



## STUDY GUIDE FOR

# **SOCIALNOMICS:**

### **HOW SOCIAL MEDIA TRANSFORMS THE WAY WE LIVE AND DO BUSINESS**

Erik Qualman (2010), *Socialnomics: How Social Media Transforms the Way We Live and Do Business* (paperback edition), Wiley, ISBN-13: 9780470638842.

Exam questions on this book are likely to be based on the questions below. These issues also form part of the basis for our class discussion, but you are encouraged to bring up other issues that you find of interest as well.

Please note that the opinions expressed are those of the author. Some opinions expressed may be somewhat sensationalized and may represent only one side of an issue. You are encouraged to express reasonable skepticism during class discussions.

#### **Chapter 1: “Word of Mouth Goes World of Mouth”**

1. How do the “Word of Mouth” and “World of Mouth” models differ? (pp. 1-2)
2. What is the benefit of having one’s “opinion in digital format?” compared to having it spread by word of mouth? (p. 2)
3. What is “information indigestion,” and what are its implications? How can digital media—which actually create *more* information—help here? (pp. 3-4)
4. How does “investing time in social media” supposedly make one *more* productive? (pp. 6-9)
5. What does the author suggest has been the result of Google’s dominance among search engines during the past five years? (pp. 10-11)
6. How are search engines disadvantaged relative to social media in the face of information abundance? (pp. 7-9)
7. What does the author say about how Tina Fey’s *Saturday Night Live* “Palin Skits” were watched? What are the implications of this? (pp. 13-14)
8. What is the rationale for saying that “Idaho bloggers are better than New York City reporters?” (pp. 18-26)
9. What was involved in the “bacon salt” experience? (pp. 29-30)

#### **Chapter 2: “Social Media = Preventive Behavior”**

1. What did Comcast and JetBlue do with respect to microblogging? (pp. 41-42)

#### **Chapter 3: “Social Media = Braggadocian Behavior”**

1. What does the Nike “Miles” avatar involve? What does it offer? (p. 49-50)
2. What is meant in saying that “social media is [sic] the new inbox?” (pp. 50-53)
3. How do social media allow people to reassess their lives? (pp. 55-56)
4. What does the Facebook “Causes” application involve? What is its significance? (p. 57)
5. What are some concerns about speaking and writing skills today? How is technology implicated? (pp. 58-59).
6. How were the “Diet Coke and Mentos” experiment findings handled? What were likely considerations behind this choice? (pp. 61-62)

#### **Chapter 4: “Obama’s Success Driven By Social Media”**

1. What is the reasoning and background behind the statement that “We should be careful about these zero-sum games where the new media drives out the old?” (p. 65)
2. How did the Obama campaign use social media? (pp. 64-72)
3. How can Google and Yahoo help predict phenomena such as virus outbreaks and new rising stars? (pp. 72-74)
4. How did “Indiana [go] Google Gaga for Obama?” (p. 74)
5. What did the “Straight from Iraq” campaign involve? (pp. 88-89)

#### **Chapter 5: “I Care More About What My Neighbor Thinks Than What Google Thinks”**

1. How can social media be effective in helping a consumer shop for something like a baby car seat? (pp. 92-94)
2. What happened that made “Jarad ... Subway’s almost missed opportunity?” (pp. 102-104)
3. How did TripAdvisor come about, and what strategies did they use? (pp. 104-109)
4. How have methods for evaluating the impact of web sites changed? (pp. 109-110).
5. How can e-book content be monetized? (pp. 113-115)
6. To what extent are e-books likely to displace conventional books? What are some reasons for this assessment? (pp. 114-118)

#### **Chapter 6: “Death of Social Schizophrenia”**

1. What is “social schizophrenia?” (pp. 120-121)
2. What does the case of Psycho T illustrate? (pp. 120-122)
3. What are some problems that may result from the “social transparency” in social networks? (pp. 120-126)
4. What are the implications of “a 140 character world?” How does the “one message” idea fit in?(pp. 126-130)
5. How do social media go beyond Amazon and other existing online vendors in product recommendations? (pp. 130-132)

#### **Chapter 7: “Winners and Losers in a 140-Character World”**

1. What did ESPN experience with its *Fantasy Football Today* podcast? (pp. 136-139)
2. How was *Eagle Eye*, the sponsor of the *Fantasy Football Today* podcast, promoted? How was this different from traditional advertising? (pp. 138-142).
3. What did the ESPN “superfan” program involve? How were these superfans chosen? What was the rationale for this? (pp. 143-147)
4. What mistake did NBC make in its coverage of the 2008 Olympics? What are some reasons for the alternative approach suggested? (pp. 156-159)
5. In the 2008 Olympics, what problems did Google experience relative to Wikipedia? (pp. 159-160)
6. How does Hulu’s approach to advertising differ from that of traditional media? What are some reasons why it is suggested that this may be more effective? (pp. 163-169)
7. What were the experiences of the Agarwalla brothers and Hasbro in the “Scrabulous” release? (pp. 169-172)

#### **Chapter 8: “Next Steps for Companies and the ‘Glass House Generation’”**

1. How do the “historical” and “new” paid search models differ? (pp. 193-196)
2. What is involved in the idea behind the advice to “Join them before they beat you?” (pp. 197-201)
3. What is the significance of “tagging?” (pp. 202-205)
4. What did Amy Taylor and David Pollard’s Second Life Experience involve? (pp. 214-215).

#### **Chapter 9: “Social Media Rolodex and Resources”—no specific questions.**

#### **Chapter 10: “Other Insights and FAQs”—no specific questions.**