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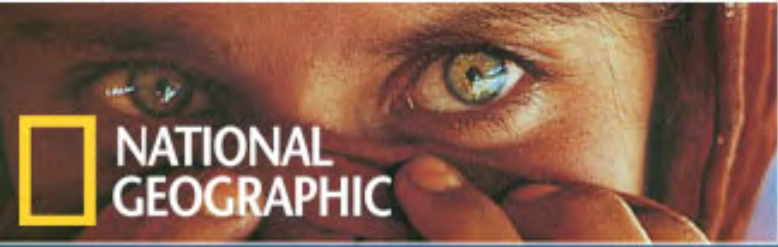
“The world of the 21st century is a park in which everyone is a gardener”: Transparency, mass media, social media and IT for information exchange and public education.





The world is a park and everyone is
a gardener--
the use of social media in this new era

John Francis
Vice President
National Geographic Society



NATIONAL GEOGRAPHIC LIPNJI 2009

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HRVATSKI

KRAJOBILJA hrane?

DERVISI
ARAPSKI KRŠČANI • FINSKI PARK OULANKA • RJEČNI OUPINI

ISSN 1525-2082

המגזין הלאומי הגאוגרפי - גיליון מס' 128 • יוני 2009

NATIONAL GEOGRAPHIC

כיצד נאכל את כל תושבי כדור הארץ?

התבוננו במגוון העולמי של המזון

התבוננו במגוון העולמי של המזון ובמגוון התזונה
דלדלתי בהנהגת עמ
סיפור במגוון המערות
מלאי שמורת טבע צמחית

NATIONAL GEOGRAPHIC • GIUGNO 2009

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MAIGGIO IN ITALIA

CAMPI E LEVRETTI

LE 4,50

GIUGNO 2009

NATIONAL GEOGRAPHIC

ITALIA

REPORTAGE ESCLUSIVO

Cibo

Emergenza globale

LE DOLFINI ROSA DELL'AMAZZONIA
ARABI CRISTIANI
SEMPRE PIÙ SOI
LE PROFONDEGGI DEGLI STATI UNITI

NATIONAL GEOGRAPHIC • GIUGNO 2009

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NATIONAL GEOGRAPHIC.COM/KR | 2009년 6월

NATIONAL GEOGRAPHIC

내셔널 지오그래픽 한국판

도시의 지붕에 자연을 입히다

식량 위기

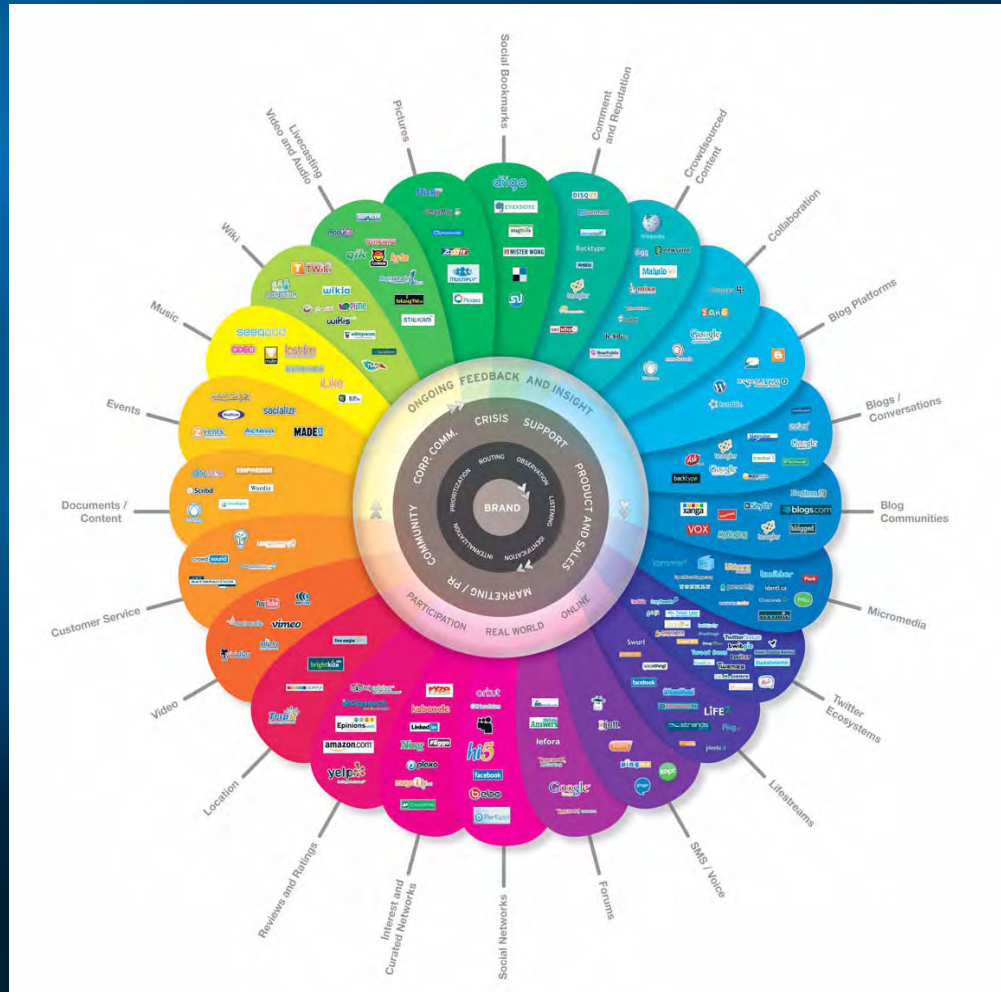
이기 데미드 화석 2 | 멸종종을 이렇게 복제한다 24
장고리를 찾아서 28 | 북극에 영유권 분쟁 36
장수거북의 강인한 생명력 40 | 유대 노랑새 (반주새)

NATIONAL GEOGRAPHIC • 2009년 6월

ISSN 1525-2082



What is social media?



Source:
Brian Solis and JESS3,
theconversationprism.com



Social media industry trends

- Social networks and blogs are now the 4th most popular online activity ahead of personal email.
- Member communities are visited by 67% of the global online population.
- Americans spent 17% of all their Internet time using social networking sites. This was nearly triple the time spent a year ago.
- 23% (2 million people) of UK mobile web users visit a social network through their handset, compared to 19% in the US (10.6 million people).
- Worldwide people spend almost 6 hours a month on social media sites like Facebook and Twitter, an 82% increase over the year.

Country	Activity	Access	Users
USA	Person icon	44.2%	92.1m
	Facebook icon	42.6%	79.2m
	Blog icon	15.3%	23.5m
	Mobile icon	12.8%	17.6m
	Tablet icon	7.0%	10.7m
UK	Person icon	42.6%	15.9m
	Facebook icon	38.2%	15.7m
	Blog icon	11.5%	2.4m
	Mobile icon	8.4%	5.5m
	Tablet icon	5.3%	4.6m
Italy	Person icon	35.8%	7.6m
	Facebook icon	43.3%	9.1m
	Blog icon	20.9%	4.4m
	Mobile icon	19.4%	4.1m
	Tablet icon	12.3%	2.6m
Germany	Person icon	32.7%	13.9m
	Facebook icon	31.6%	13.4m
	Blog icon	8.5%	3.6m
	Mobile icon	10.0%	4.3m
	Tablet icon	5.7%	2.4m
China	Person icon	27.3%	53.2m
	Facebook icon	60.3%	117.7m
	Blog icon	28.7%	55.9m
	Mobile icon	46.0%	89.7m
	Tablet icon	21.3%	41.5m
India	Person icon	57.5%	20.1m
	Facebook icon	63.9%	22.4m
	Blog icon	36.2%	12.7m
	Mobile icon	34.0%	11.9m
	Tablet icon	24.0%	8.4m



Upload photos online



Uploaded a video online



Manage a social network profile



Written your own blog



Use a micro-blogging service

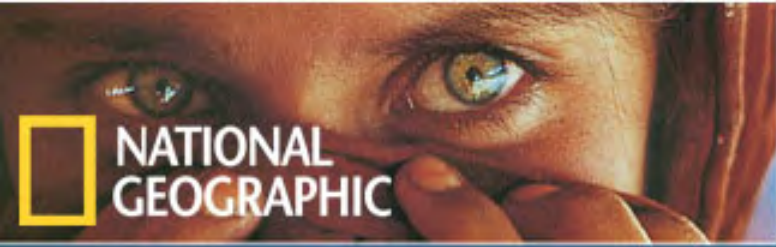


By the numbers: YouTube

- If YouTube were a country, it would be the third most-populated place in the world
- 20 hours-worth of video is uploaded to the site every single minute
- comScore recently announced that the site had surpassed 100M viewers in the USA alone. They also reported that this US audience consumed over 6B videos at the beginning of this year
- According to Youtube themselves, over half of users visit the site at least once a week

The screenshot shows the YouTube homepage with the following sections:

- Spotlight: L.A. Fire Footage**: A section featuring four videos about fire footage from Los Angeles, including 'Station Fire Time Lapse Sunset', 'Station Fire plume timelapse, Au...', 'La Canada Flintridge Station Fire...', and 'Los Angeles Wildfires Sunset'.
- Featured Videos**: A row of four featured videos including 'Chinese Guy goes to Chinatown', 'THE DEATH GAME!!!!', 'Emily Osment - "All The Way Up"', and 'Happy Tree Friends - Hole Lotta'.
- Most Popular**: A grid of popular videos categorized by:
 - Entertainment**: 'CRAZY STICKER FACE! (8/30/09-179)' by SHAYDRAUDS.
 - Music**: 'I wear a coat ("I'm on a boat" parody)' by jollysaints23.
 - News & Politics**: 'Hitler finds out Americans are callin...' by moogique.
 - Film & Animation**: 'Bakugan: New Vestroia Episode 21 [1/3]' by TeamDude7.
 - Sports**: 'WWE RAW 8/31/09 PART 1/12' by TeamRatedBKOve.
 - Howto & Style**: 'Nouveau Électrique (U.W.Y.H. #5)' by penkude.
 - Comedy**: 'THE DEATH GAME!!!!' by ShareDeweyTV.
 - Gaming**: 'Island of Hobbe - World of Warcraft' by wowhobbe.
- Most Viewed** and **Top Favored**: Sections at the bottom of the page.
- Right Side Navigation**: Includes 'Create Account or Sign In', 'Subscriptions', 'History', 'Upload', and a large video player for 'WHIP IT IN THEATERS OCT. 2'.



By the numbers: Facebook

- Facebook has more than 400 million active users, 50% of which login at least once each day.
- More than 5 billion pieces of content (web links, news stories, blog posts, photos, videos, etc.) are shared each week
- The average user has around 130 friends and spends 55 minutes on the site per day
- Every single month, more than 3 billion photos are uploaded to the site
- More than 30M active users accessing the site through mobile devices; mobile users are almost 50% more active than non-mobile





By the numbers: Twitter

- More than 50 million tweets are sent per day; more than 600 tweets per second
- According to Sysomos, 5% of Twitter users account for 75% of all activity and that 72.5% of all users joined during the first five months of 2009
- Sysomos also found that over 50% of all updates are published using mobile and Web-based tools, other than Twitter.com's own website
- Hitwise recently reported that one out of every 350 website visits in the UK is via Twitter, but barely 5% of users currently go to an online retail service through the medium

The screenshot shows the Twitter homepage interface. At the top, there's a navigation bar with 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out'. The main content area is titled 'What's happening?' and shows a list of tweets. The first tweet is from 'aprilisms' about indie music. Other tweets mention 'Apple iPad', 'The Whitlams', 'The Nikkei Newspaper', and 'SistaSuga'. On the right side, there's a user profile for 'rmmidc' with 1,680 followers and 2,273 following. Below the profile, there are sections for 'Home', 'Direct Messages' (607), 'Favorites', 'Retweets', 'Saved Searches', 'Lists', 'Trending Topics', and 'Following'.



Creating campfire moments

- Define our object; keep iterating
- Define our verbs; share, rate it, comment, et cetera
- Make the objects shareable, actionable
- Turn invitations into gifts; grow network by creating value
- Facilitate and participate in the exchanges and conversations

facebook Home Profile Friends Inbox Robert Michael Murray Settings Logout Search

FOR EVERY PAIR YOU PURCHASE, TOMS WILL GIVE A PAIR OF SHOES TO A CHILD IN NEED. ONE FOR ONE

TOMS Shoes VGBS just told us all of their hilarious stories from the past weeks. Really going to miss them!! Hope u all have a great Memorial Day Wkend!! [View Photos](#)

Wall Info Sites Boxes Photos Events >>

Write something... [Share](#)

[Filters](#)

Eyezon SowetoMc Got me two perrr's bless-up
12:19pm · Comment · Like · Report

Bailey J
11:42am · Report

Damian Acosta un maestro!!!
4:17am · Comment · Like · Report

Catherine Von Bechtolsheim Hi Blake, I've been doing worldwide Humanitarian work for clsoe to 30 years now, and your project is what I'm looking for, really get behind ...in many facets.... for the next chapter of my life! I have both field experience and was a lobbyist,and experience in the 501C3 world. Excellent fundraiser! Saw the Scanadanavian Interview ...great! Have posted your site on my website...as I've lived in Europe most of my life! Someone please let me know how to take this to the next level!
Thanks Catherine von Bechtolsheim
11:58pm · Comment · Like · Report

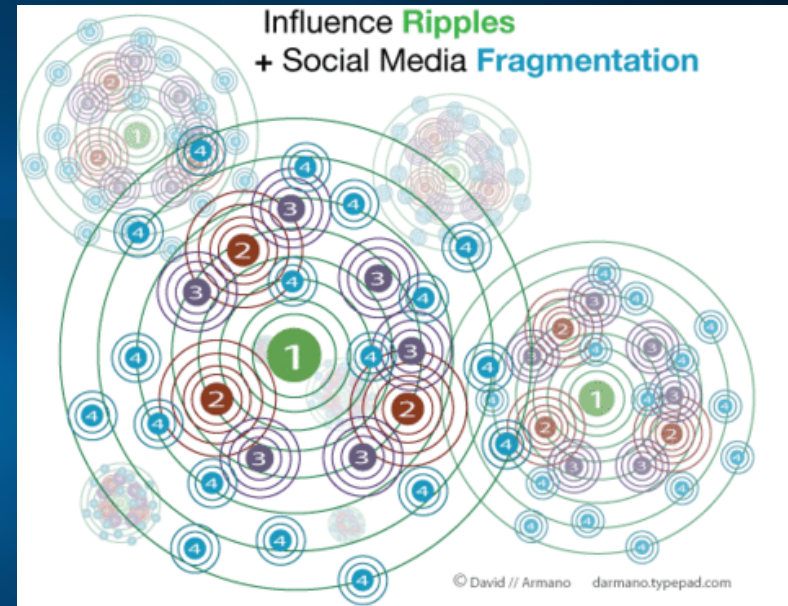
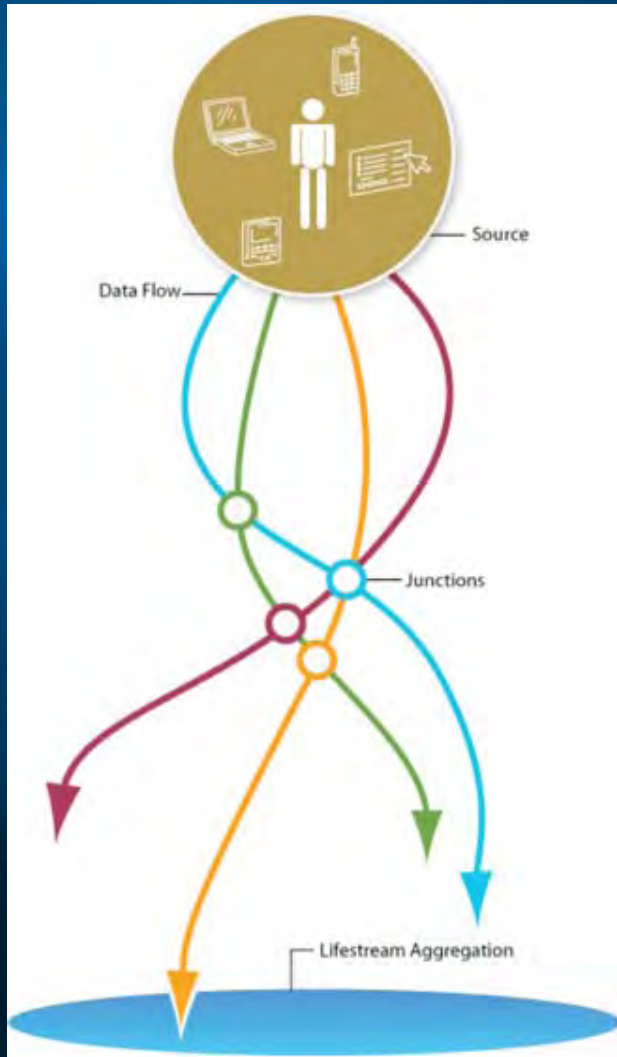
Suggest to Friends
Add to my Page's Favorites
View Updates
Subscribe via SMS

For every pair you purchase, TOMS will give a pair of shoes to a child in need. One for One.

Advertise
Give a Gift
The "Tree Frog" gift is available now in the Gift Shop.
More Ads



Lifestreams and influence



Social Media, similar to traditional media is experiencing **fragmentation**.

There are **multiple networks** in which user generated content can be shared, distributed and disseminated.

A ripple is formed each time content is **distributed**. Many small ripples can lead to larger ones. **Both have value**. Larger ripples are fewer in number but greater in reach. Smaller ripples can be greater in number but more **targeted**.

- 4 Level 4 Ripples**
distribution through individuals (e-mail lists, etc.)
- 3 Level 3 Ripples**
distribution through "closed" networks (Facebook, MySpace, etc.)
- 2 Level 2 Ripples**
distribution through "open" networks (blogs, sites, feeds, widgets etc.)
- 1 Level 1 Ripples**
distribution through mainstream media outlets (digital + analog) (press, influencers, etc.)



Center for Sustainable Destinations



Map Guides



Geotourism Charter

- Norway
- Honduras
- Romania
- Cook Islands
- Guatemala

New! Geotourism Agenda Announced at Clinton Global Initiative

- Read our entire [Commitment](#)
- To Start: [Ashoka's Changemakers Competition](#)

Guatemala and Rhode Island Sign Geotourism Charter

- [World Heritage Destinations—94 Places Rated](#)
- [Arkansas Adopts Geotourism Legislation, State Legislation, \(March 2007\)](#)
- [Crown of the Continent MapGuide project launched](#)
- [More articles](#)

Rhode Island Governor Donald Carcieri (left) jokes with CSD Director Jonathan Tourtellot while signing the Geotourism Charter.

Clinton Global Initiative

PROTECTING THE TRAVEL EXPERIENCE

DESTINATION WATCH

By Jonathan B. Tourtellot

Hope in the Inca Heartland

Peru's Machu Picchu and nearby Sacred Valley face surmountable challenges.

Destination Watch



Grab your water gear and join the
National Park Service
and
National Geographic
for the Biscayne National Park

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BISCAYNE NATIONAL PARK

APRIL 30 - MAY 1, 2010

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