



Social Platform Analysis

A new perspective

Business Insight Team

March 2022

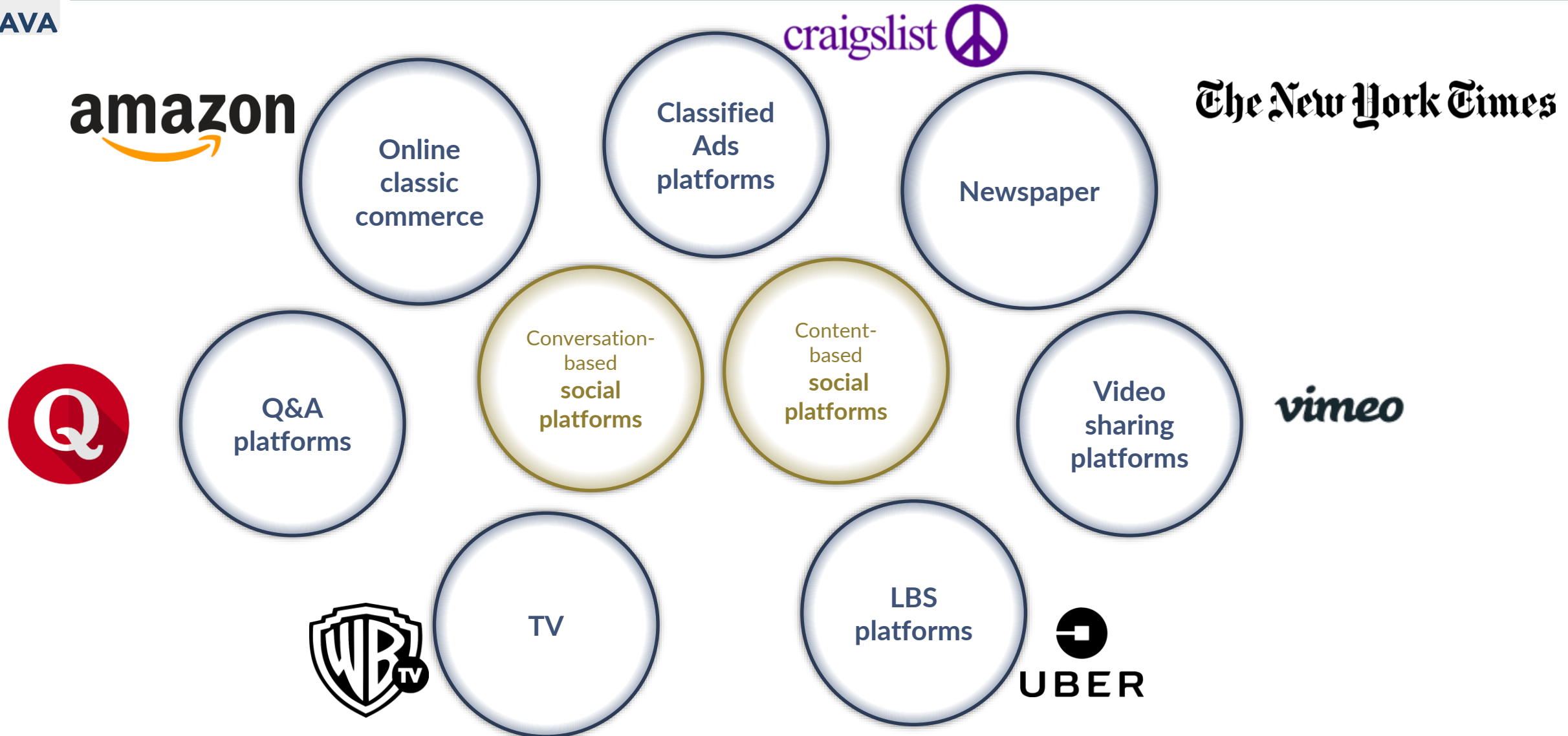
In the following, these topics have been covered in this research:

- The **distinction** between a piece of content and a message and why this distinction is important
- **Social platform bases:** Conversation-based vs. Content-based
- **Social platform types:** Communication tools – Community platforms – Social media
- Based on the material explained, some **striking differences** among social platforms (Either networks or media) could be understood
- This material also helps readers understand better why **some types of features work** on a group of platforms, but they are not suitable for others

4	Introduction
7	What are social platforms based on? (Two bases for social platforms)
14	Conversation-based social platforms
21	Content-based social platforms
28	Executive summary

Introduction

Social platforms can be categorized into two distinctive types:
Conversation-based and content-based



Our audience

- Entrepreneurs who intend to launch a social platform
- Business owners and marketers who require to introduce or expand their business on existing social platforms



What are social platforms based on?

Two bases for social platforms

Primary difference between conversation-based and content-based platforms is the distinction between message and content



Conversation-based social platforms

- Conversations drive conversation-based social platforms
- The body of a conversation is **made up of messages**
- Messages are **dependent and defined in context**
- Messages are usually used **point to point**
- The messages are the means of **symmetric interaction**:
Each participant has the same room to participate



Content-based social platforms

- The pieces of content drive content-based social platforms
- A piece of content is **self-sufficient** and usually **short** on social platforms
- Content has an **independent identity**
- Content is used **point to multipoint**
- The content is the means of an **asymmetric interaction**:
An influencer publishes a post and other users like or comment

Social platforms are spread across a spectrum from pure conversation-based to pure content-based platforms



Conversation-based

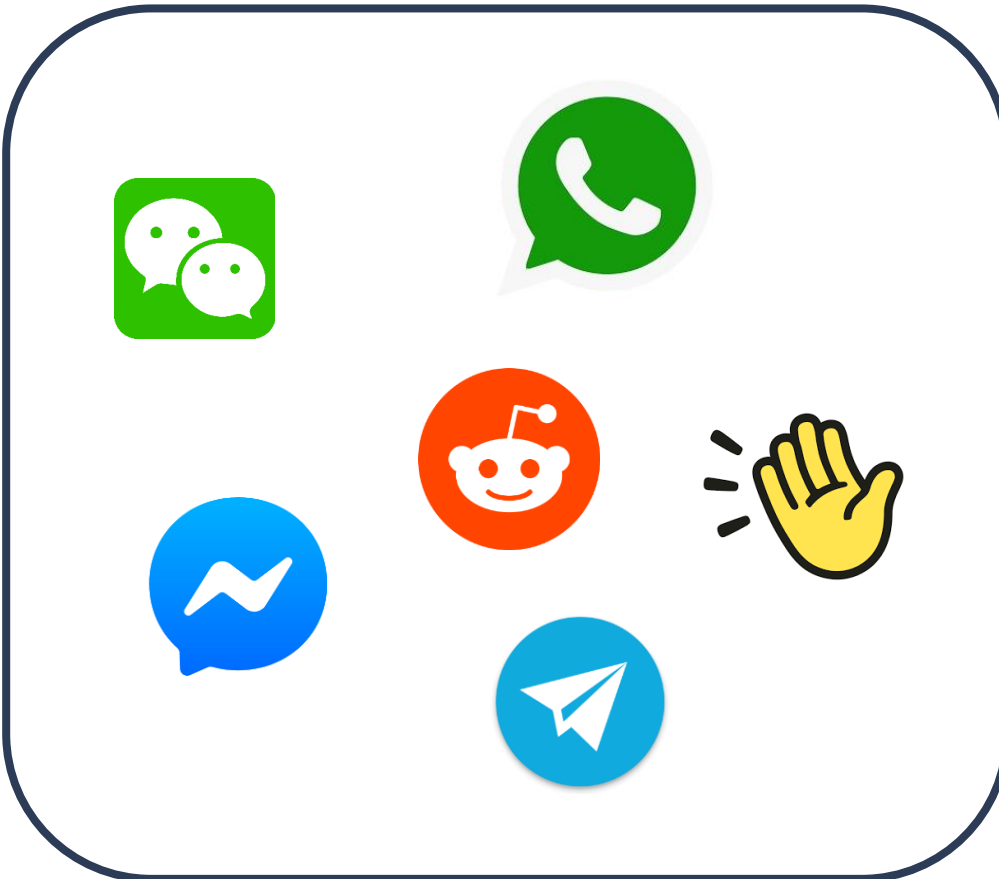
Content-based



The key question to differentiate conversation-based from content-based platforms is: What forms the basis of the platform: message or piece of content?



Conversation-based



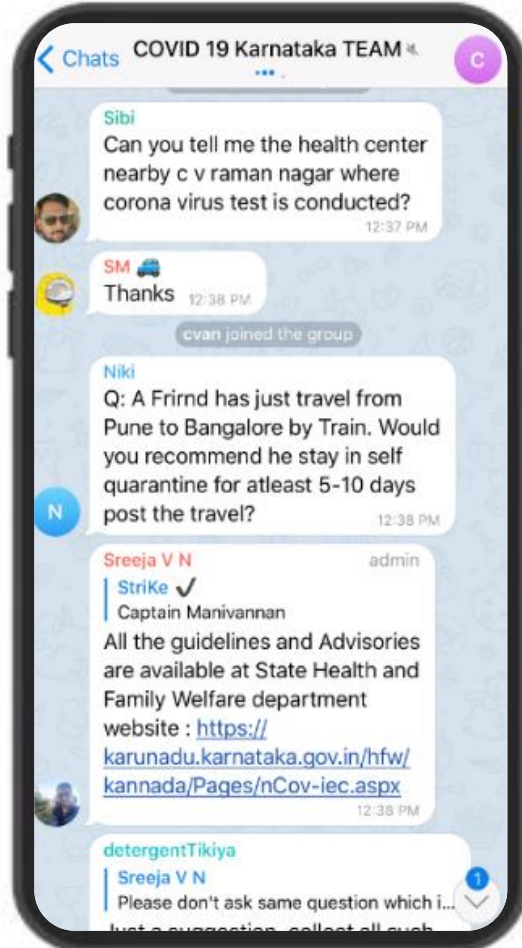
Content-based



Messages are the means of symmetric interaction, while a piece of content is the means of asymmetric interaction

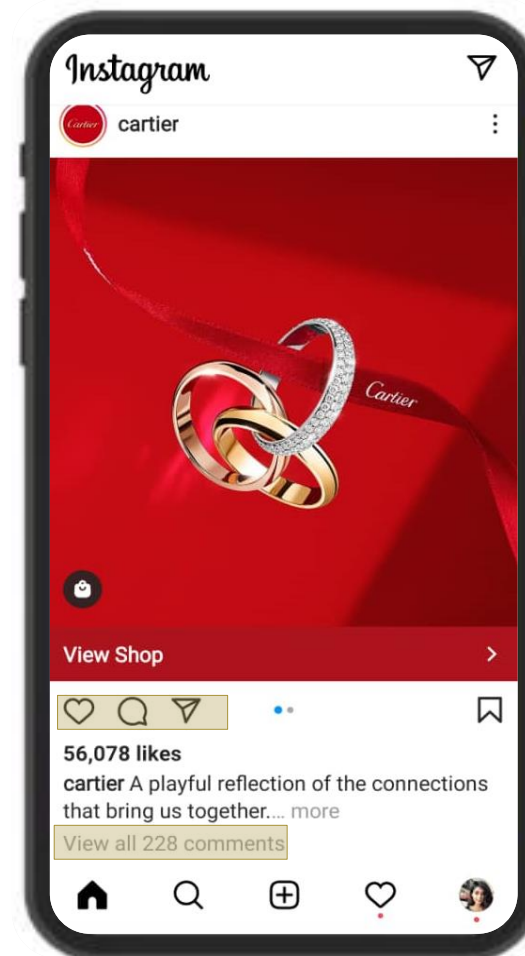


Conversation-based



Structure

Content-based



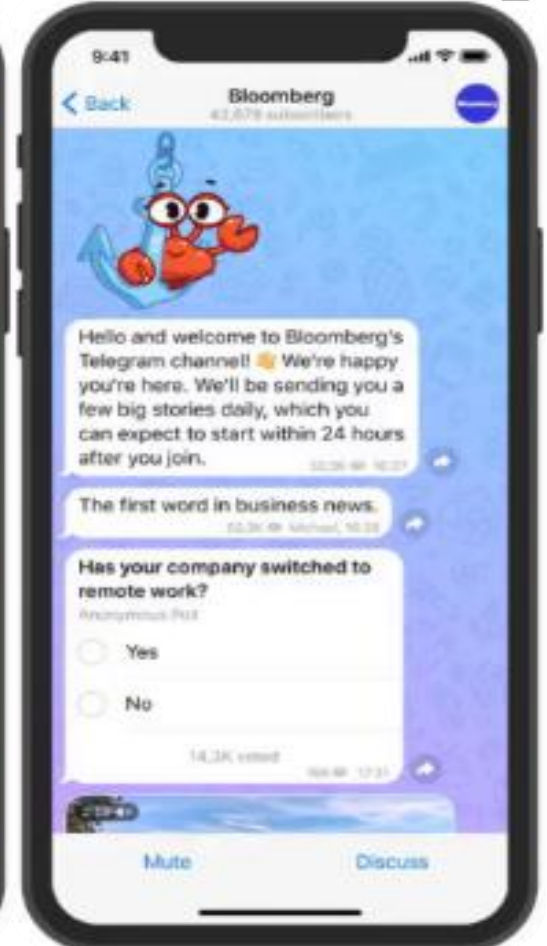
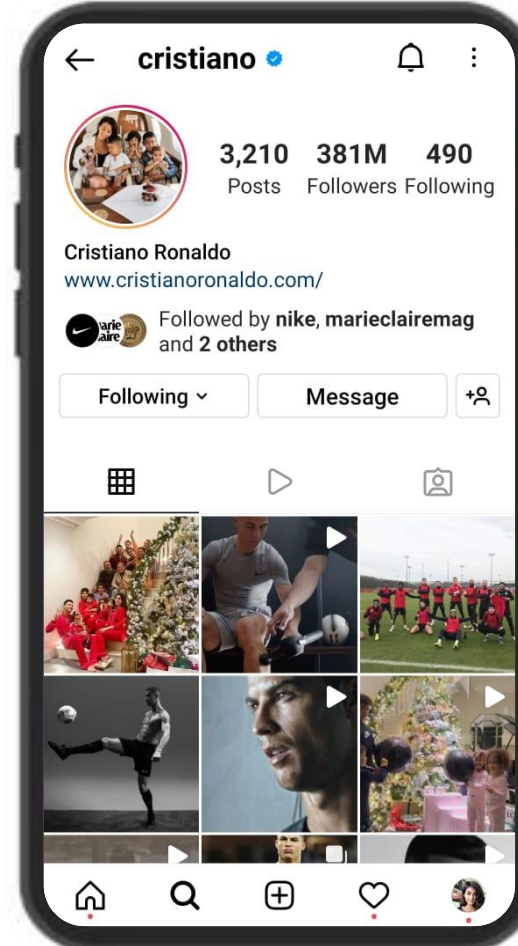
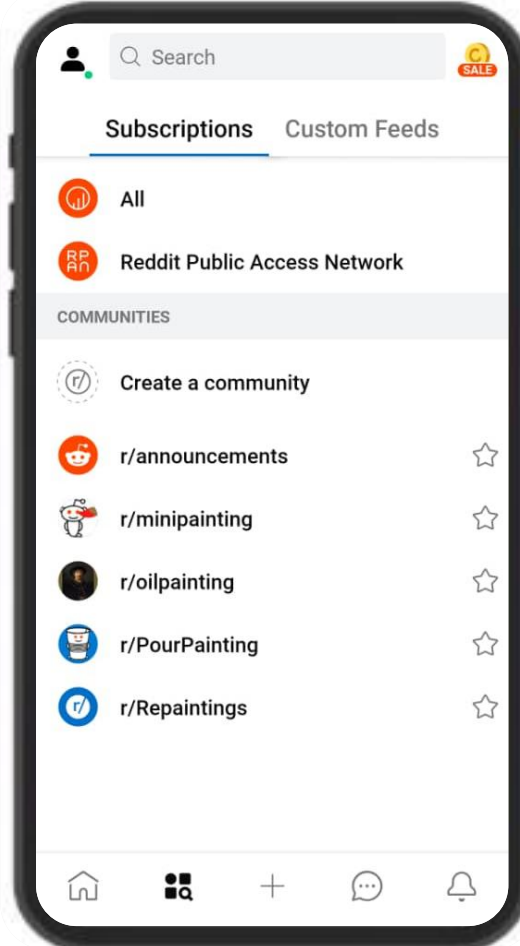
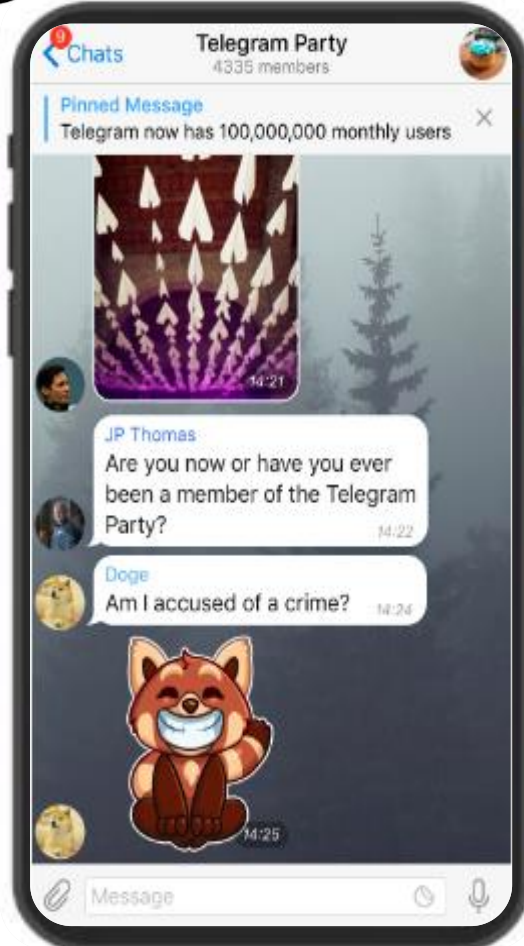
Collective forms in conversation-based social platforms are mainly groups, forums, and communities, while in content-based platforms they're mainly pages and live streams



Conversation-based

Collective form

Content-based



The number of group members on conversation-based platforms is usually limited, while there is no limit for the number of live-stream viewers on content-based platforms

Collective form



Conversation-based

WhatsApp



- **WhatsApp** limits maximum **256 members** per group chat.

Source: whatsapp.com

WeChat



- **WeChat** limits maximum **500 members** per group chat.

Source: wechat.com

Content-based



Instagram live



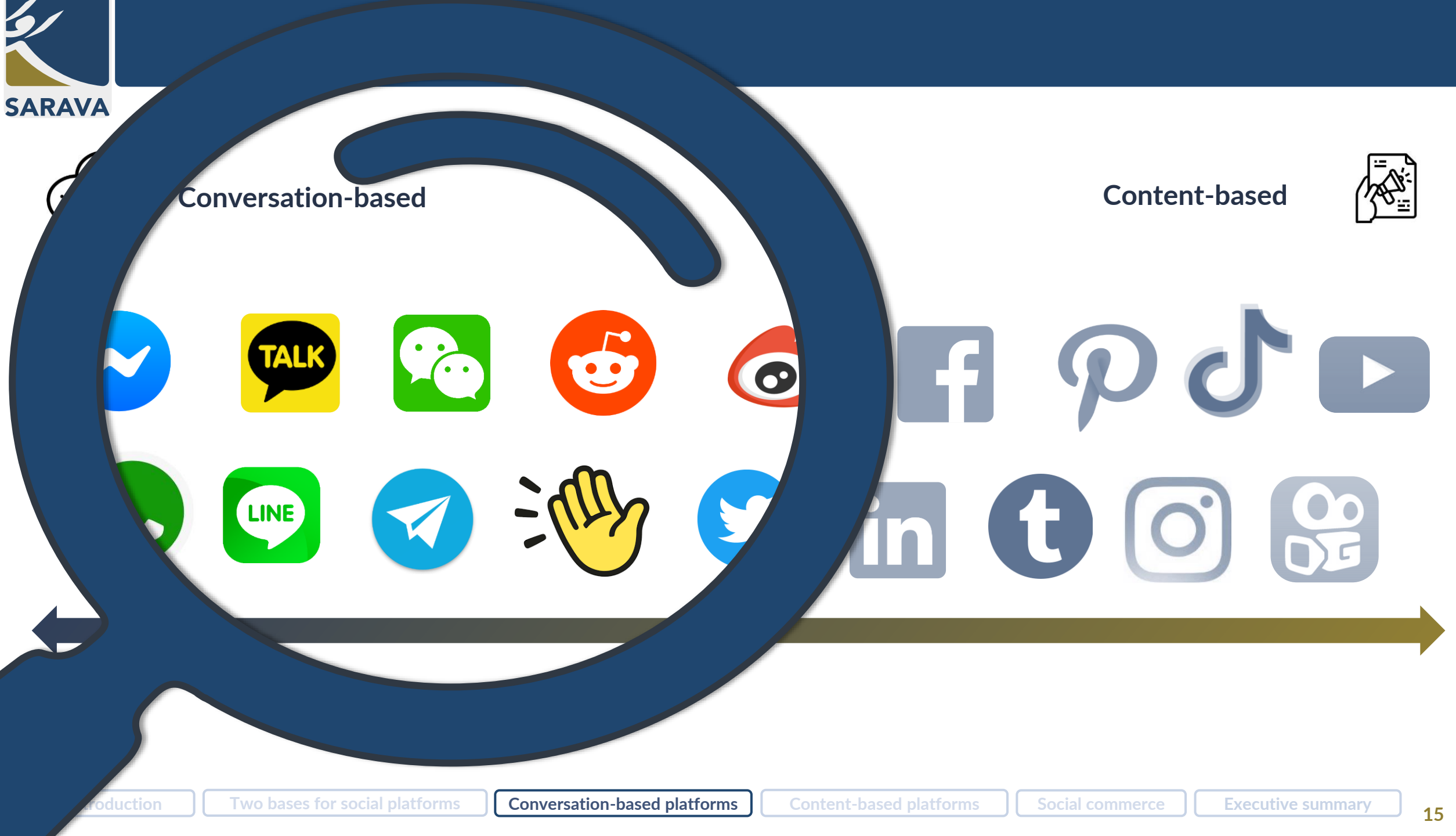
- No limitation
- Acun Ilicali now holds the record for the most-viewed Instagram live, with a colossal **3 million viewers**.

Source: videoproc.com

Conversation-based Social Platforms

Conversation-based

Content-based



We place conversation-based platforms on a spectrum that includes communication tools on one end and community platforms on the other



Conversation-based



Communication tools

Community platforms



Tools to meet users' needs and ease making conversations

Platforms to discover new ideas and people and explore interests



- Known social graph
- Existing network leverage
- Social glue = Family, Friends, Colleagues (Friendship and work)

- Discoverable social graph
- Network discovery
- Social glue = Interest

On communication tools, unlike community platforms, it is generally expected to be replied in minutes

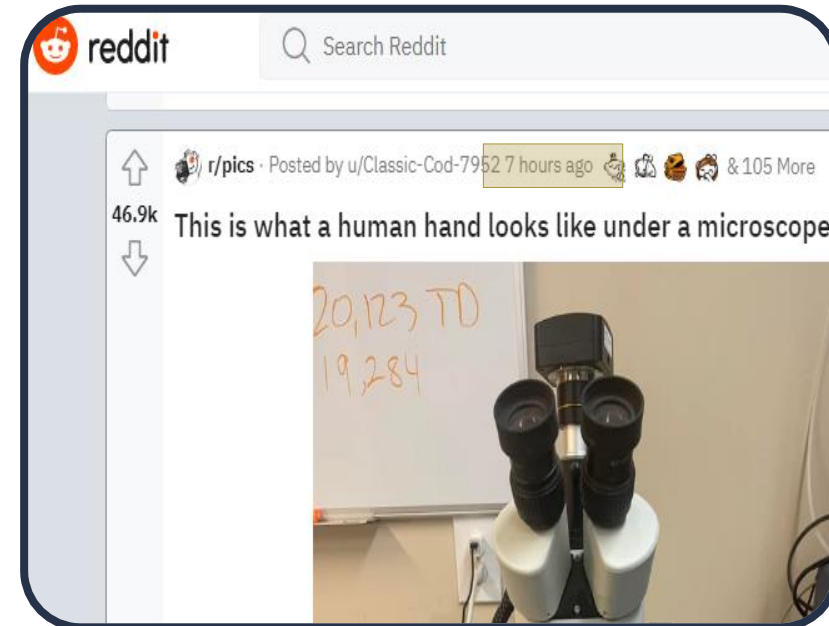
Response expectation



Communication tools



Community platforms



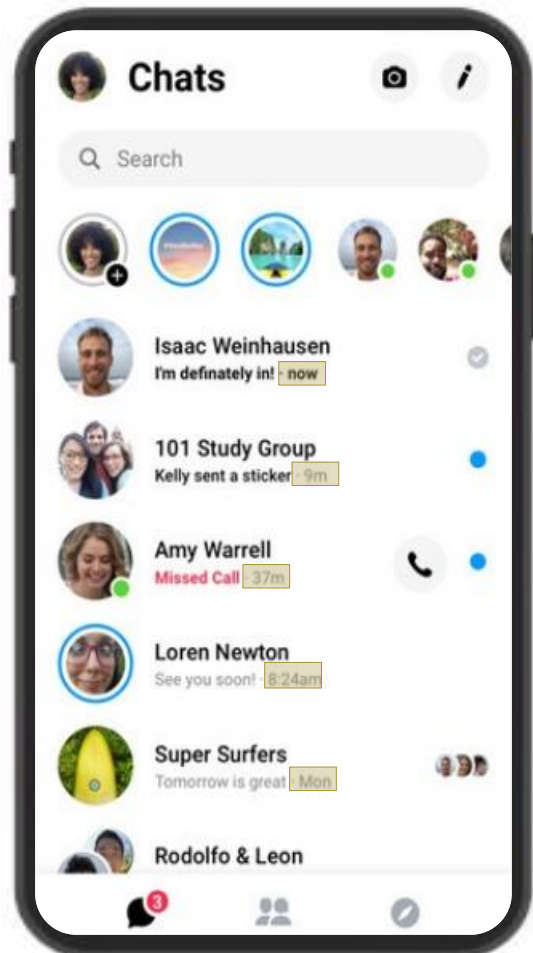


SARAVA

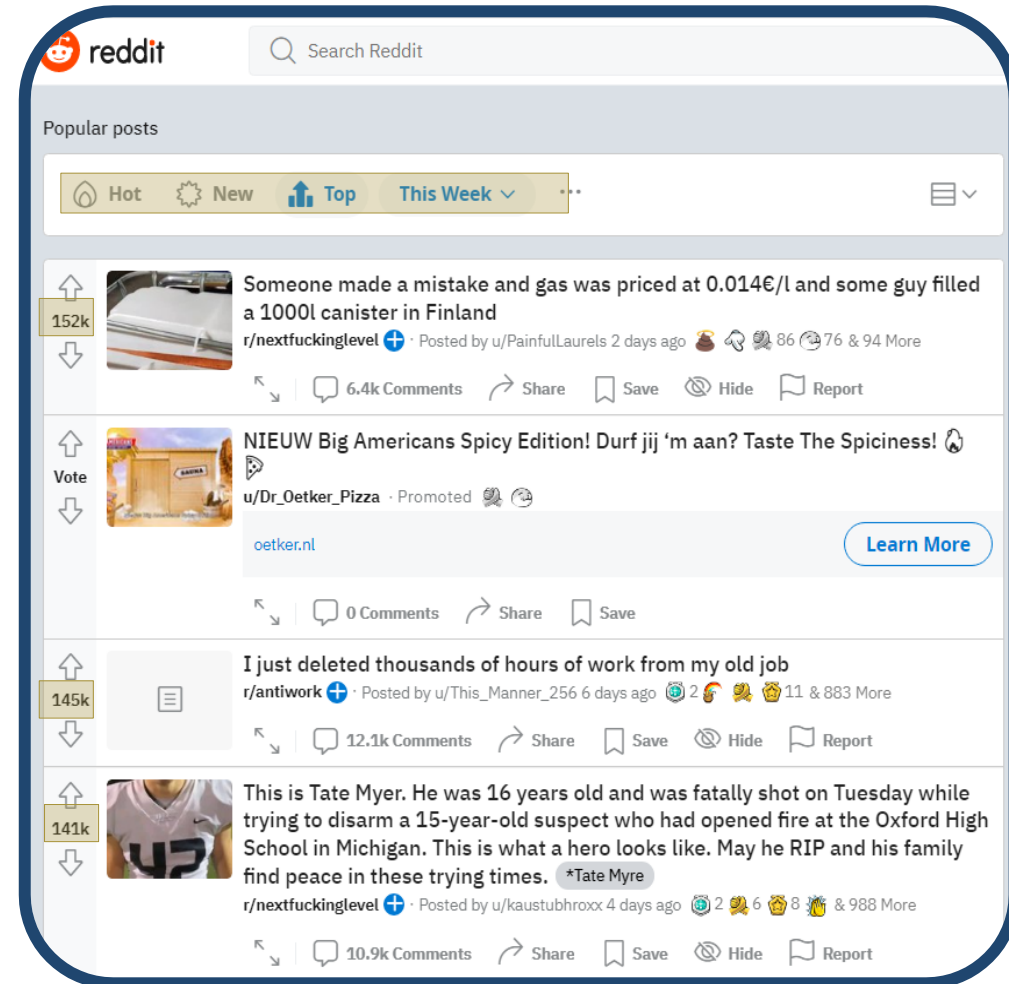
Conversations are sorted chronologically on communication tools, while on community platforms, pieces of content are curated based on the platform algorithms

Sorting

Communication tools



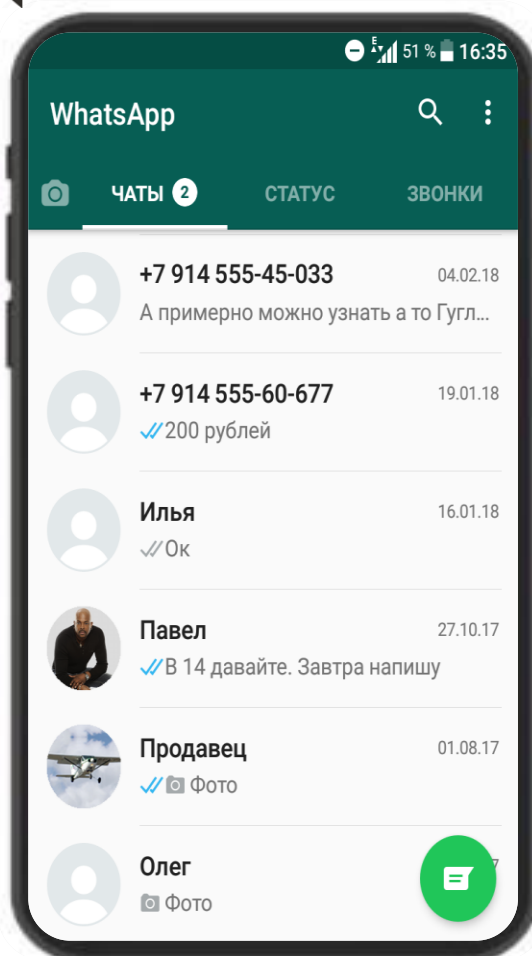
Community platforms



Content distribution/ User findability

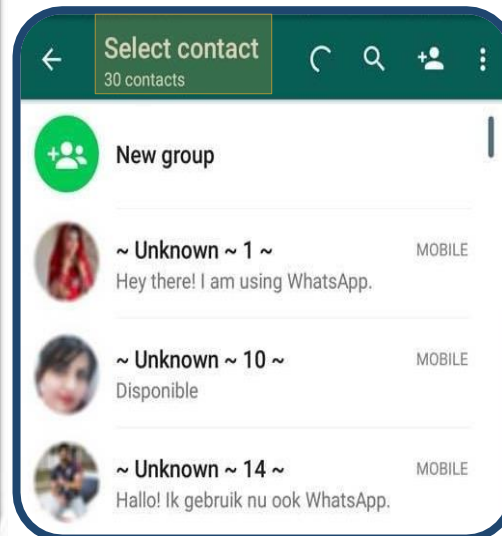
Communication tools

Community platforms



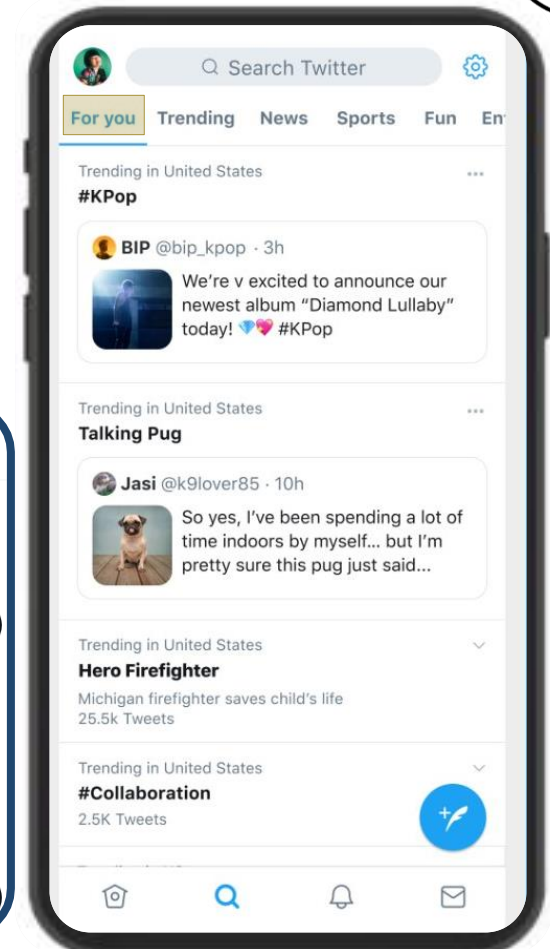
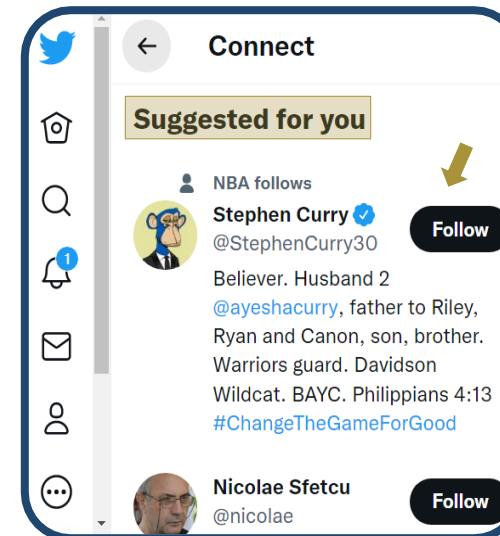
Passive

No suggestion for people
No suggestion for content



Active

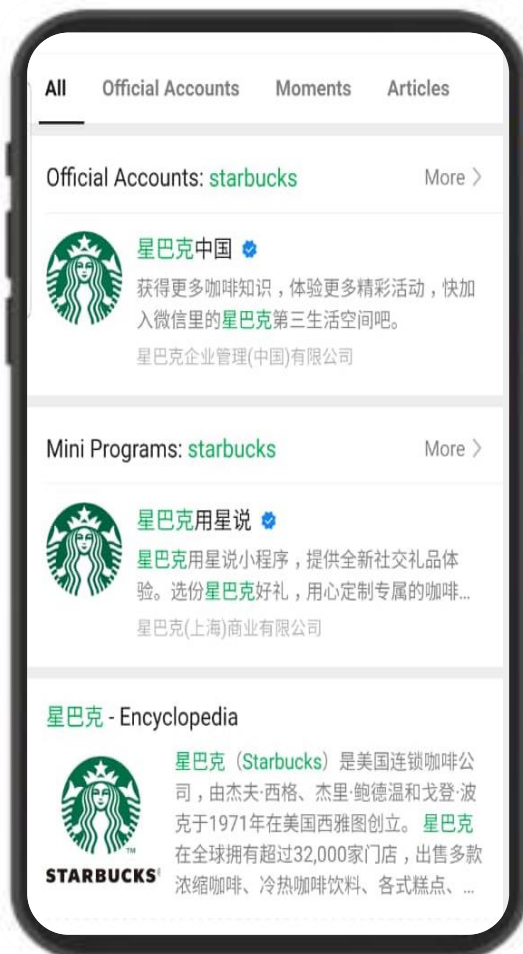
The platform suggests
content and people.



Communication tools allow independent identities hop on them (hopped-on identities).
On community platforms, they are integrated

Third party participation

Communication tools



Community platforms



A complete customer journey in WeChat mini-program vs. presentation page on Twitter

Content-based Social Platforms



Conversation-based



Content-based



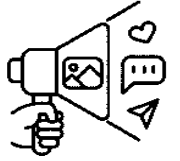


Community platforms



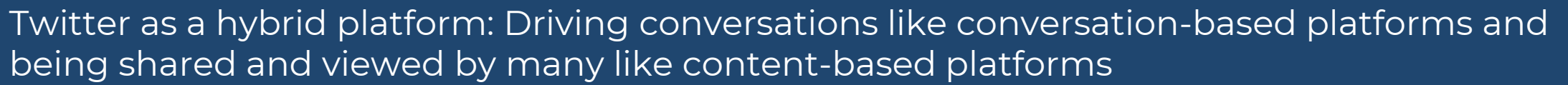
Content-based social platforms

Social media



- Mainly text (Complementary image/video)
- Network
- Identity expression and Brand awareness

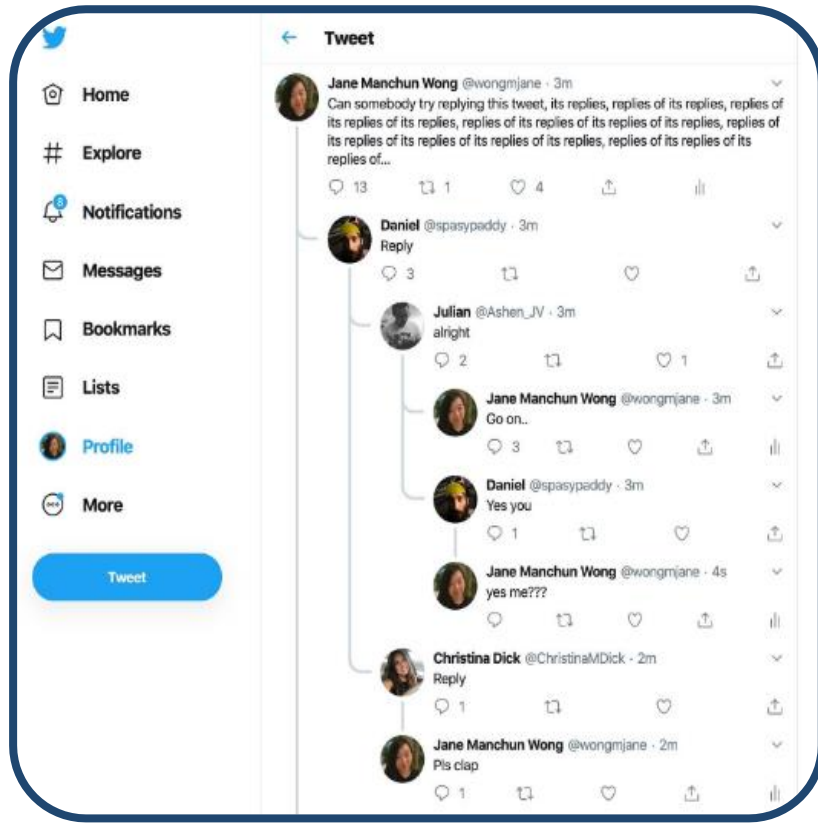
- Video/image (Complementary text)
- Media
- Direct income



Conversation-based



Content-based



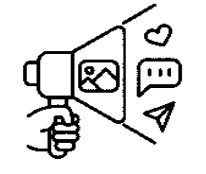


Community platforms



Type of content

Social media



On the community platforms, the structure is network oriented, while on social media, the structure is media oriented and many content creators are professional

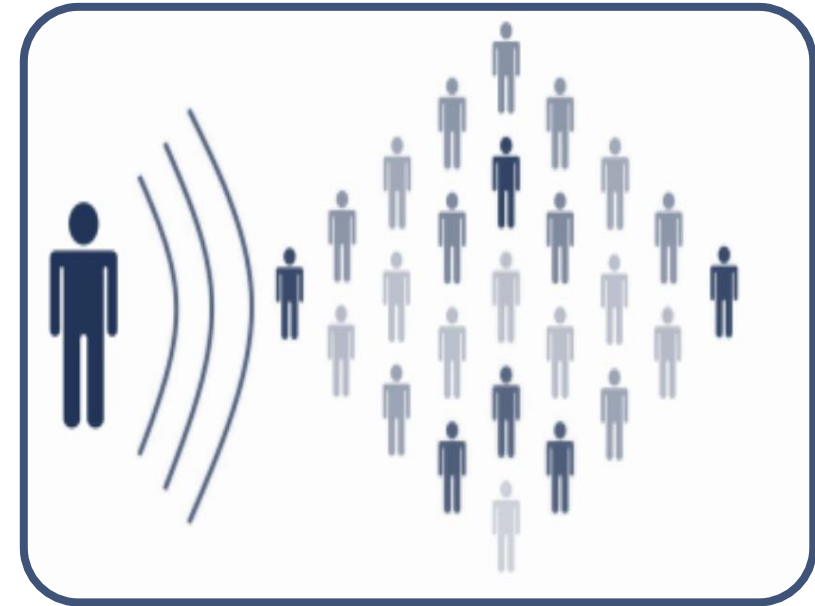
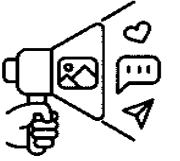


Community platforms



Type of social

Social media

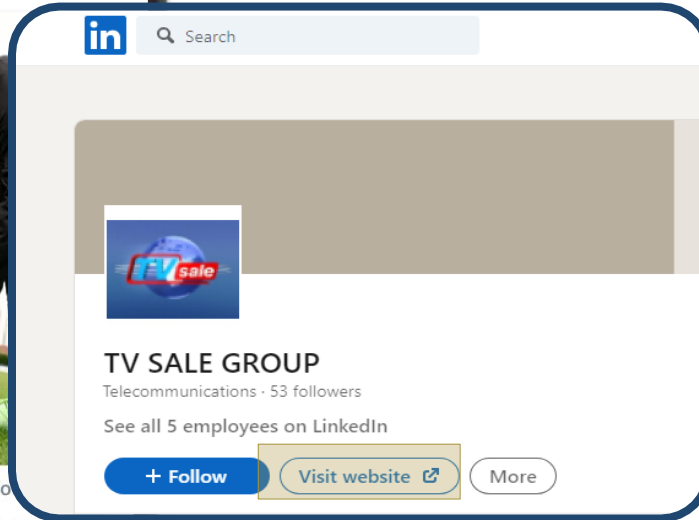
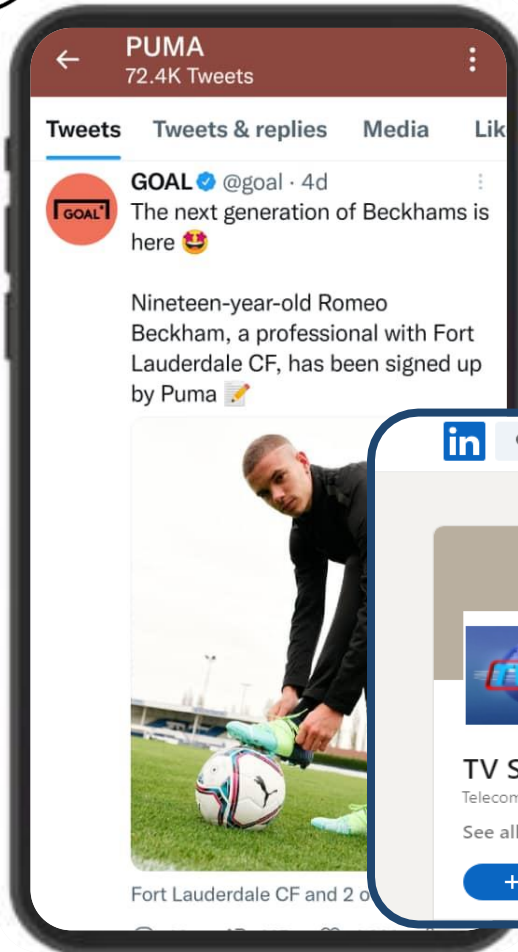


Purpose of content creators on community platforms is to share opinions and express their identity, while on social platforms, influencing and making money are more important

Purpose of content creators



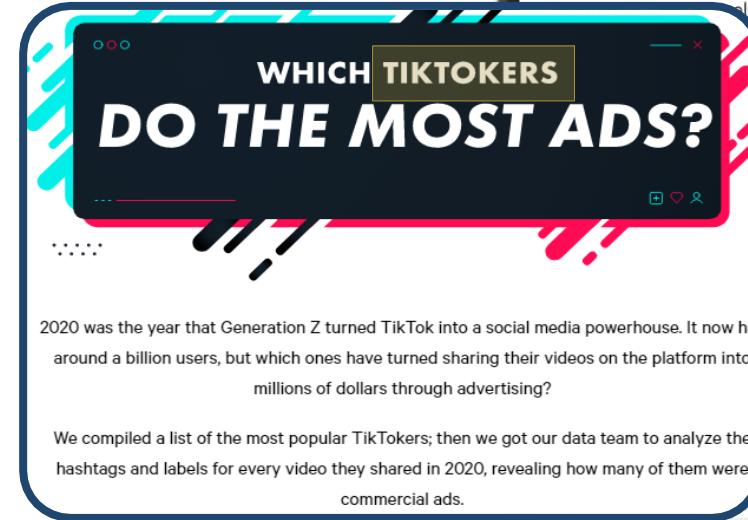
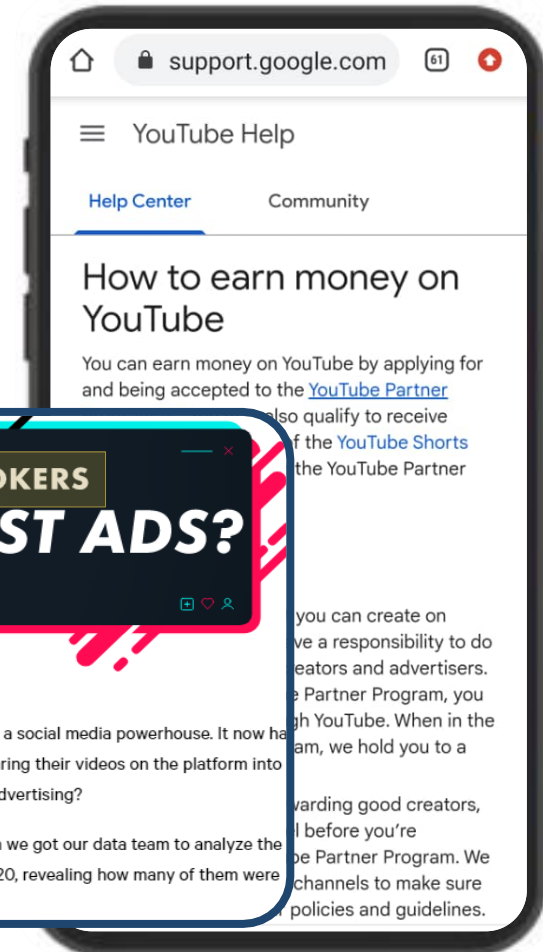
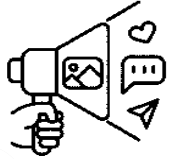
Community platforms



✗ Twitterer
✗ Redditer

✓ YouTuber
✓ TikToker

Social media



Executive Summary

- **Main category:** Social platforms are divided into two categories: **Conversation-based** and **content-based**.
- **Primary difference** between the main categories is the distinction between message and content. The message finds meaning in the heart of a conversation and separating it from a conversation is meaningless. At the same time, the piece of content is meaningful in itself and can be presented to the audience.
- **Conversation-based platforms** form a spectrum, one end of which is created by **communication tools**, and the other is **community platforms**.
- **Communication tools** make it easier to connect between networks of people familiar with each other outside of the Internet, like friends, family, or co-workers. But in **community platforms**, the goal is to meet and explore new people and ideas based on shared interests.
- **Content-based platforms** can also be seen in a spectrum at one side of the **community platforms** and **social media** on the other side, from the network structure to media structure.
- The focus on the text on social media fades, and space is allocated to images and video.
- **Content creators** often seek to express themselves on community platforms and seek to raise awareness of their brand, but as we get closer to **social media**, the incentive to monetize increases, which is why YouTuber is a frequently used word, but Twitterer is not that much relevant.

- The main features of each category and their difference:

Conversation-based social platforms

Type	Response expectation	Sorting	Content distribution/ User findability	Third party participation
Communication tools	In minutes	Chronological	Shared by users	Independent apps (Mini-Programs)
Community platforms	In hours	Curated by platform	Recommended by the platform	Integrated into the platform

Content-based social platforms

Type	Type of content (Main driver)	Structure	Content creators' purpose
Community platforms	Text	Network	Identity expression
Social media	Image/video	Media	Influence and making money



Khatereh Saedifar

- Business Insight Analyst
- Kh.saedifar@Saravapars.com



Shahryar Vaziri

- Business Insight Analyst
- S.vaziri@Saravapars.com



Babak Yazdi

- Business Insight Lead
- B.yazdi@Saravapars.com



insight@saravapars.com



insight.saravapars.com