Two Formulas for Success in Social Media: Social Learning and Network Effects

Title
Two Formulas for Success in Social Media: Social Learning and Network Effects

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Publication Type
Conference Paper

Publication Date
12-2013

Abstract
This paper examines social learning and network effects that are particularly important for online videos, considering the limited marketing campaigns of user-generated content. Rather than combining both social learning and network effects under the umbrella of social contagion or peer influence, we develop a theoretical model and empirically identify social learning and network effects separately. Using a unique data set from YouTube, we find that both mechanisms have statistically and economically significant effects on video views, and which mechanism dominates depends on the specific video type.

Keywords
Social Learning, Network Effects, User-Generated Content, Social Contagion, Social Media

Discipline
Communication Technology and New Media | Databases and Information Systems

Research Areas
Data Management and Analytics

Publication
Workshop on Information Systems and Economics, 19-20 December, Milan

City or Country
Milan, Italy

Citation

Available at: https://ink.library.smu.edu.sg/sis_research/2195

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How does social media affect teens? The Child Mind Institute examines the impact technology has on self-esteem in adolescence and how parents can help. When kids learn to feel good about what they can do instead of how they look and what they own, they’re happier and better prepared for success in real life. That most of these activities also involve spending time interacting with peers face-to-face is just the icing on the cake. Was this helpful? Social media also helps in search engine optimization and increase in rankings of any company websites. Above characteristics are crucially important for any business in today's world. Communication level and engagement of clients go to different levels altogether when you are using this medium. As a marketer a message you may want to deliver to your client base may never be received if the delivery method chosen is not stimulating nor attractive to your target market. Power of Social Media in Today's Marketplace: Social media with its viral videos, blogs and articles, has more than what could be called a healthy turnover of innovative ideas that keep customers occupied and continue to grab their attention.