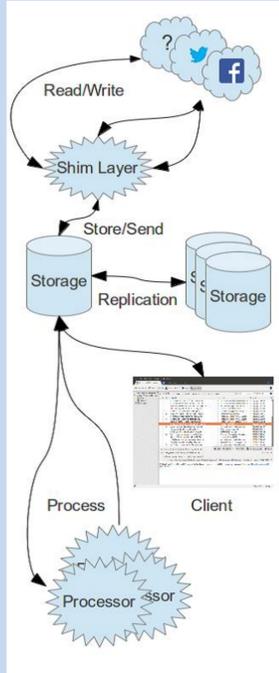




Derek McAuley, Richard Mortier, Liz Dowthwaite, Dominic Price, Spyros Angelopoulos, Christina Emmanouil, Michaela Hoare

Platform: Intra-Social-Networking

We are developing an experimental platform for social-networking that attempts to address the privacy, identity and legal issues that exist with current social networking platforms. The platform does not seek to replace these platforms but attempts to provide a layer above them to help users manage their online identities better whilst providing a platform for creators to disseminate their work whilst protecting their intellectual property. In addition to the platform, we are also attempting to develop new protocols and guidelines for social networking that can be utilised by 3rd parties when developing online social networks. Development of the platform can be followed on the institutional github.com at <https://github.com/CREATE-centre/>



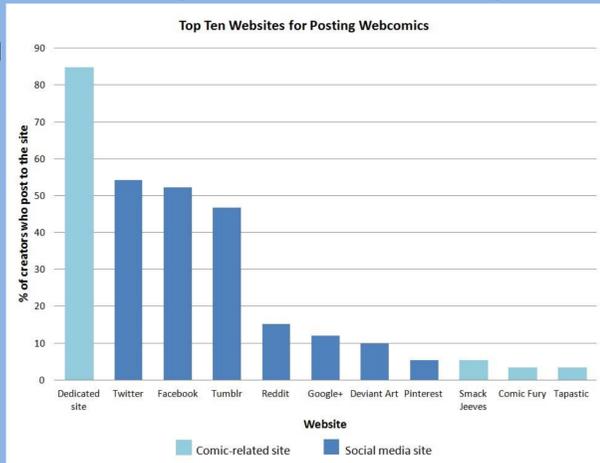
User: Social Sharing of Purchases

When completing a purchase on Amazon, users are given the opportunity to Tweet about their purchase. A study was undertaken to analyse the categories that the purchased goods belong to in a corpus of recent Tweets. The results clearly show that the most Tweeted about categories are those involving 'creative' purchases, e.g. books.



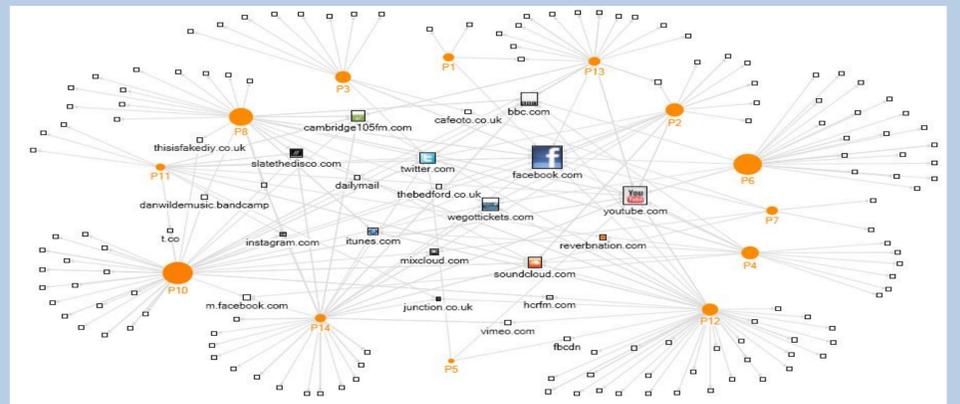
Creator: Webcomic Artists

Webcomic artists mainly post their work to social media sites; comics-specific and hosting sites are consistently less used for all types of content. Creators rely on posting to large social networks to increase their readerships and to interact with readers and other creators. They do this despite concerns about getting lost in the crowd, attribution and copyright issues, and a general lack of understanding of the rights claimed by the different sites. Whilst most creators feel that it is worth it to reach the large audiences on social media and to take advantages of the various features of Twitter, Facebook, and Tumblr, there is a general consensus that they do not have enough protection and there is not enough clarity or enforcement of regulations.



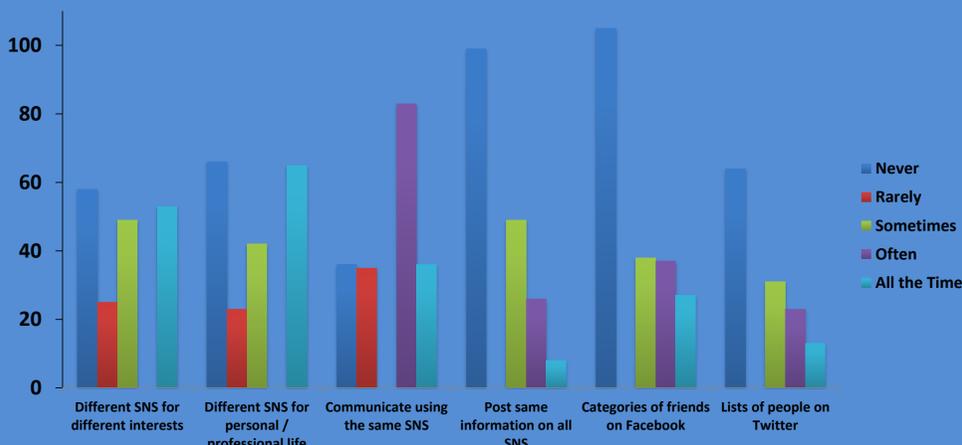
Creator: Amateur Musicians

Amateur musicians have been found to form "do-it-yourself" music networks that use digital technologies, including online social networks (as shown below), to facilitate their networking activities. There are a number of challenges that are faced by amateur musicians due to the distinctive nature of the online age, research is being conducted to identify these challenges and to make recommendations to address them.



User: Self-Management of Multiple Context-Dependent Identities

The self-management of multiple context-dependent identities implies a process in which the users control how the other users with whom they are socially connected perceive them. The findings of our study drawn from a sample of n=272 identify that the users on SNS seem to use the current available SNS platforms and the tools provided on them quite differently – if at all – from what they were designed for. There is still an issue to be pursued and there is a profound need for better tools to be implemented either by the SNS or by third parties.



Early Results

- Users show motivation to engage with the creative industries through their online social identities.
- Creators make extensive use of online social networks to share and publicise their content.
- Better tools are needed for users and creators to manage their online social identities.

Next Steps

- Run an initial study on use of the Platform, to focus on how users experience *identity* across multiple social networks.
- Release the Platform to CREATE partners (Jan. 2015), accompanied by an introductory workshop.
- Investigate uses of crowd-funding amongst Creators.