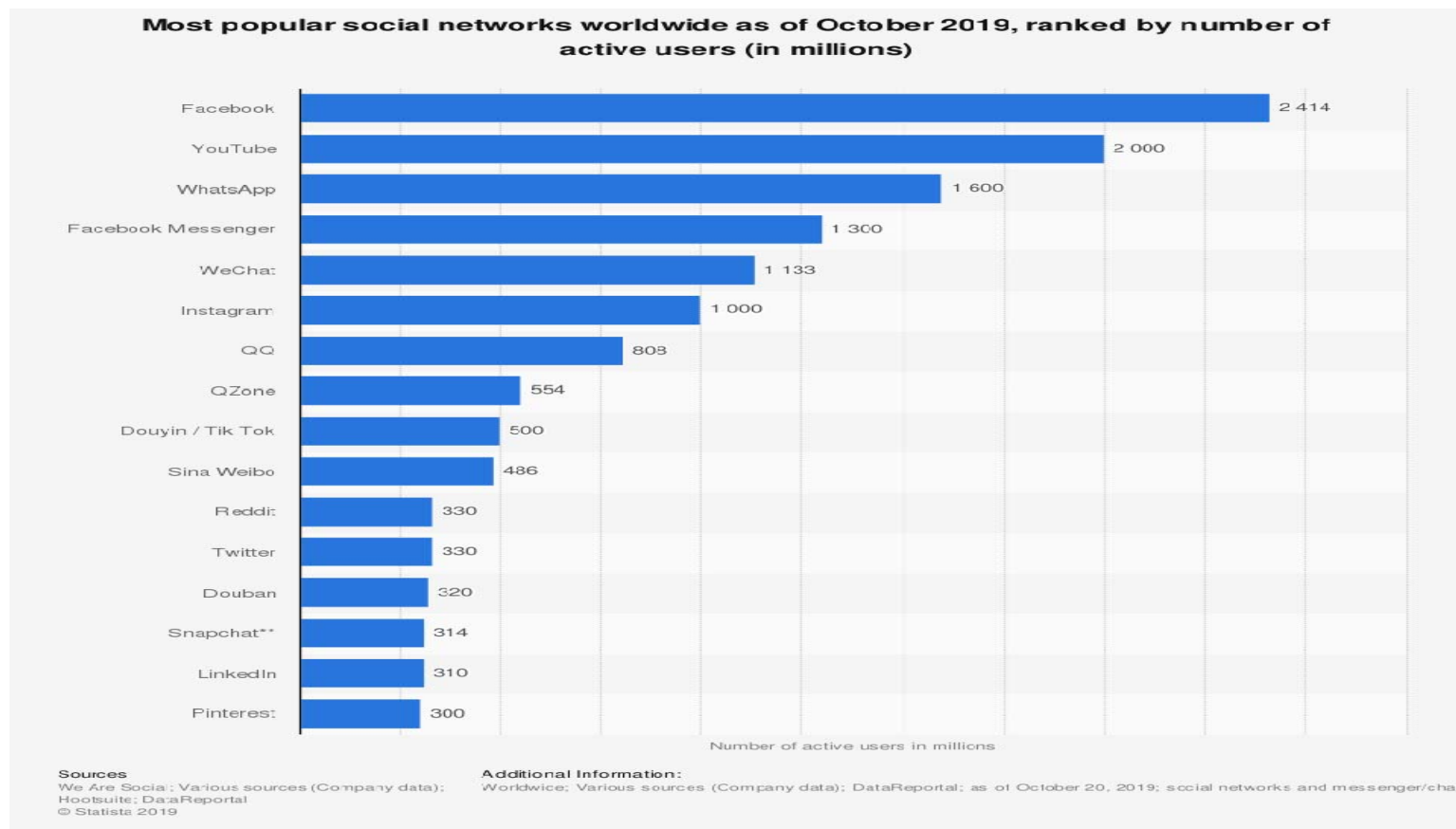# SOCIAL MEDIA AS AN ENABLER OF EFFECTIVE COMMUNICATION, ELEARNING AND CYBER-CRIME

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GLOBAL SOCIAL MEDIA STATISTICS

The graph below provides information on the most popular social media networks worldwide as of October 2019, ranked by number of active accounts (Source: Statista 2020)

Most popular social networks worldwide as of October 2019, ranked by number of active users (in millions)

Network	Active users (millions)
Facebook	2 414
YouTube	2 000
WhatsApp	1 600
Facebook Messenger	1 300
WeChat	1 133
Instagram	1 000
QQ	808
QZone	554
Douyin / Tik Tok	500
Sina Weibo	486
Reddit	330
Twitter	330
Douban	320
Snapchat**	314
LinkedIn	310
Pinterest	300

Number of active users in millions

GLOBAL SOCIAL MEDIA STATISTICS

Oberlo | **Daily Active** Social Media Users

3.5 billion

social media users – which equates to **about 45% of the population.**

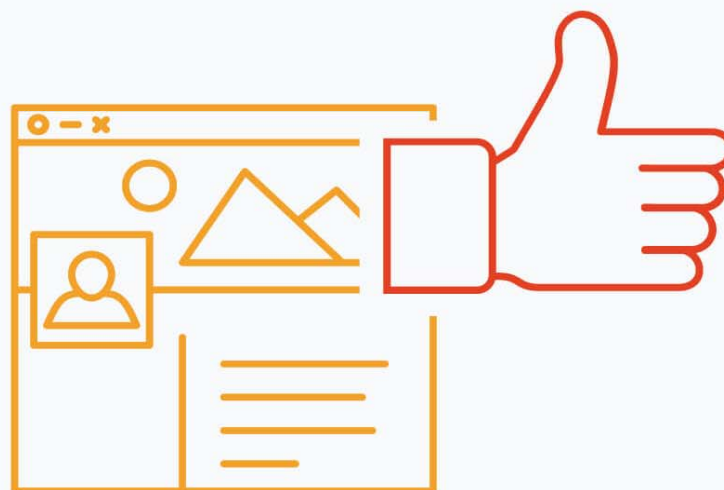(Emarsys, 2019)

GLOBAL SOCIAL MEDIA STATISTICS

Oberlo

Facebook is the Market Leader

Facebook remains the **most widely used social media platform**; roughly two-thirds of U.S. adults -

68%

now report that they are Facebook users.
(Pewinternet, 2018)

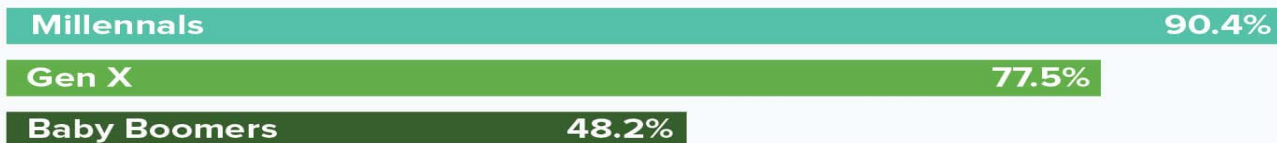# GLOBAL SOCIAL MEDIA STATISTICS

Social media users by generation

Oberlo

90.4% Millennals

77.5% Gen X

48.2% Baby Boomers

Millennals	90.4%
Gen X	77.5%
Baby Boomers	48.2%

(Emarketer, 2019)

WHY THE SOCIAL MEDIA HYPE?

➢ Social media is viral and immensely powerful! Its huge numbers of virtual humans hiding in cyber-space.

➢ The activities of virtual humans in cyber-space have affected nearly all spheres of life and some of the areas hugely influenced by social media include;

1.   **Social-Media enabled cyber-crime**

According to evidence collected by Dr. Michael McGuire under the "Social Media Platforms and the Cybercrime economy" study, it is clear there are some striking trends in the use of social media platforms in crime:

➢ This research calculated that social media-enabled crime is generating global revenues of at least $3.25bn for the global cybercrime economy annually.

WHY THE SOCIAL MEDIA HYPE?

➢ Web of Profit researchers calculated that over 1.3 billion social media users have had their data compromised within the last five years and between 45-50% of the illicit trading of data from 2017 to 2018 could be associated with breaches of social media platforms, like LinkedIn and Facebook.
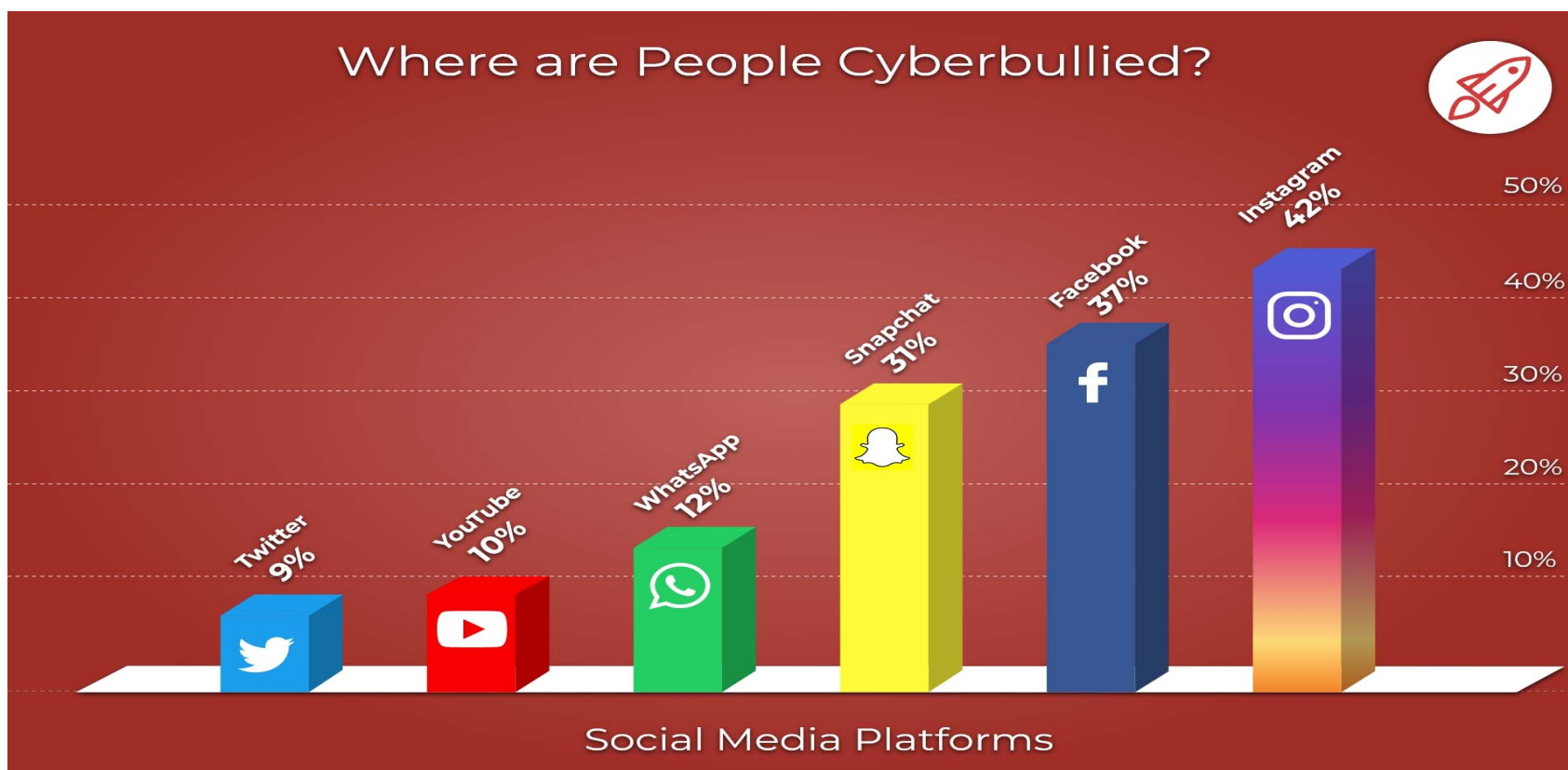
WHY THE SOCIAL MEDIA HYPE?

Cyberbullying is a real problem in today's society.

· Overall, **36.5 percent** of people feel they have been cyberbullied in their lifetime, and **17.4 percent** have reported it has happened at some point in the last 30 days. [1]

• These numbers are more than double what they were in 2007, and both represent an increase from **2018-2019**, suggesting we are heading in the wrong direction when it comes to stopping cyberbullying. [2]

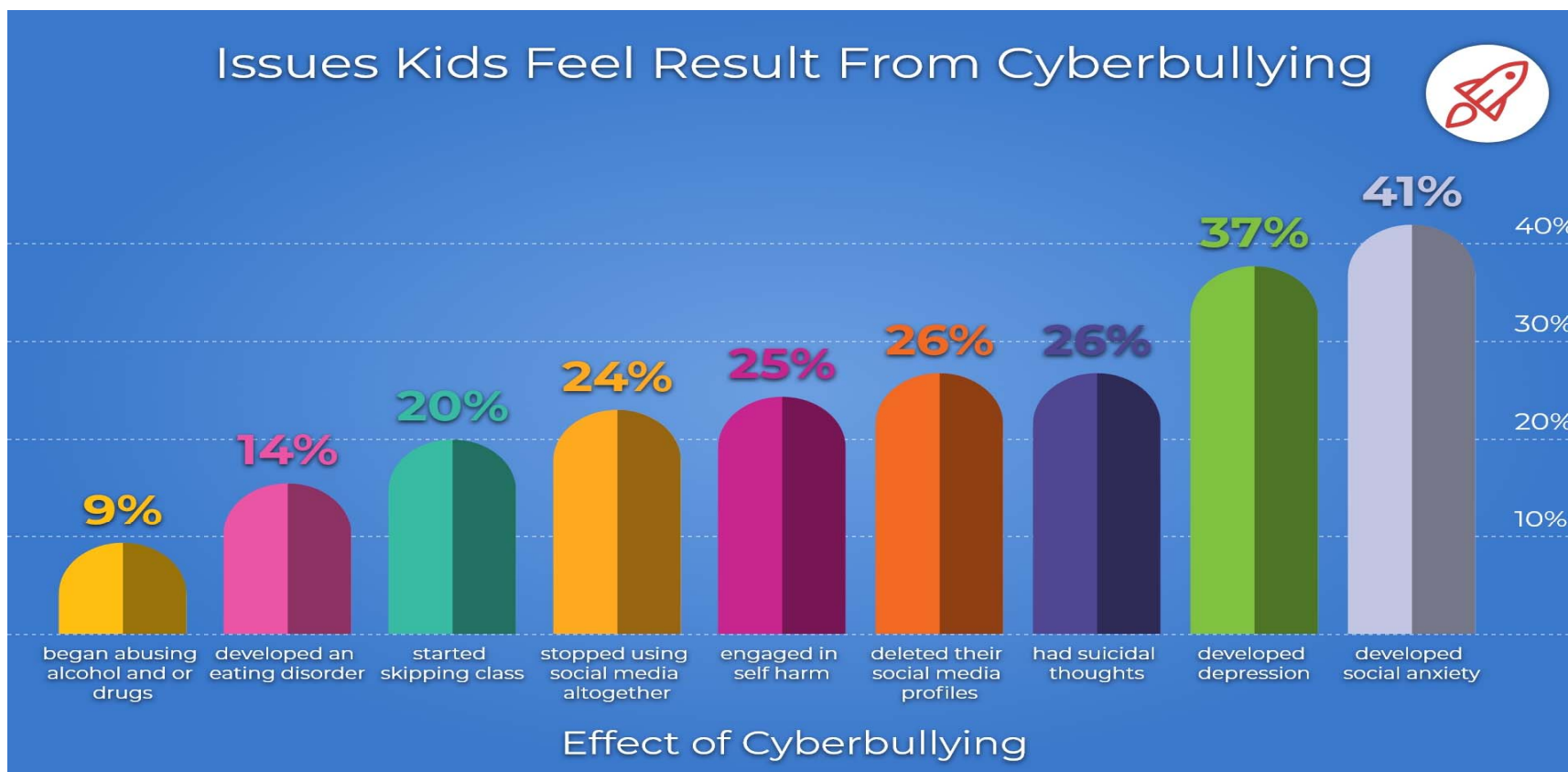• **87 percent** of young people have seen cyberbullying occurring online. [3]

WHY THE SOCIAL MEDIA HYPE?

Where are People Cyberbullied?

- Twitter 9%
- YouTube 10%
- WhatsAPP 12%
- Snapchat 31%
- Facebook 37%
- Instagram 42%

Social Media Platforms

WHY THE SOCIAL MEDIA HYPE?

Issues Kids Feel Result From Cyberbullying

9% — began abusing alcohol and or drugs
14% — developed an eating disorder
20% — started skipping class
24% — stopped using social media altogether
25% — engaged in self harm
26% — deleted their social media profiles
26% — had suicidal thoughts
37% — developed depression
41% — developed social anxiety

Effect of Cyberbullying

WHY THE SOCIAL MEDIA HYPE?

2. Social-Media enabled activism

@Dr_bakhsh
Reda Bakhsh

إذا الشعب يوما أراد الحياة ... فلا بد ان يستجيب القدر
#syria #arabspring twitpic.com/7ofuyw

TwitPic

Flag this media

4 Dec via Twitpic ☆ Favorite ⇄ Retweet ↩ Reply

WHY THE SOCIAL MEDIA HYPE?

➢ Social media has not only been at the core of major protest stories, but has also driven some of the biggest news in recent times, from Occupy Wall Street to the Arab Spring.

➢ Digital tools such as YouTube, Twitter and Facebook have in the last few years defined social movements by giving rise to a new generation of activism. Some of the recent major social media driven activism includes;

1. The Tunisian Revolution.
2. The Egyptian Revolution.
3. The Bahraini Uprising.
4. London Riots of 2011.
5. The Syrian uprising.
6. The Libyan Revolution amongst others.

WHY THE SOCIAL MEDIA HYPE?

➢ Social media platforms are important mobilization and information dissemination portals whose activities need to be closely monitored and guided to safeguard users, institutions and Government interests.

➢ Several Governments and individual institutions, have developed regulatory frameworks for using social media platforms and also gone a head to establish Social Media Intelligence Centres (SMIC) that surveil Social Media activities within their cyberspaces.

Some of these include;

WHY THE SOCIAL MEDIA HYPE?

➢ The Regulation of Investigatory Powers Act 2000 (Ripa) is an Act of the Parliament of the United Kingdom, regulating the powers of public bodies to carry out surveillance and investigation, and covering the interception of communications (Social Media Intelligence by the Government Communication Headquarters (GCHQ)).

➢ The Uganda Communications Act, 2013 provides for the lawful interception and monitoring of certain communications in the course of their transmission through a telecommunication, postal or any other related service or system in Uganda; to provide for the establishment of a monitoring centre; and to provide for any other related matters (Social Media Intelligence by the Uganda Communications Commission through the Social Media Monitoring Centre).

WHY THE SOCIAL MEDIA HYPE?

➢ National Information Security Framework (NISF).

➢ The Computer Misuse Act 2011 for the safety and security of electronic transactions and information systems; to prevent unlawful access, abuse or misuse of information systems including computers and to make provisions for securing the conduct of electronic transactions.

➢ The Computer Emergency Response Team/Coordination Centre (CERT.UG/CC)-NITA Uganda.

➢ Government of Uganda Social Media Guidelines.

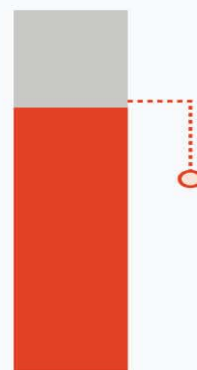➢ Makerere University Security Policy and Social Media Policy.

WHY THE SOCIAL MEDIA HYPE?

➢ The regulatory frameworks have not been well received by civil society citing infringement of freedoms of expression.

3. **Social media-enabled marketing.**

The Power of Social Media Marketing

73% of marketers believe social media marketing has been "somewhat effective" or "very effective" for their business.
(Buffer, 2019)

WHY THE SOCIAL MEDIA HYPE?

4. Web 2.0 and Social-Media enabled learning

➢ With over 3.5 billions users, social media is a key enabler of Mass Open Online Courses (MOOC) thus contributing to the attainment of Sustainable Development Goal 4 (SDG 4) which is aimed at "ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all."

➢ Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created. A key element of the technology is that it allows people to create, share, collaborate & communicate.
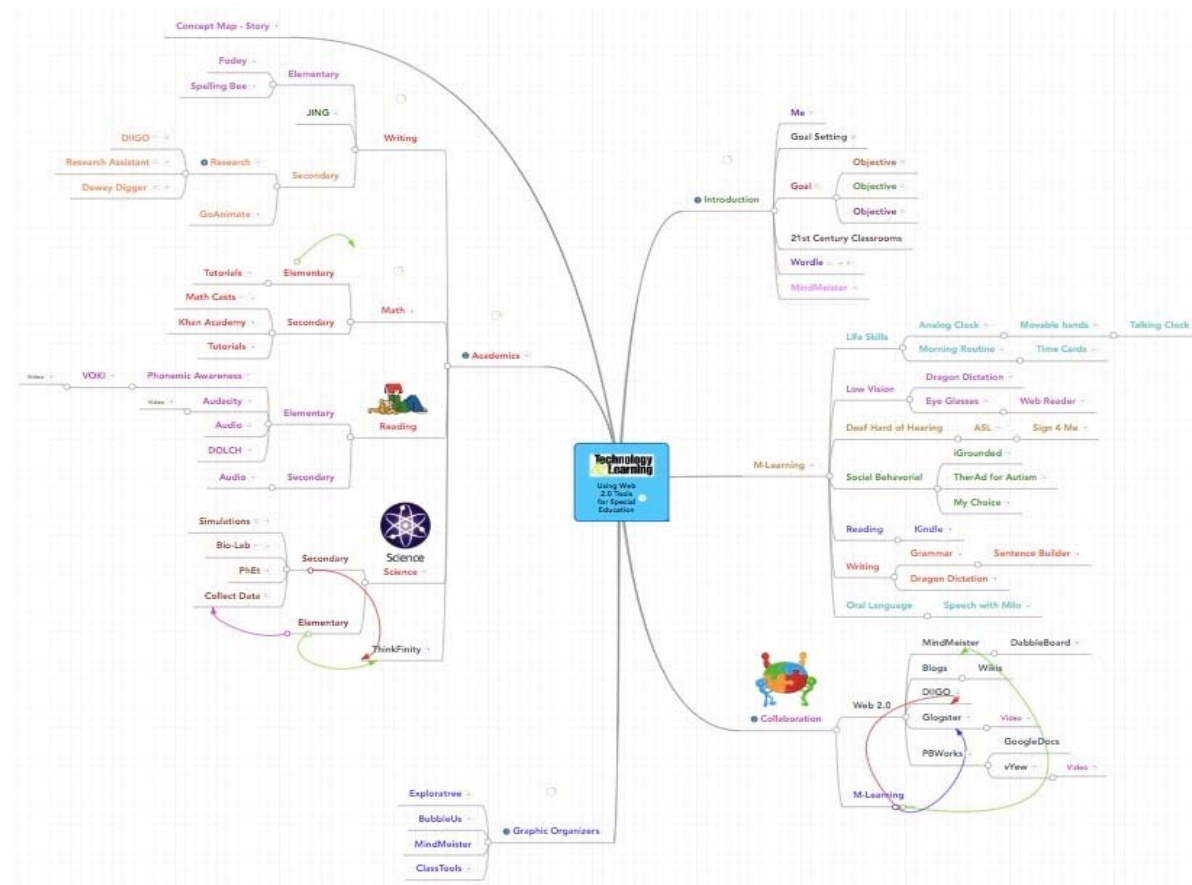
WHY THE SOCIAL MEDIA HYPE?

➢ There are number of different types of web 2.0 applications including wikis, blogs, social networking, folksonomies, podcasting & content hosting services. Many of the most popular websites are Web 2.0 sites such as Wikipedia, YouTube, Facebook, MySpace, Flickr.
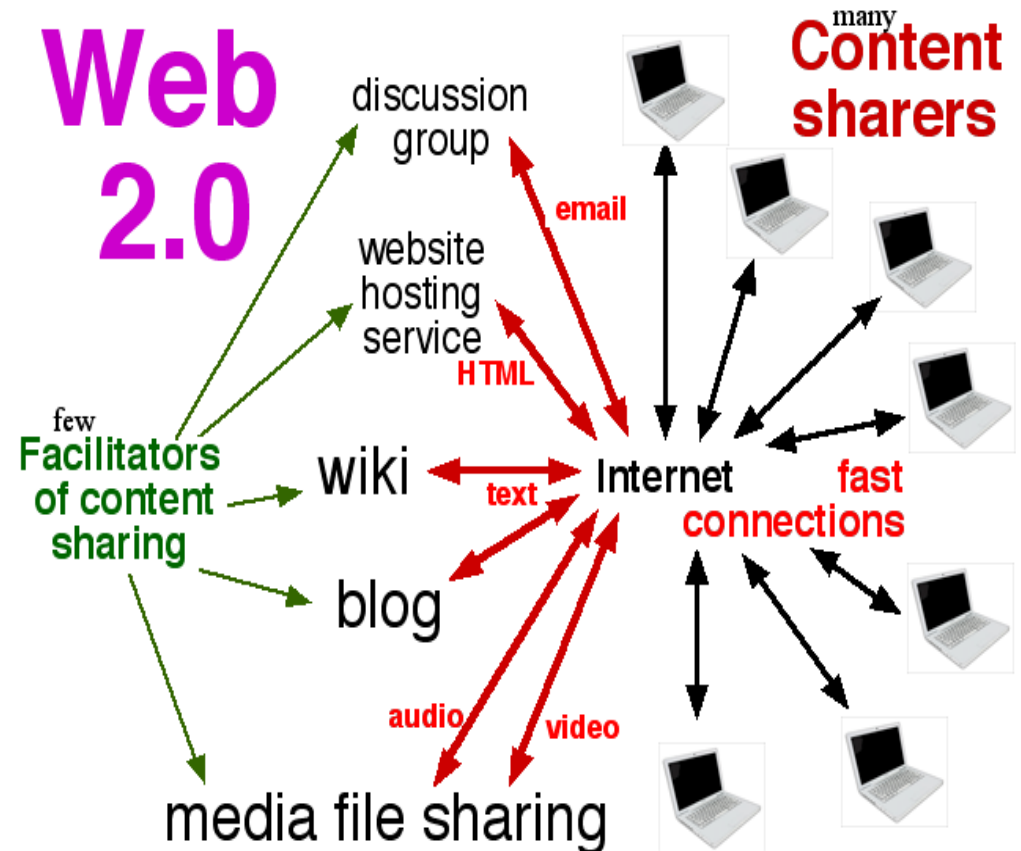
WHY THE SOCIAL MEDIA HYPE?

Web 2.0 also incorporates tools for special education.

WHY THE SOCIAL MEDIA HYPE?

In conclusion, social media has evolved from a basic chat tool to a social-economic issue that can no longer be ignored. It is important for us to be able to tap into its potential of enabling effective communication, education, marketing, eGovernance amongst others whilst minding our personal and institutional online security.

THANK YOU

o Samuel Paul Mugabi

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