

# Does Social Media Have a Role in Federal Statistics?

2012 National Conference on Health Statistics  
Wednesday, August 8, 2012

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@OscarTKG

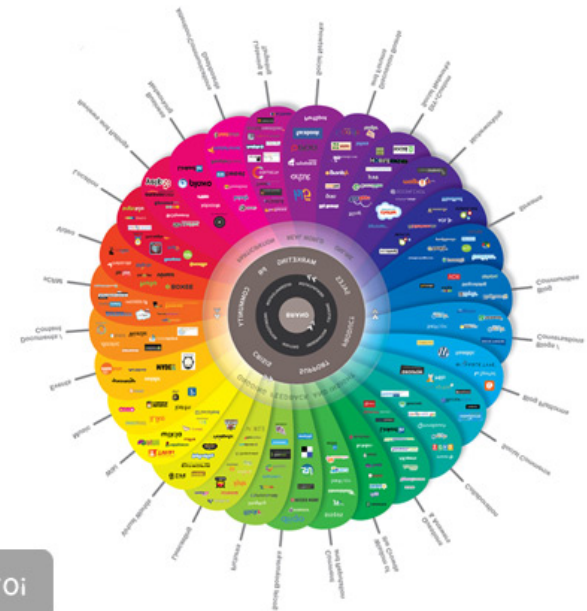
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NIAID/NIH/HHS

**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](http://guardian.co.uk)

# Changing Business Models - Examples

Area	Traditional	Social Era Business Models	Example
HR	Employees	Curators / Co-Creators	Singularity University
Service	Call Centers	Peer Communities	McAfee
Capitalization	A Few Big Investors	Crowdfunding	KickStarter
Product	Mass Production	Custom Production	Desktop Factory
Distribution	Partnership Contracts	Open Marketplaces	Etsy
Supply Chain	Middlemen with Warehouses	User-Driven Production	Lego Factory
Sales	Sales Team Incentives	Customer Love	Evernote
Marketing	Big Budget	Passionate Users	TED/TEDx

- [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.



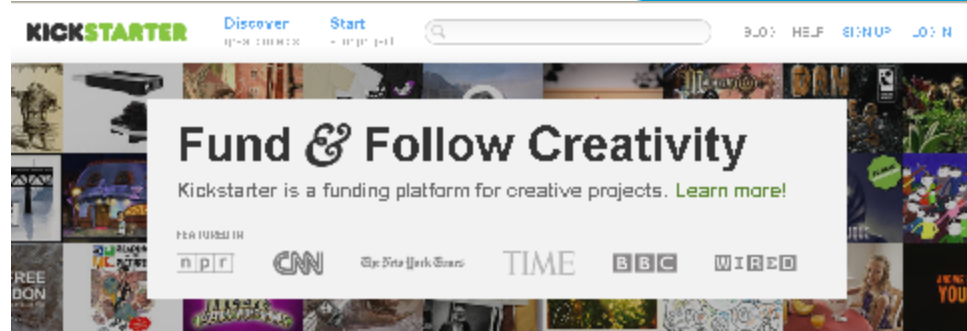
# Consider This

“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

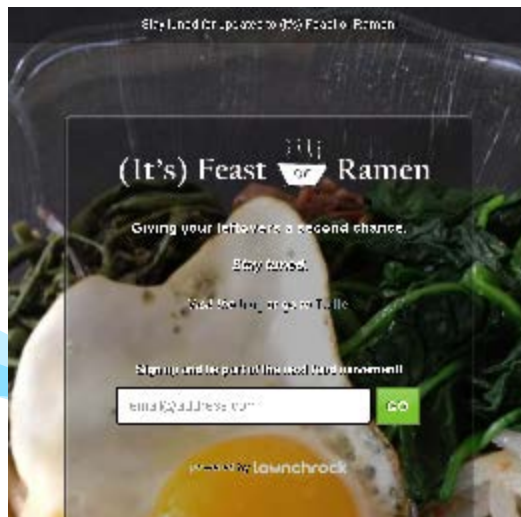




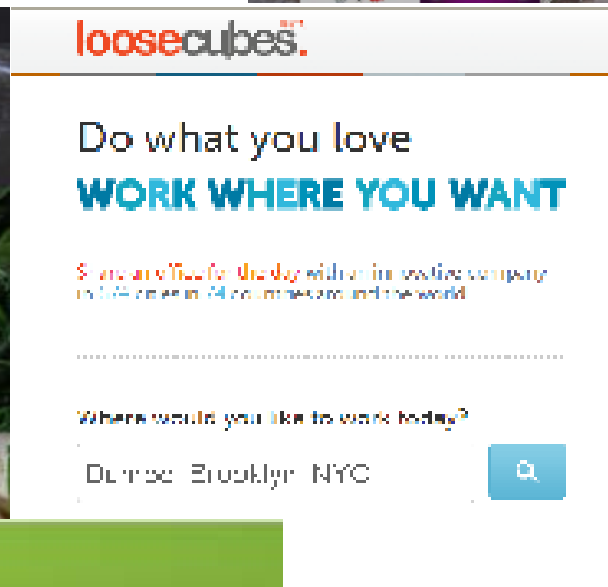
# The Social Era



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The development of... [m.laurent.com](#)  
The creation of... [www.dynamis.com](#) [JDS Innovation](#)

# Best Practices & Policies

- [HowTo.gov](http://HowTo.gov)
- [Newmedia.hhs.gov](http://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/should-governments-crowds_b_1342508.html)
- [http://www.huffingtonpost.com/mark-drapeau/social-networks-for-scientists\\_b\\_1282692.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://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://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://pewinternet.org/Reports/2012/Future-of-Apps-and-Web/Overview.aspx>
- <http://www.pewinternet.org/topics/Mobile.aspx>
- <http://www.forbes.com/sites/ericjackson/2012/04/30/heres-why-google-and-facebook-might-completely-disappear-in-the-next-5-years/2/>
- <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://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://blogs.hbr.org/cs/2011/05/collaboration_is_a_team_sport.html)
- <http://bsr.london.edu/blog/post-41/index.html>
- <http://www.centraldesktop.com/infographics/collaboration-personas-the-9-types-of-collaborators.jpg>
- Crowdsourcing and challenges –
- <http://videocast.nih.gov/Summary.asp?File=16755>
- <http://www.nytimes.com/2012/03/21/science/in-search-for-alien-life-researchers-enlist-human-minds.html?ref=science>
- <http://fold.it/portal/>
- [http://newmedia.hhs.gov/blog/using\\_game\\_mechanics.html](http://newmedia.hhs.gov/blog/using_game_mechanics.html)
- <http://www.forbes.com/sites/sarikabansal/2011/09/28/crowdsourcing-gamers-solve-protein/>
- <http://www.sciencedaily.com/releases/2011/09/110918144955.htm>
- [www.Prize4Life.org](http://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)