Footnotes and additional references are available upon request.

All inquiries are welcomed at info@v-Fluence.com

(877) 835-8362

◊ Corporate Headquarters: general mail and deliveries to 4579 Laclede Ave #275, St. Louis, Missouri 63108

◊ Visiting our headquarters offices – 356 North Boyle, 2nd Floor, St. Louis, Missouri 63108

◊ Administrative, contracts and billing address: 7770 Regents Road, #113-576, San Diego, CA 92122

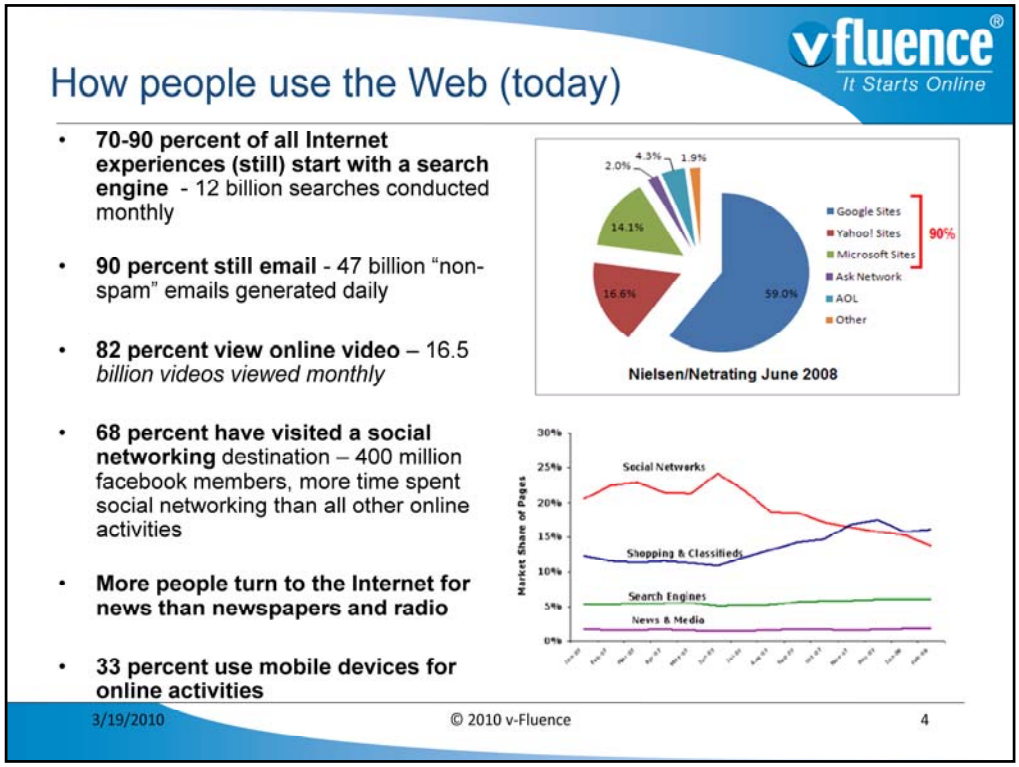
Why? Old news versus new media

Source: www.comedycentral.com

Audience behaviors are the clutch for technology use and adoption rates

vfluence® It Starts Online

www.v-Fluence.com



In August 2009, there were 2.8 billion searches conducted monthly on YouTube (only 2.6 billion on Yahoo!)
ime 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

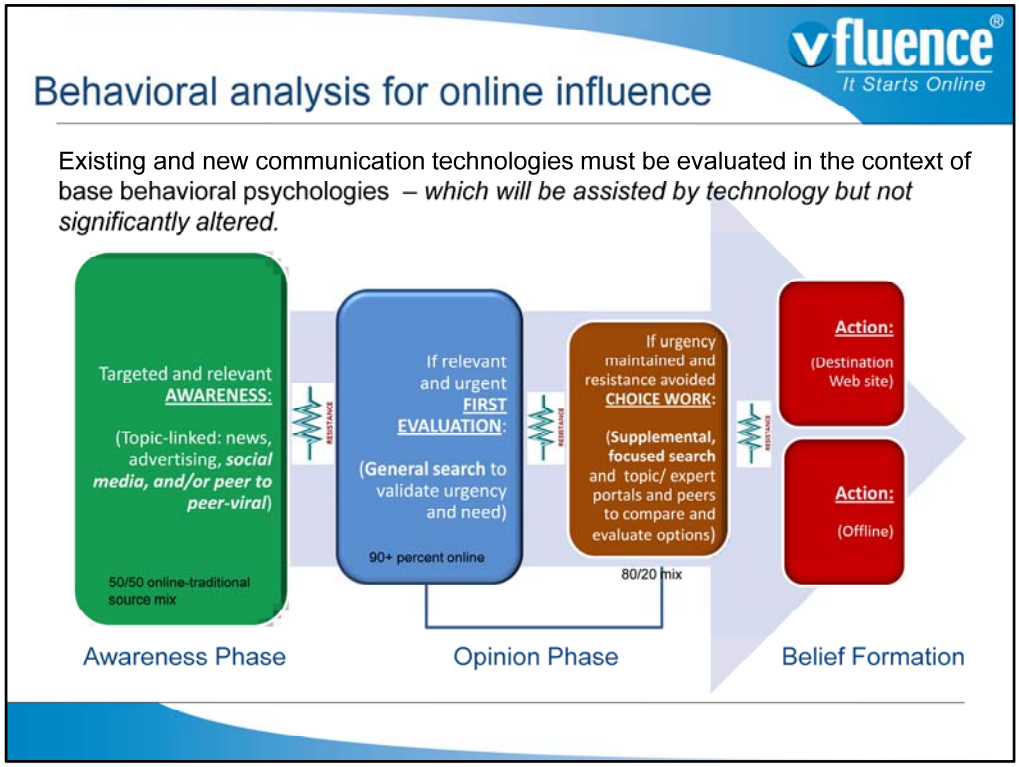
While behaviors show people starting with search they are now spending more time on social network pages. News and mainstream media space "time spent" is now less than 3 percent, although "mainstream" news presence (placements) in search and social networks have influence – the degree of which can be 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.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 eliminate core components.

Awareness pathways and destinations

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

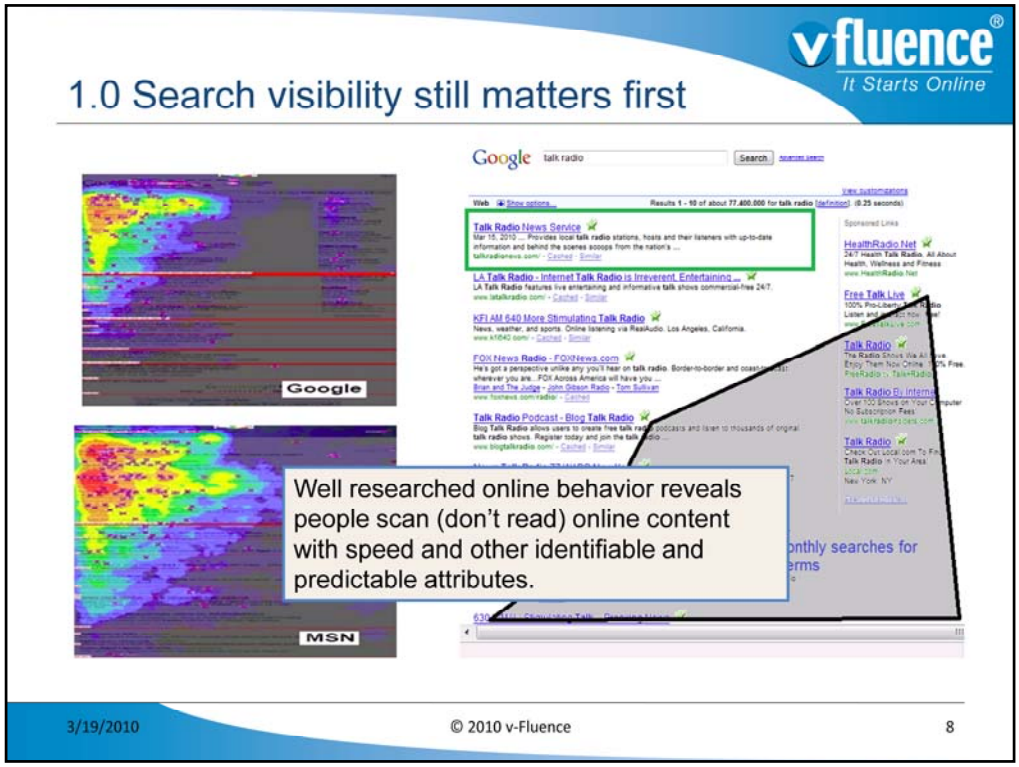
Mobile and "point of consumption" (POC) content may alter Google's current dominant influence

www.v-Fluence.com

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**

www.v-Fluence.com



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.

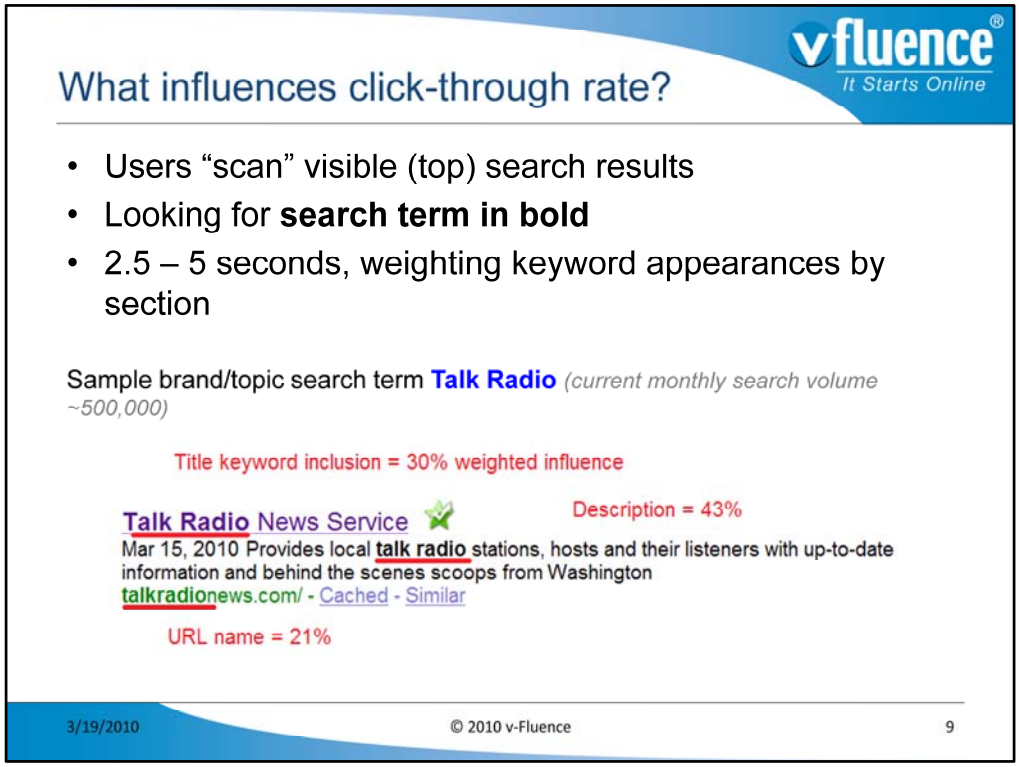
Research, started at Cornell University, using pupil tracking cameras linking eye movement to keystrokes shows this behavior. "Heat Maps" reveal how consumers "scan" versus read Web content. Three types of searches: informational (70%), navigational (15%), and transactional (15%) – for which informational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



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

vfluence® It Starts Online

- 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*

3/19/2010 © 2010 v-Fluence 10

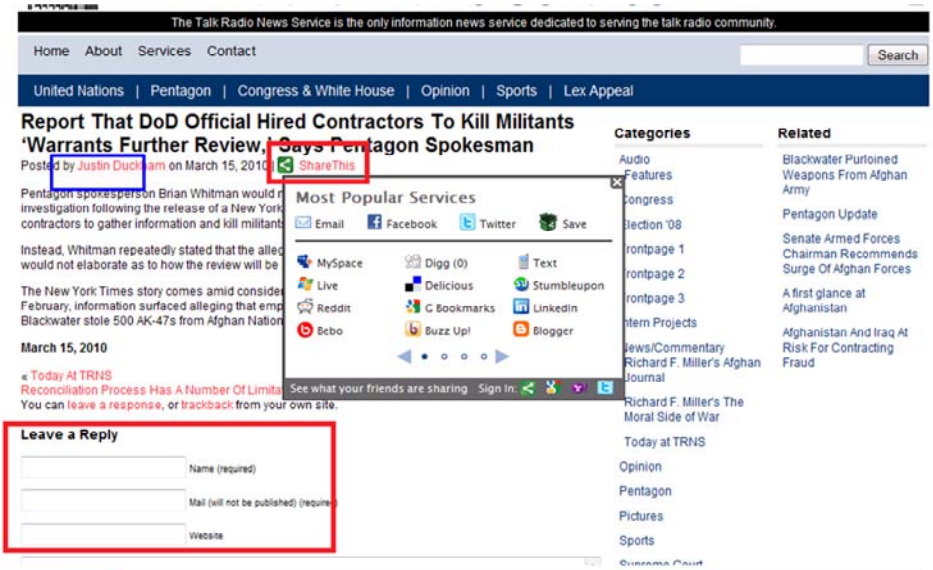
After people find you, via search or links from other destinations, specific best practice-defined factors determine whether or not they'll consume your Web content or simply "bounce" back out to form beliefs and act using information provided by others.

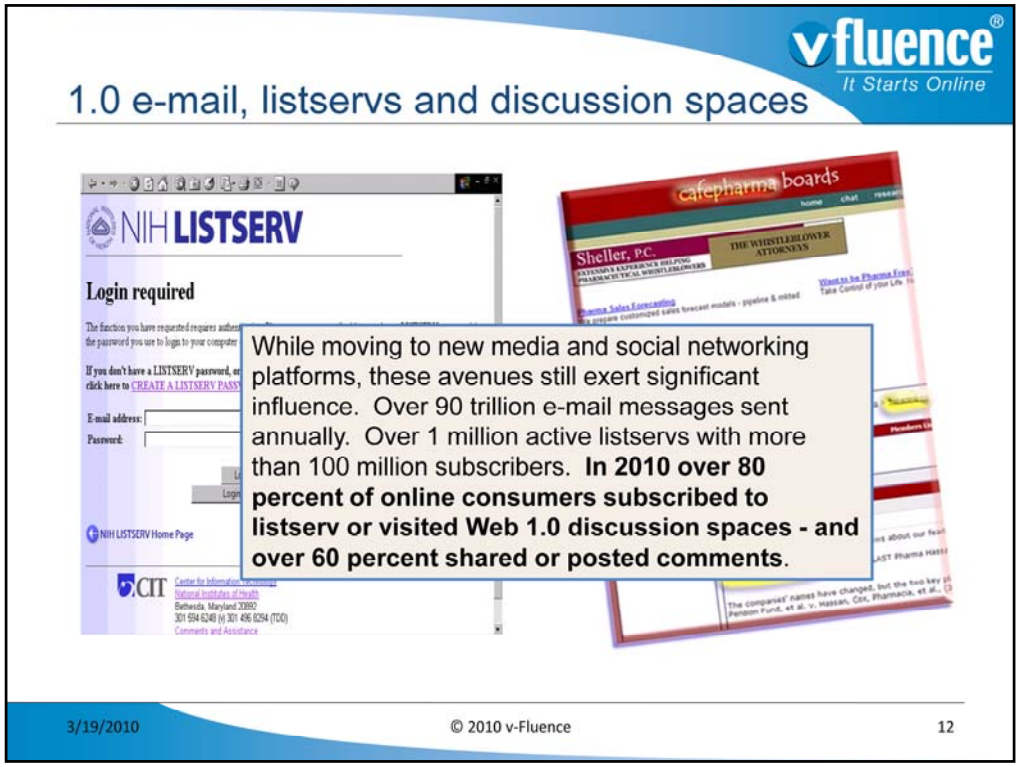
Jakob Nielsen Eye Tracking research:

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

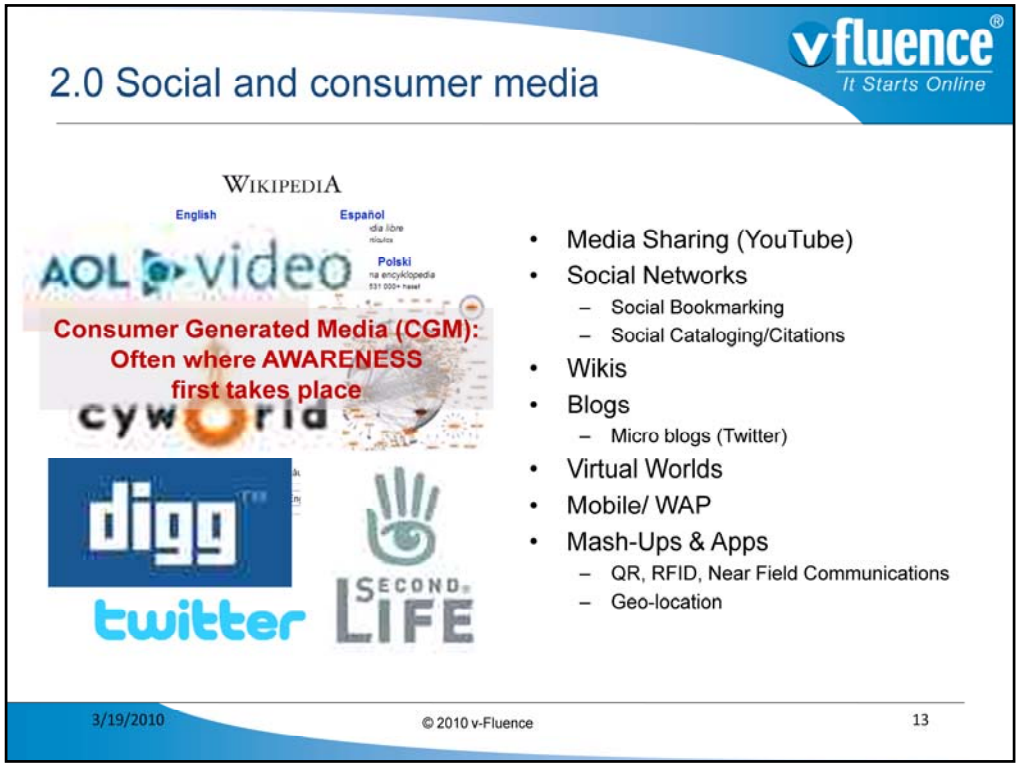
Individual site/page heat map focus group data for your Web properties available as part of v-Fluence site evaluation research support. Details available upon request.

How audiences use your site



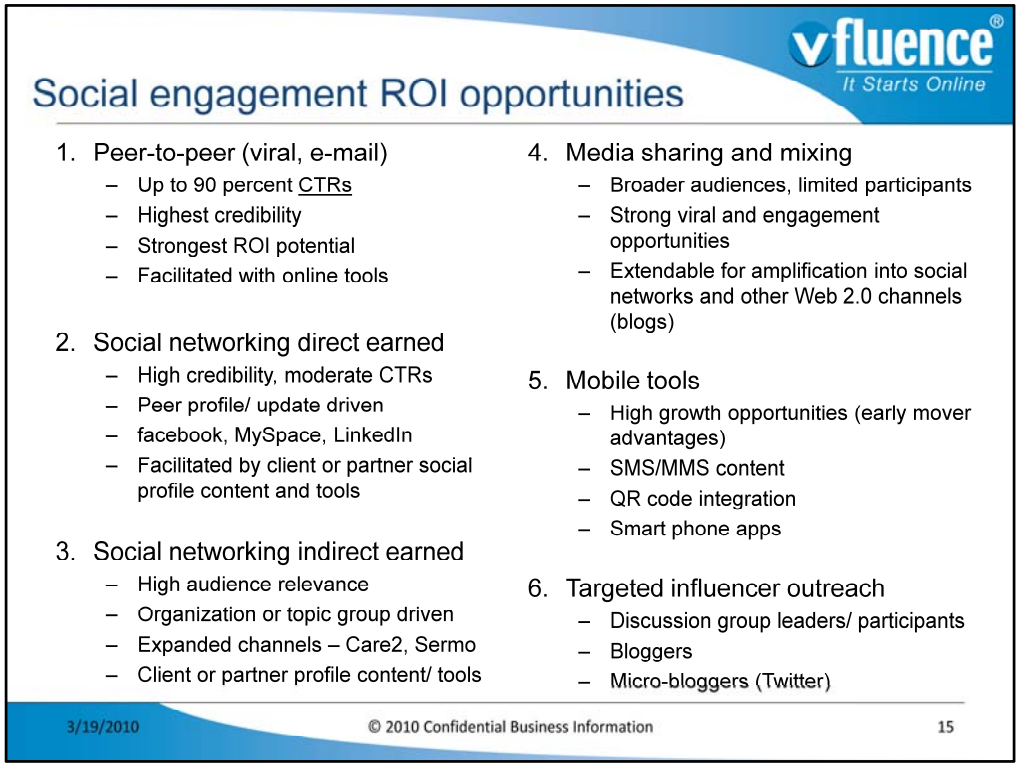


Peer to peer, viral and participatory (topic or other affiliation-specific) discussion groups continue to have significant influence online. While moving to new media social networking platforms, these avenues still exert significant influence. Over 2 trillion e-mail messages sent annually. Over 1 million 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.

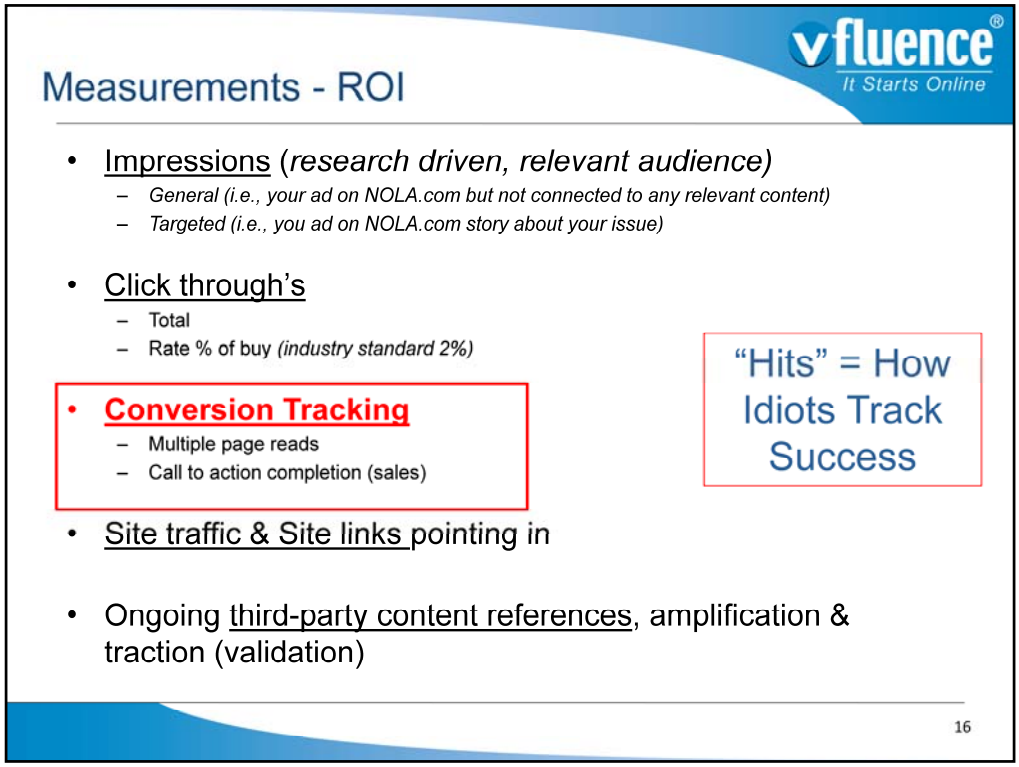


Definitions, descriptions and examples of the various social and consumer media platforms and tools, along with best-practice white papers and case studies available to all v-Fluence clients**.**

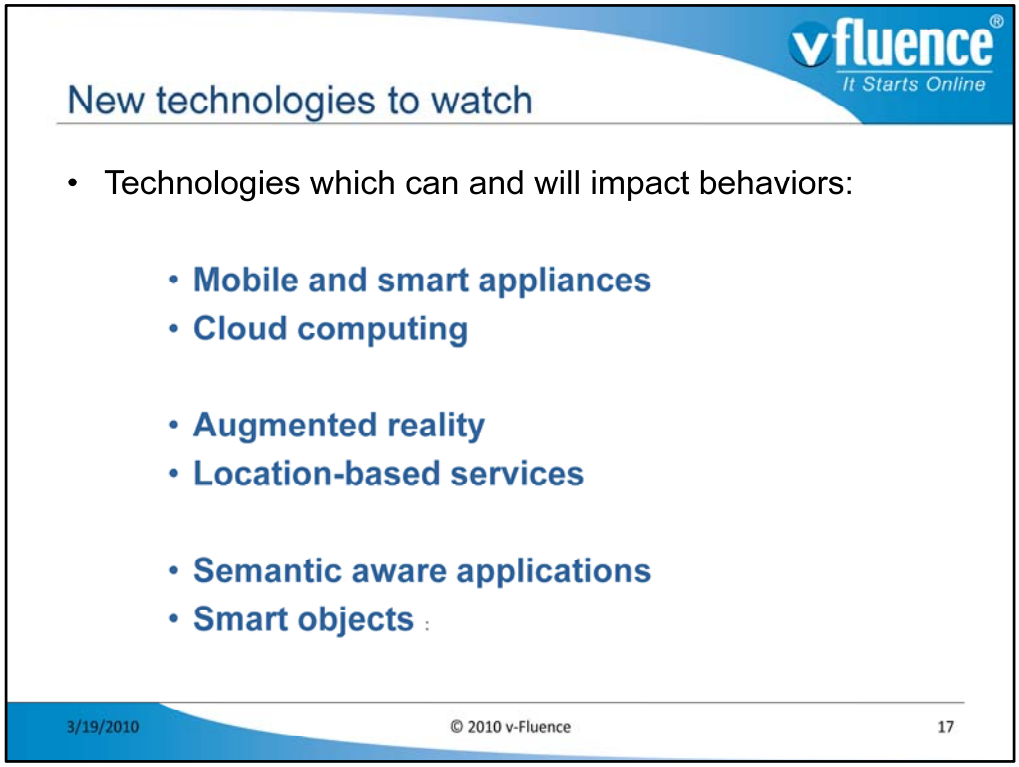
www.v-Fluence.com



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.



www.v-Fluence.com



www.v-Fluence.com

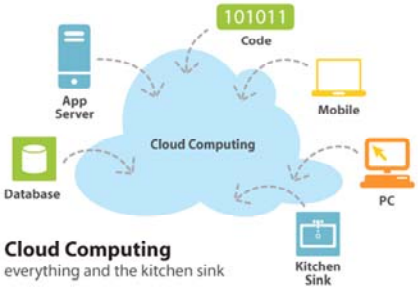
http://www.nmc.org/horizon

Emerging Technologies - Now

vfluence® It Starts Online

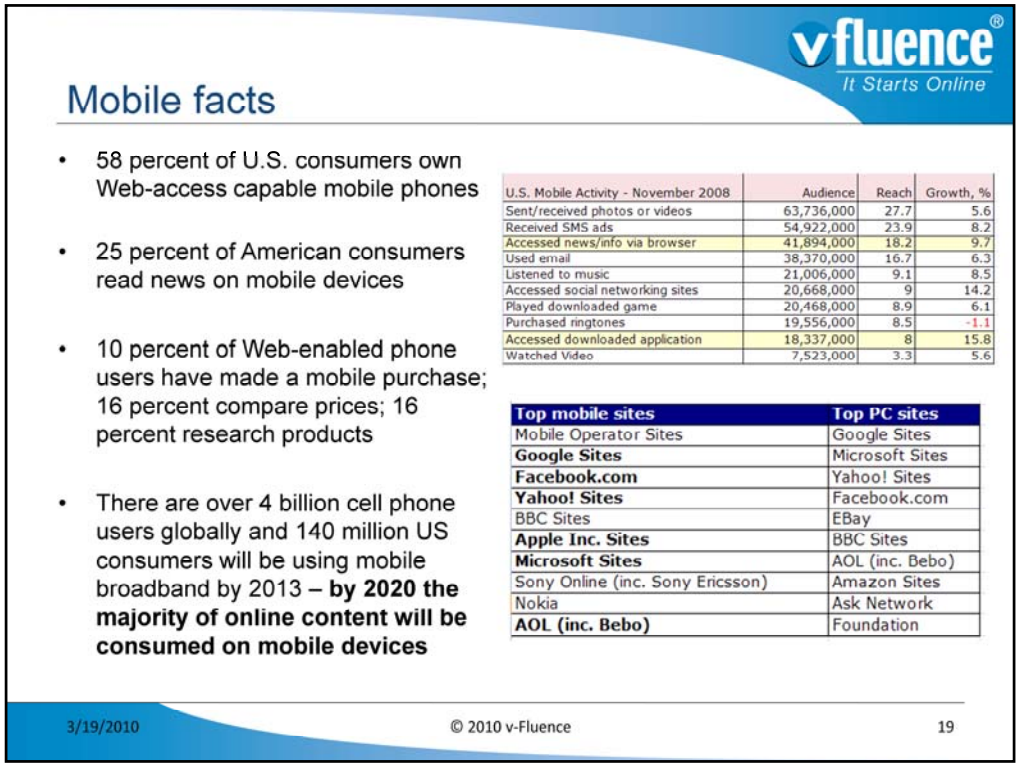
Mobile

Cloud Computing



Cloud Computing
everything and the kitchen sink

www.v-Fluence.com

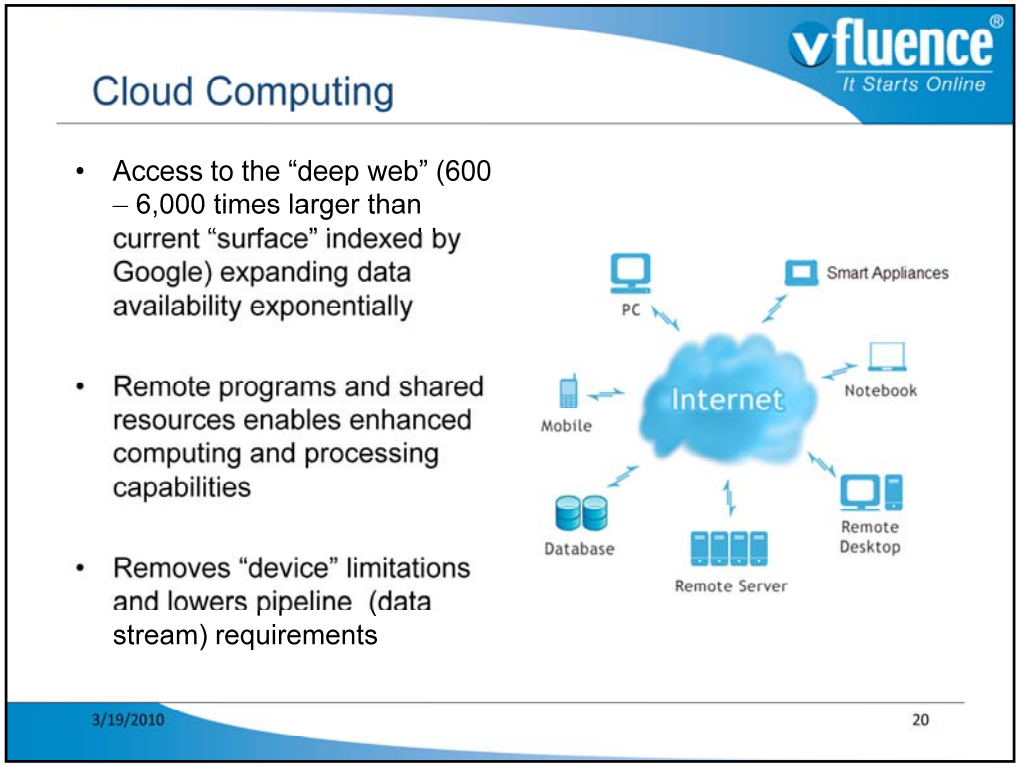


http://www.poynter.org/bmp/a.aspx?ZoneID=80&Task

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



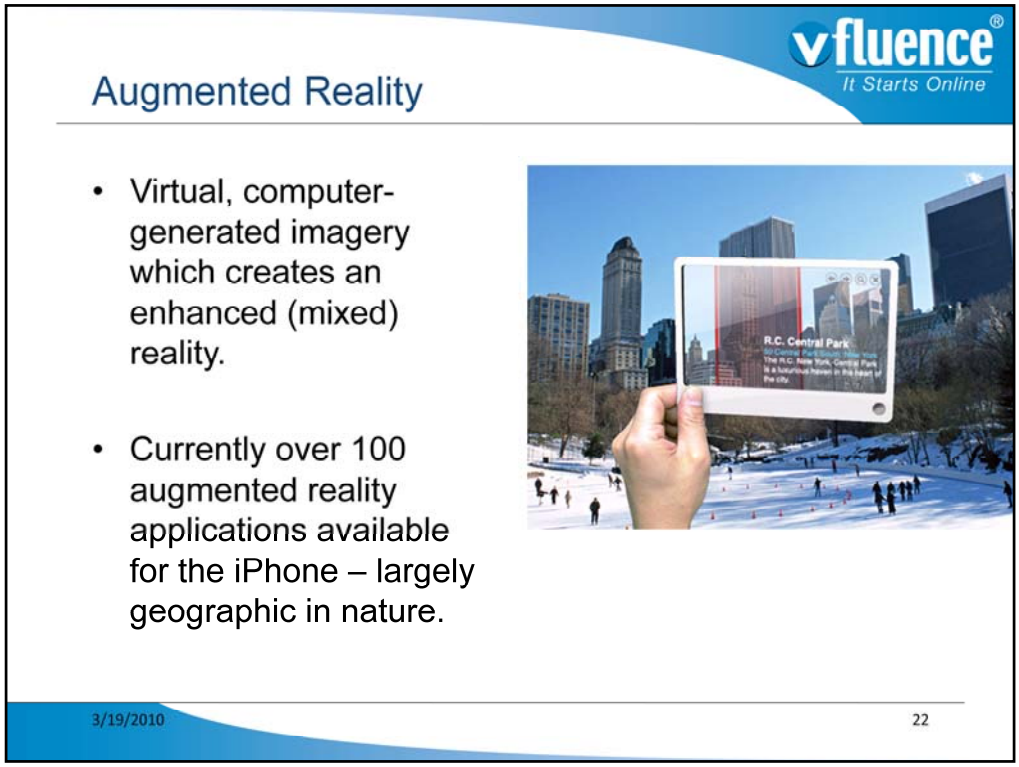
Cloud computing is a new generation of computing that utilizes distant servers for data storage and management, allowing the device to use smaller and more efficient chips that consume less energy than standard computers. Cloud computing services often provide common business applications online that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

Emerging Technologies - Soon

Augmented Reality

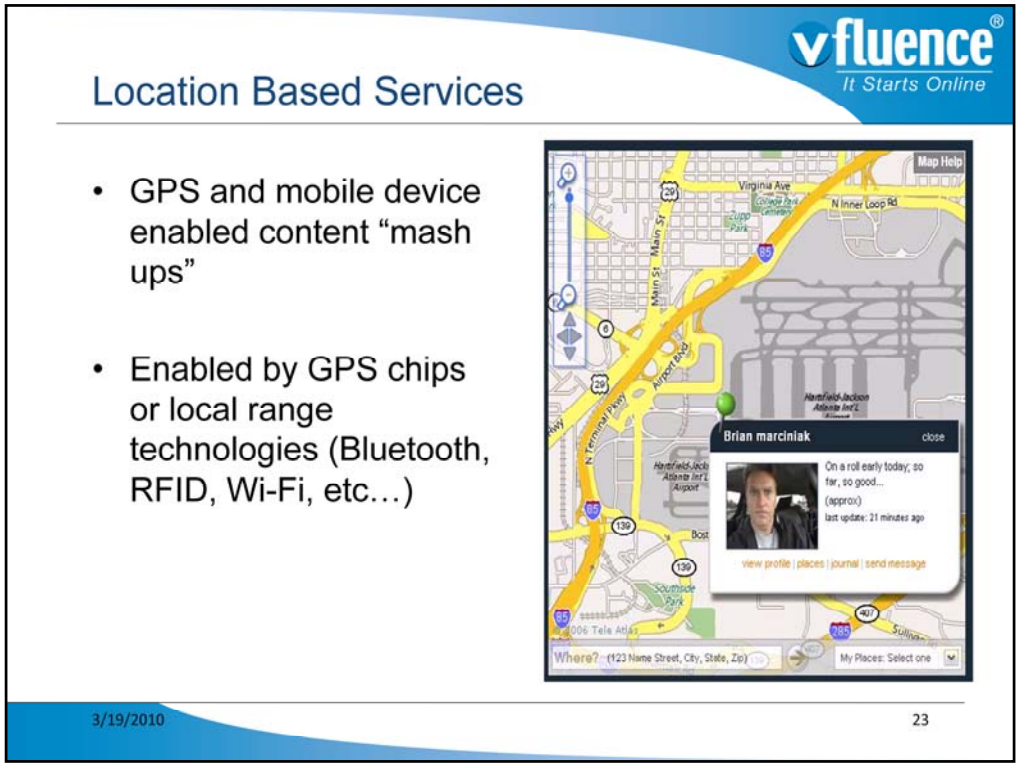
Location Based Services

www.v-Fluence.com



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

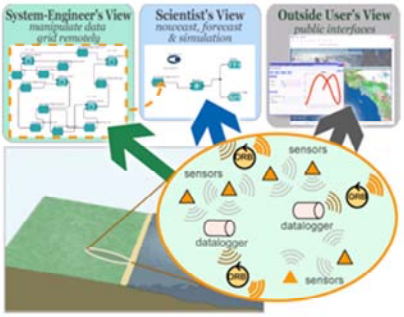


A **location-based service** (LBS) is an information and entertainment service, accessible with mobile devices through the mobile network and utilizing the ability to make use of the geographical position of the mobile device. LBS services can be used in a variety of contexts, such as health, work, personal 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

vfluence® It Starts Online

Semantic Aware Apps

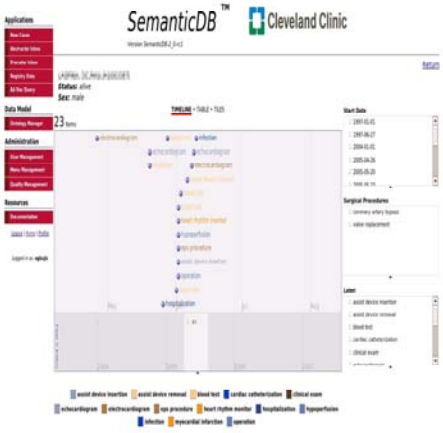


Smart Objects

www.v-Fluence.com

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 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

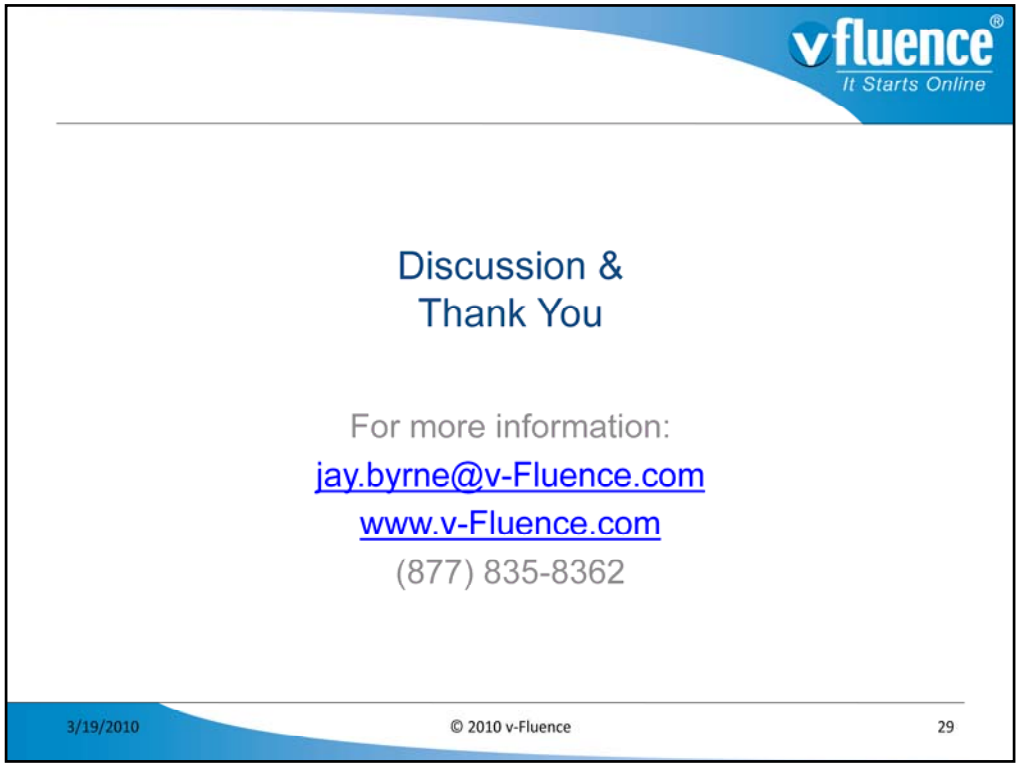
http://www.rfidjournal.com/article/articleview/4326/2/1/

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/

www.v-Fluence.com



All inquiries are welcomed at info@v-Fluence.com

(877) 835-8362

◊ Corporate Headquarters: general mail and deliveries to 4579 Laclede Ave #275, St. Louis, Missouri 63108

◊ Visiting our headquarters offices – 356 North Boyle, 2nd Floor, St. Louis, Missouri 63108

◊ Administrative, contracts and billing address: 7770 Regents Road, #113-576, San Diego, CA 92122