The Fourth Digital Revolution

National Association of Religious Broadcasters

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November 1

Confe
Back

By Marc

Tweckle
he/sh

Confere

They're

And you n

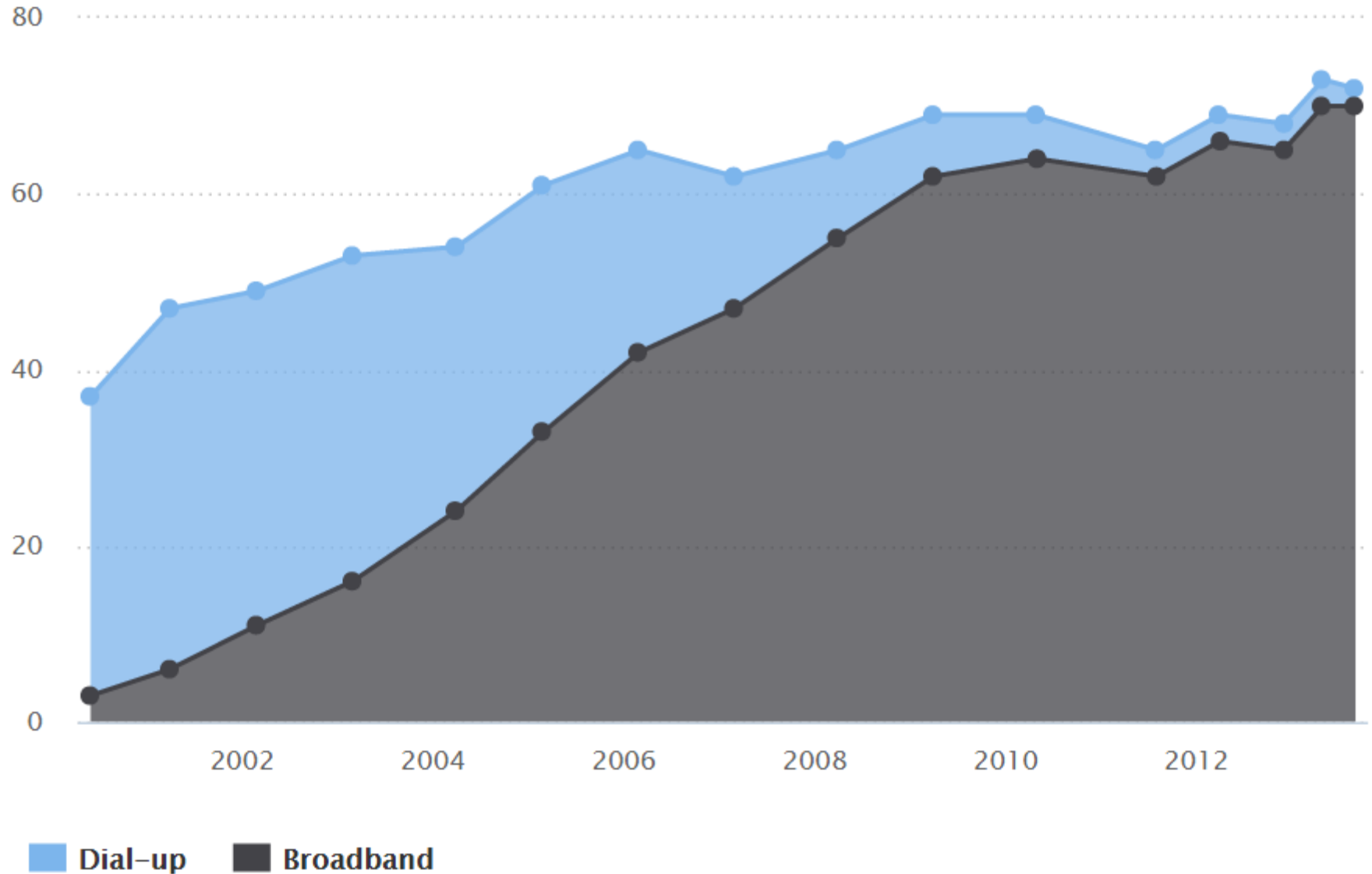"Tweckle (twek'ul) vt. To abuse a speaker to Twitter followers in the audience while he/she is speaking."
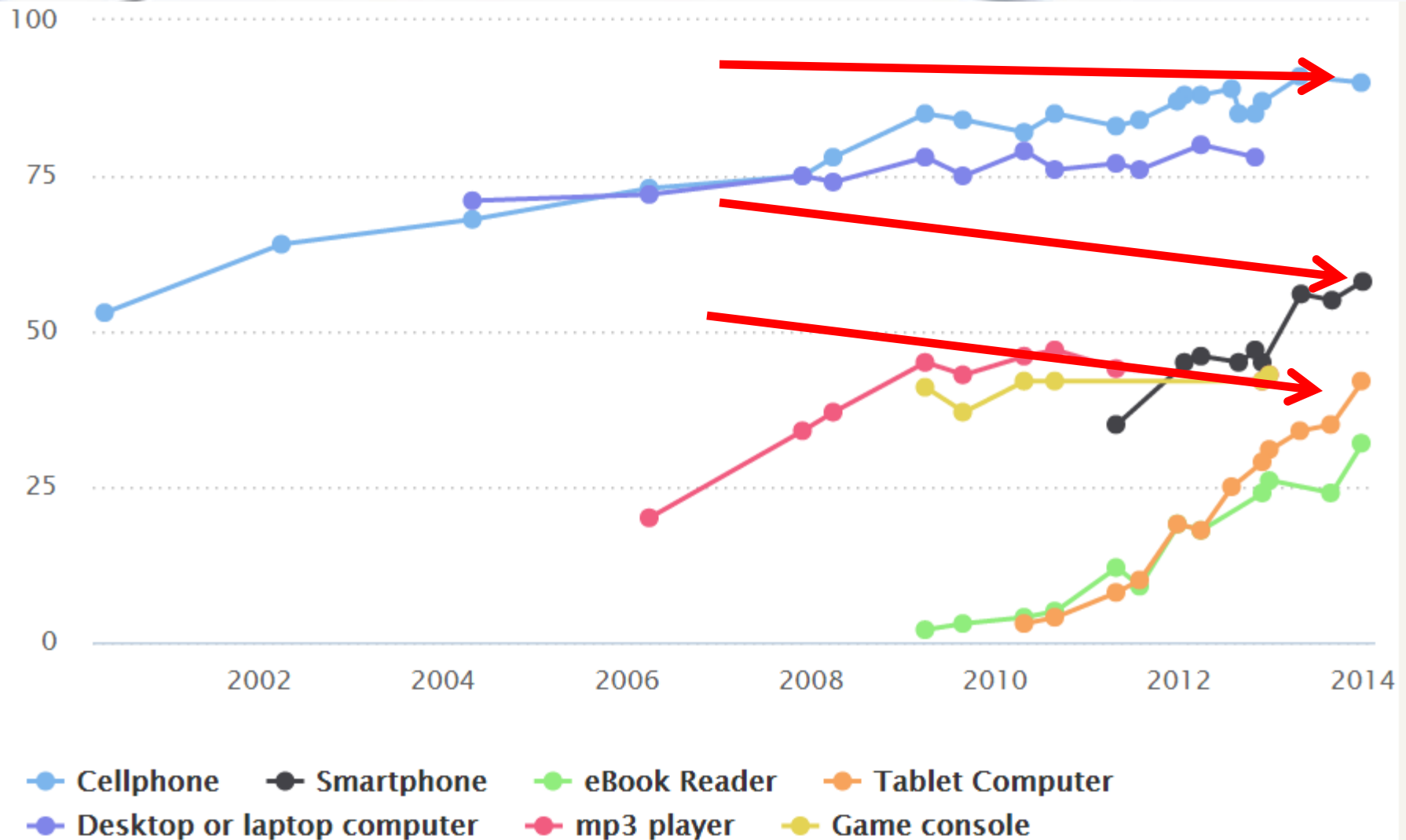
3

we need a tshirt, "I survived the keynote disaster of 09"

it's awesome in the "I don't want to turn away from the accident because I might see a severed head" way

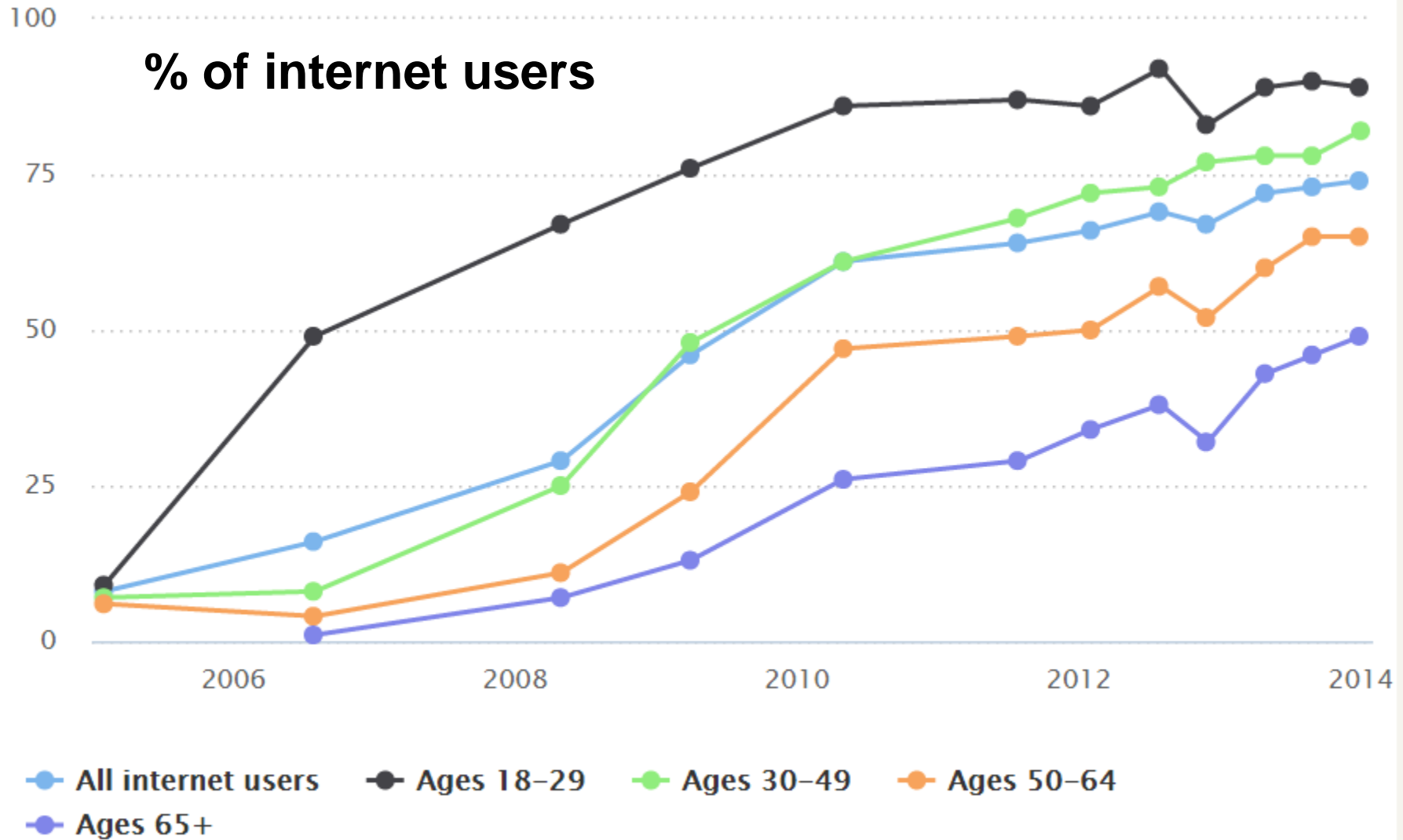too bad they took my utensils away w/ my plate. I could have jammed the butter knife into my temple.

First revolution: Internet / Broadband

Dial-up   Broadband

PEW RESEARCH CENTER

Second revolution: Mobile connectivity

PEW RESEARCH CENTER

Third revolution: Social networking/media

% of internet users

Legend:
- All internet users
- Ages 18–29
- Ages 30–49
- Ages 50–64
- Ages 65+

PEW RESEARCH CENTER
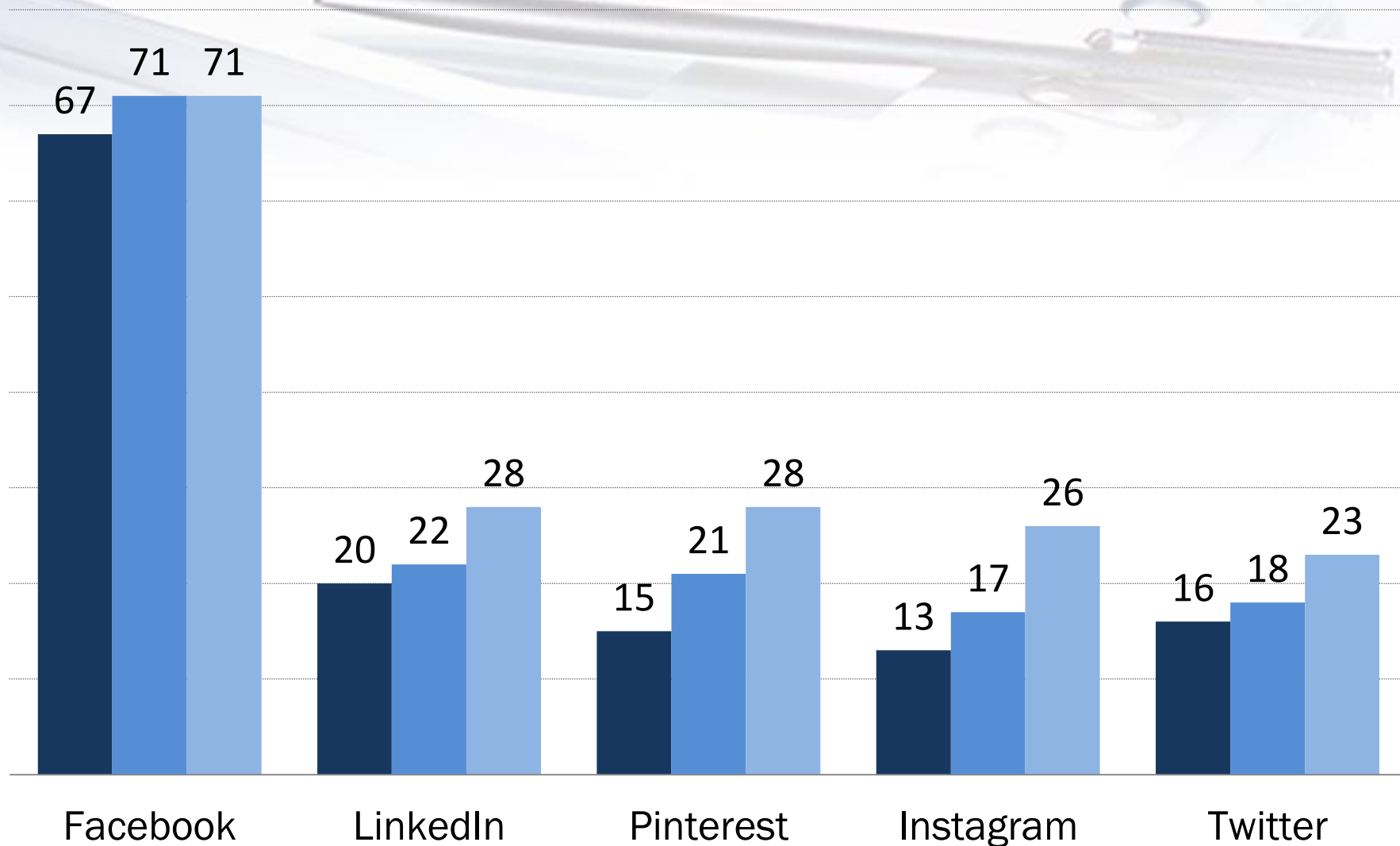
Networked Individualism
The move to looser, far-flung networks
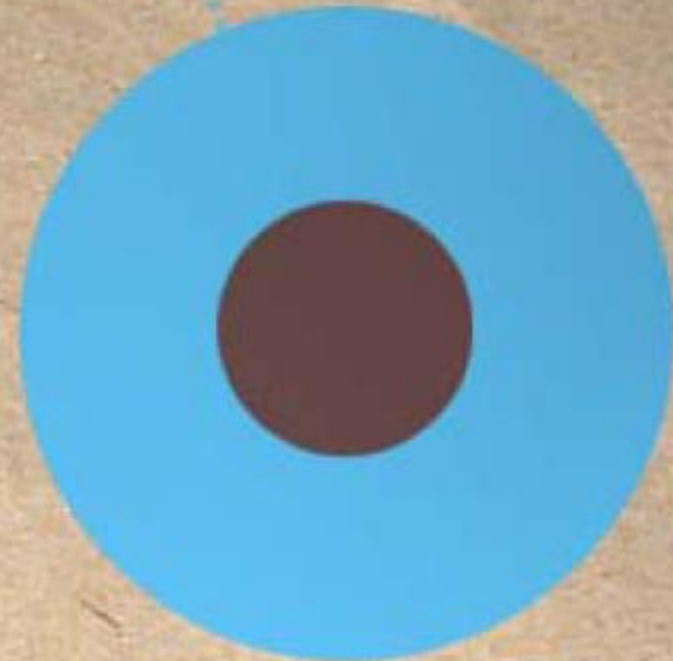
Personal networks are:

More important – trust, influence awareness

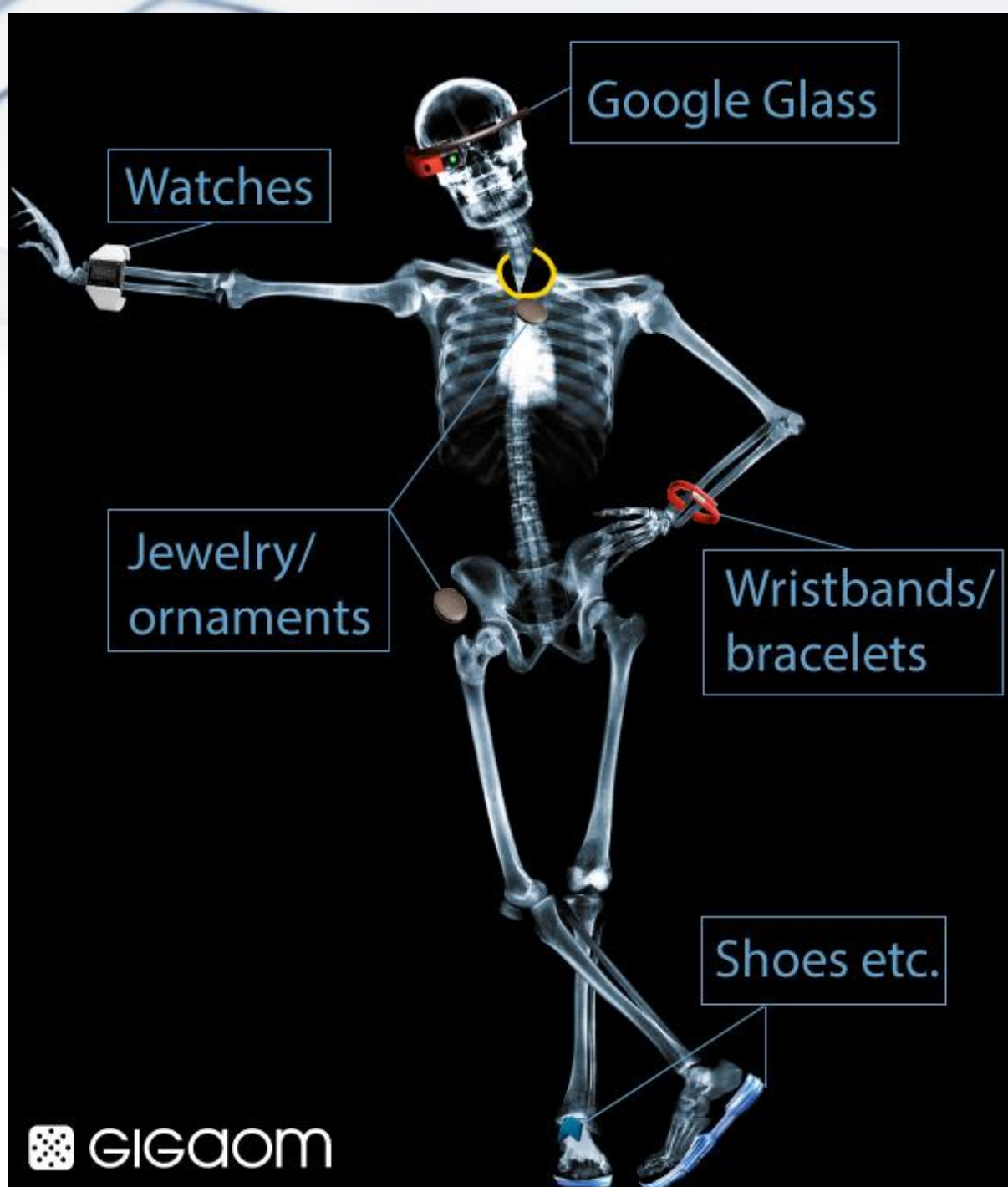Differently composed – segmented, layered

Perform more/new functions

Internet of Things

During 2008, the number of **things** connected to the Internet exceeded the number of people on earth.

2003

2010

2015

By **2020** there will be **50 billion.**

BODY

Google Glass

Watches

Jewelry/ ornaments

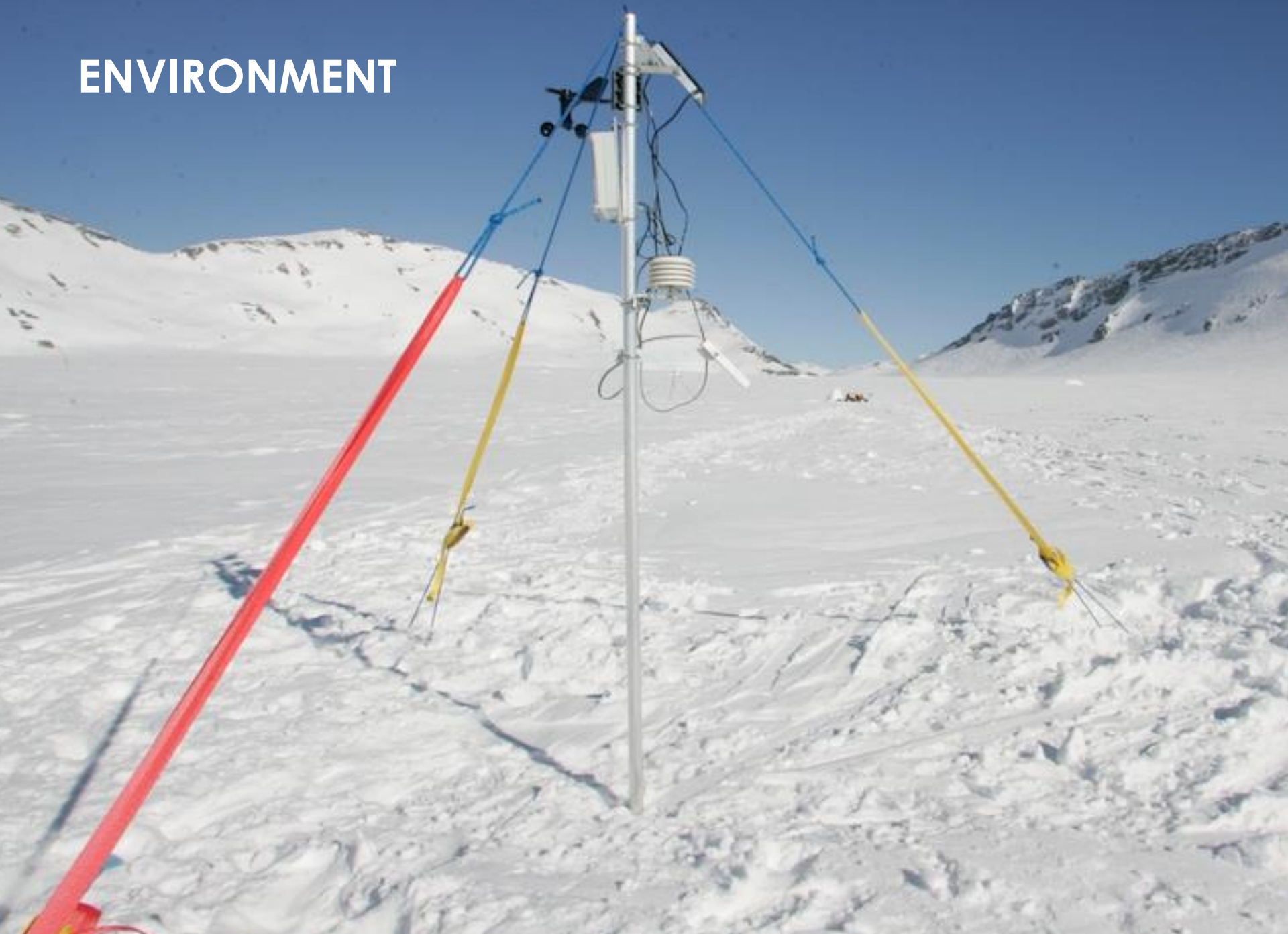Wristbands/ bracelets

Shoes etc.

GIGAOM

HOMES
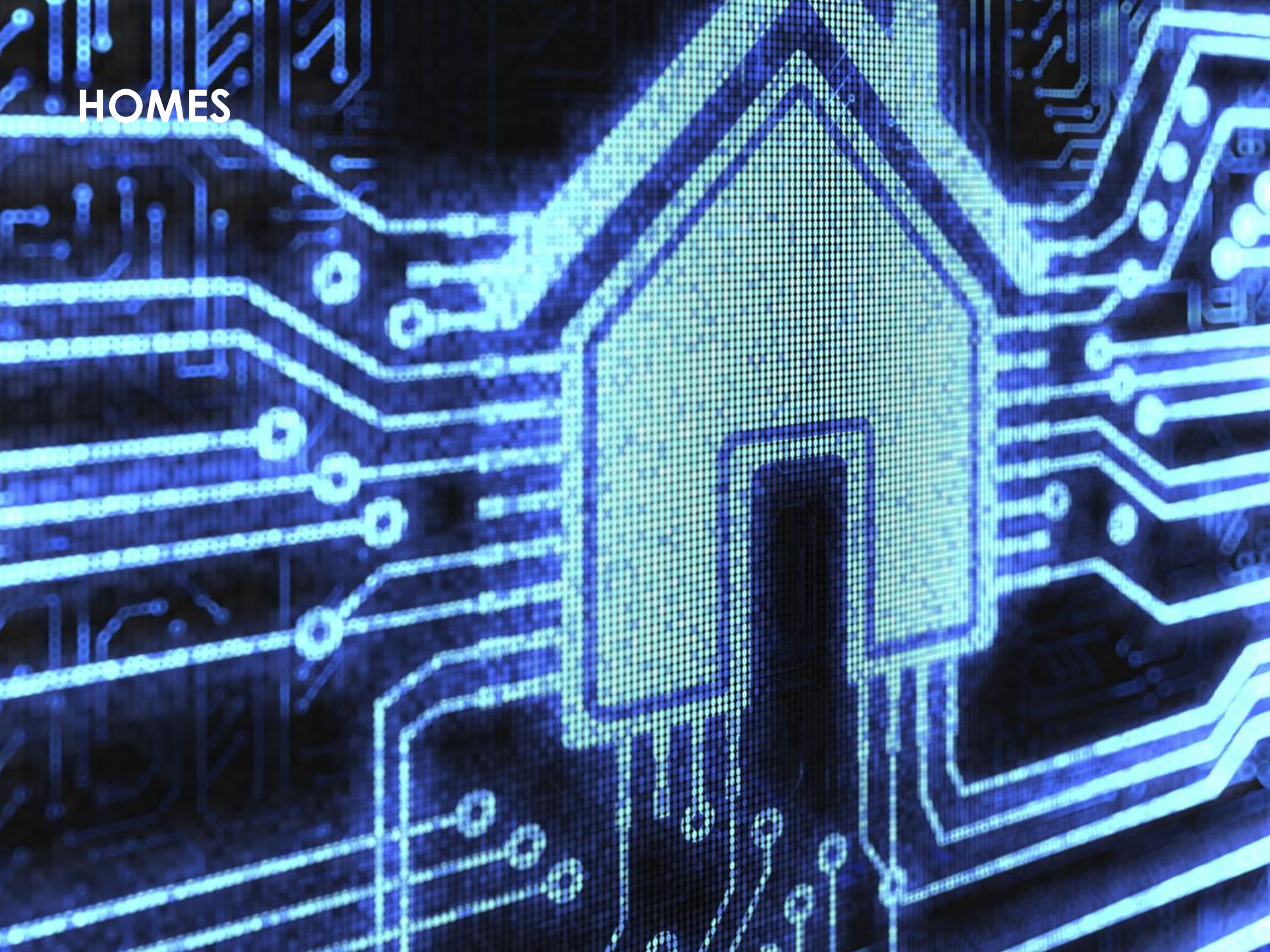
COMMUNITIES

ENVIRONMENT

This all facilitates networked information

Pervasively generated

Pervasively consumed

Personalized via new filters

Participatory / social / spreadable

Linked / scaled

Context is fluid and "collapsed"

Continually edited

Real-time / just-in-time

Timeless / searchable

Given meaning via networks & algorithms

Imagining ' A Day Made of Glass'

"A Day Made of Glass 2" - Corning's vision of a connected future using glass

https://www.youtube.com/watch?v=jZkHpNnXLB0

7 Media-Attention Zones

1) Stacks: immersed in long form content, enjoying, studying, completing a project or doing serious, focused research

How it works

- **Motive** – learning, mastery, productivity
- **Content** – actionable info, how-to sensibility, links and other resources
- **Demographics** – tilts GenX, knowledge workers, students
- **Device** – desktop / laptop
- **Engagement** – full attention – vertical reading
- **Influentials** – trusted brands and known experts (professional and amateur)
- **~ Mindshare** – quarter to a third of media time

Implication for media and activists

- **<u>Engagement strategy</u>**
  - Search optimized / findable
  - Acting as information sherpas
  - Problem solving mindset
  - Easy cut and paste
  - FAQs
  - How-to videos
  - Feedback friendly

2) SIGNALS: USER HAS SET UP ALERTS ON HER SMARTPHONE AND REGULARLY CHECKS HER HOME SCREEN TO SEE NEWS HEADLINES
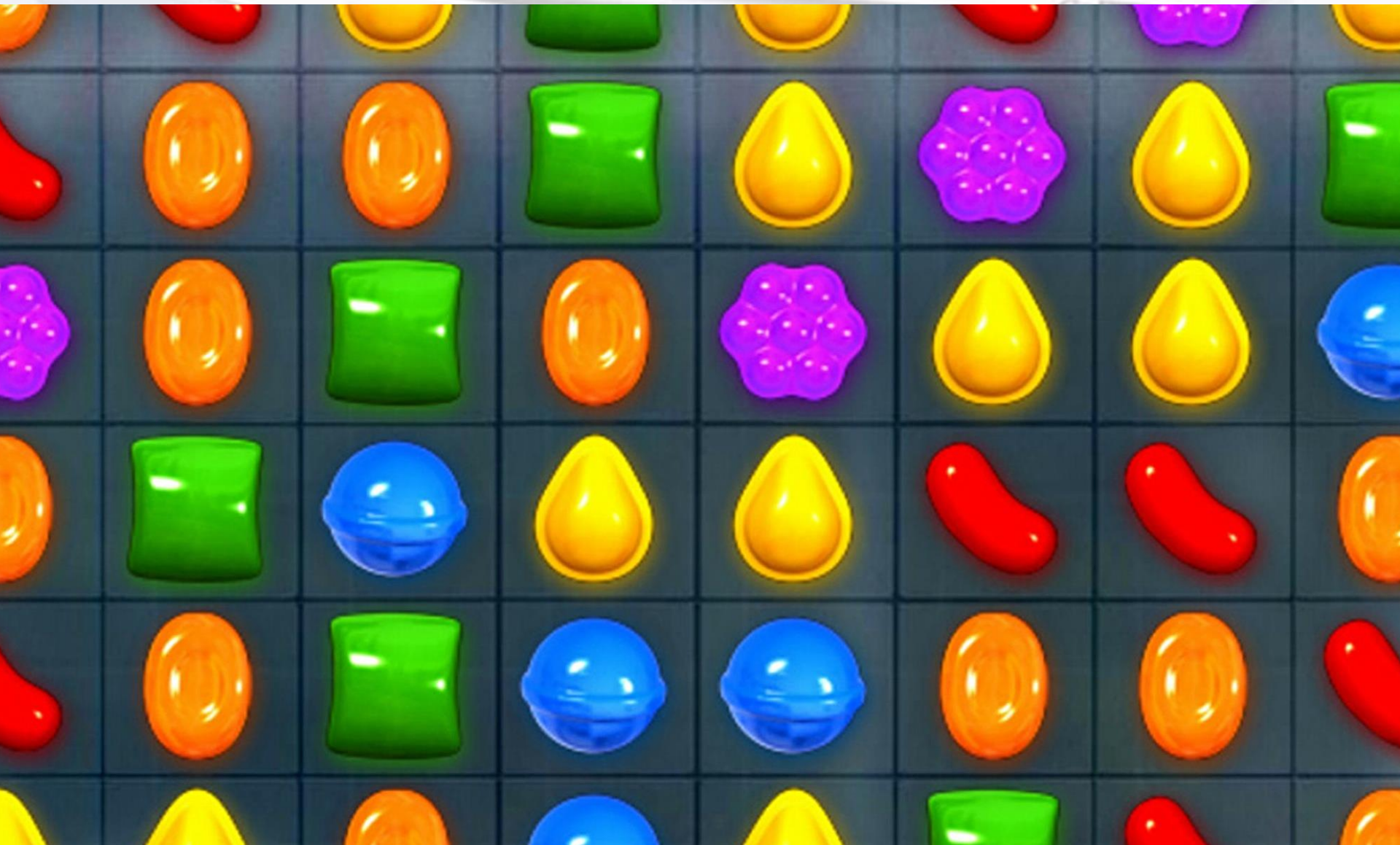
How it works

- **Motive** – real-time awareness
- **Content** – headlines, new information, first impressions matter most
- **Demographics** – under 30, tilts women
- **Device** – smartphone, tablet
- **Engagement** – glancing OR galvanized
- **Influentials** – brands
- **~ Mindshare** – < 5% of media time

Implication for media and activists

- **<u>Engagement strategy</u>**
  - News, especially scoops
  - Deals
  - Location enabled
  - Insights from analytics

3) SNACKS: USER ACCESSES HER MOBILE DEVICE WHEN SHE HAS A SMALL AMOUNT OF TIME TO KILL

How it works

- **<u>Motive</u>** – killing time, beating boredom
- **<u>Content</u>** – gameified, bite-size headlines, link-dense
- **<u>Demographics</u>** – Everyone gets something different
- **<u>Device</u>** – smartphone
- **<u>Engagement</u>** – distracted, quick-twitch
- **<u>Influentials</u>** – brands, quality of social network
- **<u>~ Mindshare</u>** – 5%-10% of media time

Implication for media and activists

- **<u>Engagement strategy</u>**
  - Apps
  - Immediate connection
  - Predictable and compelling home screen
  - Grabby copy / activity
  - Clear and consistent Return on My Attention

4) STREAMS: USER SPENDS HER LUNCH BREAK DIPPING INTO A VARIETY OF MEDIA "STREAMS"

How it works

- **<u>Motive</u>** – catching up / checking in / curiosity
- **<u>Content</u>** – news (broad definition), social updates
- **<u>Demographics</u>** – tilts under 35 / female
- **<u>Device</u>** – any / all
- **<u>Engagement</u>** – continuous partial attention / horizontal scans / sharing
- **<u>Influentials</u>** – editors, social networks
- **<u>~ Mindshare</u>** – quarter to a third of media time

Implication for media and activists

- **<u>Engagement strategy</u>**
  - Apps
  - Smart curation
  - Customizable filters
  - Compelling ecosystem of content
  - Tagging and saving for future immersion
  - Social network mediated
  - Serendipity encounters

5) SOCIALS: SOMEWHAT LIKE "STREAMS" ZONE, EXCEPT IT IS ENTIRELY FOCUSED ON SOCIAL MEDIA SCANNING

How it works

- **<u>Motive</u>** – friend grooming
- **<u>Content</u>** – social, personal, entertaining
- **<u>Demographics</u>** – under 35, tilts female
- **<u>Device</u>** – all
- **<u>Engagement</u>** – partial, browsing
- **<u>Influentials</u>** – super-networkers / primary nodes in the network
- **<u>~ Mindshare</u>** – 10% of media time

Implication for media and activists

- **<u>Engagement strategy</u>**
  - Social networks are gatekeepers
  - Spreadable content
  - Treat central network nodes like traditional media influences
  - Enable participation and feedback

6) Split screened: multitaskers watching a big screen and socializing on a small screen

How it works

- **<u>Motive</u>** – big events as social experiences
- **<u>Content</u>** – main screen activity, complemented by social chatter
- **<u>Demographics</u>** – under 35
- **<u>Device</u>** – big screen, little screen
- **<u>Engagement</u>** – socially immersive; snarky
- **<u>Influentials</u>** – the big screen activity
- **<u>~ Mindshare</u>** – fifth of media time

Implication for media and activists

- **<u>Engagement strategy</u>**
  - Be a good listener and watch the analytics
  - Be a node in the conversation
  - *Maybe* use big event as promotional lift
  - Enable participation and feedback

7) Synthesized spaces: how people will get media/info when their bodies, appliances, rooms, cars, communities are connected

How it works

- **<u>Motive</u>** – my permissions
- **<u>Content</u>** – personalized, anticipatory
- **<u>Demographics</u>** – upscale, well-educated, middle aged
- **<u>Device</u>** – my surroundings
- **<u>Engagement</u>** – immersive, invisible
- **<u>Influentials</u>** – my past behavior, analytics, algorithms
- **<u>~ Mindshare</u>** – most waking hours

Implication for media and activists

- **<u>Engagement strategy</u>**
  - Driven by analytics
  - Selective product placement and messaging
  - Permission-based monitoring / interactions
  - Careful of privacy sensitivities
  - Careful of too much "monetization"

Your optimum moments

- When you are especially timely, relevant at the personal AND cultural level (e.g. when news breaks)

- When your "close up" unexpectedly comes

- When your evangelists work their networks

- When you can recruit unexpected allies

- When someone on the "other side" embraces you

Thank you!