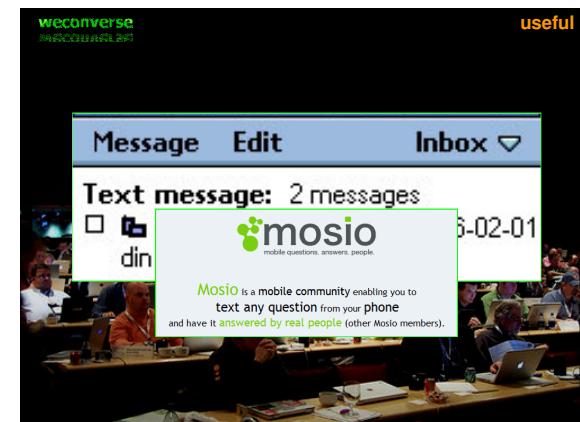
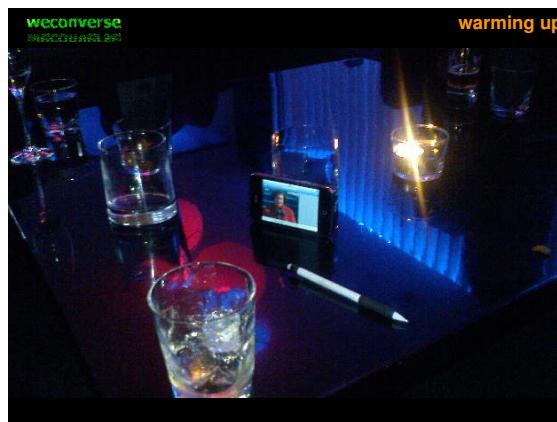
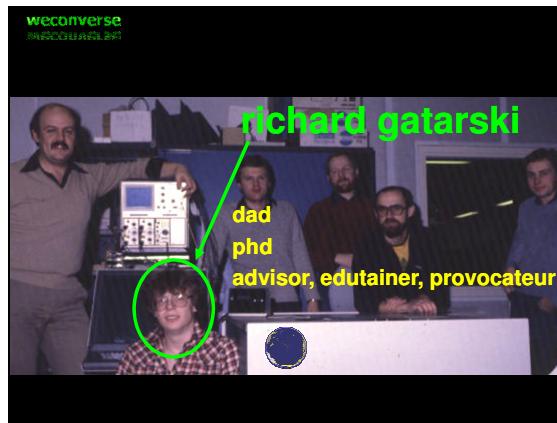
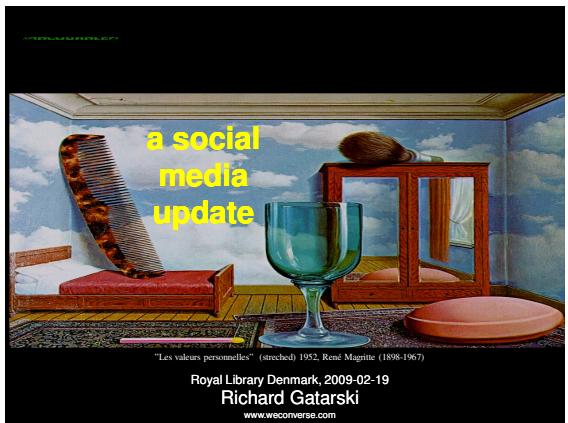
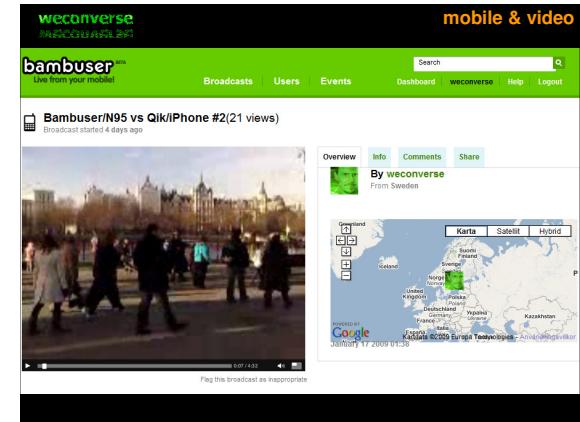
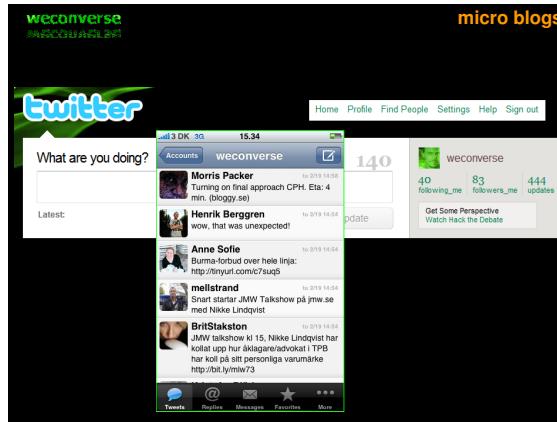
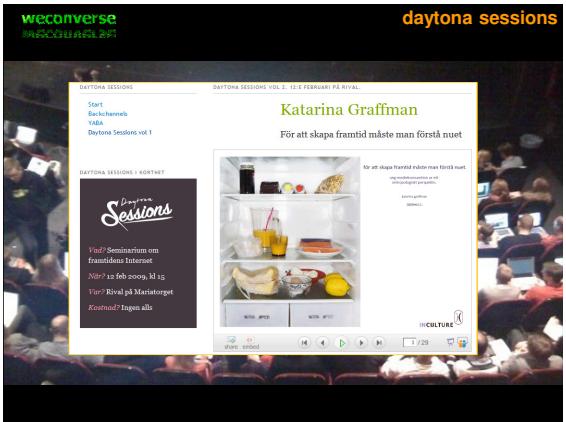


Richard.Gatarski@weconverse.com, www.weconverse.com





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on the art of writing

Some people think that internet destroys or deteriorates language with people writing 4 instead of "for" or U instead of "you". But language is a living thing.

I do not think internet is destroying language. And the fact is that people are reading more now than they ever have done. And writing more, in emails and IM and so on.

Paulo Coelho, DLD 2008

as heard by Martin Källström , www.primelabs.se

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tweens (8-14 year)

BRAND ch!ld
with Patrik B-Svabold
MARTIN LINDSTROM

Remarkable insights into the minds of today's global kids and their relationships with brands

powerful and smart consumers influence USD 1 880 000 000 / year connected brand experts

source: www.brandchild.com

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brand value

"linking value"

what the brand delivers in order to support the social links in the tribe

Bernard Cova, 1993

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we media

DECEMBER 11, 2006

HOOTEST AD SPACE IN TIMES SQUARE MAY BE ON TOURISTS' CAMERAS

Advertisers have long been drawn to Times Square as a valuable place to reach consumers, paying hundreds of thousands of dollars for space on billboards and blaring video screens, reports [The New York Times](#).

"But recently they have discovered that down on the ground, new technology has given low cost, face-to-face marketing campaigns something of a cutting edge as consumers spread their messages on the Internet.

... As a result of the growing popularity of consumer-generated pictures, videos and e-mail messages on Internet sites like [YouTube](#) and [MySpace](#), advertisers are getting consumers to essentially do their jobs for them.

When Target, the discount store operator, suspended the magician David Blaine above Times Square for two days during the week of Thanksgiving, videos shot by viewers were posted on YouTube and viewed more than 19,300 times.

On sites like [YouTube](#), [Flickr](#) and [MySpace](#), an army of tourists and residents are spreading advertisers' messages well beyond Manhattan, using their cell phones and video cameras as they walk through the marketing crossroads of the world."

emily | 08:23 AM | [How people and businesses are using videophones](#) | trackback (0) |
The Permanent Link to this page is: <http://www.fextually.org/pictureofmama/arrives/2006/12/014329.htm>

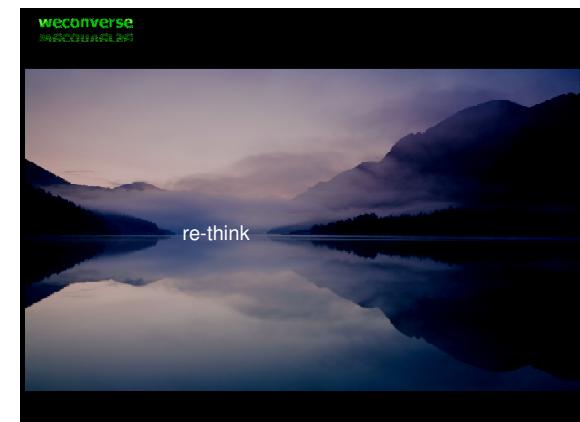
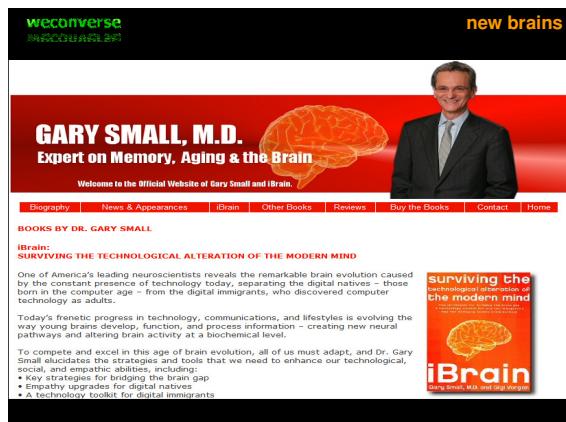
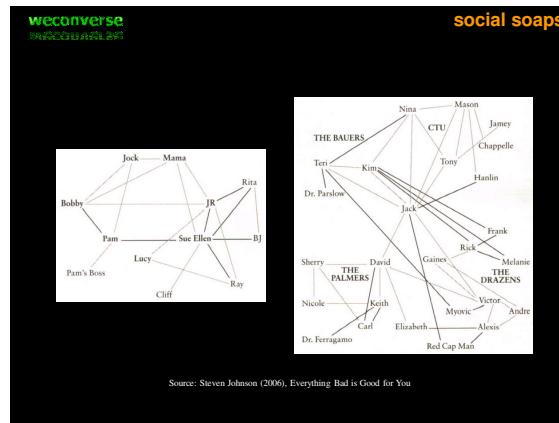
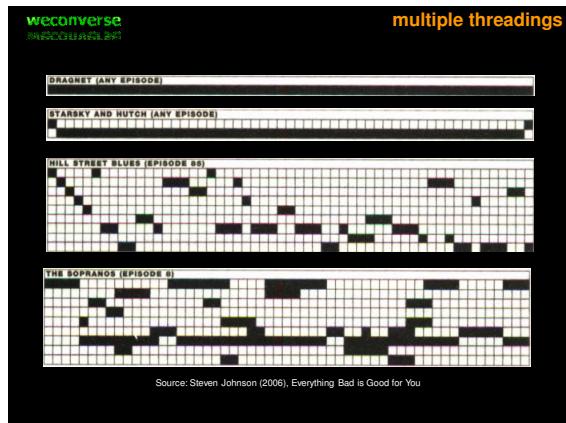
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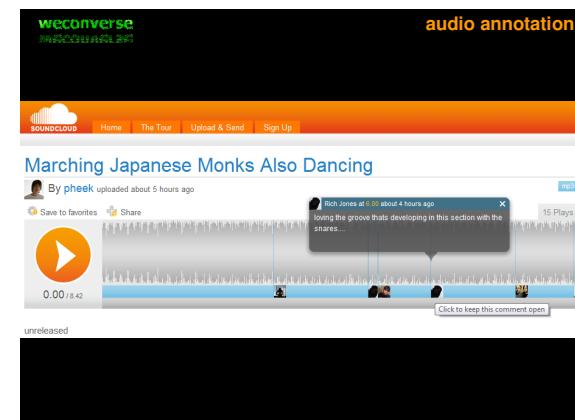
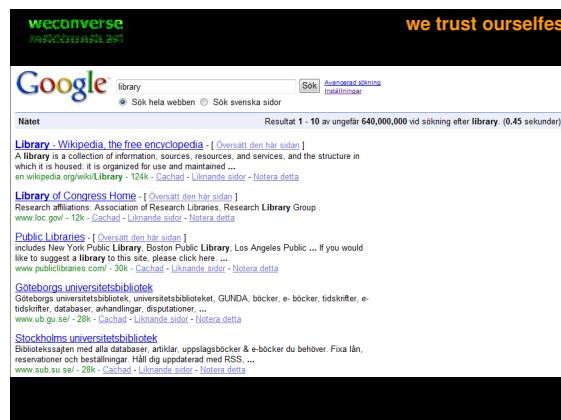
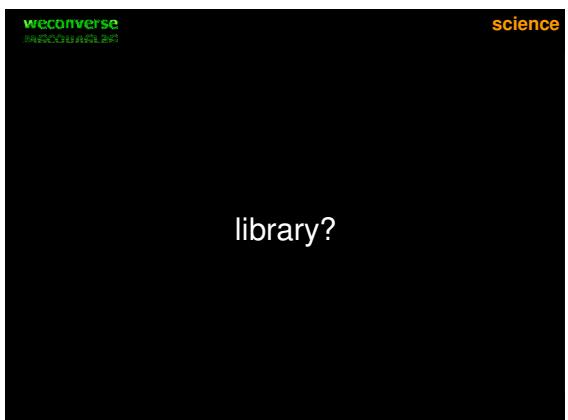
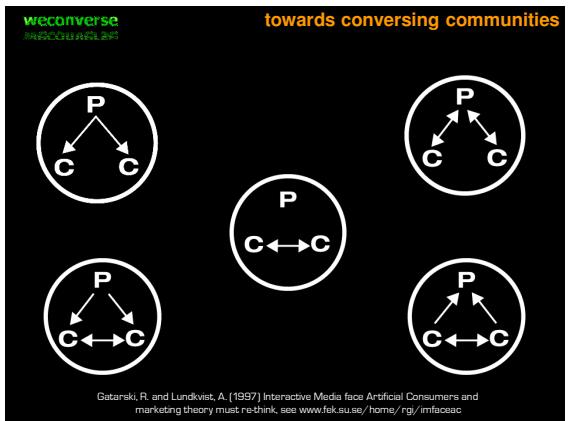
we want to do it

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reflect(ions)

multiple threadings & social networks





video annotation

Hans Rosling issues new challenges at the OECD World Forum in Istanbul

This video is Public
Professor Hans Rosling
OECD World Forum In
Also see Prof. Rosling's
OECD Istanbul Webcast

Lake: Skype isn't making much profit, ebay and the search engines make money by bringing people to...

Paused 18:04 08

nyt election guides

Barack Obama's Speech at the Democratic National Convention

By CAMERON BROWN, GABRIEL DANCE, JONATHAN ELLIS, BEN DERST, TOM JACKSON, MAGDALENA SHARPE, SARAH WHEATON

Interactive video and transcript of the senator accepting the Democratic presidential nomination in Denver on August 29, 2008.

VIDEO

TRANSCRIPT

Tom Brokaw

Gentlemen, we want to get to audience immediately, if we can. Since you last met at Ole Miss 12 days ago, the world has changed a great deal, and not for the better. We still don't know where we stand on health care reform. As you might expect, many of the questions that we have from here in the hall tonight and from around the country concern the economy, and, in fact, with global economic conditions.

I understand that you flipped a coin to determine which section of the hall you would be seated in tonight. And we're going to have our first question from over here in Section A from Alan Scheier.

Alan?

Audience Member

waypoint

questions
reflections
next big thing

weconverse
BOSTON, MA, 2007

our history

Francis Bacon 1561 - 1626

René Descartes 1596 - 1650

John Locke 1632 - 1704

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...then what

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BOSTON, MA, 2007

ORALITY and LITERACY
The technologizing of the Word
Walter J. Ong

my paperwork

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BOSTON, MA, 2007

RICHARD GATARSKI
**ARTIFICIAL
MARKET ACTORS**
Evolution of Automated
Business Interactions

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BLOGGARNA 2009

my academic web site



Richard Gatarski, PhD "realizing imaginations beyond the details"

The Web site is of a historical kind, as I am no longer affiliated with the School of Business. Hence, the pages in this directory is no longer updated or maintained. You will find fresher info at my [weconverse page](#) and/or check out [what I do with podcasting](#). Thank you for stopping by.

richard

Tips:
Affordances
Genetic Algorithms for product development

CRM Project: CRM-Ours
CRM-Nyt
About this matters

ERF:
E-commerce research forum

MarknadsAnalytikerna
Säljer den uppsatta

Dissertation.com
Capitalize your writing

Web:

[My current research interest concerns the re-invention of education for the future. Future is here understood as kids all over the world. See also the Swedish blog "Skolanärkvarn".](#) Thus, I am currently exploring details such as education consumption, e-learning technologies, new ways of organizing public education systems, e-government developments. To some extent this interest is based on my previous research about the impact of technology on any P2P communication. [Market research](#) is another area of interest. In this context, I suggested that we should (re)invent understand computer-based machines in markets (the details) not only as tools, but increasingly as artificial (im)agents.

I am currently starting a venture around podcasting consulting, including for school purposes, please visit [www.podenza.se](#).

[Current presentations](#)
[Lessons taught for academic courses I taught](#)
[Notes from my consultancy presentations](#)

[some thoughts](#)
[\[Before the bubble bursted\]](#)
[\[about authors\]](#)

[affiliation5](#)
School of Business
The Master Academy Institute
BAT - Business Art Technology

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earlier thoughts



Marketing Research in the Digital Domain
a cry from a pilgrim in the late 20th century

Richard Gatarski, rg@fek.su.se

Work-in-progress, presented at
EMAC '98 - European Marketing Academy Conference
Stockholm, May 20-22, 1998

Submitted: April 1, 1998 (PDF)
Error-corrected version: May 21, 1998 (PDF)

This page updated 2002-01-13: [\[Abstract\]](#) [\[Extra links after the presentation\]](#)

Abstract

The affect of electronic media and digital technology on the commercial world is one of the more recent themes in marketing research. In this exploding discourse, expressions such as e-Commerce, technology convergence, networked economy and digital business persistently indicates change. My aim with this paper is to initiate a discussion on how marketing research itself might go electronic. I show that existing organizations and commodities, including academic institutions and their output, are being transformed into digital forms. At the same time knowledge is becoming an increasingly important part of the global economy. These developments demand that we re-think our research practices. The main contribution of this paper is based on the argument that current practice in data generation, information analysis, scientific discussions and results dissemination are being challenged in an electronic domain. My conclusions are that we must continue the discussion and that science as we know it eventually cannot exist in a digital context.

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to blog or not to blog



Stockholms universitet

Bloggar på Stockholms universitet

NYTT LASTA BLOGGARNA

- 1. Stockholms universitet
- 2. Beas blogg
- 3. Södertörns jobb och arbetsplats-blogg
- 4. Mats Widgren
- 5. Rolf Jacobsson
- 6. handbok för ankör
- 7. Jenny Albergs blogg
- 8. Love at first sight
- 9. Göteborgs Grevebergars blogg
- 10. Juan Velasquez, PhD, researcher at Stockholm University

SENAST UPPDATERADE BLOGGARNA

- Int... jag heter... därmed är sköldunge jag en...
Författare: Yanduv Cabreiro - 2009-11-20 11:19
- Har ni någonsin sett en røy på en pizza?
Författare: Yanduv Cabreiro - 2009-11-20 13:21
- Ny bil är portas
Författare: Yanduv Cabreiro - 2009-11-20 11:53
- ddx
Författare: Leif Johansson - 2008-11-19 23:16
- Gradvisa förändringar
Författare: Mats Widgren - 2008-11-19 22:32
- SULF-kongress
Författare: Leif Johansson, Tieman - 2008-11-19 18:33
- Alpha Centauri B – kanske vårt närmaste grannplanetssystem?
Författare: Andrey Kudrman - 2008-11-19 11:26
- Förkladd gud
Författare: Rolf Jacobsson - 2008-11-19 11:24

[Sök blogg.su.se](#)
[mif.su.se](#)
[supportet.su.se](#)

Genvägar
FAQ

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vanished

Start - Företagsekonomiska institutionen - Internet Explorer erhållit från Dell

http://www.fek.su.se/home/gu/public/dissertation/gatarski_artificialis_shorty.pdf

Sökbara A-Z Kanalista öns English version

Företagsekonomiska institutionen

Stockholms universitet

Start Forskning Utbildning Externa relationer Om oss Studentwebben

Sidan kan inte hittas

Den kan vara borttagen eller flyttad. Använd navigationen eller sökfunktionen för att ta dig vidare.

Om du behöver hjälp gär att dra bra att skicka e-post till informationsavdelningen.

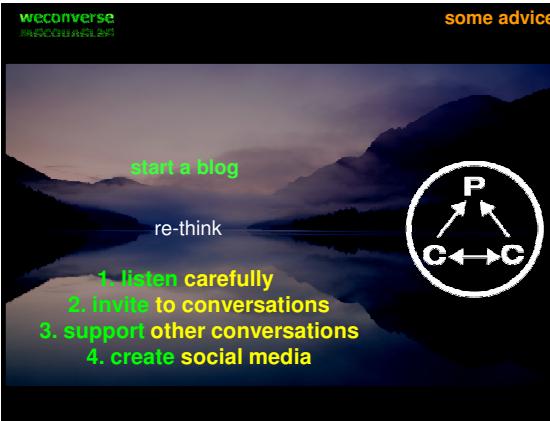
info@fek.su.se

Företagsekonomiska institutionen
Stockholms universitet, 106 91 STOCKHOLM | Telefon: 08-16 20 00

Kontakt

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BLOGGARNA 2009

some advice



start a blog
re-think

1. listen carefully
2. invite to conversations
3. support other conversations
4. create social media



weconverse
richard.gatarski (re)marks on the power of us

Home Om About Extranet Book Richard Videos FAQ Contact Testimonials English Guides

Kategorier

- english
- geeky
- gg
- skateboarderide
- gm
- podpig
- private
- public

RSS Feeds/Kanner

Confused about RSS, see FAQ

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[Posta \(sv/en\)](#) [Comments \(sv/en\)](#) [Speech synch \(sv\)](#) [Speech synth \(sv\)](#)

02 2009-02-13: The Royal Library (DK): A social media update
Posted by: Richard Gatarski in english, gg, private

As you might already know I have for a long time been impressed by the way (public) libraries have approached and advanced information technology. Therefore it is an honor, and a pleasure, to have been invited to inspire the management of the Royal Library in Denmark. My assignment this time is to share ideas and examples, in particular concerning mobile solutions.

[Minor update a few hours before the gig] I forgot to write "KB Denmark" in case anything goes wrong for that phrase. Then I fixed a photostream on Weconverse's Flickr account with "Royal Library" and your shots to kb@weconverse.com and watch them in the Flickr stream tagged with "tomb".

Recent Comments

- Andrea Lundquist om Tyck om min premiär-filmer
- Max Erik om Tyck om min premiär-filmer
- Richard Gatarski om Tyck om min premiär-filmer
- Daniel E om Tyck om min premiär-filmer

Life

- In Malmö, like sen men ingen fara
- In Malmö, like sen men ingen fara
- Thursday, 2009-02-19

Richard.Gatarski@weconverse.com, www.weconverse.com

