



# EVOLUTION AND USE OF SOCIAL NETWORKS IN CHILE



*From a hobby to a means of communication, work  
and survival*



# First Forms of Social Networks that hit Chile

During the late 90's, early 2000....



# The Fotolog Phenomenon

Fotolog was created in 2002.



By 2007, 34% of its users world wide were from Chile

Today, there are over 7.570.000 chilean fotolog accounts → One Third

**facebook**<sup>®</sup>

**...is here to stay**

Founded in **2004**

Global Audience: 526.000.000

**70%** of Users are outside the USA

In February **2008**, Facebook launched a **Spanish Version**

**Today**, there are over 7.2M chilean facebook accounts, 43% of the country's population

Source: <http://checkfacebook.com>

# twitter™ ...and Microblogging

Founded in **2006**

First Chilean joined in **October 2006**

**Spanish** version launched in **November 2009**

**1** of every **5** Twitter users is **Latinamerican**

Today: Approximately **900.000** Chilean accounts,  
equivalent to **0.5%**

Source: @jennadawn, @kemeny\_x

# The curious case of **empireavenue** the beta

Empire Avenue was founded in September 2009

First Beta launched in February 2010

Received invitation from Canadian cousin early June 2010.

By July 1st there were thousands of new accounts from **Chile**, and I was among the **top 3 highest stocks**

Today, **One Third** of the members come from Chile

*Source: Dups, CEO Empire Ave*



# twitter™ ...and the Earthquake



**Jonasbrothers**

#RIPAlejandraJonas  
people of Chile out  
to you. We love you

about 3 hours ago via Twiterrific



**AleBustosM**

My house is full of water, we are  
trying to survive, but I´m alive,  
thank you very much Jonas for  
your support, love you

about 13 hours ago via web

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@Jonasbrothers hello, my name is Alejandra, I´m from Chile,  
sb said that I was dead, but obviously it is not true.

about 13 hours ago via web

---

el terremoto ha sido muy terrible pero estoy bien, gracias a  
Dios mi familia.

about 14 hours ago via web

#RIPAlejandraJonas

# twitter™ ...and the Earthquake

After the Earthquake, there was a **500% growth** in Chilean Twitter users

Over 4,7 million tweets between Feb 27th and March 3rd

Twitter became a source of information to help find missing people



Source: @jennadawn, Yahoo!



# ...and the Earthquake

Twitter helped confirm truths and dismiss false information...

**Table 4: Classification results for cases studied of confirmed truths and false rumors.**

Case	# of unique tweets	% of re-tweets	# of unique "affirms"	# of unique "denies"	# of unique "questions"
<b>Confirmed truths</b>					
The international airport of Santiago is closed	301	81	291	0	7
The <i>Viña del Mar International Song Festival</i> is canceled	261	57	256	0	3
Fire in the Chemistry Faculty at the University of Concepción	42	49	38	0	4
Navy acknowledges mistake informing about tsunami warning	135	30	124	4	6
Small aircraft with six people crashes near Concepción	129	82	125	0	4
Looting of supermarket in Concepción	160	44	149	0	2
Tsunami in Iloca and Duao towns	153	32	140	0	4
<b>TOTAL</b>	<b>1181</b>		<b>1123</b>	<b>4</b>	<b>30</b>
<b>AVERAGE</b>	<b>168,71</b>		<b>160,43</b>	<b>0,57</b>	<b>4,29</b>
<b>False rumors</b>					
Death of artist Ricardo Arjona	50	37	24	12	8
Tsunami warning in Valparaiso	700	4	45	605	27
Large water tower broken in Rancagua	126	43	62	38	20
Cousin of football player Gary Medel is a victim	94	4	44	34	2
Looting in some districts in Santiago	250	37	218	2	20
"Huascar" vessel missing in Talcahuano	234	36	54	66	63
Villarrica volcano has become active	228	21	55	79	76
<b>TOTAL</b>	<b>1682</b>		<b>502</b>	<b>836</b>	<b>216</b>
<b>AVERAGE</b>	<b>240,29</b>		<b>71,71</b>	<b>119,43</b>	<b>30,86</b>

Source: "Twitter, can we trust what we RT?" Yahoo! Research Santiago, Chile

# twitter™ ...and the Earthquake

“Twitter works as a **collaborative filter**, questioning reports that turn out to be fake and confirming those that are true”

Source: “Twitter, can we trust what we RT?” Yahoo! Research Santiago, Chile



Google activated a person finder tool for people to exchange information

[Person Finder: Chile Earthquake](#)

English | [Español](#)

What is your situation?

[I'm looking for someone](#)

[I have information about someone](#)

Currently tracking about 78200 records.

PLEASE NOTE: All data entered will be available to the public and viewable and usable by anyone. Google does not review or verify the accuracy of this data.

[Embed this tool on your site](#) - [Developers](#) - [Terms of Service](#)

powered by

# Conclusions...

- ✓ Social Networks are a trustworthy source of information
- ✓ Social Networks are one of the best ways to create viral Marketing campaigns and buzz
- ✓ Social Networks provide information on a timely manner, sometimes before other sources
- ✓ Social Networks can **save lives**

# THANK YOU!

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