

Der Daten-Tsunami flutet das Social Web

Jeder weiß zwar, dass die Staatverschuldung der BRD pro Sekunde (!) um ca. 4500 Euro steigt, kriegt dann aber doch einen gehörigen Schrecken beim Anblick der rasenden Schuldenuhr.

Ähnlich führt erst die sinnlich wahrnehmbare Visualisierung der exponentiell wachsende Datenflut im Social Web zu einer nachhaltigen Vorstellung davon, wie winzig und in Wirklichkeit so gut wie irrelevant jeder einzelne Beitrag, auch jeder Versuch einer Reflexion, als Tröpfchen in diesem nimmerendenden Info-Tsunami mitschwappt.

Dazu hat Gary Hayes in personalizemedia nun eine ständig aktualisierte Echtzeit-Statistik entwickelt, die das Wachstum der verschiedenen Social-Media-Segmente während der Sekundenanzahl des Betrachtens veranschaulicht (via konzeptblog):

More about the Count – I quickly built and coded the app based on data culled from a range of social media sources & sites at the end of Sept 2009. The design will be finessed and I will be adding extra functionality (such as week, month & year lookahead/backlogs plus dynamic data input). The social web has exploded in the last year and below are some of the key data points that the “~Gary”™s Social Media Count”™ is based on (many will be updated!).

** 20 hours of video uploaded every minute onto YouTube (source YouTube blog Aug 09)*

** Facebook 600k new members per day, and photos, videos per month, 700mill & 4 mill respectively (source Inside Facebook Feb 09)*

** Twitter 18 million new users per year & 4 million tweets sent daily (source TechCrunch Apr 09)*

- * 900 000 blogs posts put up every day (source Technorati State of the Blogosphere 2008)
- * YouTube daily, 96 million videos watched, \$1mill bandwidth costs (source Comscore Jul 06 !)
- * Second Life 250k virtual goods made daily, text messages 1250 per second (source Linden Lab release Sep 09)
- * Money "" \$5.5 billion on virtual goods (casual & game worlds) even Facebooks gifts make \$70 million annually (source Viximo Aug 09)
- * Flickr has 73 million visitors a month who upload 700 million photos (source Yahoo Mar 09)
- * Mobile social network subscribers "" 92.5 million at the end of 2008, by end of 2013 rising to between 641.6-873.1 million or 132 mill annually (source Informa PDF)
- * SMS "" Over 2.3 trillion messages will be sent across major markets worldwide in 2008 (source Everysingleoneofus sms statistics)

Gary Hayes

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