



Living with Big Tech, Social Media & AI

Tim Ewbank

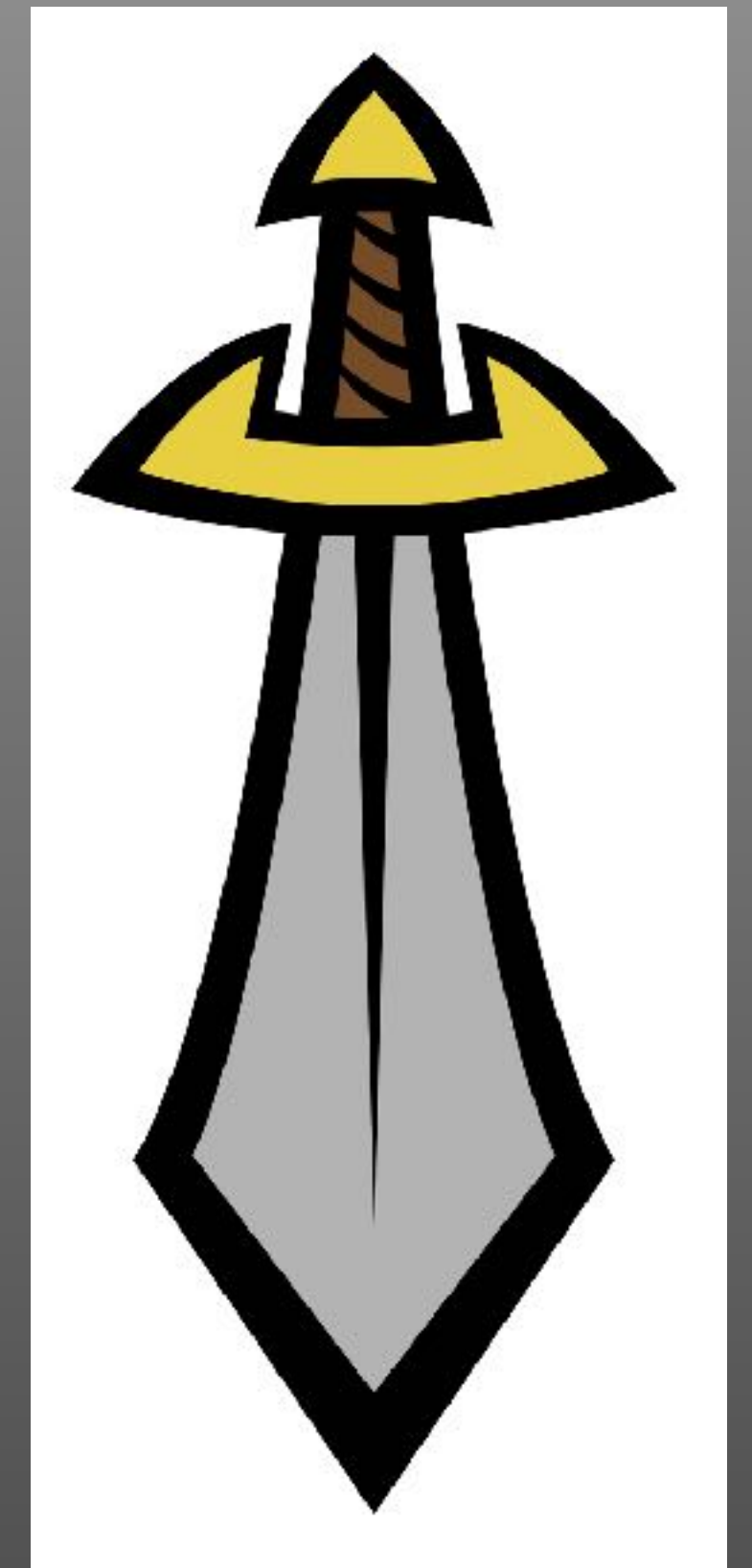
Autumn 2024

My social media experience



- A YouTube
- A WhatsApp
- B Facebook
- B Instagram
- B Pinterest
- B LinkedIn
- C Threads
- C TikTok
- D Truth Social

X/Twitter (cancelled in March 2024)




Objectives of course

- Describe the current global state of social media
- Understand how social media came to be what it is today
- Discuss issues raised by social media usage
- Be aware of current social media & AI regulation
- Explore the fast changing world of AI

Structure of the course

*“To know where we’re going,
we have to know **where we are.**
To know that, we have to know
where we came from & how we
got here”*



Week 5 (3rd December) will be exclusively on AI

Rules of engagement



Please be willing to share your experiences and questions

Bear with me, as the story is every changing, so expect some flexibility in schedule

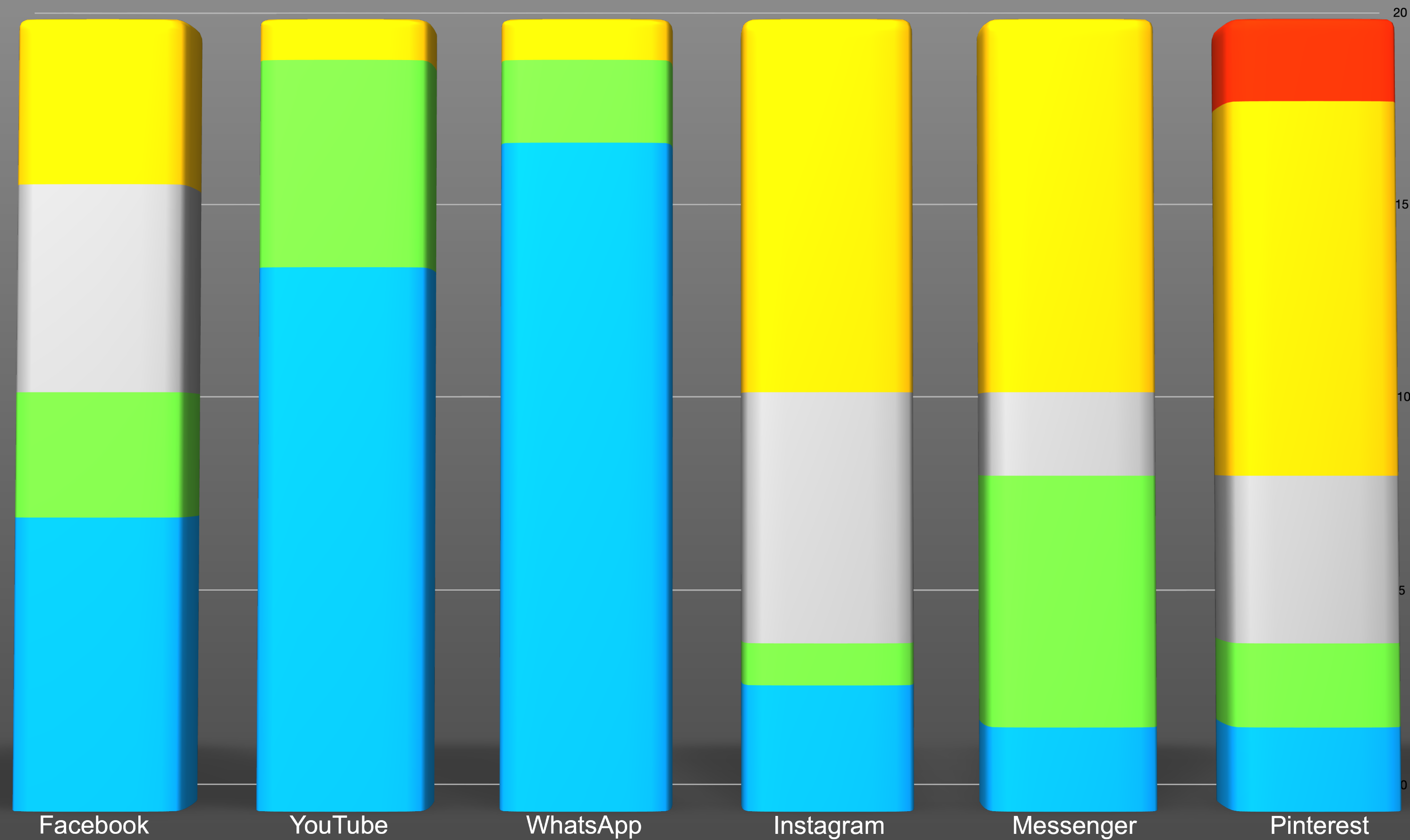
Handling of questions

Slides will be loaded onto my website

Feedback is welcome whenever

Our social media experience most used

■ A. Got it & use it often ■ B. Got it & use it occasionally ■ C. Got it but don't use it ■ D. Not got ■ E. Never even heard of



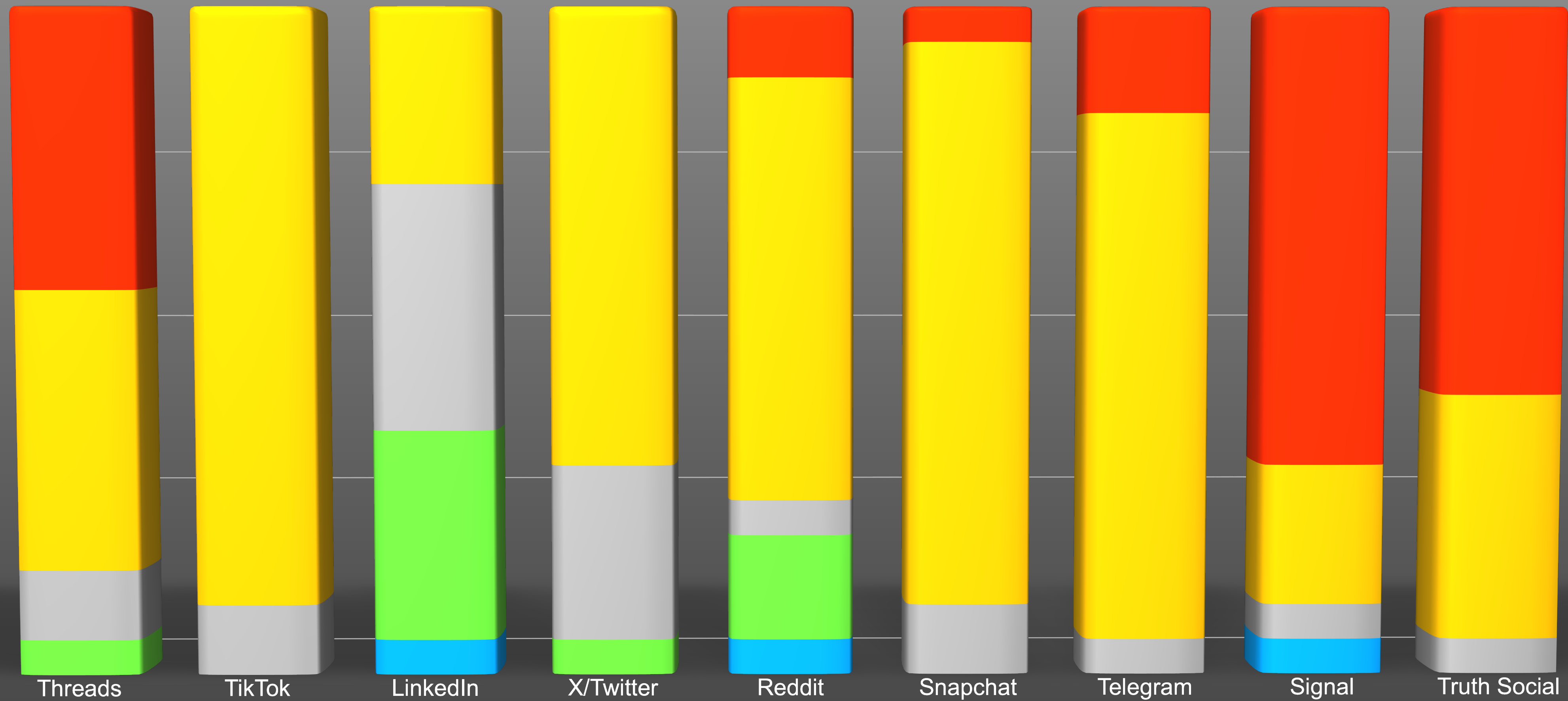
19 responses

Our social media experience

least used

■ A. Got it & use it often ■ B. Got it & use it occasionally ■ C. Got it but don't use it ■ D. Not got ■ E. Never even heard of

20



What I'm going to be doing today painting the social media & AI landscape



Created by DALL-E from prompt "an artist painting a landscape"

What does social media actually do?

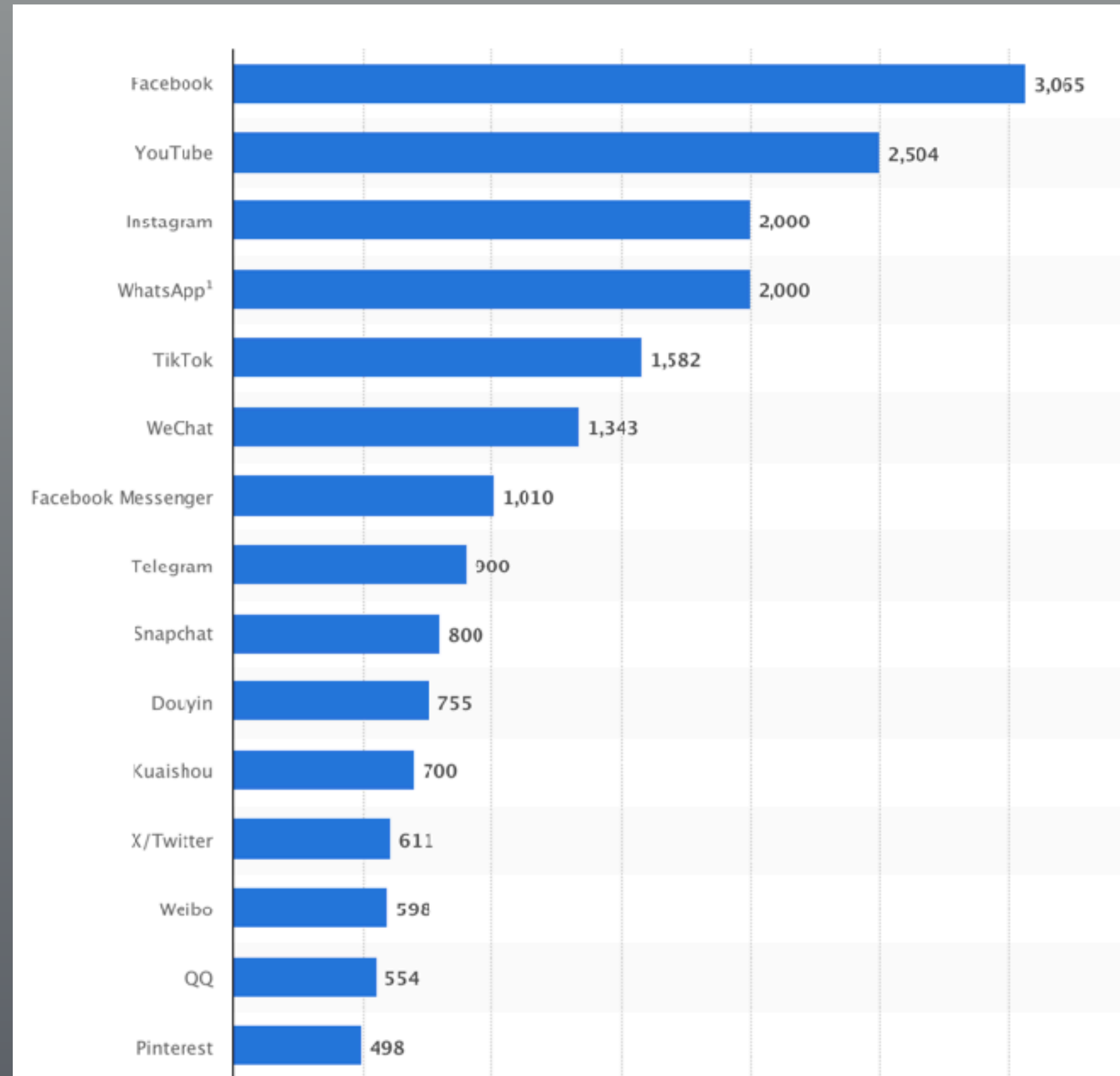
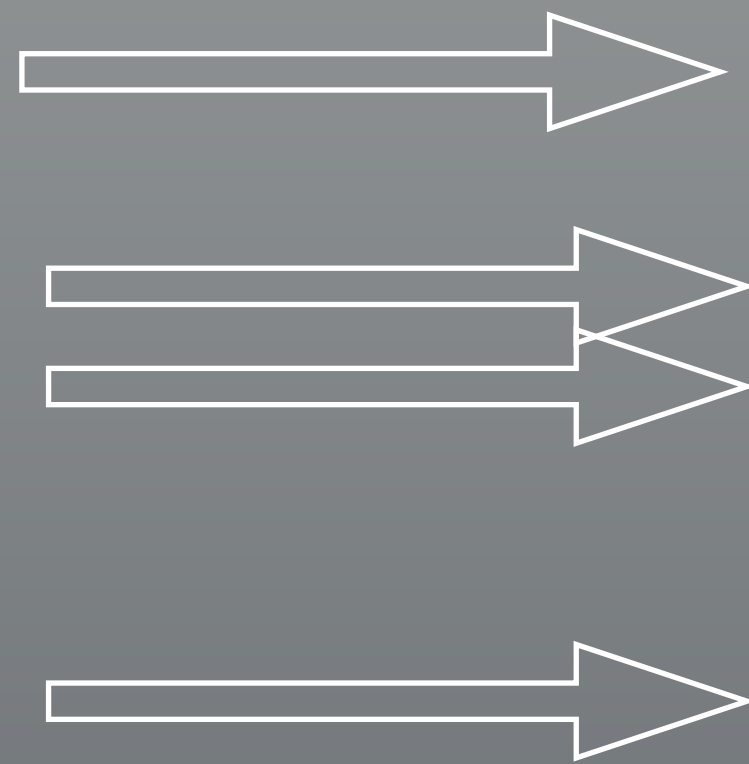
- Social networking ([Facebook](#), [WhatsApp](#), [Reddit](#), [WeChat](#), [Signal](#), [Telegram](#), [Truth Social](#))
- Instant messaging & microblogs ([x/Twitter](#), [Threads](#), [Messenger](#), [SnapChat](#), [Weibo](#), [Tumblr](#))
- Video sharing ([YouTube](#), [Vimeo](#))
- Video microblogs ([TikTok](#), [Shorts](#), [Reels](#))
- Photo sharing ([Instagram](#), [Flickr](#), [Photobucket](#))
- Social bookmarking ([Pinterest](#), [Delicious](#))
- Business networks ([LinkedIn](#))
- Collaboration ([Slack](#), [Yammer](#), [GitHub](#))
- Online gaming ([Fortnite](#), [World of Warcraft](#))
- Virtual Worlds ([Second Life](#), [Metaverse](#))

Who are the main players in social media?



Numbers of users of social media

Numbers of global users, April 2024



Meta owns 4 of 7 largest social media sites by usage
3+ bns user/ month globally

Source: Statista



Facebook, Instagram, WhatsApp & Messenger

Threads & Marketplace (embedded in FB)
Metaverse (abandoned)

2024 revenues predicted to be £157bns, mostly from advertising



Mark Zuckerberg



Sheryl Sandberg



Nick Clegg



Big Tech

aka The Magnificent Seven



TESLA





2024 revenues predicted to be approx \$328 bns
91%+ of internet search market



80% revenues are from advertising



In 2024 found guilty of operating an illegal monopoly in internet search in US & Europe



Artificial Intelligence



Clever software this has been used in specific settings for some years eg medicine,
problem solving

Recently capability has expanded into so called “generative” capability
Chatbots are currently the most popular use of of AI

OpenAI is the dominant company (Chat-GPT, DALL_E & Sora)
Big Tech companies are developing their own AI models,
Apple is the exception

2024 Nobel Prize for Physics & half Chemistry prize went to AI related achievements

Some serious ethical, safety & resource issues

Reporting of events



Skegness War memorial



Hiker saved by FB msg



Malala Yousafzai



Flash floods in Valencia



HIHUB.INFO
Milton Brewery prepares to revive Histon's Rose and Crown | HI HUB
Having sat empty since June 2023, Histon's Rose and Crown is set for a revival under th...

Live streaming of consequential events



Kabul airport August 2021

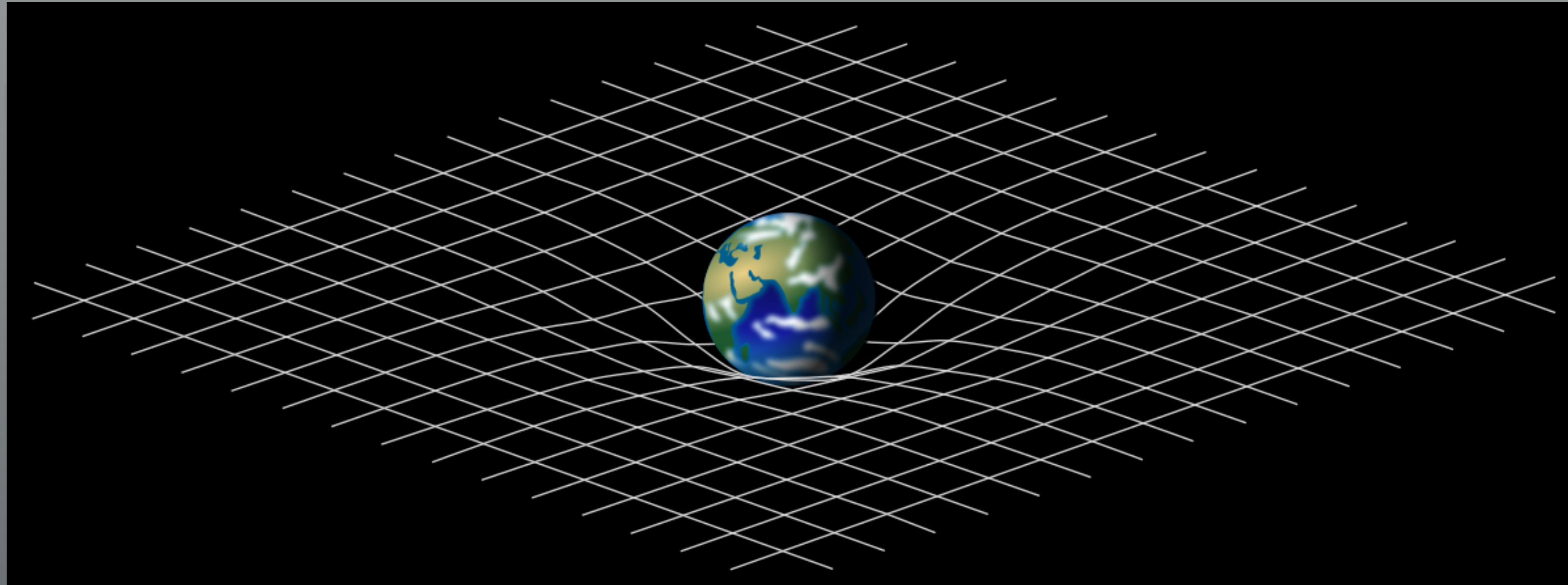


Capitol riot, January 2021



Murder of George Floyd
#BLM

Social media warps space & time



Anything on the planet is visible in realtime
Immediacy effect

Growth of Conspiracy Theories



Disappearance of Nicola Bulley
January 2023



Q Anon



Richard Hall
Claimed the Manchester Arena bombing was a hoax

“You will find the world you seek” somewhere on the internet

Recent example of the impact of social media



Three girls killed in knife attack at Taylor Swift themed dance party
29th July 2024 in Southport, Lancashire


Lead to riots in dozen cities, looting & multiple arrests

Personalised advertising

The data that social media companies is collected on us is sold
Advertisers can micro-target groups or individuals with personalised adverts



Why People Born 1944-1972 Are Drafting Their Will Before End Of October 24
Local Will Finder | Sponsored



London: Born 1953 - 1973? You're eligible for a Free Laser Eye Consultation
Lasik Eyes | Sponsored



News: this unbreakable military watch is delighting seniors this year
Onyxus FitForce K52 | Sponsored

Sample adverts from one of my recent web searches

AI generated deep fakes



Summary of *where we are*



Optional *homework* assignment

Analyse the adverts that get served up to you via social media
Can you work out how they are linked to you?

Age appropriate
Internet searches
Purchase history
Your phone activity
Household appliances

Bonus challenge:

Use Alexa or Siri to search for something completely new.
See if/how long before you see a related advert

Next Week

where we came from & how we got here

It all started so optimistically

the story of what actually happened



How did social media become the digital junk food of our age?

Additional material

Slides from each talk will be on my website:

<https://www.zimbushboy.online/social-media>

Other materials on the website, references to:

Books & articles

Podcasts

YouTube (inc TED Talks) & NetFlix

Novels

Charities, Non-profits & Think Tanks

Wikipedia has a lot about social media & AI with numerous links

The materials lists will be updated, as & when I find additional sources