



wiki-caset  
is sociala media terrible for advertisers?

Googleträffar på artiklar i Wikipedia om stora svenska annonser

Placering 2004 i annonservolym (kr)	Annonser	Summa annonsering (Mkr)	Träffrank i Google på wikipedia-artikel
1	Telia	525,511	12
2	ICA	460,541	9
3	KF	426,756	6
4	Frister & Osnabe	394,681	3
5	Svenska Spel	371,762	3
6	Vodafone	329,710	5
7	Volvo	328,778	6
8	Saab-Opal Sverige	288,764	N/A
9	3	278,133	N/A
10	Volkswagen Svenska	265,649	5
11	Telia Comvy	266,573	N/A
12	Carlsberg Sverige	244,132	3
13	Adia Foods	240,049	5
14	Procordia Foods	227,593	3
15	Kraft Foods Sverige	226,796	5
16	McDonald's	226,600	3
17	Unilever Bestfoods	223,918	3
18	Föreningspartibank	219,778	11
19	Cosmetique France	213,366	N/A
20	Direktans	207,836	4

www.bat.se/socialamedier (data September, 2006)

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wiki-caset  
marketing ethics

Eric Goldman  
Technology & Marketing Law Blog  
December 05, 2006  
Wikipedia Will Fail in Four Years  
By Eric Goldman

About a year ago, I predicted that Wikipedia will fail in 5 years. My logic:

- \* As Wikipedia traffic grows, it becomes a juicier target for marketers seeking to promote themselves (see the analogous problems Digg is experiencing with results gaming as it gains more traffic)
- \* Wikipedians are the only thing stopping those marketers from modifying Wikipedia's open-access pages in ways that might degrade the user experience
- \* Wikipedians, in turn, will fight the marketers because of their pride in the site. However, as marketers become more determined and use automated tools to mount their attacks, Wikipedians will progressively find themselves spending more time combating the marketers. On The Net

blog.ericgoldman.org/archives/2006/12/wikipedia\_will\_1.htm

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customer generated content

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.

Source: www.motoqwiki.com/index.php?title=Motorola\_Q\_Wiki

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student generated content

Main Page

Welcome To The Stanford Wiki  
an encyclopedia that any student can edit.  
Currently, there are 6 articles on this wiki. This is a place for *sharing and discussion* 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, Dorms, Administration
- Spots And Places, Sleeping On Campus
- Campus Art
- University Construction
- Colleges, Professional Schools, Research & Development
- Recycling

Orientation

- Town History, Weather, Glossary, Breaking

stanford.wikia.com

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