

Book Review

Socialnomics by Erik Qualman

Chapters 1&2

Chapter 1: Word of Mouth goes World of Mouth

The basis of “Socialnomics” is to look at how social media transforms the way we live and do business. Chapter 1 discussed how social media is affecting everyday life and gave a brief overview/introduction of social media.

The author talks about the following items in Chapter 1. The truth of the matter is that people want to know what the majority is doing and social media provides that information. Did you know that spending time on Social Media makes you more productive? I loved this part of the book because I went “huh?” The author used a great example, which I will try to sum up shortly. Let us say you are waiting in line at the grocery store. You decided to get out your mobile phone to check your Facebook account to tell your husband you will be home later than expected. While on Facebook, you notice that your friend posted something about her father passing away, in addition, you see it is your neighbor’s birthday today. You quick run to the card aisle, pick out a sympathy card and birthday card and get back in line while the person in front of you finishes paying for their purchases. You spent time that is normally wasted, on valuable social aspects of your life and you made that time more productive!

Another aspect the author covered was that of traditional media being beat out by freelance bloggers. Many freelance bloggers have just as accurate information as journalists. The bonus for blogger is that their information is free. People are no longer looking for news, the news finds us or we create it.

Businesses need to adapt and transform to address the impact and demands of social media. Not all great marketing ideas happen behind closed doors, there are many successful grassroots programs that businesses need to pay attention to.

Chapter 2: Social Media=Preventative Behavior

With Social Media, people tend to be very open and share a lot of information about themselves. They do this because they want to feel a part of something larger than themselves. People need to live their lives like their mother or boss is watching—because they probably are! Social media is now connecting parents and kids like never before.

In a business sense, Social media allows frustrated customers to gripe about their frustrations. Negative comments and posts are easy for companies to find—now they can work on finding solutions to those problems; good companies spend time addressing and resolving customer complaints. Companies and people should relish feedback via social media.

So far, I have really enjoyed this book. It is easy to read, full of great examples and provides a great context for learning about Social Media. Two thumbs up from me!