

## WEB 2.0 AND GENERATION ME SUMMARY SHEET

*Bart Caylor, Brainstorm February 2007*

### *Generation Me*

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Defined by Jean Twenge, Ph.D., in her book as the generation born in 1970 or later, which includes Gen X, Gen Y, and Millennials. Typical traits:

- Products of the self-focus generation (has never known duty before self)
- Have grown up with computers
- Have had computers on desk in workplace from day one.
- Electronic communication is the norm and preference

SUBSET OF GENME IS MILLENNIALS. TRENDS INCLUDE:

- The need to collaborate and to share socially
- The need to express and be creative
- They expect direct access in their communications....they sometimes seem to have more audacity in the way they want to access superiors than those from a more modern perspective
- They are driven with information and content more so than an older demographic (and can instinctively understand when they are being "sold")
- They demand flexibility and want to be worked with on their terms.

TRENDS WITH WEB 2.0 MATCH THOSE OF THE GENERATION ME

- Social Networking sites are websites that provide the ability to build relationships through the context of their site. Quite frequently, user generated content (expression) is a big part of these sites.
- Mashups are terms for sites that utilize content from one source (often databases, public facts, etc.) and "mash it up" with other another source's web programming (such as Google Maps, etc.) to create a new and unique site.
- Direct Communication, through various forms, is a major key of Web 2.0. Includes instant messaging, etc.
- Permission-based communication is the key
- Search and Mobile also play a big part of the 2.0 strategy

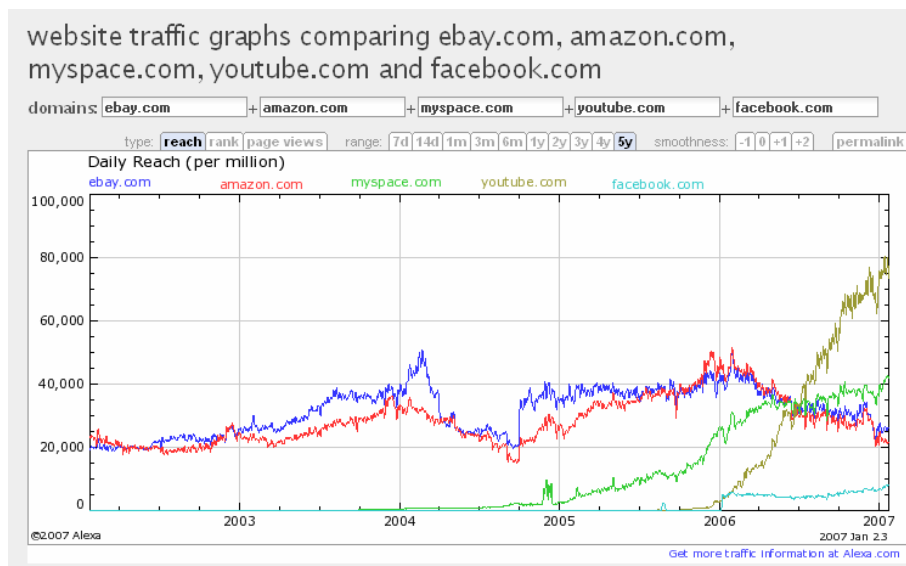
The success of the growth of Web 2.0 is ushered in by the new speed of broadband and mobile devices. Nearly 72% of all homes with Internet access are now with broadband speeds, up from 56% in 2005. Increased 3G network coverage (DSL speeds) for mobile access continue to be added to cellular networks that will increase the ease and availability of content delivery through those devices.

## Social Networking and User-Generated Content

Social networking sites are websites that are focused on the context of relationships. Social context and interaction provide the content and many often revolve around shared interests and/or relationships. Many social networking websites include user-generated content, or information that is uploaded freely by other users with little or no moderation, and the content is often built upon through collaboration from other contributors through comments or direct editing and modification. Marketwire.com reported that nearly 70% of mothers are involved in some kind of social networking site to trade ideas and information.

As of this writing, many of the top sites on the internet are arguably Social Networking sites. MySpace.com is the largest and fastest growing social networking site. It contains features such as:

- An open community of over 140 million users
- Open communication between members through instant message chats, comments, and email.
- Most users are over 35, but active users are younger
- Site is surrounded by criticism from privacy advocates, and has been the context for a number of crimes and other exploits.
- 280,000 users signing up daily.



The daily reach of social networking sites such as MySpace and Youtube.com has recently outpaced internet heavyweights such as Amazon and EBay, pointing to the impact these sites are having in the online world.

### Content:

- Blurbs, Blogs, Multimedia
- Friendspace
- Comments
- Profile Customization
- Music and Musicians
- Bulletins, Instant Messaging, Groups

Others sites that have social networking components:

- Facebook.com (Traditionally college centric social site)
- Flickr (Social site congregating around photos)
- YouTube.com (User-Generated/Social Networking Site)
- Second Life (Virtual Reality World with US\$700 Million GDP...real money exchanged for goods and services)
- Many other traditional sites (i.e. newspapers and news organizations) are adding social networking components to their offerings.

## *Mash Ups & Widgets*

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Mashups are hybrid websites or web based applications that combine content from more than one source for an integrated experience. Examples include:

- Google Maps combined with Healthcare Data
- EBay pricing combined with Amazon listings
- See programmableweb.com for a comprehensive list

Widgets are portable parts of a website that can be inserted into pages and tools with minimal effort. Examples include Youtube.com, Netvibes.com RSS reader, and Yahoo.com start pages.

Mashups and widgets are starting to be combined with mobile devices and desktops to deliver web content outside of the confines of the web page itself. Users then have customizable dashboards of content that is delivered to them. Blogs are often delivered via RSS through this method.

## *Electronic Communications*

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Email and Permission-Based Marketing continues to be a key way of generating relationships. Email and other direct marketing methods that have “opt-in” provide a narrow focused audience that has expressed a direct interest in the marketing material that an organization has to share. This will continue to be the trend (see *The Long Tail*) as consumers deal with an array of information and look for ways to control and organize such information that is of interest to their needs. 57 million blogs are currently online, with around 2 coming online every second.

Some of the methods of direct communications include the following:

- Email
- Instant Messaging/Chat
- Comment Threads – MySpace, Blogs
- Text Messaging (SMS)
- Skype (VOIP)
- Podcasting/Vodcasting with Voice Comments
- RSS (Blogs and Podcasting delivery)

## *Search*

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Future of the web is in being able to “be found.” Development in Search Engine Optimization (SEO) and Pay Per Click (PPC) advertising is continuing to increase in importance. Google has recently surpassed any other outlet as the largest media advertiser. This is done through small increments as opposed to large placement fees.

## *Mobile*

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The mobile market continues to be a growing area for content delivery. In 2006, mobile devices outnumbered desktop computers 2:1. As the demand for more mobile computing increases, there will also be an increase and opportunity in the demand for content specific for the mobile context. Apple’s I-Phone will change the landscape of the mobile device and bring it closer to the desktop paradigm. Mobile devices are growing to include:

- Text Messaging
- Entertainment Hub
- Remote Controls
- Medical Monitors
- E-payments
- Internet Access/Information
- Voice Calls

## BIBLIOGRAPHY

The following are resources, both websites and books, which are informative toward learning about Web 2.0:

### SOCIAL NETWORKING SITES TO REVIEW:

[www.myspace.com](http://www.myspace.com)  
[www.facebook.com](http://www.facebook.com)  
[www.flickr.com](http://www.flickr.com)  
[www.digg.com](http://www.digg.com)  
[www.delicious.com](http://www.delicious.com)  
[www.amazon.com](http://www.amazon.com)  
[www.ebay.com](http://www.ebay.com)  
[www.secondlife.com](http://www.secondlife.com)  
[en.wikipedia.org/wiki/Social\\_networking\\_sites](http://en.wikipedia.org/wiki/Social_networking_sites)

### MASH-UP SITES TO REVIEW:

[www.frapp.com](http://www.frapp.com)  
[maps.google.com](http://maps.google.com)  
[www.programmableweb.com](http://www.programmableweb.com) (directory)  
[www.411sync.com](http://www.411sync.com)

### WIDGET SITES TO REVIEW:

[www.google.com/ig](http://www.google.com/ig)  
[www.yahoo.com](http://www.yahoo.com)  
[www.netvibes.com](http://www.netvibes.com)  
[www.pageflakes.com](http://www.pageflakes.com)

### BLOGS:

[www.micropersuasion.com](http://www.micropersuasion.com)  
[www.mashable.com](http://www.mashable.com)  
[scobleizer.wordpress.com](http://scobleizer.wordpress.com)  
[blog.brainstormbrand.com](http://blog.brainstormbrand.com)  
[delicious.com/popular](http://delicious.com/popular)

### BLOG READERS:

[www.bloglines.com](http://www.bloglines.com)  
[www.netvibes.com](http://www.netvibes.com)  
[www.pageflakes.com](http://www.pageflakes.com)  
[www.yahoo.com](http://www.yahoo.com)  
[www.google.com/ig](http://www.google.com/ig)

### BOOKS:

<i>The Long Tail</i>	Chris Anderson
<i>Wikinomics</i>	Don Tapscott and Anthony D. Williams
<i>Blog</i>	Hugh Hewitt
<i>Naked Conversations</i>	Robert Scoble
<i>Buzz Marketing</i>	Mark Hughes
<i>Generation Me</i>	Jean M. Twenge, PhD
<i>One to One Marketing</i>	Don Peppers and Martha Rogers
<i>Permission-Based Marketing</i>	Seth Goldin

### MAGAZINES:

*Business 2.0*  
*Fast Company*  
*Wired*  
*Inc.*