



Going viral

The state of play and potential of social media in 2016

Mun-Keat Looi, 19 September 2016

**“Social media is not about
the exploitation of
technology but service to
community.”**

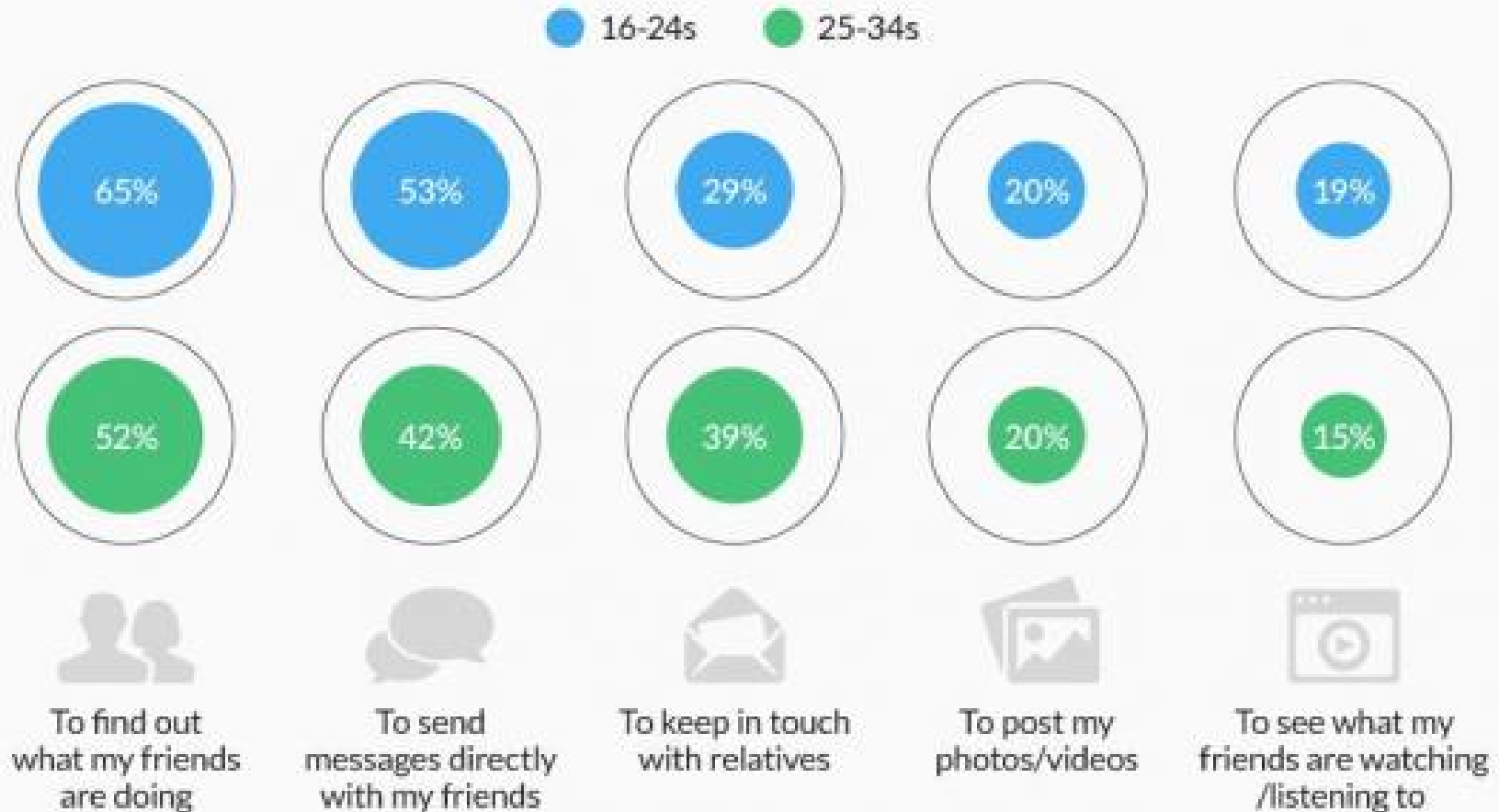
Someone on the Internet

Social media facts

- As of 2014, more than 1.79 billion users were accessing social networks at least once per month.
- On average, global internet users owned 5.5 social media accounts and used 2.8 social media accounts actively.
- As of March 2015, social network Facebook was ranked first worldwide in terms of active users with more than 1.4 billion.
- Most social networks are accessible through multiple platforms but many popular social networks started out as mobile apps.
- Social networking does not only enable users to connect with other people but also with brands and celebrities.
- Social media has also become a growing source of news for internet users in many countries.

Why do people use social media?

The biggest motivations behind social media use in the UK in 2015



@StatistaCharts Source: Deloitte

i100

from The INDEPENDENT

statista

Social media today

The old boys:

Facebook
Twitter

LinkedIn

The mainstream media

Mail Online
Guardian etc.

And all their related FB channels etc.

The 'new' generation:

Instagram
Snapchat

Qzone
Baidu
Sina Weibo

Pinterest
Vine
Periscope

The messengers

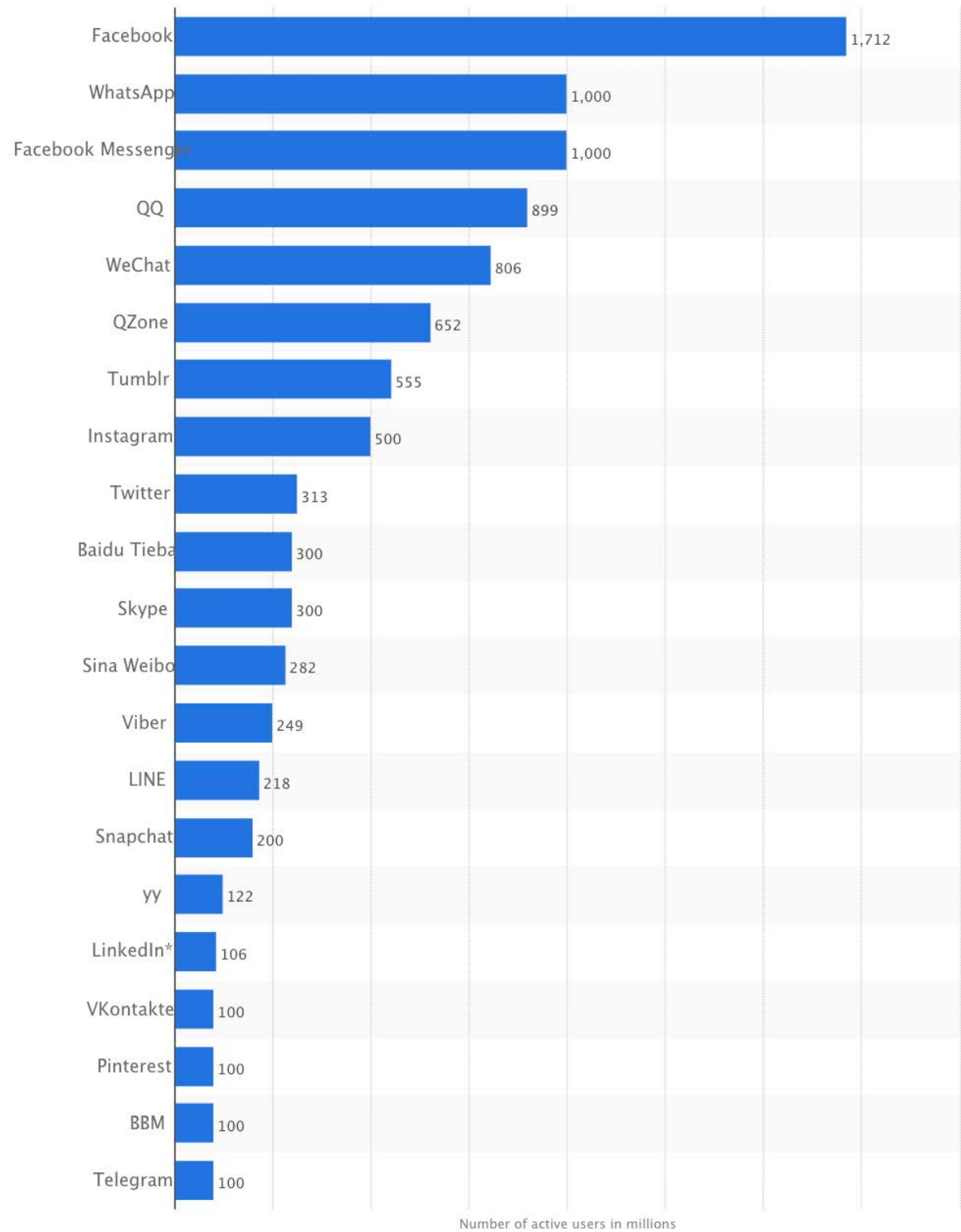
WhatsApp
Facebook messenger
LINE
Viber
QQ
WeChat

The niches

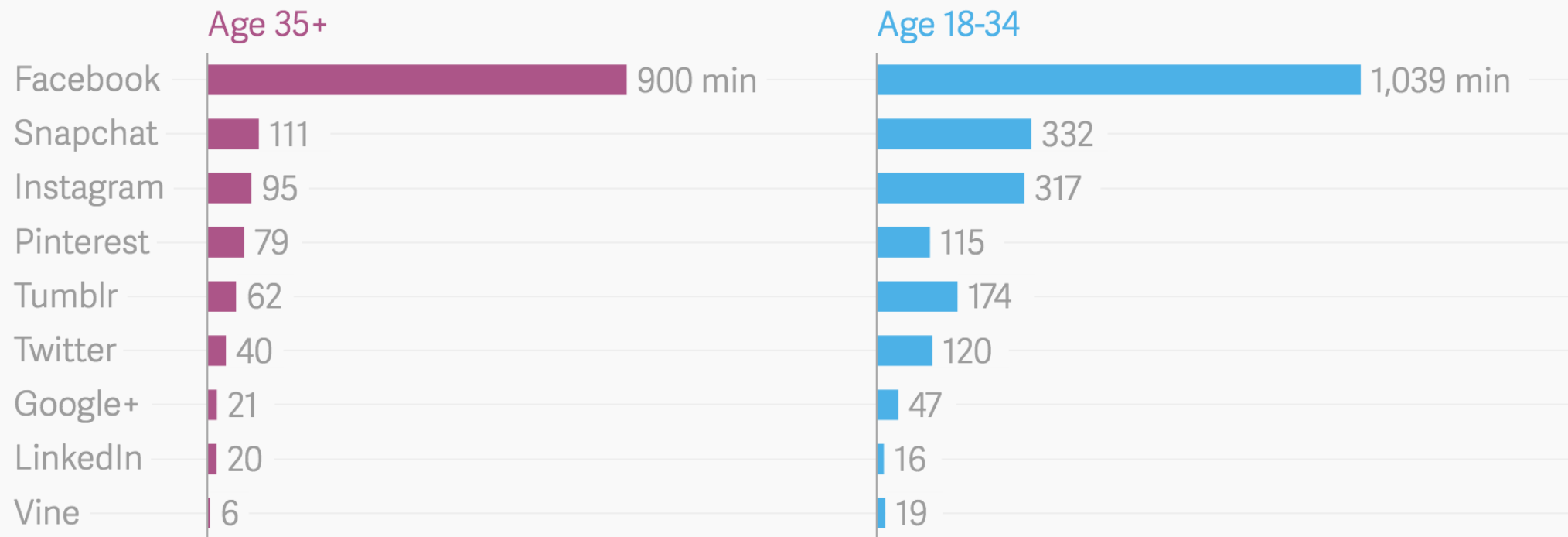
Reddit
Tumblr
Forums – Mumsnet,
Patients Like Me,
Hacker News

Facebook Groups
The new Google+

Leading social networks ranked by number of active users (millions), Sept 2016



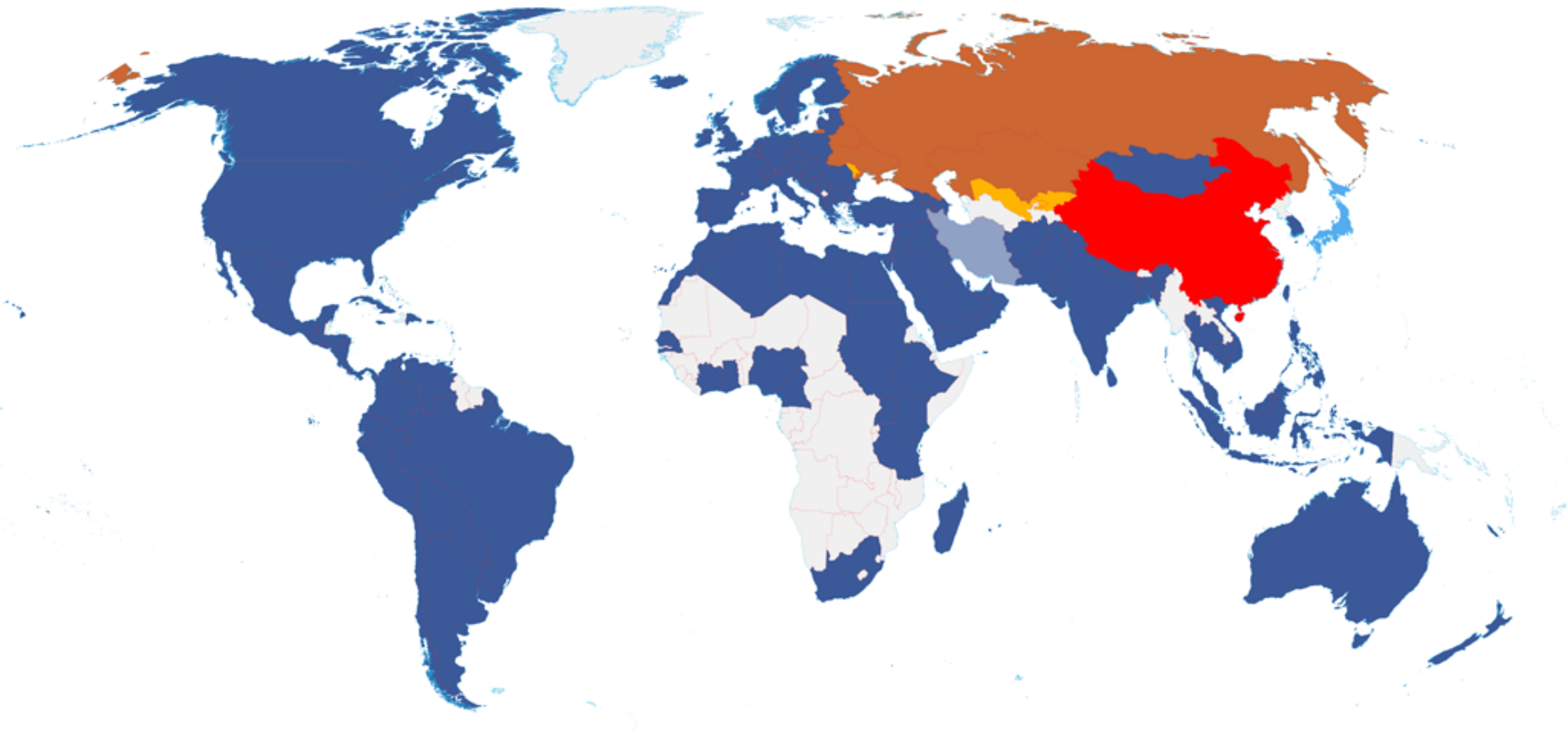
Average time spent on social media networks by age group, 2016



Source: Quartz

WORLD MAP OF SOCIAL NETWORKS

January 2016



Facebook

QZone

V Kontakte

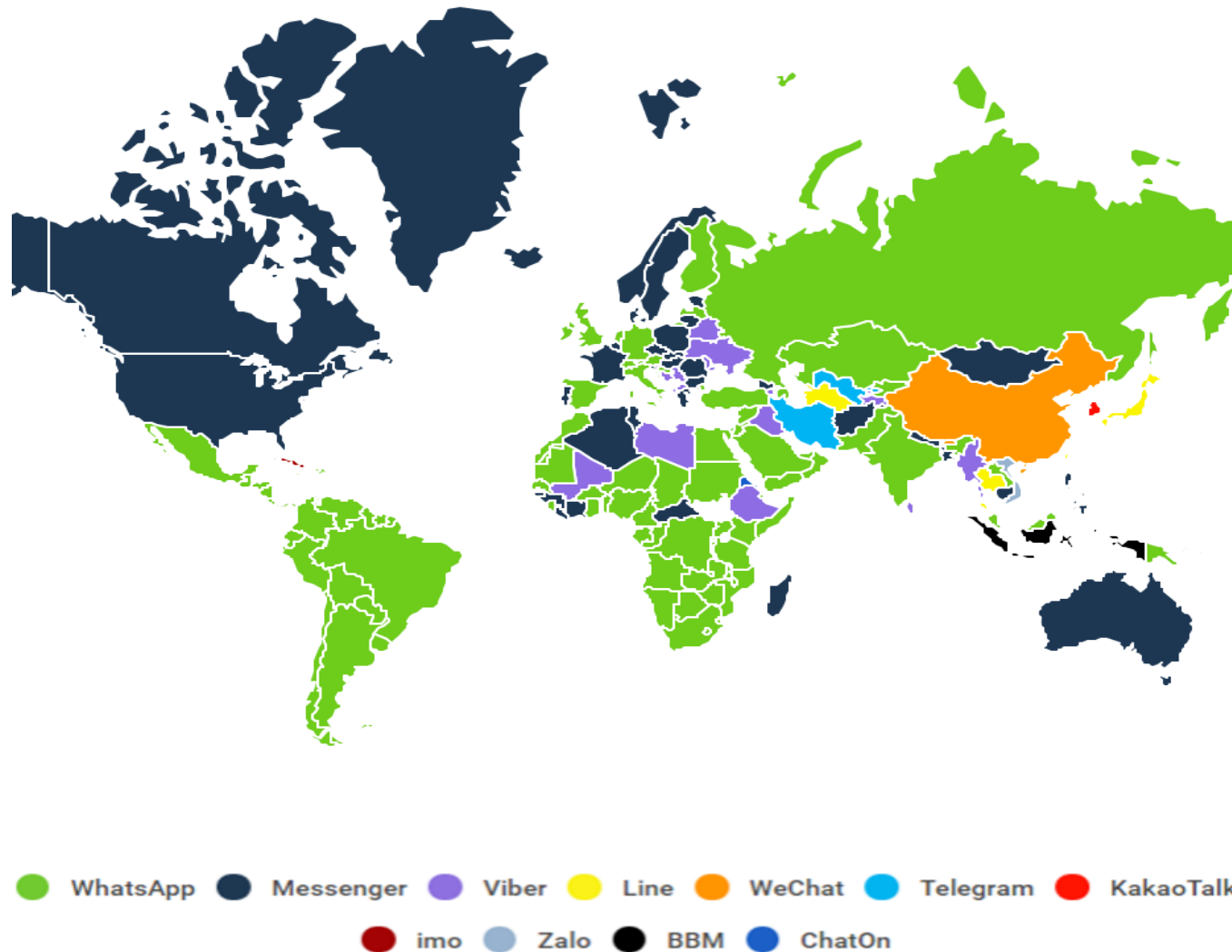
Odnoklassniki

Twitter

Facenama

Most Popular Messaging App in Every Country

(Android App Data: April 2016)



Source: <https://www.similarweb.com/blog/worldwide-messaging-apps>

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**What is social media to
you?**

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Thank you

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Thoughts and provocations

Medicines communication using social media – how do we get it right?

- Is information controllable?
- How do we deal with information overload?

Can social media impact medicines use, stakeholders' interactions and decision making?

- Why should they listen to you? Do they even know who you are?

Is social media enabling medicine-related data gathering?

- They say that 'if you're not paying, you're the product'.
- Do privacy concerns become more acute when personal health/medicine is involved?