Data not seen: The uses and shortcomings of social media metrics

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Abstract

This paper looks at the use of online data, especially social media metrics, to assess media audiences, with particular focus on musicians. It shows how audiences are defined by different sets of people, and grounds the use of social media to understand audiences in the history of mass media audience measurement. The second half of the paper focuses on visible social media metrics — likes, followers, and other such counts — outlining their appeal as measures and highlighting their fallibility and ambiguity. Throughout, the paper argues that different people construct information systems to collect, store, analyze, and interpret data, and that these are shaped by value systems. Metric and big data analysis generally serves economic values, while other approaches to data may be more appropriate for assessing social and personal values.

Full Text:

HTML

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Data not seen: The uses and shortcomings of social media metrics. First Monday, 18(10), 7 October. It shows how audiences are defined by different sets of people, and grounds the use of social media to understand audiences in the history of mass media audience measurement. The second half of the paper focuses on visible social media metrics — likes, followers, and other such counts — outlining their appeal as measures and highlighting their fallibility and ambiguity. Throughout, the paper argues that different people construct information systems to collect, store, analyze, and interpret data, and that these are shaped by value systems. There are hundreds of social media metrics to be analyzed and we have you covered on all the essential metrics. Here we look at the top social media networks and the data metrics that matter most for your business. Social media metrics are data and statistics that give you insights into your social media marketing performance. While some social media marketing metrics are universal, there are also platform specific metrics you need to learn. Plus, some data is calculated differently depending on the platform and social media metrics tools you’re using. But don’t worry, we have you covered. You can use the tabs at the top to see top pins from your domain based on impressions, repins, clicks and all-time favorites. Google Analytics Metrics for Social Media. Even outside of Youtube, public facing metrics create a feedback loop within a particular service. The researcher Nancy Baym argues in her paper, Data not seen: The uses and shortcomings of social media metrics, that rather than offering useful information about who is actually viewing media and why, audience metrics primarily serve a commercial function, often for the platform. “It is part of the politics of these platforms to set up counts in such a way that users become more engaged with the site while trying to increase their numbers,” she writes.