

weconverse  
MEDIACREATIVE

multiple threadings

Source: Steven Johnson (2006), Everything Bad is Good for You

weconverse  
MEDIACREATIVE

utgångspunkt

vi kunder / medborgare / konsumenter är

bildade  
uppkopplade  
konversanta

vi  
vet mer än jag!

weconverse  
MEDIACREATIVE

poängen

JOURNAL OF MARKETING COMMUNICATIONS 4 45-57 (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

weconverse  
MEDIACREATIVE

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/rg/imfacc

weconverse  
MEDIACREATIVE

hate site 2.0

feelingcingular.com

weconverse  
MEDIACREATIVE

trendometer

blogging

feeds tagging

customer generated content

podcasting social media release

twitter wiki

**terminology**

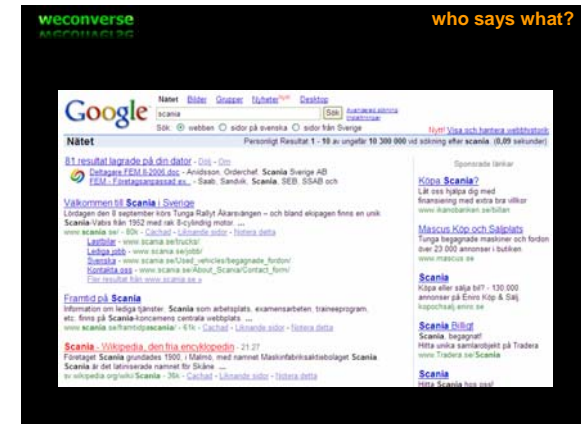
A word cloud with "Web 2.0" as the largest word. Other prominent words include: Design, Convergence, Audio, Video, Participation, Social Software, Usability, Widgets, Simplicity, AJAX, OpenAPIs, RSS, Semantics, Web Standards, SEO, Economy, Standardization, The Long Tail, Microformats, Syndication, SOAP, Modularity, Accessibility, REST, DataDriven, OpenID, Remixability, OpenAPIs, RSS, Semantics, Web Standards, SEO, Economy, Standardization, The Long Tail, Microformats, Syndication, SOAP, Modularity, Accessibility, REST, DataDriven.

www.railonwave.com/railonwave/2007/12/web-2-0-map

**vetenskap**

Scania ?

A Google search result for "Scania". The search bar contains "Scania" and the results show a list of links from various Swedish websites related to Scania, such as Scania Sverige AB, Scania Väst, and Scania Retail.



**who says what?**

A screenshot of a Google search for "Scania?". The search results show various links related to Scania, including Scania Sverige AB, Scania Väst, and Scania Retail.



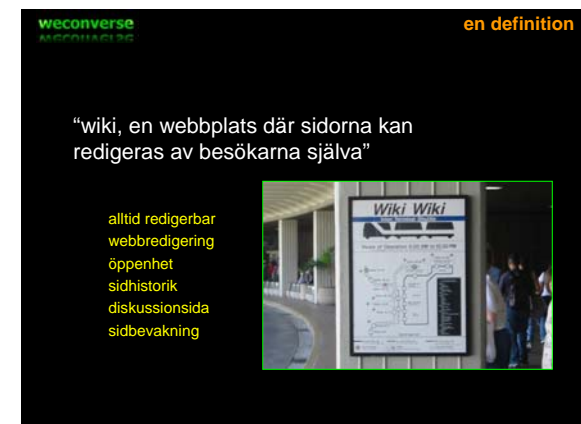
**citizen generated content**

A screenshot of the Wikipedia article for "Scania". The article is in Swedish and provides information about Scania AB, its history, and its products.



**the idea of a wiki**

A screenshot of the Wikipedia article for "Ward Cunningham". The article is in English and describes Ward Cunningham as an American computer programmer who invented the wiki. It includes a photo of him and a caption: "Ward Cunningham at Wikimania 2006".



**en definition**

“wiki, en webbplats där sidorna kan redigeras av besökarna själva”

- alltid redigerbar
- webbredigering
- öppenhet
- sidhistorik
- diskussionsida
- sidbevakning

A photo showing a person standing next to a large digital display of a Wiki page.

**weconverse** AMPHIBIAN 3.0 ett didaktiskt poddrama

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  
ETT DIDAKTISKT PODDRAMA, 2006-02-28 (27:30)  
En marknadsföring av poddmarknadsplatsen i Skolmarknads. Ett poddrama med tre huvudaktörer: Håkan Rosen, 2005-10-26 december 2005  
Revid Wikipedia Connect Learning, augusti 03  
Folk Science for the 21st Century 02  
Håkan Rosen 2005 - 3 februari 2007

**weconverse** AMPHIBIAN 3.0 wikiscanner

### List anonymous wikipedia edits from interesting organizations

by Virgil Griffith v at santafe dot edu

[ media ppl are required read this before asking questions ]

*For those who keep asking for "specify by title" to be turned back on, I'm working on it, you'll get it soon. Stop mailing me for it. Thanks. -Virgil*

Hot: Wired, boingboing, Radar, Daily Kos, Inf. Age, Chronicle, Mashable, Yahoo! Star, Openfire, US News, BBC, Times Online, Planet, Chicago, Le Monde, Der Spiegel, El País, Forbes, Daily Telegraph, CBS News, beta online, Lenta, Javelin, New York Times, lat, Herald Tribune, yahoo, p2news, Power Arcade, IT Business, HowStuffWorks, Time, Business, Mirror, Herald, Techcrunch, The Onion readers / NYR, Radio Canada, BBC Radio 3, Business / Culture Report watchers!

WikiScanner is available for [English](#), [Dutch](#), [French](#), and [日本語](#) Wikipedia.

Specify by the Organization's... Editor's Picks

Name:  Type organization name here [View list of selected edits](#)  
[Submit a selected edit](#)

or / and List

Location:  Don't abbreviate here [Most common ip's](#)  
[Most common ip's](#)

**weconverse** AMPHIBIAN 3.0 product wiki

amapedia by amazon

ProductWiki

This is a... [Front page](#) • [What's happening?](#) • [Latest apps](#) • [Newest members](#) • [The BEST of PPI](#) • [Categories](#) • [PPI users](#) • [Add a product](#)

Article Discussion View source History

## 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.

Moving Into Your Q

- Introduction
- Q Diagram
- Start Menu
- Use and Care
- Getting Started
- Modes and Menus
- Customizing
- Advanced Calling
- Feature Reference

E-mail Set-up and Use

- Personal and

**weconverse** AMPHIBIAN 3.0 student generated content

Stanford Wiki

Navigation

- Main Page
- Community portal
- Forum
- Current events
- Recent changes
- Random page
- Help

search

What links here

- Related changes
- Upload file
- Special pages
- Permanent link

stanford.wikis.com

## Welcome To The Stanford Wiki

an encyclopedia that any student can edit.

Currently, there are 1 articles on this wiki. This is a place for allowing 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, Scams, 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
- Sports And Places, Sleeping On Campus
- Campus Art
- University Construction
- Colleges, Professional Schools, Research & Development
- Recycling

### Orientation

- Team History, Weather, Glossary, Breaking

Stanford Admission Help  
Our consultants will maximize your chances of acceptance to Stanford.  
www.AdmissionCoach.com

Business or MBA degrees  
working for you or hardy working?  
Earn While You Learn  
www.EarnWhileYouLearn.com

Overseas Review  
Year traded 5/2  
Partner Welcome to Quorum Study Adventure  
www.QuorumStudy.com

**weconverse** AMPHIBIAN 3.0 revolutionerande kurs

giicod | Välkommen

Home All pages New pages Comments Files

gi - interaktiv copy och design

Grattis, du har hittat till en utvecklingswiki för en världens bästa där vi tillsammans kan experera studenter på GI - Grafiska Projektbedrägnings genom i första hand praktiska och tilläpplade engagemang (kursuppgift) i Internet och i andra hand genom litteraturläsning, Undervisning och träning i copywriting ingår också. Gruppen gjord i Facebook, framförallt dess diskussionsforum, är också kopplad till denna kurs.

SNABB INTRO

QuickStart Recent Activity

gör nåt nu  
Studenter och lärare: [skapa bloggar](#) för gjicod (se vidare QuickStart i högerkolumnen eller [FAQ](#) på sidan). Du kan presentera på förändringarna i den här wiki via RSS-konomen ovan. Okänt på RSS? Kolla en [guide](#). Menströj med den [grafiska formen](#) på gjicod? Bra, om du vill förklara och diskutera kan CSS [ä](#) medla [richard.gatarski@gi.se](#).

**weconverse** AMPHIBIAN 3.0

what is a blog ?

**weconverse** ACCOMPLISHED **pre-blogging**

business art technology  
inspiring contents reflecting electronic media

Final diary from my exploration tour  
**Content February 97**  
Updated by Richard Gatarski, 1997-02-27 at 14:30 local time

Extra Extra, the travel guide **Check in the pictures, and the visitors list**

Thursday 13th

Met with Bob Bejan (left) and Dewey Reed (right). Bob is executive producer for MS2. Dewey is creative director. Impressive stuff they do.

www.bat.se/partners/richardg/cont\_feb97

**weconverse** ACCOMPLISHED **modeblogging**

### Annas blog feat. Mel E

Om mode, skönhets och häst i vår vardagsliv.

8 juni, 2007

VITA PLASTISAR

Sommaren skönaste skor - plastisarna från Marc by Marc Jacobs. [Länk till bloggposten](#)

Bild från Traders

Anna | 11:41 | Anna: Skor  
Sida | Kommentarer (2) | Trackback (0)

**weconverse** ACCOMPLISHED **intressant?**

### The EIPP (e-invoicing) and StartUp Blog

Entrepreneurs: Yuuguu - Dynamic Duo brings much needed collaboration tool to the market!

How you ever wondered if there is a way to jointly edit a document stored on one of your team member's computer thousands miles away from you? My friend Philip and Anish just brought such a facility to the market. I talked it today with my **development team** in Sri Lanka with Skype providing the voice capability. Unfortunately the bandwidth was an issue when dealing with Sri Lanka, but Philip informed me this is not the case in here. We may use this tool for sales and support. Yuuguu has a clear road map of bringing additional functionality over the next few months. Bit about their team:

**About Manoj Ranaweera**

My Rules: CEO | Blogger | EPP Evangelist | Consultant  
My Domain: Purchase to Pay (P2P) | Supply to Cash (SC2) | Supply Chain Finance (SCF) | ERP's evolution | Web 2.0  
My Portfolio: slides | videos  
My Contact Details: Email: manoj[at]yuuguu.com [at] name | Skype: ranaweera  
My Profiles: LinkedIn  
My Address: Sarvodaya Innovation Centre, Kachchik Lane, Denduray, W14 #15  
(aka W14 #40 for sales)

**weconverse** ACCOMPLISHED **examples are abound**

### ACCAbuzz

Air Conditioning Contractors of America

**Vive la Difference**

But not in the workplace. [Access/development/insights](#) against 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) More and more small businesses are seeing the value of this... [click here for details](#)

accablogs.com/accabuzz/

**weconverse** ACCOMPLISHED **main stream media (msm)**

### Bloggar lär oss självkritik.

Daopöcker på nätet upplöper gränser.

Bloggarna lär oss självkritik. Daopöcker på nätet upplöper gränser.

**weconverse** ACCOMPLISHED **blogged event**

### Kommenterat

» Tredje passet i 15 november 2007

» Bloggforum 2007

Stort är det första i miss intryck.

» Viljan till berättelse

konkurerat sociala rapporter skrivna monologer som faller sociala rapporterna väldigt tråkiga är i men utan några tecken

Andra passet: diskuterade hantlar, Blogg och företag. Kanade behöva en tydligt bloggförklaring. Emellan skolan. Ett stort Blogg är det största tragg.

www.kommenterat.net

**weconverse** ACQUAINTANCE at gnomedex and forrester

**Forrester's Consumer Forum 2006**  
Homesteading the Digital Experience - Oct. 24-25, 2006  
Palmer House Hilton, Chicago, IL

**Voices on the Consumer Forum blog**  
By Clive Strömberg - Researcher, Marketing, Forrester

October 30, 2006

Voices on the Consumer Forum blog  
By Clive Strömberg - Researcher, Marketing, Forrester

RECENT POSTS  
Voices on the Consumer Forum blog  
By Clive Strömberg - Researcher, Marketing, Forrester

via www.micropersuasion.com/2006/10/should\_conferen.html

**weconverse** ACQUAINTANCE smw live

**Stockholm MediaWeek live**

Blogg Om Stockholm MediaWeek Live

**ICA:s reklamfilmer är världelösa**  
Publicerat 10/27/06 10:07 under Live | 0 kommentarer

får det jag hela tiden sagt bekräftat: Folk kommer inte ihåg vad ICA verkligen säljer i sina reklamfilmer som rullat flera år på tv. Vi minns de roliga karaktärerna men vi ser inte produkterna och varumärkena som presenteras där.

Senaste käftlog  
ICA:s reklamfilmer är världelösa. Det och det mest bloggare på Stockholm MediaWeek design och hantverk. Bloggaren som gjorde ett avsnitt om ICA: Michael Olsson en egen hällstall. Var är Daniel Collan? Svenska Film - för svensk 25-år bloggövning med multimedia. Pöskelheppan. Databasen heter: 88. Ware Small - Classroom.

smwlive.wordpress.com

**weconverse** ACQUAINTANCE consumer generated content

**November 26, 2003**  
**Viral video clip featuring iPod's dirty secret gets seen by 100.000 people in just 48 hours**  
In today's 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 he knows how to use the internet and weblogs as means to get the word out...  
The current example for this little case study: -iPodCitySecret.com!

San Gilmore 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, Poptel 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.site9.com/blog/archives/2003/11/viral\_video\_clip\_feature.html

**weconverse** ACQUAINTANCE melody's breakup

**Breakup**  
Added March 20, 2006  
From [Breakup](#)  
Provided By: [Breakup](#)

March 20th, 2006  
I short description a... (more)  
Category: Music & Audio  
Tags: breakup music breakup song  
URL: http://www.youtube.com/watch?v=3a9y99000  
Embed: [outpost embed](#) [427" height="327" replace name](#)

Showing 1-20 of 28  
Related: [Breakup](#) 90-46  
View All Videos

www.greyswriters.com/2006/10/allan\_heinberg.html

**weconverse** ACQUAINTANCE 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.

RECENT POSTS  
• Debora Cann on "sometimes a Fantasy"  
• Krista Veroff on blogging and "I Am a Teo"  
• The last thing I'm gonna say for now...

ARCHIVES  
October 2006

www.greyswriters.com/2006/10/allan\_heinberg.html

**weconverse** ACQUAINTANCE okee

**okee**

**Critical Mass in Chicago**  
10/4/07 22:49 2007Permalink

En av våra cyklar har letat sig till Chicago. Så här skriver Sophie:  
"Toke my Okee bike darts in Boston (even through the snow when it's not too deep) and being shown off every month at Critical Mass.  
It made all of my bike fan friends jealous."

2007  
2006  
2005  
Florida Cheesecake  
Summer 2004  
Traveler 2004  
Oliveira  
Luggan  
Photography  
Varför cykelläsa?

### blogs have impact



The image shows a screenshot of the weconverse.com website. At the top, there's a banner for Boeing with an airplane image and the text "RANDY'S JOURNAL". Below that, there's a section for Vice President Margot Wallström with a calendar and a link to "my blog". The blog section features a photo of John Edwards and the title "JOHN EDWARDS 08" with the subtitle "Social Networking".

### debatten flyttat ut



The image shows a screenshot of the DN.DEBATT website. The main article is titled "Utrikesministern pratar för mycket på bloggen" (The foreign minister talks too much on the blog). It features a photo of Carl Bildt and discusses his frequent updates on his blog.

### intrawiki



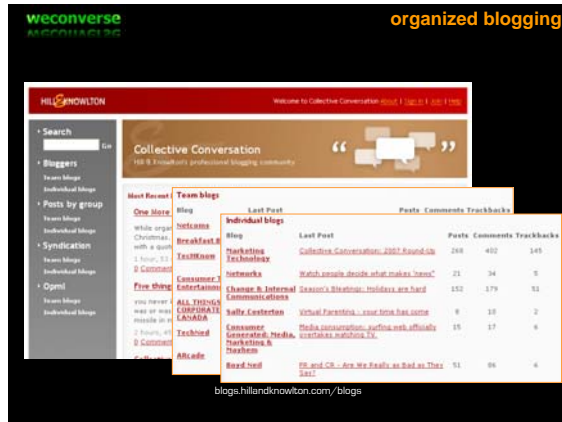
The image shows the IBM Blogging Policy and Guidelines document. It includes an introduction about responsible engagement in innovation and dialogue, and a list of principles for bloggers.

**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.

[www-03.ibm.com/developerworks/blogs/page/jsoulll/entry~blogging\\_ibm](http://www-03.ibm.com/developerworks/blogs/page/jsoulll/entry~blogging_ibm)

### organized blogging



The image shows a screenshot of the HillandKnowlton website. It features a search bar, a sidebar with navigation links, and a main content area with a table of blog posts. The table has columns for "Blog", "Last Post", "Posts", "Comments", and "Trackbacks".

### bussenkel början

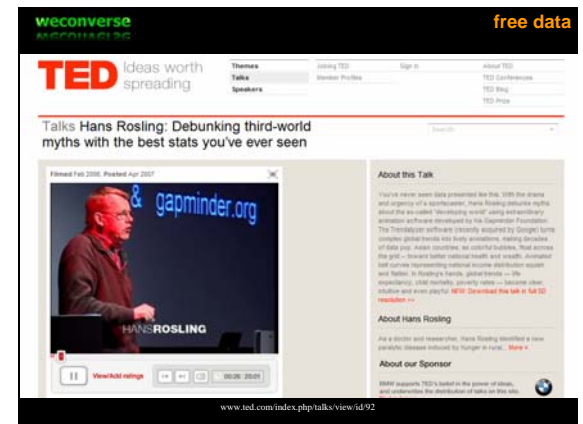
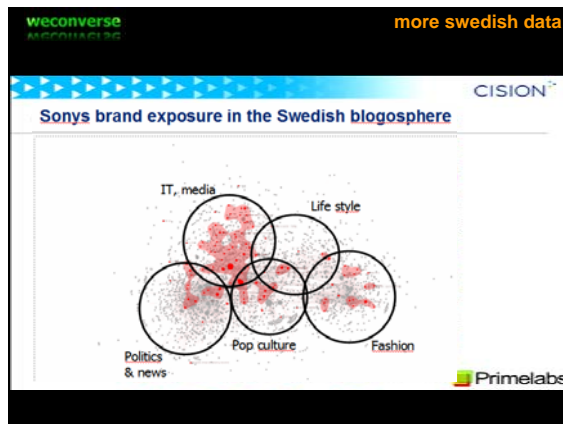
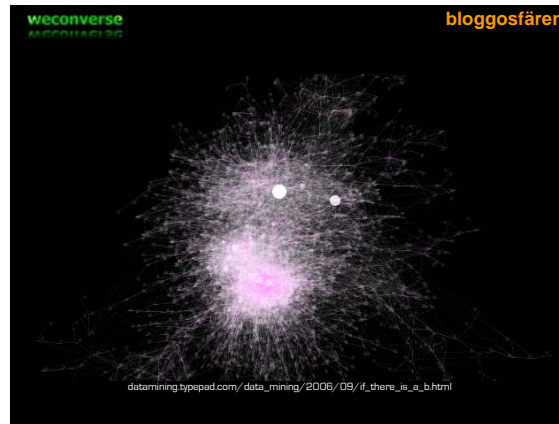


The image shows a screenshot of the weconverse.com website. The main article features a photo of a busker and is titled "bussenkel början". The article discusses the busker's work and the challenges of street performance.

### mashing things up



The image shows a screenshot of the weconverse.com website. It features a search bar, a sidebar, and a main content area. A prominent tweet is displayed: "sms + blogging + social networking = twitter". Below the tweet, there's a mashup titled "Google + twitter = twitterision" with a visual representation of the equation.





weconverse  
MEDIASLAG

let go

AdvertisingAge



A.G. Lafley  
Procter & Gamble


Source: Lafley's key note at Association of National Advertisers, 2006-10-06  
adage.com/ana06/article?article\_id=112311

weconverse  
MEDIASLAG

några råd

börja blogga

1. lyssna varsamt
2. bjud in att konversera
3. stöd andras konversationer
4. skapa egna sociala medier



tänk om?!

weconverse  
MEDIASLAG

tack!

[www.weconverse.com](http://www.weconverse.com)



weconverse  
small graphic elements on the page slide

Home ... About ... Contact ... Feedback ... Help ... Privacy ... Sitemap