

sociala medier **utgångspunkt**

vi kunder / medborgare / konsumenter är

**bildade  
uppkopplade  
konversanta**

**vi**  
vet mer än jag!

sociala medier **dagens poäng**

JOURNAL OF MARKETING COMMUNICATIONS 4 45-51 (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**

sociala medier **re-thinking the c's**

Gatarski, R. and Lundkvist, A. [1997] Interactive Media face Artificial Consumers and marketing theory must re-think, see [www.fek.su.se/home/rgj/imfac00c](http://www.fek.su.se/home/rgj/imfac00c)

sociala medier **the participation ladder**

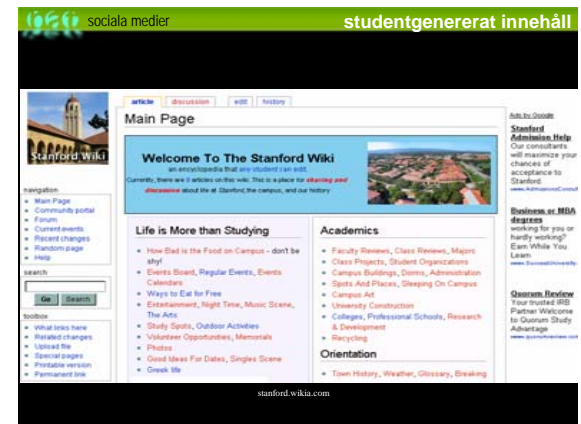
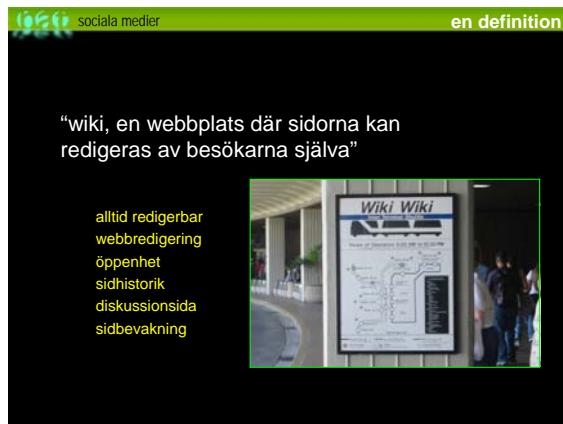
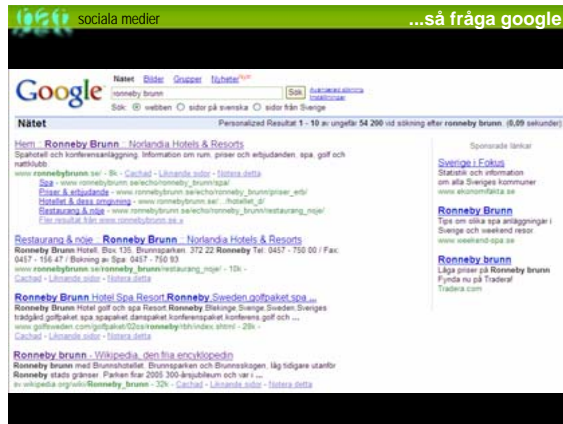
- Publish Web page
- Publish or maintain a blog
- Upload video to sites like YouTube
- Comment on blogs
- Post ratings and reviews
- Use RSS
- Tag Web pages
- Use social networking sites
- Read blogs
- Watch peer-generated video
- Listen to podcasts
- None of these activities

Base: US adult online consumers  
Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey  
[www.micropersuasion.com/2007/04/forrester\\_part.html](http://www.micropersuasion.com/2007/04/forrester_part.html)

sociala medier **innovative inventions**

sociala medier **second life**









sociala medier smw live

sociala medier blogggar inverkar

sociala medier intrawiki

sociala medier organized blogging

Blog	Last Post	Posts	Comments	Trackbacks
Individual blogs				
Breakfast	Collective Conversation: 2007 Round-Up	268	402	145
Techniques	Marketing	25	34	8
Techniques	Marketing	152	179	13
Techniques	Marketing	8	10	2
Techniques	Marketing	19	17	6
Techniques	Marketing	11	16	4

sociala medier busenkel början

sociala medier the idea

awareness attitude behaviour

sociaa medier old thinking


use

100 media

that each reach

100 000 people

sociaa medier old guerilla pr



sociaa medier re-thinking

acknowledge

10 000 000 actors


who each converse with

10 other

sociaa medier new photo fans

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 jobs 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 19,300 times.

On sites like [YouTube](#), [Flickr](#) 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 | 09:23 AM | [How people and businesses are using video phones](#) | [trackback \(0\)](#)

The Permanent Link to this page is: <http://www.textually.org/picturephoning/archives/2006/12/01/4329.htm>

sociaa medier and over to

really simple syndication

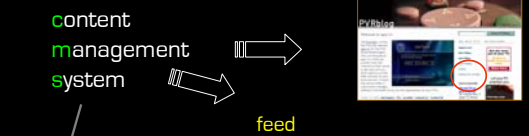


feed ° channel ° kanal

xml, atom, rdf

sociaa medier rss - really simple syndication

web site



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