"Keys to Success Online: How Technology Intersects with Consumer Behavior"

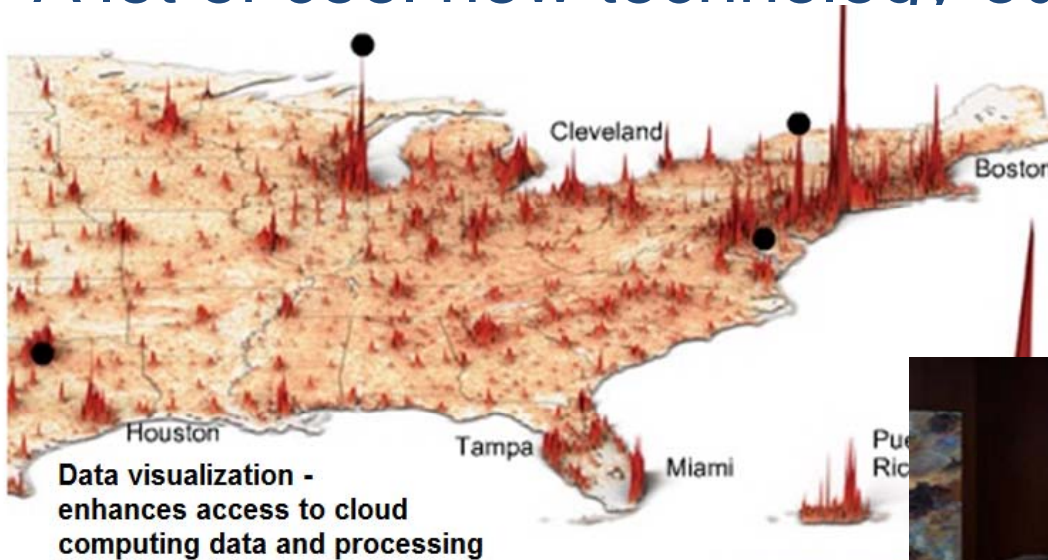## *From Blogs and Beyond into the Cloud*

Talkers New Media Strategies

Jay Byrne

June 2011

A lot of cool new technology out there

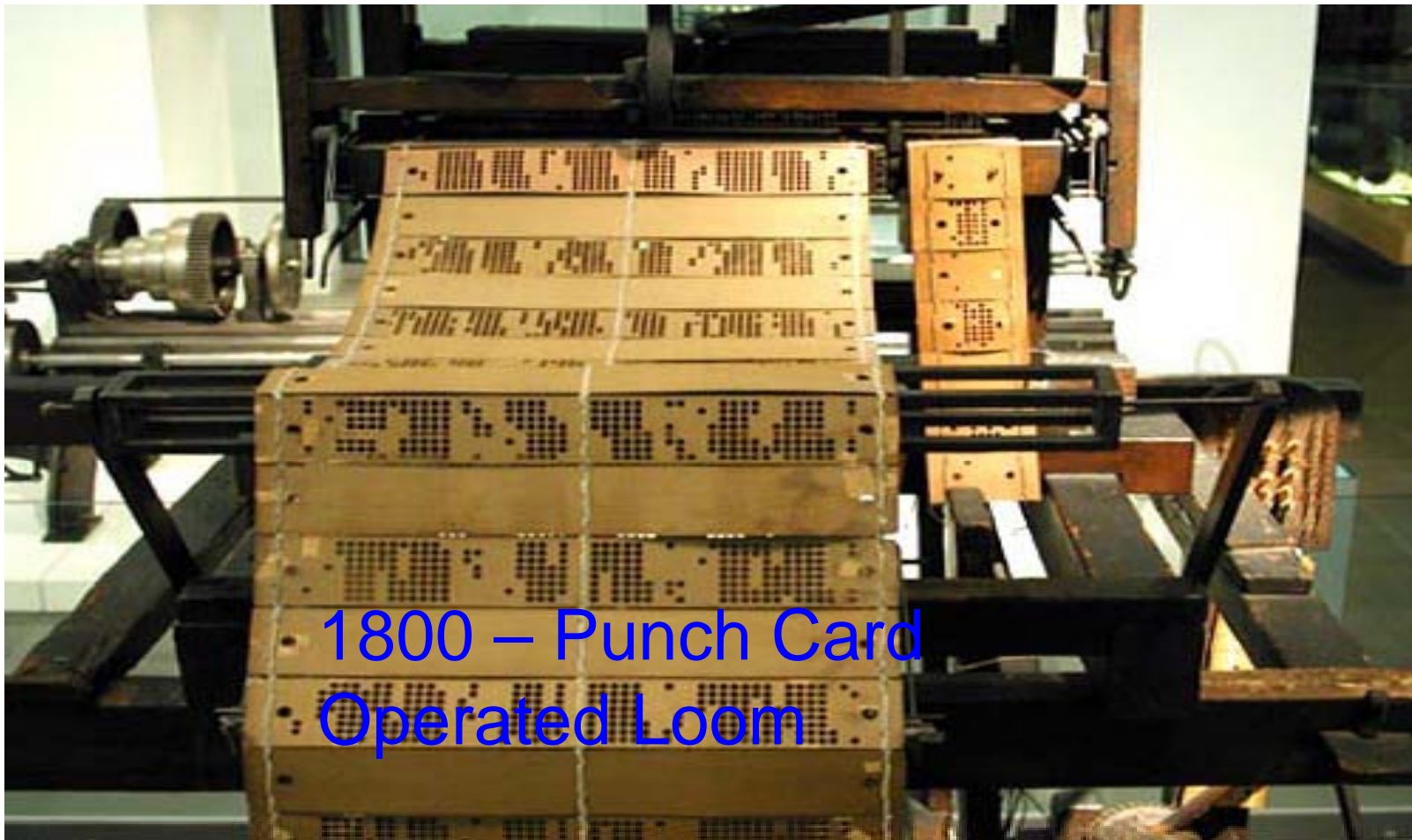Data visualization - enhances access to cloud computing data and processing

Flexible screens - enhances and enables smart objects "The Internet of Things"

Tele-presencing - accelerates adoption and use of augmented reality

How we got here…

800-500 BC Abacus & Counting Boards used in Asia and Babylon

1500 – First Wrist Watch (Germany)

1500 – First wrist watch (Germany)

1800 – Punch Card Loom

1800 – Punch Card Operated Loom

1936 – Z1 Mechanical Calculator

1936 Z1 Mechanical Calculator

1943 MIT Whirlwind Computer
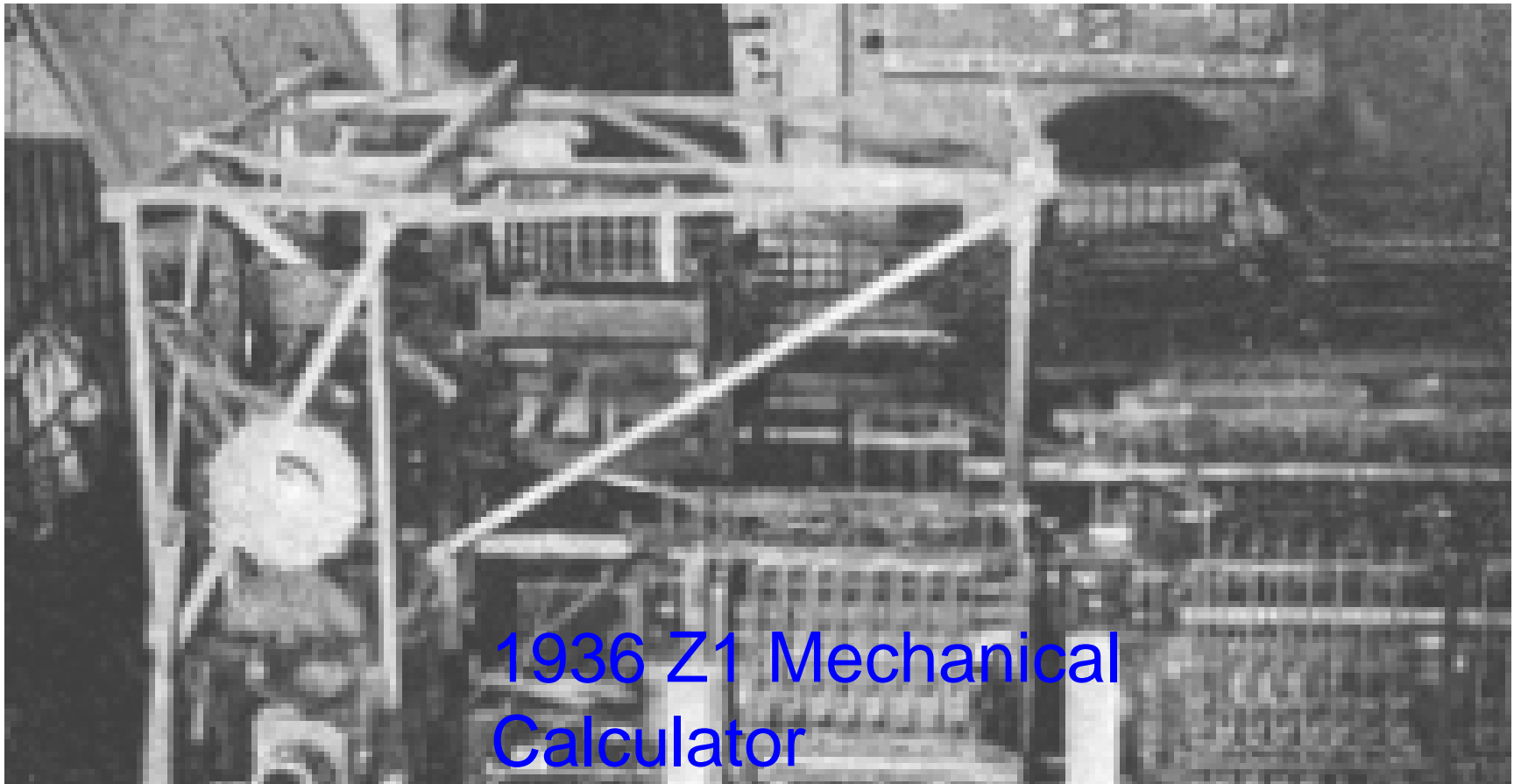
1943 MIT Whirlwind Computer
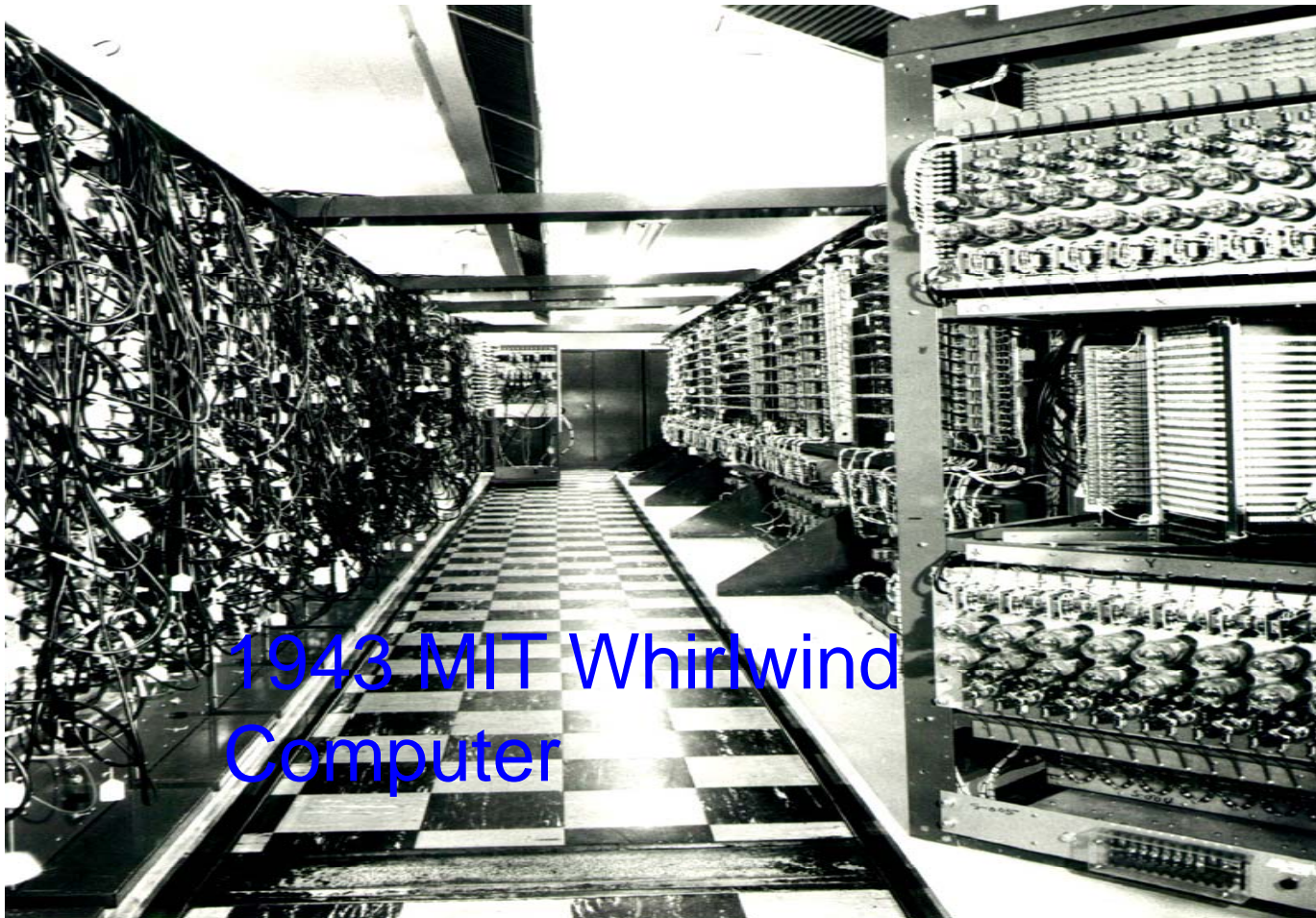
1972 – IBM Personal Computer

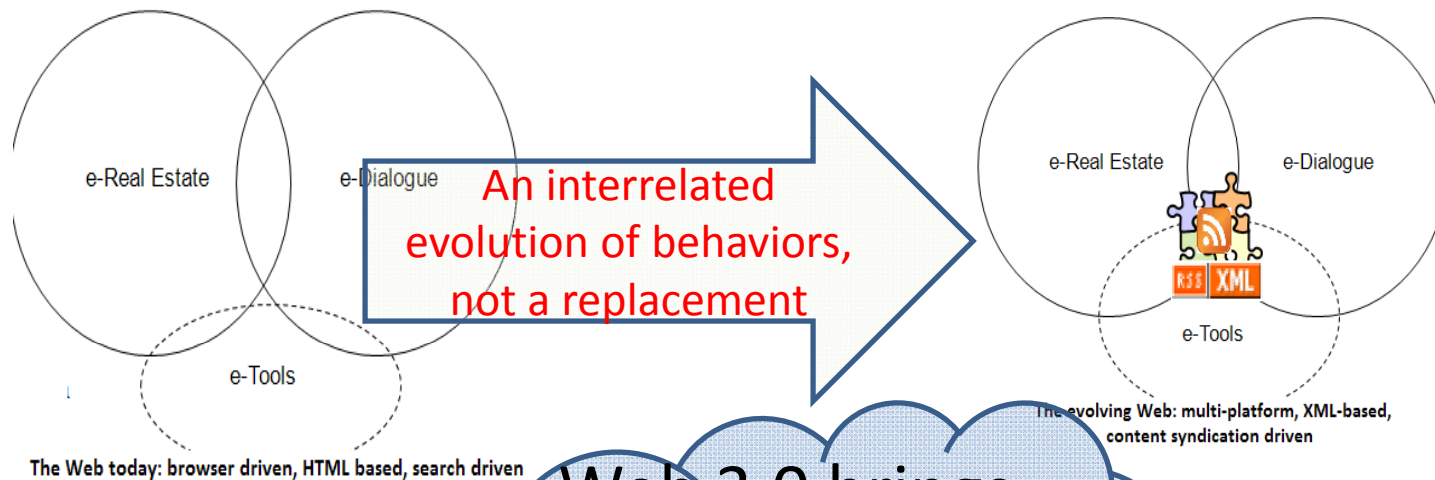1974 IBM Personal Computer

1992 IBM Simon – first smart phone

1992 IBM Simon –
first smart phone

So which ones matter?

Behaviors

Audience behaviors are the clutch for technology adoption

Technology

Behaviors define Web 1.0, 2.0, 3.0 etc…

- Web 1.0 – the Web we know

- Web 2.0 – emerging new media and social spaces

An interrelated evolution of behaviors, not a replacement

e-Real Estate   e-Dialogue

e-Tools

The Web today: browser driven, HTML based, search driven

e-Real Estate   e-Dialogue

RSS XML

e-Tools

The evolving Web: multi-platform, XML-based, content syndication driven

Web 3.0 brings ubiquity, access and omnipresence of technology

Behavior & digital communications

vfluence®
It Starts Online

Technologies must be evaluated in the context of base behavioral psychologies – which will are assisted by technology but not significantly altered.

Opinion formation space

Targeted and relevant **AWARENESS**:

(Topic-linked: news, advertising, *social media, and/or peer to peer-viral*)

50/50 online – off line

RESISTANCE

If relevant and urgent **FIRST EVALUATION**:

(**General search** to validate urgency and need)

90% online

RESISTANCE

If urgency maintained and resistance avoided **CHOICE WORK**:

(**Supplemental, vertical search** topic portals to compare and evaluate options)

60-90% online

RESISTANCE

Action:
(Destination website)

Action:
(Offline)

Belief formation defined by action

What the stats tell us about behavior

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GiftofContent Studio One Networks ↻ by vJayByrne
Fellow digital media workshop speakers! @paulihander
@DanPatterson @talkfrontier @ComrexACCESS @vJayByrne see
you at #Talkers2011!

About @vJayByrne

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Strategic comms by design, nomadic by choice; pas...

BIA_UK BIA · Follow
The BioIndustry Association is the trade association ...

RunChristianRun Christian Clymer · Follow
Beginner triathlete, proud dad and former political fl...

Following · view all

300 million users producing 140 million Tweets a day, which adds up to a billion Tweets every 8 days[5] (@ 1,600 Tweets per second)

48 hours of consumer generated content uploaded every minute... 3 billion view daily (1.2 million per minute)

650,000 comments on the 100 million pieces of content served up every minute...

talk radio news

talk radio news service
talk radio news service washington dc
talk radio news online
talk radio news service bob ney
talk radio news washington dc
talk radio news stations
talk radio news service wiki
talk radio news new york
talk radio news service twitter
talk radio news washington
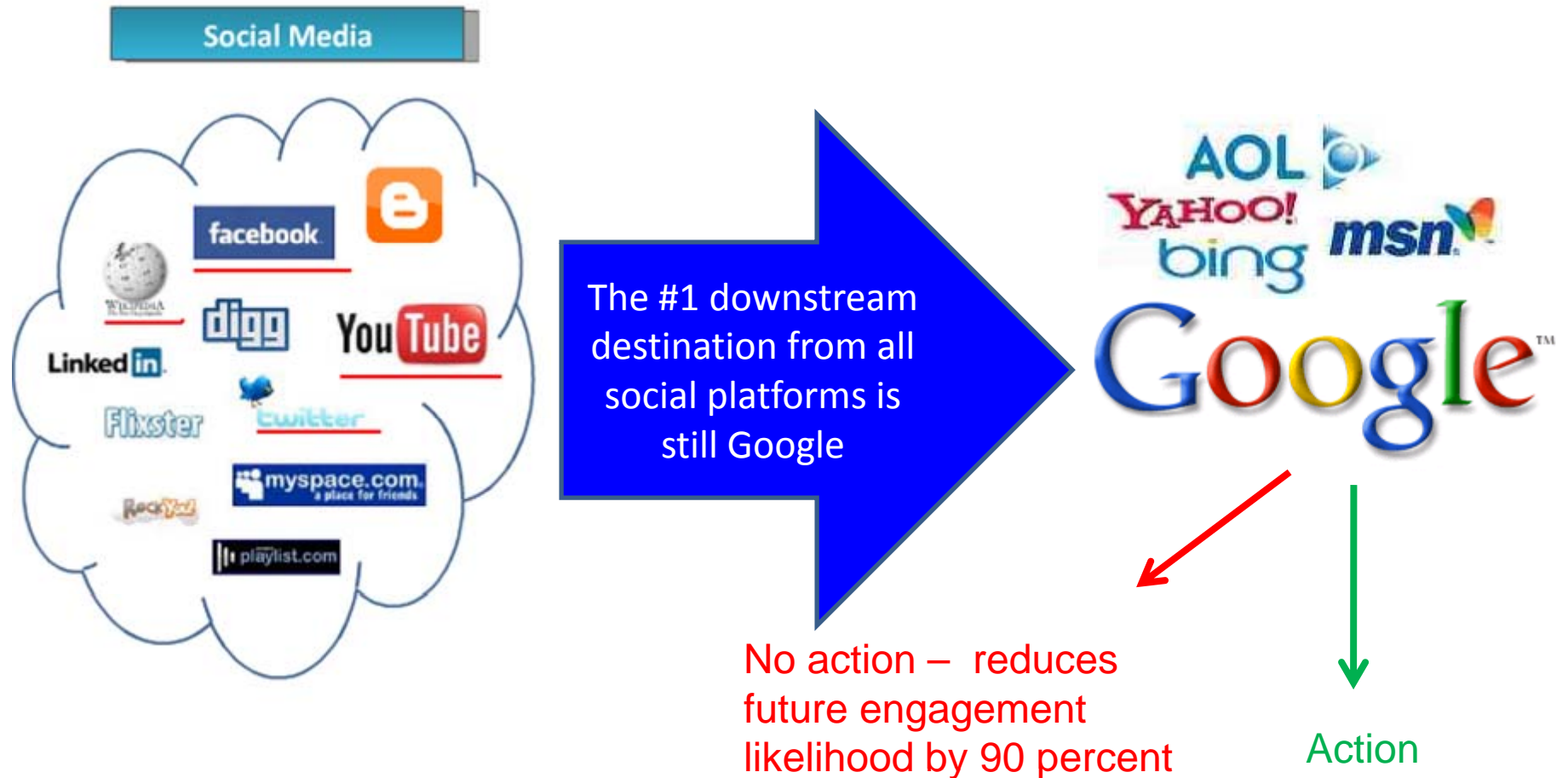
Google Search   I'm Feeling Lucky

34,000 searches per second (2 million per minute; 121 million per hour; 3 billion per day...

153 billion text (North America) monthly... 4.5 billion each day... 3.1 million per minute

2.0 Awareness leads to 1.0 research/ action

The #1 downstream destination from all social platforms is still Google

No action – reduces future engagement likelihood by 90 percent

Action

Behavior changing technologies

- Technologies which can and will impact behaviors:

  - **Mobile and smart appliances**
  - **Cloud computing**

  - **Augmented reality**
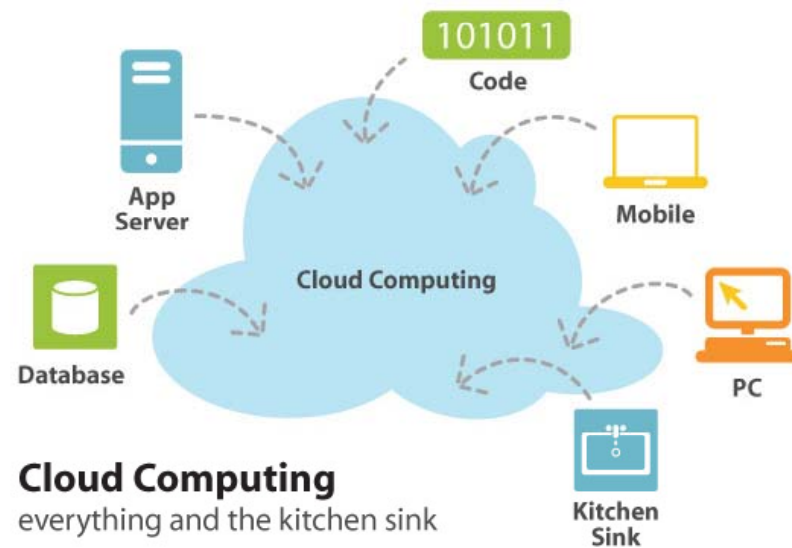 - **Location-based services**

  - **Semantic aware applications**
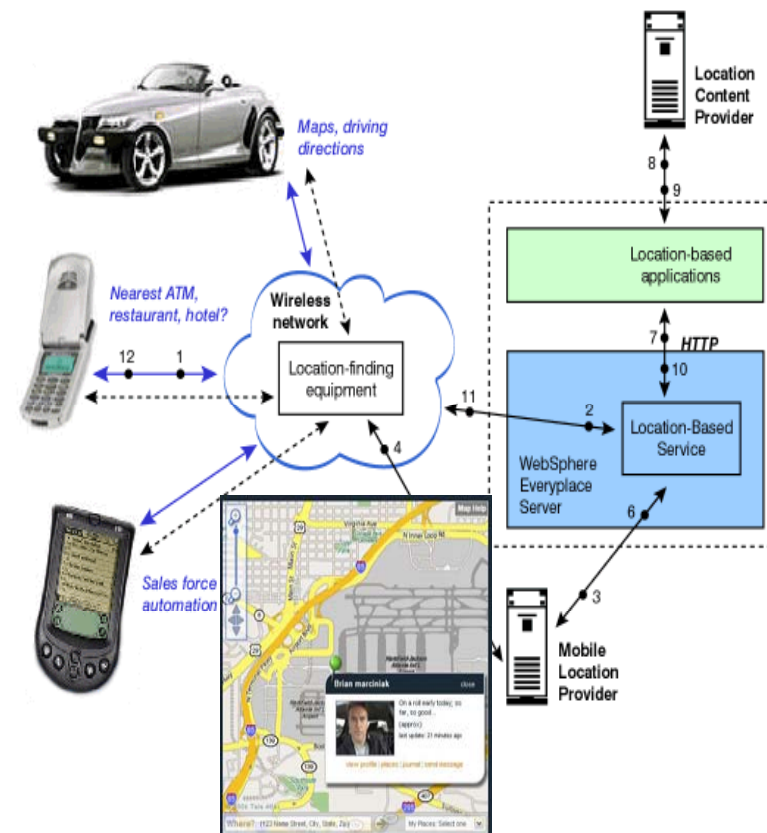 - **Smart objects** :

Emerging Technologies - Now

Mobile

Cloud Computing

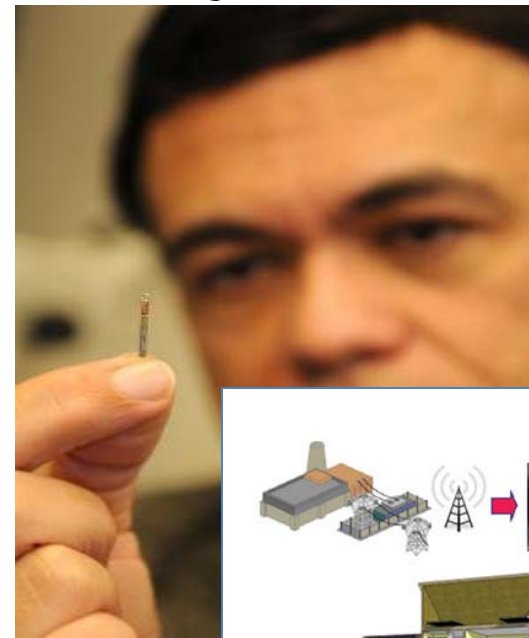# Emerging Technologies - Soon

Augmented Reality

Location Based Services

Emerging Technologies – Down the road

Semantic Aware Apps

Smart Objects

Some simple keys to success

Regardless of the technology – evaluate your ability to successfully use it with these three elements in mind

1. Visibility

–   Content availability and extension in **relevant awareness channels**
–   Content presence in **relevant inquiry and opinion formation** spaces

2. Usability

–   **Behavioral** (audience) usability
–   **Technical** usability for maximum extension of content and tools

3. Measurability

–   **Actionable** content and tools
–   **Conversions** specific to goals

What's next?

- ## Web 3.0

  - Ubiquitous

  - Integrated

  - Free from desktops and devices

  - *The technologies required for this all largely exist today and require minimal infrastructure investments to initiate. Consumer behaviors (willingness) will define adoption timelines….*

Microsoft 3.0 Health Vision Video

Microsoft Health Vision Video
http://www.microsoft.com/video/en/us/detail s/b112da1c-c918-41ee-bb45-d6a553496168

Discussion &
Thank You

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