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NEW LANGUAGES, NEW SIGNS

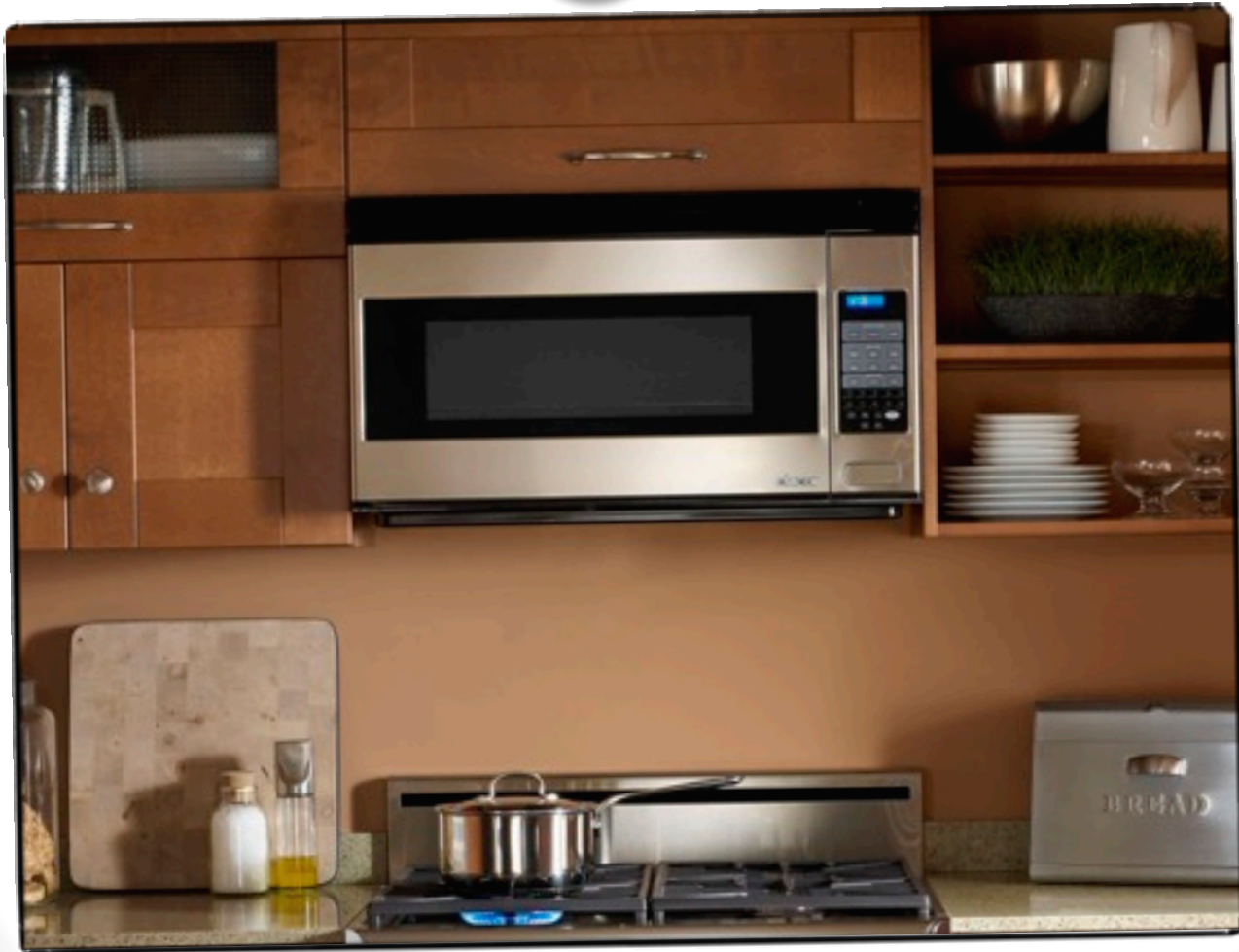
MICHAEL TCHONG

FOUNDER & CHANGE AGENT, SOCIAL REVOLUTION

UBERTREND – NOUN

[PRONUNCIATION: UEBER-
TREND]: **A MAJOR MOVEMENT,
PATTERN OR WAVE EMERGING
IN THE CONSUMER LIFESTYLE
THAT RIPPLES THROUGH
SOCIETY LEAVING MANY
SUBTRENDS IN ITS WAKE.**

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TIME COMPRESSION

THE ACCELERATION OF
LIFE

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GLOBAL REVOLUTION

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ARAB SPRING: FIRST SOCIAL MEDIA

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REAL REVOLUTION:
REINVENTION THROUGH DIGITAL

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**“TO CELEBRATE THE
#JAN25 REVOLUTION,
EGYPTIAN NAMES HIS
FIRSTBORN ‘FACEBOOK.’”**

TECHCRUNCH 19-FEB-11

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**TWITTER'S SECRET
HANDSHAKE – HASHTAGS,
WORDS OR PHRASES
PRECEDED BY THE # SYMBOL,
HAVE BEEN POPULARIZED ON
TWITTER AS A WAY FOR
USERS TO ORGANIZE AND
SEARCH MESSAGES.**

TECHCRUNCH 19-FEB-11

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**TWITTER HANDLES &
HASHTAGS: TV USES SOCIAL**

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**SOCIAL INTEGRATION: “SUITS”
DRIVES TWITTER TRAFFIC**

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VOGUE ITALIA

#OVERTHETOP



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HASHTAG FILM MARKETING: PROMETHEUS

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HASHTAG FILM MARKETING: PROMETHEUS

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**HASHTAG KEYWORD
MARKETING: U.K. ROYAL**

LAST WEEK, **MCDONALD'S**
LAUNCHED A TWITTER
CAMPAIGN USING THE HASHTAG
#MCDSTORIES; IT WAS HOPING
THAT THE HASHTAG WOULD
INSPIRE HEART-WARMING
STORIES ABOUT HAPPY MEALS.
INSTEAD, IT ATTRACTED
SNARKY TWEETS AND
MCDONALD'S **DETRACTORS**
WHO TURNED IT INTO A
#BASHTAG TO SHARE THEIR
#MCDHORRORSTORIES.

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KSENIYA SOBCHAK

HER TWITTER FEED IS ONE
OF RUSSIA'S MOST
POPULAR, WITH MORE THAN
367,000 FOLLOWERS. HER
SUPPORT OF THE PROTEST
MOVEMENT HAS HELPED
MAKE IT FASHIONABLE



**“TV SCREENING OF 1986
JAPANESE ANIME FILM SETS
25,088 TWEETS PER
SECOND RECORD, SAYS
TWITTER.”**

MEDIA BISTRO 14-DEC-11

**“TWITTER PROVIDED AN
EARLY ACCOUNT OF THE
2010 CHOLERA OUTBREAK
IN HAITI...INFORMATION THAT
HEALTH OFFICIALS WOULDN'T
REPORT UNTIL TWO WEEKS
LATER.”**

MASHABLE 10-JAN-12



ONLINE OXYGEN

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**“THE TNS ‘DIGITAL LIFE’
SURVEY OF INTERNET USERS
AROUND THE WORLD FOUND
IN SEPTEMBER 2010 THAT
ON AVERAGE, SURFERS
SPENT 4.6 HOURS A WEEK
ON SOCIAL SITES, COMPARED
WITH 4.4 HOURS ON E-MAIL,
THE MOST COMMON INTERNET
ACTIVITY.”**

EMARKETER 04-NOV-10

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**“ERYKAH BADU, ONE OF THE
WORLD’S FINEST SINGERS, IS
SO IN LOVE WITH TWITTER
THAT, EVEN IN THE LATTER
STAGES OF A HOME BIRTH,
SHE TWEETED WHILE SHE
SQUEEZED.”**

CNET NEWS 03-FEB-09



BANNED FOR “TOO MUCH FBING”

**“ITALIAN CRUISE SHIP’S
DANGEROUS PATH POSTED
TO FACEBOOK BEFORE
CRASH.”**

MASHABLE 17-JAN-12

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GM ONSTAR WITH FACEBOOK

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**“CHEVROLET IS COMING OUT
WITH A NEW FEATURE THAT
WILL LET DRIVERS **UPDATE
THEIR FACEBOOK STATUS IN
THEIR CAR.** WELL FINALLY, I
**WAS GETTING SO BORED
TALKING AND TEXTING!”****

JAY LENO, THE TONIGHT SHOW 09-FEB-11



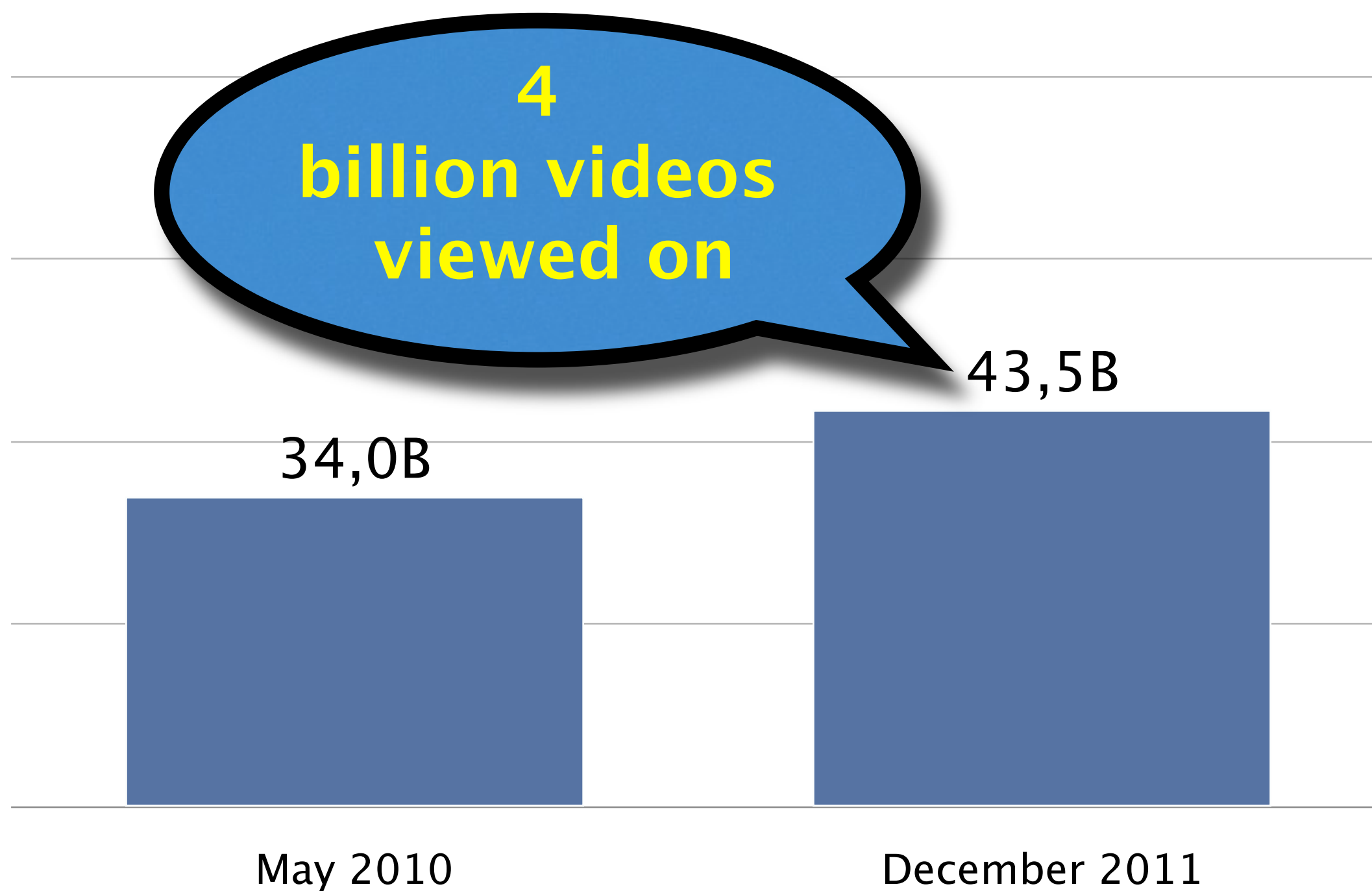
SOCIAL SHARING



MADE **OBSOLETE** BY THE
MOBILE PHONE



ONLINE VIDEOS VIEWED BY TOTAL U.S. INTERNET AUDIENCE



COMSCORE 24-JUN-10, 17-JAN-12, YOUTUBE

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April 2010: 30 billion
videos viewed by U.S.
(comScore)
Sept. 2011: The total U.S.
Internet audience
engaged in 39.8 billion
video views.



SOCIAL SHARING: YOUTUBE

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“SOCIAL NETWORKING”

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HEY, FACEBOOK IS DOWN \$#*!

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**FOMO: FEAR OF
MISSING OUT**

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*Always up late?
Always last to leave the party?
You may be afflicted with:*

FOMO

FEAR OF MISSING OUT

THERE IS NO KNOWN CURE.

**GNARLY
TEXTER:
REINA
HARDESTY**

**A 13-YEAR-OLD GIRL FROM
LAKE FOREST, CALIF.**

**RACKED UP 14,528 TEXT
MESSAGES IN JAN. 2009.**



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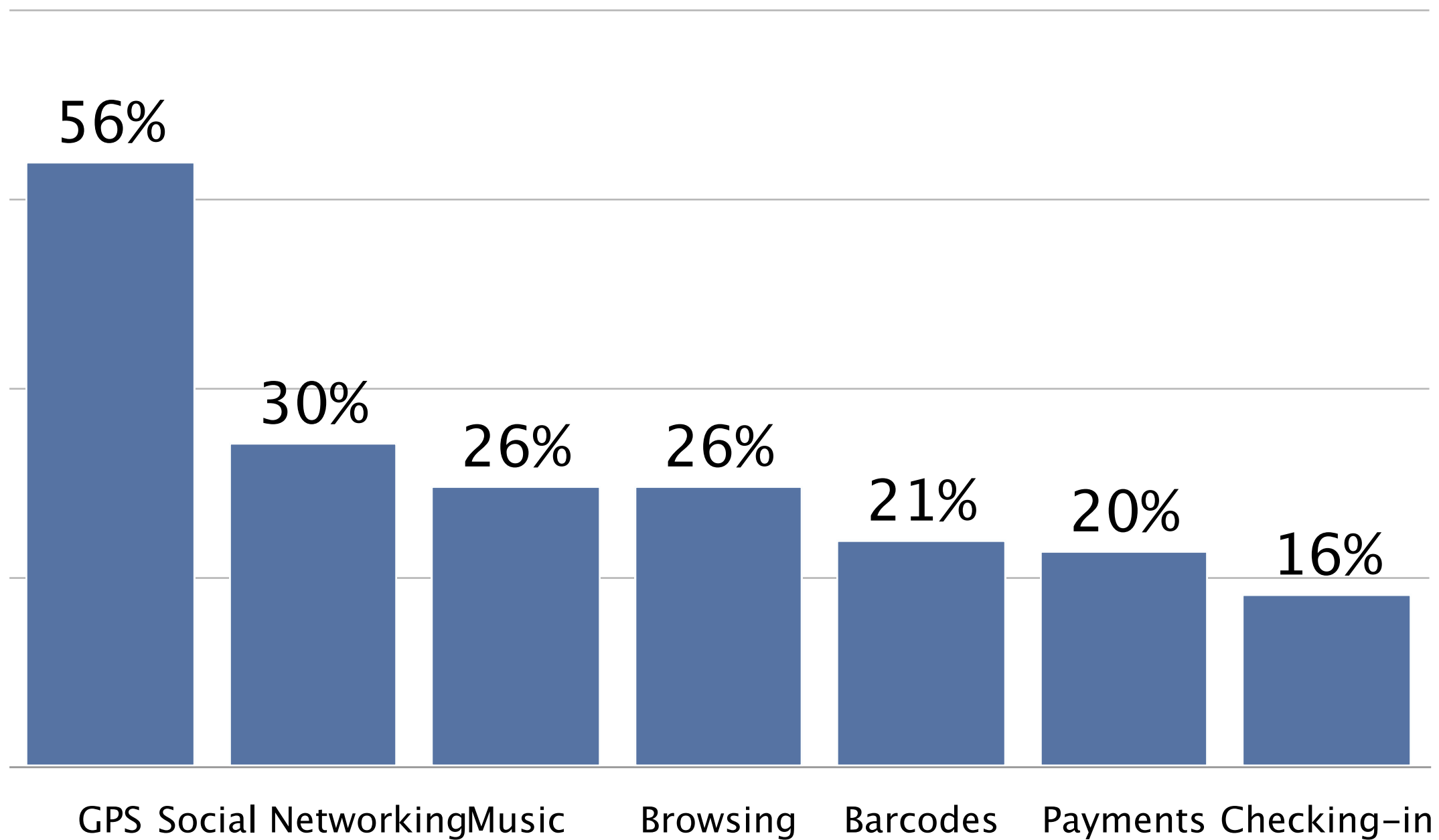


ALWAYS

IN TOUCH



MOST VALUED SMARTPHONE APPLICATION FEATURES



NIELSEN 12-SEP-11

PHONE CULTURE: HYPNOTIC SOCIETY

OUR ADDICTION TO
THE MOBILE PHONE
IS PALPABLE,
HYPNOTIC



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MULTITASKING

SAVING TIME IN A POST-MODERN ERA



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**10-YEAR-OLD BOY FROM
LORETO, MILAN SAVED BY**

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**“ 1 6-YEAR-OLD TAMPA GIRL
SAVES IPOD, GETS HIT BY
TRUCK.”**

CNET 22-MAY-09



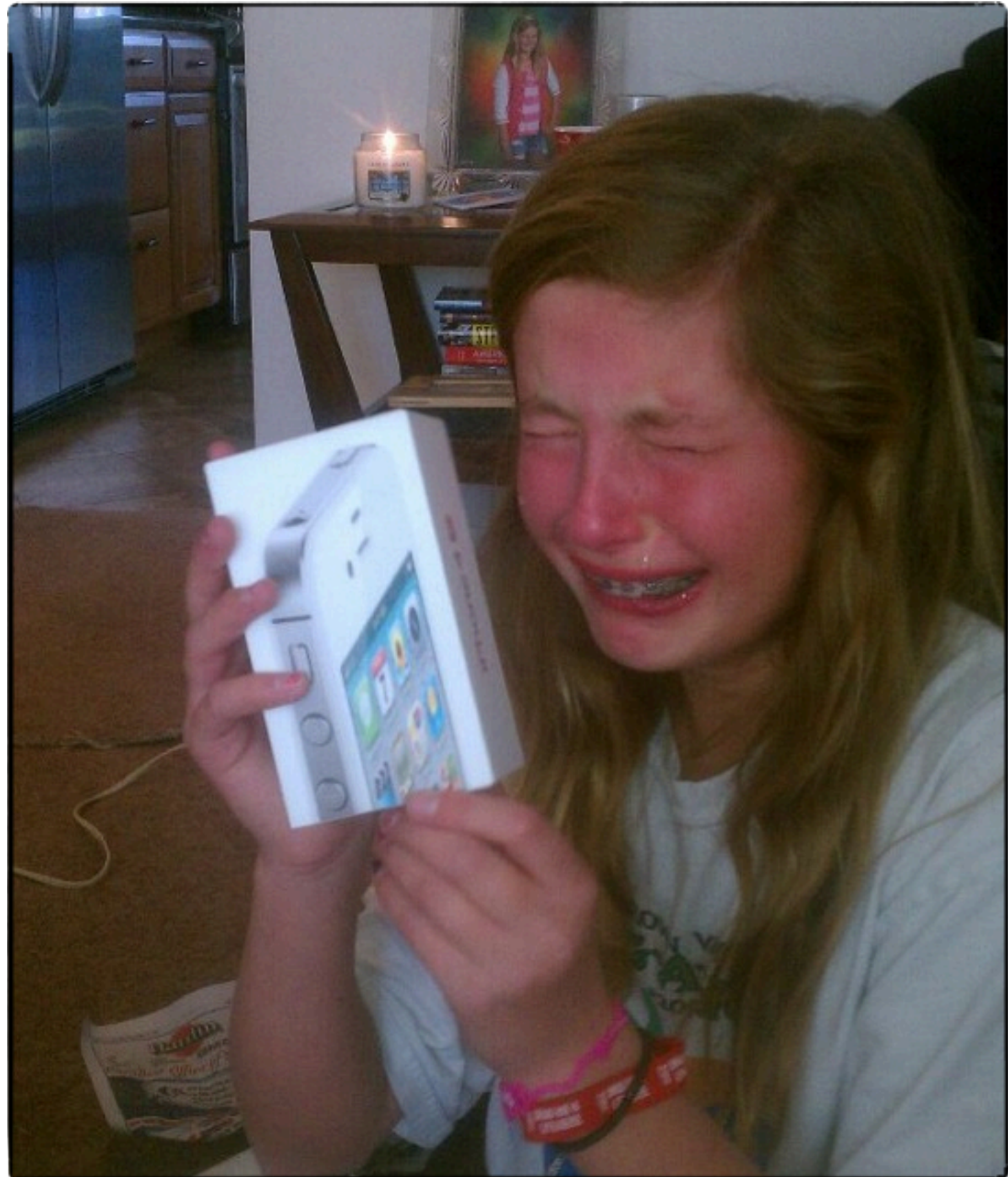
Oh My Lady
Gaga, is the
new saying,
courtesy of



OMG!

OMG!
IPHONE
LOVE

**OUR LOVE OF THE
IPHONE IS WORTH
CRYING OVER**



**“THE OXFORD ENGLISH
DICTIONARY HAS DECIDED TO
ADD A FEW OF THE WEB’S
FAVORITE PRONOUNCEMENTS
TO THEIR LEXICON. AMONG
THEM ARE STANDOUTS **OMG,**
LOL AND FYI, JOINING THEIR
COMPATRIOTS IMHO AND
BFF.”**

ENGADGET 24-MAR-1 1



CHAT CULTURE: ESSO GAS STATION IN BRITISH COLUMBIA

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MULTI-MEDIA TASKING

**“69% OF TABLET OWNERS
WATCH TV AND SURF THE
WEB SIMULTANEOUSLY.”**

NIELSEN, TECHCRUNCH 27-APR-12

**“IL ‘MILD COGNITIVE
IMPAIRMENT’ (MCI)
COSTITUISCE UN’ENTITÀ CON
CARATTERISTICHE ‘DIGITAL
LIFESTYLE’.”**

MICHAEL TCHONG 05-JUL-12

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THE IPADIFICATION OF SOCIETY

**“69% OF CHILDREN AGED
2-5 CAN OPERATE A
COMPUTER MOUSE, BUT ONLY
11% CAN TIE THEIR OWN
SHOELACES.”**

**AVG RESEARCH; 2,200 “DIGITAL DIARIES”
MOTHERS IN 10 COUNTRIES 24-JAN-11**

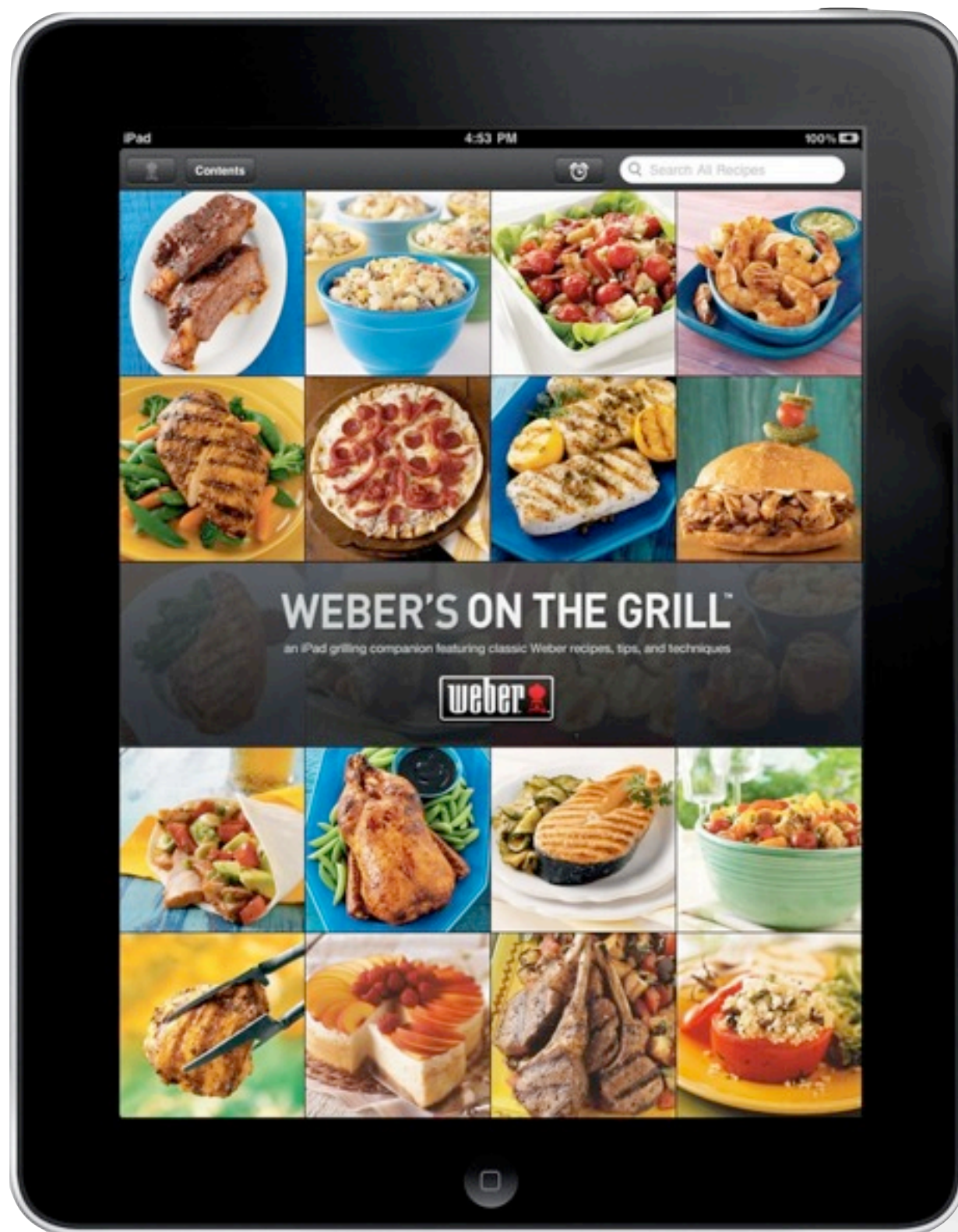
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IPAD BABY



WEBER APP



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BELKIN CHEF STAND + STYLUS FOR IPAD

**“TWENTY-SIX PERCENT OF
EUROPEAN DOCTORS USE AN
IPAD PROFESSIONALLY.”**

**“TAKING THE PULSE EUROPE,” MANHATTAN
RESEARCH 15-FEB-12**

**“IPAD REVOLUTIONIZES
ICONIC HOTEL BEL-AIR’S
ROOM SERVICE. THESE DAYS,
75% OF PEOPLE WHO ORDER
ROOM SERVICE PLACE THEIR
ORDER VIA THE IPAD
INCLUDED IN THEIR ROOM.”**

USA TODAY 26-APR-12

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IPAD KIOSKS: TASTI D-LITE

RESTAURANTS ARE
SEIZING ON THE IPAD
TO PROVIDE NEW MENU
“FRONT ENDS”







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THE IPADIFICATION OF MASS MEDIA

**“42% OF TABLET OWNERS
USE THEM DAILY WHILE
WATCHING TV (57% CHECK
EMAIL, 44% SURF FOR
UNRELATED INFO OR VISIT
SOCIAL NETWORKS).”**

NIELSEN OCT-11

**“AMONG PEOPLE WHO WATCH
ON TABLETS, 63% HAVE
USED A TABLET EVEN WHEN
THEY COULD HAVE WATCHED
THE SAME SHOW ON A TV
SET.”**

**“THE NEW AGE OF TELEVISION,” CHADWICK MARTIN
BAILEY 22-FEB-12**

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COX IPAD TV APP

**“PEOPLE NOW WATCH VIDEOS
NEARLY 30% LONGER ON
TABLETS THAN DESKTOPS.”**

Ooyala Video Index, TechCrunch 12-Nov-11

**“A NEW COLLABORATION TO
MEASURE IPAD USAGE
ANNOUNCED WEDNESDAY BY
DISNEY-ABC TELEVISION
GROUP AND NIELSEN
REFLECTS THE GROWING
INDUSTRYWIDE URGENCY TO
UNDERSTAND THE DEVICE’S
IMPACT ON MEDIA
CONSUMPTION, WHICH EVEN IN
ITS EARLY DAYS IS SHAPING
UP TO BE PROFOUND.”**

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“LAST YEAR, **FOR THE FIRST TIME IN 20 YEARS,** THE NUMBER OF **TV HOUSEHOLDS DROPPED TO 114.7 MILLION,** FROM 115.9 MILLION, DESPITE A RISE IN THE NUMBER OF HOUSEHOLDS IN THE COUNTRY. ON THURSDAY, NIELSEN SAID **THE FIGURE HAD DROPPED FURTHER, THIS TIME TO 114.1 MILLION.**”

NIELSEN, THE NEW YORK TIMES 03-MAY-12



WHAT DO YOU LIKE TO SEE IN DIGITAL MAGAZINES?

RANK	ATTITUDES OF TABLET OWNERS TO DIGITAL MAGAZINES
1.	72% WOULD PREFER THAT DIGITAL MAGAZINES BE FORMATTED THE SAME WAY
2.	70% WOULD LIKE TO BE ABLE TO BUY ITEMS BY CLICKING ON THE ADS
3.	70% WOULD LIKE ELECTRONIC ADS THAT ARE PERSONALIZED TO THEIR INTERESTS
4.	67% WOULD RATHER READ A DIGITAL VERSION OF A MAGAZINE THAN A PAPER ONE
GfK MRI 03-FEB-12	

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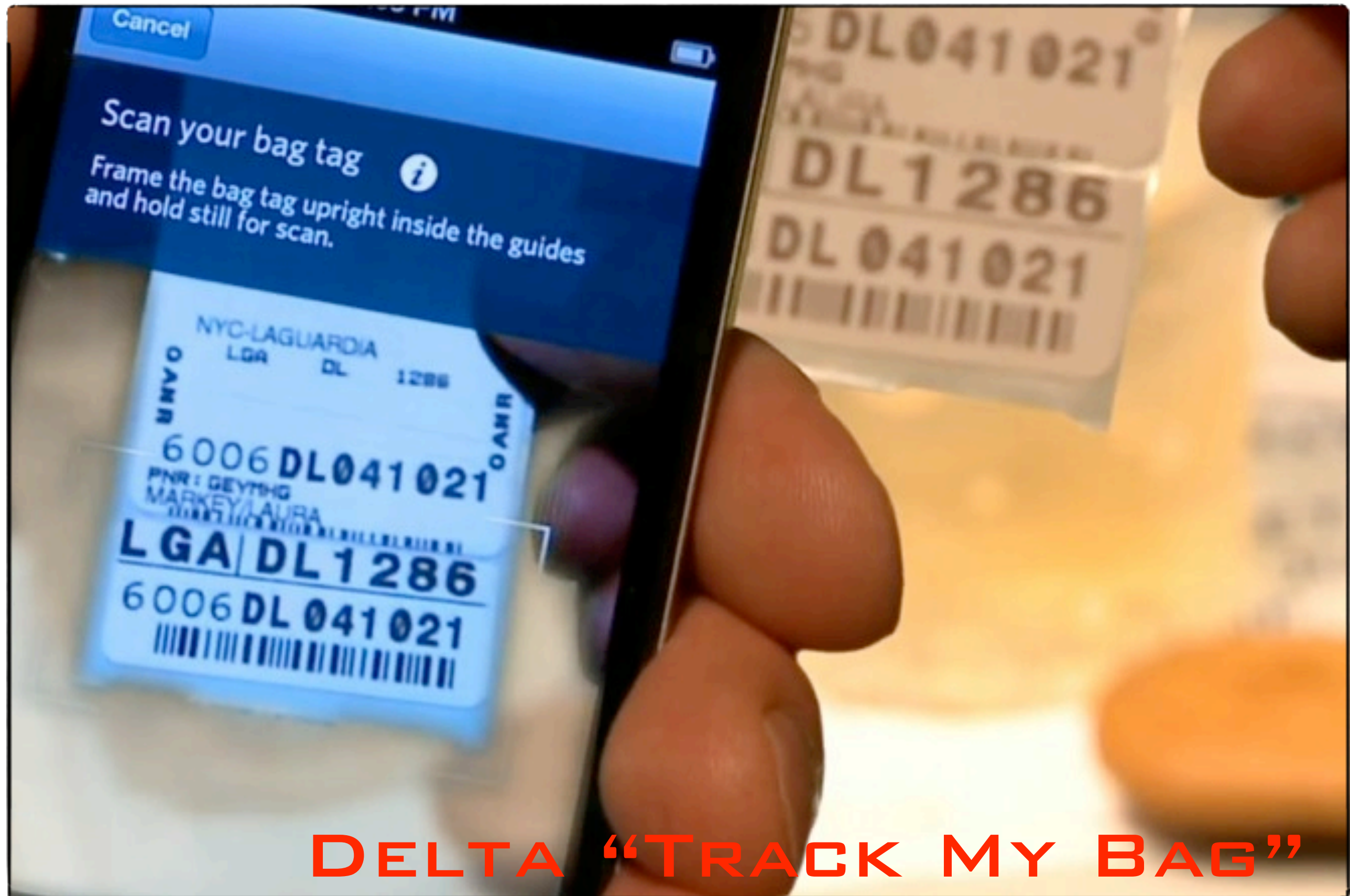
PIZZA MAKING GAME/ORDERING:
DOMINO'S PIZZA HERO IPAD APP

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RESTAURANT INNOVATION

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DELTA "TRACK MY BAG"

**“DESPITE THE RISE IN APP
NUMBERS, THE AMOUNT OF
TIME THAT PEOPLE ARE
SPENDING IN APPS HAS
REMAINED ESSENTIALLY FLAT:
COLLECTIVELY, THEY ARE
BEING USED FOR 39
MINUTES PER DAY TODAY,
COMPARED TO 37 MINUTES
IN 2011.”**

NIELSEN 16-MAY-12

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**“OUR BIGGEST LESSON
LEARNED IS THAT **SOCIAL
MEDIA CHANGES AT A PACE
THAT I THINK MARKETERS
ARE NOT REALLY USED TO.
IT’S INCREDIBLE.”****

**STEPHANIE LEAVITT, CARNIVAL CRUISE LINES
SENIOR MANAGER OF ONLINE EXPERIENCE AND
OPERATIONS EMARKETER 11-FEB-11**

**“RESEARCHERS FOUND THAT
LESS THAN 1% OF FANS OF
THE 200 BIGGEST BRANDS
ON FACEBOOK ACTUALLY
ENGAGED.”**

ADVERTISING AGE 28-FEB-12

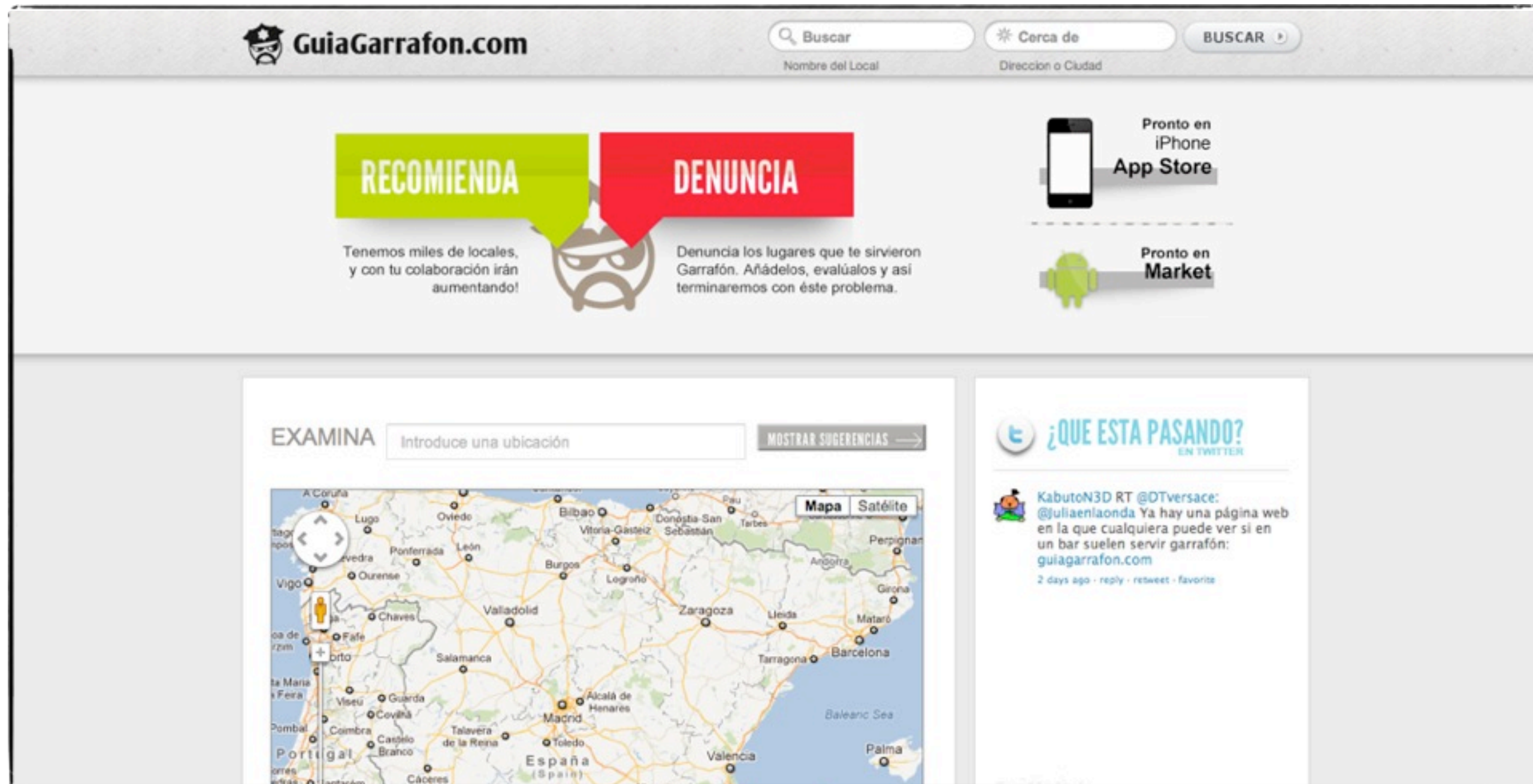
THOUGHT STARTER

THE **DIGITAL LIFESTYLE** IS
**REWRITING THE RULES OF SOCIAL
ENGAGEMENT.** AS TECHNOLOGY
BECOMES EVER MORE TIGHTLY INTERWOVEN
WITH THE FABRIC OF LIFE, A “LAPPY
CULTURE” IS INCREASINGLY **BLURRING
THE LINE BETWEEN REALITY AND
VIRTUALITY.** TO BREAK THROUGH, YOU
NEED TO **REVISIT YOUR
COMMUNICATION PLAN TO**



CROWDSOURCING

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CROWDSOURCING TRANSPARENCY:
CALLING OUT FAKE SPANISH



?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

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Pebble: E-Paper Watch for iPhone and Android

A Product Design project in Palo Alto, CA by Pebble Technology · [send message](#)

PROJECT HOME UPDATES 11 BACKERS 68,227 COMMENTS 5,436

68,227 BACKERS

\$10,188,743

PLEDGED OF \$100,000 GOAL

56 HOURS TO GO

THIS PROJECT WILL BE FUNDED ON FRIDAY MAY 18, 11:00PM EDT.

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PLEDGE \$1 OR MORE

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ABOUT THIS PROJECT

↑ Check out the video ↑

vAlore!

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SOCIAL REVOLUTION VIRALITY:
OCCUPY WALL STREET #OWS



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Sign Out

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Q

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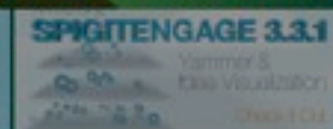
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WHAT IS SPIGIT?



WHITE PAPER

THE BUSINESS VALUE OF CROWDS

**Best
in Biz
AWARDS**

WINNER



EVENTS

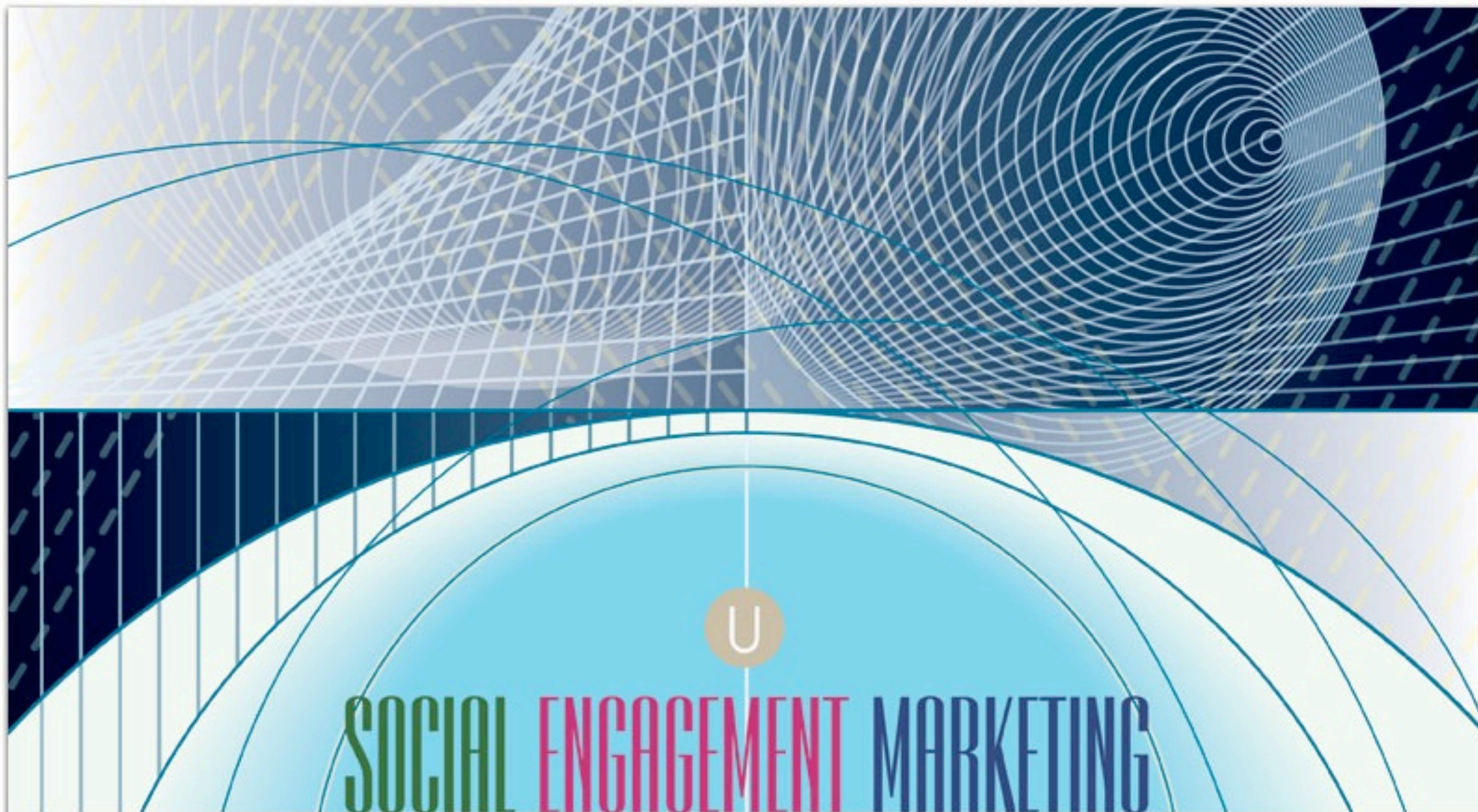
SPIGIT IS ON TOUR

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IN SUMMARY...

- TIME COMPRESSION UBERTREND **ACCELERATES LIFE** AND SHORTENS ATTENTION SPAN
- DIGITAL LIFESTYLE UBERTREND PROPELS **ONLINE OXYGEN, SOCIAL SHARING, FOMO, MULTI-MEDIA TASKING**
- IPADIFICATION OF SOCIETY **RESHAPES MEDIA AND MARKETING** LANDSCAPE
- CROWDSOURCING WILL **FUEL REVOLUTIONS IN BUSINESS, FINANCE, GOVERNMENT, HEALTHCARE**

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By Michael Tchong

Fall 2011

Ubertrends • Network History and Timelines • Global Mapping • Usage Patterns • Social Commerce
Social Media Tools • Conversation Memes • Social Graph • Facebook Pages • Social Intelligence
Listening • Link Tracking • Venture Capital • Hash Tags • User Profiles • Follower Management
Influencer Metrics • Social Gaming • Affinity Groups • Networks in a Box • Realtime Search



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