

## Book Review

*Socialnomics* by Erik Qualman

Chapters 3 & 4

### Chapter 3: Social Media= Braggadocian Behavior

In chapter 3, the author talked about ways in which Social Media is changing our lives and our society. Social media allows individuals to take real-time inventories of their lives and helps answer the age-old question "What am I doing with my life?" This benefits society because it encourages more people to engage in productive or charitable activities.

The author states that reality social media have replaced Reality TV. People want to know what is going on with their friends' lives all the time. Social Media is the new inbox; younger generations hardly use e-mail at all. Because of their reliance on Social Media, Generations Y and Z interpersonal communication skills are lacking.

The author urges business owner to let consumers want to take ownership of your brand and brag about your product. He sees this as a great marketing tool that can only help a business.

### Chapter 4: Obama's Success Driven by Social Media

This chapter discussed the way Obama won the 2008 Presidential Election and how social media helped him win. By engaging voters, social media has had a positive impact on voter turnout; it was the highest since 1908. The adoption of online voting in the future could save an estimated \$6.7 billion in lost productivity. (US Presidential Election)

We are just scratching the surface of what is possible with collective intelligence like being able to predict and control influenza outbreaks or predicting the United Kingdom's next prime minister.

The author states that Fortune 500 companies should learn from Obama's faith in social media and allowance of the public to take ownership of his brand and grow it to unexpected levels of success

Open, two-way conversations are much more effective than unilateral communications to an audience, for politics and business. Social media enables these two-way conversations. Utilizing free social media tools and placements is more timely and cost effective than traditional advertising.

Just like business, politicians and government need to keep up with advancements in social media, otherwise they will be left behind. Successfully leveraging social media in politics pays big dividends—just look at Obama's 2008 victory. The author thinks Obama would not be president without the internet.