Does Social Media Have a Role in Federal Statistics?

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YES
Social + Mobile = Disruptive Technologies

- Changes how we share
- Changes how we search and discover information
- Changes how we do work
- Changes who does work
- Changes where we work
- Changes who can have or share ideas
- Changes how ideas are selected
- Changes how we create
- Changes concepts of ownership, privacy, collaboration, incentives, success, innovation, individual, team, communication
Social Media is Here to Stay

“Social media is here to stay. We need to get past the point in which we celebrate it or lament it in order to figure out how to live productively with it.

We need people engaging critically with the dynamics that unfold as a result of a new structure of connecting people.”

- Dinah Boyd, guardian.co.uk
## Changing Business Models - Examples

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- [http://blogs.hbr.org/cs/2012/03/stop_talking_about_social_and_do_it.html](http://blogs.hbr.org/cs/2012/03/stop_talking_about_social_and_do_it.html) - Nilofer Merchant
Impact of Social Media

In 2005, only 5% used social networks such as Facebook and Myspace.

Seven years later, a majority of U.S. adults (53%) use social media.

Check this out:
http://dashboard.digitalinfo.org/
Mobile Access

• 46% of American adults are smartphone owners as of February 2012,
• 11 percentage points increase over the 35% of Americans who owned a smartphone last May.
Consider This

“through the last quarter, I should say, which is just 2 years after we shipped the initial iPad, we’ve sold 67 million. And to put that in some context, it took us 24 years to sell that many Macs and 5 years for that many iPods and over 3 years for that many iPhones.” – Tim Cook
The Social Era
Best Practices & Policies

- HowTo.gov
- Newmedia.hhs.gov
What Works, What Doesn’t?
Resources

Articles and sites

• http://www.huffingtonpost.com/mark-drapeau/should-governments-crowds_b_1342508.html
• http://www.huffingtonpost.com/mark-drapeau/social-networks-for-scientists_b_1282692.html
• http://www.nytimes.com/2012/01/17/science/open-science-challenges-journal-tradition-with-web-collaboration.html?_r=2&pagewanted=all
• http://blogs.hbr.org/anthony/2012/03/stop_inbreeding_innovation.html
• http://www.guardian.co.uk/commentisfree/2012/apr/21/digital-era-society-social-media
• http://www.pewinternet.org/
• http://dashboard.digitalinfo.org/
• http://www.pewinternet.org/topics/Mobile.aspx
• http://www.loosecubes.com/
• https://www.flinc.org/
• http://the99percent.com/tips/7025/
• http://signup.feastorramen.com/?r=http://meshing.it/companies/59753--It-s-Feast-or-Ramen
• http://blogs.hbr.org/cs/2012/03/stop_talking_about_social_and_do_it.html
• http://communicationnation.blogspot.com/2011/02/connected-company.html
• http://blog.yammer.com/blog/2012/04/the-future-of-work.html
• http://blog.yammer.com/blog/2012/03/the-rise-of-the-empowered-employee.html
• http://www.forbes.com/sites/ciocentral/2012/02/09/the-empowered-employee-is-coming-is-the-world-ready/
• http://blogs.hbr.org/cs/2011/05/collaboration_is_a_team_sport.html
• http://bsr.london.edu/blog/post-41/index.html
• Crowdsourcing and challenges –
• http://fold.it/portal/
• http://newmedia.hhs.gov/blog/using_game_mechanics.html
• www.Prize4Life.org
• Rosetta@home - http://boinc.bakerlab.org/ -
NIAID’s Social Media program

• Facebook: 4,558 Likes
• Twitter, NIAID News: 12,354 followers
• Twitter, NIAID Careers: 606 Followers
• Flickr: 37,238 Lifetime Views
• YouTube: 17,302 Lifetime Views; 75 Subscribers; 76 Likes; 24 Favorites
• Added LinkedIn recently: 370 Followers; 249 Impressions of Products and Services)