

## From E-Business ... ... to ME-Business

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 People & Data  
<http://www.weigend.com>

Fall 2006

### Some trends

- ▶ How has the behavior and the attitude of customers shifted in response to new technologies and new incentive structures on the web?
- From algorithmic search to social search/ *Leverage technology and people to have your toughest questions answered*
- From global and local irrelevance to glocal relevance/ *When does location matter?*
- From the money economy via the intention economy to the attention economy/ *Why an economy? Because it can be measured!*
- From traditional market research to observing the behavior of all individuals/ *Why sample if you can have all?*
- Specifically, the effect of the long tail
  - ▶ Production: From controlled production for the masses to uncontrolled production by the masses/ *Why?*
  - ▶ Consumption: From traditional marketing push to individual discovery/ *How can you help serendipity along?*

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Selection

- One item a day
  - ▶ woot.com
  
- A few items a week
  - ▶ tchibo.com: "A new experience every week"

or

- 100,000 designs
  - ▶ zazzle.com

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**Woot: What Is Woot?**

side deal: Woot Exclusive - Switch & Save today - 6MO free with 1YR - Sign up today

today's woot the blog the community write us your account

Hi. Are you new?

username password

## what is woot?

a discussion of pope hats, aliens, and Assinippi, Massachusetts

If you have read that whole FAQ over there, and still have a problem/question you can [write us](#)

**FREQUENTLY LOOKED FOR PAGES**

- [Our Privacy Policy](#)
- [Work For Woot](#)
- [Be a Woot Sponsor](#)

**GENERAL**

- [What is Woot and who's behind it?](#)
- [I see only one item, do you sell anything else?](#)
- [What is the schedule for new items?](#)
- [I missed yesterday's item, can I still get one?](#)
- [I want to talk to a live person there, can I call you?](#)

**GENERAL**

**What is Woot and who's behind it?**

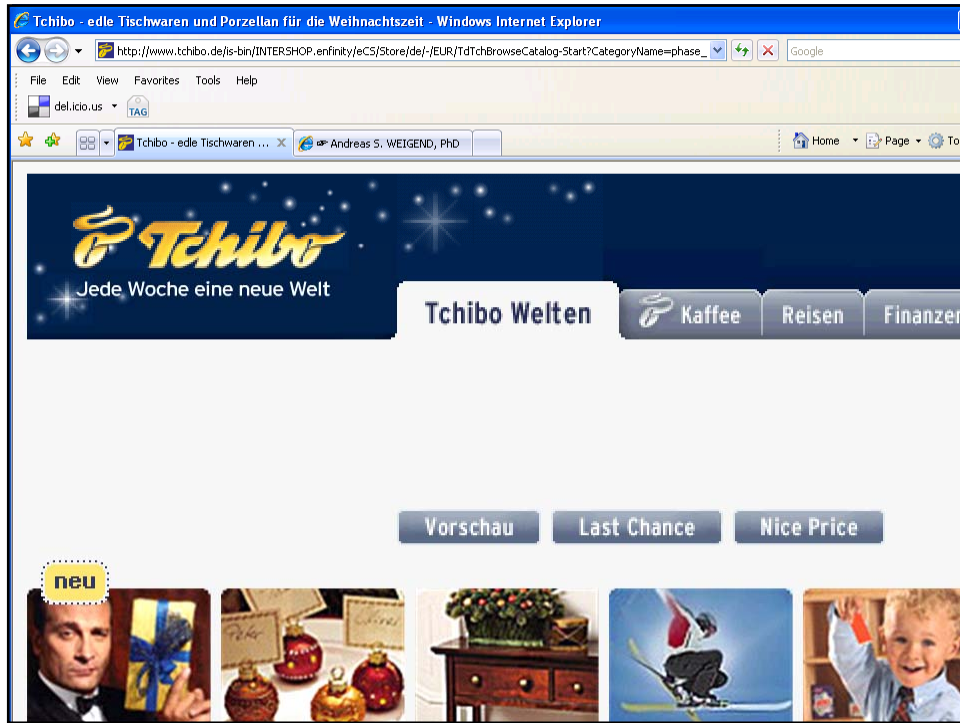
Woot.com is an online store and community that focuses on selling cool stuff cheap. It started as an employee-store slash market-testing type of place for an electronics distributor, but it's taken on a life of its own. We anticipate profitability by 2043 - by then we should be retired; someone smarter might take over and jack up the prices. Until then, we're still the lovable scamps we've always been. But don't take our word for it: see what the online community has to say at [this Wikipedia article](#).

**I see only one item, do you sell anything else?**

No. We sell one item per day until it is sold out or until 11:59pm central time when it is replaced (see next entry for details). However, each item we sell is in stock and typically ships within 2-3 business days.

**What is the schedule for new items?**

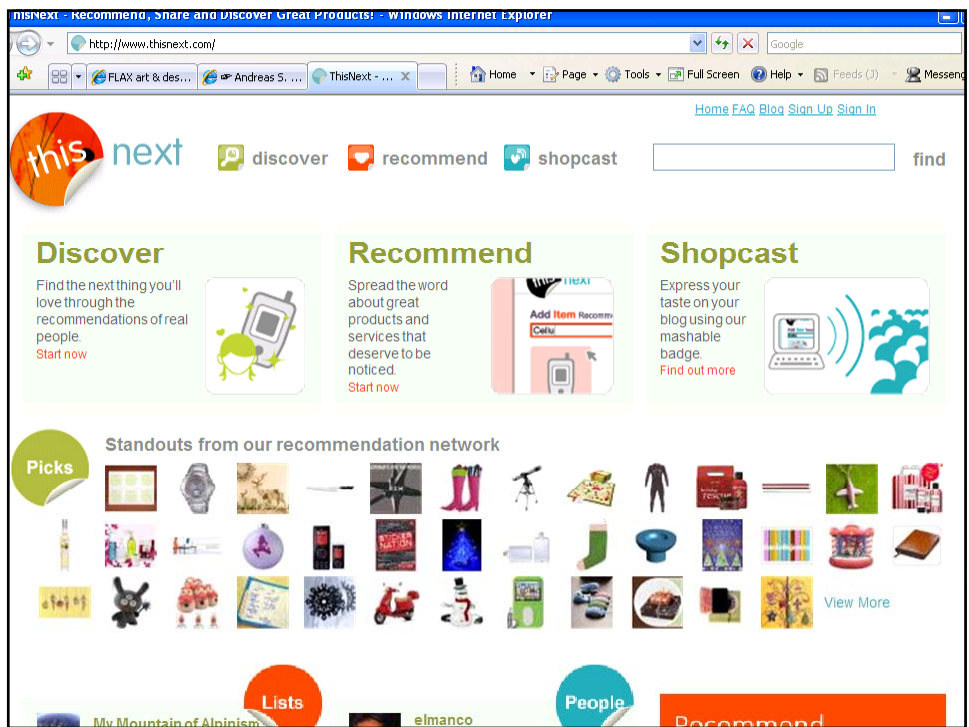
The short answer: we offer a new item every single day. The details: a new product is released every morning at 12am central time, seven days a week. (If you're not a morning person, this can be described as every night at midnight. Better?) If a product sells out during its run, a new item will not appear until the next release time. You will know if a product is sold out, because the main page says "SOLD OUT" instead of "I want one". (Clever, eh?)



## Recommendations

- Expert recommendations (Web 0.0)  
  
or
- Statistical recommendations (Web 1.0)
  - ▶ Amazon.com  
or
- Individual recommendations (Web 2.0)
  - ▶ thisnext.com

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1986	1996	2006
	Read-only web "Consumer", "User" (Increase barrier of <i>exit</i> )	Read-write web "Producer" (Lower barrier of <i>entry</i> )
	Static	Temporal
	Taxonomy (controlled)	"Tagsonomy" (uncontrolled)
	Pretest and validate	Launch and learn
Broadcast email, newsletters  <i>Target</i>	Discovery based on hyperlinks (expression of author's attention and control).  <i>Search</i>	Discovery based on social relations (trust, reputation), and metadata by other humans. RSS.  <i>Discover</i>
Push advertising: Supply driven.		Pull discovery: Demand driven
Pay for space	Pay for presentment	Pay for click, action

		<b>Examples</b>
<ul style="list-style-type: none"> <li>• Money economy → Intention economy → Attention economy                     <ul style="list-style-type: none"> <li>▶ Information economy → Recommendation economy; Platform economy</li> <li>▶ Use attention stream: <i>Attensa</i></li> <li>▶ Use context: <i>Cleverset</i></li> </ul> </li> <li>• Paying a few experts to create content → User generated content                     <ul style="list-style-type: none"> <li>▶ Implicit data + explicit data; Metadata</li> <li>▶ Examples: Music, Tags</li> <li>▶ Use socio-, psycho-, demographics: <i>Nugg.ad</i></li> <li>▶ Currencies (itunes vs Spiralfrog)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Algorithmic search → Social search                     <ul style="list-style-type: none"> <li>▶ People answer questions: <i>Google Answers, MSN, Yahoo</i></li> <li>▶ Use info in files on your computer to determine relevance: <i>Illumio</i></li> </ul> </li> <li>• Discovery → Social discovery                     <ul style="list-style-type: none"> <li>■ Head → Long tail</li> <li>▶ URLs: <i>Del.icio.us</i></li> <li>▶ Photos: <i>Flickr</i></li> </ul> </li> <li>• Global → Local                     <ul style="list-style-type: none"> <li>▶ Use mobile: <i>Socialight</i></li> <li>▶ Use WLAN: <i>Jambo.net</i></li> </ul> </li> </ul>	
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Increase of communication

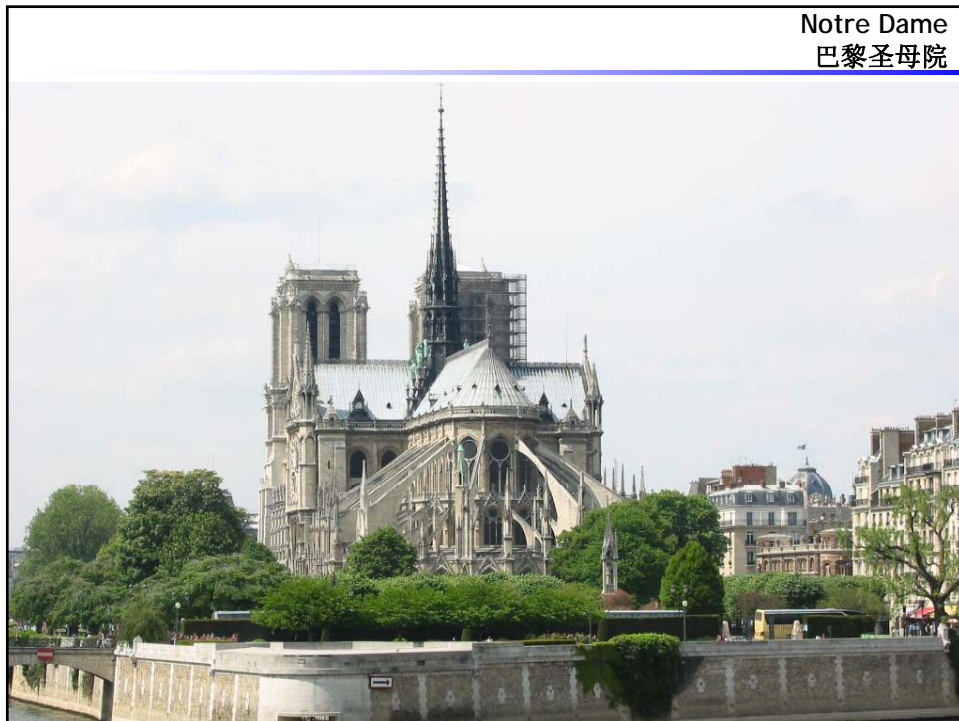
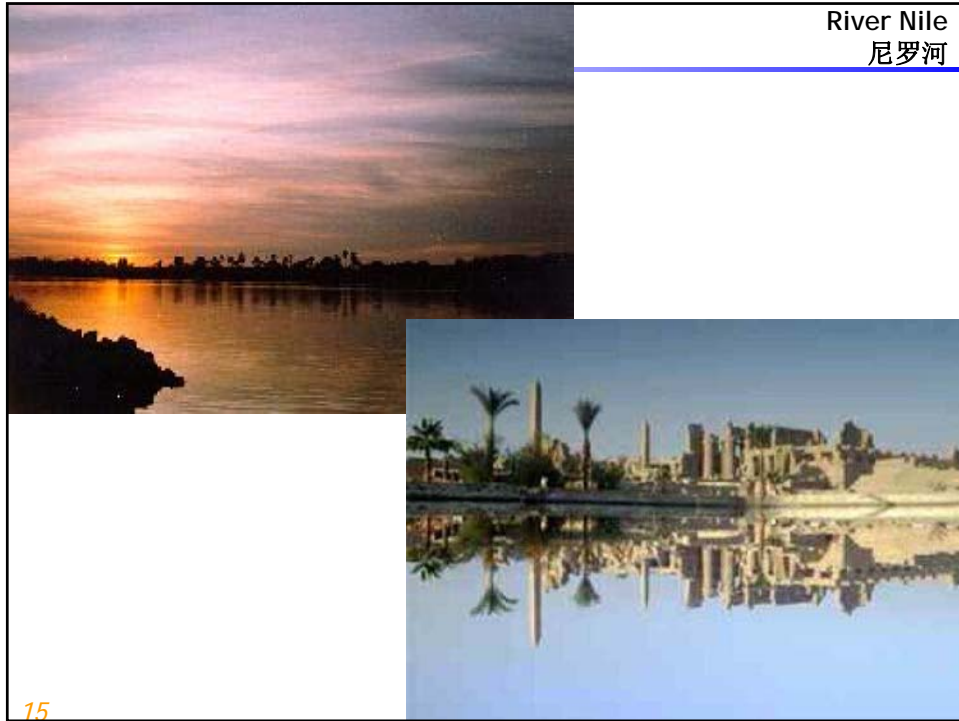
- 0. Business metrics and data collection
  - ▶ An iterative process
- 1. Data **Analysis**
  - ▶ Data mining: Description, prediction
- 2. Architectures of **Experimentation**
  - ▶ A/B test, active learning, survey design...
- 3. Architectures of **Participation**
  - ▶ Remember, share, discover
  - ▶ Empower and incentivize people to contribute
  - ▶ Self-expression
- 4. Architectures of **Interaction**

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1. Data

- 0. Business metrics and data collection
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## From Faith to Data 从盲从到数据

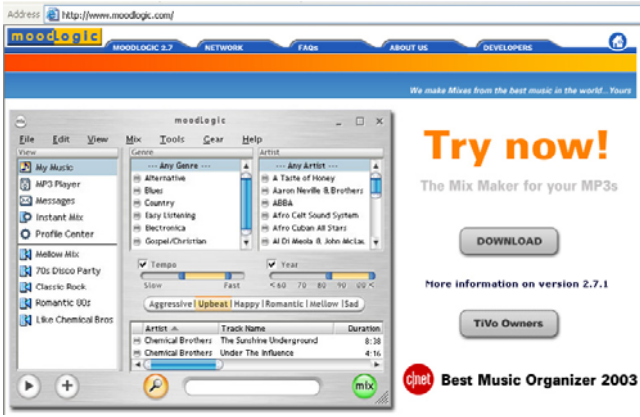
- The Era of Faith  
盲从时代
  - ▶ Massive investments into cathedrals etc.  
巨额投资建设大教堂
  - ▶ Unclear ROI (Return on Investment)  
投资收益 (ROI) 不明确
  - ▶ No feedback, or l\_o\_n\_g feedback cycle  
反馈周期相当漫长
  
- The Era of Data  
数据时代
  - ▶ Massive investments into measuring, networking, storing  
大量投资于传感、网络、存储
  - ▶ ROI measurable  
投资收益率可测
  - ▶ Short feedback cycle  
反馈周期很短
  - ▶ Experiments  
试验

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## Turning behavior into data 将行为转换为数据

- ▶ Revealed preferences  
揭示出的偏好

- Music  
音乐
- Search  
搜索
- Online trading
- Online dating  
网上约会



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**Everything can and will become data**  
**任何东西都能够且一定会变成数据**

- Additional sources of data about people  
 人类的其它数据来源
  - ▶ Movement  
 移动
    - Mobile phones  
 手机
    - GPS

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The screenshot shows a web browser window with the address <http://www.norwichunion.com/pay-as-you-drive/index.htm>. The page features the Norwich Union logo (an AVIVA company) and a navigation menu on the left. The main content area is titled "Pay As You Drive"™ insurance and includes a "Did you know?" sidebar, a "What is 'Pay As You Drive'™ insurance?" section, and a footer with a link to "control your premiums".

**NORWICH UNION**  
 an AVIVA company

Accessibility | Site map

All our products: Please select... Go Search the site: Existing customer Go

Motor
 

- Car Insurance Breakdown Cover
- ▶ "Pay As You Drive"™
- Motorcycle Insurance
- Van Insurance
- Short Term Car Insurance
- Buy a Car
- Maps and Route Finder

 Travel
 Home and mortgage
 Health
 Money and investing
 Retirement
 Life cover
 Business

**"Pay As You Drive"™ insurance**

"Pay As You Drive"™ overview Frequently asked questions Register your interest

**Did you know?**  
 We are able to calculate monthly insurance premiums based on how often, when and where you drive.

**What is "Pay As You Drive"™ insurance?™**  
 "Pay As You Drive"™ insurance<sup>1</sup> is a revolutionary new type of car insurance, which enables us to provide cover that's as individual as you are.

Research commissioned by Norwich Union revealed that nine in ten people would prefer their motor insurance to reflect the usage of their car and the type of journeys they make - with the majority favouring pay as you go systems<sup>2</sup>.

Following this research, Norwich Union launched a product for young drivers in 2005, which is now fully subscribed.

Using the latest GPS (Global Positioning Satellite) technology we are able to calculate monthly insurance premiums based on how often, when and where you drive. Which means that your premiums are based on your own driving habits and not everyone else's.

You'll receive a fairer deal when it comes to insurance as well as giving you the ability to control your premiums.

### Everything can and will become data 任何东西都能够且一定会变成数据

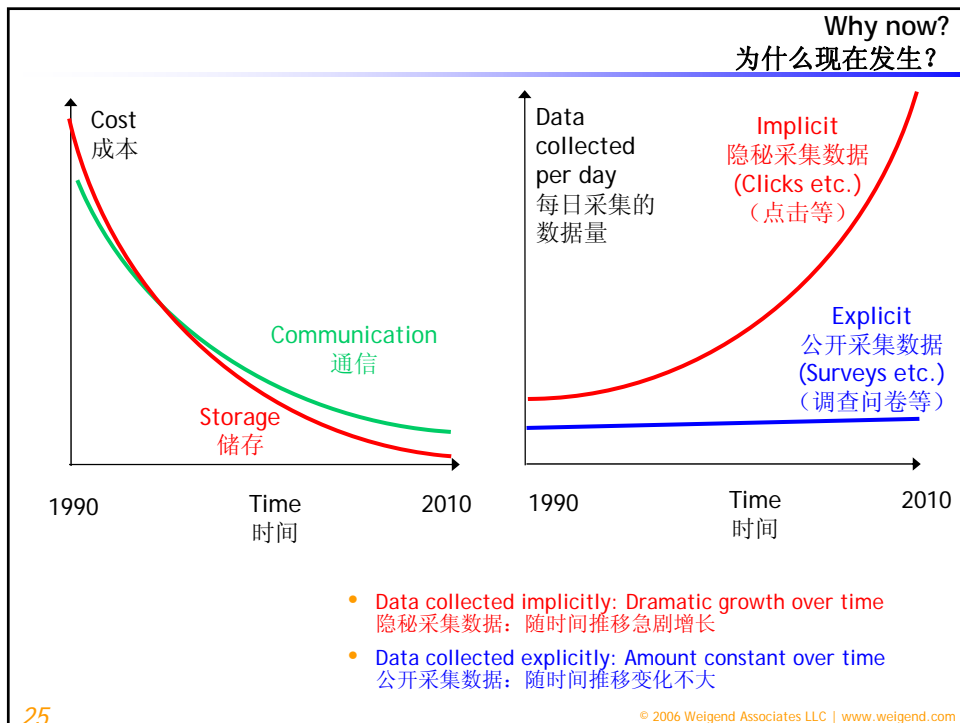
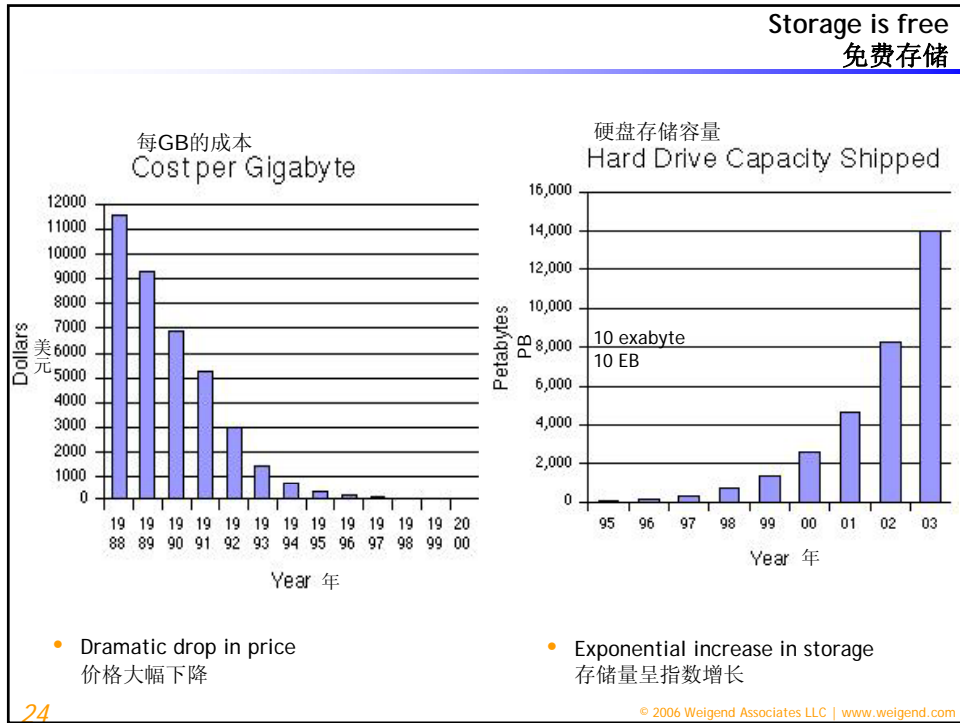
- Additional sources of data about people  
人类的其它数据来源
  - ▶ Movement  
移动
    - Mobile phones  
手机
    - GPS
  - ▶ Brain activity  
大脑活动
    - Neuromarketing  
神经市场营销
    - fMRI analysis of response to stimuli  
大脑皮层对刺激反映的fMRI分析
  - ▶ Identity of person  
个人身份识别
    - DNA analysis  
DNA分析
    - Available data:  
现有数据:  
30,000 genes  
30,000个基因  
1 billion base pairs  
10亿碱基对
  - ▶ RFIDs (Radio frequency identifiers)  
RFIDs (射频标识器, 即电子标签)

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### RFIDs and e-business 电子标签技术和电子商务

- UNIQUE IDENTIFIERS FOR PHYSICAL OBJECTS  
任何物体的身份识别
- Facts  
基本数字
  - ▶ Price: 2 cent  
价格: 2美分
  - ▶ Size: 2mm  
大小: 2毫米
- Opportunities  
机会
  - ▶ Supply chain  
供应链
    - Wal-Mart: \$ 8 billion savings expected per year by using RFIDs  
沃尔玛: 初步估算每年节省80亿美元
    - Know where stuff is  
知道货物放在何处
    - Shipping screw-ups: 1 in 20  
运输途中差错: 概率1/20
  - ▶ Market research  
市场研究
  - ▶ Dynamic pricing  
动态定价
- Fears  
担心
  - ▶ Loss of privacy  
隐私泄露
  - ▶ Dictatorship  
独裁专政
- Reality  
现实
  - ▶ It will happen: Big business  
总会发生: 大公司
  - ▶ Need: Understand pros and cons and make conscious decisions  
需要: 了解并采取主动决策
- Compare to web sites  
比较网站

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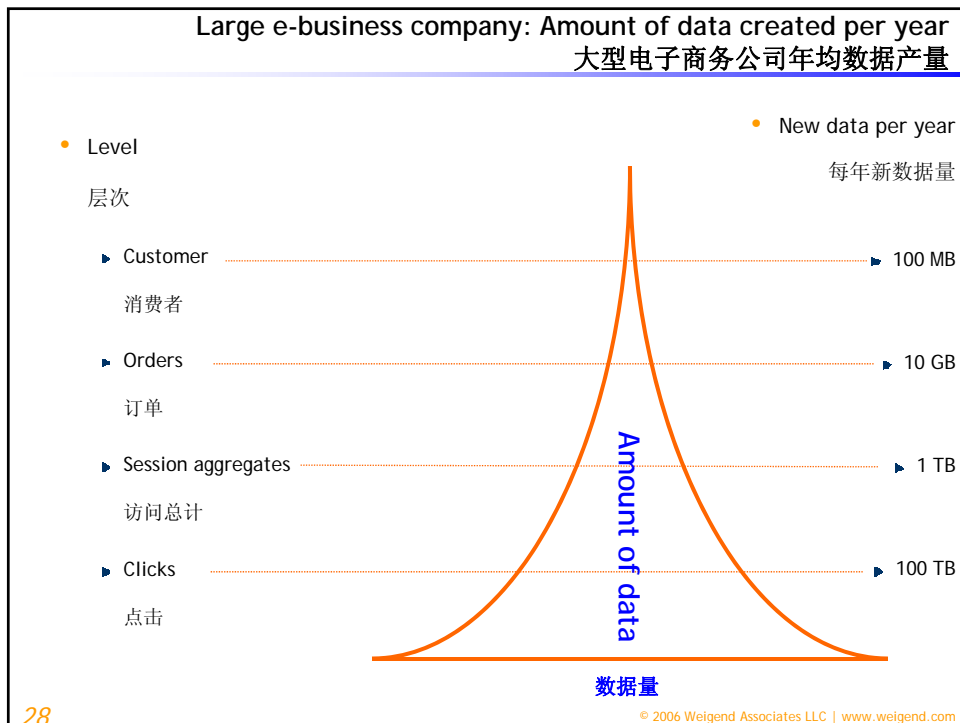


**Why now?**  
为什么现在发生?

Communication  
通信

- Malthus's Law of Information:  
马尔萨斯信息定律:
  - ▶ New information content is doubling every year  
新信息内容每年翻一番
  - ▶ Time spent on information consumption is constant  
而信息消费时间几乎不变

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### The iterative process of modeling and decision making 建模的反复循环

1. Re-Define  
(重新)定义
  - ▶ Objectives and benchmarks  
目标和基准
2. Measure  
测量
  - ▶ Collect, store, manage the data  
收集、储存和管理数据
3. Describe  
描述
  - ▶ Exploratory data analysis  
探测性的数据分析
4. Predict and evaluate  
预测和评估
  - ▶ Probabilistic models  
概率模型
5. Decide, act, and evaluate  
决策, 行为和评估

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### Define Objectives 定义目标

- ▶ Stock price  
股票价格
- ▶ Profit  
利润
- ▶ Number of items sold  
销售数量
- ▶ Number of visits  
访问量
- ▶ Rate of conversion  
行动转化率
- ▶ Customer acquisition  
赢得消费者
- ▶ Customer retention  
留住消费者
- ▶ Customer satisfaction  
消费者满意度

Trade-off  
此消彼长

Trade-off  
此消彼长

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**Measure  
测量**

- ▶ Orders 订单
- ▶ Overall use of the site 网站的综合利用
  - Buying vs selling 购买 vs. 出售
  - Searching vs browsing 搜索 vs. 浏览
  - Engagement: Reviews, etc. 写评论、列排行榜等
- ▶ Customer service contacts 消费者服务联系
  - E-mail, phone 电子邮件, 电话
- ▶ Surveys 调查问卷
  - Satisfaction 满意度
  - Intentions / Goals / Modalities 意图/目标/模式

- ▶ Customer service response 消费者服务回复
  - Resolution 解决方案 (Free replacement, refund 免费退换, 退款)
- ▶ Number of items returned in a search 搜索结果
- ▶ Web page generation time 页面生成所需的时间
- ▶ Actual delivery date vs promised date 交货日期 vs. 允诺日期
- ▶ E-mail campaigns and responses 电子邮件广告和回应

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**Why is it hard?  
为什么这么难?**

- Even simple behavioral analysis requires significant infrastructure 即使简单的行为分析也需要复杂的基础建设

Reporting → Behavioral analysis and predictive modeling

报告 → 行为分析和预测模型

Cost center → Profit center

成本中心 → 盈利中心

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## 2. Experimentation

- 1. Data Analysis
  - ▶ Data mining: Description, prediction
- 2. Architectures of Experimentation
  - ▶ A/B test, active learning, survey design...
- 3. Architectures of Participation
  - ▶ Remember, share, discover
  - ▶ Empower and incentivize people to contribute
  - ▶ Self-expression
- 4. Architectures of Interaction

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The screenshot shows the Amazon.com interface for the album 'Kind of Blue' by Miles Davis. The top navigation bar includes 'WELCOME', 'TAMARA'S STORE', 'BOOKS', 'APPAREL & ACCESSORIES', 'ELECTRONICS', 'TOYS & GAMES', 'MAGAZINE SUBSCRIPTIONS', 'SOFTWARE', 'MUSIC', and 'SEE MORE STORES'. A search bar is located on the left. The main product area displays the album cover, title 'Kind of Blue', and artist 'Miles Davis'. The price is listed as \$8.99, with a 'Buy now with 1-Click' button. A red circle highlights the 'Add to Shopping Cart' button. Below the main product, there are sections for 'MUSIC INFORMATION', 'RECENTLY VIEWED ITEMS', and 'Customers who bought this title also bought:'. The right sidebar contains 'MORE BUYING CHOICES' and 'Available for in-store pickup now'.



**YOUR SHOPPING CART**

去收银台 **Proceed to Checkout**

等一下! 再加16.01美元就能.....  
Wait! Add \$16.01 to your order to qualify for **FREE Super Saver Shipping.**  
Some restrictions apply.

Show gift options during checkout

加入购物车 **Added to your Shopping Cart:**

戴维斯的专辑 **Kind of Blue**  
~ Miles Davis, et al  
**\$8.99**  
- Quantity : 1  
**Subtotal: \$8.99**  
**Edit shopping cart**

**Proceed to Checkout**

[Sign in](#) to turn on 1-Click ordering.

Items in your Shopping Cart always reflect the most recent price displayed on their product pages.

Also want to make recommendations!  
添加推荐!

购买戴维斯专辑的消费者也买了另两张专辑

**Customers who bought *Kind of Blue* also bought:**

<p><b>Time Out</b> ~ Dave Brubeck, et al <b>Our Price: \$8.99</b> <b>Used &amp; new from \$5.79</b></p>	<p><b>A Love Supreme</b> ~ John Coltrane <b>Our Price: \$13.49</b></p>
---	--

Also want to make recommendations!  
添加推荐!

- Complements (*buy in addition to*)  
互补 (额外购买)
  - Customers who bought X also bought Y  
消费者买了X就会再买Y
- Substitutes (*buy instead of*)  
替代 (选择购买)
  - Customers who shopped for X also shopped for Z  
消费者想买X也想买Z

想买戴维斯专辑的消费者同时浏览了其它同类专辑

**Customers who shopped for *Kind of Blue* also shopped for:**

This screenshot shows the Amazon.com interface for the product 'Kind of Blue' by Miles Davis. The top navigation bar includes 'WELCOME', 'YOUR STORE', 'BOOKS', 'APPAREL & ACCESSORIES', 'ELECTRONICS', 'TOYS & GAMES', 'MAGAZINE SUBSCRIPTIONS', 'COMPUTER & VIDEO GAMES', 'MUSIC', and 'SEE MORE STORES'. A search bar contains 'Popular Music' and a 'GO' button. A yellow banner offers 'FREE Super Saver Shipping' for orders over \$16.01. The main content area is divided into three recommendation sections: 'Customers who bought Kind of Blue also bought:', 'Customers who bought items in your Shopping Cart also bought:', and 'Customers who shopped for Kind of Blue also shopped for:'. Each section displays album covers, titles, artists, and prices. A 'YOUR SHOPPING CART' sidebar on the right shows the current item 'Kind of Blue' with a price of \$8.99 and a subtotal of \$8.99. It includes a 'Proceed to Checkout' button and a note about shipping eligibility.

This screenshot shows the Amazon.com interface with the 'YOUR SHOPPING CART' sidebar on the left. The cart contains one item, 'Kind of Blue' by Miles Davis, priced at \$8.99. The sidebar includes a 'Proceed to Checkout' button and a note: 'Wait! Add \$16.01 to your order to qualify for FREE Super Saver Shipping.' The main content area features the same three recommendation sections as the previous screenshot: 'Customers who bought Kind of Blue also bought:', 'Customers who bought items in your Shopping Cart also bought:', and 'Customers who shopped for Kind of Blue also shopped for:'. The layout and product information are consistent with the first screenshot.

**Result: Right vs Left**  
**对比结果：左还是右**

- Metrics  
 衡量标准
  - ▶ **Conversion rate:** Percentage of visits placing an order  
 转化率：百分之几的人访问页面并购买
  - ▶ **Order size:** Number of additional (from the second page) items put in cart  
 订单大小：（从第二页起）新购多少商品
  
- Result  
 结果
  - ▶ “Your Shopping Cart” on right is about 1% better than on left  
 “Your Shopping Cart”置于右侧比置于左侧的效果提高1%
  
- Some details  
 细节
 

	<i>All customers</i> 所有消费者	<i>Existing customers</i> 现有消费者
Cart-adds from 2 <sup>nd</sup> page: 从第二页起新购商品数量:	+0.6%	Cart-adds from 2 <sup>nd</sup> page: 从第二页起新购商品数量: +0.8%
Wishlist-adds: 选择礼物清单:	+1.4%	DVD Cart-adds: 新购DVD: +0.8%
DVD (\$):	+1.1%	DVD (\$): +1.0%

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**Guiding the customer to the ultimate purchase**  
**引导客户最终购买**

**What similar items do customers ultimately buy after viewing this item?**

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## Long-term Effects 长期影响

- ▶ Displaying Google's "sponsored links" within Amazon.com's site?  
在亚马逊网站上显示Google的“友情链接”？
  - Initial effect positive...  
初始效果是积极的...  
... but how to model whether this helps or hurts the company in the long run?  
...但是怎样模拟这给公司带来的长期影响是好是坏？
- ▶ Offer free shipping  
提供免费送货
  - Competitors quickly adopt, how to model the overall game?  
竞争对手很快就会跟进，怎样模拟整个博弈过程？
- ▶ Pricing, Promotions...  
定价，促销...
- ▶ Role of price comparison engines (shopping.com, etc.)?  
一些价格比较搜索引擎（如shopping.com）的角色是什么？

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**Survey**  
**调查问卷**

- ▶ “.... Please let us know what you plan to do at Amazon.com today”  
 “.....请告诉我今天你计划在亚马逊网站上做什么”
- Free responses, hand-coded into non-exclusive categories  
 自愿回复，将回复进行分类编码，归入非一些非互斥的类型
  - ▶ Multiple assignments possible  
 可能回复多种可能
  - ▶ Average: 1.2 categories per response  
 平均：每个回复涵盖1.2个种类
    - Number of responses: 1023  
 回复数量：1023
    - Response rate: 3.1%  
 回复率：3.1%
    - Date: February 11-12, 2003  
 日期：2003年二月11-12日

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**Why do People Visit?**

35%	Research: Response indicates having a target or topic for which customer wants to gather information in depth (“looking for books about Chile”)
31%	Browse: Looks at items casually at a more general level than Research (“looking at music/books”, without further specification)
16%	Buy: Response indicates intent to buy in this visit (“buy a book”)
10%	Complain: Complains about some feature of the site
9%	Post-buy: Mentions checking order status, other account activities
7%	Community: Mentions usage of some feature of community, like reviews
7%	Price: Mentions getting information about price for specific items
2.9%	Goldbox: Mentions Goldbox activity
2.2%	Gift: Indicates looking for a gift for someone else
2.0%	Sell: Mentions a selling activity
1.4%	Personalization: Mentions personalization feature (e.g., recommendations)
0.8%	Used: Mentions finding or transacting a used item

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### Stated vs Revealed Preferences 自认的偏好与实际的偏好

- ▶ Obtain insights by combining individual survey response with click analysis:  
结合个人调查问卷的回复与点击情况分析，得出一些结论

*Look at those who ended up buying something:  
最终购物的网民中*

☺ Only about one-half of those making a purchase indicated that they wanted to buy something in this visit  
只有1/2事先称计划购物

*Look at those who said they wanted to buy something:  
最初想来购物的网民中*

☹ Only about one-third of those indicating intent to buy ended up making a purchase in that visit  
只有1/3最终完成购物

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### Customer Satisfaction 客户满意度

- Relate satisfaction rating to:  
把满意度评价与下列两项联系起来:
  - ▶ Visit intent (from survey)  
访问意图 (来源于调查问卷)
  - ▶ Actions (from clickstream)  
行动 (从其点击行为看)
- Intermediate goal  
中期目标
  - ▶ Predict satisfaction  
预测满意度
- Ultimate goal  
最终目标
  - ▶ Increase satisfaction  
提高满意度
  - Number of responses: 6117  
回复的数量: 6117
  - Dates: March 15-24, 2003  
日期: 2003年3月15-24日

Let Us Know! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**amazon.com.**  
Let Us Know!

1. What did you plan to do when you came to visit Amazon today?

2. How satisfied are you with this visit so far?  
Not at all satisfied      Extremely satisfied  
○ ○ ○ ○ ○

3. What do you plan to do next?

Done Local intranet

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### 3. Participation

- 1. Data Analysis
  - ▶ Data mining: Description, prediction
  
- 2. Architectures of Experimentation
  - ▶ A/B test, active learning, survey design...
  
- 3. Architectures of **Participation**
  - ▶ Remember, share, discover
  - ▶ Empower and incentivize people to contribute
  - ▶ Self-expression
  
- 4. Architectures of Interaction

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Platform: Yellow Pages

平台: 黄页


[See other businesses along 10th St](#)

**BLOCK VIEW**  
**FIND IT ON THE BLOCK**  
Walk Up and Down the Street










[View larger image](#)

[Share your own customer images](#)



[Interactive Map and Directions](#)

◀ Walk Left

Walk Right ▶

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Amazon.com: Yellow Pages: Costco Wholesale - Microsoft Internet Explorer

Shopping > Department Stores  
See All Categories

**Costco Wholesale**  
South San Francisco  
Optical  
450 10th St, San Francisco, CA 94103 - Map  
(650) 757-3001 - Click to Call

**Click to Call Business**  
Talk to this business for free.

**Click to Call!**  
点击直接通话

**BLOCK VIEW**  
FIND IT ON THE BLOCK  
Walk Up and Down the Street

See other businesses along 10th St

View larger image  
Share your own customer images  
Interactive Map and Directions

Help improve this business listing

**Attention Business Owners & Managers:**  
Update and promote your business for free!

- Click one of the check boxes above to indicate the best image of the business.
- Share pictures of this business (e.g. exteriors, interiors, signage, etc.)
- Tell us more about this business: update/correct name, contact information, services

**Make customer feedback trivially easy**  
获取消费者反馈易如反掌

► Capture context automatically  
自动捕获内容

**Suggestion Box**  
Your comments can help make our site better for everyone. If you've found something incorrect, broken, or frustrating on this page, let us know so that we can improve it. Please note that we are unable to respond directly to suggestions made via this form.

**If you need help with an order, please contact Customer Service.**

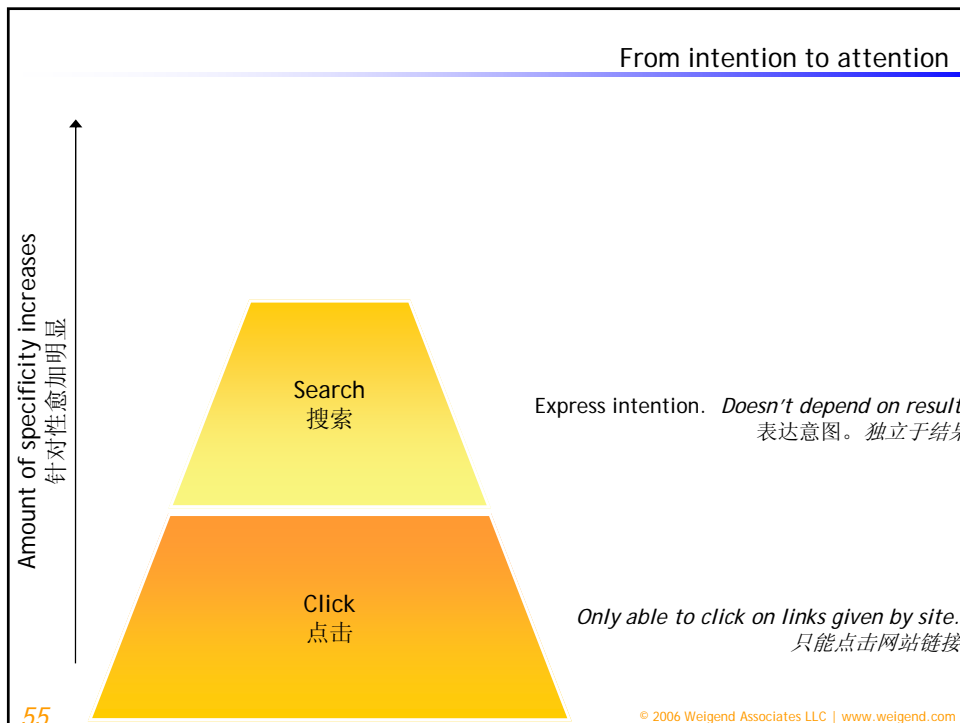
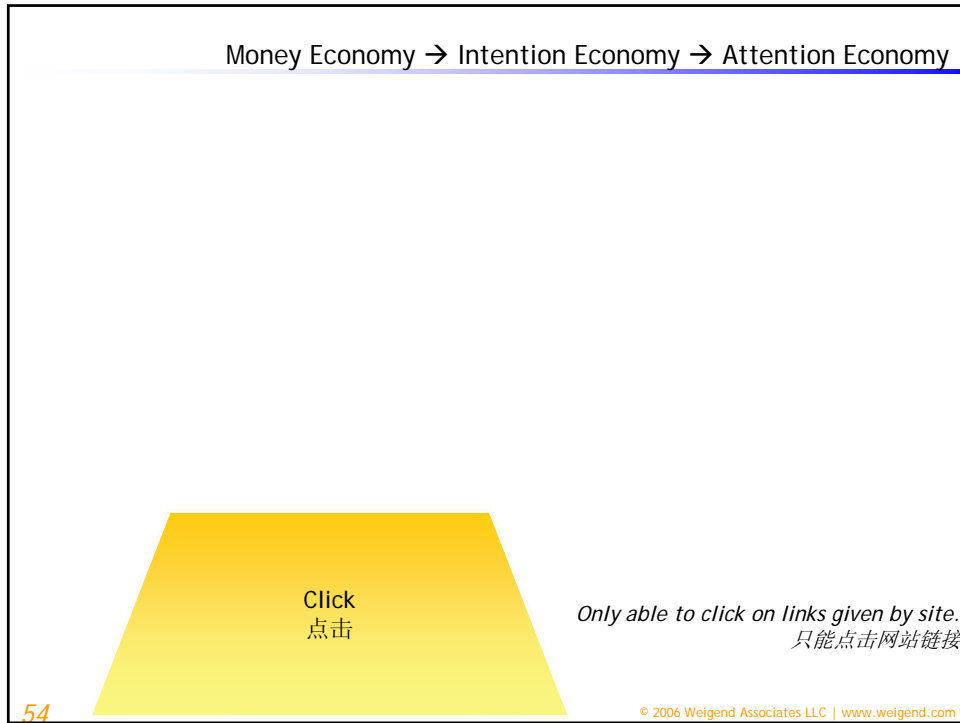
**Please mark as many of the following boxes that apply:**

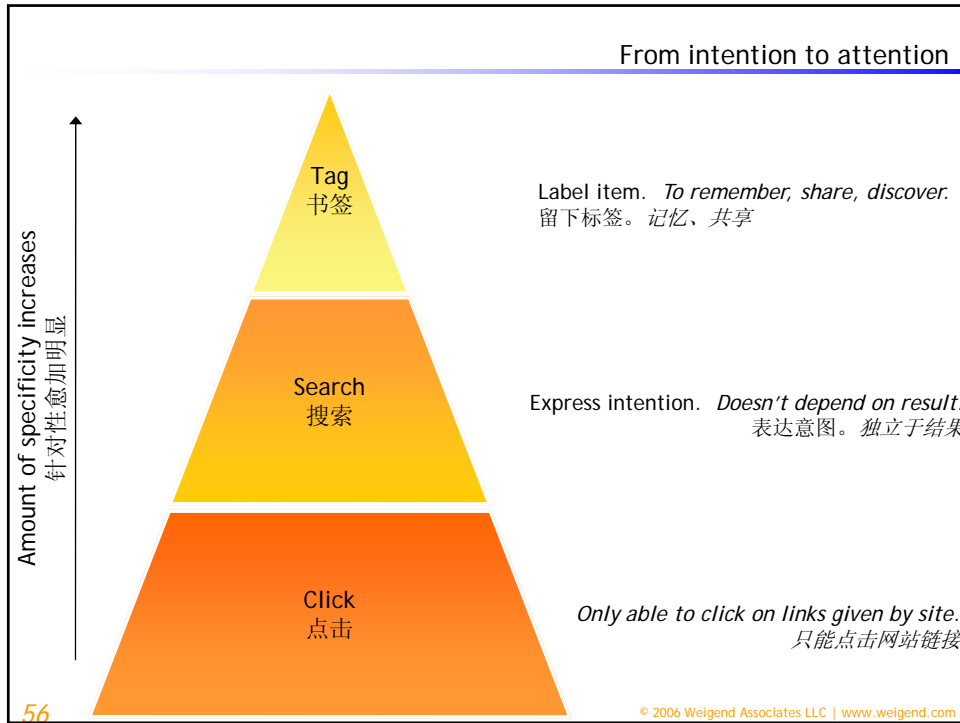
- Product information is missing important details.
- Product information is incorrect. Propose corrections using our [Online Catalog Update Form](#).
- The page contains typographical errors.
- The page takes too long to load.
- The page has a software bug in it.
- Content violates [Amazon.com's policy on offensive language](#).
- Product offered violates [Amazon.com's policy](#) on items that can be listed for sale.

**Comments or Examples:**  
Examples: Missing information such as dimensions and model number, typos, inaccuracies, etc.

I went to the bathroom and came back, and the page was still loading!!

**Submit**





### Example: del.icio.us

- ▶ Tags are *distilled attention*, a pure form of attention.
- ▶ You are what you tag.  
书签展示真我
- ▶ You are what you are tagged as / who you are tagged by.  
书签决定你的存在

Follow a tag  
and discover a topic

探索别的网友  
如何使用书签

Follow a user  
and discover what  
he is interested in

探索该网友的兴趣爱好

Discover other users  
who have tagged the  
page

探索给同一网站贴上书  
签的其他网友

Google Maps - Flickr + Google  
to geoblogging maps by lawrenceli ... and 3 other people ... on 2005-05-13 ...

HousingMaps craigslist housing google  
to maps lawrenceli ... and 446 other people ... on 2005-05-13 ... copy this i


The History of Sampling  
to music visualizer by lawrenceli ... and 253 other people ... on 2005-05-10 ...

LGBT-CRC of Stanford University - Supporting Stanford

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Example: flickr

Quentin Lee, Filmmaker  
(Drift, Ethan Mao)



Uploaded on August 20, 2006  
by aweigend

aweigend's photostream  
1,186 photos  
View as slideshow

This photo also belongs to:

- Quentin Lee (Set)  
25 photos  
View as slideshow
- aweigend's favorites 2 (Set)  
41 photos  
View as slideshow

Tags

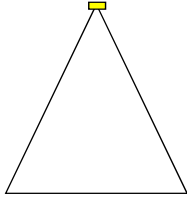
- Quentin Lee
- qlcc
- Aug06
- LA

Would you like to comment?

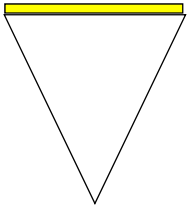
58 Sign up for a free account, or sign in (if you're already a member).

What is happening now?  
新世界

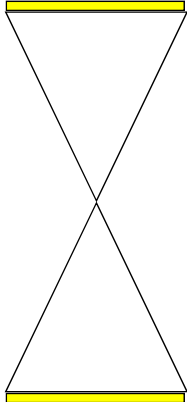
- ▶ Empower millions of users to contribute  
上百万网民共同参与
  - del.icio.us: tag web pages  
网页书签
  - flickr.com: tag photos  
照片书签
  - 43things.com: tag your goals  
目标书签



One-to-many  
一对多

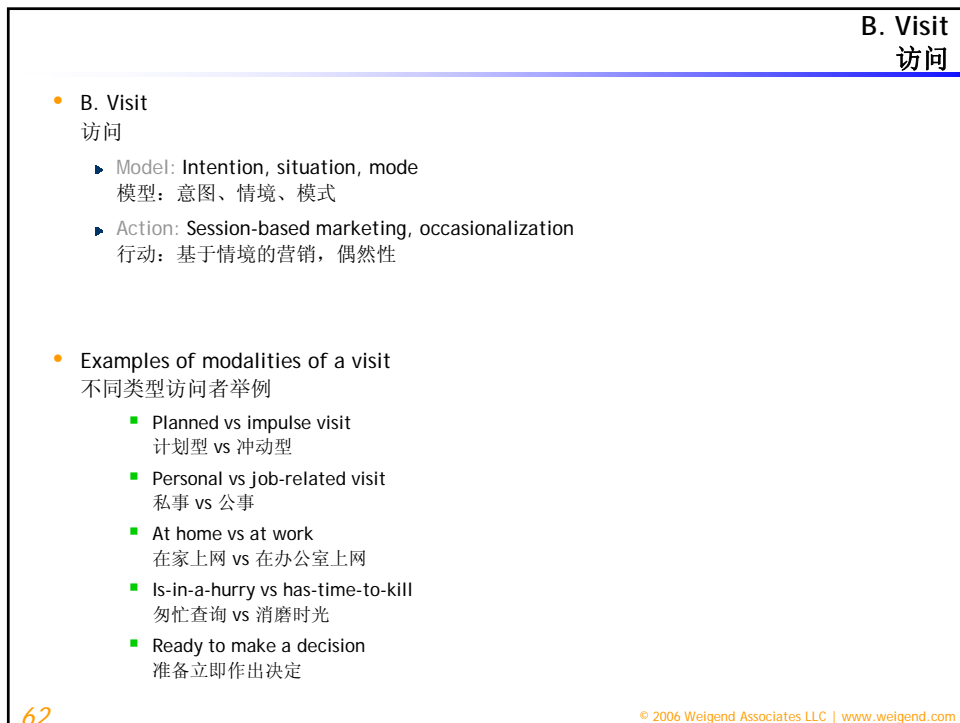
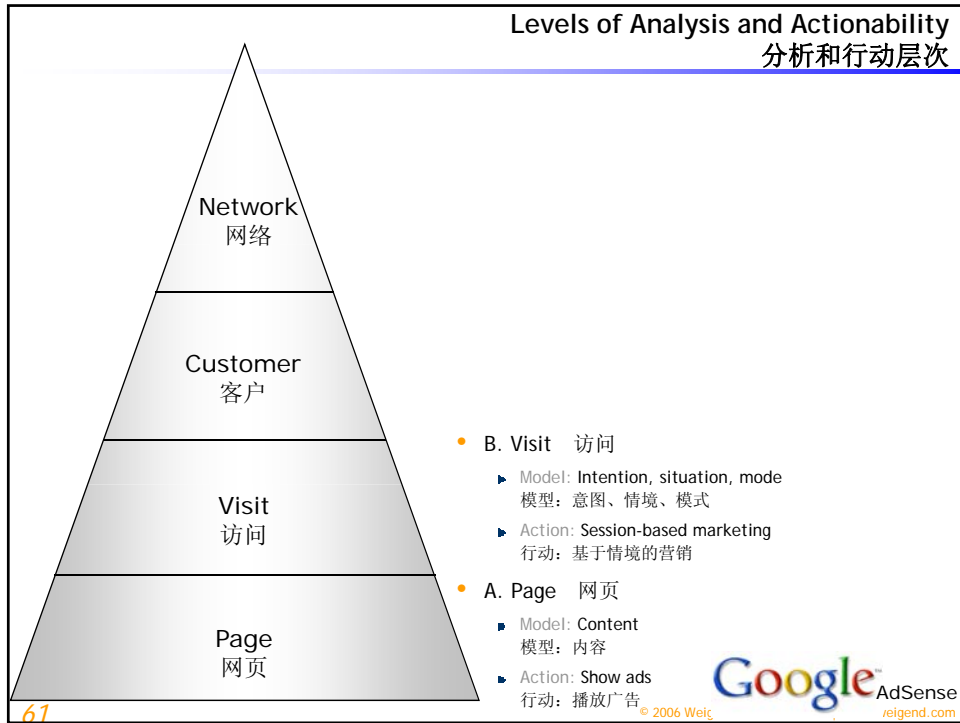


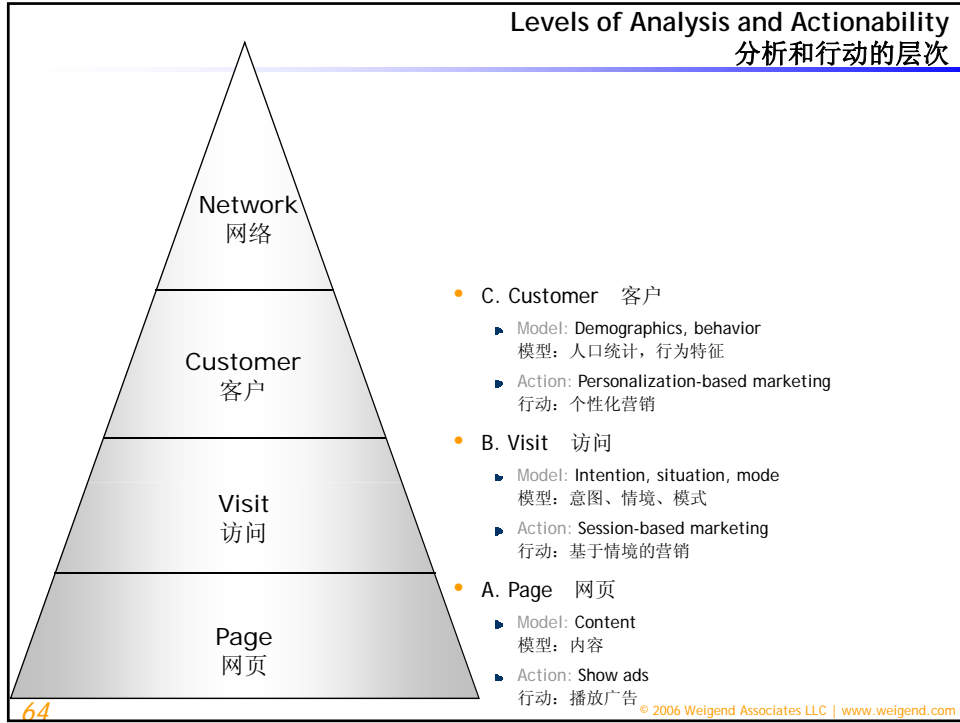
Many-to-one  
多对一



Many-to-many  
多对多

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### C. Customer 客户

- C. Customer 客户
  - ▶ Model: Demographics, behavior  
模型: 人口统计, 行为特征
  - ▶ Action: Personalization (implicit), customization (explicit)  
行动: 个性化 (隐性), 自定义 (显性)
- Attributes of an individual customer 个体消费者的特征
  - Influencability 可塑性
  - Navigational style 浏览习惯
  - Early adopter 迅速接受新事物
  - Leader vs follower 引领潮流 vs 跟风
  - Attitude to complexity 对复杂性的态度
  - Attitude to technology (vs human) 对技术的态度 (vs 对人的态度)
  - Activity across stores 对各个店的喜好
  - Degree of price sensitivity 对价格的敏感性
  - Degree of time sensitivity 对时间的敏感性
  - Median time between clicks 点击的间隔时间
  - Level of interest in exploring 对探索的兴趣程度

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### Levels of Analysis and Actionability 分析和行动的层次

- **D. Network of customers**  
 客户网络
  - ▶ Model: **Apply social network research**  
模型: 社会网络研究的应用
  - ▶ Action: **Discounts, better service**  
行动: 打折, 改善服务
- **C. Customer**  
 客户
  - ▶ Model: **Demographics, behavior**  
模型: 人口统计, 行为特征
  - ▶ Action: **Personalization-based marketing**  
行动: 个性化营销
- **B. Visit**  
 访问
  - ▶ Model: **Intention, situation, mode**  
模型: 意图、情境、方式
  - ▶ Action: **Session-based marketing**  
行动: 基于情境的营销
- **A. Page**  
 网页
  - ▶ Model: **Content**  
模型: 内容
  - ▶ Action: **Show ads**  
行动: 播放广告

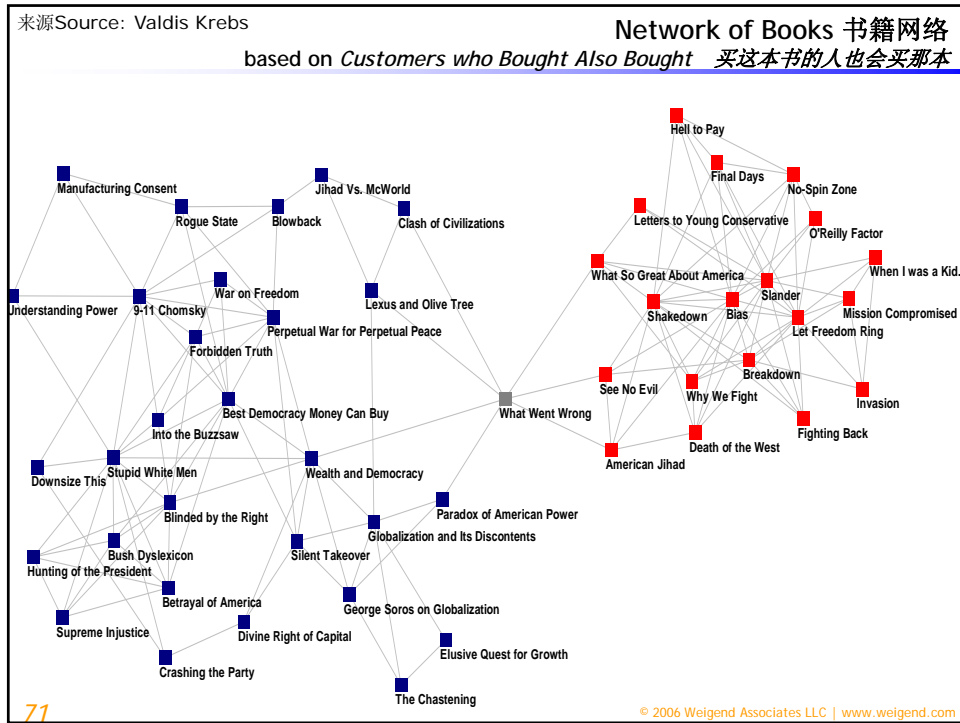
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### D. Network of Customers 客户网络

- **D. Network of Customers**  
 客户网络
  - ▶ Model: **Apply social network research**  
模型: 社会网络研究
  - ▶ Action: **Discounts, better service for opinion leaders**  
行动: 打折, 为高影响力人士提供更好服务
- **“Customer Lifetime Value” has two components**  
 “客户生命价值”有两个组成部分
  - ▶ **Intrinsic value**  
内在价值
  - ▶ **Network value**  
网络价值
    - **Characterizes amount of influence**  
显示该客户的影响力
- **Application**  
 应用
  - ▶ **Amazon.com’s *Share the love***  
亚马逊网站“分享美妙”
  - ▶ **Send discount to others of item just purchased, and obtain credit towards future purchase if at least one of the recipients also buys that item (within a week)**  
鼓励网友向朋友推荐刚购买的产品, 如朋友在推荐后(一周内)也买了该产品, 则享受折扣, 而原推荐者则可得到一定积分, 可凭此在下次购买时享受优惠

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### What blogs are linking to weigend.com?

http://www.technorati.com/search/http://www.weigend.com?cc=umsxb6j9za

Getting Started | Latest Headlines | post to del.icio.us | my del.icio.us | Andreas S. WEIGE... | Technorati This! | Add to ThisNext

Home · Popular · Discover · Favorites · Watchlists Sign up · Sign in · Help

**Technorati™** Search for  in

Home / Search / Results for http://www.weigend.com

**Technorati Tools**

**Become a member!**  
Organize your favorite blogs, add your photo and more.

**Claim your blog**

**Ping us**

**Technorati Mini**  
View constantly updated "conversation" in a mini window on your desktop.

**Browser buttons**

**Browser plugins**

**Developer Center**

**Andreas S. WEIGEND, PhD**

Rank: 80,579 (52 links from 34 blogs)

URL: http://www.weigend.com

Updated: 115 days ago

**70 links to this URL sorted by**

**Media-Blog**

8 days ago in [Media-Blog](#) · 13 blogs link here

der ehrenamtlich arbeitenden Bürger-Journalisten = Blogger bedienen. Hätten die lieber mal den Erfinder des AAL-Prinzips (Andere Arbeiten Lassen) **Andreas Weigend** als Berater gebucht: er kennt die zahlreichen Formen von User Generated Content bzw. das Streben der Unternehmen, diesen

**Media-Trends und Stolpergefahr: Wenn Verleger...**

**accenture**  
High performance. Delivered.

Click here to learn more and sign up

Chris Anderson's blog: LongTail.com (Aug 16 2006 entry)

The Long Tail: How to say Long Tail in Japanese (and Chinese and...) - Mozilla Firefox

http://www.longtail.com/the\_long\_tail/2006/08/how\_to\_say\_long.html

Getting Started Latest Headlines post to del.icio.us my del.icio.us Andreas S. WEIGEND Technorati This! Add to ThisNext

## The Long Tail

A public diary on themes around my book



Subscribe to this sidebar's feed (XML)

**Long Tail comment elsewhere...**

Might the Long Tail actually reduce choice?  
 Nick Carr notes a NYT column that suggests that if all content is "unbundled" and forced to fend for itself, the cultural products subsidized by commercial junk may go away. Carr writes: "It's not a sure thing, in other words, that an a la carte menu will end up giving us the widest possible array of choices. Rather than promoting the creation of a "long tail" of diverse products, unbundling may end up pushing even more economic rewards to the "hits," squeezing out a lot of the good stuff." My take: unless he's referring to the number of mediocre album tracks that

« [The Long Tail of idiocy and masturbation](#) | [Main](#) | [What do people really want in music?](#) »

August 16, 2006

**HOW TO SAY "LONG TAIL" IN JAPANESE (AND CHINESE AND...)**

ロングテール.  
 Pronounced "Rongu tee-ru."

*(Thanks to Kevin Kelleher for the pronunciation correction, and YF Juan for the further correction in the comments)*

**UPDATE: Other languages:**

**In Chinese it's:**  
 长尾

**About**

The Endless Choice Is Creating Unmistakable Demand



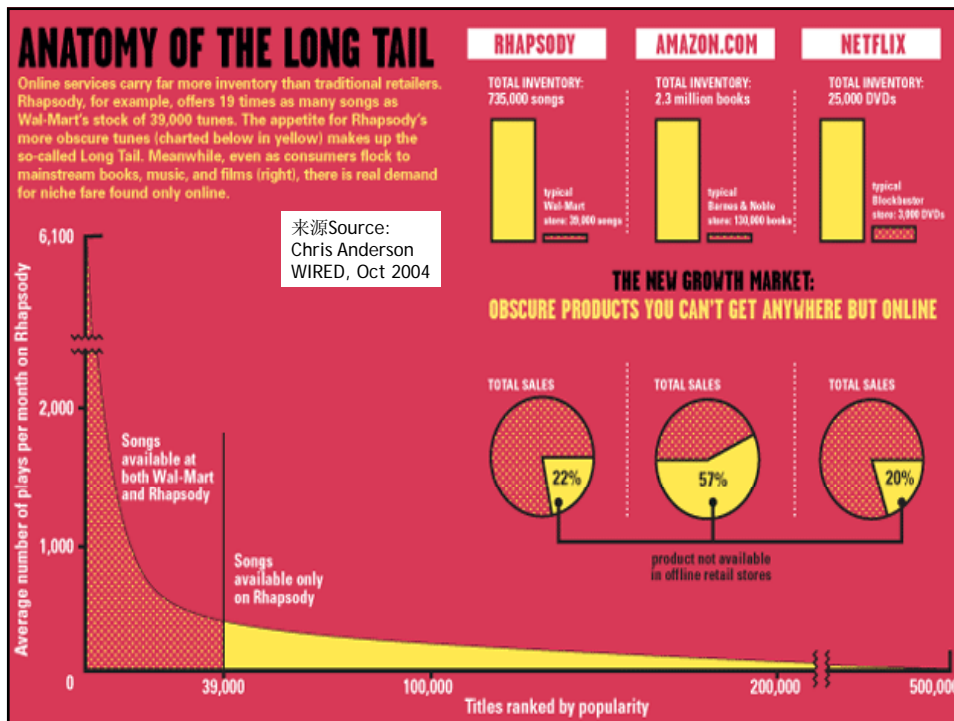
**The Long Tail**

Why the Future of Business Is Selling Less of More

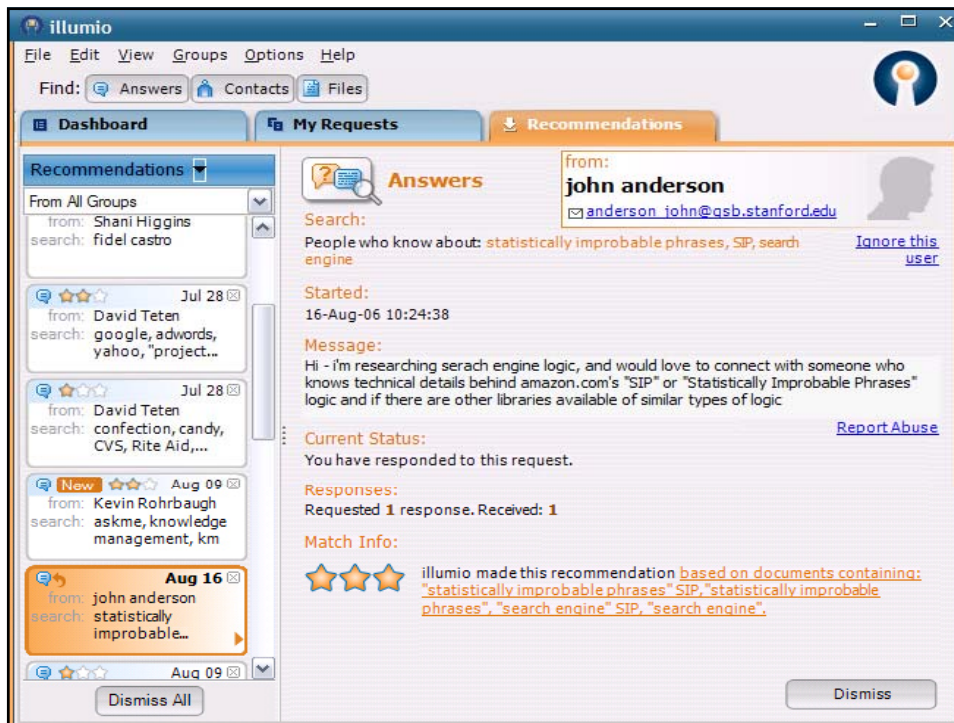
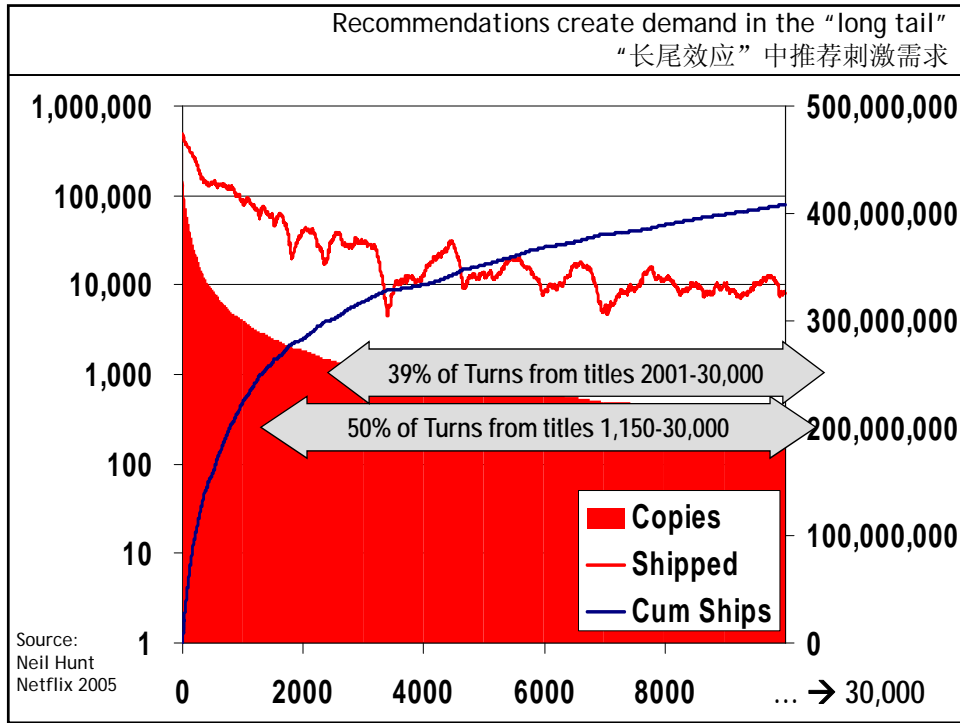
CHRIS ANDERSON

**Now available!**

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[Barnes & Noble](#)  
[Also available as an audiobook!](#)



来源Source:  
 Chris Anderson  
 WIRED, Oct 2004



#### 4. Interaction

- 1. Data Analysis
  - ▶ Data mining: Description, prediction
  
- 2. Architectures of Experimentation
  - ▶ A/B test, active learning, survey design...
  
- 3. Architectures of Participation
  - ▶ Remember, share, discover
  - ▶ Empower and incentivize people to contribute
  - ▶ Self-expression
  
- 4. Architectures of **Interaction**

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#### Who is checking me out?

Members whose contact page I have recently viewed

All contacts of my contacts

My contact page

---

**Your openBC status**

Andreas Weigend, you're logged in.

Users online now 8.301

New messages 19

Contacts to confirm 7

Phone conferences 0

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
[Data protection](#) | [Premium Groups](#) | [Press](#) | [Jobs](#)

Search Power search My search agents

Your choice

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<< Back | Forward >> [RSS feed for this page](#)

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 <a href="#">Tarun Langhart-Thakkar</a> EDS	Click in contacts of Frank Meyer
 <a href="#">David An</a> WEB.DE (United Internet AG)	Search for first name, last name
 <a href="#">Lars Weigend</a> FH-Muenster	Search for first name, last name
 <a href="#">Barbara Baur</a> Barbara Baur	Click in contacts of Dr. Sarah Spiekermann
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*People & Data*

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