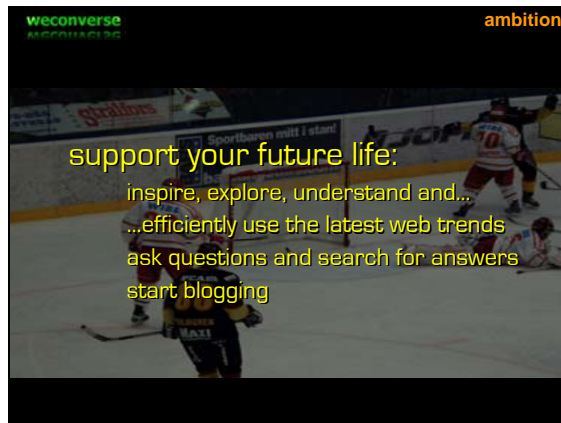


weconverse
AMBITION

ambition



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

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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 know's how to use the internet and weblogs as means to get the word out...

The current example for this little case study: iPod's Dirty Secret.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.

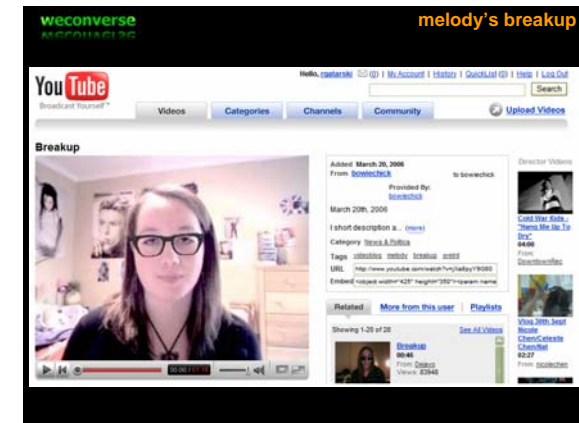
Wow - again about 24 hours later - the counter stands at 175,105, while the video clip is no longer available. On average, the message was communicated worldwide around the clock to one person every second for nearly three days!

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

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melody's breakup



YouTube

Breakup

Added: March 20, 2006
From: [melody](#)
Provided By: [melody](#)
March 20th, 2006
I short description a...
Category: Music & Videos
Tags: [melody](#) [melody](#) [breakup](#) [melody](#)
URL: <http://www.youtube.com/watch?v=j4d4y19400>
Embed: [Embed](#) [Embed](#) [Embed](#) [Embed](#)

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assumption

we customers / citizens / consumers are

educated
connected
conversant

we
know more than I do!

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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
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towards conversing communities

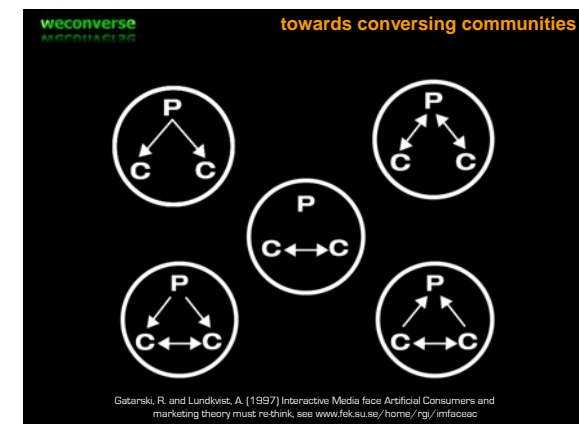
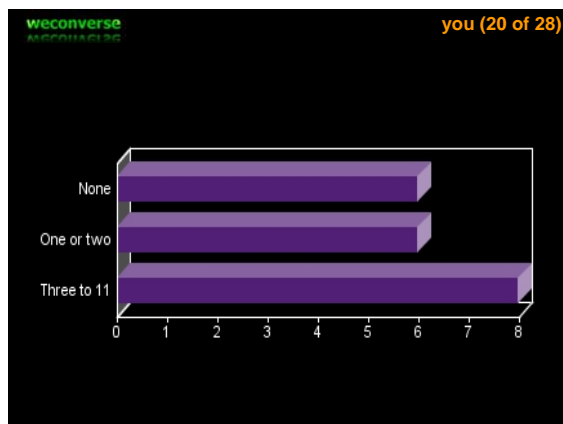
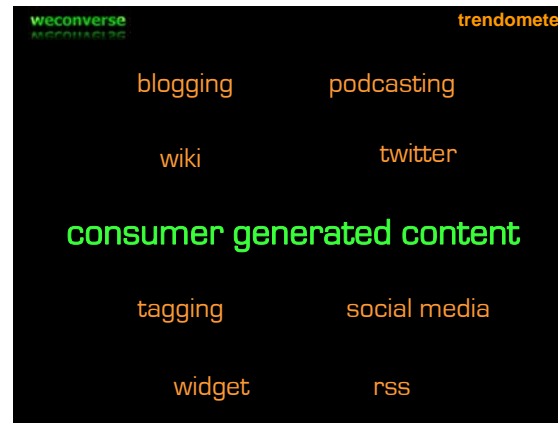


Diagram illustrating relationships between P (Producer) and C (Consumer) nodes:

- Top-left: P connected to two C nodes (P → C, P → C)
- Top-right: P connected to two C nodes (P → C, P → C)
- Middle: P connected to C (P ↔ C)
- Bottom-left: P connected to two C nodes (P → C, P → C)
- Bottom-right: P connected to two C nodes (P → C, P → C)

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

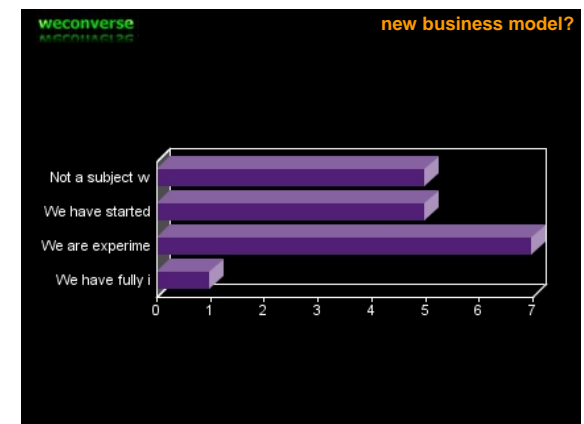


No, No, None, No, Not.

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**

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MARKNAD

knowledge

absolut ?

weconverse
MARKNAD

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 - Länkande sidor - Fästera detta

absolut.com - 43K - Cache - Länkande sidor - Fästera detta

absolut.com - 43K - Cache - Länkande sidor - Fästera detta

absolut.com - 43K - Cache - Länkande sidor - Fästera detta

absolut.com - 43K - Cache - Länkande sidor - Fästera detta

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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

weconverse
MARKNAD

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.

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student generated content

Stanford Wiki

Welcome To The Stanford Wiki

Life is More than Studying

Academics

stanford.wiki.com

weconverse **intranet**

e-gineer

Synkon via CMS
GET CMS to better websites og
understøttelse af din e-business
Aktiv Google

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 18 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 **intranet**

what is a blog ?

weconverse **intranet** **fashion blogs**

Annas blog feat. Mei E

Om mode, skønhed og kunst i vid bemerkaler.

ANNA KLAR SIG I 8 Juli, 2007

Today 5 Juni 2007

VITA PLASTISAR

T-shirt, gully, marchandise
light, som
hagging, hv
skor, mere by man
Kommentarer (0)

Tilføje dejer
Giv oss
gamle gendobben

Bild från Träders

Anna (1144) Anna: Skur
Lark: Kommentarer (2) Trackback (0)

VECKANS VÅSKA

[www.flickr.com](#)

KOMMENTARER

Ida: "I väntan på världens bästa häggan!"
Paulina: "Här!"
Linda: "Så plastiska!"
Louise: "I väntan på världens bästa häggan!"
Louise: "Vita plastiska!"

[www.flickr.com](#)

weconverse **intranet** **okee**

OKEE

Hem
Okee Man
Okee Lady
Bilder
Blogg
Om oss
Shop

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 shovels off every month at Critical Mass.

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

weconverse **intranet** **blogs have impact**

BOEING

RANDY'S JOURNAL

View Profile
Margot Wallström

1 2007

10 Tue Wed Thu Fri Sat

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30

my blog

JOHN EDWARDS08

JOIN THE CAMPAIGN TO CHANGE AMERICA

About News Room Events Multimedia Issues Blog

Social Networking

43 Things, del.icio.us, assembly, facebook, flickr, gather, myspace, partybuilder, vbulletin, wikid, xing, metacafe, reverb, yahoo! 360°, hulu.tv, CNN, vhsocial, tagworld, collectives, babe, care2, hah, 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 **intranet** **grey matter**

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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.graywriters.com/2006/10/allan_heinberg.html](#)

RECENT POSTS

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

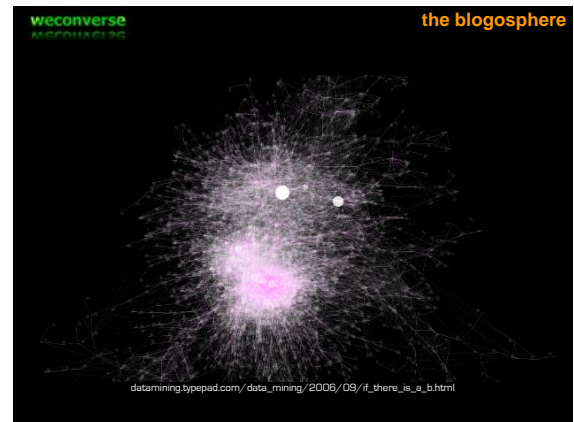
ARCHIVES

October 2006

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MEMBERSHIP 36

case hsbc

The screenshot shows a news website with a headline 'Bank's U-turn on student charges' dated Thursday, 20 August 2007. Below the headline is a Facebook search results page for 'hsbc', showing several groups like 'HSBC Graduate Group' and 'HSBC UK'. The website has a navigation bar with 'Home', 'News', 'Sport', 'Radio', 'TV', 'Weather', and 'Languages'.



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MEMBERSHIP 36

free data

The screenshot shows 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 'View full ratings' button, and a 'Download the talk in 64 bit mp3' link. The TED logo is prominent at the top left.

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MEMBERSHIP 36

let go

The image shows a video frame of A.G. Lafley, CEO of Procter & Gamble, speaking at a conference. The text 'AdvertisingAge' is visible in the top left corner of the video frame. Below the video frame, there is a caption: 'Source: Lafley's key note at Association of National Advertisers, 2006-10-06 adage.com/anad06/article?article_id=112911'.

weconverse
MEMBERSHIP 36

some advice

start blogging

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

re-think

The diagram consists of a circle with 'P' at the top, 'C' at the bottom, and two arrows forming a cycle between them. One arrow points from 'P' to 'C', and the other points from 'C' to 'P'.

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MEMBERSHIP 36

thank you

www.weconverse.com

The graphic features the weconverse logo at the top left, followed by the text 'thank you' and the website URL 'www.weconverse.com'. Below this is a large graphic with a green abstract background and the weconverse logo at the bottom left.