

webb 2.0 building on the assumptions

consumers / citizens / customers

are:

educated
connected
conversational

webb 2.0 todays main 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

tänk om

webb 2.0 re-think, why?

100+ million registered users, 15+ million unique logins/day,
30 billion pageviews/month, second largest webdestination,
1,4+ million band registered, 350.000+ band blogs
50.000+ groups (fashion, sport, health, film, etc)

Source: www.micropersuasion.com/2006/03/myspace_mania.html
www.techcrunch.com/2006/06/13/myspace-the-2.7-billion-pound-gonilla/

webb 2.0 myspace

myspace.com
a place for friends

BBC NEWS

What Myspace means to Murdoch

Analysis
By Jeremy Scott-Jayell
BBC News Business reporter

Just three months ago, news magazine Rupert Murdoch made an unusual admission. He had realised, he told a high-powered audience at the American Society of Newspaper Editors in Washington DC, that he had got something rather important rather wrong.

He had realised, he told a high-powered audience at the American Society of Newspaper Editors in Washington DC, that he had got something rather important rather wrong.

news.bbc.co.uk/2/hi/business/4697671.stm

webb 2.0 theatrical

Omnimotion

Stockholm, Sweden

Profile Views: 576

Last Login: 5/4/2006

View My First Video

Download Today: 8

Plays Today: 1

Can't Lose	Plays: 2095
Jaded	Plays: 935
Wide Awake In A Cold World	Plays: 791
Can't Live	Plays: 676

webb 2.0 usatodayspace

USA TODAY

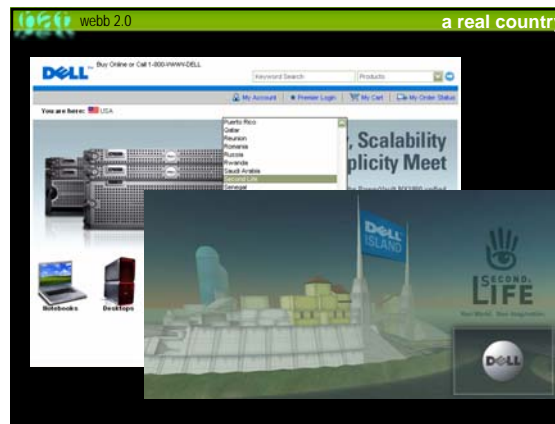
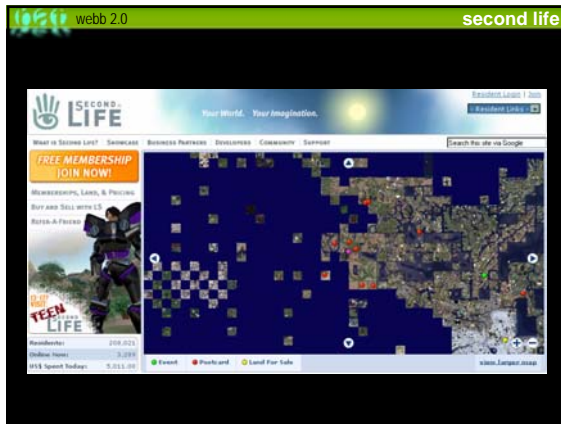
SEARCH

Not sure I like the looks of these. Interesting but perhaps too synthetic.

From the editors of USA TODAY:
We have redesigned USATODAY.com, but more important, we are expanding our editorial mission. Read more, then check out our new [features](#).

Headlines

- NAACP president resigns
- Disembalment suspect found
- Alghans: Marines shot civilians
- Ex-Sen. Eagleton dies at 77
- Senators vow action on military care
- U.S. starts 1st major push of Baghdad security drive
- Tribe revokes membership for descendants of freed slaves



webb 2.0 gammalt tänk


hantera

100 medier

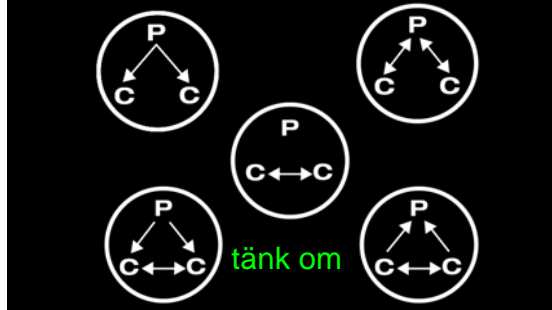
som var och en når

100 000 människor

webb 2.0 gammal gerilla



webb 2.0 towards conversing communities



tänk om

Gotarski, R. and Lundkvist, A. [1997] Interactive Media face Artificial Consumers and marketing theory must re-think, see www.fek.su.se/home/rjg/imface00

webb 2.0 we media

DECEMBER 11, 2006

HOTTEST AD SPACE IN TIMES SQUARE MAY BE ON TOURISTS' CAMERAS



Advertisers have long been drawn to Times Square as a valuable place to reach consumers, paying hundreds of thousands of dollars for space on billboards and blazing video screens, reports [The New York Times](#).

"But recently they have discovered that down on the ground, new technology has given low-cost, face-to-face marketing campaigns something of a cutting edge as consumers spread their messages on the Internet.

As a result of the growing popularity of consumer-generated pictures, videos and e-mail messages on Internet sites like [YouTube](#) and [MySpace](#), advertisers are getting consumers to essentially do their job for them.

When Target, the discount store operator, suspended the magician David Blaine above Times Square for two days during the week of Thanksgiving, videos shot by viewers were posted on YouTube and viewed more than 10,300 times.

On sites like [YouTube](#), [Blogger](#) and [MySpace](#) an army of tourists and residents are spreading advertisers' messages well beyond Manhattan, using their cell phones and video cameras as they walk through the marketing crossroads of the world."

emily | 08:23 AM | [How people and businesses are using videochones](#) | [Trackback \(0\)](#)

The Permanent Link to this page is: <http://www.fek.su.se/2006/12/11/14314322.htm>

webb 2.0 omtänk

konversera med

10 000 000 aktörer

som var och konverserar med

10 andra

webb 2.0 lackmus

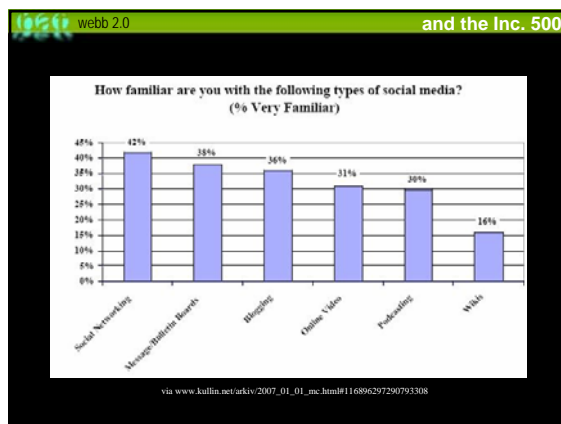
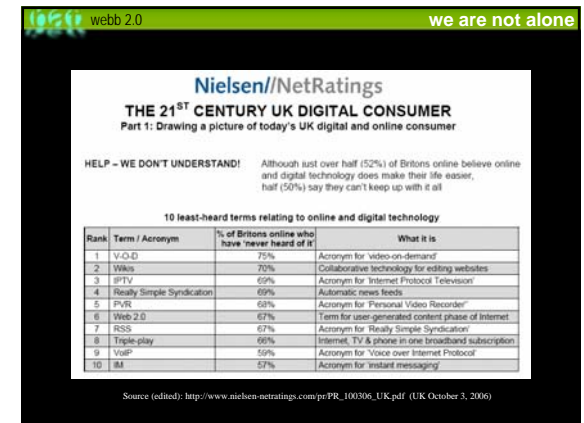
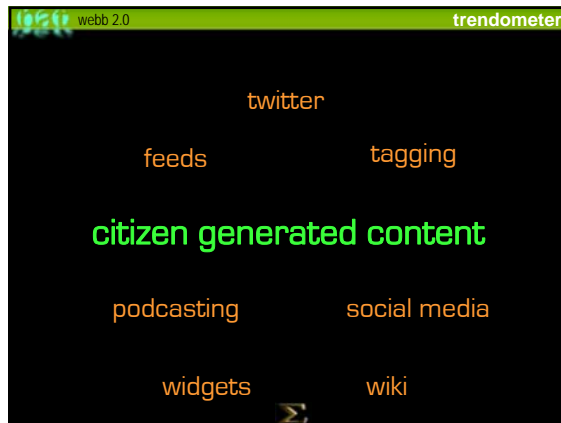


BusinessWeek - The Cutting Edge

Stephen Baker Heather Green

Feed Mania 2007-03-14

www.businessweek.com/mediacenter/podcasts/podcasting/podcastbiz_03_14_07.htm



webb 2.0 one definition

“a website that allows the visitors themselves to easily add, remove, and otherwise edit and change available content, and typically without the need for registration”

webb 2.0 vetenskap

Apoteket ?

webb 2.0 who says what?

richard.gatarski@gmail.com | Sökhistorik | Mitt konto | Logga ut

Google Sök

Apoteket

Nätet

Personalized Resultat 1 - 10 av ungefär 1 590 000 sidor sökning efter apoteket. (0,22 sekunder)

Hitta dit apotek

Apoteket

Ger dig råd och tips kring egemålad och hälsa. Du kan testa dina varor och ställa frågor till oss. Du hittar också information om vår organisation. ...

Apoteket

Här kan du ställa egna frågor om receptfria läkemedel och deras användning. Din fråga besvaras av kunnig apotekspersonal inom några dagar.

Apoteket

Apoteket - Wikipedia, den fria encyklopedin

Apoteket AB är ett statligt företag med uppdrag att informera om och bedriva ... Apoteket AB:s verksamhet bedrivs genom omkring 900 apotek runt om i landet. ...

webb 2.0 citizen generated content

Apoteket AB

Apoteket AB är ett statligt företag med uppdrag att informera om och bedriva detaljhandel med läkemedel i Sverige. Genom avtal med staten har bolaget ensamrätt att från Sverige driva detaljhandel med vissa läkemedel, så kallad apoteksrättelse. Vissa läkemedel Apoteket AB får sälja regleras av flera statliga myndigheter, för Läkemedelsverket och Läkemedelsförmånsmyndigheten.

Apoteket AB bildades 1970 som Apoteksbolaget AB, då apoteksväsendet försärfades. Namnändring tillkom 1998. Företaget ägs till 100 % av staten. År 2004 var omsättningen 34,1 miljarder kr och antalet anställda omkring 11 000. Apoteket AB:s verksamhet bedrivs genom omkring 900 apotek runt om i landet.

Apotekets försäljning av receptfria läkemedel och varor skall ge vinst till ägarna. Försäljning av receptbelagd medicin kan sägas vara utan vinstintresse såvida inte den går förlort.

Apoteket AB har inte tillstånd att bedriva parthandel med läkemedel, och distributionen av läkemedel till apoteken sköts av de två bolagen Tarnov och Kronans Droghandel.

Monopolställning

webb 2.0 podradio

Room 208

2005 - 2006

webb 2.0 terrible for advertisers?

Rankering 2004 i annonserna (kr)	Annonser	Summa annonser (Mkr)	Trafik i Google på wikipedia/artikel
1	Yoko	525,511	12
2	ICA	461,546	9
3	FF	426,156	6
4	Foster & Umkle	394,611	3
5	Swedish Spirit	371,762	3
6	Vodafone	329,710	5
7	Volvo	323,718	6
8	Swedish Spirit Sverige	282,744	100%
9	3	278,133	100%
10	Volvo Sverige Swedisch	268,446	5
11	Trafik Östergöt	266,579	100%
12	Outback Sverige	244,132	3
13	Auti Foods	240,040	5
14	Proctora Foods	227,393	3
15	Kraft Foods Sverige	226,796	5
16	McDonalds	226,680	3
17	Elisavete Skottvode	223,111	3
18	Förmyndighetskontoret	219,718	11
19	Cometique France	213,366	100%
20	Ernst&Young	207,386	4

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

webb 2.0 marketing ethics

Eric Goldman

Technology & Marketing Law Blog

December 05, 2006

Wikipedia Will Fall in Four Years

By Eric Goldman

About a year ago, I predicted that [wikipedia will fall in 4 years](#). My logic:

- As Wikipedia traffic grows, it becomes a juicier target for marketers seeking to promote themselves (see the analogous [podcast blog's experience](#) with results gaining as it gains more traffic)
- Wikipedians are the only thing stopping these 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. Oh The Hell.

blog.ericgoldman.org/archives/2006/12/wikipedia_will_1.htm

webb 2.0 customer generated content

Motorola Q Wiki

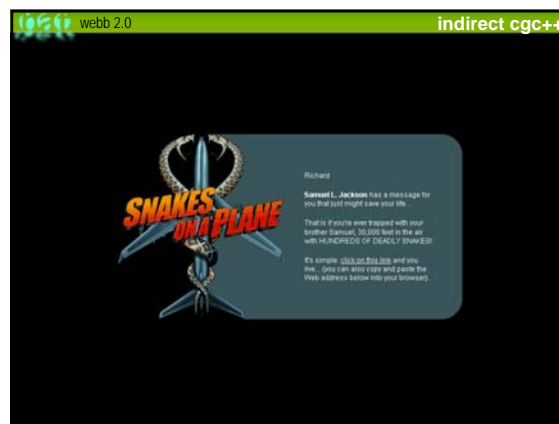
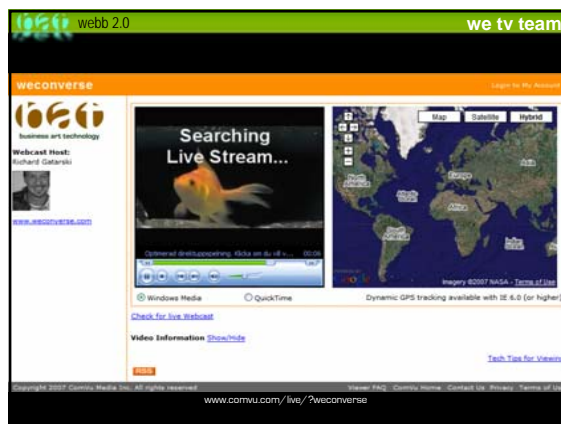
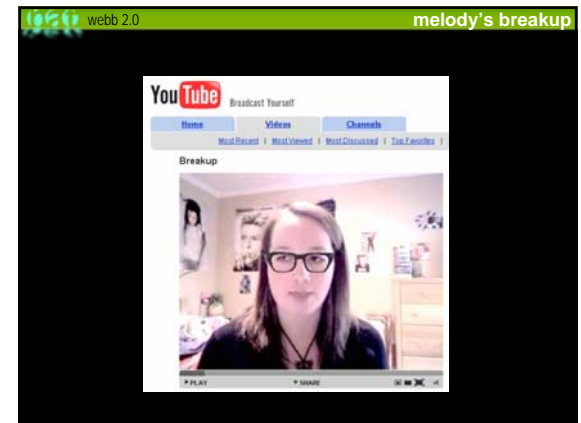
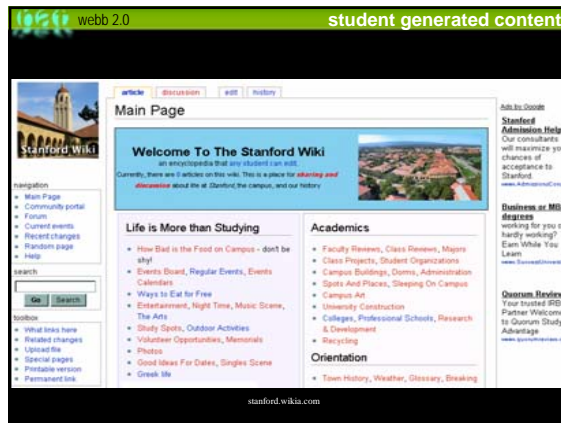
Introduction

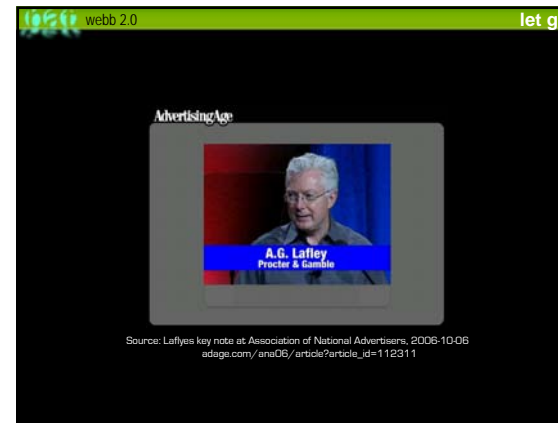
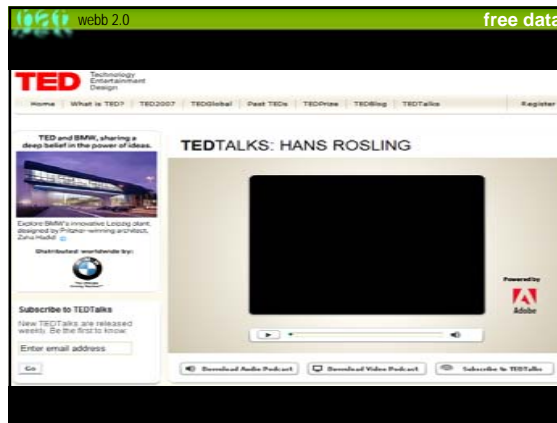
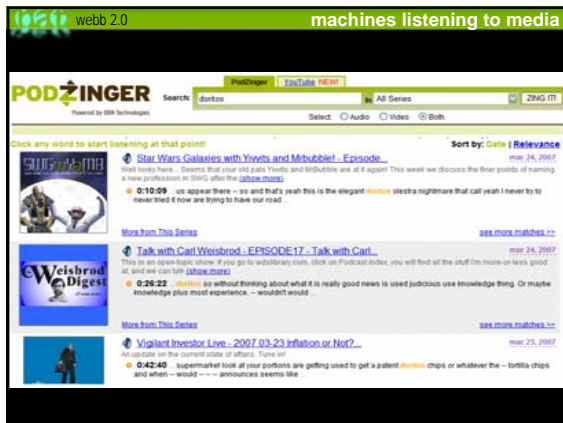
The Motorola Q is a Windows-based *mobile phone* and e-mail device that fits in your pocket. Fully tricked-out, it can duplicate many of the functions of a computer, including MS document processing, handling business and *personal e-mail*, accessing the Internet, playing *music* and more.

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





webb 2.0 pre-blogging

www.bat.se/partners/richardg/cont_feb97

webb 2.0 main stream media (msm)

webb 2.0 blogged event

www.kommenterat.net

webb 2.0 at gnomedex and forrester

via www.micropersuasion.com/2006/10/should_conferen.html

webb 2.0 blogging terminology

www.mymarkup.net/anna

webb 2.0

webb 2.0 grey matter

abc SHOWS • Daytime • News • Sports • Shop • Downloads • Games • Video

ABC.COM THE WEB

GREY MATTER:

FROM THE WRITERS OF GREY'S ANATOMY

RECENT POSTS

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.greywriters.com/2006/10/allan_heinberg_html

webb 2.0 inloggande

DN.DEBATT

Utrikesministern pratar för mycket på bloggen

Utrikesminister Fredrik Benschödt blir reagerad av Carl Bildts privata Facebook-sida på bloggen, skriver Bertil Forsbäck. Både Benschödt och Bildts Facebook-sidor är offentliga och det är inte konstigt om de uttrycker sig på ett sätt som kan uppfattas som provocerande. Bildts Facebook-sida är också en del av den svenska utrikesministeriets webbplats. Bildts Facebook-sida är också en del av den svenska utrikesministeriets webbplats. Bildts Facebook-sida är också en del av den svenska utrikesministeriets webbplats.

webb 2.0 blogggar betyder

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 downloads page. So feel free to spice up your profile with some of our stuff by clicking here for downloads.

webb 2.0 examples are abound

ACCAbuzz

Air Conditioning Contractors of America

CATEGORIES Friday, May 05, 2006

Vive la Difference

But not in the workplace. [SMB.com](#) has insights against small businesses are on the rise. While federal anti-discrimination laws apply to companies with 15 or more employees, state and local statutes may cover those with as few as one. Some ways to protect yourself: have clear, written guidelines and post them; conduct annual seminars for employees; document performance.

Speaking of Blogs

If you're casting about for a fast, easy way to get the word out about your business, [consider a blog](#). (You're reading one now) Here and more small-businesses are learning the value of this new promotional tool for advertising.

accablogs.com/accabuzz/

webb 2.0 boeing b2b blogging

BOEING

21 December 2006

Deck the halls

All I can say is, "Wow, it's a most incredible year."

16 August 2006

Father knows best

"You know, this is one of the great ones."

That's what Charles Lindbergh once said to Joe Sutter. He was about the 747. He might just as well have said it about the Boeing engineer who spearheaded the design and construction of the legendary airplane.

This blog has been a real surprise to me over these past couple of years. It's been used as source material (1) in news articles, and has been cited in Web articles about corporate blogging. It's all been somewhat surreal, but the blog sure is achieving one thing, the big reason we started it - spreading to a wider audience the word about the important issues in commercial aviation and Boeing's vision of the future of flight.

webb 2.0 corporate blogging

IBM Blogging Policy and Guidelines

Introduction
 Responsible Engagement in Innovation and Dialogue

Whether or not an IBMer chooses to create or participate in a blog or a wiki or other form of online publishing or discussion is his or her own decision. However, it is very much in IBM's interest - and, we believe, in each IBMer's own - to be aware of this sphere of information, interaction and idea exchange.

webb 2.0 **organized blogging**

Collective Conversation
168 9 3 members professional blogging community

Blog	Last Post	Posts	Comments	Trackbacks
Whole.org	Christmas with a qu...	248	402	145
Breakfast	Marketing Exchanges	21	34	5
TaxMatters	Consumer 2.0	152	179	11
First Things	Change & Internal Communications	8	10	2
ALL THINGS CORPORATE	Virtual Parenting	15	17	6
Trackback	Consumer 2.0	15	17	6
Attitude	Head head	51	86	4

blogs.hillandknowlton.com/blogs

webb 2.0 **nonhuman bloggers**

PIGEONBLOG

Blog

- Web Development
- Software
- Technology

www.pigeonblog.mappourcity.net/index.php

webb 2.0 **mikropublicering**

Hacking Netflix.com
Netflix News & Info.

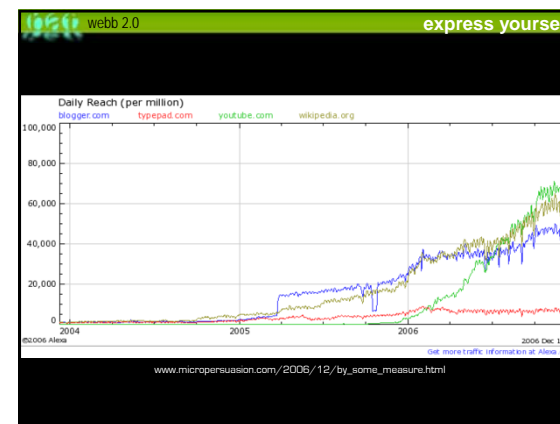
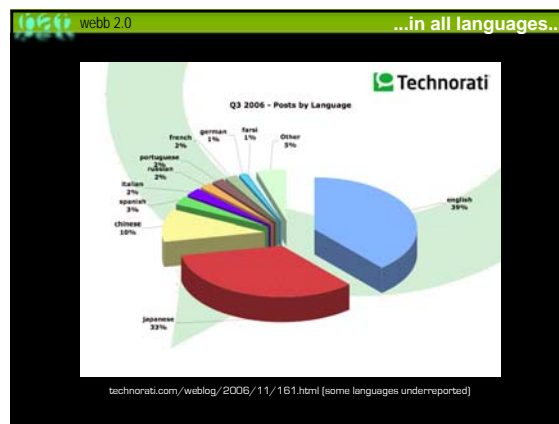
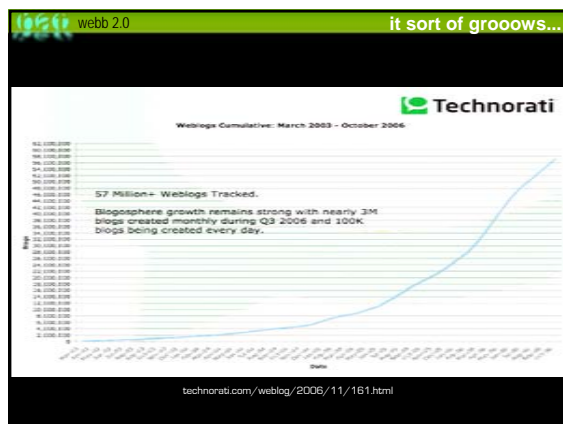
Netflix Changes Recommendations to Suggestions

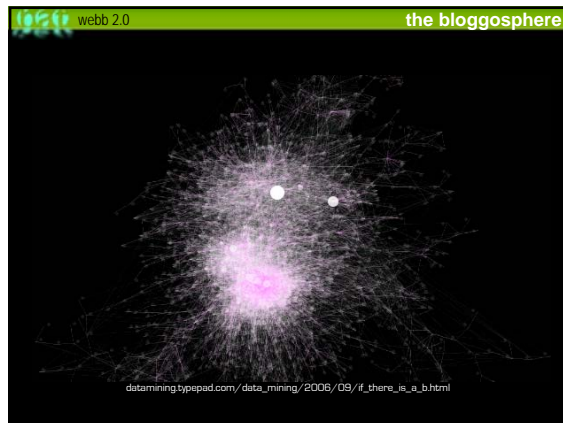
Michael noticed that Netflix made a minor change and is now using "suggestions" instead of "recommendations."

WELCOME

How would you rate the Netflix recommendations, er, suggestions?

The Chris Pirillo Show





webb 2.0 not a blog, but...

Guardian Unlimited

Monday April 03 2006

Blair and Cameron discuss party funding

Saddam to face genocide charges

Former Iraqi president to be charged over the gassing of thousands of children in the village of Halabja

Comment: Saddam's fate

Special report: Iraq

News direct

- Desktop alerts
- Digital editions
- Email services
- Mobile services
- RSS/Web feeds
- Newsletter

webb 2.0 msm 2.0

TIME

WEDNESDAY, JANUARY 18, 2006

Subscribe to TIME Magazine for just \$1.99

Home U.S. World Blogs Business & Tech Health & Science Entertainment Photos Magazine Specials

Latest Headlines

- Apple's New Calling: The iPhone
- Rock's Top Hours
- Rock's Top Hours

Save & Share

- Bookmark
- Facebook
- TrackR
- Delicious
- Bookmark
- Embed.it
- Delicious

webb 2.0 digital initiatives

Magazine Publishers of America

Advertising & P/B Circulation Editorial Government Action Finance & Operations Events & Seminars

Member Log In

Search

Press Room - MPA Press Releases

MPA Identifies More than 150 Magazine Digital Initiatives in 2006

February 27, 2007

New York, NY (February 27, 2007) — One hundred and fifty-five Magazine Digital Initiatives were announced in 2006, according to research conducted by Magazine Publishers of America (MPA) and released today at MPA's third "Magazines 24/7" Digital Conference.

Among the new initiatives identified in 2006 were many innovations that capitalized on community building, video, and user-generated content. These MPA members—Hearst, Meredith Corp. and Time Inc.—have announced the creation of in-house production companies dedicated to the creation of video and web applications for their magazine. In 2005, MPA members introduced online social networks, enabled user-generated content, and introduced more blogs, mobile applications, podcasts, and video content for websites and cell phones, reaching and serving their readers across all emerging digital channels.

www.magazine.org/Press_Room/MPA_Press_Releases/21307.c

webb 2.0 to blog is this easy

Ease of Use Module Specifications

Provides easy access to regularly used functions. In addition, wheelchair users are helped by the location and angle of the module. Partially sighted users find the bold keypad easier to use and operate.

terapad.com

www.wendpress.com
www.terapad.com

webb 2.0 mashing things up

sms + blogging + social networking = twitter

Google Maps + twitter = twittervision

