

Social Media - The New Gatekeeper





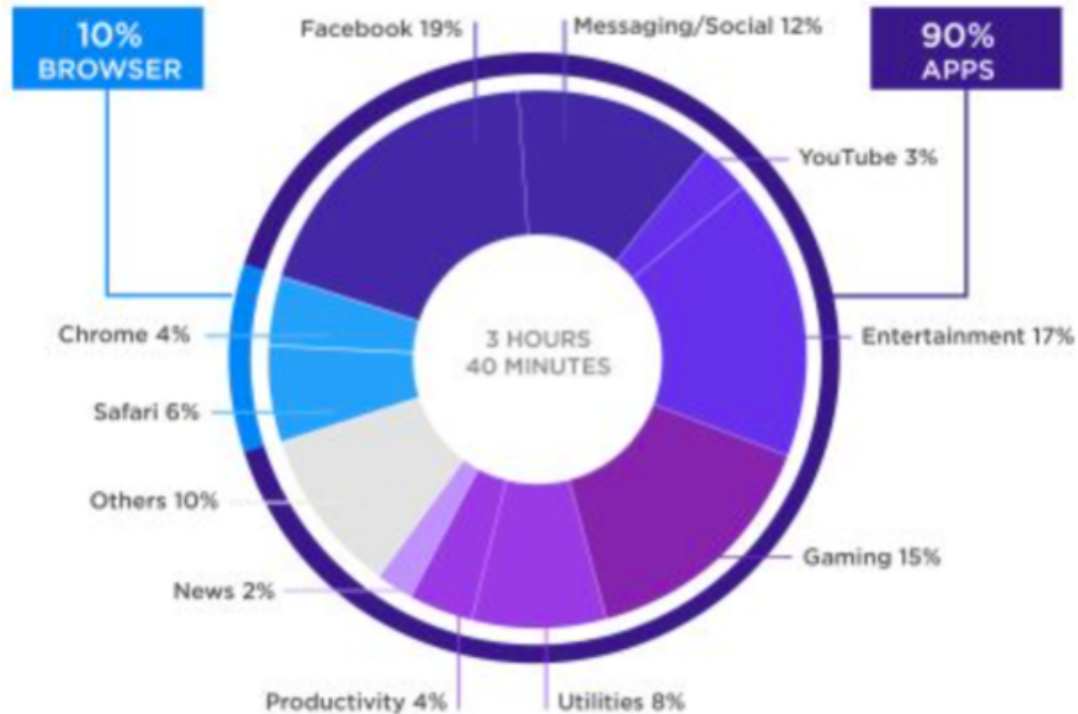
Martin Giesler Journalist & Blogger





Road to new *metrics | COAR 2018 | Hamburg

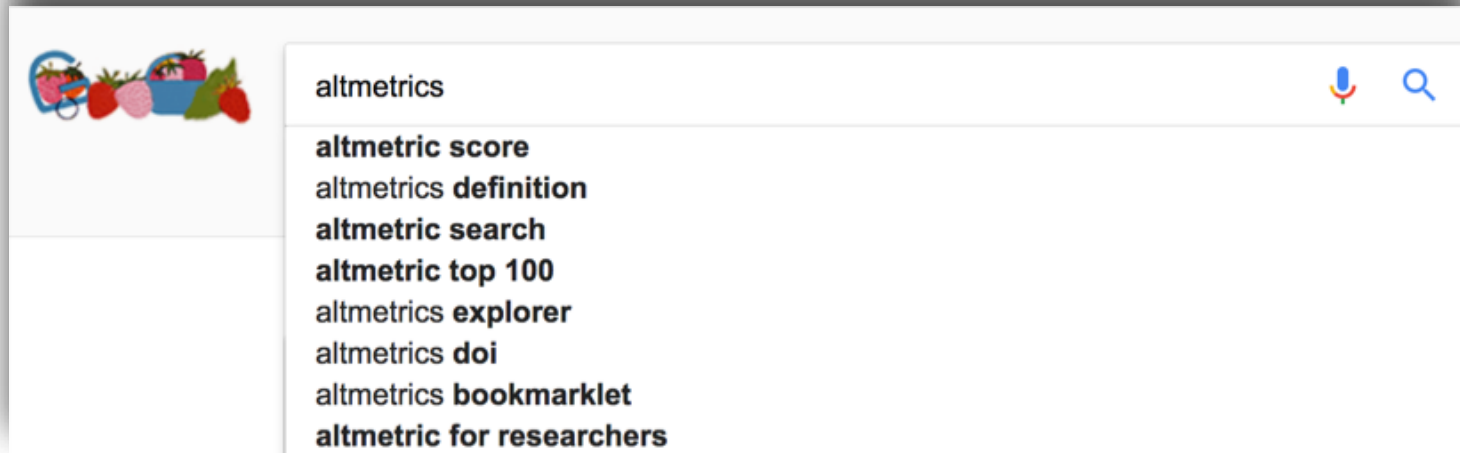
90% of Time on Mobile is Spent in Apps



Main difference: Pull vs Push



Pull



Push

Yeah! So vielen Sportmöglichkeiten in Berlin wie nie zuvor! Mehr als 2.000 in ganz Deutschland! Klingt ueberberragend? Finden wir auch, also feier mit uns:

📌 Melde dich jetzt an und spare 10 € auf die ersten 3 Monate deiner monatlich kündbaren Mitgliedschaft!

📍 2.000 Partner-Standorte... Mehr anzeigen



Stand Up Paddling
Eine Mitgliedschaft

Tennis
Über 2.000 Stand...

4

👍 Gefällt mir 🗨 Kommentieren ➦ Teilen 🗑

Jona Musick
11 Std. · Instagram · 🌐

Mit voller Kraft ins 32 Lebensjahr 🍷
Danke für eure Glückwünsche!
#junggeblieben #abinsnächsteabenteuer #dankbar #auszeit #familie #overandout



👍 Gefällt mir 🗨 Kommentieren ➦ Teilen 📌 Einbetten

66

Vorherige Kommentare anzeigen

Natty Nils happy esrthdayday jona
Gefällt mir · Antworten · 3 Std.

Tom Binichnich alles gute junger mann
Gefällt mir · Antworten · 2 Std.

Selector Threestyle Alles gute und beste nachträglich für dich Jona! Bleib wie du bist und weiterhin viel Erfolg für die Zukunft. Bis demnächst Mai, Big Up User Bredam.
Gefällt mir · Antworten · 39 Min.

Diana Falter Is alles Gute nachträglich 🍷



Wix @wixdotcom · 48s
Poll: Most Republicans think Trump is being framed by the FBI



Poll: most Republicans now think Trump is being fra...
An Economist/YouGov survey found that 61 percent of GOPers think the FBI is setting up the president.
wix.com

Adrija Bose @adrijabose · 50s
Friends, accepting pitches now for @CNNews18's opinion section: news18.com/opinion/761/ Please write to adrija.bose@news18.com



News18 Opinion: The Views That Matter
Sharpest and most insightful views from opinion makers. News18 Opinion brings you fresh perspective on news...
news18.com

IT Tech Buzz @ittechbuzz · May 12
RT @glekrom: Three ways to maximize the ROI of your #brand through physical experience
#marketing #ContentMarketing #GrowthHacking #omni #real #DigitalMarketing #ROI #SocialMedia #BigData #Digital #media #video #Influencer #socialmediamarketing...

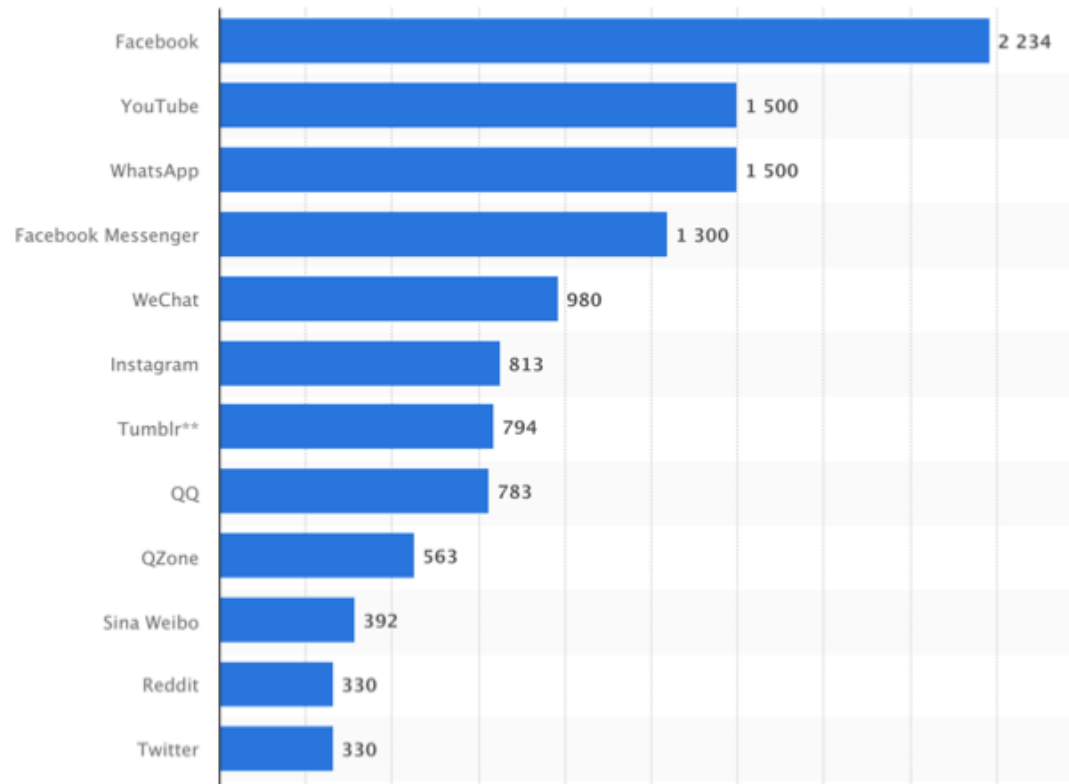
Growth Hacking Forum @GrowthHackingFM
The Key To Extending The ROI Of Brand Experiences Forbes - Full coverage
bit.ly/2g5b6k

Claus Hesseling @the_claus · 50s
Read this (This is why the EU proposes free internal passes for young citizens to really get to know countries and culture of the continent.)

Ryan Heath @Pittocoflyan
1/ Starting a 20hr night-train odyssey from Italy back to Brussels... @flyingbrussels cancelled flight and their failure to re-book us, as promised.

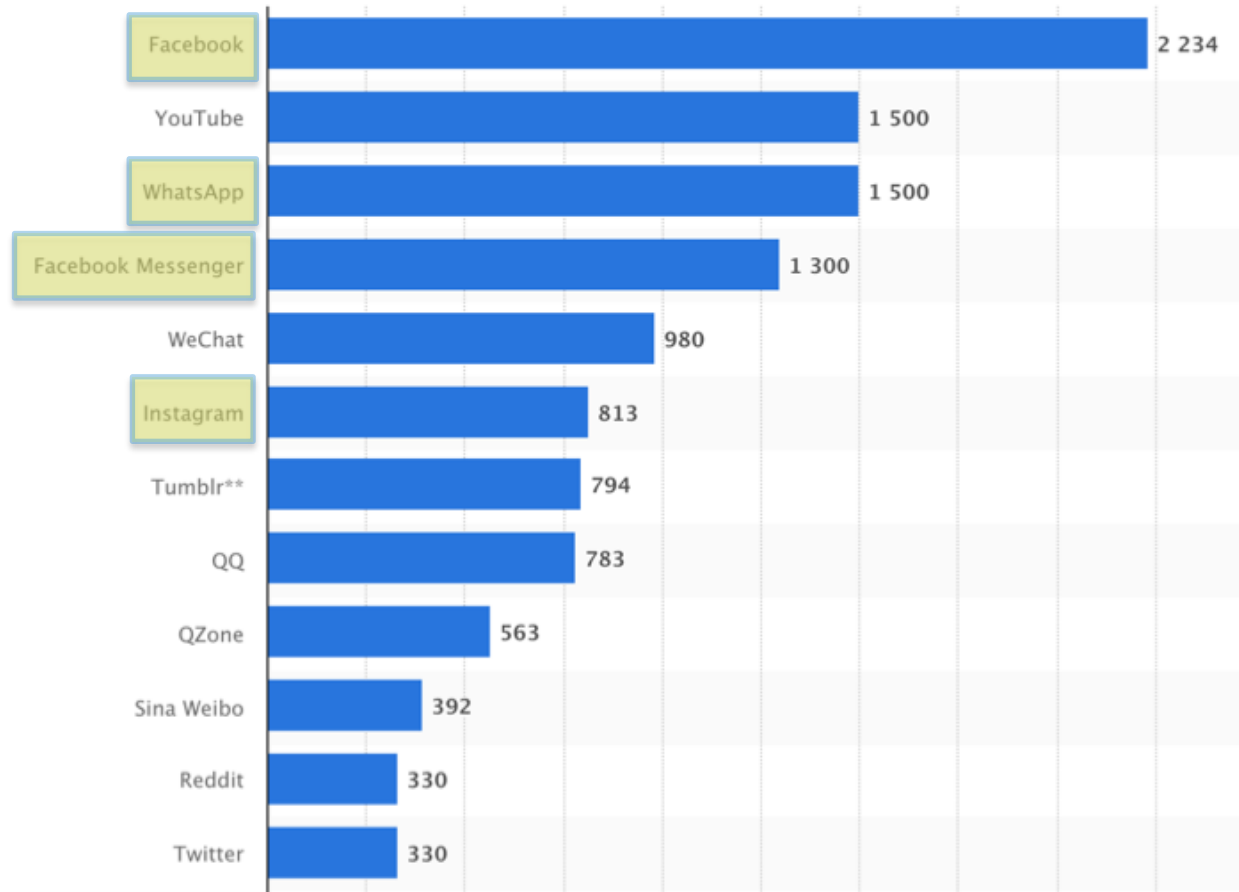
Road to new *metrics | COAR 2018 | Hamburg

Most popular social networks worldwide as of April 2018, ranked by number of active users (in millions)



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Social Networks belonging to Facebook Inc



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Platforms **decide**

How people consume media

How people share media

How people interact with each other

What information gets spread



Consequences



Echo Chambers, Desinformation, Clickbait, Hate Speech, Bullying...



The biggest publishers on Facebook, April 2018

Rank	Publisher	Article Count	Facebook Interactions
1	foxnews.com	47,372	30,516,497
2	cnn.com	5,868	24,641,454
3	nbc.com	38,599	22,643,374
4	dailymail.co.uk	59,022	20,229,009
5	nytimes.com	4,841	20,209,999
6	bbc.co.uk	26,124	16,866,559
7	huffingtonpost.com	4,878	15,233,757
8	washingtonpost.com	9,894	14,172,830
9	dailywire.com	1,087	13,908,865
10	yahoo.com	202,269	12,442,708
11	indiatimes.com	48,510	12,042,192
12	cbsnews.com	29,378	11,528,439
13	npr.org	2,259	11,228,078
14	theguardian.com	8,050	10,558,480
15	westernjournal.com	1,900	9,270,218
16	breitbart.com	16,442	8,697,813
17	thehill.com	3,672	8,651,596
18	usatoday.com	13,414	8,565,206
19	247sports.com	27,573	8,079,810
20	msn.com	89,824	7,987,616

*„I read it on facebook /
twitter...“*



Key take away

Use **platforms** for your own agenda -
and **don't get used** by them.



- Thank you / Vielen Dank!
 - Web metrics-project.net
 - Email metrics-project@sub.uni-goettingen.de
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