




weconverse  
PARCOURSLAB

don dillman @ aapor 2002

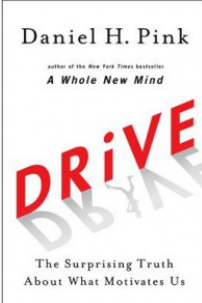


Guest Book  
**Don A. Dillman**  
Social and Economic Sciences Research Center  
Washington State University


My main memory of that experience is going to meetings to face the skeptical discussants [...] how doubtful they were that I could collect accurate information on the telephone

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why do it?



Daniel H. Pink  
author of the New York Times bestseller  
*A Whole New Mind*  
**DRIVE**  
The Surprising Truth About What Motivates Us



**AUTONOMY**  
**MASTERY**  
**PURPOSE**

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leading question



who gives us meaning?

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cleaning up



Salut  
METSOLAT  
SEX AND THE CITY  
REDERIET  
KOTIKATU  
THE WEST WING  
Desperate Housewives  
RAMSON

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broadcast history



KDKA, Pittsburgh 1920

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broadcast history



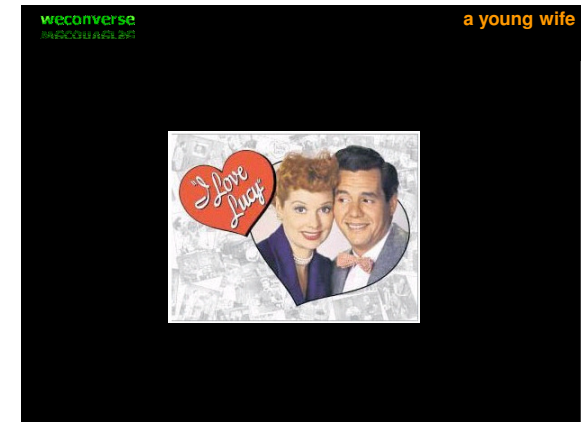
OXYDOL  
SUPER  
OXYDOL



William Procter & James Gamble, 1837 -



Ma Perkins, 1933



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**The trend**

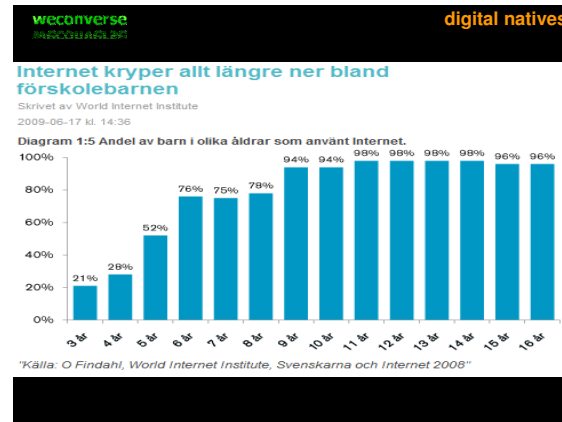


"IN 2009, MORE DATA WILL BE GENERATED BY INDIVIDUALS THAN IN THE ENTIRE HISTORY OF MANKIND THROUGH 2008."

- ANDREAS WEIGEND,  
FORMER CHIEF SCIENTIST,  
AMAZON.COM

23

Edelman Digital



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**40+ million, 200+ countries**

**stardoll**  
För barn, ungdomar och vuxna

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\*\*\*\*\*  
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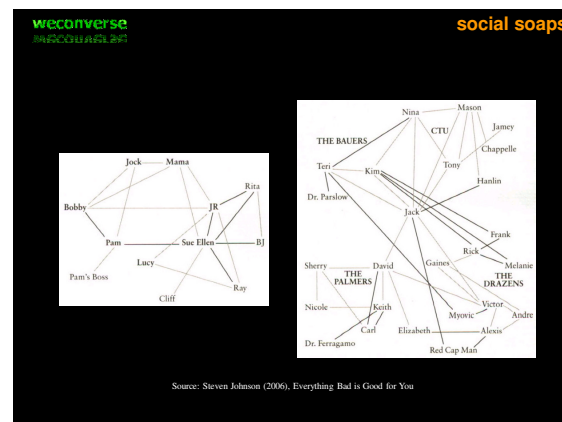
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**refocusing**



**social networks**



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**leveraging networks**

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**Leveraging Networks and Social Media in a Multinational Company**  
May 2009

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