

Beyond Blogs and Into the Cloud Consumer Digital Behaviors and Social Media Trends

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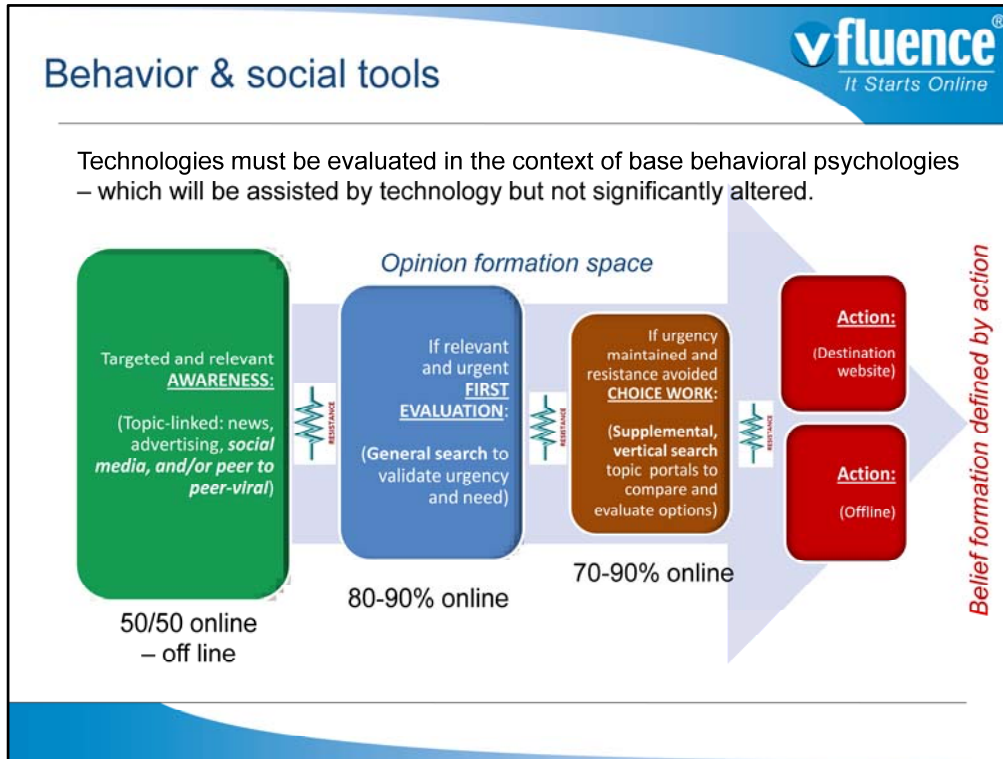
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Simple considerations for success

Integrate your traditional activities with online resources developed for:

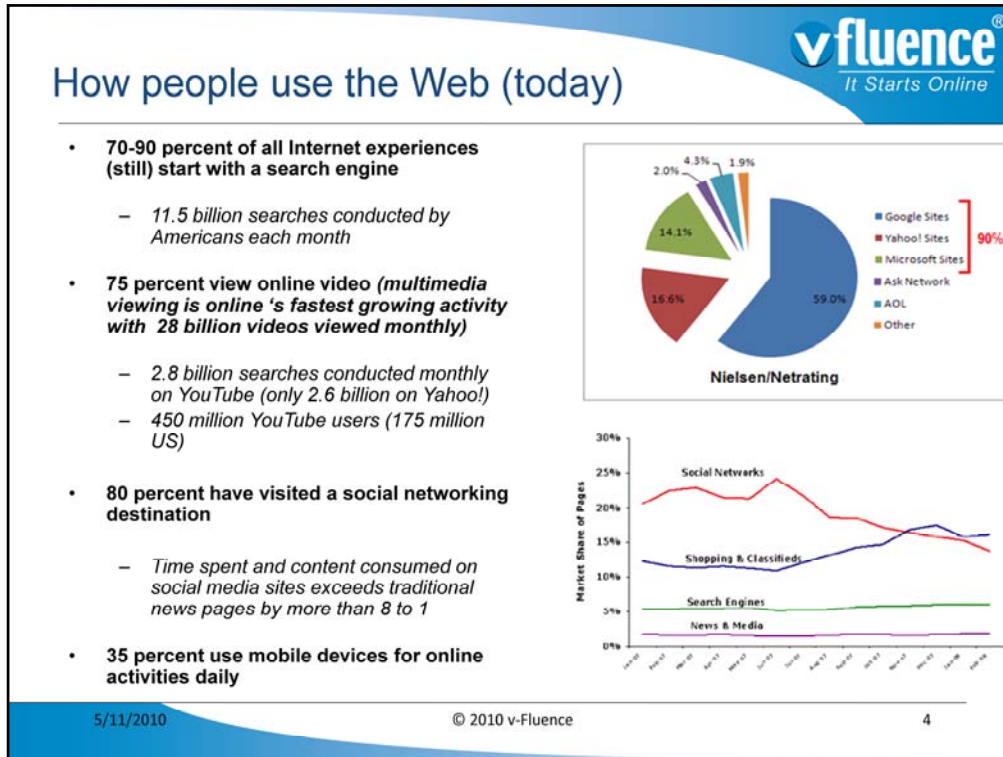
- **Visibility**
 - Content availability and extension in **relevant awareness channels**
 - Content presence in **relevant inquiry and opinion formation** spaces
- **Usability**
 - **Behavioral** (audience) usability
 - **Technical** usability for maximum extension of content and tools
- **Measurability – beyond HITS**
 - **Actionable** content and tools
 - **Conversions** specific to goals



Adapted from the Daniel Yankelovich model of opinion to belief to action process (cite: <http://www.annenberg.northwestern.edu/pubs/violence/viol5.htm>)

We overlay the psychological tenets of converting awareness to commitment with well researched online information gathering behaviors to evaluate and model online environments and associated technologies from the perspective of how related issues will be influenced.

Emerging technologies are enhancing, not replacing, these behaviors – in some cases shortening processes but rarely eliminated core components.



The places where people start, spend their time and eventually end online will determine how they form their beliefs about your brands, products or issues. People engage in path-finding online in identifiable manners based on types of activities and desired outcomes. v-Fluence research marries these well research behaviors within the specific environments that influence your brand, products and related issues.

Citations and notes:

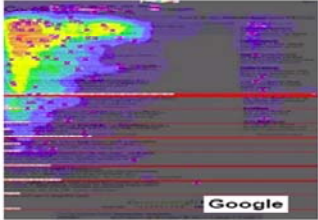
Nielsen NetRating http://www.nielsen-netratings.com/pr/pr_080718.pdf
www.comscore.com search data report (11.5 billion searches conducted)
http://www.pewinternet.org/pdfs/PIP_Generations_2009.pdf

While behaviors show people starting with search they are now spending more time on social network pages. News and mainstream media space “time spent” is now less than 3 percent, although “mainstream” news presence (placements) in search and social networks have influence – the degree of which can be determined by specific keyword, category and topic pathway research (see v-Fluence benchmark results).


Various studies found at <http://www.clickz.com> show between 73 and 90 percent of all Internet homepages and user experiences start at a search engine (most research shows closer to 90 percent)

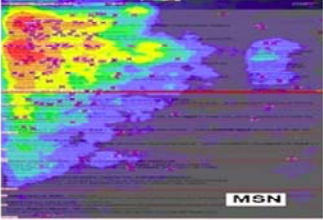
vfluence
It Starts Online

Search visibility still matters



Google





MSN

Social media influence over “blended” search results is growing... #1 downstream destination from all major social platforms remains Google

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One consistent and key online behavior is that people don't read content on the Web, they scan. Scanning is done with significant speed seeking out key signals (bold terms, common “signage” or recognizable images) from which they can continue their “path-finding” to satisfy their needs.

Today, search includes “blended” results influenced by social media: news, image, video, etc... Even “tweets” now being included for breaking news on some topic searches.

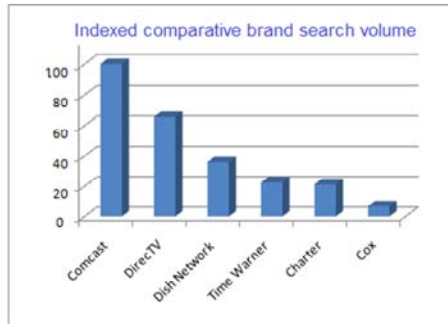
Research, started at Cornell University, using pupil tracking cameras linking eye movement to keystrokes shows this behavior. “Heat Maps” reveal how consumers “scan” versus read Web content. Three types of searches: informational (70%), navigational (15%), and transactional (15%) – for which informational searches rarely extend beyond the first page of search results.

Using terms the search engine report that consumers use (not terms marketers would like them to use) with their corresponding frequency of use we cull the relevant and visible results found on the various search engines and create a visibility index of relevant destinations weighted by the influence.

v-Fluence uses general heat map statistics and specific heat map research on client and client-relevant destinations to evaluate content influence levels.

Citations:

Sample language analysis



- Total volume based on potential
- Sub-search themes
 - Customer service
 - Sales offerings
 - Programming
- Dilution challenges

v-Fluence Language Analysis – conducted April 2010 – additional report details available upon request. Search volumes frequently correspond with social channel reference volumes providing corollaries to consumer interest and topic/brand orientations.

1.0 e-mail, listservs and b-board spaces

While many conversations are moving to more dynamic social spaces there are still over 1 million active listservs with more than 100 million subscribers and 80 percent of consumers have visited these spaces....

Yahoo Answers – nearly 30,000 questions about top cable/ satellite brand providers in the past 30 days....

Peer to peer, viral and participatory (topic or other affiliation-specific) discussion groups continue to have significant influence online. While moving to new media social networking platforms, these avenues still exert significant influence. Over 2 trillion e-mail messages sent annually. Over 1 million active listservs with more than 100 million subscribers. 80 percent of consumers have visited an online discussion space and over 60 percent have posted comments.

Awareness Channels 2.0 Social and consumer media

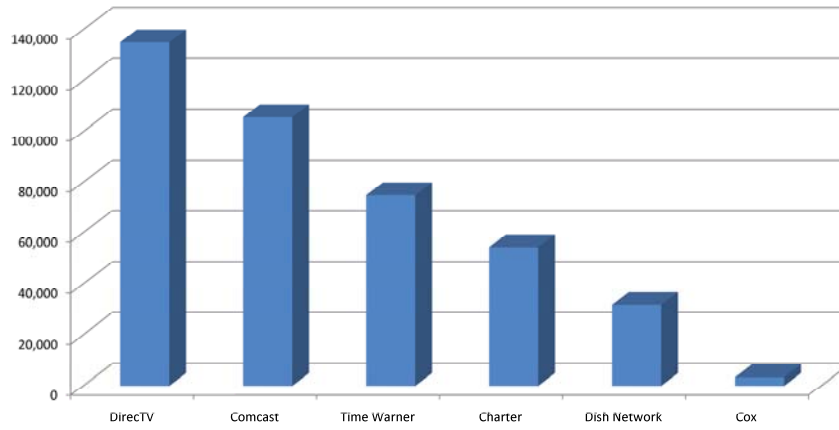


- Media Sharing (YouTube)
- Social Networks
 - Social Bookmarking
 - Social Cataloging/Citations
- Wikis
- Blogs
 - Micro blogs (Twitter)
- Virtual Worlds
- Mobile/ WAP
- Mash-Ups & Apps
 - QR, RFID, Near Field Communications
 - Geo-location

Definitions, descriptions and examples of the various social and consumer media platforms and tools, along with best-practice white papers and case studies available to all v-Fluence clients.

Sample volume of brand social content

Volume of Social Networking Posts



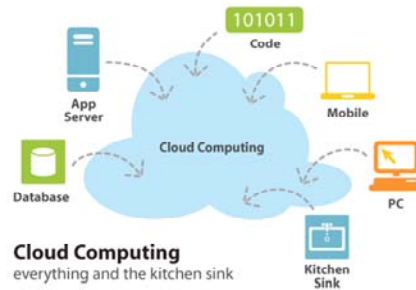
Top five social networks sampled using language analysis data for top six (by volume of subscribers) brands – May 2010

What's next? Emerging Technologies - Now

Mobile



Cloud Computing



There are over 17,000 entertainment, news, sports, weather, etc... iPhone applications offering alternative “channels” for content consumption.

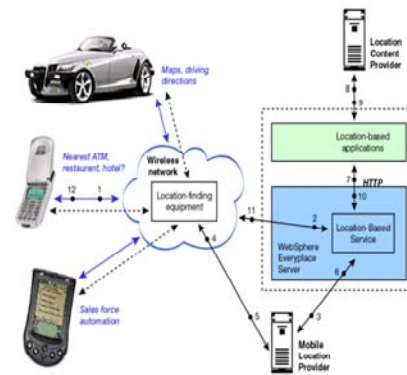
Cloud computing is a new generation of computing that utilizes distant servers for data storage and management, allowing the device to use smaller and more efficient chips that consume less energy than standard computers. Cloud computing services often provide common [business applications](#) online that are accessed from a [web browser](#), while the [software](#) and [data](#) are stored on the [servers](#).

Emerging Technologies - Soon

Augmented Reality



Location Based Services



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Augmented reality (AR) is a term for a live direct or indirect view of a physical real-world environment whose elements are merged with (or *augmented* by) [virtual computer-generated imagery](#) - creating a [mixed reality](#). The augmentation is conventionally in [real-time](#) and in semantic context with environmental elements, like for example sports scores on [TV](#) during a match. With the help of advanced AR technology (e.g. adding [computer vision](#) and [object recognition](#)) the [information](#) about the surrounding [real world](#) of the user becomes [interactive](#) and digitally usable. Artificial information about the environment and the objects in it can be stored and retrieved as an information layer on top of the real world view. The term augmented reality is believed to have been coined in 1990 by [Thomas Caudell](#), an employee of [Boeing](#) at the time. Augmented reality research explores the application of computer-generated imagery in live-video streams as a way to expand the real-world. Advanced research includes use of [head-mounted displays](#) and [virtual retinal displays](#) for visualization purposes, and construction of controlled environments containing any number of sensors and actuators.

Through work done by **CableLabs** and the **Society for Cable Telecommunications Engineers (SCTE)**, the cable industry is revolutionizing television to bring interactivity to a previously passive experience. EBIF, SaFI, and SCTE-130 are industry specifications that allow for national advertising across a myriad of existing hardware and operating systems in use across the country. Additional information: <http://www.augmented.org>

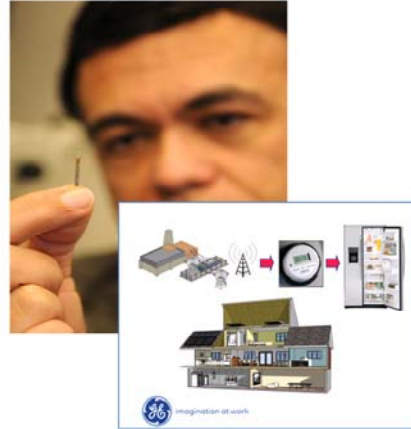
A **location-based service (LBS)** is an information and entertainment service, accessible with [mobile devices](#) through the [mobile network](#) and utilizing the ability to make use of the geographical position of the mobile device. LBS services can be used in a variety of contexts, such as health, work, personal life, etc... LBS services include services to identify a location of a person or object, such as discovering the nearest banking cash machine or the

Emerging Technologies – Down the road

Semantic Aware Apps



Smart Objects



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Pandora (March 2010) had 48 million users who listened to an average 11.8 hours per month

Netflix (Jan 2010) has 14 million subscribers now downloading more content than consuming via mailed disks.

Semantic aware applications allow meaning to be inferred from content and context. The promise of these semantic-aware applications is to help us see connections that already exist, but that are invisible to current search algorithms because they are embedded in the context of the information on the web.

http://horizon.nmc.org/wiki/Semantic-Aware_Apps

<http://www.trueknowledge.com/>

Smart objects are the link between the virtual world and the real. A smart object “knows” about itself — where and how it was made, what it is for, who owns it and how they use it, what other objects in the world are like it — and about its environment. Smart objects can report on their exact location and current state (full or empty, new or depleted, recently used or not). Whatever the technology that embeds the capacity for attaching information to an object — and there are many — the result is a connection between a physical object and a rich store of contextual information. Think of doing a web search that reveals not pages of content, but the location, description, and context of actual things in the real world.

<http://wp.nmc.org/horizon2009/chapters/smart-objects/>

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Discussion & Thank You

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