DESIGN FOR NETWORKS

USE THE INTERNET FTW
Hi.

My name is Mike Arauz, but you can call me @mikearauz.

This is where I work: UNDERCURRENT

#DESIGNFORNETWORKS // @MIKEARAUZ // MAY 2010
#DESIGNFORNETWORKS
Clay Shirky, author of *Here Comes Everybody*

“...we are living in the middle of a remarkable increase in our ability to share, to cooperate with one another, and to take collective action, all outside the framework of traditional institutions.”
WE WILL BE JUDGED BY OUR ABILITY TO ENGAGE AND EMPOWER A NETWORK
THINGS USED TO BE SIMPLE
THINGS
GOT
DIGITAL
“The increasingly widespread practice of people coming together for **effective** purposes changes our sense of who the other is.”

Yochai Benkler, author of *The Wealth of Networks*
IMAGINE A WORLD FULL OF PEOPLE WHO HAVE GROWN UP TAKING GOOGLE, LINUX, AND WIKIPEDIA FOR GRANTED
WHAT THE INTERNET IS GOOD FOR:

- Awareness
- Persuasion
- Sharing
- Cooperation
- Collective action
SENDING LOLCATS TO YOUR FRIENDS HAS NEVER BEEN EASIER.
PASS ALONG
IS MADE OF
PEEEEOOPLE!!!
ADAPTED FROM RESEARCH BY HENRY JENKINS AND THE CONVERGENCE CULTURE CONSORTIUM AT MIT

WHY WE SHARE

- STRENGTHEN MY BOND
- DEFINE OUR COLLECTIVE IDENTITY
- GIVE ME STATUS
<table>
<thead>
<tr>
<th>PROBLEMS</th>
<th>= NOT RELATING TO WOMEN</th>
<th>= RELATING TO WOMEN</th>
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### ALMOST 30,000 VIEWS ON BUZZFEED WITHIN THE FIRST 48 HOURS

<table>
<thead>
<tr>
<th>Source</th>
<th>ALL TIME</th>
<th>THIS WEEK</th>
<th>TODAY SO FAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>28,023</td>
<td>28,023</td>
<td>2,814</td>
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<tr>
<td>BUZZFEED</td>
<td>7,646</td>
<td>7,646</td>
<td>884</td>
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<tr>
<td>VIRAL</td>
<td>20,377</td>
<td>20,377</td>
<td>1,930</td>
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<thead>
<tr>
<th>Source</th>
<th>ALL TIME</th>
<th>THIS WEEK</th>
<th>TODAY SO FAR</th>
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</thead>
<tbody>
<tr>
<td>DIRECT</td>
<td>3,794</td>
<td>588</td>
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<tr>
<td>SEARCH</td>
<td>175</td>
<td>51</td>
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<tr>
<td>REFERRER</td>
<td>16,408</td>
<td>1,231</td>
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<tr>
<td>NETWORK</td>
<td>222</td>
<td>47</td>
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<tr>
<td>BF.COM</td>
<td>7,424</td>
<td>837</td>
<td></td>
</tr>
</tbody>
</table>

### WIDGET CLICK RATE
- TOTAL SHARED: 164
- TOTAL UNIQUES: 25,764
- TOTAL CLICKS: 6,780

### REFERRING DOMAINS
- gorillamask.net: 11,729
- facebook.com: 15,955
- twitter.com: 613
- google.com: 613
- flowingdata.com: 296
- asylum.com: 216
- rock92.com: 200
- ow.ly: 143
- thedw.us: 120
- fastcompany.com: 117

#DESIGNFORTHEWEB // @MIKEARAUZ // MAY 2010
WE WILL SHARE WHETHER YOU LIKE IT OR NOT
WE’VE WATCHED OVER 1 MILLION CAT VIDEOS TO HELP YOU FIND THE BEST ONES.
JANE MCGONIGAL, GAME DESIGNER, SPEAKING AT THE NEW YORKER CONFERENCE, 2008

WHY WE PLAY

| ACCOMPLISH SATISFYING WORK | SPEND TIME WITH PEOPLE I LIKE | GET GOOD AT SOMETHING | BE PART OF SOMETHING BIGGER |

FOSTERING SUSTAINED ENGAGEMENT

#DESIGNFORTHEWORK // @MIKEARAUZ // MAY 2010
ADAPTED FROM "MOVING THE CROWD AT THREADLESS"
BY DAREN C. BRABHAM

CROWD MOTIVATIONS

$  

MAKE / WIN MONEY

OPPORTUNITY TO WIN WORK

HONE MY SKILLS

BE PART OF A COMMUNITY

ADDICTED TO PARTICIPATING

#DESIGNFORNETWORKS // @MIKEARAUZ // MAY 2010
Ford drives success with social media

Carol Kral October 19, 2009

Ford Motor Company, a 104-year-old mainstay of American manufacturing that has long relied on traditional media to promote its products, has a fairly sophisticated approach to social media. The carmaker says its strategy hinges on a dual philosophy of both being present in the conversation and consistency in execution.

“We subscribe to the Woody Allen theory of social media: 90% of social media is just showing up,” said Scott Murray, global digital and communications manager at Ford Motor Company, in his keynote remarks on Sunday at the Direct Marketing Association DM49 annual conference. While that presence is important, he added that it’s not enough. Marketers need to have a consistent strategy. He said he subscribes to the “Yogi Berra theory,” which says “it’s the other half’s hand.”

Murry said Ford’s strategy is “we connect and humanize the company by connecting with constituents with Ford employees and value in the process.” To do so, Ford has social profiles on social networks such as Facebook and Twitter. These are the Twitter conversations Ford has with customers.

1,000 Orders for 2011 Ford Fiesta in 6 Days

Good news for Ford and the Fiesta, the first design to make it over to these shores from the “European Fleet.” Since their reservation site launched six days ago, Ford has taken over 1,000 orders for the compact, following on the viral marketing scheme that is the Fiesta Movement. Note that buyers don’t have incentives; customers who reserve now will get both SYNC and the Premium Sound Package ($395) for free. Hopefully we’ll get to test a U.S.-spec car soon.

Why Ford is Winning on the Social Web

Mark Gurman, the founder/CEO of digital marketing agency and technology incubator MuckRock, and social media-tracking service Trendsmap

It’s no secret that American car companies are in trouble these days. With those troubles comes a huge spike in buzz for each respective company. Some would argue, despite the bad news, the increased public focus is an opportunity for auto brands to repopulate in the market. Here is a quick look at how the buzz levels out of Detroit is playing out and who is making strides.

American car buzz on the social web

To quantify this buzz level, here is a look at the news coverage and for context, coverage of Italy. Discussion at the social web on this topic has increased dramatically over the past few weeks, although the European news buzz has remained consistently higher than its American counterpart.
FARMVILLE WORKERS OF THE WORLD, UNITE AND RISE UP!

COLLECTIVE ACTION
COLLECTIVE ACTION: Getting a group of people to work together towards a shared goal.
DON'T EXPECT THIS TO BE EASY
UNDERSTANDING + ALIGNMENT
A FOUNDATION FOR ENGAGING A COMMUNITY
MIT’s Center for Collective Intelligence has collected and analyzed 250 examples of web-enabled collective intelligence.
THE ELEMENTS OF ORGANIZING GROUP ACTION
THE COLLECTIVE INTELLIGENCE GENOME

GOAL
CREATE      DECIDE

PARTICIPANTS
CROWD      HIERARCHY

TOOLS/METHODS
(CREATE)  (GROUP DECISION)
COLLECTION  VOTING
CONTEST  AVERAGING
COLLABORATION  CONSENSUS

MOTIVATIONS
MONEY
GLORY
EXPERTISE
SOCIAL
SATISFYING WORK
BE PART OF
SOMETHING BIGGER
PERSONAL PASSION

ADAPTED FROM “THE COLLECTIVE INTELLIGENCE GENOME”, BY THOMAS W. MALONE, ROBERT LAUBACHER AND CHRYSANTHOS DELLAROCAS, MIT SLOAN MANAGEMENT REVIEW, SPRING 2010

#DESIGNFORNETWORKS // @MIKEARAUZ // MAY 2010
COLLECTIVE ACTION
BY DESIGN

#DESIGNFORNETWORKS // @MIKEARAUZ // MAY 2010
Bike to Fight Climate Change.

40% of U.S. urban travel is 2 miles or less.
90% of those trips are by car.

» Watch the video tour

» Join A Team

Help us give away $100,000! To highlight our commitment to bike advocacy and the fight against climate change, CLIF BAR is awarding a $25,000 grant to each of three nonprofit organizations helping to lead the charge.

We’ve assigned each organization to a 2 Mile Challenge team: Red, Gold and Blue. All you have to do is register, pick your team and start pedaling your bike to earn points and move the goodness forward. The winning team will earn its nonprofit an additional $25,000 grant!

#DESIGNFORNETWORKS // @MIKEARAUZ // MAY 2010
CLIF BAR
2 MILE CHALLENGE

A WORLD WHERE WE RIDE INSTEAD OF DRIVE

AN AGGREGATE COUNT OF MILES RIDDEN INSTEAD OF DRIVEN

PEOPLE WHO LOVE RIDING BIKES

IT’S BETTER FOR ME AND SOCIETY TO RIDE MY BIKE

PEOPLE DOING THE 2 MILE CHALLENGE

I GET CREDIT FOR RIDING INSTEAD OF DRIVING

COMMUNITY

PARTICIPANTS

WHY

MOTIVATIONS

VALUES

HOW

TOOLS / METHODS

BEHAVIORS

RECORDING MY RIDING, UPDATING MY STATUS

TWITTER, FACEBOOK, DAILY MILE, 2MC PLATFORM

#DESIGNFORNETWORKS // @MIKEARAUZ // MAY 2010
IF YOU ONLY REMEMBER 3 THINGS...
ALL EXPERIENCES NOW TAKE PLACE IN THE CONTEXT OF A NETWORK OF CONNECTED PEOPLE
2 UNDERSTAND THE VALUES, BEHAVIORS, AND SHARED VISION OF THE PEOPLE YOU WANT TO CONNECT WITH
LOOK FOR WAYS TO SHARE, COOPERATE, AND ORGANIZE COLLECTIVE ACTION
THANK YOU.

Say hi on Twitter: @mikearauz

Read more: mikearauz.com

Blog: mikearauz.wordpress.com