



We Are the Web 我们就是互联网

陆建平 Jianping Lu

华东师范大学商学院信息学系

Dept. of Information Science, Business School, East China Normal University



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+ We are the web

2.0时代的互联网是亿万大众的互联网，而不仅仅是网络公司、网站编辑和技术人员做出来的互联网。

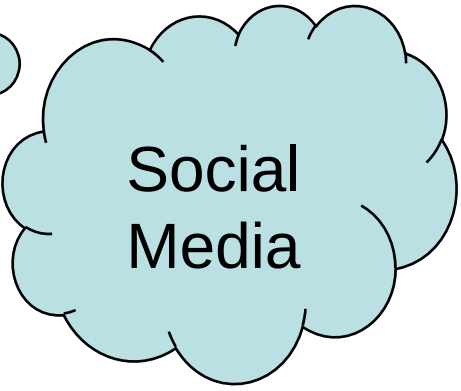
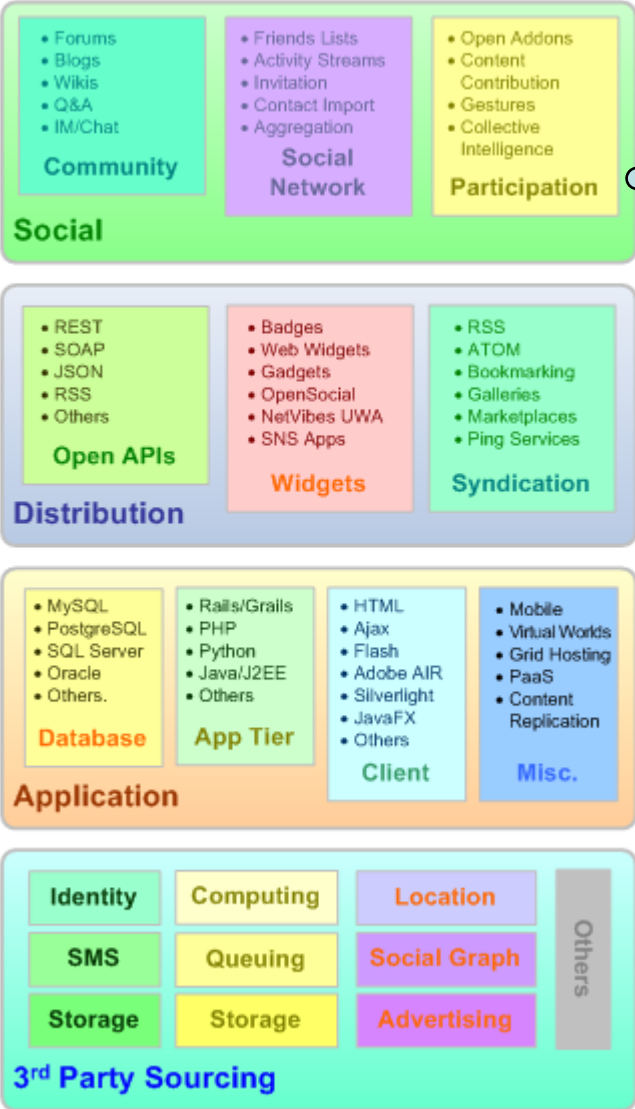
— UGC

- » User Generated Content, 用户产生内容，即用户将自己原创的内容通过互联网平台进行展示，博客 (和播客)、视频分享、社区网络都是主要应用形式。

— UGM

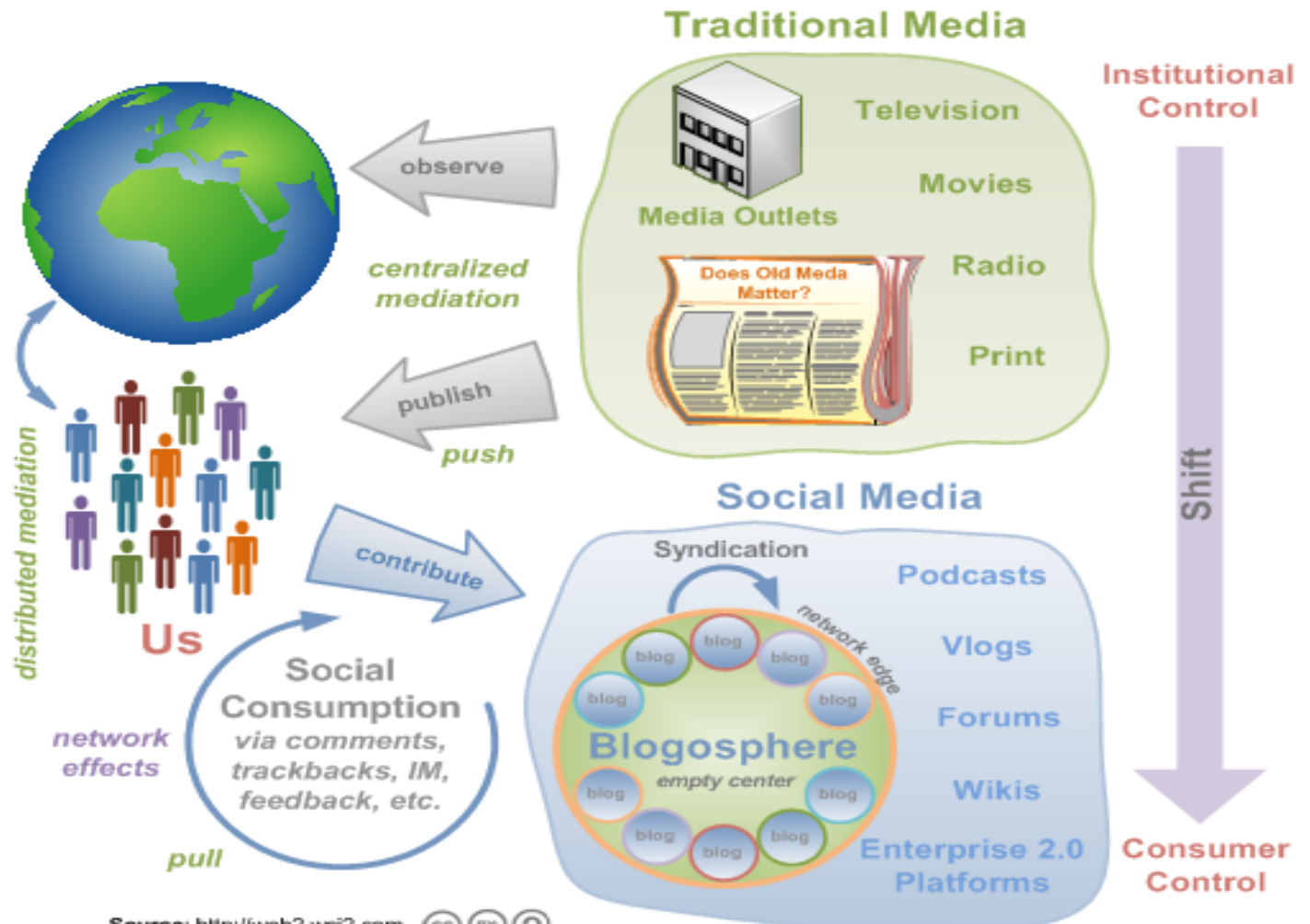
- » User Generated Market, 用户创建市场，即对用户产生的内容和在线行为实现市场化，是一种全民参与的、新型的产品形态和营销形态。

Design Elements of Next Generation Web 2.0 Applications



Web 2.0 Applications

The Emergence and Rise of Mass Social Media



Social Media goes
Mainstream



The study found that the use of Web 2.0 or social media marketing tools, defined as user generated content (including reviews), RSS feeds, podcasts and wikis are becoming more important parts of a complete online marketing program. While most marketers recognize this trend, and are eager to participate, very few have budgets that are in line with that objective. 

- **78% of respondents see social media marketing as a way to gain competitive edge, but only 7.75% of total online marketing spend is devoted to it**
- **58% of respondents have implemented user-generated content or reviews in the past year**
- **31% of respondents have implemented a blog in the past year**
- **25% of respondents have implemented an RSS feed in the past year**
- **50% of respondents plan to implement user-generated content or reviews**
- **22% of respondents plan to implement a blog**
- **20% intend to implement social networks, and another 20% plan to implement an RSS feed**

We are the web

■ User Generated Content

+ UGC的形式 ■

- 博客(blogs/blogging) 、播客(podcasts/podcasting)
- 视频/照片等分享网站(video/photo sharing sites)
- 社交网络(SNS - social networking)
- 用户评论和评级(user review and rating)
 - UGC可以构成完整的网站，也可以是网站的部分构成。

■ User Generated Content

+ 博客(blogs/blogging)

— 博客营销的价值被认同

- 2007年度十大博客营销事件

1、博啦网博客口碑营销受欢迎；2、股票类博客走红；3、阿里巴巴网商博客；4、名人博客营销之争；5、Feedsky推出话题广告；6、博洛尼沙发博客“抢沙发”；7、博狗网民族品牌评选；8、亚洲商港博客冠名；9、博客组织活跃；10、博客受到垃圾广告青睐

- 博客营销的基本

- › 目标：品牌的推广和认知
- › 根本：对话（葡萄酒 vs. 五粮液）
- › 表现：多样化
（专家；话题；推广；搜索等）



We are the web

■ User Generated Content

+ 博客(blogs/blogging)

— 从话题到影响者

- 话题(topics)
FeedSky的话题营销

- 影响者(Influencers)

“The strongest marketing tool is the first 20,000 people who buy the device,” Mr. Dale of Motorola said. “If they like it, they will tell their friends.” 

(Google’s “UserRank” or “InfluencerRank”?)



■ User Generated Content

+ 博客(blogs/blogging)

— 从话题到影响者

- 策略(Strategies)

- › Set up a company blog
- › Use next-generation PR tactics to reach out to bloggers
- › Advertise on blogs

- 活动(Activities)

- › Identifying influencers.
- › Marketing to influencers.
- › Marketing through influencers.
- › Marketing with influencers.

■ User Generated Content

+ 博客(blogs/blogging)

— 基点

- › 最重要的是，产品与blog主题之间必须合适；
- › 不要向blogger发邮件和新闻。更有效的做法是去熟悉一个blog，了解背后的写作者；
- › 向blogger独家提供产品，并给他时间来使用产品；
- › 提供更多信息的链接给blogger，比如产品的图片、更新的信息等

— 提示

- › 定制首页和内页的模板（分栏；突出重点；tag前置等）
- › 外部链接和内部链接
- › 各种媒体（视频、照片）的引用

We are the web

■ User Generated Content

+ 视频分享网站(video sharing sites)

— 视频分享类网站跻身主流媒体

» 据alexa访问流量统计：

- » 优酷列中国第9
- » Youtube列美国第4

— 特点

- » 短视频；病毒传播和widget
- » 内容的无限选择
- » 主要问题是品质和原创



User-Generated Online Video Views in the US, 2005-2008 (billions)

2005	3.25
2006	13.16
2007	22.37
2008	34.00

Source: AccuStream iMedia Research, "User Generated Video 2005 - 2008: Mania Meets Mainstream" as cited by Marketing Charts, January 18, 2008

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www.eMarketer.com

■ User Generated Content

+ 视频分享网站(video sharing sites)

— 案例一（营销组合）：Rayban - Never Hide



[See duplicate videos](#)

Guy catches glasses with face

Check out the Sequel "Bobbing for Glasses" Music
by NASA for Squeak E. Clean
Productions...sunglasses viral never hide catch
skating **Rayban** face

Added: 1 year ago
From: [neverhidefilms](#)
Views: 3,435,096
★★★★★
01:37
More in [Comedy](#)

在整个活动中，特别值得一提的是YouTube上流传的著名视频“抓太阳镜”。该病毒视频的内容是演员能用他的脸以各种不可能的方式戴上眼镜儿。它在YouTube上产生了近300万浏览量。并在最近赢得了戛纳数字广告铜狮大奖。

100% PURE NEW ZEALAND

[Videos](#) | [Favorites](#) | [Playlists](#) | [Groups](#) | [Subscribers](#)

100% Pure New Zealand

Subscribe



PureNewZealand

Joined: **September 09, 2007**

Last Login: **16 hours ago**

Videos Watched: **307**

Subscribers: **896**

Channel Views: **87,548**

New Zealand is the youngest country on earth - the last major landmass to be discovered. Only a thousand years ago, Maori became the first people to migrate to New Zealand.

Name: **100%PureNewZealand**

Country: **New Zealand** 

Website: <http://www.newzealand.com/travel>



#21 - Most Subscribed (All Time) - New Zealand

#1 - Most Subscribed (All Time) - Sponsors - New Zealand

#34 - Most Subscribed (All Time) - Sponsors (more)

[Report profile image violation](#)



100% Pure New Zealand - TV Ad 1

From: [PureNewZealand](#)

Views: 867,753

Comments: [1,372](#)

Connect with PureNewZealand



Send Message



Share Channel

100% Pure New Zealand

We are the web

■ User Generated Content

+ 视频分享网站(video sharing sites)

— 案例二（专业品质）：100% Pure New Zealand

- › The [100% Pure New Zealand](#) channel on YouTube features a handful of professionally-produced videos, including one that's been viewed over 800,000 times and received over 1,200 comments within six months. However, the goal was to collect additional user-generated videos and build a community of interest.

“The goal of this campaign is to expose the brand of New Zealand to a wide audience” ...



TAKE 2

Okay, so some really terrific commercials have been shot, cut and submitted. Our esteemed panel of judges chose the 10 semi-finalists. And you chose the winner, Matt Cozza! [Check out the winning video.](#)



ABOUT THE
CHALLENGE

VIEW THE
WINNERS

VIEW
TAKE 2 VIDEOS

HEINZ
SINCE 1869

SEND
TO A
FRIEND

AND THE WINNER IS...

NOW WE CAN EAT
MATT COZZA, CHICAGO, IL

► [WATCH THE WINNING VIDEO](#) ◀

AND THE RUNNER UPS:

HEINZ GENERATIONS
ERIC MICHAEL HOPPER,
BUFORD, GA

STILL GOING
JOSH GREENBAUM,
LOS ANGELES, CA

HEINZ MAGICIAN
JESSE HARRIS,
SEATTLE, WA

LIFE LESSONS
DANIEL TRUMBLE,
MARIETTA, GA

HEINZ
SINCE 1869

[Privacy Policy](#) | [Site Map](#) | [Official Rules](#) | [Heinz](#)

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We are the web

■ User Generated Content

+ 视频分享网站(video sharing sites)

— 案例三（品牌广告）：Heinz Top This TV Challenge

- › In the first contest, 8,000 entries were submitted. After the entries were screened, 4,000 were posted on YouTube..... "There's a reason not all 8,000 were posted -- either for quality or people do some weird things with ketchup," he said. Viewers spent a total of 80,000 hours watching submissions and 105,000 interacting with the brand.

Called "Top this TV," the contest offered a \$57,000 grand prize and the opportunity to have the video aired on television. After the success of the first contest, Heinz has a second one underway that adopts the same theme and cash prizes. ...



The Official Channel

Century 21

The Gold Standard.

[Groups](#)

The Official CENTURY 21®

[Subscribe](#)

Channel



century21

Joined: **March 25, 2006**

Last Login: **19 hours ago**

Videos Watched: **4,699**

Subscribers: **329**

Channel Views: **79,912**

The Gold Standard...

More than 142,000 professionals make up the CENTURY 21® System and bring superior service to local communities around the world. Understanding your personal goals and needs is at the heart of everything we do. For over 35 years, our family of independently owned and operated companies in the United States and 56 countries and territories worldwide have been committed to service that is ... The Gold Standard.

City: **Parsippany**

Country: **United States**

Website: <http://www.century21.com>



#84 - Most Subscribed (All Time) - [Sponsors](#)

#9 - Most Viewed (This Month) - [Sponsors](#)

#86 - Most Viewed (All Time) - [Sponsors](#)

[Report profile image violation](#)

DIG THE DIGS

[Click here](#) for a chance to win \$25 worth of music

[Home](#)

[Vote](#)

[← Click to view/vote](#)

Check out these
funny, quirky and
totally real home
videos.

WATCH AND
VOTE NOW!

SUBMISSIONS: March 2, 2008 – April 25, 2008





[新房搜索](#) | 区域: 请选择 | 热点区域: 请选择 | 项目类型: 项目类型 | 均价: 请选择 | 关键字: [搜索](#)

[地图搜索](#) | 点击[开始拉框查找]按钮进行操作, 您还可以选择条件选项配合拉框哦, 赶紧试试吧! 楼盘总数229个 楼盘视频520个 本周新增视频47个



拉框查找条件

项目类型: 项目类型 | 均价: 请选择

We are the web

■ User Generated Content

+ 视频分享网站(video sharing sites)

— 案例四（展示平台）： Century 21 Real Estate

- › ...that is dedicated to helping people showcase and search for real estate around the world.
- › Aimed at sellers, buyers and enthusiasts, the Channel will provide the opportunity for customers and agents to create and submit user-generated content. In addition, to officially launch the branded channel on YouTube, the CENTURY 21 System will hold a national consumer-generated video contest.

“The CENTURY 21 System understands that in order to serve our clients and meet the demands of today’s market, we must lead the industry with the most current home buying and selling platforms,”....

We are the web

■ User Generated Content

+ 视频分享网站(video sharing sites)

— 基点

- › 情节创意
- › 受众分析
- › 充分准备
- › 数量评估
- › 系列化

— 提示

- › 充分利用外链
- › description和tag

■ Online Video Marketing: Ten Ways

1. Create and Customize Your Own Channel
2. Account Types - Choose Your Niche
3. Create Short Form Viral Content
4. Tag and Categorize
5. Create Niche-Targeted Playlists
6. Promote Your Video with YouTube Email and Bulletins
7. Leave Video Responses
8. Join or Create YouTube Groups
9. Chat in the Streams
10. Active Sharing

Home

Videos

Channels

Community

Videos

Search

[settings](#)
[advanced search](#)

Upload

Will It Blend? - iPod



Rate: ★★★★★ 11,695 ratings

Views: 5,192,837

NEW! [Try the New YouTube Player Beta!](#)

 Share

 Favorite

 Playlists

 Flag

 MySpace

 Facebook

 Digg

[\(more share options\)](#)

Commentary

Statistics & Data



From: **Blendtec**

Joined: 1 year ago

Videos: 70

Subscribe

Added: **December 13, 2006** ([Less info](#))

Tom is ready for a new iPod, so naturally his old one needs to be blended!

Category: [Entertainment](#)

Tags: [blender](#) [ipod](#) [will it blend](#) [smoothie](#) [destructive](#) [lab test](#) [blendtec](#)

URL:

<http://www.youtube.com/watch?v=B8H29jU8Wrs>

Embed:

[Customize](#)

`<object width="425" height="355"><param name="movie" value="http://`

► More From: Blendtec

▼ Related Videos



Will It Blend? - iPhone

01:37 From: [Blendtec](#)

Views: 4,388,121



Will It Blend? - Guitar Hero III

01:30 From: [Blendtec](#)

Views: 1,211,608



Will It Blend? - Glow Sticks

01:28 From: [Blendtec](#)

Views: 2,804,817



Future iPod?

03:07 From: [edder2000](#)

Views: 574,292

当前位置: 主页 > 数码产品 > 消费数码 > 数码相机 > 索尼 DSC-T100



索尼 DSC-T100

所属类别 [数码相机](#) 所属品牌 [索尼\(Sony\)数码相机](#)

最低价格 **¥2,630.00** 在 [快购网](#)

索尼 T100 详细参数 基本参数 型号 DSC-T100 上市时间 2007
 总像素 829万像素 有效像素 810万像素 光学变焦倍数 5倍光学
 变焦 数码变焦倍数 10倍数码变焦 操作模式 全自动 传感器类
 型 CCD传感器 传感器尺寸 1/2.5英寸 液晶屏尺寸 3.0英寸
 液晶屏特性 23万像素TFT LCD 取景器 液晶屏取景 最大分辨率
 3264×2448 短片拍摄功能 支持不间断有声短片拍摄功能 镜头参数 ...

比较价格

产品参数

发表评论

共13个商家销售索尼 DSC-T100

支付方式: 不限...

所有地区	商家	价格	支付方式	配送方式	购买信息
北京		¥2,698.00			去看看
北京	大中电器网上商城	¥3,470.00			去看看
北京	秀购购物商城	¥3,000.00			去看看
深圳	中国在线购物网	¥2,999.00			去看看
上海	索购在线	¥2,950.00			去看看

索尼T100广告



该视频对你有帮助?

有用 无用

产品视频

产品评论

We are the web

■ User Generated Content

+ 社交网络(social networking)

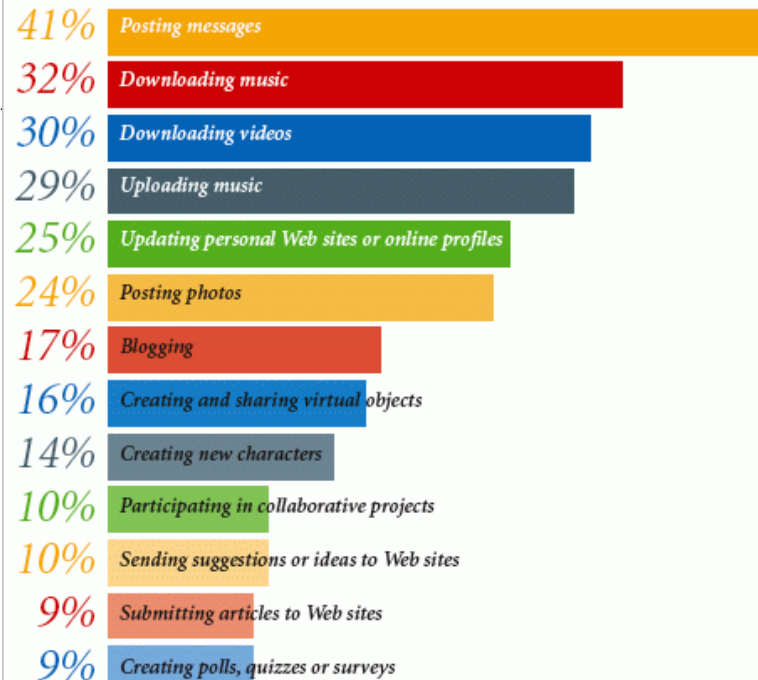
— 以社交图(social graph)为中心

- » web2.0集大成者
- » 人际联系，全新的“朋友”概

The world's largest social networking site, MySpace has grown far past being merely “a place for friends,” as its slogan states. With an estimated 110 million monthly active users, MySpace is undeniably a powerful tool for advertisers who seek reach and efficiency.

POPULAR SOCIAL NETWORKING ACTIVITIES

Percentage of online tweens and teens who say they do these activities at least weekly



■ User Generated Content

+ 社交网络(social networking)

- 口碑(word of mouth)、病毒传播
 - » 释放口碑营销的价值
 - » Buzz
 - › 从品牌到促销
 - › 从认知到反馈
 - ›

 In addition, 95% believe social media will grow in significance over the next five years. When asked about the uses of social media, respondents endorsed it as a strategic tool to gain consumer insights (37%), build brand awareness (21%) and increase customer loyalty (18%).

We are the web

■ User Generated Content

+ 社交网络(social networking)

— 行为定向(behavior targeted)的精准营销

- » 商业驱动着Beacon广告的无尽尝试，营销革命？
- » 不良因素的回避

Worldwide Online Social Network Advertising Spending, 2006-2011 (millions and % change)

2006	\$480
2007	\$1,225 (155%)
2008	\$2,145 (75%)
2009	\$2,883 (34%)
2010	\$3,559 (23%)
2011	\$4,136 (16%)

Note: includes general social network sites where social networking is the primary activity; social network offerings from portals such as Google, Yahoo! and MSN; niche social networks devoted to a specific hobby or interest and marketer-sponsored social networks; in all cases, figures include online advertising spending as well as site or profile-page development costs; figures exclude user-generated content sites with social networking features, eg YouTube
 Source: eMarketer, December 2007

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www.eMarketer.com



Facebook Beacon

Enable your customers to share the actions they take on your website with their Facebook friends.



HyperTargeting by myspace.com

The right ad. The right audience. The right time.

+ 社交网络(social networking)

facebook

— Febreze案例

Febreze原来的主流媒体购买对于18-22岁年轻人是无效的。这就是Febreze选择Facebook作为在线病毒营销媒介的原因。所以，展现各种Febreze 喷雾气产品的互动站点WhatStinks.com，实际上是在Facebook上安家的。并且宝洁还计划在Facebook上进行媒介购买，投放旗帜广告。在Facebook站点上，Febreze针对学生群，将它原先的产品标语“清新空气的味道”做了改造。新标语改变为“你的家长将到访！惊喜源于Febreze。”；“洗衣房那么远，还是用Febreze吧。”

站点的其他部分还包括视频游戏，玩家们可用Febreze的瓶装产品来武装自己，进攻肮脏的袜子和盒子。还有一个“什么发出臭味儿”的新闻聚合栏目，搜集了全球关于气味的新闻。作为活动的一部分，Febreze站点还运行了一个“什么发出臭味儿”的图片大赛，并提供奖品——一个学生酷爱的品牌，苹果iTune。



+ 社交网络(social networking)

— 百事可乐

可以说，这次百事的互动营销活动真的很好的做到了品牌特性与受众行为习惯的结合，同时也把人传人的病毒性营销发挥到极致。



+ 社交网络(social networking)

- 腾讯的奥运圣火传递

博客天然就是个体的，不适合联合的，QQ客户端天然就是用以沟通联络的，“圣火”传播起来速度更快，频率更高，效果更强。

腾讯和搜狐都在活动中融入了SNS的元素，但是QQ客户端天然就是一个SNS产品，具有不可比拟的优势，在加入了奥运火炬在线传递之后，还可以自动激活QQ上的一个火炬图标。



We are the web

■ User Generated Content

+ 社交网络(social networking)

— Kodak

[登入](#)

[新手上路](#) [FAQ](#)

Share your Gallery photos
on **MySpace** and other
social networks!

Kodak Gallery's 60 million members can now share their stories on the web, including MySpace, Facebook, Orkut, Bebo and other popular social sites. With a combined Web audience of more than 200 million the partnership brings together the world's largest online photo service and personal media company.



■ User Generated Content

+ 社交网络(social networking)

— 要点

- › 人际关系与商业营销的无缝结合
- › 营销Mix
- › 品牌与受众
- › 整体引导

调查显示，对于从社会化媒体网站上获得的产品信息，有69%的消费者并不信任。

在看到一個网络广告后，消费者更倾向于去搜索引擎研究一下广告里的产品，而不是把广告转发给朋友，前者是后者的3倍。

因此，Jupiter建议，利用社会化媒体网站的病毒营销者，需要以搜索引擎推广和公司网站予以支持，在搜索引擎和公司网站中，用更常见的形式为广告中的产品提供更多信息，使之与在社会化媒体中看到的相一致。

+ 用户评论和评级(user review and rating)

— 富裕之下的差异选择

US Frequent Online Social Network Users Who Trust Their Peers' Opinions vs. Trusting Advertising When Making a Major Purchase Decision, 2007 (% of respondents)

Trust peers	30%
Trust advertising	10%

Source: JupiterResearch, "Social Networking Sites: Defining Advertising Opportunities in a Competitive Landscape" as cited in press release, March 12, 2007

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www.eMarketer.com

Most Useful Retail E-Commerce Web Site Features according to UK Online Shoppers*, December 2007 (% of respondents)

Ratings and reviews	70%
Product comparison	57%
Product images	51%
Search	28%
Themed product categories (most popular, top rated, etc)	19%
Videos showing how to use product	16%
Prominently displayed privacy or security info	8%
Shopping wish lists	2%

Note: n=821; respondents could select up to three choices; *who are researching an online or offline purchase
Source: Bazaarvoice and JupiterResearch as cited by Marketing Charts, February 14, 2008

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www.eMarketer.com

We are the web

■ User Generated Content

+ 用户评论和评级(user review and rating)

— 互动式用户参与营销

- According to [Bazaarvoice's Brett Hurt](#), the addition of reviews can lead to an uplift in conversion rates of up to 20%, as well as increasing average order values by 15% to 30%.

- More than half of consumers said they spent 10 minutes or more reading reviews before deciding whether to purchase.
- 65% of consumers read reviews 'all' or 'most of' the time. Of these users, 76% were more likely to shop on a website that offered user reviews.
- The more reviews, the better - 68% felt that at least four reviews of a product were needed to make a purchase decision.
- For retailers, the top three reasons for adding user reviews were customer experience, customer loyalty and driving sales.

Video (on their own websites)	37% of online sellers
Blog	32%
RSS feeds	32%
Customer Ratings and Reviews	28%
Discussion boards / forums	28%

SILF2008

We are the web

■ User Generated Content

+ 用户评论和评级(user review and rating)

— 产品案例： Sony Ericsson W810i

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Sony Ericsson W810i (AT&T)

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8.2/10 Average user rating from 201 users

Excellent

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9/10 Spectacular June 4, 2006
by christidhi (see profile)
"Sony claws back to the portable media market" [Read more...](#)
200 out of 215 users found this opinion helpful

9/10 Spectacular April 17, 2008
by oufede2blackou (see profile)

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Sony Ericsson W810i (AT&T)
\$225.99
[Amazon.com](#) ~~\$225.00~~ In stock Preorder
SEE PRICES FROM 1 STORE

- “大部分人都把用户引入到他们自己的电子商务网站上，但我们则不同。” Blido说，“我们引导用户进入CNET的索爱手机评论页面，这样我们可以引导用户看一些正面的评论。”
- “购买此产品”这个链接就在索爱手机产品评论的旁边，链接所打开的网站就是索爱手机的销售网站。

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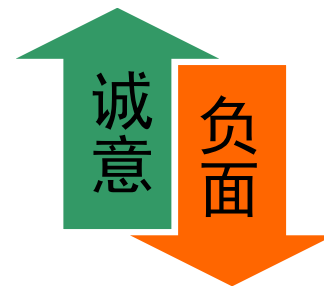
+ 用户评论和评级(user review and rating)

— 其他案例

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- › 为广告添加用户评论(comments)

— 提示

- › 诚意和负面



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■ User Generated Market

+ UGM: 用户价值积淀为产品价值

- 用户是品牌的传播者
- 用户是服务的提供者
- 用户是产品的创建者

■ User Generated Market

+ UGM

— 用户是品牌的传播者

- Reebok
锐步

“锐步”迷你WEB2.0站点：
做社区不做广告

“不喜欢一件事情而硬去做，是没什么意义的。轻松的跑步。感觉怎么舒服怎么来。选择合适的里程。分享一些照片，扩散一些音乐，开始对话。一切都按照你的步伐来。就在这里。享受跑步的乐趣。”



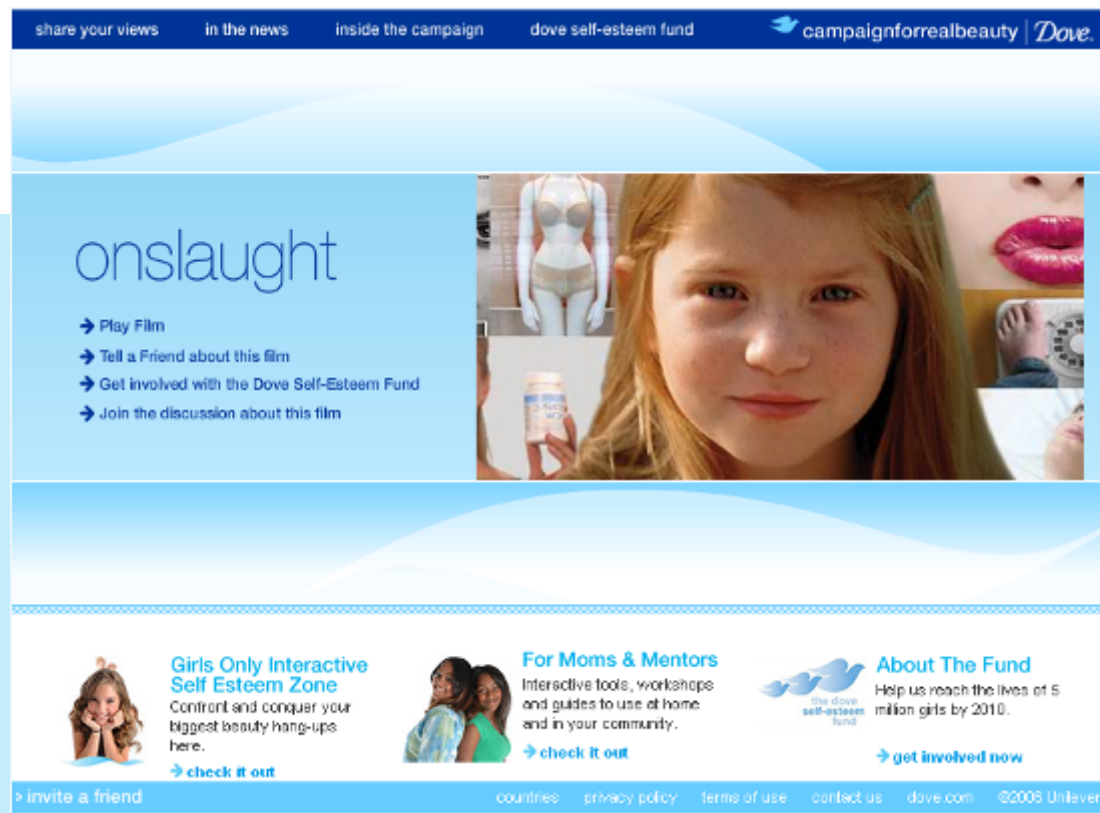
+ UGM

— 用户是品牌的传播者

- Dove 多芬

由于这个“揭密”视频妙趣横生、夺人人眼球，该片通过网络渠道传播时，引发了消费者的强烈互动，他们疯狂的自发传播该短片、和朋友讨论什么是真的美。多芬品牌也因此得到了有效推广，而且根本就没有花费任何媒体投放费用。

多芬的案例表明把消费者作为一个利益相关方进行平等的互动交流，发起消费者之间的内部互动，可以为品牌带来独特的竞争优势。



We are the web

■ User Generated Market

+ UGM

— 用户是服务的提供者

- wikia search



The screenshot shows the Wikia Search interface. At the top, there's a search bar with 'web2.0' entered and a 'GO' button. Below the search bar are 'Sign Up' and 'Login' buttons. The main content area displays 'Results 1-10 of approximately 5,918 for web2.0 (discuss these results)'. The first result is 'web 2.0 - excite Italia' with a snippet about blog sites, preferred magazines, web2.0 music, football, travel, all channels, 225 euro, and a flight with opodo. The second result is '[第2回 web2.0マーケティング フェア] "web2.0を活用したマー...' with a snippet about a door-to-door web2.0 era fair and a simultaneous exhibition. The third result is 'web2.0: blogs, photos, videos and more on technorati' with a snippet about blogs, photos, videos, and more on technorati today. On the right side, there's a 'People Matching "web2.0"' section showing several profile pictures, some labeled 'NO PHOTO'. At the bottom right, there's a 'Try another index' section with links to 'Whitelist', 'Smaller Test', and 'Views'.

Wikia Search将能够帮助技术爱好者在搜索时过滤网站，对搜索结果进行排名，使用与维基百科全书相似的社区模式。威尔士希望向终端用户提供更为透明的搜索服务，来挑战Google和其它搜索引擎。这也就意味着，使用Wikia Search服务，用户将能够看到搜索结果为何而来。

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■ User Generated Market

+ UGM

— 用户是服务的提供者

• 问答服务



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- 用户是服务的提供者
 - My Starbucks Idea

The screenshot shows the 'my STARBUCKS IDEA' website. At the top, there's a green navigation bar with links: 'Share Your Idea', 'View All Ideas', 'Ideas In Action', and 'About This Site'. The Starbucks logo is on the right. Below the navigation bar, a 'Welcome, Guest' box on the left contains a 'Sign In to share, vote & discuss' button. The main heading reads 'Help shape the future of Starbucks—with your ideas'. A paragraph follows: 'You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.' Below this, four icons represent the site's functions: 'share' (a green envelope with a plus sign), 'vote' (a green checkmark), 'discuss' (a blue speech bubble), and 'see' (a grey gear). Each icon has a brief description of its function.

my STARBUCKS IDEA SHARE. VOTE. DISCUSS. SEE.

Share Your Idea | View All Ideas | Ideas In Action | About This Site

STARBUCKS COFFEE

Welcome, Guest

Sign In to share, vote & discuss

SIGN IN

Check out the latest ideas now!

Help shape the future of Starbucks—with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

share
Post your Starbucks Idea—from ways we could improve to things we've never even thought of.

vote
Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.

discuss
Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.

see
This is the proof. See which of your ideas were the most popular and watch as we take action.

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■ User Generated Market

+ UGM

— 用户是产品的创建者

- Fast Company

- Fast Company has recently added a slew of CGM platforms to its Fastcompany.com website, allowing users to write blogs, answer questions, post to forums, and contribute articles. The website, which attracts over a million unique users monthly, is attempting to blend journalism with the rich conversation and instantaneous responsiveness of an online community -- all without compromising its journalistic integrity.



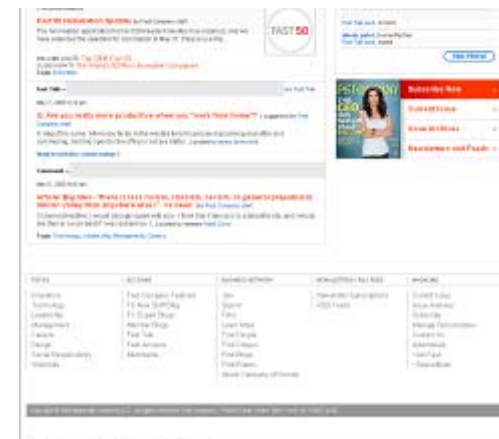
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+ thanks !

