

Some interesting articles and a lecture



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Author

Message

02/17/2012 01:27:06 PM

Subject: Some interesting articles and a lecture

Michael Hanna

Messages: 48

Here are a few things I came across this week that may be of interest to the class:

First, a new Web site that has lots of visitors but not much revenue. Sounds like they need to take COIN 72:

<http://online.wsj.com/article/SB10001424052970204792404577225124053638952.html>

Next, a new study on how people skim Web pages shows that you have about 2.6 seconds to make a good impression:

<http://www.sciencedaily.com/releases/2012/02/120216094726.htm>

Today, Google is in trouble again for privacy violations. If you believe this was an "accident," please contact me; I can get you a great deal on some swamp land in Florida. :-)

http://www.pcworld.com/article/250213/googles_safari_tracking_dilemma_reality_check.html#tk.hp_new

Finally, I attended an interesting lecture at Adobe on "Algorithms for Digital Advertising." The lecture itself was quite interesting, and can be viewed here:

<http://tinyurl.com/BigDataAnalytics-6>

Note that this uses Flash and my reset the size of your browser window (Grrr....)

One audience member at this lecture had an interesting anecdote: He often takes taxis to and from San Jose Airport, and says that virtually every taxi driver who works there uses Google Adwords to drum up business. He claimed that these people regularly spend \$2,000 to \$5,000 PER MONTH on Google advertising (more than their rent in many cases)! He didn't say how much money they were making to justify this obscene amount of spending, but he did say that every taxi driver he talked to knows his conversion rate.



02/17/2012 01:29:36 PM

Subject: Re: Some interesting articles and a lecture

Michael Hanna

Messages: 48

Oops, I should have said "MAY reset the size of your browser window."



02/18/2012 10:44:53 AM

Subject: Re: Some interesting articles and a lecture

Matthew Flynn

Messages: 21

Location: Sunnyvale, CA

Here's a snippet from the WSJ article on Pinterest :

<http://online.wsj.com/article/SB10001424052970204792404577225124053638952.html>

"The closely held company wouldn't disclose financial figures, but isn't yet making much revenue and is unprofitable. Pi million, according to a person familiar with the matter."

This comment seems out of place in this article. They raised 37 million dollars, they have little revenue, yet the company is valued at \$200 million dollars, based on an anonymous source. Where do they get these numbers?



02/18/2012 09:17:22 PM **Subject:** Re: Some interesting articles and a lecture

Ashley Eisele



I am familiar with Pinterest and have been visiting it for about 6 months now. Each time I go I see something interesting how they make money.

One interesting model would be to blend the Pinterest model with an Etsy-type model (as they both cater to the same

Messages: 20

They could have options to buy patterns, materials or the finished product and charge buyer and seller. They could also have a convention or festival with paid admission, booths, etc.

I am interested to see how this develops...



02/21/2012 01:29:58 PM **Subject:** Re: Some interesting articles and a lecture

Matthew Flynn

Messages: 21

Location: Sunnyvale, CA

Here's a link discussing how Pinterest makes money:

<http://www.theatlanticwire.com/technology/2012/02/pinterests-money-making-plans/48788/>

They are using a large amount of affiliate links

A comment on this blog details it:

<http://bits.blogs.nytimes.com/2012/02/07/is-pinterest-already-making-money-quietly/>

"This is not a secret. The service is called Skimlinks (<http://skimlinks.com/>) and automatically turns links into affiliate links. Another service like it and a lot of sites take advantage of this."



02/21/2012 04:43:49 PM **Subject:** Some interesting articles and a lecture

David Lis

Messages: 15

Michael Hanna wrote:

Here are a few things I came across this week that may be of interest to the class:

First, a new Web site that has lots of visitors but not much revenue. Sounds like they need to take COIN 72:

<http://online.wsj.com/article/SB10001424052970204792404577225124053638952.html>

I looked at this site and I could not believe it. No wonder they can't make any money. It is just loaded with pictures. How would you even find your stuff? How did he get \$37.5 million from an angel investor?

"Pinterest's monetization strategy isn't in the oven and it's not even off the baking table," said Jeremy Levine, a board

capitalist at Bessemer Venture Partners. "We have one hundred ideas but no execution as of yet."

Pictures of cats, clothes, food, laundry room, owl, shoes, total body support pillow, Victorian house, knit socks, Marilyn old Mercedes 300SL Gulwing, painted finger nails, bathroom, and

Here is a comment captured from the site:

[Kathleen Minahan](#) So then you're totally fine with the fact that I want to marry a woman--none of this civil union bullsh personal choice if she wants to have an abortion? I'm thinking probably not. If I'm wrong, my apologies, but I won't lo well before I judged you. (Please see "Think about what you say, people, and most of us would have more common gr doesn't mean I don't think.)

I think that is the last time I visit that site.



02/21/2012 10:54:04 PM

Subject: Re: Some interesting articles and a lecture

Ashley Eisele



RE: the new Google Privacy policy:

I find myself seeing pop ups about the Google privacy policy changes. They are persistent about giving you the oportu view it, but there are very few people who can accurately understand the implications of the policy for their security ar and my bandwidth.

Last edited: 02/21/2012
10:57:55 PM
Messages: 20

It is disturbing to surrender to Google, but heir product is just so good... Orwellian as that may be.

I anticipate that existing rights groups and new organizations will shift focus in the coming years to help us common fol this and develop strategies for curtailing the power of online organizations like Google. Or at least I hope so. Gulp.



02/22/2012 10:32:18 AM

Subject: Re: Some interesting articles and a lecture

Martha Raup



Messages: 60
Location: San Francisco

Ashley Eisele wrote:

RE: the new Google Privacy policy:

I find myself seeing pop ups about the Google privacy policy changes. They are persistent about giving you the op encouraging you to view it, but there are very few people who can accurately understand the implications of the pc I know that it is beyond me and my bandwidth.

It is disturbing to surrender to Google, but heir product is just so good... Orwellian as that may be.

I anticipate that existing rights groups and new organizations will shift focus in the coming years to help us comm implications of rules like this and develop strategies for curtailing the power of online organizations like Google. Or

I object to the way Google has monopolized the Internet. They've bought up so many companies that I find it unnervir lists. What's more, they started using this information without forewarning. The good news is that now we know what I about it? I am at a standstill. I got an invitation from 2 friends to join StumbleUpon, but no longer trust ANY internet cc these companies are commercializing everything is Not OK. Their privacy policies are a joke. For me, they've crossed agree with Ashley - It's disturbing to surrender to Google...even if their products are good. Now - what to do?

I have a friend who's now afraid to shop online, because "the ghost in the machine" somehow knows where she's shop traveled online, and then feeds it back to her as ads for similar products. She's justifiably spooked.

I did find a useful video Google produced, which explains how they market their ads to you. Unfortunately, I couldn't fi because it looked like this: https://www.google.com/settings/ads/onweb/?sig=ACi0TChZM_nOoDSNY3hLK_Hgq1c16QmEyVnVbikobjqy5N3UK2odj0w_EyI3OYchA3meNpl4T9DXy9Rm7bHZyMz3LOjNvqQLPDVHsNCEFmi3Izwo-0ZdWi7y0cPaCvU1zRP64PBfJymEYGQUFZw&hl=en

Why is that a secure site - https? Does this link include my "personal information" hidden within? What are these comp QR codes that are illegible to human beings. What have we come to? How long will we trust them? Their privacy polici

Here's how the link looks like on YouTube (now Google-owned): http://www.youtube.com/watch?feature=player_emb

By sharing these links, are we now opening up all our discussions with the Google search facilities?

Martha



02/22/2012 03:00:11 PM **Subject:** Re: Some interesting articles and a lecture

Renu Virdi

Messages: 26
Location: Palo Alto, CA

I found the article below very interesting. It shows how information is gathered by companies and mined to look for people to target the customer with coupons. In this case Target was targeting customers with coupons who they believed were companies that have become sneakier at their marketing techniques so that they are not so obvious.

This article is on LinkedIn so you may need to have an account to view it.

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

<http://www.linkedin.com/news?actionBar=&articleID=5575943701953261660&ids=cjkVczoVdz8QdzRc34QdPsRdiMUcjsOdz4RcP0NcjsMdgTdpkRb3gSdz4OczoUcjoUe3oOdPoTdjklc3oScjoOcpkVcj0TcPi aag=true&freq=weekly&trk=eml-tod2-b-ttl-1&ut=21kbaVY44je581>

This article is by [Charles Duhigg](#) and it is from his book

Renu

The Power of Habit: Why We Do What We Do in Life and Business [Hardcover]



02/22/2012 04:55:32 PM **Subject:** Re: Some interesting articles and a lecture

Matthew Flynn

Messages: 21
Location: Sunnyvale, CA

Here's the Target data mining story from the NY Times:

I think this is the same story mentioned above.

http://www.nytimes.com/2012/02/19/magazine/shopping-habits.html?_r=1&scp=4&sq=target&st=cse

"And among life events, none are more important than the arrival of a baby. At that moment, new parents' habits are more flexible than at almost any other time in their adult lives. If companies can identify pregnant shoppers, they can earn millions."

and

"One Target employee I spoke to provided a hypothetical example. Take a fictional Target shopper named Jenny Ward, who is 23, lives in Atlanta and in March bought cocoa-butter lotion, a purse large enough to double as a diaper bag, zinc and magnesium supplements and a bright blue rug. There's, say, an 87 percent chance that she's pregnant and that her delivery date is sometime in late August."

So the trick is to catch people at pivotal moments in their lives and change their buying habits. The situation described in the article is somewhat innocuous. Although it must be awkward to learn from Target that your daughter is pregnant.



02/22/2012 07:25:41 PM **Subject:** Re: Some interesting articles and a lecture

David Lis

Messages: 15

Martha Raup wrote:

Ashley Eisele wrote:

RE: the new Google Privacy policy:

I find myself seeing pop ups about the Google privacy policy changes. They are persistent about giving you and encouraging you to view it, but there are very few people who can accurately understand the implications of security and privacy- I know that it is beyond me and my bandwidth.

It is disturbing to surrender to Google, but their product is just so good... Orwellian as that may be.

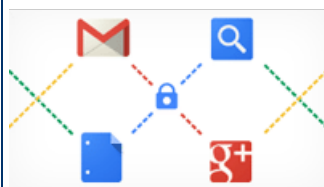
I got a change to Google privacy police and I don't even use them;

Dear Google user,

We're getting rid of over 60 different privacy policies across Google and replacing them with one that's a lot shorter and easier to read. Our new policy covers multiple products and features, reflecting our desire to create one beautifully simple and intuitive experience across Google.

We believe this stuff matters, so please take a few minutes to read our updated Privacy Policy and Terms of Service at <http://www.google.com/policies>. These changes will take effect on March 1, 2012.

One policy, one Google experience



Easy to work across Google

Our new policy reflects a single product experience that does what you need, when you want it to. Whether you're reading an email that reminds you to schedule a family get-together or finding a favorite video that you want to share, we want to ensure you can move across Gmail, Calendar, Search, YouTube, or whatever your life calls for with ease.

Protecting your privacy hasn't changed

Our goal is to provide you with as much transparency and choice as possible, through products like Google Dashboard and Ads

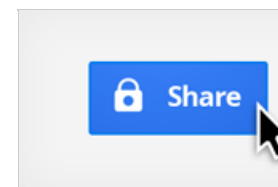


Tailored for you

If you're signed into Google, we can do things like suggest search queries – or tailor your search results – based on the interests you've expressed in Google+, Gmail, and YouTube. We'll better understand which version of Pink or Jaguar you're searching for and get you those results faster.

Got questions? We've got answers.

Visit our FAQ at <http://www.google.com/policies/faq> to read more about the changes. (We figured our users might have a question or



Easy to share and collaborate

When you post or create a document online, you often want others to view and contribute. By remembering the context of the people you want to share with, we make it easy for you to share in any Google product or service with minimal clicks and errors.

Preferences Manager, alongside other tools. (twenty-two.)
Our privacy principles remain unchanged. And we'll never sell your personal information or share it without your permission (other than rare circumstances like valid legal requests).

Notice of Change

March 1, 2012 is when the new Privacy Policy and Terms will come into effect. If you choose to keep using Google once the change occurs, you will be doing so under the new Privacy Policy and Terms of Service.

Please do not reply to this email. Mail sent to this address cannot be answered. Also, never enter your Google Account password after following a link in an email or chat to an untrusted site. Instead, go directly to the site, such as mail.google.com or www.google.com/accounts. Google will never email you to ask for your password or other sensitive information.



02/23/2012 07:01:22 PM

Subject: Re: Some interesting articles and a lecture

Martha Raup



Messages: 60
Location: San Francisco

Thanks, David. I admit, Google has lovely explanations, and has gone to great extent to explain away what's coming up. I spent at least 3 hours downloading, naming, and re-organizing photos and slideshows from Slide.com, one more company. No notice was given to customers that this had happened, and the company will disappear in just days. No notice was given to Picasa, YouTube, Flickr, FeedBurner. Yahoo Photos did send emails. Check out this Wikipedia page that says Google's company/week since 2010: http://en.wikipedia.org/wiki/List_of_acquisitions_by_Google

Barnes and Noble bought Borders email list, but they sent notice well in advance to everyone saying they had done so, remove their personal information before the change took place. Banks are gobbling each other up, as Wells Fargo did Financial, but most of them give enough warning so that if customers want to move their money, they can. I think Google is an important component - what they do can have a huge impact on customers. The Target interview/articles illustrates the content!

Martha



02/25/2012 03:47:30 PM

Subject: Re: Some interesting articles and a lecture

Michael Hanna

Messages: 48

Thanks for mentioning the article about Target. I had been thinking of including that, but I don't have a New York Times account, so I could only read the first page. It is certainly the kind of thing that all Internet users need to be aware of.

I have to agree with Martha's comments on Google; this company is gaining way too much power. I think that Google's 'Don't be evil' motto disappeared in a puff of hypocrisy the day they bought DoubleClick Software, one of the more evil companies around (at least at the time; there are probably worse companies around now):

<https://en.wikipedia.org/wiki/DoubleClick>

But we can all rest easy knowing that someone will be getting access to our data, whether we like it or not. :-)



02/25/2012 09:43:36 PM

Subject: Re: Some interesting articles and a lecture

Martha Raup

Messages: 60
Location: San Francisco

Michael Hanna wrote:

Thanks for mentioning the article about Target. I had been thinking of including that, but I don't have a New York Times account, so I could only read the first page. It is certainly the kind of thing that all Internet users need to be aware of...

Attached is a pdf copy of the NY Times article.

RE: surveillance and tracking - we haven't seen anything yet! Francis Fukuyama had an op-ed piece in yesterday's *Fin Drone of our Own*". It was a bit tongue-in-cheek, but essentially he said he's building his own now before they become to manufacture drones in sizes small enough to enter one's blood stream or lungs. "A world in which people can be rou unseen enemies is not pleasant to contemplate."

Coincidentally, the FT servers are "down", so I couldn't attach a copy...

HowCompaniesLearnYourSecrets-NYTimes.pdf	
Description	
Filesize	107 kb

Martha



02/26/2012 03:44:47 PM

Subject: Re: Some interesting articles and a lecture

Mimi Will

Messages: 119
Location: Bay Area

MW: Whadda HOT topic here! 😎 -- GREAT contributions from so MANY of you, way to GO! 👍

I *also* don't like this kind of 'online control' on media (as well as having to use the Net for transactions instead of usir since I read '1984' by George Orwell.

Appreciate all your interactive sharing of info, often hard to do in an asynchronous environment that takes our precious

[Your points to date here have been updated AND this thread continues to stay open for a while in case there are some knowledge.](#)



02/27/2012 01:08:20 PM

Subject: Re: Some interesting articles and a lecture

Martha Raup

Messages: 60
Location: San Francisco

I came across an interesting web site, that illustrates some of what we're discussing:
<http://www.rba.co.uk/wordpress/>

For week 8, it illustrates a good use of WordPress blog, which complements the actual Web site:
<http://www.rba.co.uk/index.htm>

Also, there are good articles about Google, and about personalization and privatization on the Web.

Finally, I notice many of the author's presentations are made with [SlideShare](#), so I'll look into that as a tool...

Martha



02/28/2012 03:17:31 AM

Subject: Re: Some interesting articles and a lecture

Michael Hanna

Messages: 48

Martha,

Thank you kindly for the New York Times article and the additional links. Lots of interesting stuff about Google on that U.K. site. I personally have never liked SlideShare, since you can't download the presentations. Of course that is good for authors who don't want people to be making off with their content, but I much prefer a PDF or a PowerPoint file so that I don't need an Internet connection to look at the material. I certainly don't

like this trend of companies trying to make you dependent on having a constant connection. We're rapidly evolving a new dichotomy of haves (dedicated high-speed Internet connections) and have-nots (people who have to go to a public library or wi-fi hotspot to get a connection).

That Financial Times article sounds good too. George Orwell was certainly the pioneer of discussing surveillance societies, but things like automated drones have been a staple of other science fiction stories for decades. (Too bad they seem to be becoming reality.) For one more recent take on life in a panopticon (total surveillance society), try 'Glasshouse' by British author Charles Stross. Another superb take on this subject is 'A Deepness in the Sky' by Vernor Vinge, a prequel of sorts to his famous (and stunning) novel 'A Fire Upon the Deep.'



03/03/2012 12:15:04 PM

Subject: Re: Some interesting articles and a lecture

Johan Ruiz



Last edited: 03/03/2012
12:16:42 PM
Messages: 17

On the topic of pinterest: Yesterday, CNBC was doing extensive coverage of the successful IPO of Yelp. As analysts arg conversation drifted towards other emerging web properties (namely Pinterest). Here are some of the Pinterest factoic

- Fastest growing social network in the HISTORY of the internet.
- 68 million users and growing.
- 16th most visited website in the United States (according to Alexa).
- Second behind only Facebook in terms of the average number of minutes per month spent online.
- 95% of their audience is college-educated women, 18-34 years of age (the most coveted demographic).

Although the company has yet to develop a revenue model that monetizes its prized demographic profile, it has contin users were women planning their weddings online, but the company has managed to maintain the interest of its users. and the company has blocked some of its growth by maintaining an invitation-only policy towards new subscribers! Ovr reminiscent of the web businesses circa 1999, but in an age of increasing media "clutter", Pinterest serves as a respite become a gold mine in the near future.



03/04/2012 04:42:51 PM

Subject: Re: Some interesting articles and a lecture

Martha Raup



Messages: 60
Location: San Francisco

OH no - I just lost another posting! Well, I won't repeat it, just want to thank Johan, Matthew, and Ashley for the Pinte found interesting:

<http://www.slideshare.net/emmanuelvivier/pinterest-for-brands-11673101> - great slideshow; I tried to download it, bi much information. So, I see your point, Michael, about SlideShare. Anyway - this is a good intro to Pinterest.

Also, this article is good: <http://www.scottmonty.com/2012/02/some-perspectives-on-pinterest.html> He addresses the attracts women: "*While it's true that women make up the majority of users (some 70-80% as of the end of January 21 universal human nature and how we connect with each other.*" He describes it as a visual bookmarking service.

Scott Monty, it turns out, is the head of social media for Ford Motor Company. I should have known better, but I was a "real" business blogging about non-company interests. I guess it goes to show what chapter 6 was all about. By offerin interest, you may be able to attract new viewers...

Martha



03/13/2012 03:33:42 PM

Subject: Re: Some interesting articles and a lecture

Mimi Will

Messages: 119
Location: Bay Area

MW: Thanks again for all your good viewpoints here, Everybody -- all discussion points here have been updated and tl can still contribute 'for free,' no points! 😊





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