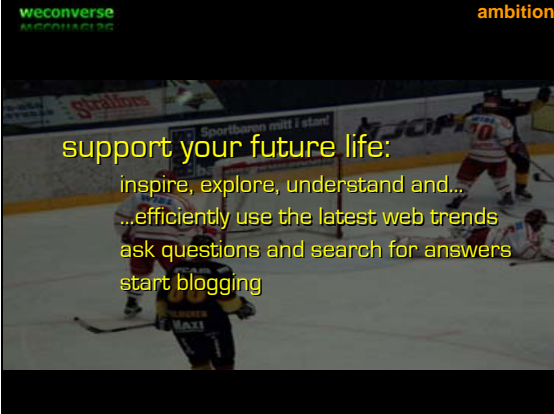


weconverse
ARCHIVIA 2003

ambition



support your future life:
inspire, explore, understand and...
...efficiently use the latest web trends
ask questions and search for answers
start blogging

weconverse
ARCHIVIA 2003

customer (re)actions

November 26, 2003

Viral video clip featuring iPod's dirty secret gets seen by 100.000 people in just 48 hours

In todays world can a single unhappy customer make enough noise to get heard worldwide? Perhaps even by a big international company?

As the numbers below show the answer is probably yes - at least if the knowers how to use the internet and weblogs as means to get the word out...

The current example for this little case study: iPodsDirtySecret.com!

Evan Gilmer was one of the first bloggers to write about it. When he did, less than 2000 people had seen the site. After that the URL was spread quickly through the blogosphere - with a little help from the usual suspects, like Blogger, Technorati, Popdex or Metafilter.

Less than 12 hours later the site already had more than 15,000 hits - at a rate of 72 hits per minute. The rate rose to more than 2 hits per second during Monday night. The 100,000 mark was passed on Tuesday at around 5 PM CET - an estimated 48 hours after the site went live.

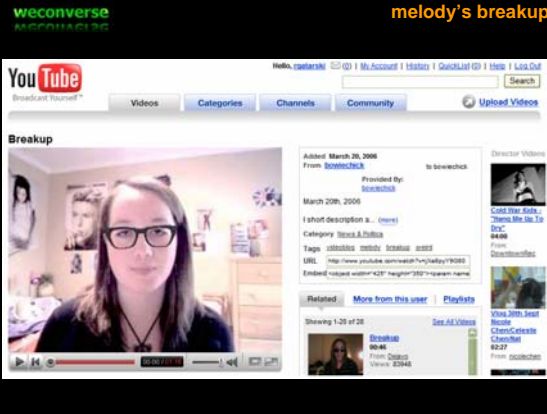
Now - again about 24 hours later - the counter stands at 175,105, while the video clip is no longer available. On average, the message was communicated worldwide around the clock to one person every second for nearly three days!

That's quite a reach for that single unhappy customer, isn't it?

www.site-9.com/blog/archives/2003/11/viral_video_clip_featurin.html

weconverse
ARCHIVIA 2003

melody's breakup



Breakup

Added: March 20, 2006
From: [BrendaChub](#) No searches
Provided By: [BrendaChub](#)
March 20th, 2006
I short description a...
Category: [Breakups](#)
Tags: [relationships](#) [relationships](#) [breakup](#) [break](#)
URL: <http://www.youtube.com/watch?v=j4dJyY93000>
Embed: [Embed](#) [Embed](#) [Embed](#) [Embed](#) [Embed](#)

Showing 1-20 of 20 [See All Videos](#)

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assumption

we customers / citizens / consumers are

educated
connected
conversant

we
know more than I do!

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ARCHIVIA 2003

the point

JOURNAL OF MARKETING COMMUNICATIONS 4 45-59 (1998)

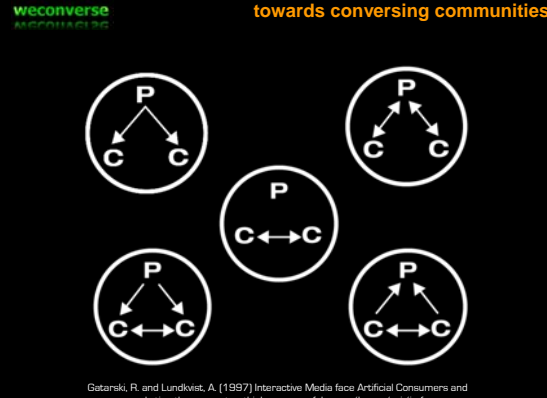
Interactive media face artificial consumers
and marketing theory must re-think

RICHARD GATARSKI AND ANDERS LUNDKVIST
School of Business, Stockholm University, Sweden

re-think

weconverse
ARCHIVIA 2003

towards conversing communities



Gatarski, R. and Lundkvist, A. (1997) Interactive Media face Artificial Consumers and marketing theory must re-think, see www.fek.su.se/home/rjg/imfaceac

weconverse ANALYTICS hate site 2.0

Cingular Live! The New Old Pain

LEARN WATCH SHARE MY ACCOUNT

Feeling Cingular
THE MUSIC VIDEO

Love last. Mass destruction. "Feeling Cingular", the animated short film of a Cingular/AT&T customer's tragic experience with their GSM network's 87 interference. You may never want to use your phone again until you return to a CDMA carrier.

[WATCH THE VIDEO](#)

Quick Links
Find what you're looking for. Because we can't really help you.

At Service

Free Ringtones
Can't get enough of the best? Download the interference ring some right now.

[Download now](#)

The iPhone! Unfortunately On AT&T
The New Old Pain. A rather deal for Apple fans? [Learn more](#)

Cingular Has the Most Blown Speakers of Any National Network.
And that's no joke! [Learn more](#)

Switch to Cingular and Regret It for the Next Two Years of Your Life
Keep your contract alive—even when your cell phone is dead! [Learn more](#)

Don't hesitate to call. But please don't call us on your Cingular/AT&T phone because we can't have them call us on our cell phone. They might not see us.

feelingc.com

weconverse ANALYTICS trendometer

blogging podcasting

wiki twitter

consumer generated content

tagging social media

widget rss

weconverse ANALYTICS terminology

Aggregators Folksonomy Wikis User Centered Joy of Use

Blogs Participation Six Degrees Usability Widgets

Pagerank XFN Social Software FOAF Browser

Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX

Videocasting Podcasting

Audio IM Video **Web 2.0** Design

Convergence CSS Pay-Per-Click

UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation

OpenAPIs RSS Semantic Web Standards SEO Economy

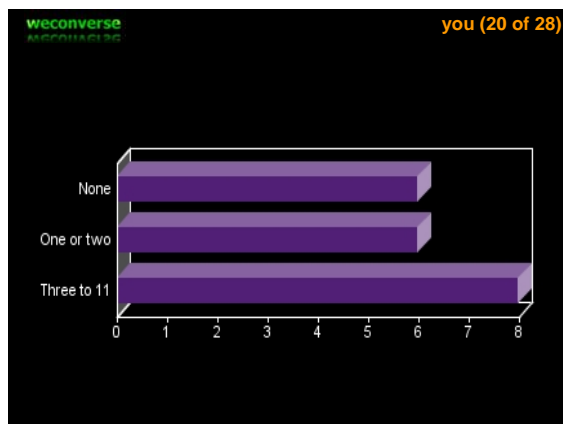
OpenID Remixability REST Standardization The Long Tail

DataDriven Accessibility Microformats Syndication

Modularity SOAP NML

Local Chameleon www.rainbowwave.com - 25.12.06 Released Under Creative Commons Attribution-ShareAlike 2.0

www.rainbowwave.com/rainbowwave/2007/1/2/web-2.0-map



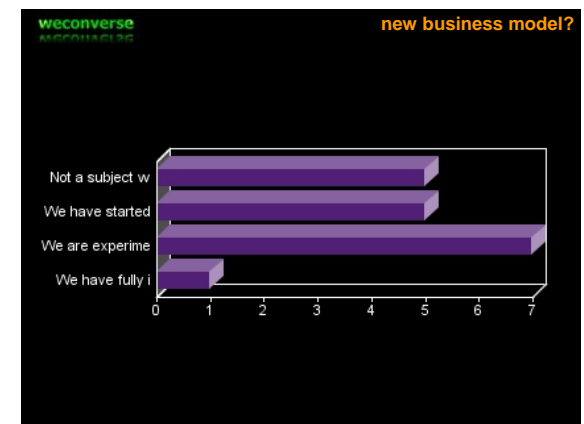
weconverse ANALYTICS profile in facebook

No, No, None, No, Not.

No, never heard before
I do not know what it is
I don't have one. I don't even know exactly what it is

I do not have it. No time for facebook.
No - I have real friends - don't need virtual ones.
We are new, so probably not yet
I dont. seems like a fly by night fad. and none of my friends are on it.
That 's no topic in Austria
Can't be bothered. Don't like putting my details on web
Have a good circle of friends already.
The thought of hundreds of others bombarding me scares me slightly...
I have enough problem keeping up with my social life as it is, and don't need hundreds of people poking me!

Yes I have one



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Get There Faster

worldwide partners | inc. home services products benefits about us

The world's largest independent marketing communications partnership. news contact us

Introducing Survival Of The Fastest

weconverse
RECONSTRUCT

knowledge

absolut ?

weconverse
RECONSTRUCT

who says what?

Google

absolut

ABSOLUT.COM - Official Web Site of ABSOLUT VODKA

Information on Absolut favors, advertisements and the company.

www.absolut.com - 43K - Cache - Läsande sidor - Notera detta

absolut.com - absolut.com/sitemap

Absolut Ring Ring - absolut.com/ring

Find your Ring - Ringed ... - absolut.com/rf

http://absolut.com

Absolut Vodka - Wikipedia, den fria encyklopedin

Flammet Absolut stiftades som "Absolut renat brännvin" 1879 av Lars Olsson Smith men blev i Sverige mest känt som Ranat brännvin tillä 1979 så en dryck med det ...

sv.wikipedia.org/wiki/Absolut_Vodka - 20K - Cache - Läsande sidor - Notera detta

Absolut - Wikipedia, den fria encyklopedin

Absolut (yttre av latin absolutus "absolut") betyder komplett eller oavhängig ... Den här artikeln är hämtad från http://sv.wikipedia.org/wiki/Absolut ...

sv.wikipedia.org/wiki/Absolut - 14K - Cache - Läsande sidor - Notera detta

Absolut Citron, som varit inget vanligt

Svensk originalhumor, Limerickar, kåsarier, satir, skämt och allvar, buffa pryflar, snäppviser, men ...

www.absolut.com - 14K - Cache - Läsande sidor - Notera detta

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RECONSTRUCT

a didactic pod drama

John Seigenthaler Sr. in a joint appearance on CNN with Jimmy Wales, 5 December 2005.

Room 208
2005 - 2006

skolsmart.skolmarknad.info

28 februari 2006

FTT DIDAKTISKT PODDRAMA, 2006-02-28 (22:30)

En introduktion till en poddramsprogram i skolmarknad. Ett poddrama med tre huvudaktörer: Mikaela, Boon, och ...

Skolmarknad, 2006-02-28 (22:30)

Skolmarknad, 2006-02-28 (22:30)

Skolmarknad, 2006-02-28 (22:30)

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product wiki

ProductWiki

Motorola Q Wiki

Introduction

The Motorola Q is a Windows-based mobile phone and e-mail device that fits in your pocket. Fully tricked-out, it can duplicate many of the functions of a computer, including MS document processing, handling business and personal e-mail, accessing the Internet, playing music and more.

Because the possible applications for the Q will always expand, the "ideal" user guide would also be able to grow and change. This wiki is an attempt to do that. It's a place to capture and share the knowledge of the greater community of Q users. If, for example, you have added a new application to your Q, you could post instructions on how you did it here, for the benefit of all Q users.

This site has been established by Motorola for the use of Q users. It has been seeded with the contents of the in-box user guide. Additional content will be provided by Q users as they explore the Q's capabilities.

weconverse
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student generated content

Stanford Wiki

Welcome To The Stanford Wiki

Currently, there are 7 articles on this wiki. This is a place for sharing and discussing about life at Stanford, the campus, and our history.

Life is More than Studying

- How Bad is the Food on Campus - don't be shy!
- Events Board, Regular Events, Events Calendars
- Ways to Eat for Free
- Entertainment, Night Time, Music Scene, The Arts
- Study Spots, Outdoor Activities
- Volunteer Opportunities, Memorials
- Photos
- Good Ideas For Dates, Singles Scene
- Greek Life

Academics

- Faculty Reviews, Class Reviews, Majors
- Class Projects, Student Organizations
- Campus Buildings, Courts, Administration
- Sports And Places, Sleeping On Campus
- Campus Art
- University Construction
- Colleges, Professional Schools, Research & Development
- Recycling
- Town History, Weather, Glossary, Breaking

weconverse **intraWikis**

e-gineer
 Blog - Nathan - Archive - About

Our Intranet, the Wiki: Case Study of a Wiki changing an Enterprise
 Saturday, August 18, 2007

Introduction
Janssen-Cilag is one of the fastest growing, research based pharmaceutical companies in Australia. It has more than 300 employees, split across Australia and New Zealand with around half based in the field. It is one of 250 **Johnson & Johnson** operating companies, which total about 121,000 employees across 57 countries.

In 2006, Janssen-Cilag completely replaced our simple, static HTML intranet with a Wiki solution. Over the 16 months since launch, it has dramatically transformed our internal communication and continues to increase in both visits and content contributions each month.

History of Janssen-Cilag's Intranet
 Janssen-Cilag's previous intranet, InfoDownLander, was a static HTML site, originally developed in 2001. Content was maintained using FrontPage, with only a handful of active editors throughout the company. IT was involved only to upload latest versions of content files from the development site onto the production server.

While some areas were lovingly maintained to a high standard, large sections of content were out of date. There was no search capability. Trust in the information was very low. News was distributed via email, not the web.

weconverse **MECONTRA.BG**

what is a blog ?

weconverse **fashion blogs**

Annas blog feat. Mei E
 Om mode, skönhets och konst i vid barnskolan.

ANNA KLAR SIG I
 Tisdag 5 Juni 2007

8 Juni, 2007

VITA PLASTISAR

Sommarens skönaste skor - plattsarna från Marc by Marc Jacobs - [http://www.marcbymarcjacobs.com](#) Vita - storlek 29. Om jag kunde ge mig själv en allsanning till spökr man behövs 2 per månadskort i plast så skulle jag så bli. Men nu har jag för många andra håll ett fulla tyvän.

Bild från Träders
 Anna (1144) Anna: Skur
 Link: Kommentarer (2) Trackback (0)

VECKANS VÄSKA
[www.flickr.com](#)

KOMMENTARER
 Ida "I väntar på värderna booke hejagga"
 Paulina "Hej"
 Linda "Vita plastisar"
 Louise "I väntar på värderna booke hejagga"
 booke "Vita plastisar"
[www.flickr.com](#)

weconverse **okee**


oKee

Critical Mass i Chicago
 100467 22:49 2007Pernarisk

En av våra cyklar har letat sig till Chicago. Så här skriver Sophie:

"I ride my Okee bike daily in Illinois even though the snow when it's not too deep and bring them off every month at Critical Mass.

It made all of my bike-fan friends jealous."



weconverse **blogs have impact**

BOEING

RANDY'S JOURNAL

Margot Wallström

my blog

JOHN EDWARDS08
 WITH THE CAMPAIGN TO CHANGE AMERICA

Social Networking
 43Things, del.icio.us, assembly, facebook, flickr, gather, myspace, partybuilder, voodoo, vshare, vshare, vshare, vshare, yahoo! 360°, hq.tv, CNN, vshare, tagworld, collectives, babe, care2, hot, xanga, livejournal

John Edwards has a presence on all of the following online networks. Most of them will allow you to add images, badges and banners from our download page. So feel free to spruce up your profile with some of our stuff by clicking here for downloads.

weconverse **grey matter**

abc SHOWS • Daytime • News • Sports • Shop • Downloads • Games • Video
 ABC.COM THE WEB

GREY MATTER:
 FROM THE WRITERS OF GREY'S ANATOMY

Allan Heinberg on "What I Am"
 Original Airdate: 10-12-06

October 13, 2006 in Allan Heinberg | Permalink | Comments (1318)

So, here's the thing: you people terrify me. You're passionate, you're insightful, you're bravely outspoken. You know *Grey's Anatomy* and its characters better than anyone, except maybe Shonda Rhimes. And I don't know if you realize this, but the way you write about the show, debate it, love and/or hate it carries an enormous amount of weight in the Writers Room.

All of which makes the experience of blogging here for the first time absolutely terrifying.

[www.grayswriters.com/2006/10/allan_heinberg_html](#)

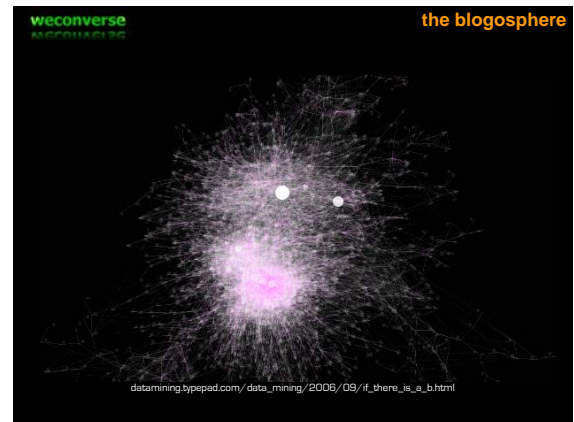
RECENT POSTS
 • Debora Cann on "Sometimes a Fantasy"
 • Krista Vermoff on blogging and "Ain't a Tree"
 • The last thing I'm gonna say for now...

ARCHIVES
 October 2006

weconverse
MONTAG 20.08.07

case hsbc

The image shows a screenshot of the BBC News website from August 20, 2007. The main headline is 'Bank's U-turn on student charges'. Below the news, there is a Facebook search interface showing results for 'hsbc', including a group titled 'Stop the Great HSBC Graduate Rip-Off!!!'.



weconverse
MONTAG 20.08.07

free data

The image shows a screenshot of a TED talk page for Hans Rosling. The title is 'Talks Hans Rosling: Debunking third-world myths with the best stats you've ever seen'. The page includes a video player, a description of the talk, and information about the speaker.

weconverse
MONTAG 20.08.07

let go

The image features a photograph of A.G. Lafley, CEO of Procter & Gamble, with his name and company name overlaid in a blue box. The source is cited as 'Source: Lafley's key note at Association of National Advertisers, 2006-10-06'.

weconverse
MONTAG 20.08.07

some advice

start blogging

1. listen carefully
2. invite stakeholders
3. support conversations
4. create social media

re-think

weconverse
MONTAG 20.08.07

thank you

www.weconverse.com

The image shows the weconverse logo, which is a stylized green wave or network pattern. Below the logo is the text 'weconverse' and 'related patterns, patterns on the ground of life'.