

# Social Magazines

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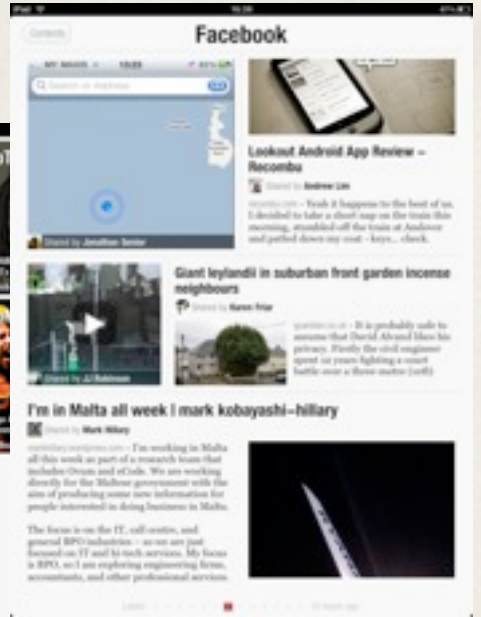
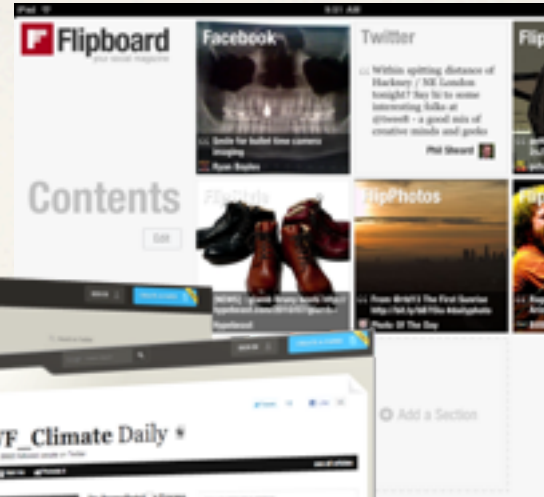
# Seen this?



A magazine made up of content that your network(s) of friends and colleagues talk about.

A magazine made up of content from your favourite news sources and blogs.

# Flipboard



# Pulse



# Paper.li



# NewsMix



# LinkedIn Today



# TweetMag



# A (formal) definition

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“Social Magazines” are a class of applications (web based or otherwise) that primarily **present content discovered due to one’s social (connections)** network graph, preferred content feeds and / or some measure of popularity by a community.

Social magazines **exploit the fact that people tend to share** not only new content discoveries and news but also **curate** and **annotate** such (perhaps in order to express opinion and / or point out significance and / or context).

Social magazines use one’s online connections / friends as a means to **select** content and thus play the role of the “magazine’s editor”.

But why  
now?

# Not so long time ago...

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- BBS - Bulletin Board Systems such as the Greek Acro, Base, Forum - These were some of the first social networking platforms!!!
- Mailing lists (remember the daily summary email ?)
- Usenet Newsgroups
- News clipping services (remember the FAX ones?)
- Portals (remember when the buzz was all about them?)
- RSS readers
- RSS aggregators
- Smart RSS readers , such as Findory, Feeds2 etc

# Context of today

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- Information overload -- filter failure (trillion \$\$ drain to productivity per year globally, Basex 05/07/09 studies)
- Content aggregation is norm (Techmeme, Mediagazer, Yahoo, Alltop, Huffington Post, Google Reader, etc)
- Social Networks (LinkedIn, Facebook, Ning, Orkut, Hi5, Bebo)
- Twitter - a not so social network (“follows” are about 20% reciprocal, Kwak et al 2010, ‘What is Twitter a social network or a news media?’)
- Digital tablets (85 announced at CES11 - M100+ by 2012 Morgan Stanley predicts, ‘Tablet demand and Disruption’ )
- People sharing and curating “FYI” content (Pew March 2010, ‘Understanding the Participatory News Consumer’)
- Newspapers, Magazines, old print media in turmoil - youngsters are getting increasingly unfamiliar with the format
- Ubiquitous connectedness -- all you can eat mobile data getting cheaper and cheaper
- Mobile use for news, content taking time from traditional print media and TV (eMarketeer ‘Trends in consumers’ Time Spent with Media’ Dec 2010 - PEW ‘How Media Consumption Has Changed Since 2000’ , June 2010)

# Disruption?

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- Print-media value chain is disrupted, so are business models
- Content is abundant, distribution is extremely cheap, channels are infinite
- Editors vs the crowd - we are the authors, the editors, the publishers...
- People are now curators, aggregators and act as filters
- Legal issues? difference to clipping , briefings etc ? ...



# Future

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Magazines have always been a kind of filter, where human editors and authors did the hard work of curating, assembling and producing topical content in a pleasant format.

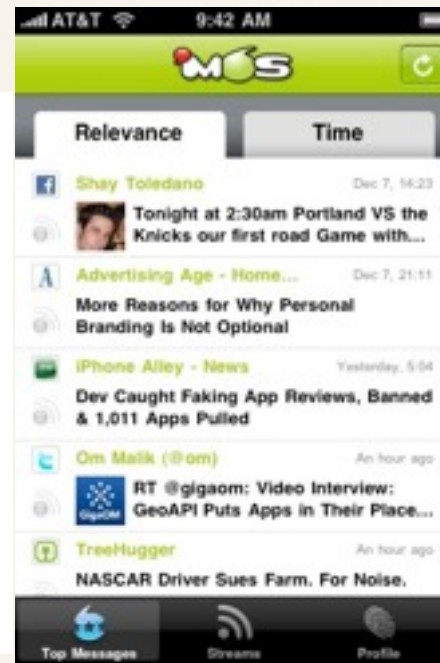
With social magazines we use our social network graph to achieve the same effect.

This method breaks down when we “follow” too many or have too many “friends” and they are interested in too many topics.

# Near Future: Intelligent (social) magazines



Zite



My6Sense



Genieo



...expect more such as Yahoo LiveStand, Washington Post Trove, AOL Editions, NYTimes....

# Future

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What happened to music albums with broadband connections , Napster and iTunes is already happening with (news) content, though in this case it is much more complicated and uncontrollable for the incumbents.

This time they don't even have piracy to blame because we can produce the news, critique, analysis and valuable content!

In this future it will be harder / different for propaganda to spread but also to be identified, more difficult to find and trust a single source and more difficult to filter out the noise.

It will also be more pressing to assess one's reputation, position and discover the antithesis and counterpoints.

Thank you :-)

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