

(ご参考) SNSユーザーのアクティビティ(Facebookの例より)

What do people do on Facebook?

Social network services (SNS) have a number of common features. These include the ability of users to create a list of “friends,” update their “status,” to comment on other users’ statuses and content, to indicate that they like another user’s content, and to send private messages. We asked survey participants to report on the frequency at which they perform these various activities on Facebook.

On an average day:

15% of Facebook users **update their own status.**

22% **comment on another’s post or status.**

20% **comment on another user’s photos.**

26% **“Like” another user’s content.**

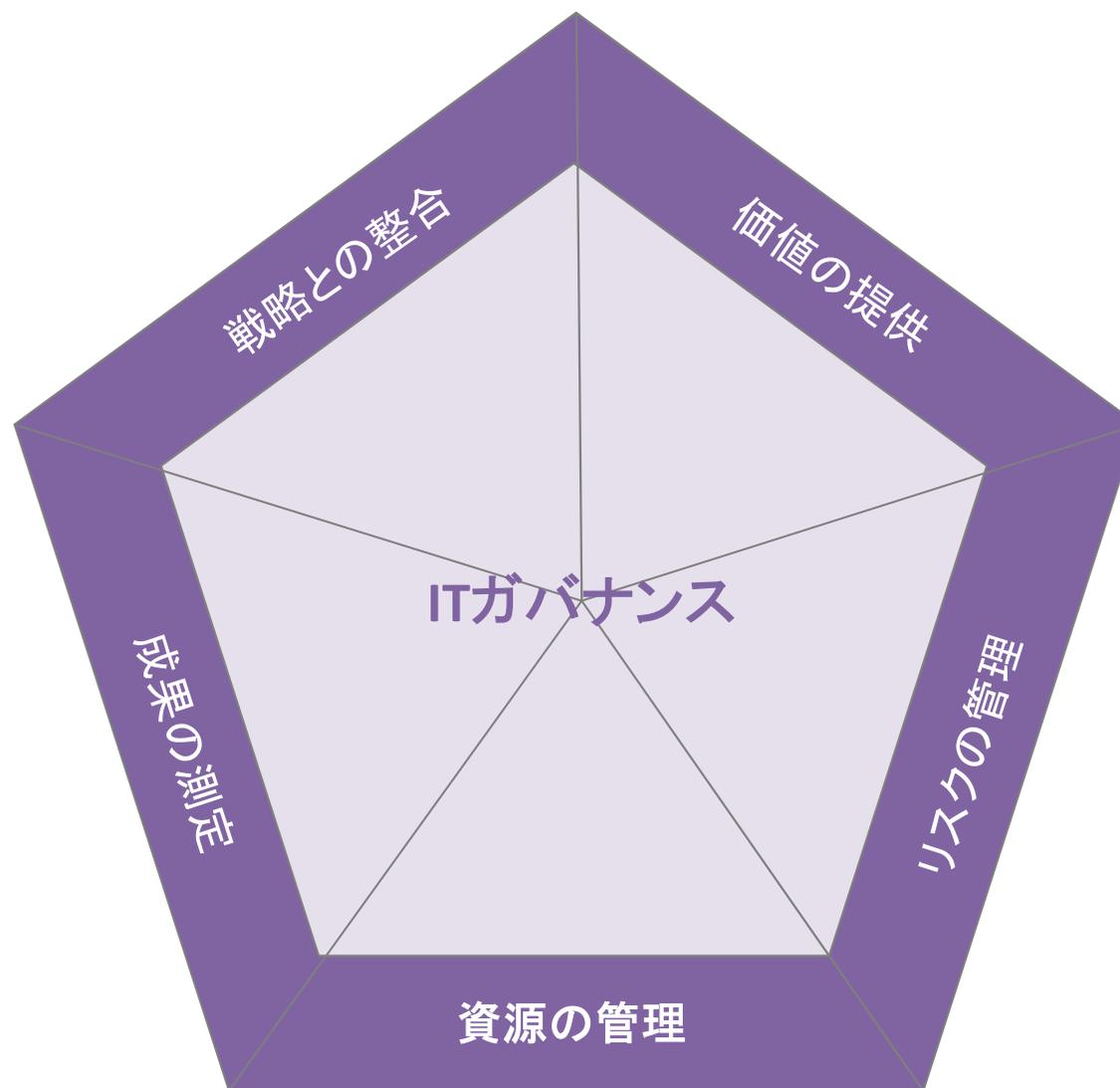
10% **send another user a private message**

Most people update their status less than once per week.

The act of contributing a status update is an infrequent activity for most users. A majority of Facebook users (56%) update their status less than once per week. Only 15% of Facebook users update their status at least once per day. Nearly one in six (16%) have never updated their status.

出典: <http://pewinternet.org/Reports/2011/Technology-and-social-networks/Part-2.aspx?view=all>

(ご参考)ITガバナンスの重点領域

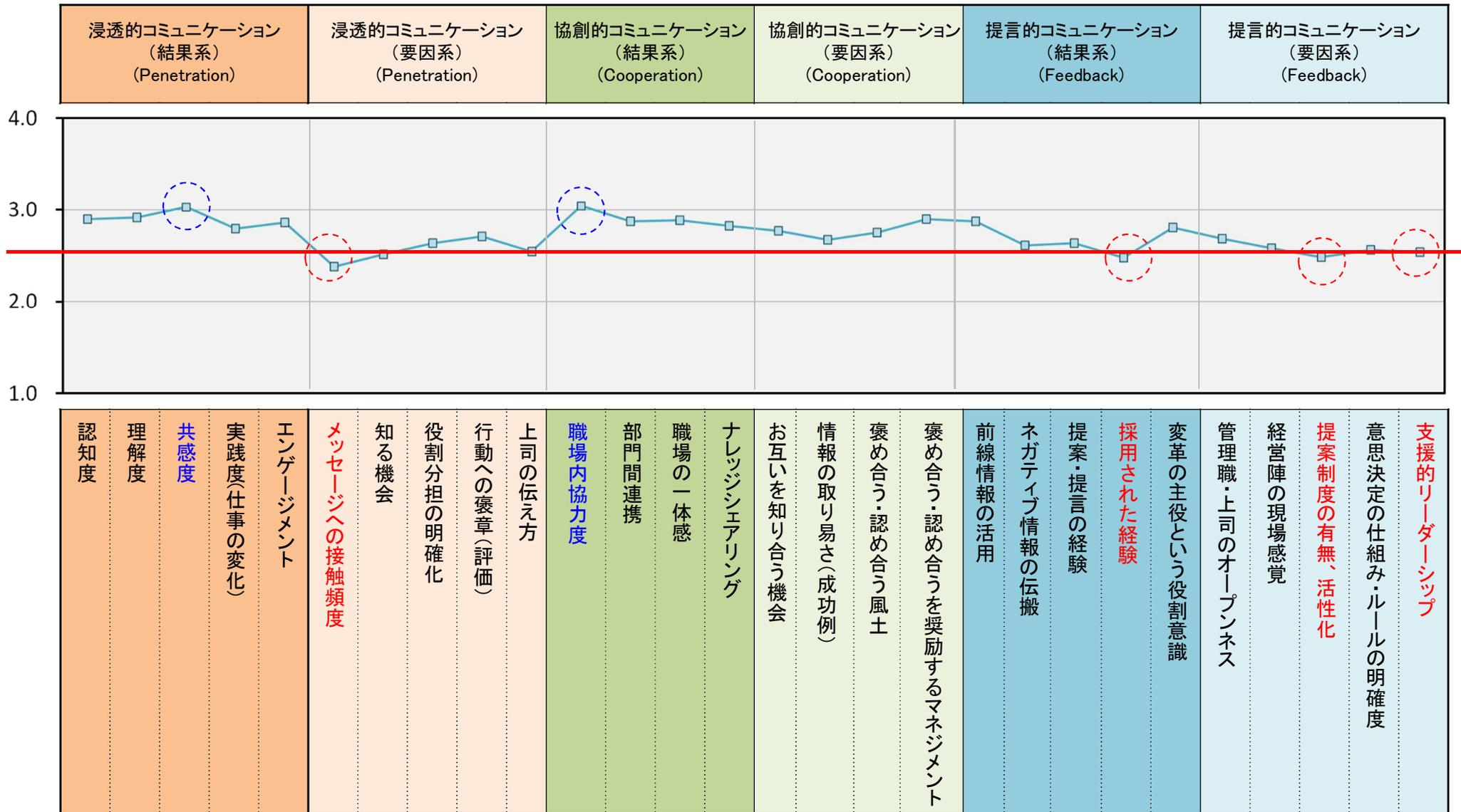


「ITの価値に対する企業ガバナンスの重点領域」

[出典:Val IT フレームワーク2.0]

Val IT (Val IT Framework for Business Technology Management) 米ITガバナンス協会 (ISACA) 発行のフレームワーク

(ご参考)コミュニケーション調査スコア



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