

Taste-makers & taste-breakers: shaping opinions through social media

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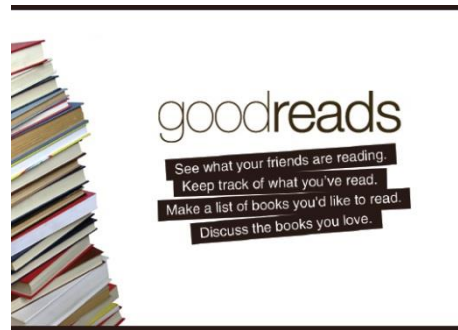
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“Social media are computer-mediated tools that allow people to create, share or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.”

Source: https://en.wikipedia.org/wiki/Social_media



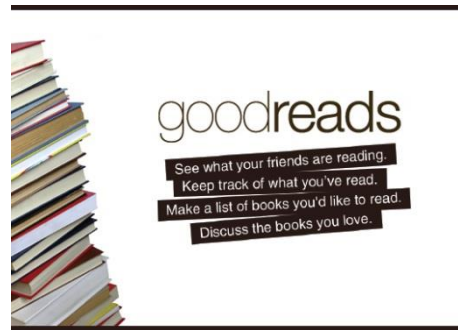


Word-of-mouth

AMPLIFIED

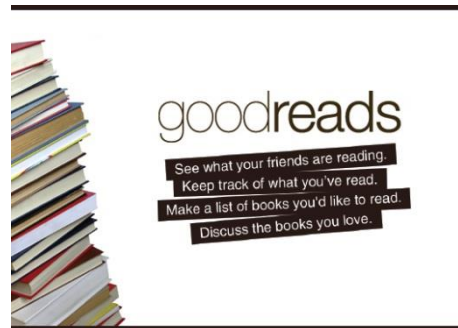


Popularity or Proximity?





Arcade Fire





**“How I accidentally started a Wikipedia hoax about
Amelia Bedelia”**



#BlackoutBlackFriday
#BoycottBlackFriday
#BoycottTims
#RightMoveTims
#SaveArtieT





Thank you! Merci!