

“Keys to Success Online: How Technology Intersects with Consumer Behavior”

From Blogs and Beyond into the Cloud

Talkers New Media Strategies

Jay Byrne

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3/19/2010

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1

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Why? Old news versus new media



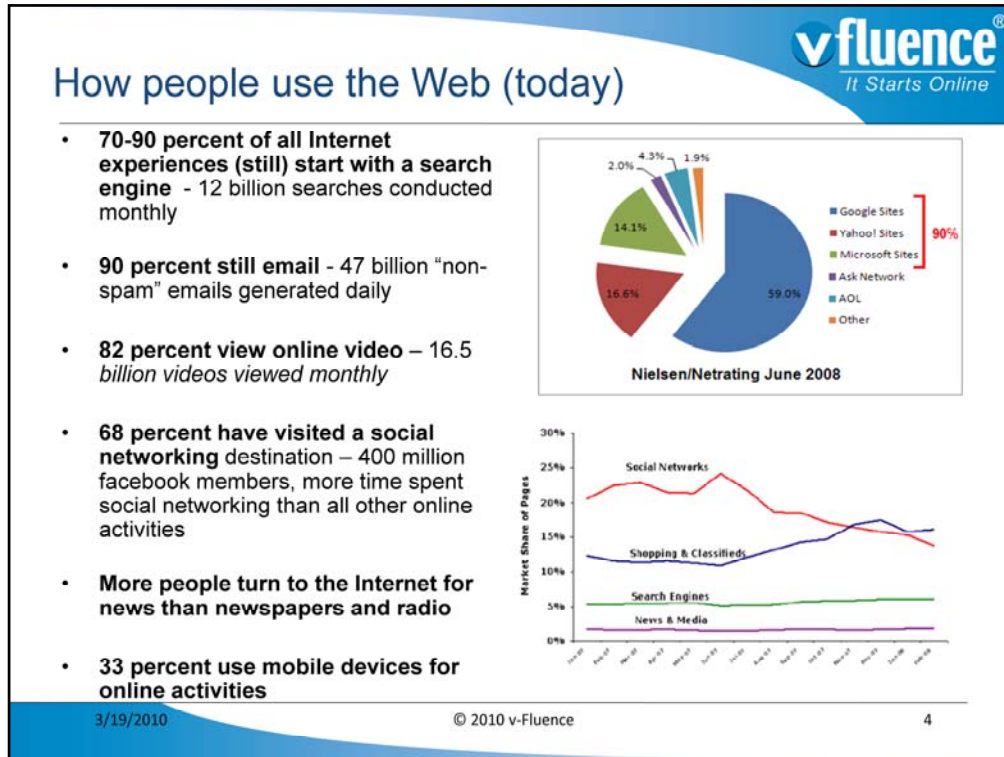
Source: www.comedycentral.com

Audience behaviors are the clutch for technology use and adoption rates



3/19/2010

3



In August 2009, there were 2.8 billion searches conducted monthly on YouTube (only 2.6 billion on Yahoo!) time spent and content consumed on social media sites exceeds traditional news pages by more than 8 to 1

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 June 2008 http://www.nielsen-netratings.com/pr/pr_080718.pdf
www.comscore.com December 08 search data report (11.5 billion searches conducted)
http://www.pewinternet.org/pdfs/PIP_Generations_2010.pdf

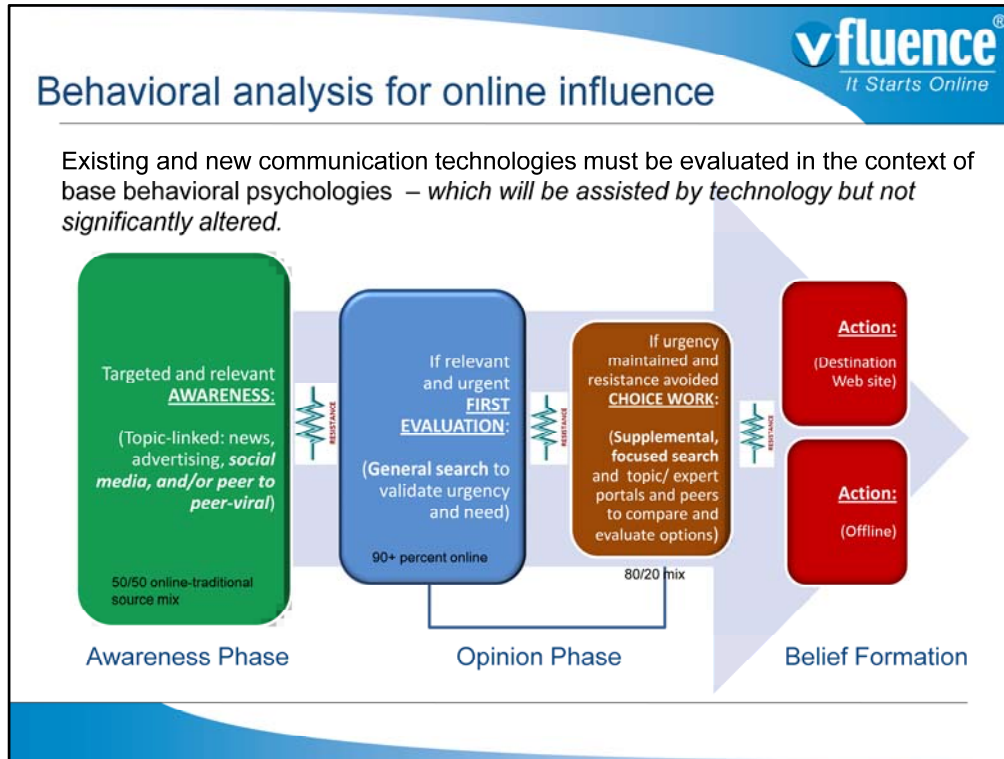
While behaviors show people starting with search they are now spending more time on social network pages. News and mainstream media space "time spent" is now less than 3 percent, although "mainstream" news presence (placements) in search and social networks have influence – the degree of which can be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

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)

A Taxonomy of Web research: www.acm.org/sigs/sigir/forum/F2002/broder.pdf
<http://www.searchenginewatch.com>

The Deep Web: Surfacing Hidden Value: <http://www.press.umich.edu/jep/07-01/bergman.html>

Other sources:
<http://www.blogstreet.com/>
<http://www.perseus.com/>
<http://www.blogherald.com/>
<http://www.pewinternet.org/>



Adapted from the Daniel Yankelovich model of opinion to belief to action process (cite: <http://www.annenbergnorthwestern.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 eliminate core components.

Awareness pathways and destinations

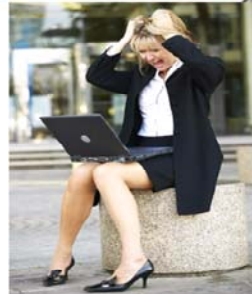
The #1 downstream destination for all social networking channels is still Google...

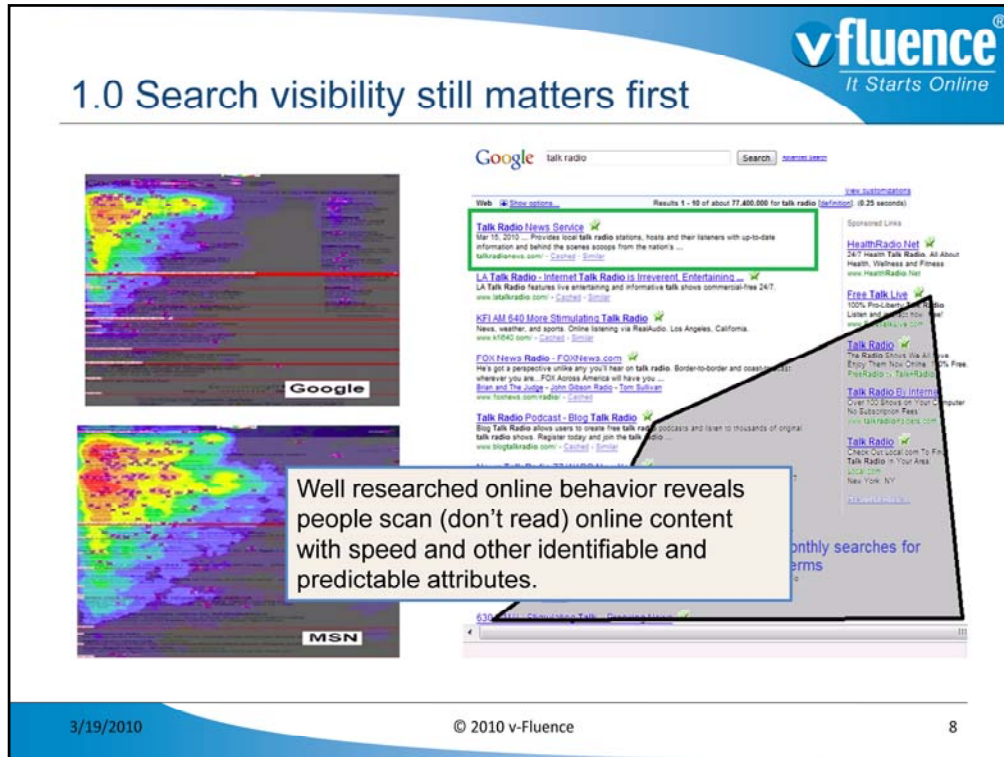


Mobile and "point of consumption" (POC) content may alter Google's current dominant influence

Watch out!

- First impressions are lasting, you don't get a second chance to make first impressions
- High risk with effective awareness when coupled with unsuccessful "completion" of belief formation - this hurts trust, credibility and related factors which define powerful brands and effective relationships which leads to sales
- **First (failed) impressions can reduce future outreach effectiveness by as much as 90 percent**





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.

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:

<http://www.enquiro.com/eye-tracking-pr.asp>



 It Starts Online

What influences click-through rate?

- Users “scan” visible (top) search results
- Looking for **search term in bold**
- 2.5 – 5 seconds, weighting keyword appearances by section

Sample brand/topic search term **Talk Radio** (*current monthly search volume ~500,000*)

Title keyword inclusion = 30% weighted influence

Talk Radio News Service ★

Mar 15, 2010 Provides local **talk radio** stations, hosts and their listeners with up-to-date information and behind the scenes scoops from Washington

[talkradionews.com/](#) - [Cached](#) - [Similar](#)

Description = 43%

URL name = 21%

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9

Understanding what influences path-finding (click-through rates - CTR) online enables more effective content development and appropriate “coding” that results in higher CTR for our clients.

v-Fluence Web resource evaluations can identify deficiencies (e.g., appropriate use of title and description tags to support optimization and effective search display presence) and opportunities (e.g., integration of Google Webmaster tools to enhance e-real estate footprint) for your Web sites, blogs and other online resources.

Source: Cornell Eye Tracking Study – as reported in Search Engine Optimization: An Hour a Day, by Jennifer Grappone and Gradiva Couzin, Wiley Publishing 2006, page 155.

Stickiness and conversions after click

- Similar rules apply when they land on your pages:
 - “F” shaped scanning
 - FAST 5 second rule
 - Horizontal top section scans only
 - Vertical left side scan only
 - CONTEXT address inquiry in those spaces or lose reader back to previous search page
 - *and include conversion metrics to measure your success*



After people find you, via search or links from other destinations, specific best practice-defined factors determine whether or not they'll consume your Web content or simply “bounce” back out to form beliefs and act using information provided by others.

Jakob Nielsen Eye Tracking research:

http://www.useit.com/alertbox/reading_pattern.html

Individual site/page heat map focus group data for your Web properties available as part of v-Fluence site evaluation research support. Details available upon request.

How audiences use your site

The Talk Radio News Service is the only information news service dedicated to serving the talk radio community.

Home About Services Contact

United Nations | Pentagon | Congress & White House | Opinion | Sports | Lex Appeal

Report That DoD Official Hired Contractors To Kill Militants 'Warrants Further Review,' Says Pentagon Spokesman

Posted by [Justin Duckham](#) on March 15, 2010 [Share This](#)

Pentagon spokesperson Brian Whitman would not elaborate on the investigation following the release of a New York Times story that alleged contractors to gather information and kill militant.

Instead, Whitman repeatedly stated that the alleged contractors would not elaborate as to how the review will be conducted.

The New York Times story comes amid consideration of a February, information surfaced alleging that employees of Blackwater stole 500 AK-47s from Afghan National Security Forces.

March 15, 2010

« Today at TRNS
Reconciliation Process Has A Number Of Limitations
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Name (required)

Mail (will not be published) (required)

Website

1.0 e-mail, listservs and discussion spaces



While moving to new media and social networking platforms, these avenues still exert significant influence. Over 90 trillion e-mail messages sent annually. Over 1 million active listservs with more than 100 million subscribers. In 2010 over 80 percent of online consumers subscribed to listserv or visited Web 1.0 discussion spaces - and over 60 percent shared or posted comments.

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.

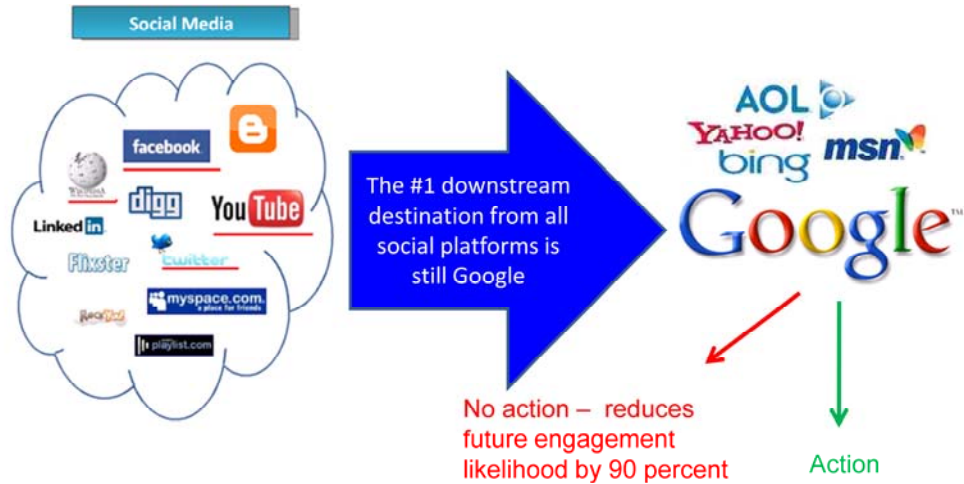
2.0 Social and consumer media



- 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.

Awareness leads to 1.0 research/ action



Social engagement ROI opportunities

1. Peer-to-peer (viral, e-mail)
 - Up to 90 percent CTRs
 - Highest credibility
 - Strongest ROI potential
 - Facilitated with online tools
2. Social networking direct earned
 - High credibility, moderate CTRs
 - Peer profile/ update driven
 - facebook, MySpace, LinkedIn
 - Facilitated by client or partner social profile content and tools
3. Social networking indirect earned
 - High audience relevance
 - Organization or topic group driven
 - Expanded channels – Care2, Sermo
 - Client or partner profile content/ tools
4. Media sharing and mixing
 - Broader audiences, limited participants
 - Strong viral and engagement opportunities
 - Extendable for amplification into social networks and other Web 2.0 channels (blogs)
5. Mobile tools
 - High growth opportunities (early mover advantages)
 - SMS/MMS content
 - QR code integration
 - Smart phone apps
6. Targeted influencer outreach
 - Discussion group leaders/ participants
 - Bloggers
 - Micro-bloggers (Twitter)

Social media engagement is, by definition, “peer” relationship driven. Resources need to be developed which “arm” people with both information and tools which support (belief defining) actions linked to information that they can share... If an organization cannot easily transform and define itself into a “peer” role, it’s influence must be developed as a support role for peers.

Measurements - ROI

- Impressions (*research driven, relevant audience*)
 - General (i.e., your ad on NOLA.com but not connected to any relevant content)
 - Targeted (i.e., you ad on NOLA.com story about your issue)
- Click through's
 - Total
 - Rate % of buy (*industry standard 2%*)
- **Conversion Tracking**
 - Multiple page reads
 - Call to action completion (sales)
- Site traffic & Site links pointing in
- Ongoing third-party content references, amplification & traction (validation)

“Hits” = How
Idiots Track
Success

New technologies to watch

- Technologies which can and will impact behaviors:
 - **Mobile and smart appliances**
 - **Cloud computing**
 - **Augmented reality**
 - **Location-based services**
 - **Semantic aware applications**
 - **Smart objects :**

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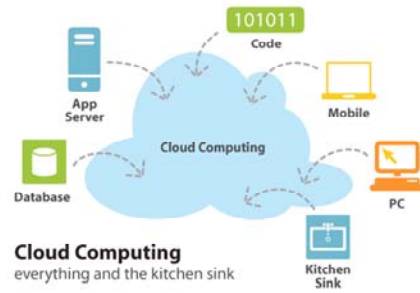
<http://www.nmc.org/horizon>

Emerging Technologies - Now

Mobile



Cloud Computing



Mobile facts

- 58 percent of U.S. consumers own Web-access capable mobile phones
- 25 percent of American consumers read news on mobile devices
- 10 percent of Web-enabled phone users have made a mobile purchase; 16 percent compare prices; 16 percent research products
- There are over 4 billion cell phone users globally and 140 million US consumers will be using mobile broadband by 2013 – **by 2020 the majority of online content will be consumed on mobile devices**

U.S. Mobile Activity - November 2008	Audience	Reach	Growth, %
Sent/received photos or videos	63,736,000	27.7	5.6
Received SMS ads	54,922,000	23.9	8.2
Accessed news/info via browser	41,894,000	18.2	9.7
Used email	38,370,000	16.7	6.3
Listened to music	21,006,000	9.1	8.5
Accessed social networking sites	20,668,000	9	14.2
Played/downloaded game	20,468,000	8.9	6.1
Purchased ringtones	19,556,000	8.5	-1.1
Accessed/downloaded application	18,337,000	8	15.8
Watched Video	7,523,000	3.3	5.6

Top mobile sites	Top PC sites
Mobile Operator Sites	Google Sites
Google Sites	Microsoft Sites
Facebook.com	Yahoo! Sites
Yahoo! Sites	Facebook.com
BBC Sites	EBay
Apple Inc. Sites	BBC Sites
Microsoft Sites	AOL (inc. Bebo)
Sony Online (inc. Sony Ericsson)	Amazon Sites
Nokia	Ask Network
AOL (inc. Bebo)	Foundation

<http://www.poynter.org/bmp/a.aspx?ZoneID=80&Task>

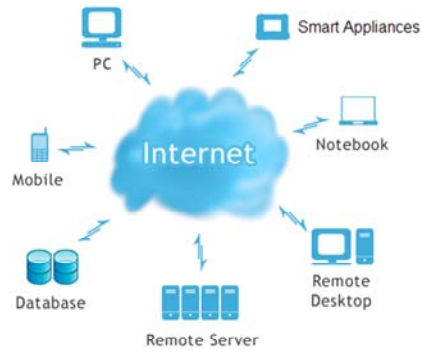
By 2020 majority of online content will be consumed via mobile devices. Apple's iPhone represented 69 percent of U.S. smartphone traffic across mobile advertising marketplace AdMob's network in May 2010, up from 59 percent the previous month. According to AdMob, smartphones now account for 37.3 percent of total U.S. traffic-- Research In Motion's BlackBerry devices generated 13 percent of AdMob smartphone traffic last month, followed by devices from HTC (10 percent) and Palm (3 percent). In all, AdMob reached 15.1 million unique users on iPhone and iPod touch devices on 2,309 applications in its network in May, with the average iPhone user in AdMob's network accessing four applications during that time. AdMob adds that five days after the [launch](#) of the iPhone OS 3.0, devices running the update represented 44 percent of iPhone ad requests, while only 1 percent of requests came from iPod touch devices running the revamped OS.

By 2013, there will be over 140 million U.S. consumers paying for mobile broadband, which will extend video, communication, networking, and support services to a range of devices. Parks Associates [forecasts](#) 4.5 bln mobile phone users worldwide by 2013, with many people using these devices as gateways for entertainment services, community information, and social networking.

<http://www.itfacts.biz/us-mobile-internet-activity-in-november-2008/12556>

Cloud Computing

- Access to the “deep web” (600 – 6,000 times larger than current “surface” indexed by Google) expanding data availability exponentially
- Remote programs and shared resources enables enhanced computing and processing capabilities
- Removes “device” limitations and lowers pipeline (data stream) requirements



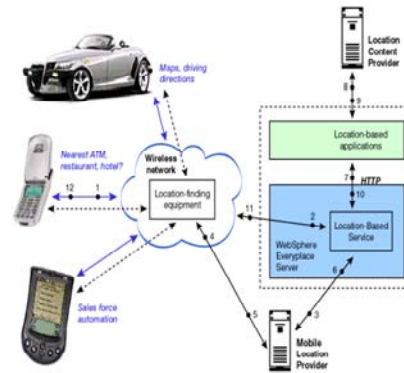
Cloud computing is a new generation of computing that utilizes distant servers for data storage and management, allowing the device to use smaller and more efficient chips that consume less energy than standard computers. Cloud computing services often provide common [business applications](#) online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



Augmented Reality

- Virtual, computer-generated imagery which creates an enhanced (mixed) reality.
- Currently over 100 augmented reality applications available for the iPhone – largely geographic in nature.

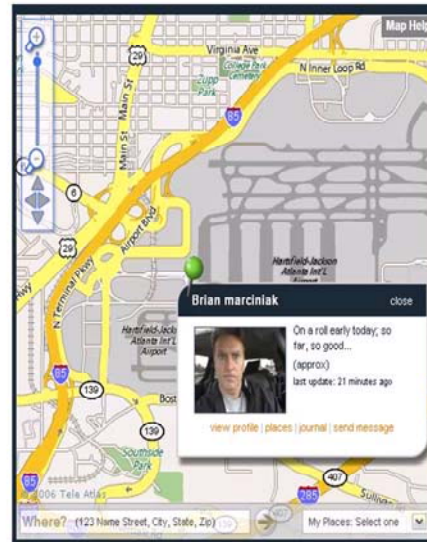


Augmented reality (AR) is a term for a live direct or indirect view of a physical real-world environment whose elements are merged with (or *augmented* by) [virtual computer-generated imagery](#) - creating a [mixed reality](#). The augmentation is conventionally in [real-time](#) and in semantic context 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.

Additional information: <http://www.augmented.org>

Location Based Services

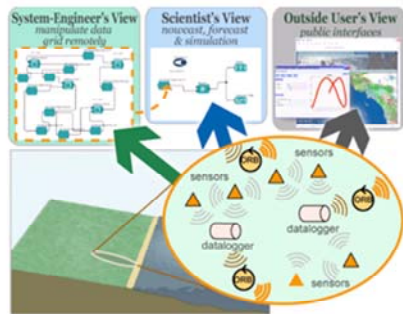
- GPS and mobile device enabled content “mash ups”
- Enabled by GPS chips or local range technologies (Bluetooth, RFID, Wi-Fi, etc...)



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 whereabouts of a friend or employee. LBS services include parcel tracking and [vehicle tracking](#) services. LBS can include [mobile commerce](#) when taking the form of coupons or advertising directed at customers based on their current location. They include personalized weather services and even location-based games. They are an example of [telecommunication convergence](#).

Emerging Technologies – Down the road

Semantic Aware Apps

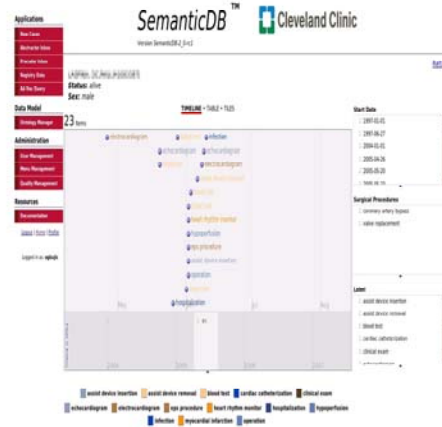


Smart Objects



Semantic Aware Applications

- User (e.g., patient) specific data compiled, organized and delivered based on specific profile and available meta data
- Portals aggregate content facilitate highly customized research
- Topical search integrates media (video and image) with text results
- Example: The Cleveland Clinic is using semantic web concepts to search patient data to improve care



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.w3.org/2001/sw/sweo/public/UseCases/ClevelandClinic/>

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

Smart Objects

- Physical objects embedded with unique identification technology
- RFID, QR, smartcards, smart-chips
- Object communicate with readers or with each other
- Example: University of Arkansas researchers have created a simulated environment in Second Life to test the practical and social implications of tagging and tracking patients, hospital staff, supplies, and locations



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/horizon2010/chapters/smart-objects/>

<http://www.sciencedaily.com/releases/2008/04/080408120106.htm>

<http://www.rfidjournal.com/article/articleview/4326/2/1/>

Other technologies to consider

Examples of new echnologies unlikely to change behavior but strong opportunity to enhance them.

- Flexible Screens
- Video tele-presence
- Data visualization technologies



Flexible screens: <http://gizmodo.com/5273364/flexible-oled-screens-are-really-coming-now>

Telepresence: <http://en.wikipedia.org/wiki/Telepresence>

Data visualization: <http://www.smashingmagazine.com/2010/09/11/25-useful-data-visualization-and-infographics-resources/>

Some simple keys to 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**

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

Discussion & Thank You

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