



media**badger**

RESEARCH REPORT

// 2011

*SOCIAL MEDIA,
CITIZENS AND THE
KEYSTONE XL
PIPELINE*

PUBLIC POLICY PRACTICE //

DECEMBER 2011

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1.0 RESEARCH OVERVIEW

THE IMPACT OF SOCIAL MEDIA

The Purpose of this Research Paper

Did the use of social media technologies by Canadian and American citizens play a role in the recent push for the Keystone Pipeline? If so, to what extent? This paper looks at how social media were used by citizen groups and stakeholders such as government and industry. We attempt to understand the role and impact these new communications tools may or may not have had in this initial phase of the proposed development of the Keystone XL Pipeline

Why It Is Important to Understand

No longer are social media services such as Facebook, Twitter or blogs just places of entertainment or brand marketing. Increasingly, citizens are using these tools to organise, share and collaborate on issues of public policy and corporate social responsibility - from neighbourhood groups connecting to build a community hall to sparking and organising democratic revolutions. Companies and organisations that ignore the impacts and potential of these sophisticated (and often free) tools, may fail to seize opportunities and mitigate risks.

It's Not Just Kids Using Social Media

The perception that just youth and children are using social media is a dangerous one. The fastest growing demographic for Facebook is 55+. The average age of

a Twitter user is 37. The advent of tablet devices such as iPads and SmartPhones like the iPhone and BlackBerry enable more people to not only connect, share and organise faster, but also to create text, audio, image and video content - and deliver it to multiple media platforms instantly at the press of a button. Communication costs have never been lower and their reach so wide.

The Keystone Pipeline

The Keystone Pipeline is a system designed to transport synthetic crude oil from northern Alberta's Athabasca oil fields in to multiple destinations in Texas for final refining. The issue first became publicly introduced in a significant manner in 2008 and became contentious in 2010 through 2011. In November of 2011, the two phase development of the pipeline came to a halt as a final decision was postponed into 2013. The issue became politicised and has been the subject of numerous law-suits and severe criticism by environmentalist groups and general citizens.

Keystone XL & Social Media

Our research will show that social media were a primary communications tool used by opponents from 2008 through to 2011 and will likely continue to play a role.

In-Depth Research

This report does not provide all of the insights and analysis conducted by MediaBadger in regards to Keystone XL. We have simply attempted to illustrate the impact social technologies can have on major public policy discussions across Canada and the United States.

2.0 EXECUTIVE SUMMARY //

2.0 EXECUTIVE SUMMARY

The Impact Was Real

Over 1,500 citizen generated videos, over 35,000 photos, 350,000+ “tweets” across Twitter, 1,800 or more blog posts and thousands upon thousands of citizen comments in news media channels online appeared - all with one goal that crossed international borders - stop approval of the Keystone XL pipeline. The discussion around the pipeline has continued in social media, past Obama’s decision to delay into the broader society. Post Obama’s decision, the story has found legs around the ongoing issues of TransCanada looking to buy property for the extension of the pipeline. The overall discussion of Keystone has been galvanized into a primary topic by citizens in social media heading into the 17th conference on climate change in Durban; evidenced by numerous mentions on Twitter and being associated with the #COP17 hashtag in conjunction with #NOXL. Based on our research we estimate the issue of the Keystone XL project may have been one of the most significant uses of citizen action in social media to date between the USA and Canada. This campaign appears to have achieved a tangible goal.

Citizens and civil society groups made extensive use of social media tools to mount a highly effective campaign against the Keystone XL phase of the Keystone Pipeline. Over 40 different, sometimes interconnected, civil society groups across the USA and Canada coordinated messaging and used social media tools to organise rallies, protests and actions to place political pressure..

We found very little evidence of any engagement in social media channels by businesses associated with or involved in the Keystone XL issue. Nor, did we find indicators that they understood the degree and complexity of the use of these technologies by citizens in Canada and the United States. It would have been a significant challenge as we noted in this research due to a complex web of tools,

messages and engagement by multiple groups and communities. Industry may heed this as a warning call that social media can and are going to continue to have an impact on projects in the extractive resources sector.

Surprising Findings

Through analysing specific social media channels (Twitter and blogs) and commentary on news media sites, we were surprised to find that there is broader public support for the Keystone XL project than would initially be estimated. It is important to note that we exclude known “trolls” and “sockpuppets” (see Glossary at end for definitions) from news media commentary and other social media channels. We make some effort to discount inflammatory comments that are repetitive (often indicating one person pretending to be several people, which is known as “sockpuppeting”) and do not indicate valid communication.

What we found, as can be seen below, is that there is actually broader public support of the Keystone XL project than might have been thought by superficially viewing news media and social media channels.

Action Was The Result

Through social media tools, protest groups were able to coordinate quickly, easily and at almost no cost, public rallies, protests, email campaigns, phone-ins, letters and other actions. These actions quickly indicated to politicians the perceived mood of the general public and provided ample news media opportunities, fueling citizen grassroots actions.



Grassroots Coordination Was Cross Border

As social media have no national boundaries, they enabled both Americans and Canadians to coordinate key messages, share evidence of public actions and build cross-border solidarity. This may be the first time such a significant action was taken by citizens in lock-step between Canada and the United States.

The Power of Perception, Persuasion & Ideologies

Prior to the advent of social media, citizens as groups had to rely on the same limited channels to communicate with the public as industry and government; radio, television and print. It was also much more difficult to “organise” as a group and even communicate within that group. Industry and government have the financial resources to gain traction with news media and to communicate a message via traditional broadcast channels. Civil society groups also faced the hurdle of “responding” to these messages. This is no longer the case.

Issues like Keystone XL are prime examples of how civil society groups can effectively use these new, often free, technologies to persuade an audience and change perceptions. Arguably, there is a common sense of mistrust by the average citizen when it comes to messages from government and certainly with industry.

These tools also enable two-way dialogue and the ability for groups to debate publicly the messages presented by industry, government and news media. Some personalities can gain a high level of influence through tools such as blogs and Twitter. They then become thought-leaders and can change perceptions as much or more than government or industry messaging. Like minded people engaging around an issue in social media can create an “echo chamber”, but influential voices can, and often do, transcend beyond the echo chamber when picked up by news media. The message then spreads into the broader public domain. Citizens can then

respond quickly and become organised in their own communities as a result of the exposure to news media. With regard to Keystone XL, we saw First Nations communities, small civil society groups in towns and areas that might be affected, engaging with large organisations. Prior to the existence of social media, this would have taken great effort with significant costs (mail, couriers, long-distance phone charges etc.)

What we see here is that social media can motivate large and small groups across borders, unite them and play a bigger role than ever before in civil society advocacy.



3.0 APPROACH & METHODOLOGY //

PURPOSE & METHODOLOGY

Purpose //

The purpose of this research project is to examine whether and how social media were used by Canadian and American citizens during the period of July 2008 through to November 2011 around the issue of the Keystone XL pipeline. In July of 2008 is when public discourse in social media began on the Keystone XL issue. This period was chosen to gain an insight into trends as they developed and gain an understanding of the growth of the issue. A central question driving this study is: can citizen use of social media have an impact major public projects?

Methodology //

As with all MediaBadger's research projects, we used our proprietary software, mediaphere360™, and experienced human analysts for verification of the initial findings.

Phase One | Collection

We determined a set of 150 keywords and 45 key phrases in English to help define our search parameters for our specialised search engine. These were later refined as results were collected and collated. Three additional searches were made with refinements, unusable content was dismissed and text was compiled for analysis.

The sample size for analysis was 4,500 people in Canada and the United States and analysis of over 500 videos, 10,000 tagged photo's, 200,000 "tweets" on Twitter and 120 news articles and citizen comments. While this is the final sample size, the volume of overall content was significantly higher and a deeper analysis is viable.

Phase Two | Collation & Validation

In this phase, we begin the collation of "text" for analysis by our software (The Artificial Intelligence

Engine component). Links are verified and "junk" content such as spam and "troll" information is removed.

Phase Three | Analysis & Verification

The AI Engine conducts the text analysis to extract key insights from the vast amounts of information. The links and key notes are passed to the analysis team for verification and cross-checking with a human coding process incorporated. Some third party tools are used to verify certain data points such as age groups, gender, site traffic and identities.

Phase Four | Report

Finally, the report and conclusions are prepared by the team for public release.

This process is the typical methodology used for MediaBadger's client research and analysis reports since 2008. The company has completed over 220 reports for clients in the United States, Canada and United Kingdom. See below for more information.



4.0 KEY FINDINGS //

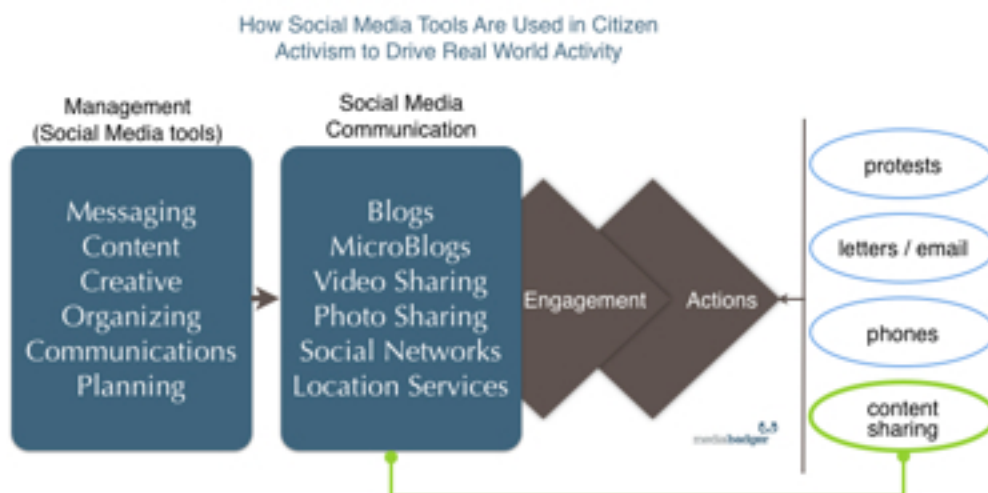
HOW SOCIAL MEDIA TOOLS ARE USED IN CIVIL ACTIONS //

To understand the role and impact of social media technologies in situations like that surrounding the Keystone XL issue, it is important to understand how people use these tools and how those tools translate into actions in the real world. Social media technologies enable the following primary roles; 1) organising, 2) content creation, 3) frictionless, fast communications, 4) coordination and 5) broadcasting to targeted audiences.

The diagram below shows how social media are used by citizen groups to manage themselves, create awareness and drive actions in a coordinated fashion in the real world that results in achieving their aims or driving more actions.

In the Management block, we can see how social media tools are used to manage the administrative functions of the group. In this case they may use email, a Facebook group, Wiki's and other tools, that are a mix of "open" to the public and private. In the second block, Communication, we see how they use the various tools to communicate/broadcast the messages developed as a team. All forms of digital content are used across multiple platforms (e.g. Twitter, YouTube, Facebook, Flickr etc.) Once the content and creative stages have been completed, the process moves to the "Engagement" phase. At

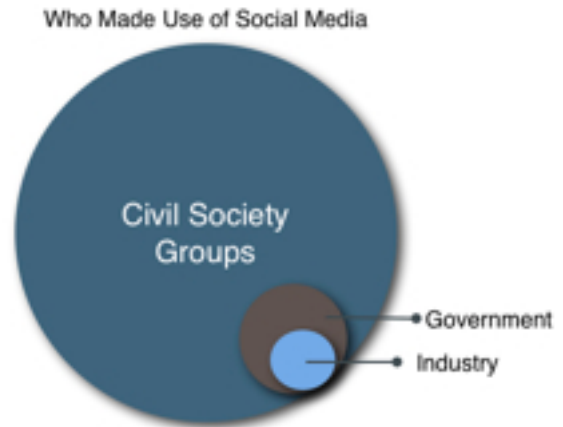
this point, the civil society group enters into dialogue with the general public, answering questions and ensuring the message is consistent, understood by the public and hopefully shared. The Actions show how once the message is out there (e.g. "meet at the town hall, wear your t-shirts and bring signs at 2PM") it can result in a number of real-world activities. The green circle indicates that if an event in public or online piece of content (e.g. video) is successful, the general public shares the results of the activity that took place in public and the feedback communications loop is triggered (the green line returning to the communications block.) Once news media pick up on a story, such as a highly successful public rally, this transitions the story to a broadcast public, usually significantly increasing recognition for the civil society group and expanding its message. Social media are a highly cost-effective route to organising, creating and communicating a mission. Traditional news media then play a vital role in expanding audience attention and driving further public actions. This process was apparent in the citizen activity of Keystone XL as used by citizen groups both for and against the project.



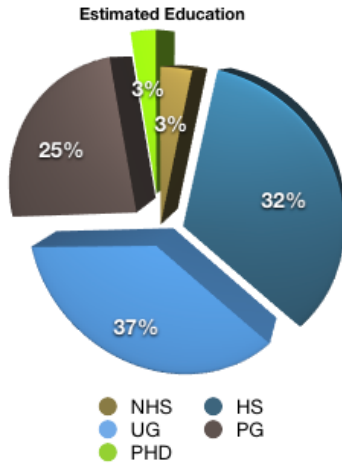
WHO USED SOCIAL MEDIA? //

When we ran the research to look at engagement between civil society, corporations (those involved in Keystone XL) and government, we found little to no presence by industry and not much more by government. It is important to note that unlike usual social media crises where a single company is involved around a single issue or product, this situation was far more complex. Governments and industry would have had a difficult time to stay on top of the issues, let alone map out the multitude of messages and activities taking place. In addition, with so many disparate activist and civil society groups using social media with little to no overall coordination (aside from key messages) it would have represented an even more overwhelming challenge.

It is important to point out as well, that while the overall messaging (e.g. Twitter hashtags) may have been consistent, there was no single controlling entity coordinating activities. The success of social media in the Keystone XL issue was largely due to “organised chaos” from the sheer number of groups involved and the incredible trans-border volume of information being created and shared before, during and after real-world events and announcements. The graphic on the right is meant to provide some visual representation comparing civil society’s engagement online versus government and industry.

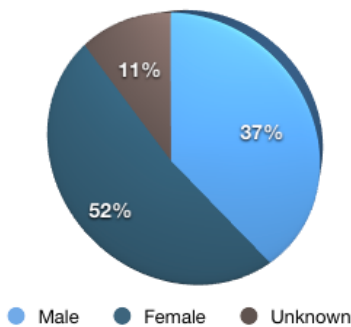


4.1 DEMOGRAPHIC DATA //



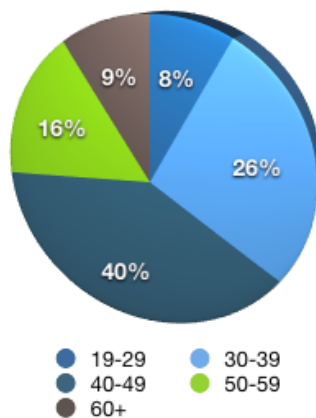
Education is estimated based on a number of criteria; profiles, grammar and spelling in overall messages analyzed. Accuracy is 87% out of the 14,000 text comments analysed. NHS means No High School through PHD for doctorate level. As we can see in this graph, 97% have a high school education or above.

Gender Engagement | Civil Society



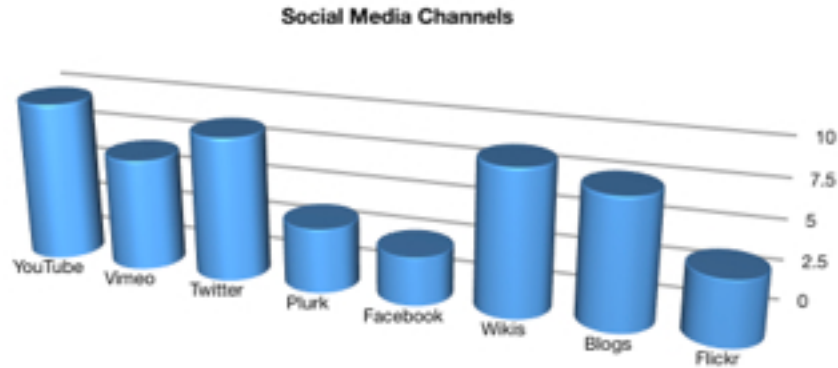
Gender is estimated based on meta-data found in user profiles or other self-identifying information. In the issue of Keystone XL, it has been mostly women who have communicated and discussed the message and issues overall.

Age Groups | Social Media



Understanding age groups is important. It helps define the “type” and form of messages and content. As can be seen here it is mostly the 30-50 demographic that is most concerned with the Keystone XL pipeline issue, not the under 30 segment as may be expected. Accuracy for age groups is +/- 8% out of n=10,000.

4.2 SOCIAL MEDIA CHANNELS //



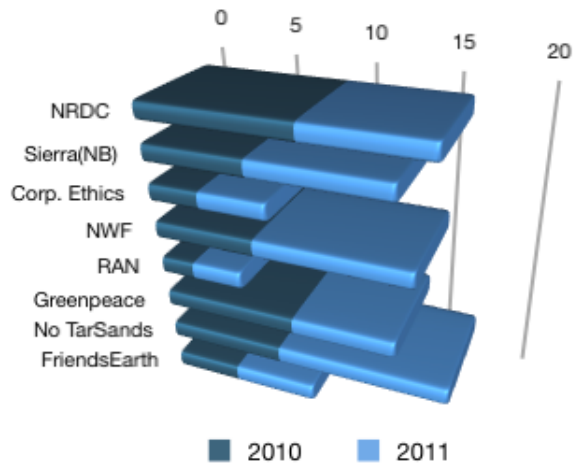
Understanding which social media “channels” have been and are continuing to be used, is critical for ongoing engagement and to monitor actions, activity and trends. In this case, we are only providing insight into the primary social media channels being used based on the results of our findings. We did note that other channels, such as forums, were being used for citizen discussion but the results are not delivered in this public document.

As we can see, YouTube, blogs and Twitter are playing a key role in communicating consistent messages from sharing news media reports and videos to images. Twitter has played, and will likely continue to play, a key role in the ongoing Keystone XL issue. The challenge will rest in understanding the “hashtags” used and the overall insights that can be gathered from these channels. It will be critical for governments and industry to not only “monitor” these channels, but to be able to place context around what is being said, including evolving hashtags and citizen jargon.

Due to the nature of MediaBadger’s technology, we have the unique capability of identifying and picking up communications in channels general social media monitoring tools do not, in addition to being able to trend issues over time.

4.3 GROUPS & CITIZENS //

Engagement in Social Media by Groups | Ranked



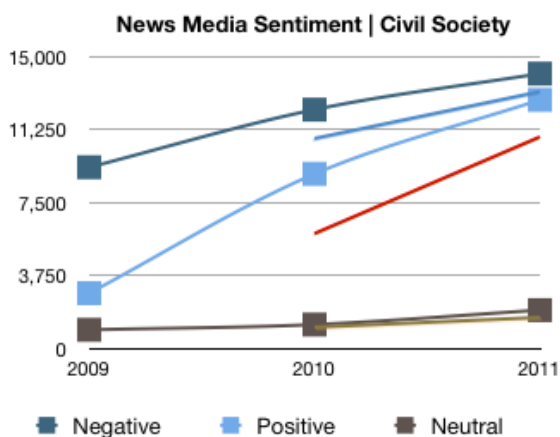
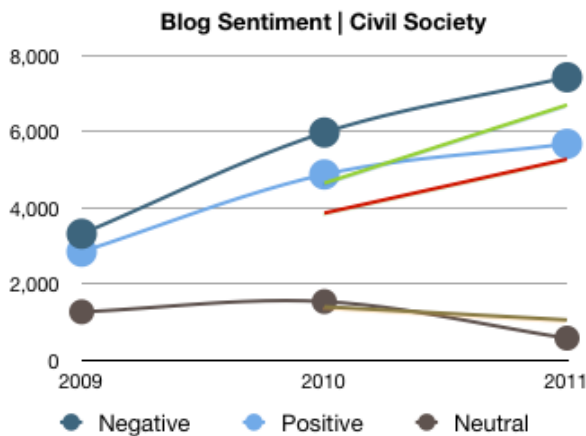
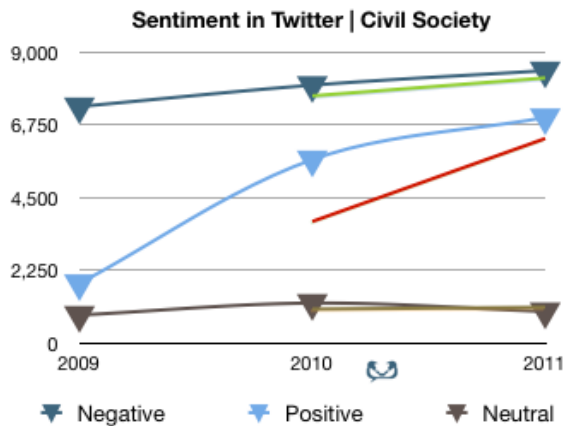
As we can see, the National Resource Defense Council (NRDC) of the USA has been a key driver of citizen activist groups throughout the campaign. The NRDC and TIDES.org (USA) also provided critical financial aid to TIDES Canada and a number of US non-profits provided additional financial resources to Canadian operations from local to regional and national*. The second most active group was National Wildlife Federation followed by No Tar Sands, a Canadian and US group.

While our research indicated over 40 Non-Profit Organisations (NPO) active in the fight against the Keystone XL pipeline project, the majority of effort and funding resided in the United States. Also, there are indications that significant funding found its way from the USA into Canada in support of programs that were against the Keystone XL project as indicated above.

* As noted in the research of Vivian Crouse regarding expenditures by American and Canadian non-profit groups. See, http://fairquestions.typepad.com/rethink_campaigns/ for further information.

4.4 SENTIMENT ANALYSIS //

Casual observers of the issue might suspect supporters to trail off, whereas they actually grow.

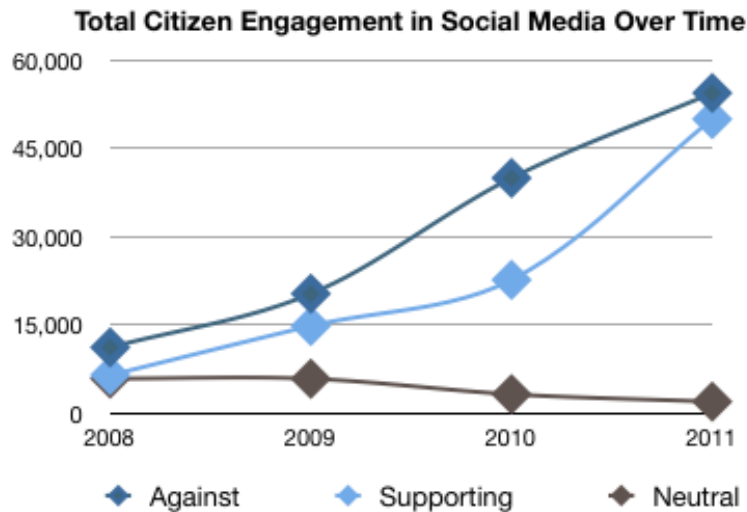


The first key sentiment finding is the consistent strength of negative sentiment around the Keystone XL project over the three year time frame of this study. Since July 2008, negative sentiment has been either the plurality or majority view among those engaged with the issue in social media.

The second key sentiment finding, however, is that the gap between negative and positive sentiment has almost closed over the past year. The moving average (secondary lines) indicates that it is very likely at some point supporters may equal or even surpass those against the pipeline.

By “Civil Society” we mean citizens as a whole, not any particular group(s). We analysed 9,000 Twitter comments (all individuals), 8,000 blog comments and 15,000 comments in news media representatively distributed between the US and Canada accounting for population distribution and geographically ranged for Western Canada and the U.S. mid-west and west. When we reference “news media” we mean traditional news media services (e.g. CBC, National Post, Globe & Mail, US News, CNN and other US news publications) where comments were made by citizens. We accounted for and deleted “trolls” and obvious attempts at a tactic known as “sockpuppeting” through application of our methodologies and software.

4.5 SENTIMENT ANALYSIS //



As can be seen from a sample size of nearly 60,000 comments by citizens across the social media channels analysed, there is an increase in engagement overall by both sides, rising sharply by supporters in 2011. This aligns with the trend we are seeing in supporters of the pipeline becoming more active as the volume and intensity of the discussion increased.

With this trending, the gap between supporters and opponents is closing. As the final decision is now more than a year away, both sides of the debate will need to watch this dynamic closely. For industry and government, they can gain clearer insights into the messages both opponents and proponents are using to drive civil actions such as protests or legislative approvals. For opponents, this trend may suggest that existing tactics and messages need to be reviewed in light of the opposition's slowing momentum.

These data, in conjunction with the sentiment graphs, also raise the issue of what impact social media are having, if any at all, with regard to Keystone XL? Did they help to shape the opinions of either side, even polarise those opinions? Did social media contribute to larger street protests than would have formed otherwise?

5.0 LINKS & CONCLUSION //

5.0 Conclusions //

Since its emergence as a public issue in mid 2008, the Keystone XL project has triggered a remarkable public dialogue and debate, with supporters and opponents both adopting a number of tools and tactics to achieve their objectives. This study has found that both sides of the debate utilized (and continue to do so) social media tools in their efforts. Opponents of Keystone, however, appear to have embraced social media earlier and (perhaps) more effectively than the project's supporters. It is possible to suggest that this fact was a contributing factor in the Obama Administration's move to delay a final decision until 2013; a decision claimed as a victory by opponents.

However, it is also important to point out that the proponents, or supporters, of the project gained momentum and by the end of the study period were closing the gap with the opponent group - whose numbers remained more constant during the whole study period.

Also, as evidenced by our research, the issue has migrated into other environmental issues/debates such as the Climate Change Conference currently taking place in Durban, South Africa.

There is little doubt that Keystone XL project will remain a key part of the agenda for many civil society groups into 2013 when the issue will again enter the public mainstream awareness.

Key Insights

- Interestingly, it was citizen interest and concern on one side or other of this issue in a trans-border fashion that grouped people, rather than their passports or national identities.
- The negative sentiment, and those holding this position, have dominated the debate. This view has been a plurality or majority viewpoint consistently over the study's time frame.
- However, perhaps counterintuitively, we have seen a significant increase in the proponents'

engagement, suggesting they could possibly overtake opponents in terms of numbers and intensity of sentiment in social media.

- Social media not only allow large players such as governments, industry and organised, national-level groups (usually represented by urban populations) to engage politically, but they also enable smaller communities and local civil society organisations direct involvement in the debate.
- Finally, we conclude that social media have played a pivotal role in organising, communicating and engaging in the motivation and actions of the general population. Governments and industry on both sides of the border should embrace social media's role or risk surrendering a measure of influence over the process.

The key question then is, are social media changing or shaping peoples opinions? If so, how can we identify the factors that bring about public engagement on controversial issues?



Links and References //

FairQuestions.com a resource showing how U.S Funds moved into Canada to support anti-Tar Sands and anti-Keystone protests and activity:

<http://fairquestions.typepad.com>

Other Links

Some key links to civil society groups that played a key role in the Keystone XL opposition;

TarSands Action

<http://www.tarsandsaction.org/>

(US based)

YouTube: [http://www.youtube.com/user/](http://www.youtube.com/user/StopKeystoneXL?feature=mhee)

[StopKeystoneXL?feature=mhee](http://www.youtube.com/user/StopKeystoneXL?feature=mhee)

Flickr: <http://www.flickr.com/photos/tarsandsaction/>

Council of Canadians

<http://www.canadians.org/>

Twitter: @councilofcdns

YouTube: [http://www.youtube.com/](http://www.youtube.com/councilofcanadians)

[councilofcanadians](http://www.youtube.com/councilofcanadians)

Natural Resources Defense Council

<http://www.nrdc.org/>

Twitter: @nrdc, @NRDCSwitchboard,
@SimplstepsNRDC

YouTube: <http://www.youtube.com/NRDCFlx>

Facebook: nrdc.org

Video (as an example):

<http://www.youtube.com/watch?v=xNpQ2nTUYkU>

TIDES Canada & US

(\$100M in assets)

<http://www.tides.org/about/>

Twitter: @TidesCommunity

Some of the Twitter Handles Actively Engaged:

@EnergyTomorrow

@Senate_GOPs (support)

@TheTeaParty (support)

@rethinkalberta

Canadian News Media

National Post

Globe & Mail

CBC

USA News Media

US News

Fox News (pro Keystone XL)

NY Times (Unbiased)

Wall Street Journal

Time Magazine

Washington Post

Overall, MediaBadger ran text analysis on 52 independent news services from local to state/provincial and national to assess news coverage.

NOTES:

MediaBadger has not included additional links to online resources as this is a public research document.

Report Sponsorship:

We note that no firm, government department, agency, lobbyist or other group retained the research services of MediaBadger for this report. The report is entirely independent of any paid resource.

6.0 ABOUT MEDIABADGER //

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The only company of its kind in Canada, MediaBadger leads the way for in-depth research and analysis of citizen and market issues in social media and the Internet. MediaBadger is a leading research and insights firm that has developed a proprietary technology that enables it to collect and analyse vast amounts of information from online sources including social media, public databases and the Web as a whole.

The firm operates two core practice areas; public policy and market research. The public policy practice focuses on issues of domestic and foreign policy for governments, IGO and NGO clients. The private sector practice focuses on market analysis and insights for businesses in the areas of tourism, public and investor relations and corporate social responsibility.

Clients Include:

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Clearwater Seafoods

SAIC Canada Inc.

ACOA

Atlantic Canada Cruise Association

Portland Maine, Visitor & Convention Bureau

IWK Teen Mental Health Foundation

Dept. of Foreign Affairs Canada

TourismPEI

Conference Board of Canada

Communications Nova Scotia

Dept. of Health Canada

Cardinal Health (USA)

Passumpsic Bank (USA)

Government of New Brunswick

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7.0 GLOSSARY //

7.0 Glossary of Social Media Terminology

Sockpuppeting: This term is used to describe an action in social media where an individual pretends to be multiple people posting across a number of different online services. The aim is to make it seem like more than one person has a contrary opinion to a news story or blog post.

Troll: A term that is used to describe a person who is abusive towards another or is consistently negative in their commentary. Trolls are discounted from analysis because there is usually no or little intrinsic value to their commentary.

Microblog: Describes services such as Twitter, that only allow a limited number of characters to be posted. The limit with Twitter for example is 140 characters. There are over 100 other services like Twitter. We do not define Twitter as a social network.

Social Network: In this instance we refer to a social network as a service like Facebook or Google+ that enables people to connect with others and share various forms of digital content. While Facebook is currently the leading social network, there are well over 300 social networks worldwide. Some are focused on specialty interested (e.g. sailing or golf) while others are more culturally targeted, such as BigAdda.com in India.

Wiki: A software tool designed to enable collaborative management and administration of information in a peer managed method. Example is Wikipedia. There are a number of free wiki tools.

Deep Web: Services that enable people to share ideas and files, often specific websites that include newsgroups and forums. These are not searched by search engines and require special tools to search.

Meme: a “trend” that emerges from a TV show or something someone says online that later represents a “concept”. Example is “bexting” where teens bet on sports using SMS/txt messaging on their mobile phones. Or Clint Eastwood’s famous line “go ahead

punk, make my day” carries an inference of being cool and taking no guff from anyone.

Blogosphere: A term to reference online blogs as a whole.

Blog Storm: A term used to describe when a large number of bloggers write about an issue on thousands of blogs to force an issue to public attention.

Crowdsourcing: Harnessing the skills of professionals or citizens outside the business or organization.

RSS: Really Simple Syndication, ability to subscribe to a blog and have the content appear in your inbox or a special reader.

Newsgroup: Early social media tool that enables people to share “news” and discuss issues.

Forum: Similar to newsgroup, but usually moderated and sponsored by a company.

Blog: Contraction of Weblog, meaning an online type of “journal”. There are over 300 blog platforms and 500 Million blogs worldwide, both personal and professional.

Anonoblog: A blog site authored by a person or persons who don’t publish their name

Video Sharing: Services like YouTube, users can upload their own video and rate videos as well as comment.

Vlogging: Using a video sharing network and recording a video instead of text writing to communicate a message.

Slacktivist: A term used to describe citizens who engage in social media channels to protest an issue, but do not engage in real-world public acts of protest or civil disobedience.

Cyberbia: The term we use to describe engagement on the World Wide Web where people spend time.

Flash mob: Is a group of individuals who gather and disperse with little notice for a specific purpose through text messages, social media or viral emails

Folksonomy: Categorisation taxonomy agreed by democracy rather than by authority. Eg. del.icio.us

Friend (noun): A person with whom you have a mutually agreed connection in a social network.

Friend/Friended (verb): The act of adding a person to your social graph on a particular social network. Eg. “friend me on Facebook”.

Friend List: A user’s personal sub-categorisation of people they see as friends on a social network eg. Co-workers, Current Friends, Clients, Old Friends.

Geotagging: Is the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location.

Groundswell: A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.

Groups: Are collections of individuals with some sense of unity through their activities, interests or values.

Haloscan: A free, easy to use commenting, ratings and trackback service for weblogs and websites, allowing visitors to leave instant feedback. Popular on Blogger sites.

Hashtag: Is a community-driven convention for adding additional context and metadata to your tweets. Similar to tags on Flickr, you add them in-line to your Twitter posts by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag like #followfriday or #FF to aggregate, organize and discover relevant posts.

Hat Tip: A “hat tip” is a public acknowledgment to someone (or a website/service) for bringing something to the blogger’s attention. It is a “thank-you”.

Influencer: A person specialized in a specific subject matter and highly recognized in an online community that has the ability to influence others’ thoughts.

Lifecasting: Is an around-the-clock broadcast of events in a person’s life through digital media.

Lifestreaming: Is the practice of collecting an online user’s disjointed online presence in one central location or site. Lifestreaming services bring photos, videos, bookmarks, microblog posts and blog posts from a single user into one place.

Mashup: Combining two or more web services to create something new. Eg. combining Twitter posts with Google maps to create TwitterVision.

Micro-philanthropy: Donating in small amounts (\$1, \$5, \$10, \$20) via txt or PayPal.

OpenSocial: A technology for deploying the same application across multiple platforms (MySpace, Friendster, Hi5 but not Facebook or LinkedIn.)

Social Action: An interaction on a social network that triggers a story to be posted to a user’s profile. E.g. Toby just added an Ipod to his wish list.

Twitterverse: Akin to blogs and the blogosphere, the Twitterverse is simply the *universe* of people who use Twitter and the conversations taking place within that sphere.

User generated content (UGC): Stands for user-generated content, an industry term that refers to all forms of person-created materials such as blog posts, reviews, podcasts, videos, comments and more.

Viral Loop: The dynamic that encourages me to share a property with my friends.

Viralocity: The number of new users gained for each user. eg. a viralocity of 1 means for each user one new user is gained.

