



Fact Sheet

The Like Me Generation



GUESTS:

Collett Smart – Collett is a registered psychologist, qualified teacher, speaker, writer and mum. She holds two degrees, with honours specialising in working with children with special needs. She has 20 years experience in both the public and private school sectors, as well as in private practice as a consultant psychologist. Collett runs seminars for psychologists, counsellors, and numerous other professionals and everyday people. You can find some of Collett's published work in places like ABC's The Drum, Online Opinion, The Hoopla and you can catch her on Channel 7 and on FM 103.2.

Michael Woods – Michael is the Co-Founder and Creative Director of Media Saints, a leading educational game development company; where he partners with Jacaranda. Teaming with Jacaranda, and after dropping out of University, Michael built Knowledge Quest, a revolutionary game to help middle school students learn English. He started broadcasting video game tournaments online at 18. He is the youngest member of the Australian CEO Institute.



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STATISTICS:

- From January to October in 2013 the original #selfie hashtag grew more than 200% in usage.
- The leading selfie tools, Facebook, Twitter and Instagram have 12 million active monthly users in Australia, 2.5 million active Australian users and 1.6 million active Australian users respectively.
- Text messaging is becoming more common as well, for selfie use.
- The top 10 selfie related hashtags on Instagram total over 41 million photos. Even with those numbers, Facebook is still considered to be the platform on which the most selfies are posted.
- The selfie phenomenon began in late 2012, but didn't reach the notoriety it's at today until early 2013 where it has remained constant since.

Some of these social media statistics have been compiled by SocialMediaNews.com.au for December 2013.

USEFUL ADDITIONAL READING:

- <http://designtaxi.com/news/361370/Infographic-Everything-You-Wanted-To-Know-About-Selfies/>

USEFUL WEBSITES:

www.familysmart.com.au

www.mediasaints.com.au

REFERENCE:

- http://www.mediabistro.com/alltwitter/the-selfie-phenomenon_b50630#more-50630
- <http://frankmedia.com.au/2014/01/06/social-media-statistics-australia-december-2013/>