



STUDY GUIDE FOR

SOCIALNOMICS:

HOW SOCIAL MEDIA TRANSFORMS THE WAY WE LIVE AND DO BUSINESS

Erik Qualman (2009), *Socialnomics: How Social Media Transforms the Way We Live and Do Business*, Wiley, ISBN-10: 0470477237; ISBN-13: 978-0470477236.

Exam questions on this book are likely to be based on the questions below. These issues may also be useful for 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.

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

1. Why have social media grown so rapidly in popularity? (pp. 1-2)
2. Why is it suggested that “wasting time on Facebook” actually makes an individual *more* productive? (pp. 3-6)
3. How are search engines disadvantaged relative to social media in the face of information abundance? (pp. 7-9)
4. What has happened to the way that news is distributed? (Note that we are *not* just talking about news being read online as opposed to in paper form.) (pp. 9-12)
5. What is the rationale for saying that “Idaho bloggers are better than New York City reporters?” (pp. 14-21)
6. What was involved in the “bacon salt” experience? (pp. 24-25)
7. How did the chewing gum Stride use social media? (pp. 26-29)

Chapter 2: “Social Media = Preventive Behavior”

1. What did Comcast and JetBlue do with respect to microblogging? (pp. 36-37)
2. How are microblogging posts useful to firms? (pp. 38-41)

Chapter 3: “Social Media = Braggadocian Behavior”

1. How have stationary spinning and bicycle manufacturers taken advantage of the social aspect of exercising? (p. 45)
2. What is meant in saying that “social media is [sic] the new inbox?” (pp. 45-47)
3. How do social media allow people to reassess their lives? (pp. 50-52)
4. What did the “Young Adults Revealed” survey find? (pp. 55-56)
5. How were the “Diet Coke and Mentos” experiment findings handled? What were likely considerations behind this choice? (pp. 57-58)

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

1. How did the Obama campaign use social media? (pp. 61-69)
2. How can Yahoo help predict phenomena such as virus outbreaks and new rising stars? (pp. 69-71)
3. How are free giveaways tied into social networking? What are some advantages and disadvantages of this approach? (pp. 78-82)
4. What did the “Straight from Iraq” campaign involve? (pp. 85-86)

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. 90-93)
2. What happened that made “Jarad ... Subway’s almost missed opportunity?” (pp. 101-103)
3. How did TripAdvisor come about, and what strategies did they use? (pp. 103-108)
4. How are social media useful in tracking users? (pp. 109-110)
5. How can e-book content be monetized? (pp. 112-114)
6. To what extent are e-books likely to displace conventional books? What are some reasons for this assessment? (pp. 115-117)

Chapter 6: “Death of Social Schizophrenia”

1. What is “social schizophrenia?” (pp. 119-120)
2. What does the case of Psycho T illustrate? (pp. 120-121)
3. What are some problems that may result from the “social transparency” in social networks? (pp. 121-125)
4. What are the “beauty and curse of a 140 character world?” (pp. 127-129)
5. How do social media go beyond Amazon and other existing online vendors in product recommendations? (pp. 129-133)

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

1. What did ESPN experience with its *Fantasy Football Today* podcast? (pp. 135-137)
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. In the 2008 Olympics, what problems did Google experience relative to Wikipedia? (pp. 157-158)
5. 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. 160-165)
6. What were the experiences of the Agarwala brothers and Hasbro in the “Scrabulous” release? (pp. 167-171)
7. What did the Razorfish study of social media advertising find? (p. 171)
8. What are some factors that make advertising within social media effective? (pp. 171-174)
9. What are some issues/decisions that firms should consider before entering social media? (pp. 175-179)

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

NOTE: Microsoft’s Live search engine has now been placed by Bing. The “cash back” program is part of Bing as well.

1. How do the “historical” and “new” paid search models differ? (pp. 194-197)
2. What is involved in the idea behind the advise to “Join them before they beat you?” (pp. 197-202)