

Unit 4, Videoskript 5 Trends in social media

Interviewer: In the 1880s there were 30,000 telephones across the world, now there are over 6 billion and with them we send over 6 trillion texts every year. To help me make sense of some of these figures I have Dr Nicola Millard who is a social media expert from *BT*. Nicola, what am I looking at behind me?

Nicola: What you can see behind you there is Monday to Friday what we do is we call in a very predictable pattern. We are creatures of habit.

Interviewer: So the first peak is what? Sort of early morning and then afternoon and then evening. Is that right?

Nicola: That's it absolutely, that's our first phone calls when we get into the office in the day, dies down over lunch, grows again in the afternoon, dies down late in the evening.

Interviewer: It's always exactly the same ...

Nicola: ... every week Monday to Friday, absolutely predictable.

Interviewer: That's funny. In terms of my predictability and social media ... you care to make a few guesses ...

Nicola: Well, social media is an interesting one because what we find is that there are gender differences between social media. So *Twitter*, overwhelmingly male.

Interviewer: Ok, yes, that's me.

Nicola: *Facebook*, fifty-fifty sign-up but actually the interactions are often women.

Interviewer: I hardly ever go to *Facebook*. Yeah.

Nicola: My theory behind this is that *Twitter* is all about showing off.

Interviewer: That's a fair cop. Now I want you to help me with these statistics here. This is disasters.

Nicola: This is all about shared experiences so a global disaster goes on we all want to talk about it so we are seeing a distinct call peak here. This isn't just people involved in it, it's people going, "Did you see?", "How terrible is that?" So it's all about shared experience and again we are going back to primitive human behaviour. We love to talk, we're social creatures and actually the telecommunications we have, it's getting richer and richer. It's enabling us to talk in richer mechanisms. So that's audio. We're starting, as we get bigger bandwidths, we get fibre, broadband, we are starting to see developments where technology is starting to get absorbed into things like our eyeglasses. So literally I can start to transmit to you what I'm seeing and broadcast it to all my friends and family.

Interviewer: That's quite a scary prospect. Thank you very much Nicola.

Nicola: Thank you.