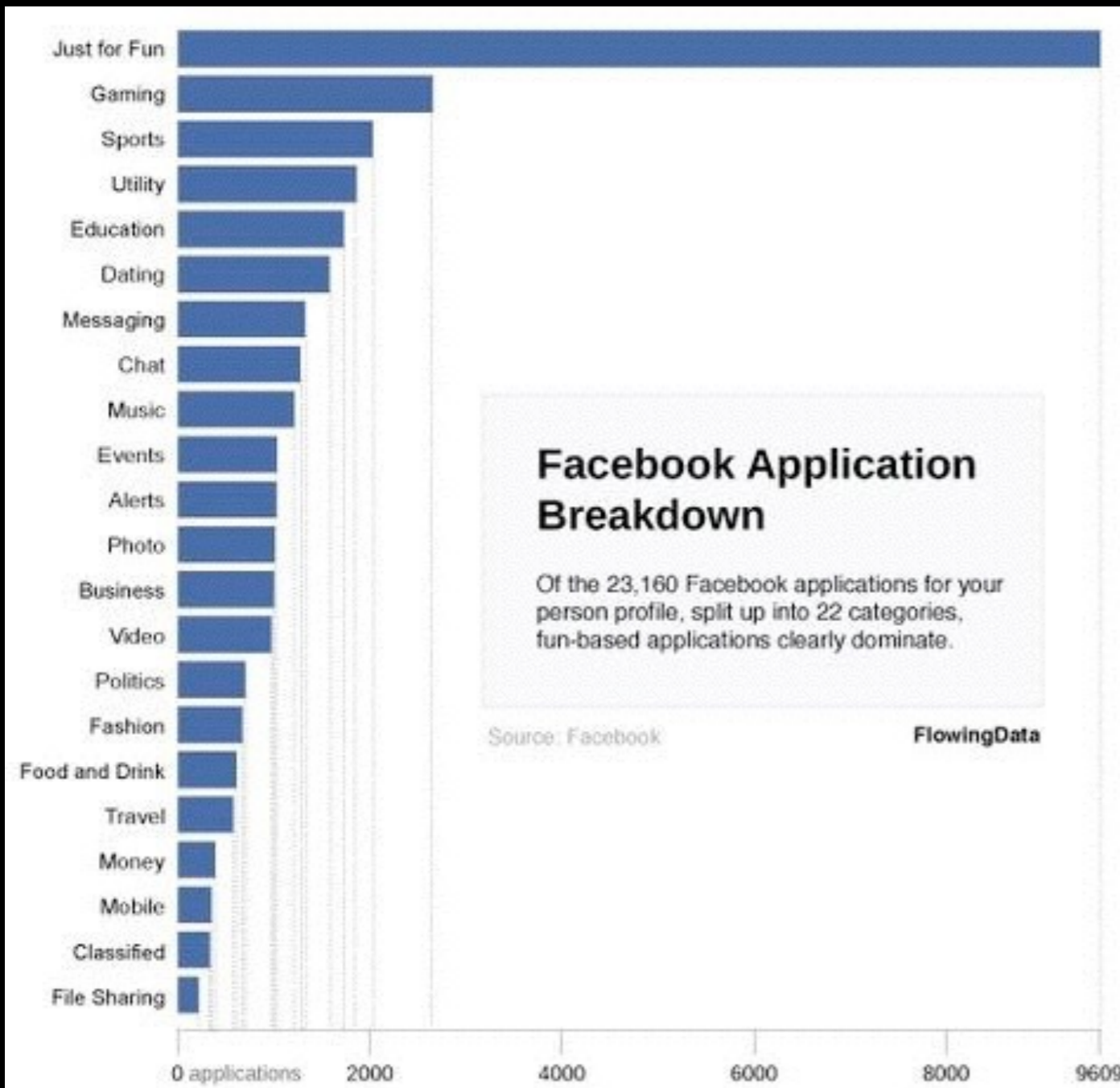
WE ASKED 2,387 UK ADULTS HOW FREQUENTLY THEY USED A VARIETY OF SOCIAL MEDIA PLATFORMS*, WITH THE RESULTS BROKEN DOWN BY GENDER (ABOVE) AND AGE (BELOW). *QUESTION ASKED WAS 'HOW FREQUENTLY DO YOU USE THE FOLLOWING SOCIAL MEDIA PLATFORMS?' FOR THE PURPOSE OF THE DATA, YOUTUBE USERS WERE NOT REQUIRED TO HAVE A PERSONAL ACCOUNT.

BASED ON OUR FINDINGS AND THE UK'S ADULT POPULATION BEING 48.6 MILLION (THANKS, ONS!), WE BELIEVE THE NUMBER OF ACTIVE USERS ON EACH PLATFORM IS AS FOLLOWS:

FACEBOOK — 37.4 MILLION YOUTUBE — 32.1 MILLION TWITTER — 15.5 MILLION
 LINKEDIN — 7.9 MILLION FOURSQUARE — 7.2 MILLION FLICKR — 6.7 MILLION



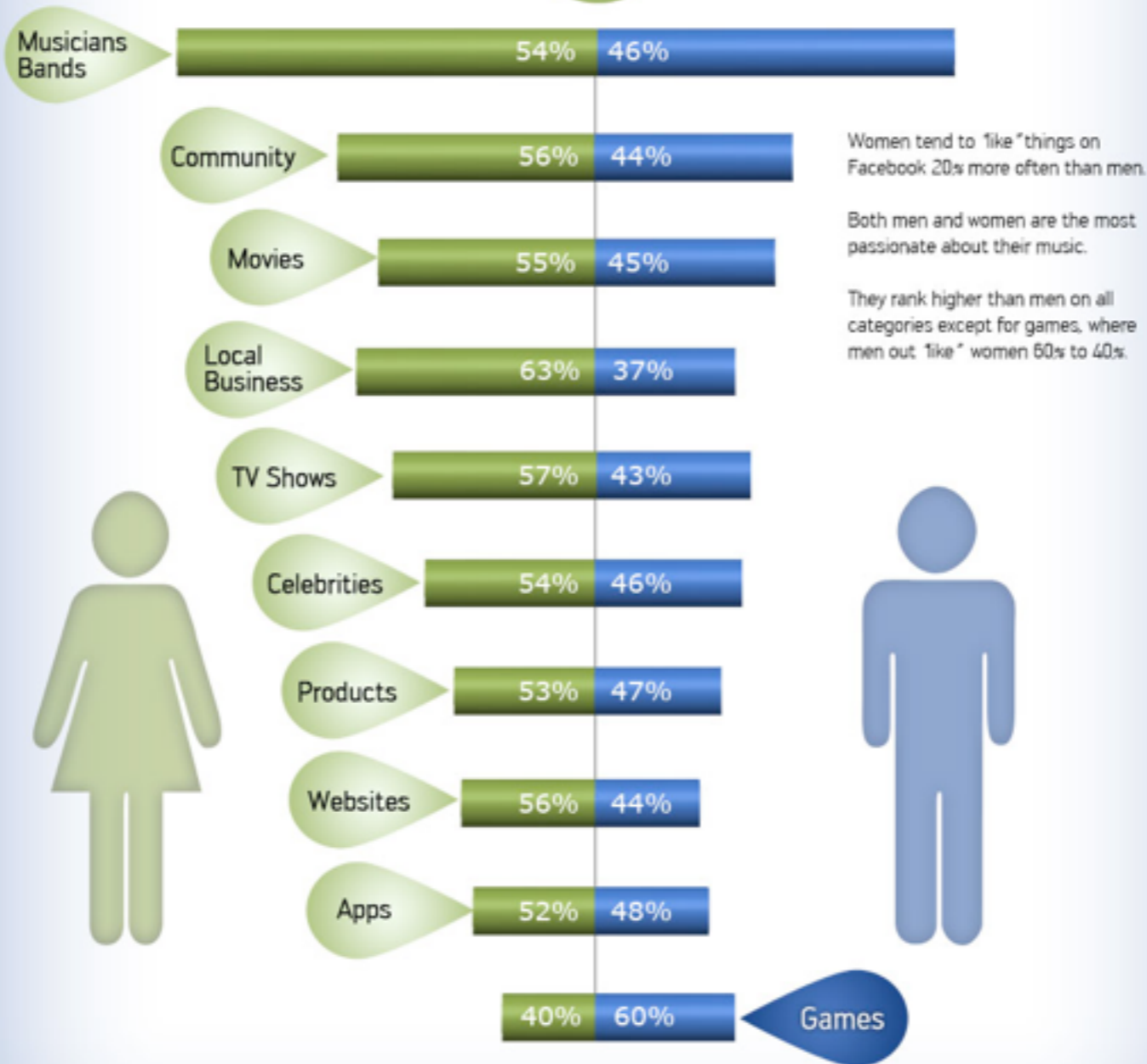
<http://www.etailvelocity.com/2013/03/getting-started-with-social-media/>



facebook

what people are really interested in

Let's take a look at what types of content users are "liking" on Facebook. Below is a breakdown of what men and women's different interests are.





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE
♀ 68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1 BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **2.5 BILLION** PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING **PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **MTV**

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE **TEND TO BE A GOOD FIT** WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH **925,000** NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO **NETWORK & CONNECT**

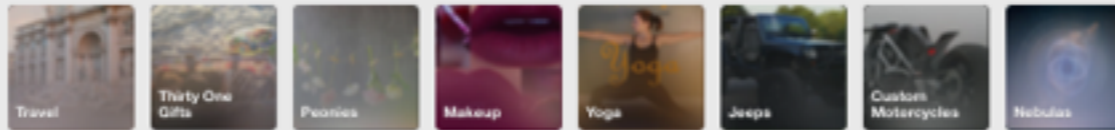


79% OF USERS ARE **35 OR OLDER**

240 MILLION ACTIVE USERS

Everything

RELATED INTERESTS



Golden and kitten friends

Walnut Spring Farm
Amazing Animals



Bring style & function to your bathroom with an IKEA HJÄLMAREN ladder wall shelf you get a different look and the possibility of storing big things like towels on the lower shelves and small decorative items on the top.

11 4801 10 634 892

IKEA USA
Bathrooms

Promoted Pin

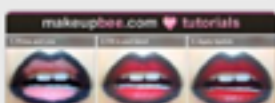


Expanded Pin

Iron-Diana Deloosa

Potato Ham Chowder

Vera Davis Crocker
Joey



makeupbees.com Tutorials



Iron-Passions

Clifford the Big Red Dog Birthday Party

Clifford the Big Red Dog Party Treats!

Marijane Fritan
party stuff



paper towel rolls crafts... turned out

EASY HOMEMADE Face Paint



Iron-POPULGAR Smart Living

Seriously Easy Homemade Face Paint

Art Shepard
art



Dana Thomas
recipes



Jump rope exercise.

Karl Kemmer
Weight loss and fitness



Snowflakes

by trauhauberg

Kate
Dresses



- monster munch - pop 2 bags of microwave popcorn - place in a very large bowl - pour 1 1/2 cups dry roasted salted peanuts, 1 cup candy corn, and 1 cup Raisin Pieces on top - melt 1 lb. of white bark - pour over popcorn mixture - spread on waxed paper to cool - break up while completely cooled off - can add fall colored M & M's or small pretzels too -

Dana Thomas
recipes



A quilted, black leather jacket makes a serious fall statement. Look for zipper details for a little added edge. A statement jacket takes a simple outfit to the next level of chic. There's more to see in our look book!

11 572 10 118

Wendee
Fall Style Now

Promoted Pin



Thank You, Lord! -> I am not in control, but I am deeply loved by the one who is. - Glenn Packiam

Amy Caste
WORDS



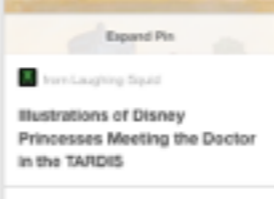
sexy compliment for brown eyed girl ♡ Even though I have blue-green-grey eyes. ☺

Jyessica Napier
My Style



Homemade Vaseline and tinted lip gloss

Caitlyn McGill
homemade



Illustrations of Disney Princesses Meeting the Doctor in the TARDIS



Best Steak Marinade in Existence

The Best Marinade in Existence...Ingredients 1/3 cup soy sauce 1/2cup olive oil 1/3 cup fresh lemon juice 1/4 cup Worcestershire sauce 1 1/2 tablespoons garlic powder 3 tablespoons dried basil 1 teaspoonground pepper. Used this with pork chops and it was awesome. Makes about - Probably enough for 8-10 chops.

Paula Bell
Must have Recipes



Chalkboard Coated Skateboard Coat Rack / Customizable Wall Hanging

Skateboard Coat Rack (I would use big chunky hooks though and a detailed artistic skateboard)

Shayla Smith
My Jams



Quote that all the time



Cool & polished in Express Mid Rise Destroyed Denim, Barcelona Cami, Helmut Lang Blazer, Chanel Boy Bag & Prada Pumps #StreetStyle

Madeline Hoffman
Polished



Extra-large art

pat shim
art home



25 People Who Haven't Quite Figured Out Parenting Yet

No comment

Lauren Moore
LOL!



Pumpkin Cheesecake

from My Baking Addiction

Pumpkin Cheesecake!

ERCA
Leave it, my heart gets warmer



Hot Italian Sandwiches

Hot Italian Sandwiches baked in the oven. Meaty Cheesy Sub Sandwiches, great for feeding a large crowd!

Wichole Barbaglio
Recipes



very Pinteresting

\$100,000+

Annual Household Income



28.1% of users are well off



Average Time Spent on Site

Pinterest - 15.8 minutes

Youtube - 16.4 minutes

Facebook - 12.1 minutes

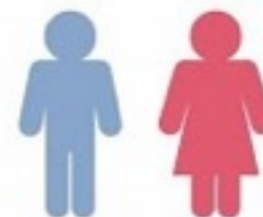
Twitter - 3.3 minutes



Pinterest Users with Children

50% of users have kids

31.8% 68.2%



Gender Breakdown

68.2% of users are women



Brands on Pinterest

Nordstrom - 9,276 followers

Whole Foods - 12,808 followers

West Elm - 10,428 followers

ModCloth - 10,678 followers

Mashable - 9,596 followers

Total Unique Visitors Increased

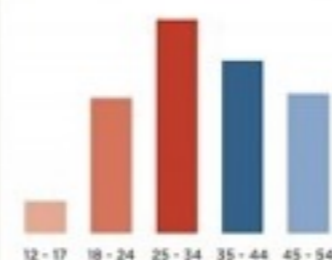
2,702.2%

Since May 2011

Unique Visitors

7,516,000 visitors in Dec. 2011

11,716,000 visitors in Jan. 2012



Age Demographics

12 to 17 - 4.3%

18 to 24 - 17.3%

25 to 34 - 27.4%

35 to 44 - 22.3%

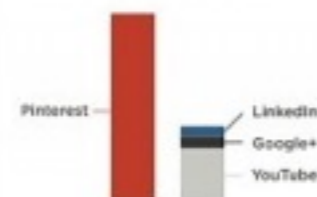
45 to 54 - 17.9%



Facebook Fans

97% of fans are women

Pinterest has more than these combined.



Referral Traffic Percentages

Pinterest - 3.6%

Youtube - 1.05%

Google+ - 0.22%

LinkedIn - 0.2%



Million Visitors Every Day

Average Daily Visitors



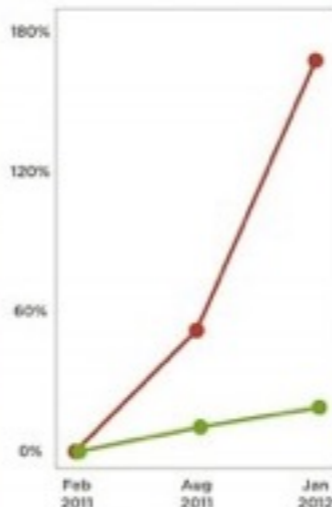
1.36 million visitors a day

Made by:

modena

Sources

Shareaholic Blog
comScore
Tech Crunch



Annual Company Growth

Pinterest employees

Employees at similar companies



Pins by Method

Repin

Pinmarket

Other



Apparel Retailer Referral Traffic

Rose 289% from July - Dec. 2011



Welcome to Twitter.

Find out what's happening, right now, with the people and organizations you care about.

INSTAGRAM



200M

monthly
active users



1.6B

likes daily



60M

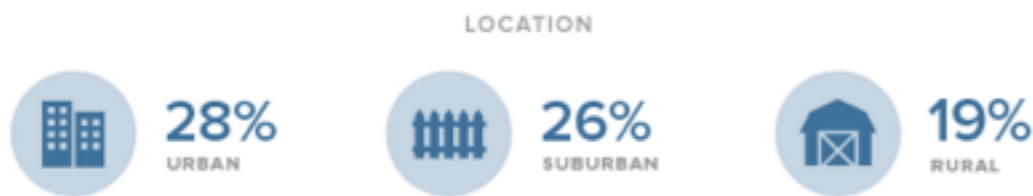
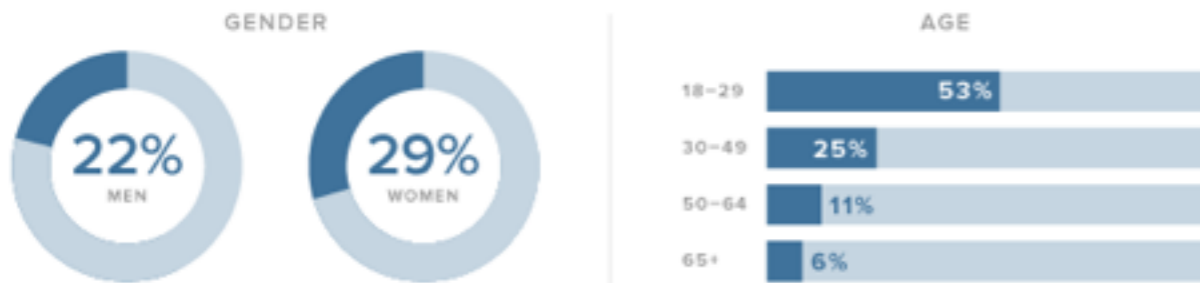
avg. photos
per day

Instagram vs Facebook: Which Is Best for Your Brand

By Dominique Jackson on August 11, 2015

Like 178 Tweet G+ 53 Share 198

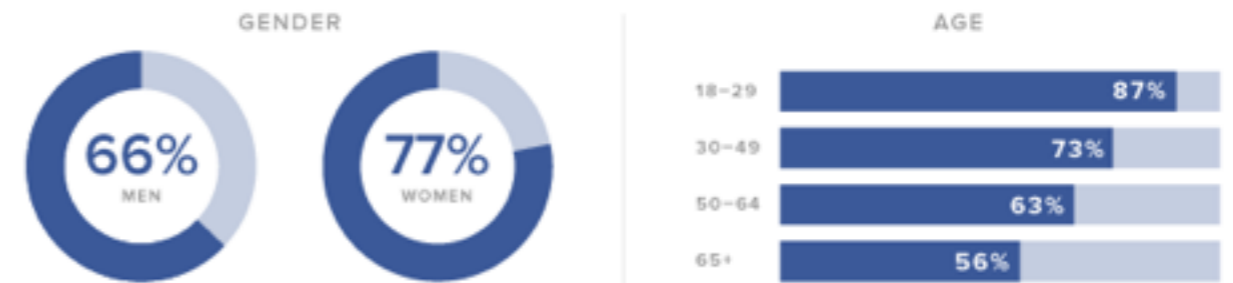
Instagram Usage Among Key Demographics



sproutsocial

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf

Facebook Usage Among Key Demographics



sproutsocial

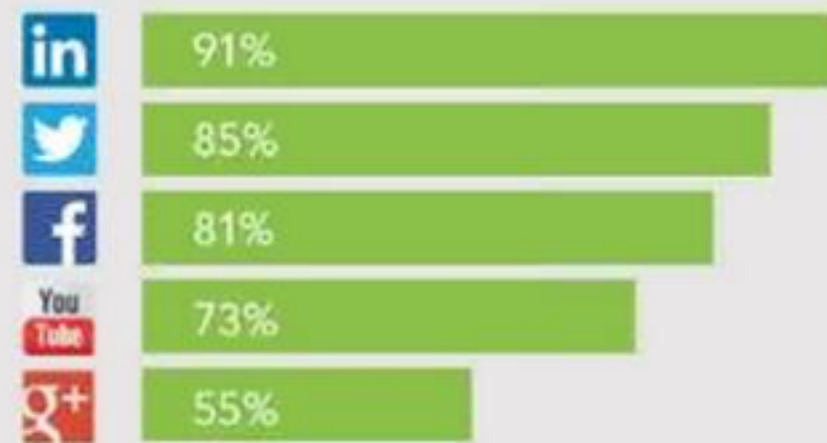
http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
https://business.facebook.com/ads/audience_insights/people?act=143038960&age=18-&country=US

<http://sproutsocial.com/insights/instagram-vs-facebook/>

LinkedIn by the Numbers

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

% of B2B marketers who use various social media sites to distribute content



LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

Among top performing organizations, % of B2B Marketers who rated the Social Media Site on effectiveness in generating leads



Source: Content Marketing Institute and MarketingProfs' fourth annual B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends



Smile.

Everyone gets a free terabyte.

Sign up for Flickr

Biggr. That's right, a terabyte.
Spectaculr. Share in full resolution.

A new breed of social media personalities

A distinct new breed of social media personalities has been born, according to an extensive new study by conversation experts **first direct**. Which are you?



first direct

The Ultras

Check feeds dozens of times a day. Happily admit obsession.

14%

of Facebook users spend at least two hours a day on the network



The Dippers

Access their pages infrequently, often going days, or even weeks, without posting.



Help!
I have no signal!

The Deniers

Maintain social media doesn't control their lives, but get anxious when unable to access networks.

20%

...of Facebook users would feel "anxious" or "isolated" if they had to deactivate their accounts

The Virgins

Taking first tentative steps in social media.

19%

...of Brits don't use any social networks



45%

The Lurkers

Hiding in the shadows of cyberspace. Watch what others are saying, but rarely (if ever) participate themselves.

...of Facebook users described themselves as 'observers'

The Peacocks

Popularity contest. High numbers of followers, fans, 'likes' and re-tweets essential.

One in ten

...Twitter users want more 'followers' than their friends.



<http://www.business2community.com/social-media/the-12-social-media-personalities-infographic-0473343>

A new breed of social media personalities

A distinct new breed of social media personalities has been born, according to an extensive new study by conversation experts **first direct**. Which are you?



first direct

The Ranters

Meek and mild in face-to-face conversations. Highly opinionated online.

Rant! Rant!
Rage! Rage!
Rant! Rage!



The Changelings

Adopt completely new personality online so no-one knows real identity.



The Ghosts

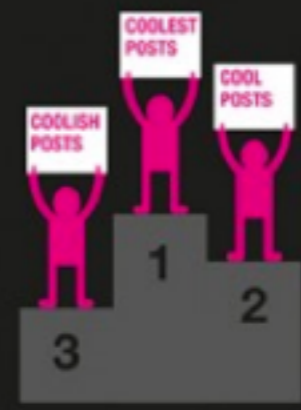
Create anonymous profiles, for fear of giving out personal information to strangers.



Boo!

The Informers

Seek kudos by being the first to share the latest 'stuff' with audiences.



The Approval Seekers

Constantly check feeds and timelines after posting. Fret until people respond.

One in seven

Facebook users say it is important others 'like' or reply to their updates

368 LIKES!

The Quizzers

Asking questions allows them to start conversations.

<http://www.business2community.com/social-media/the-12-social-media-personalities-infographic-0473343>

Did You Know?

1. Social networking sites are the top news source for 27.8% of Americans, ranking below newspapers (28.8%) and above radio (18.8%) and print publications (6%). [1]
2. Students who used social networking sites while studying scored 20% lower on tests and students who used social media had an average GPA of 3.06 versus non-users who had an average GPA of 3.82. [84]
3. 35 global heads of state, every US Cabinet agency, 84% of US state governors, every major candidate for US President, and more than 40% of top global religious leaders are on Twitter. [157]
4. 10% of people younger than 25 years old respond to social media and text messages during sex. [100] [173]
5. In July 2012 Americans spent 74.0 billion minutes on social media via a home computer, 40.8 billion minutes via apps, and 5.7 billion minutes via mobile web browsers, a total of 121.1 billion minutes on social networking sites. [147]

<http://socialnetworking.procon.org/>

Twitter

Obama 's 'Four more years' tweet breaks retweet record

Like 4 Tweet 29 +1 0 Pin it UPDATED 12:28 7 Nov 2012 by Thomas Tamblyn



After winning President Obama took to Twitter to announce not only that he had won but also to thank those who had supported him, little did he know he'd be breaking records

President Obama broke a world record today after his victory tweet became the most retweeted ever getting over 500,000 retweets and being marked as favourite over 100,000 times.

The election night had proved to be a tough race for President Obama to begin with but by the later stages it became clear that he would be returning to office for another four years.

Alongside his record-breaking tweet Obama then thanked all those who had supported him saying, "This happened because of you. Thank you." This alone was retweeted over 200,000 times.

Barack Obama is certainly one of the first US Presidents to truly embrace the world of social media with over 22 million followers.

Tech trials and tribulations

- Tech things that are simply unforgivable
- Tech things tests you set yourself
- Tech things that are always satisfying
- Tech things you should never admit to

What makes people retweet?

Beyonce's pregnancy news at MTV's VMAs birthed a new Twitter record of 8,868 Tweets per second. (TechCrunch)



Justin Bieber @justinbieber

Follow

RIP Avalanna. i love you

12:23 PM - 26 Sep 2012

275,348 RETWEETS 124,543 FAVORITES



<http://www.t3.com/news/obama-s-four-more-years-tweet-breaks-retweet-record#null>

Ellen DeGeneres' Oscars selfie beats Obama retweet record on Twitter

Host of 86th Academy Awards sees what she calls the "best photo ever" - an image costarring Hollywood's finest - soar past president's Twitter record

[Xan Brooks liveblogs the ceremony](#)

● [Full list of winners as they're announced](#)



📷 Ellen DeGeneres group Oscar selfie Photograph: @TheEllenShow/Twitter

A picture shared by Oscars host [Ellen DeGeneres](#) became the most retweeted photograph ever on Sunday night, racing past a record held by President Obama.

The selfie shows Hollywood stars including (from left) Jennifer Lawrence, Channing Tatum, Meryl Streep, Julia Roberts, DeGeneres, Kevin Spacey, Bradley Cooper, Brad Pitt, Lupita Nyong'o and her brother and Angelina Jolie (with her face half obscured). DeGeneres tweeted the picture on her [own account](#) and captioned it: "If only Bradley's arm was longer. Best photo ever. #oscars".

It reached 779,295 retweets in approximately half an hour, and so beat a record previously held by the US president, when he tweeted an image titled "Four more years" at the point of his re-election in November 2012.

Within an hour, the DeGeneres tweet had claimed over a million retweets. The Oscars host later said that [Twitter](#) had temporarily crashed because of her actions and added: "We really just made history. We're all winners tonight."

Come the end of the ceremony, the figure stood at 2,070,132.

[http://
www.theguardian.com
/film/2014/mar/03/
ellen-degeneres-selfie-
retweet-obama](http://www.theguardian.com/film/2014/mar/03/ellen-degeneres-selfie-retweet-obama)

Our Mission

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

<http://newsroom.fb.com/Key-Facts>

Stats

Headquarters

1 Hacker Way, Menlo Park, California 94025

Employees

11,996 employees as of September 30, 2015

Statistics

- 1.01 billion daily active users on average for September 2015
- 894 million mobile daily active users on average for September 2015
- 1.55 billion monthly active users as of September 30, 2015
- 1.39 billion mobile monthly active users as of September 30, 2015
- Approximately 83.5% of our daily active users are outside the US and Canada

Recent News and Announcements

November 19, 2015

Improving the Experience When Relationships End

November 18, 2015

Introducing New Tools for Nonprofits

November 11, 2015

Global Government Requests Report

November 11, 2015

Introducing Notify, a Notifications App from Facebook

November 4, 2015

Facebook Reports Third Quarter 2015 Results

November 3, 2015

New Milestones in Artificial Intelligence Research

October 28, 2015

Highlights from Q&A with Mark

October 26, 2015

A More Useful Notifications Tab on Mobile

<http://newsroom.fb.com/Key-Facts>

FACEBOOK'S GROWTH IN THE PAST YEAR



LIKES

4.5 BILLION



↑ 67%

AVERAGE NUMBER OF LIKES GENERATED DAILY AS OF MAY 2012, UP FROM 2.7 BILLION LIKES GENERATED DAILY IN AUGUST 2011

CONTENT ITEMS SHARED

4.75 BILLION



↑ 94%

AVERAGE NUMBER OF CONTENT ITEMS SHARED DAILY AS OF MAY 2012, UP FROM 2.45 CONTENT ITEMS SHARED DAILY IN AUGUST 2011

MONTHLY ACTIVE USERS

1.11 BILLION



↑ 23%

AS OF MARCH 2012, UP FROM 901 MILLION MAU IN MARCH 2011

DAILY ACTIVE USERS

665 MILLION



↑ 26%

ON AVERAGE AS OF MARCH 2012, UP FROM 526 MILLION DAU ON AVERAGE IN MARCH 2011

MOBILE MONTHLY ACTIVE USERS

751 MILLION



↑ 54%

AS OF MARCH 2012, UP FROM 486 MILLION MOBILE MAU IN MARCH 2011

INSTAGRAM

100 MILLION

MONTHLY ACTIVE USERS



AS OF FEBRUARY 2012

LOCAL BUSINESSES

16 MILLION



↑ 100%

NUMBER OF LOCAL BUSINESS PAGES AS OF MAY 2012, UP FROM 8 MILLION IN JUNE 2011

PROMOTED POSTS

7.5 MILLION



NUMBER OF PROMOTED POSTS MADE FROM JUNE 2011 TO MAY 2012

REVENUE

\$1.46 BILLION



↑ 38%

IN THE FIRST QUARTER OF 2012, UP FROM \$1.06 BILLION IN THE FIRST QUARTER OF 2011

AD REVENUE

\$1.25 BILLION



↑ 43%

IN THE FIRST QUARTER OF 2012, UP FROM \$870 MILLION IN THE FIRST QUARTER OF 2011

EMPLOYEES

4,900



↑ 38%

AS OF MARCH 2012, UP FROM 3,529 IN MARCH 2011

PIKERS

24% MORE



↑

INCREASE FROM MARCH 2011 TO MARCH 2012

<http://newsroom.fb.com/Photos-and-B-Roll/4416/Facebook-39-s-Growth-In-The-Past-Year>



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More shoes less grumpiness. [#shoes](#) [#happy](#) [#allyouneed](#) [#truth](#) [#heels](#) [#stilts](#) [#smile](#) [#wisdom](#) [#ilovebeingagirl](#) Andra Nicolau

I WAS HAVING A SHITTY
DAY. THEN I BOUGHT
A PAIR OF
SHOES.



W3

NOW EVERYTHINGS A-OKAY.

Facebook to Spend Billions on Future

By VINDU GOEL OCT. 28, 2014



Facebook in Menlo Park, Calif. The company's chief financial officer says expenses could rise as much as 75 percent next year. Jim Wilson/The New York Times

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SAN FRANCISCO — [Facebook](#) shareholders got a sobering reminder on Tuesday: It's Mark Zuckerberg's company, and he is determined to spend billions of dollars over the next decade on ventures that might never generate substantial profits.

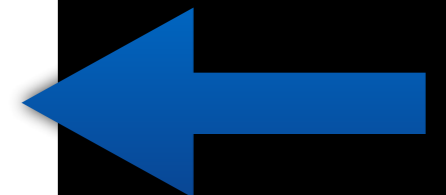
Facebook [reported strong growth](#) in revenue and profit for the third quarter, continuing its recent string of impressive performances.

But in a conference call to discuss the results with investors, Mr. Zuckerberg, Facebook's co-founder and chief executive, focused more on his vision for the company over the next three, five and 10 years.

He talked about his recent \$21.8 billion acquisition of WhatsApp and how he wanted to take the mobile messaging app quickly to a billion users from 600 million. ("For us, products really don't get that interesting to turn into businesses until they have about one billion people using them," he said.)



[http://
www.nytimes.com/
2014/10/29/
technology/facebook-
strong-q3-
earnings.html](http://www.nytimes.com/2014/10/29/technology/facebook-strong-q3-earnings.html)





How can we help?



Basic Privacy Settings & Tools

Choose Who You Share With

Advanced Privacy Controls

Your Personal Data

Back



Basic Privacy Settings & Tools

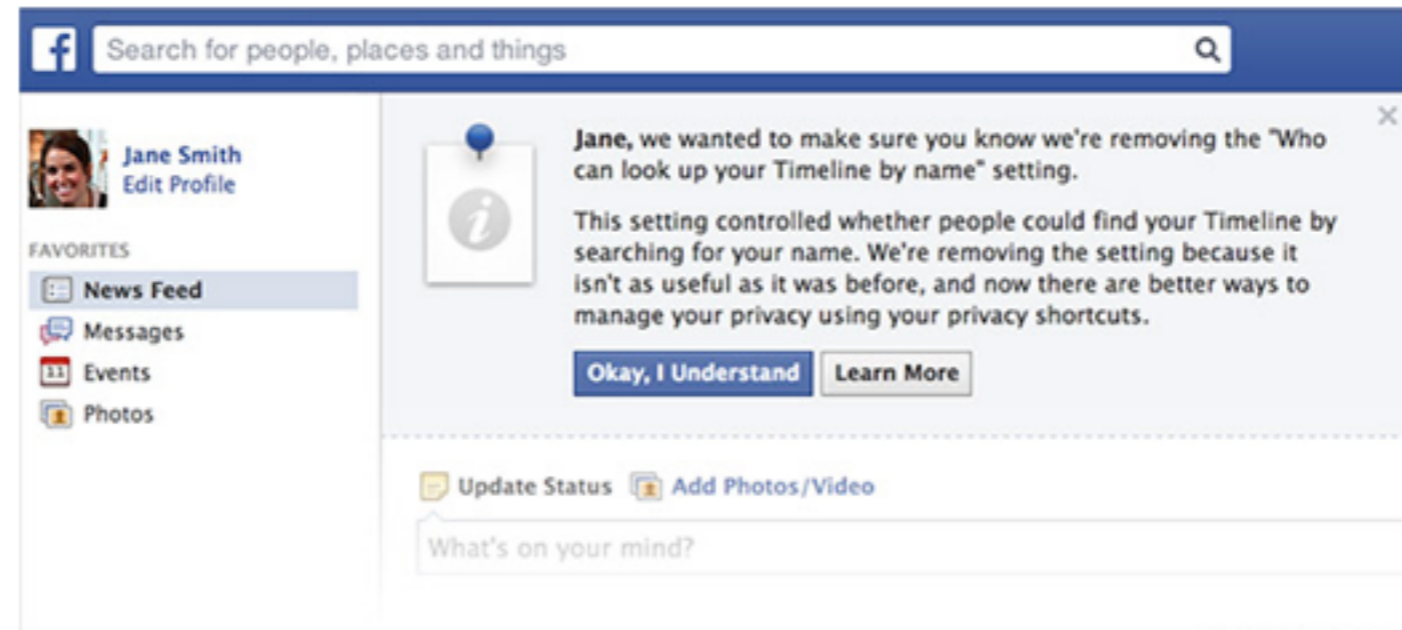
Selecting an Audience for Stuff You Share

- ▶ When I post something, how do I choose who can see it?
- ▶ How can I use lists to share to a specific group of people?
- ▶ How do I change the audience of a post I've shared on my Timeline?
- ▶ How do I control who can see what's on my profile and Timeline?
- ▶ How do I choose who can see previous posts on my Timeline?

Facebook kills search privacy setting

By Gregory Wallace @gregorywallace October 11, 2013: 10:02 AM ET

Recommend 11k Tweet 319 Share 69 +1 70 Email Print



COURTESY: FACEBOOK

Facebook announced Thursday it is officially axing a privacy setting that allowed users to shield themselves from searches by strangers.

NEW YORK (CNNMoney)

Still hiding in Facebook's shadows? Not for much longer.

The company announced Thursday it is officially axing a privacy setting that allowed people to hide their profiles from other users in Facebook's search field.

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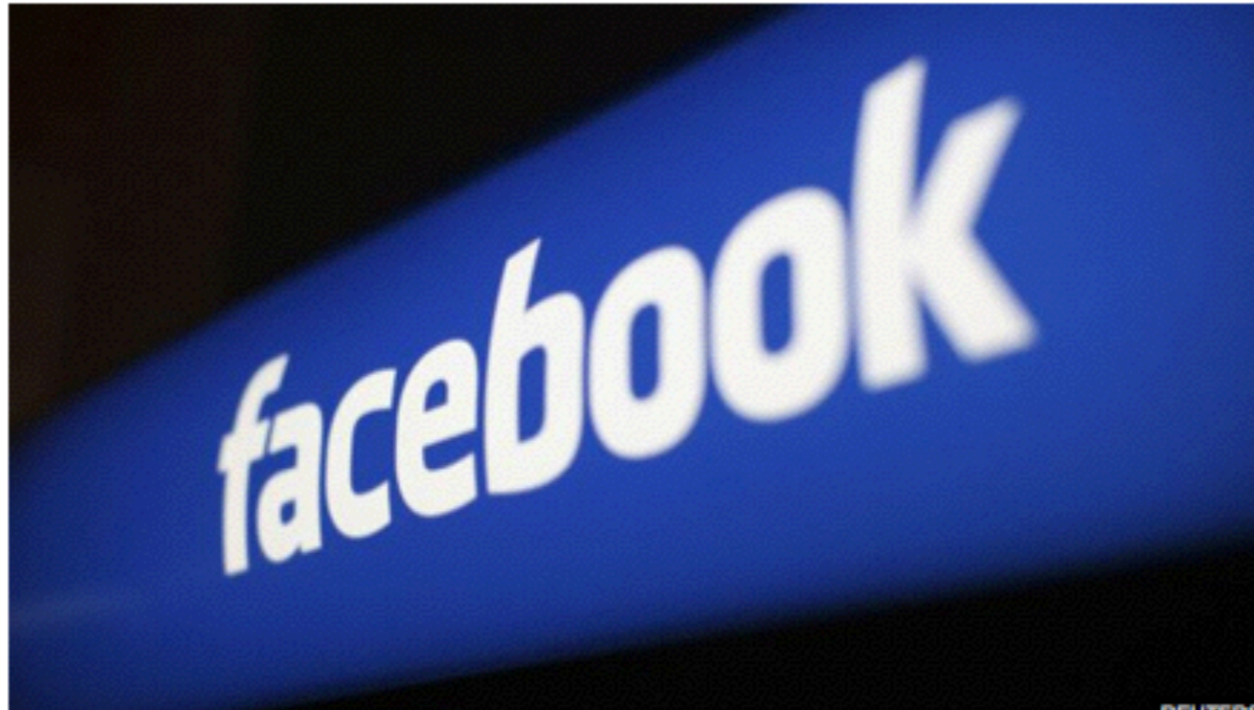
[Buy a link here](#)

The setting "who can look up my timeline by name" had already disappeared from the options for some users -- specifically, those who weren't using the feature in December of last year. Thursday's change affects a "small percentage of people" on the site who were still using the feature, Facebook (📘 FB, **Fortune 500**) said, although it did specify how many of its 1.15 billion active users were impacted.

<http://money.cnn.com/2013/10/11/technology/social/facebook-search-privacy/>

Facebook loosens privacy restrictions for minors amid cyber bullying concerns

By Sasha Bogursky / Published October 17, 2013 / FoxNews.com



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Share

9 Comments

Like 471

Tweet 167

Share 20

RELATED LISTS



Secure alternatives to Facebook, Instagram and Twitter

Facebook will now let teenagers between the ages of 13 and 17 share their posts with everyone on the Internet.

The new policy will give teens the choice of switching their settings so their posts can be accessible to the general public. That option already has been available to adults, including users who are 18 or 19. But it means teenagers may be potentially more exposed to online problems.

"Online bullying is an extension of what is already happening in the circle of friends of the targeted individual," said Hemu Nigam, the former chief security officer for [MySpace.com](#). "That is why every single arrest we see in an online bullying case has been a local individual or set of individuals that knows the person offline."

The only way to prevent cyber bullying is through "teachable moments," said Nigam, who founded the online security company [SSP Blue](#).

<http://www.foxnews.com/tech/2013/10/17/facebook-loosens-privacy-restrictions-for-minors-amid-cyber-bullying-concerns/>

Didn't Read Facebook's Fine Print? Here's Exactly What It Says

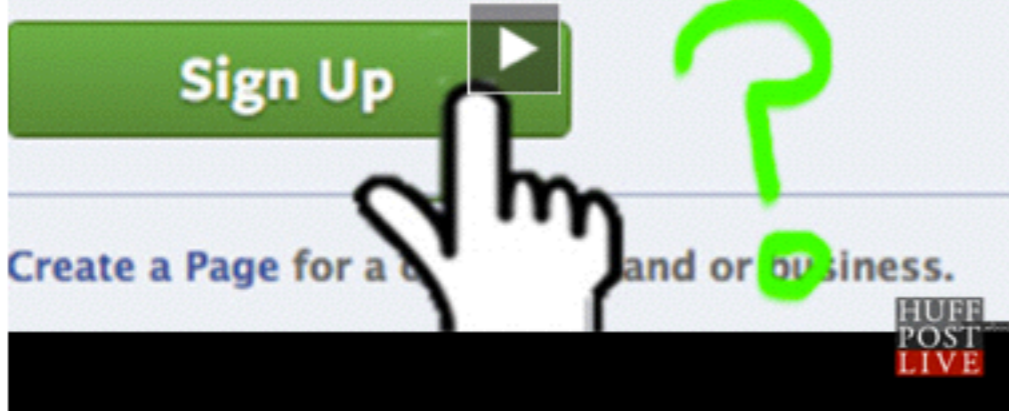
The Huffington Post | By Amanda Scherker

Posted: 07/21/2014 7:39 am EDT | Updated: 07/23/2014 11:59 am EDT

WATCH: Didn't Read Facebook's Fine Print? Here's Why You Should

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).



17k 7674 851 396 266 43

Like Share Tweet LinkedIn Email Comment

So, like every other one of the world's [1.28 billion monthly active Facebook users](#), you blindly agreed to Facebook's Terms and Conditions without reading the fine print.

You entrusted your photo albums, private messages and relationships to a website without reading its policies. And you do the same with every other site ... sound about right?

In your defense, [Carnegie Mellon researchers](#) determined that it would take the average American 76 work days to read all the privacy policies they agreed to each year. So you're not avoiding the reading out of laziness; it's literally an act of job preservation.

So here are the Cliffs Notes of what you agreed to when you and Facebook entered into this contract. Which, by the way, began as soon as you signed up:

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sign Up

Create a Page for a business and or business.

Nothing you do on Facebook is private. Repeat: Nothing you do on Facebook is private.

So we can show you content that you may find interesting, we [may use all of the information we receive about you](#) to serve ads that are more relevant to you. For example, this includes:

- information you provide at registration or add to [your account or timeline](#),
- [things you share](#) and do on Facebook, such as [what you like](#), and your interactions with advertisements, partners, or apps,
- [keywords from your stories](#), and
- [things we infer from your use of Facebook](#).

FACEBOOK

Note the rather vague use of the word "infer," which [Oxford Dictionary](#) defines as "Deduce or conclude (information) from evidence and reasoning rather than from explicit statements."

That includes some things you haven't even done yet.

Facebook has even begun studying messages that you type but end up deciding not to post. A [recent study](#) by a [Facebook data analyst](#) looked at habits of 3.9 million English-speaking Facebook users to analyze how different users "self-censor" on Facebook. They measured the frequency of "aborted" messages or status posts, i.e., posts that were deleted before they ever were published. They studied this because "[Facebook] loses value from the lack of content generation," and they hoped to determine how to limit this kind of self-censorship in the future. While a Facebook spokesman [told Slate](#) that the network is not monitoring the actual substance of these messages, Facebook was able to determine when characters were typed, and whether they were posted within ten minutes of being typed.

Even if you leave the network, not all your information does.

Your Facebook footprint doesn't necessarily disappear if you deactivate your account. According to the site's [Statement of Rights and Responsibilities](#), if your videos or photos have been shared by other users, they will remain visible on the site after you deactivate your account, and are subject to that user's privacy settings.

http://www.huffingtonpost.com/2014/07/21/facebook-terms-condition_n_5551965.html

FACEBOOK

More than friends: Facebook data can reveal your significant other

More than friends: Facebook data can reveal your significant other

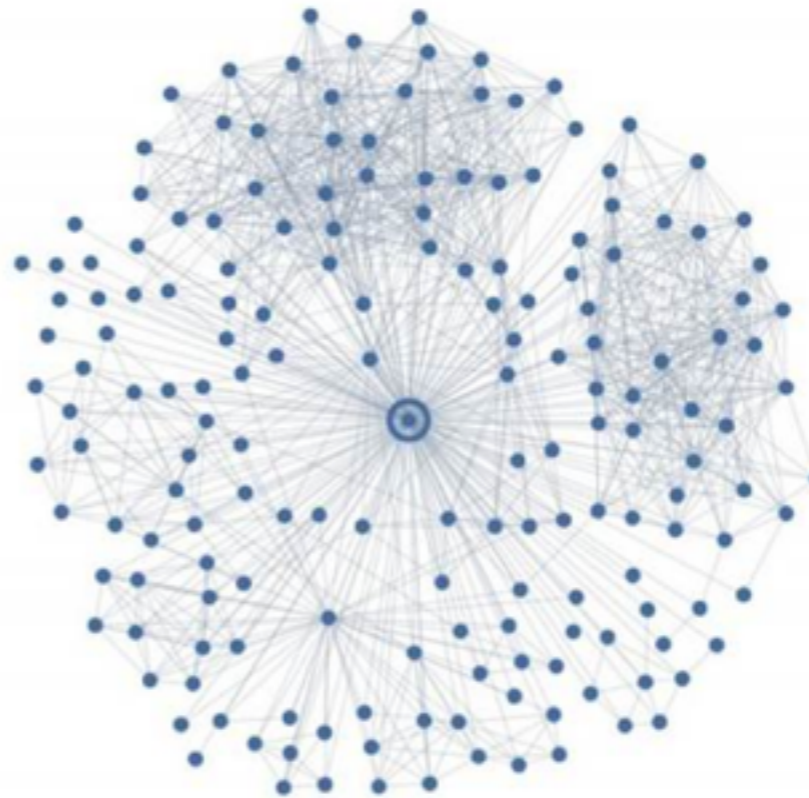
Devin Coldewey, NBC News

20 hours ago

After putting the data of over a million Facebook users through careful analysis, researchers have found a reliable and intuitive measure for determining who a person's romantic partner is on Facebook — and even potentially how serious that relationship might be.

The study, by Lars Backstrom of Facebook and Jon Kleinberg of Cornell University, used 1.3 million users' data (carefully anonymized, of course); everyone was over 20, with between 20 and 2000 friends.

Even with so much data, it's not easy to approach the problem of sussing out romantic connections. As the paper's introduction describes it:



Facebook / Cornell University

The hundreds (or thousands) of connections in the average Facebook user's network are rife with significance, but difficult to analyze.



GOOGLE GLASS

Google Glass Explorers get to swap for new (equally awkward) devices

DELL

Dell assures laptop owners that the awful smell isn't cat pee

TWITTER

Twitter sued over private stock sale prior to IPO

ROBOTS

Robot cleans hospital rooms faster than humans can

ROBOTS

Bump! Flying robot crashes into things to get around them

SOCIAL MEDIA

<http://www.nbcnews.com/technology/more-friends-facebook-data-can-reveal-your-significant-other-8C11491330>

Facebook Knows Who You're Dating: Here's How

Go to Grid

newser
READ LESS **KNOW MORE**

NEW STUDY ALSO FINDS WHICH COUPLES ARE LIKELIEST TO BREAK UP



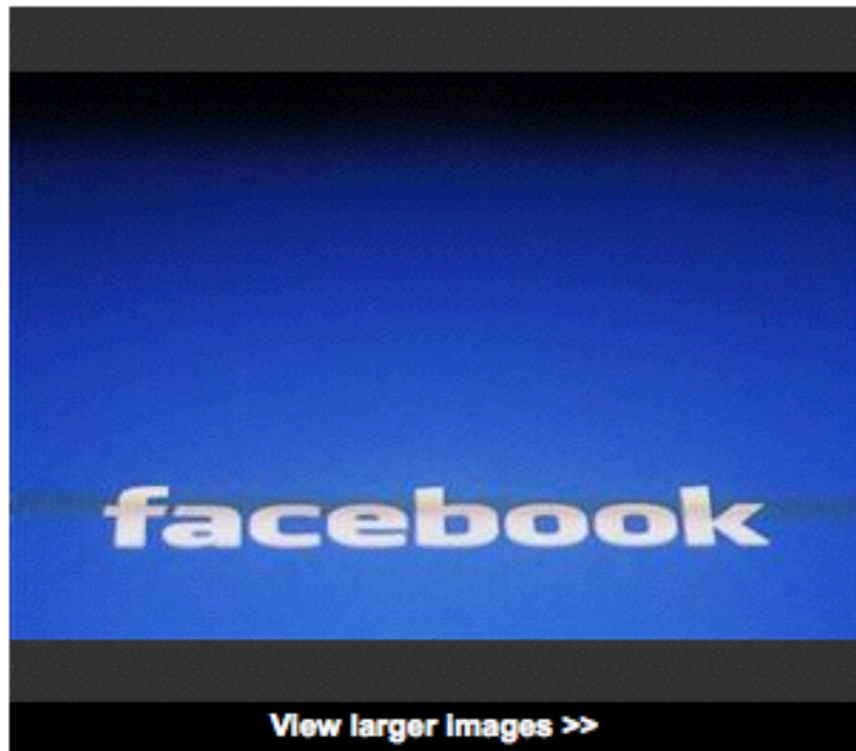
By [Evann Gastaldo](#), Newser Staff
Posted Oct 30, 2013 11:17 AM CDT

STORY

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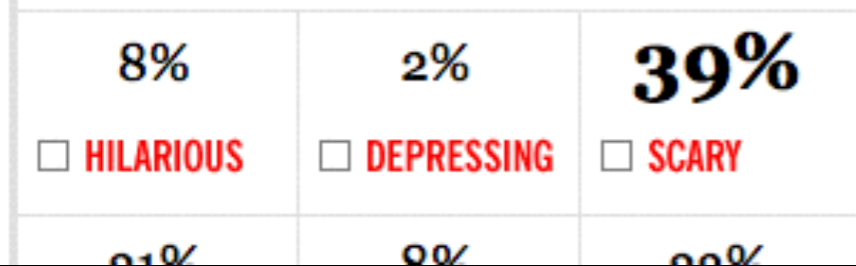
View larger images >>

In this May 16, 2012 file photo, a Facebook logo is displayed on the screen of an iPad in New York. (AP Photo/James H. Collins, File)

179 2 0 0

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MY TAKE ON THIS STORY: CLICK BELOW TO VOTE



(NEWSER) – Facebook data scientists can figure out who you're sleeping with, even if your relationship isn't "Facebook official," and in a [new paper](#) researchers explain how they figured out the method, the *Atlantic* reports. Turns out the key is to look at more than just mutual friends.

"Embeddedness," or the number of mutual friends two people have, can show how close those people are (the more mutual friends, the closer they are). But researchers found embeddedness predicted the correct significant others just 24.7% of the time. A more accurate predictor is something called "dispersion."

That means researchers looked at how many *networks* were shared between two people, working on the theory that your romantic partner will have met your family and your current friends and co-workers, as well as old friends from high school or college. By looking at which friend was the most dispersed across all of a Facebook user's networks, researchers upped their accuracy at predicting significant others to 50%. "A spouse or romantic partner is a bridge between a person's different social worlds," one researcher explains, according to the *New York Times*. Oh, and dispersion also works to predict the health of your relationship: The more dispersion a user had with his or her partner, the more likely the relationship was to last at least 60 days.

<http://www.newser.com/story/176752/facebook-knows-who-youre-dating-heres-how.html>



facebook privacy



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Facebook privacy judgement 'waiting for translation'

BBC News - Nov 24, 2015

A judgement requiring Facebook to make major changes to privacy settings in Belgium has been delayed while the court document is ...

Facebook Class Action Privacy Case Goes to Austria's Supreme Court
Center for Research on Globalization - Nov 24, 2015

Austrian supreme court to decide whether Facebook privacy class ...
CIO - Nov 23, 2015

Facebook 'Class Action' Privacy Lawsuit Moves To Austrian ...
Highly Cited - TechCrunch - Nov 23, 2015

Facebook poised to face class-action privacy suit in Austria
In-Depth - Christian Science Monitor - Nov 23, 2015

Facebook privacy lawsuit moves up to the Austrian Supreme Court
Highly Cited - Digital Trends - Nov 23, 2015



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The 'Most Used Words' Facebook app is a privacy night...

Wired.co.uk - Nov 24, 2015

More than 17 million people have used a Facebook app ('Most Used Words') to find out the terms they say most often on the social network ...

This Facebook App Could Be A Privacy Nightmare
Refinery29 - Nov 25, 2015

Why the latest hot Facebook app is raising privacy fears
CBS News - Nov 25, 2015

Privacy warning over dumb Facebook word cloud quiz
Highly Cited - Inquirer - Nov 26, 2015

Experts are warning that a viral Facebook app may be looking at ...
In-Depth - CTV News - Nov 25, 2015

Facebook quizzes are (still) a privacy threat
Highly Cited - Engadget - Nov 23, 2015



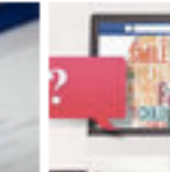
Inquirer



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CBS News



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Facebook quizzes called a 'privacy nightmare'

Radio Canada International - Nov 27, 2015

Millions of people are taking quizzes on Facebook without realizing may give away a lot of private information that can be bought and spread ...



Zuckerberg seeks privacy at home, searchability online



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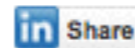
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[https://
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v=nZ40eL_cH-k](https://www.youtube.com/watch?v=nZ40eL_cH-k)

BIG NEWS: Teens Are Officially Leaving Facebook

JILLIAN D'ONFRO | OCT. 30, 2013, 5:38 PM | 28,752 | 19



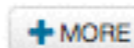
656



345



40



We learned some big news from [Facebook's earnings report](#): Teens are officially leaving Facebook.

We already knew that Facebook was [no longer the most popular social network for teenagers](#), but we now have confirmation from the company itself.

Facebook CFO David Ebersam said that although youth engagement on the social network is hard to measure, there was definitely a decrease in daily users among younger teens in Q3.

"This is of questionable significance," Ebersam said, "But we wanted to share this with you now because we get a lot of questions about teens."

Ebersam added that Facebook remains "close to fully penetrated" among teens in the U.S., meaning just about every teenager is already using Facebook there.



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About YouTube

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

YouTube is a Google company.

YouTube Partner Program

- Created in 2007, we now have more than a million creators from over 30 countries around the world earning money from their YouTube videos
- Thousands of channels are making six figures a year

Monetization

- Thousands of advertisers are using TrueView in-stream and 75% of our in-stream ads are now skippable
- We have more than a million advertisers using Google ad platforms, the majority of which are small businesses

Statistics

Viewership

- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
- 100 hours of video are uploaded to YouTube every minute
- 80% of YouTube traffic comes from outside the US
- YouTube is localized in 61 countries and across 61 languages
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- Millions of subscriptions happen each day. The number of people subscribing daily is up more than 3x since last year, and the number of daily subscriptions is up more than 4x since last year

Pwn, share, repeat with YouTube on PlayStation 4

Posted: Tuesday, October 28, 2014

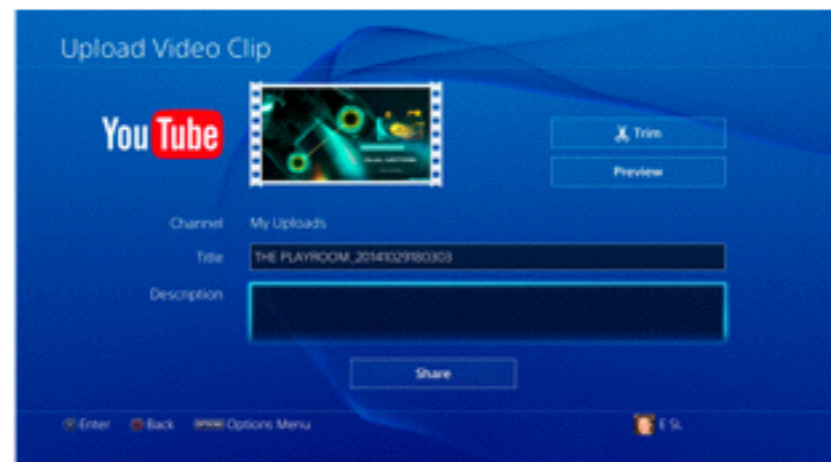
 79

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 Like 42

Gaming on YouTube is all about sharing. Sharing your favorite [funny moments](#) from Far Cry 4. [Avoiding as many Aliens](#) as you can. Even sharing your [old video games](#).

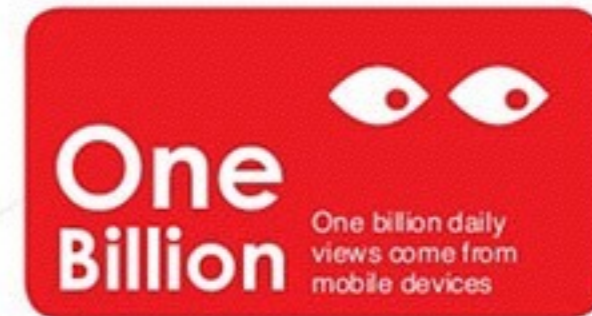
That's why starting today you can share gameplay directly to YouTube on PlayStation 4 like a bawss, and watch all the YouTube you love with a new app starting to roll out today [in the PlayStation Store](#). Just hit the Share button on the DualShock 4 controller to turn your power move into your next great video on YouTube.



You can also find and watch videos uploaded to YouTube by your PlayStation Network friends in the "What's New" section of the PlayStation 4 and the [PlayStation mobile app](#).

[http://
youtube-
global.blog
spot.com/](http://youtube-global.blogspot.com/)

The Massive YouTube Ecosystem



screens

- Mark Crispin Miller on Orwell's *1984*:
- “In Oceania, as in America, the telescreens are always on, and everyone is always watching them” (323).

Social Networks Take Up The Most Online Time in the U.S.

Average minutes per day spent with online activities in the U.S. in 2013



THE WALL STREET JOURNAL.

n= 5,000 adults (ages 18-64)

Source: GfK, IAB **statista**

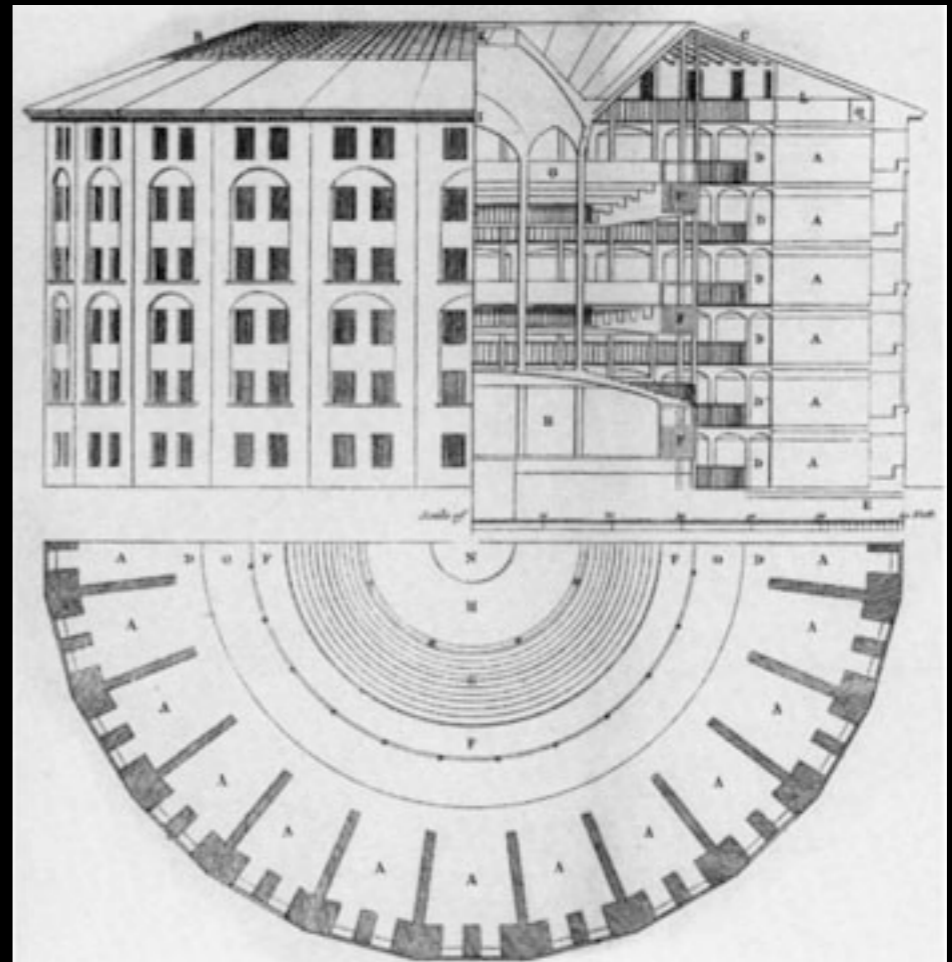
<http://www.zerohedge.com/news/2014-05-24/how-americans-spend-their-time-online>



Panopticon

"a new mode of obtaining power of mind over mind, in a quantity hitherto without example."

Bentham, Jeremy. *Panopticon (Preface)*. In Miran Bozovic (ed.), *The Panopticon Writings*, London: Verso, 1995, 29-95.



Elevation, section and plan of Jeremy Bentham's Panopticon, drawn by Willey Reveley, 1791.

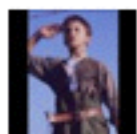
Panopticon as metaphor Michel Foucault



... the Panopticon must not be understood as a dream building: it is the diagram of a mechanism of power reduced to its ideal form.

Michel Foucault, *Discipline and Punish*, 1977

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3,516 85



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nz8WD6v-Jg](https://www.youtube.com/watch?v=-nz8WD6v-Jg)

1984

United Technologies ad copy

(Harper's magazine, 1984):

“Orwell was wrong about technology.
Technology has not enslaved us. It has freed us.
Because the chip increases our choices, it
ensures individuality.”

Computers and Technology (p. 2)

Pew Research Center Poll. Dec. 9-13, 2009. Adults nationwide.

"As I read a list of changes that have taken place, please tell me if you think each one has been a change for the better, a change for the worse, or hasn't made much difference. Has [see below] been a change for the better, a change for the worse, or hasn't this made much difference?"

	Change for the better %	Change for the worse %	Not much difference %	Unsure %
"Cellphones" N=725 (Form 2), MoE ± 4.5				
12/9-13/09	69	14	11	5
"Email" N=725 (Form 2), MoE ± 4.5				
12/9-13/09	65	7	19	9
"The internet" N=779 (Form 1), MoE ± 4.5				
12/9-13/09	65	16	11	8
"Handheld devices such as Blackberries and iPhones" N=779 (Form 1), MoE ± 4.5				
12/9-13/09	56	25	12	7
"Online shopping" N=725 (Form 2), MoE ± 4.5				
12/9-13/09	54	15	24	8
"Social networking sites such as Facebook" N=725 (Form 2), MoE ± 4.5				
12/9-13/09	35	21	31	12
"Internet blogs" N=725 (Form 2), MoE ± 4.5				
12/9-13/09	29	21	36	14

Google

Česká republika



25th Anniversary of the Velvet Revolution
Nov 17, 2014

I'm Feeling Lucky

Google.cz offered in: čeština



World Cup Czech Republic 2006
Jun 9, 2006



Božena Němcová's Birthday
Feb 4, 2009



Jaroslav Hasek's 130th Birthday (CZ)
Apr 30, 2013



230th anniversary of Prague's existence as a single
capital city
Feb 12, 2014



Karel Čapek's 120th Birthday
Jan 9, 2010

SEZNAM.CZ

...najdu tam, co neznám

Vyhledat



You  Tube

G  ail TM
by Google



g+



WIKIPEDIA
The Free Encyclopedia

List of mergers and acquisitions by Google

From Wikipedia, the free encyclopedia

This incomplete list is frequently updated to include new information.

158	June 20, 2014	Dropcam	Home Monitoring	USA
159	June 25, 2014	Appurify	Mobile Device Cloud, Testing Services	USA
160	July 1, 2014	Songza	Music streaming	USA
161	July 23, 2014	drawElements	Graphics compatibility testing	FIN
162	August 6, 2014	Emu	IM client	
163	August 6, 2014	Director	Mobile video	USA
164	August 17, 2014	Jetpac	Artificial intelligence, image recognition	USA
165	August 23, 2014	Gecko Design	Design	USA
166	August 26, 2014	Zync Render	Visual Effects Rendering	USA
167	September 10, 2014	Lift Labs	Liftware	USA
168	September 11, 2014	Polar	Social Polling	USA
169	October 21, 2014	Firebase	Data Synchronization	USA
170	October 23, 2014	Dark Blue Labs	Artificial Intelligence	UK
171	October 23, 2014	Vision Factory	Artificial Intelligence	UK
172	October 24, 2014	Revolv	Home Automation	USA
173	November 19, 2014	RelativeWave	App Development	USA
174	December 17, 2014	Vidmaker	Video Editing	USA
175	February 4, 2015	Launchpad Toys	Child-friendly apps	USA
176	February 8, 2015	Odysee	Photo/video sharing & storage	USA
177	February 23, 2015	Softcard	Mobile payments	USA
178	February 24, 2015	Red Hot Labs	App advertising and discovery	USA
179	April 16, 2015	Thrive Audio	Surround sound technology	IRE
180	April 16, 2015	Tilt Brush	3D Painting	USA
181	May 4, 2015	Timeful	Mobile software	USA
182	July 21, 2015	Pixate	Prototyping and Design	USA
183	September 30, 2015	Jibe Mobile	Mobile Cloud Communications	USA
184	June 18, 2015	Agawi	Mobile Cloud Communications	USA
185	October 17, 2015	Digisfera	360° photography	POR
186	November 11, 2015	Fly Labs	Video Editing	USA
187	December 1, 2015	Parrot	Drone maker	USA

http://en.wikipedia.org/wiki/List_of_mergers_and_acquisitions_by_Google



“Google affects three large areas of human concern and conduct” (Vaidhyanathan 2).

- us (personal information, habits, opinions, and judgments)
- “the world” (surveillance, “*infrastructural imperialism*”)
- knowledge (use of books, online databases, the Web)



Google's brilliant innovations:

1. search algorithm

About 390,000,000 results (0.32 seconds)

Meaning of life - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Meaning_of_life - Wikipedia ▾

The **meaning of life** is a philosophical and spiritual question concerning the significance of **life** or existence in general.

[Vale of tears](#) - [Monty Python's The Meaning of Life](#) - [Meaning of life \(disambiguation\)](#)

What does the Bible say is the meaning and purpose of life ...

carm.org/meaning-of-life ▾

According to the Bible, the meaning and **purpose of life** is to glorify **God** and enjoy him forever, Isaiah 43:7.

You recently searched for god.

The Meaning of Life - The Fun Homepage of Kurt Welton

www.psalms40.org/godswill.html ▾

WHAT IS THE **MEANING OF LIFE**? "Why did **God** make you?" The Baltimore Catechism says the answer is: "**God** made me to know him, to love him, and to ...

The Meaning of Life (1983) - IMDb

www.imdb.com/title/tt0085959/ ▾ Internet Movie Database ▾

★★★★★ Rating: 7.6/10 - 65,891 votes

The comedy team takes a look at life in all its stages in their own uniquely silly way. ...

The **Meaning of Life** – Monty Python takes a witty British look at Life and ...

Quotes About Meaning Of Life (312 quotes) - Goodreads

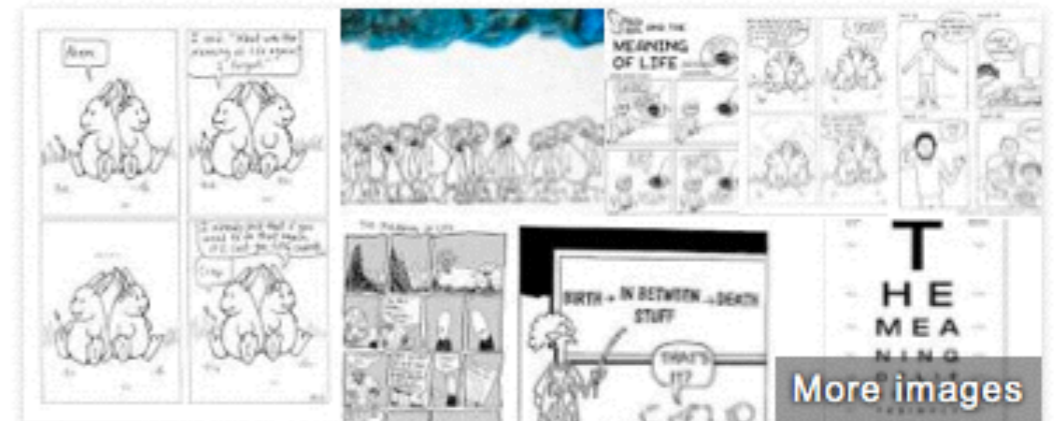
www.goodreads.com/quotes/tag/meaning-of-life ▾ Goodreads ▾

312 quotes have been tagged as **meaning-of-life**: Albert Camus: "You will never be happy if you continue to search for what happiness consists of. You will...

What is the meaning of life? - GotQuestions.org

www.gotquestions.org/meaning-of-life.html ▾

Real **meaning** in **life** is not found only in accepting Jesus as Savior, as wonderful as that is. Rather, real **meaning** in **life** is when one begins to follow Christ as His ...



[More images](#)

Meaning of life

The meaning of life is a philosophical and spiritual question concerning the significance of life or existence in general. [Wikipedia](#)

[Feedback](#)

See results about

[Monty Python's The Meaning of Life \(1983 Film\)](#)

Release date: March 31, 1983 (USA)

Director: Terry Gilliam



god



Web

Images

Maps

Shopping

News

More ▾

Search tools

About 879,000,000 results (0.31 seconds)

God - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/God ▾

God is often conceived as the Supreme Being and principal object of faith. In theism, **God** is the creator and sustainer of the universe. In deism, **God** is the creator ...

[Existence of God](#) - [God in Christianity](#) - [God \(disambiguation\)](#) - [Supreme Being](#)

God.com

www.god.com/ ▾

The following site offers information about **God** and direction in finding Him. There are over six billion people in this world and each person has his or her own ...

God | Facebook

<https://www.facebook.com/TheGoodLordAbove> ▾

God. 1142436 likes · 883468 talking about this. "The best page in the history of Facebook." - Albert Einstein.

God (god) on Twitter

<https://twitter.com/god> ▾

The latest from **God** (@god). Hells yeah, it's me!. heaven.

Images for god - Report images



God - Definition and More from the Free Merriam-Webster Di...

www.merriam-webster.com/dictionary/god ▾

God : the perfect and all-powerful spirit or being that is worshipped especially by Christians, Jews, and Muslims as the one who created and rules the universe.

“precise comprehensiveness”

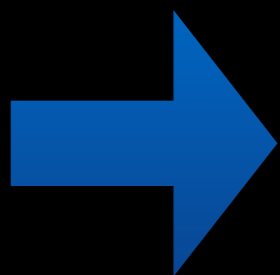
linear pattern of display

God - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/God ▾
God is often conceived as the Supreme Being and principal object of faith. In theism, God is the creator and sustainer of the universe. In deism, God is the creator ...
[Existence of God](#) - [God in Christianity](#) - [God \(disambiguation\)](#) - [Supreme Being](#)

God.com
www.god.com/ ▾
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God | Facebook
<https://www.facebook.com/TheGoodLordAbove> ▾
God. 1142436 likes · 883468 talking about this. "The best page in the history of Facebook." - Albert Einstein.

God (god) on Twitter
<https://twitter.com/god> ▾
The latest from **God (@god)**. Hells yeah, it's me!. heaven.



god

Web Images Maps Shopping News More ▾ Search tools

About 879,000,000 results (0.21 seconds)

(Vaidhyanathan 59)



synergy between Google and Wikipedia

presumption of neutrality

presumption of relevance



speed

“mattered more than anything else in generating a ‘positive user experience’” (53-4)



2008 Keynote Speech:

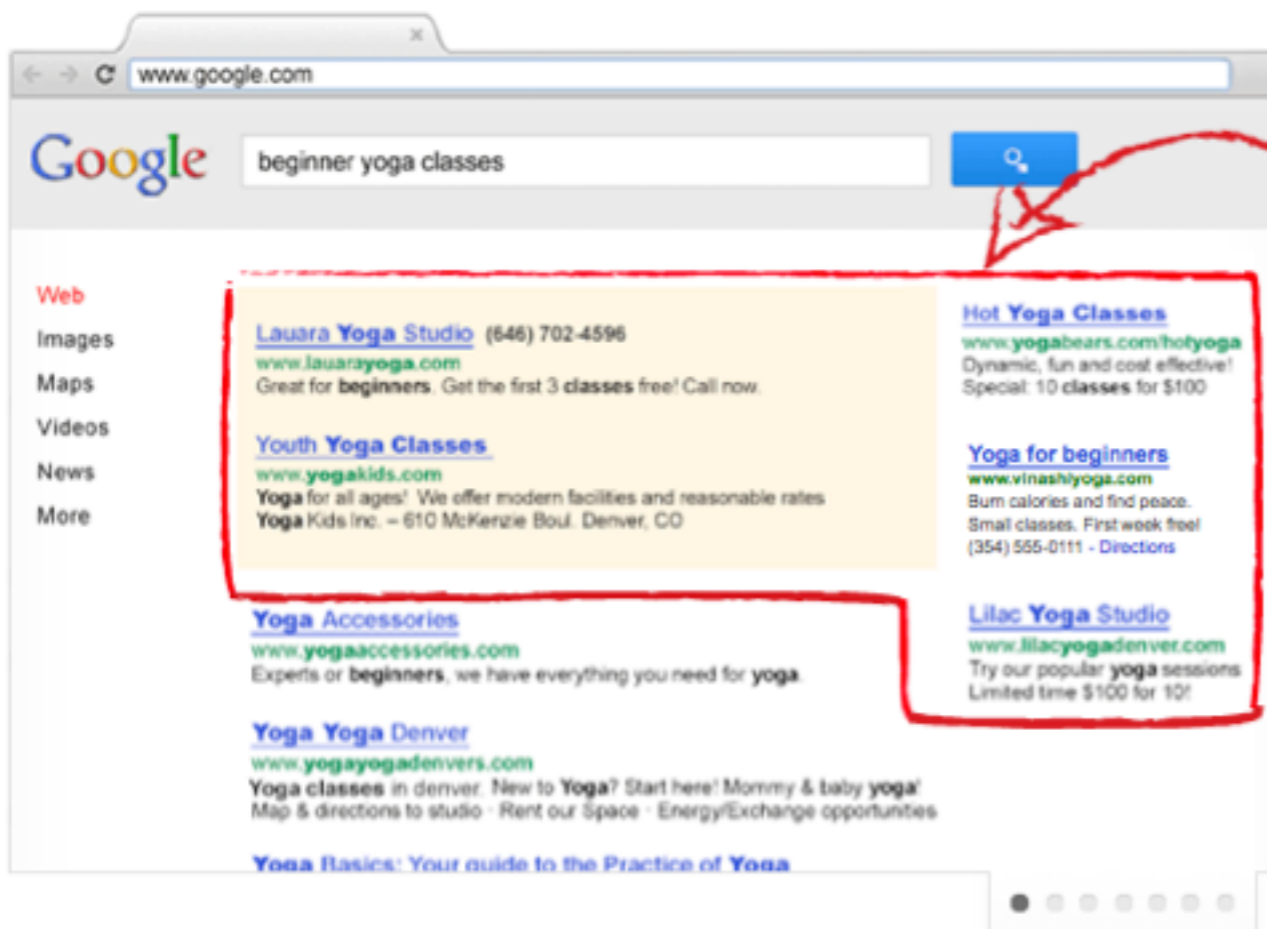
“Users really care about speed. They respond to speed. As the web gets faster, as Google gets faster, people search more.”

(Meyer, quoted in Vaidhyanathan, 54).



Google's brilliant innovations:

1. search algorithm
2. auction system for placing ads



Advertise on Google

Want to grow your business? Put your message in front of potential customers right when they're searching for what you have to offer.

[Get started now](#)

For free support call: **1-800-919-9922***

About 51,000,000 results (0.57 seconds)

Baťa.cz - obuv a doplňky

Ad www.bata.cz/

Doprava zdarma od 499,- Kč. Nákup lze vyměnit č Prodejny Baťa - Akční nabídka - Jak nakupovat? -

Skvělá obuv z bonprix - Bonprix.cz

Ad www.bonprix.cz/obuv

Pánské i dámské boty do každého počasí. Vyberte Pánské tenisky - Lodičky - Dámské kozačky - Páni

Obuv Dámská Nejlevněji - Rozbalen

Ad www.rozbaleno.cz/

U nás rozhoduje cena, ne obal! Boty za super cen, 100 % zboží skladem · Slevy až 80 % · Garance n



About 670,000 results (0.46 seconds)



Pivotéka Pivo & Beer

1 review · Prodej piv
Vondrákova 1254/2a · 603 475 247
Open until 6:00 PM

Website Directions

CA Pivo a víno.cz

No reviews · Cestovní kancelář
Kociánka 62/20 · 774 548 539

Website Directions

Pivovar Lucky Bastard

4 reviews · Pivovar
Ptašínského 12 · 608 110 686
Open until 4:00 PM

Website Directions

More places

Nejlepší brněnské hospody - Poznej Brno

poznejbrno.cz/hospody/ Translate this page

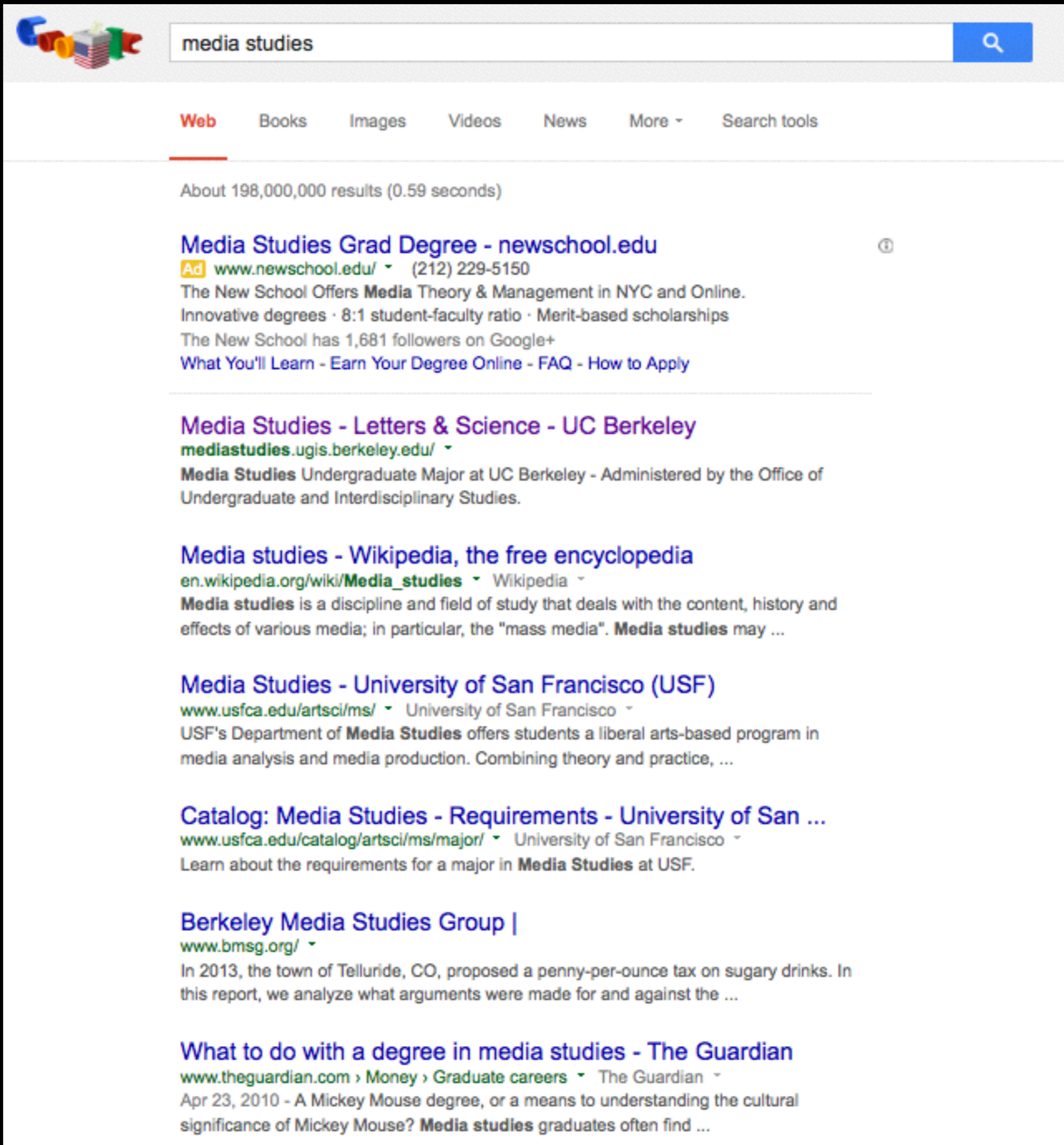
V Poutníkově a na Boženě se nesmíte leknout toho, že vám obsluha tyká, nosí pivo bez ptaní, urazí se, když chcete něco jiného než pivo, anebo vás donutí ...



Google's brilliant innovations:

1. search algorithm
2. auction system for placing ads
3. responsiveness to user needs/desires

results:
2014
search in
Berkeley, CA



Google search results for "media studies". The search bar shows "media studies" and the search button is visible. The results are categorized under "Web".

About 198,000,000 results (0.59 seconds)

Media Studies Grad Degree - newschool.edu ⓘ
Ad www.newschool.edu/ (212) 229-5150
The New School Offers **Media** Theory & Management in NYC and Online.
Innovative degrees · 8:1 student-faculty ratio · Merit-based scholarships
The New School has 1,681 followers on Google+
[What You'll Learn](#) - [Earn Your Degree Online](#) - [FAQ](#) - [How to Apply](#)

Media Studies - Letters & Science - UC Berkeley
mediastudies.ugis.berkeley.edu/
Media Studies Undergraduate Major at UC Berkeley - Administered by the Office of Undergraduate and Interdisciplinary Studies.

Media studies - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Media_studies · Wikipedia
Media studies is a discipline and field of study that deals with the content, history and effects of various media; in particular, the "mass media". **Media studies** may ...

Media Studies - University of San Francisco (USF)
www.usfca.edu/artsci/ms/ · University of San Francisco
USF's Department of **Media Studies** offers students a liberal arts-based program in media analysis and media production. Combining theory and practice, ...

Catalog: Media Studies - Requirements - University of San ...
www.usfca.edu/catalog/artsci/ms/major/ · University of San Francisco
Learn about the requirements for a major in **Media Studies** at USF.

Berkeley Media Studies Group |
www.bmsg.org/
In 2013, the town of Telluride, CO, proposed a penny-per-ounce tax on sugary drinks. In this report, we analyze what arguments were made for and against the ...

What to do with a degree in media studies - The Guardian
www.theguardian.com › Money › Graduate careers · The Guardian
Apr 23, 2010 - A Mickey Mouse degree, or a means to understanding the cultural significance of Mickey Mouse? **Media studies** graduates often find ...



media studies



Web Images Videos Books News More Search tools

About 196,000,000 results (0.45 seconds)

UK Media Courses - At the University of Northampton

Ad www.northampton.ac.uk/

Places still available for Sept 16.

The University of Northampton has 5,282 followers on Google+

Media studies is a discipline and field of study that deals with the content, history and effects of various **media**; in particular, the mass **media**.

Media studies - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Media_studies



More about Media studies

Feedback

Media studies - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Media_studies

Media studies is a discipline and field of study that deals with the content, history and effects of various **media**; in particular, the mass **media**.

History - Media studies throughout the world - See also - References

New media studies - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/New_media_studies

New media studies is a fairly recent academic discipline that explores the intersections of computing, science, the humanities, and the visual and performing arts.

Images for media studies

Report images



results:
2015
search in
Brno, CZ

What can I do with my degree in media studies? | Prospects ...

www.prospects.ac.uk/options_media_studies.htm

Media studies graduates typically enter careers in the media, cultural and creative industries. Areas of work include television and radio, film and video, digital ...

Department of Media Studies |

mediastudies.virginia.edu/

Focuses on the forms, institutions, and effects of **media** with particular emphasis on the mass **media** of the modern and contemporary period.

School of Media Studies | The New School in NYC

www.newschool.edu/public-engagement/school-of-media-studies/

Experience Matters. At The New School's School of **Media Studies**, the life and work experience you bring to the classroom matters to us, and the real-world ...

Media Studies - Letters & Science - UC Berkeley

mediastudies.ugis.berkeley.edu/

Media Studies Undergraduate Major at UC Berkeley - Administered by the Office of Undergraduate and Interdisciplinary Studies.

Media Studies and Journalism - Field of study

<https://www.muni.cz/study/fields/239>

The study field **Media Studies** and Journalism (taught in Czech) provides students with basic knowledge from the theory and history of culture, mass ...

Standard length of studies: 3,0 years Type of study: bachelor's

Field of study code: 7202R004

Google

why are men



- why are men **so mean**
- why are men **attracted to breasts**
- why are men **stronger than women**
- why are men **attracted to women**

Press Enter to search.

Google

why are women

- why are women **so mean**
- why are women **so emotional**
- why are women **so complicated**
- why are women **so beautiful**

Press Enter to search.

Google

is my husband|

- is my husband **gay**
- is my husband **an alcoholic**
- is my husband **depressed**
- is my husband **bipolar**

Press Enter to search.

Google

is my wife

- is my wife **having an affair**
- is my wife **in love with me**
- is my wife **having an emotional affair**
- is my wife **emotionally abusive**

Press Enter to search.

Google

does my child|

- does my child **have adhd**
- does my child **have add**
- does my child **have autism**
- does my child **have dyslexia**

Press Enter to search.

Google

how can I



- how can i **keep from singing**
- how can i **make money**
- how can i **lose weight**
- how can i **keep from singing lyrics**

Press Enter to search.

Google

why would i



- why would i **want a curved tv**
- why would i **get a certified letter**
- why would i **pee blood**
- why would i **be spotting**

Press Enter to search.

Google

how do I



- how do i **take a screenshot**
- how do i **delete my facebook**
- how do i **get a passport**
- how do i **renew my passport**

Press Enter to search.

Google

should I



- should i **stay or should i go lyrics**
- should i **buy a mac**
- should i **text him**
- should i **upgrade to mavericks**

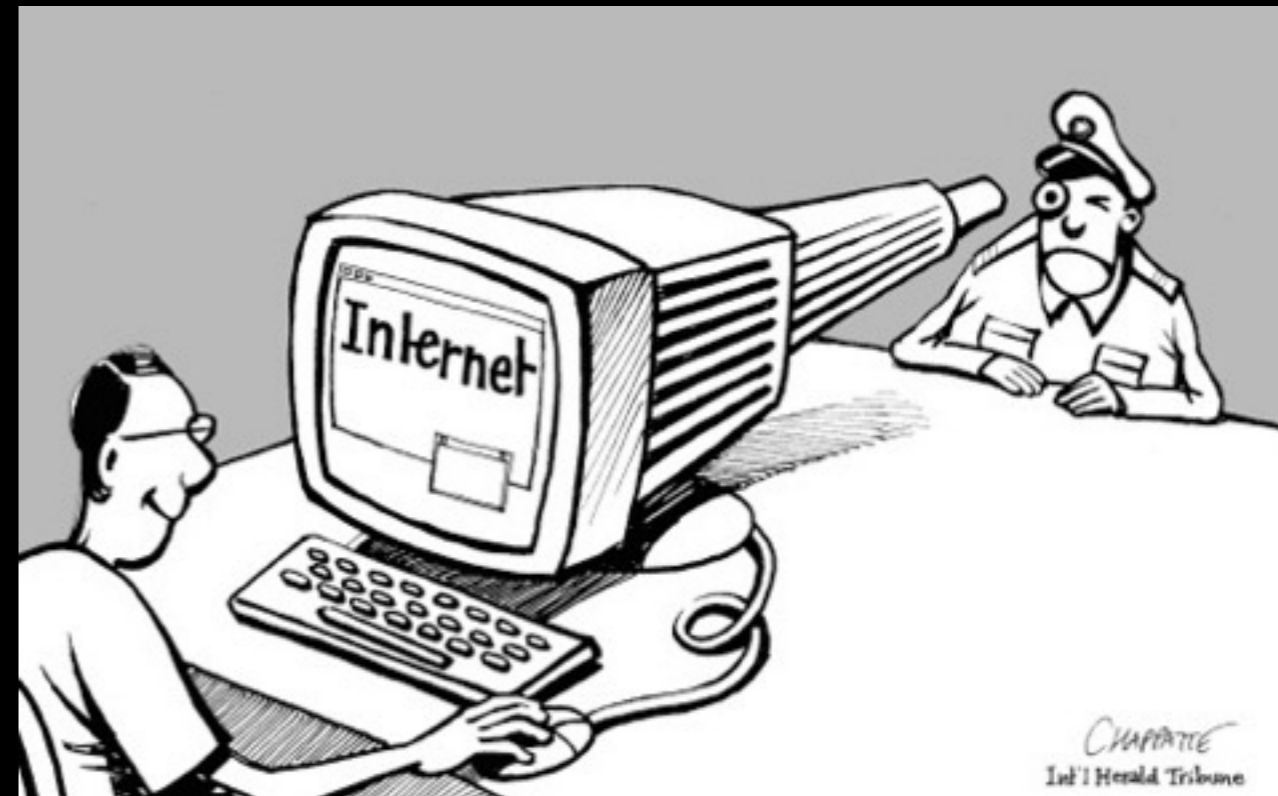
Press Enter to search.

Vaidhyanathan

The Googlization of Everything (2011)

“We are not Google’s customers: we are its product” (3).

“We--our fancies, fetishes, predilections, and preferences--are what Google sells to advertisers. When we use Google to find out things on the Web, Google uses our web searches to find out things about us” (3).



RT

QUESTION MORE.

LIVE

Home / News /

Google fined \$2,000 for capturing Canadian's breasts on Street View

Published time: November 01, 2014 10:56

[Get short URL](#)



Reuters / Ints Kalnins

1.9K 293 3 57

A Canadian woman has successfully sued Google for displaying her cleavage on Street View. The ruling stated her privacy had been disrespected – despite Maria Pia Grillo being in public, sitting on the steps of her house.

Tags
[Accident](#), [Canada](#), [Conflict](#), [Court](#), [Human rights](#)

"In addition to malicious comments and humiliation she suffered at work, the plaintiff, in particular, has experienced a significant loss of personal modesty and dignity," the judge Alain Breault declared.

Google hasn't commented on the ruling yet.

Initially, Grillo had demanded \$45,000 in damages, complaining about *"mockeries, derisions, disrespectful and sexually related comments in relation to the photographs,"* due to the fact that she was identified using her house and car number plate, despite her face having been blurred.

<http://rt.com/news/201435-woman-google-street-breasts/>

Google Has Gone 'Dark': The Search Giant Just Ended A Bunch Of Free Data And People Are Freaking Out

■ JIM EDWARDS | OCT. 28, 2013, 10:29 AM | 🔥 34,137 | 💬 11

[in](#) Share 127 [t](#) Tweet 307 [g](#) +1 71 [EMAIL](#) [+ MORE](#)

Late this month, Google went "dark" in terms of providing publishers with one of its major sources of free information on which words led people searching in Google to click on their sites. The move came as Google seeks to reassure users following the NSA/PRISM domestic surveillance scandal.

Now, all Google search is securely encrypted, and web site owners can no longer look at Google Analytics to see exactly which words people use when searching Google to find their sites.

A lot of people who conduct marketing on the web are freaking out about it: Now, they complain they're basically flying blind.



Google founder Sergey Brin AP

See Also



The 10 Simplest Brands In The World (And Why They're Successful)

<http://www.businessinsider.com/google-ended-free-organic-search-keyword-data-2013-10>

Google Analytics Turns 10 Years Old

Nov 13, 2015 • 7:45 am | (0)

by [Barry Schwartz](#) | Filed Under [Web Analytics](#) - [Tracking & Conversion Measurements](#)



Google [announced](#) on their blog yesterday that Google Analytics turned 10 years old. Yep, Google relaunched Urchin, the awesome analytics software they purchased in [March 2005](#) on [November 13, 2005](#) (we covered it then).

Back in May of this year, we showed you a [10 year reunion picture](#) of the old Urchin team when they came back to visit Google.

It is just amazing to see how far analytics has come (of course, with the exception of taking away basic keyword data). All of this is for free, with the caveat of Google owning your data. :)

Google also posted a picture of a cupcake to celebrate:



 **Google Analytics** 
@googleanalytics

 Follow

Happy 10th Birthday, Google Analytics! goo.gl/9BRqOk


[https://
www.seroundtable.com/
google-analytics-10-
years-21187.html](https://www.seroundtable.com/google-analytics-10-years-21187.html)

Look at what Google and Amazon are doing with databases: That's your future

Summary: *It may seem unlikely that ordinary firms will ever be able to emulate the resource-rich web giants when it comes to data architectures. But that possibility may be closer than you think, says Neo Technology CEO Emil Eifrem.*



By Toby Wolpe | November 3, 2014 -- 11:33 GMT (03:33 PST)

 Follow @wolpe

[Get the ZDNet Big Data newsletter now](#)

With their thousands of software engineers, huge resources and myriad databases, the Googles, Amazons and Facebooks may seem to inhabit an alternative IT universe.

But what the big web services firms are doing today with data volumes and data types will soon be the common experience for many businesses, according to Neo Technology CEO Emil Eifrem.

Neo Technology is the company that developed the open-source Neo4j graph database, implemented in Java, which is used by businesses such as eBay and Walmart. Graph databases use nodes and the connections between them to describe networks and contexts.

"If you're interested in seeing the future of how data-oriented architectures are likely to evolve, the future is already here — just unevenly distributed," Eifrem said.

"What that means is if you look at some of the big web services — the Googles and the Amazons of the world — they are already today dealing with the volume and shape of data that everyone else will be working on in five years from now."

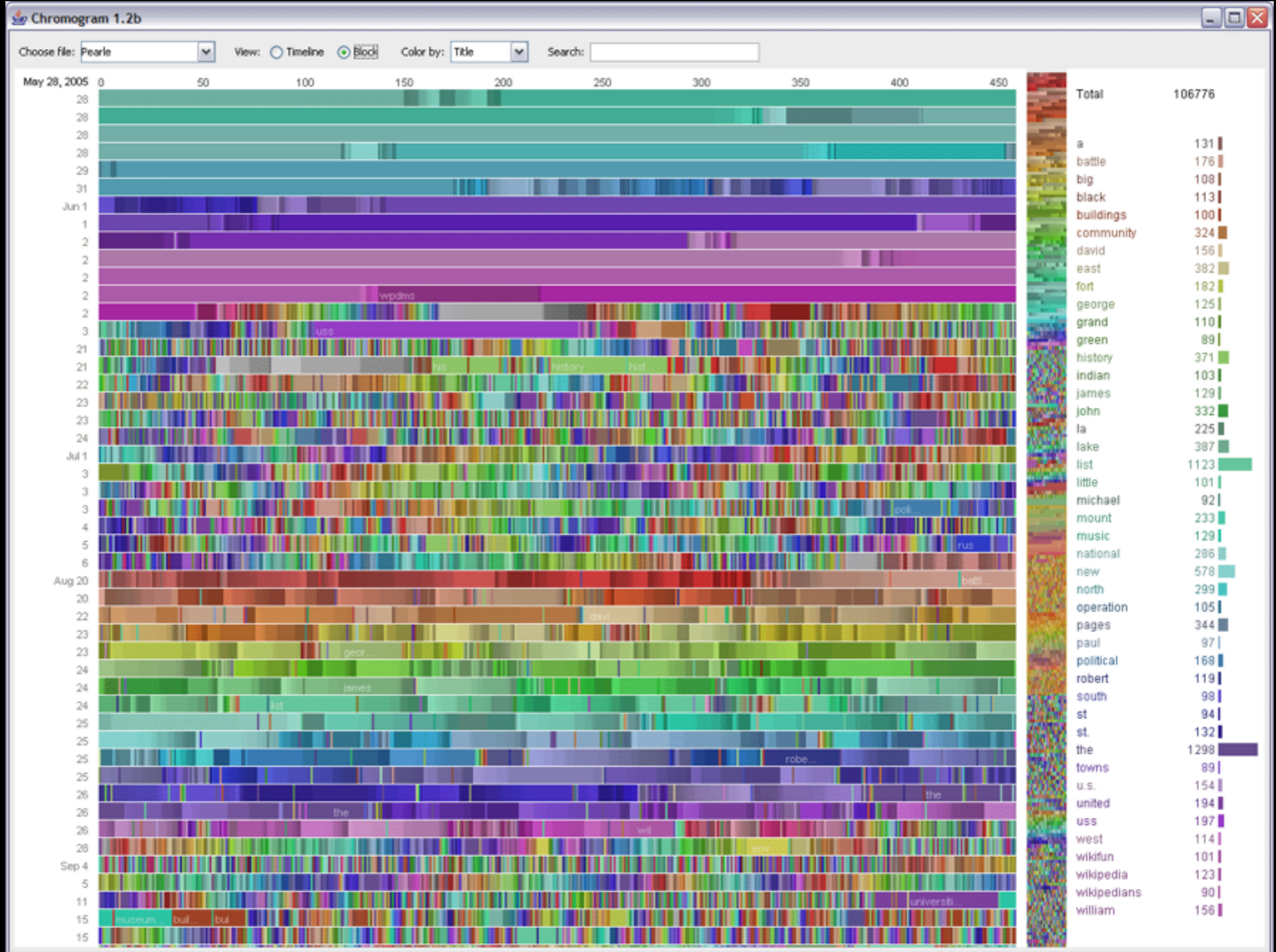


Emil Eifrem: The future is already here — just unevenly distributed. Image: Neo Technology

big data

Big data is an all-encompassing term for any collection of data sets so large and complex that it becomes difficult to process using traditional data processing applications.

http://en.wikipedia.org/wiki/Big_data



A visualization of Wikipedia edits created by IBM. At multiple terabytes in size, the text and images of Wikipedia are a classic example of big data.

BIG DATA

Big Data is data that is too large, complex and dynamic for any conventional data tools to capture, store, manage and analyze.

The right use of Big Data allows analysts to spot trends and gives niche insights that help create value and innovation much faster than conventional methods.

The "three V's", i.e the Volume, Variety and Velocity of the data coming in is what creates the challenge.

VOLUME



Amount of Big Data stored across the world (in petabytes)

VARIETY



PEOPLE TO PEOPLE

NETIZENS, VIRTUAL COMMUNITIES, SOCIAL NETWORKS, WEB LOGS...



PEOPLE TO MACHINE

ARCHIVES, MEDICAL DEVICES, DIGITAL TV, E-COMMERCE, SMART CARDS, BANK CARDS, COMPUTERS, MOBILES...



MACHINE TO MACHINE

SENSORS, GPS DEVICES, BAR CODE SCANNERS, SURVEILLANCE CAMERAS, SCIENTIFIC RESEARCH...



2.9 MILLION

EMAILS SENT EVERY SECOND



20 HOURS

OF VIDEO UPLOADED EVERY MIN



50 MILLION

TWEETS PER DAY

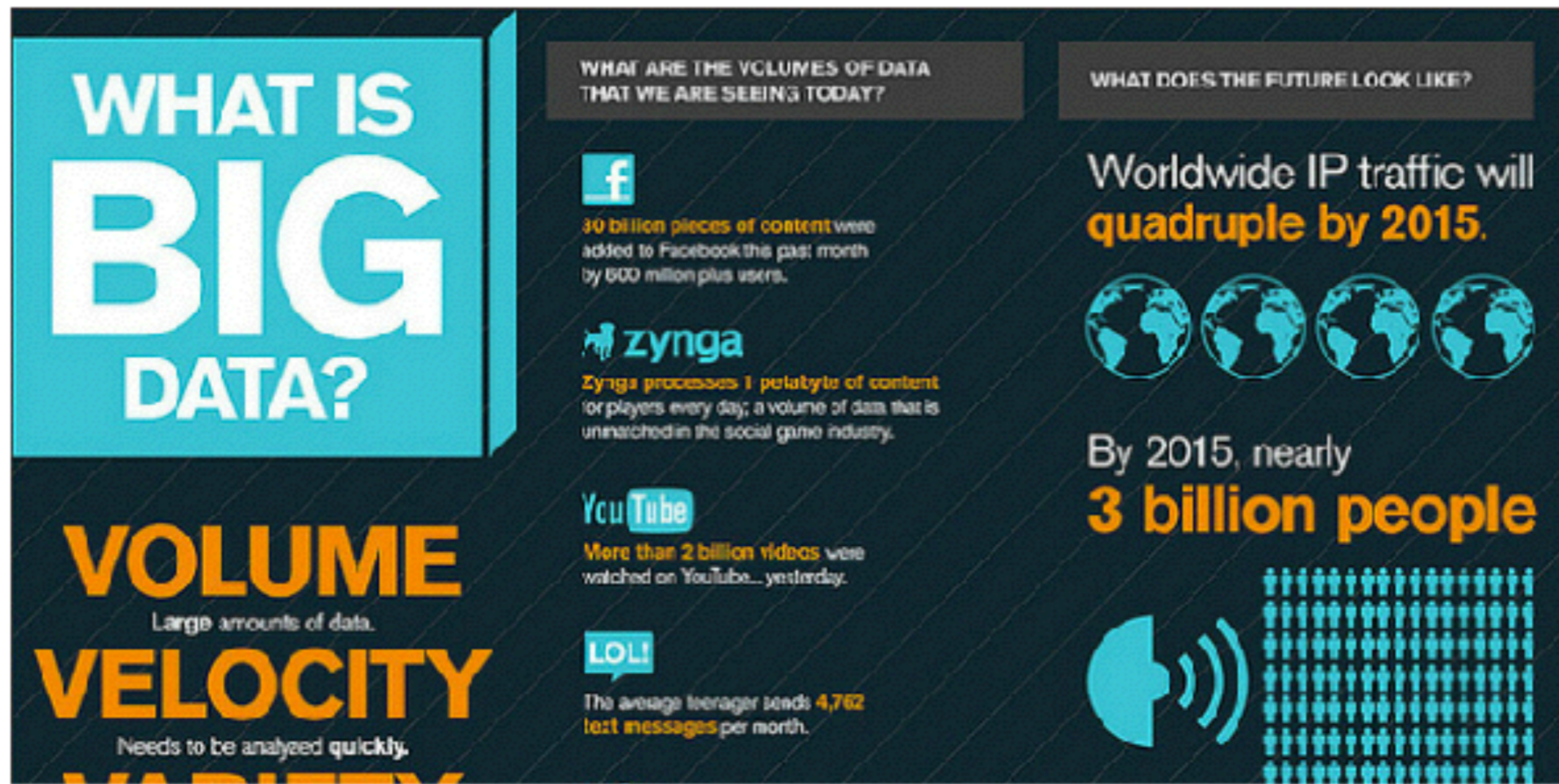


Image: BBVAtech/Flickr

The Big Data phenomenon produces some mind-boggling statistics, such as the fact that the volume of global data produced doubles every two years. At the University of California at Berkeley, researchers found that, currently, five quintillion bytes of data are produced every two days, which is equal to all the information ever produced by every conversation that has ever taken place on the planet.

RACKSPACE® HOSTING PRESENTS:

HOW BIG IS YOUR BYTE?

10 Examples Featuring Prof. Byterson

Let's Get Started
Shall We?

It's hard to imagine the amount of data being served over the Internet. From photos to videos to "tweets" - the amount of data being accessed from millions of users around the world has reached astronomical numbers.

How astronomical? We've illustrated a few examples comparing massive data storage numbers to tangible items.

Quantities of Bytes

For Starters..

BIT	=	A BINARY DIGIT SET TO EITHER A 1 OR 0
BYTE	=	8 BITS
KB	=	1,000 BYTES
MB	=	1,000,000 BYTES
GB	=	1,000,000,000 BYTES
TB	=	1,000,000,000,000 BYTES
PB	=	1,000,000,000,000,000 BYTES
EB	=	1,000,000,000,000,000,000 BYTES
ZB	=	1,000,000,000,000,000,000,000 BYTES
YB	=	1,000,000,000,000,000,000,000,000 BYTES

kilo = thousand
mega = million
giga = billion
tera = trillion
peta = quadrillion
exa = quintillion
zetta = sextillion
yotta = septillion
[octillion]
[nonillion]
[decillion]

[http://
www.visualinfor
mation.info/tag/
exabyte/](http://www.visualinformation.info/tag/exabyte/)

Data of the Internet of Things

BrontoByte

The digital universe
of tomorrow

10^{27}

ZettaByte

In 2016 1.3 ZB will
cross our digital networks daily

10^{21}

PetaByte

The CERN LHC
generates 1 PB per second

10^{15}

YottaByte

The digital universe today:
250 trillion DVD's

10^{24}

10^{18}

GigaByte

10^9

ExaByte

At the moment, every day 1 EB of data is created on the internet.
That is the equivalent of 250 million DVD's
The Square Kilometer Array Telescope will produce around 1 EB per day.

10^{12}

TeraByte - every day 500 TB
of data is added on Facebook

10^6

MegaByte

© - Big Data Startups

<http://www.bigdata-startups.com/infographic/>

SO WHAT IS A PETABYTE ANYWAY?

Source – www.mozy.com

WHAT IS A PETABYTE?

TO UNDERSTAND A PETABYTE WE MUST FIRST UNDERSTAND A GIGABYTE.

- 1 GIGABYTE = 7 MINUTES OF HD-TV VIDEO
- 2 GIGABYTES = 20 YARDS OF BOOKS ON A SHELF
- 4.7 GIGABYTES = SIZE OF A STANDARD DVD-R

THERE ARE A MILLION GIGABYTES IN A PETABYTE

“Let me repeat that: we create as much information in two days now as we did from the dawn of man through 2003.”
(That’s something like 5 Exabytes of Data). - Eric Schmidt
– Google 8/10

A PETABYTE IS A LOT OF DATA

- 1 PETABYTE = 20 MILLION FOUR-DRAWER FILING CABINETS FILLED WITH TEXT
- 1 PETABYTE = 13.3 YEARS OF HD-TV VIDEO
- 1.5 PETABYTES = SIZE OF THE 10 BILLION PHOTOS ON FACEBOOK
- 15+ PETABYTES = INTERNET USER’S DATA BACKED UP ON MOZY.COM
- 20 PETABYTES = THE AMOUNT OF DATA PROCESSED BY GOOGLE PER DAY
- 20 PETABYTES = TOTAL HARD DRIVE SPACE MANUFACTURED IN 1995
- 50 PETABYTES = THE ENTIRE WRITTEN WORKS OF MANKIND, FROM THE BEGINNING OF RECORDED HISTORY, IN ALL LANGUAGES

Twitter:
Over 7TB a Day in Tweets.

A ZETABYTE IS ONE MILLION PETABYTES!

Facebook:
More than 750 Million Users.
Average user creates 90 Pieces of content each month.
More than 30B pieces of content shared each month.

JASON HAWKES

AERIAL PHOTOGRAPHER



qualitative research is a method of inquiry that aims to gather an in-depth understanding of human behavior and the reasons that govern such behavior.

[http://
en.wikipedia.org/
wiki/](http://en.wikipedia.org/wiki/Qualitative_research)

Qualitative_research





<http://trunkfulloftreasure.blogspot.com/2013/11/tiny-apartment-hong-kong.html>



<http://www.nytimes.com/2014/02/02/realestate/the-truly-affordable-new-york-apartment.html>

The maintenance fee of the apartment where Mr. Torres lives with his family is \$545 a month.
Kareem Munir for The New York Times



Ella Leitner lives in the Seward Park Cooperative in downtown Manhattan with her husband, Brent, their children, Sasha, 6, and Zachary, 4, and their dog, Quincy.
Kersten Moran for The New York Times

<http://www.nytimes.com/2014/02/02/realestate/the-truly-affordable-new-york-apartment.html>

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<http://beersandbeans.com/2011/11/04/living-like-a-local-with-roomorama-prague-edition/>



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AP-CNBC Poll conducted by GfK Roper Public Affairs & Corporate Communications. May 3-7, 2012.
N=1,004 adults nationwide. Margin of error \pm 3.9.

"Do you, personally, have your own page on Facebook, the social networking website, or not?"

	Yes	No	Unsure	Refused
	%	%	%	%
5/3-7/12	56	40	3	1

Asked of Facebook users:

"How much do you trust Facebook to keep your personal information private? Would you say you trust them completely, a lot, a moderate amount, only a little, or not at all?"

	%
Completely	6
A lot	7
A moderate amount	28
Only a little	29
Not at all	30
Unsure	1

AP-CNBC Poll conducted by GfK Roper Public Affairs & Corporate Communications. May 3-7, 2012.
N=1,004 adults nationwide. Margin of error \pm 3.9.

"Now I'm going to ask you some questions about companies you may or may not have heard of. Please tell me if you have a favorable, unfavorable, or neither favorable nor unfavorable impression of [see below]?"

	Favorable %	Unfavorable %	Neither %	Never heard of (vol.) %	Unsure/ Refused %
Microsoft 5/3-7/12	71	7	14	2	7
Google 5/3-7/12	71	8	12	3	6
Apple 5/3-7/12	71	8	13	2	7
Facebook 5/3-7/12	51	23	17	2	8
Twitter 5/3-7/12	27	27	28	4	15

"Please tell me if you have a favorable, unfavorable, or neither favorable nor unfavorable impression of Facebook founder Mark Zuckerberg."

	Favorable %	Unfavorable %	Neither %	Never heard of (vol.) %	Unsure/ Refused %
5/3-7/12	36	14	30	9	12

Pew Research Center Poll. Dec. 9-13, 2009. Adults nationwide.

"As I read a list of changes that have taken place, please tell me if you think each one has been a change for the better, a change for the worse, or hasn't made much difference. Has [see below] been a change for the better, a change for the worse, or hasn't this made much difference?"

	Change for the better %	Change for the worse %	Not much difference %	Unsure %
"Cellphones" N=725 (Form 2), MoE ± 4.5 12/9-13/09	69	14	11	5
"Email" N=725 (Form 2), MoE ± 4.5 12/9-13/09	65	7	19	9
"The internet" N=779 (Form 1), MoE ± 4.5 12/9-13/09	65	16	11	8
"Handheld devices such as Blackberries and iPhones" N=779 (Form 1), MoE ± 4.5 12/9-13/09	56	25	12	7
"Online shopping" N=725 (Form 2), MoE ± 4.5 12/9-13/09	54	15	24	8
"Social networking sites such as Facebook" N=725 (Form 2), MoE ± 4.5 12/9-13/09	35	21	31	12
"Internet blogs" N=725 (Form 2), MoE ± 4.5 12/9-13/09	29	21	36	14