Online, Social & Mobile

J202

Week 11

GEORGE HUTCHINS
U.S. Marine Corps
1996-2000

1991 IRAQ - Desert Storm
1991 GULF WAR
George Hutchins
U.S. ARMY
Operation Desert Storm

JUST SAY: "NOBAMA !!"
MITT ROMNEY FOR U.S. PRESIDENT.

VFW
VETERANS OF FOREIGN WARS
MEMBER
RALEIGH, NORTH CAROLINA

NRA
NATIONAL RIFLE ASSOCIATION
MEMBER
RALEIGH, NORTH CAROLINA

VIEW LINKS AND VIDEOS BELOW !!!

NORTH CAROLINA REPUBLICAN CONSERVATIVE

George HUTCHINS For U.S. Congress
www.georgehutchins.com

NORTH CAROLINA REPUBLICAN CONSERVATIVE

GEORGE HUTCHINS FOR U.S. CONGRESS 2012 CAMPAIGN. REPUBLICAN - NORTH CAROLINA.
NORTH CAROLINA REPUBLICAN 4TH U.S. CONGRESS DISTRICT - 2012 -
{Raleigh, Durham, Apex, Cary, Morrisville, Chapel Hill, Hillsboro, Carrboro, ETC.}

SO-CALLED NORTH CAROLINA REPUBLICAN PARTY IS "FIRED,"
BY THE 2012 GEORGE HUTCHINS CAMPAIGN !!!

GEORGE HUTCHINS Wishes To Thank '1,099' May 4TH, 2010, NC 4TH U.S. CONGRESS DISTRICT GOP Voters.

GEORGE HUTCHINS, SUPPORTS 100% VOTER IDENTIFICATION, TO VOTE IN ALL U.S. STATES !!

SUPPORTS ISRAEL

Member TEA Party DONT TREAD ON ME

- SUPPORTS - FOX NEWS

REAGAN REPUBLICAN

VFW Member
Veterans of Foreign Wars

STOP OBAMA-NATION IN 2012. LEGALLY NULLIFY THE OBAMA U.S. PRESIDENCY BY U.S. LAW, AFTER 2012.

RESTORE PRE-1964 U.S. RIGHTS, TO DECIDE BUSINESS-CUSTOMER ACCOMMODATION, BY EACH BUSINESS !!!
NOT HARSH DISCRIMINATION: DECIDE WHO YOUR CUSTOMERS ARE, WITHOUT DISCRIMINATION PENALTIES.

TEA PARTY
RALEIGH, NORTH CAROLINA
APRIL 15, 2010
GEORGE HUTCHINS
www.georgehutchins.com

North Carolina 4th District.
HUTCHINS For U.S. Congress.
- 2012 -

JESSE HELMS REPUBLICAN
JESSE HELMS Republican.

AMERICANS FOR PROSPERITY
MEMBER

VIEW LINKS AND VIDEOS BELOW
!

PLEASE VIEW THE OFFICIAL GEORGE HUTCHINS TELEVISION COMMERCIAL BELOW; PREVIOUSLY, ON CABLE TV !!!!
VIEW ALL FOUR HUTCHINS -FM- RADIO COMMERCIALS BELOW PREVIOUSLY ON: {100.7 THE RIVER}, {106.1 RUSH LIMBAUGH}, {102.9 ROCK CLASSICS}, {103.1 WLHC - FM} !!!
PLEASE VIEW THE BELOW APRIL 15, 2010 RALEIGH, NORTH CAROLINA, GEORGE HUTCHINS TEA PARTY SPEECH ALSO !!!

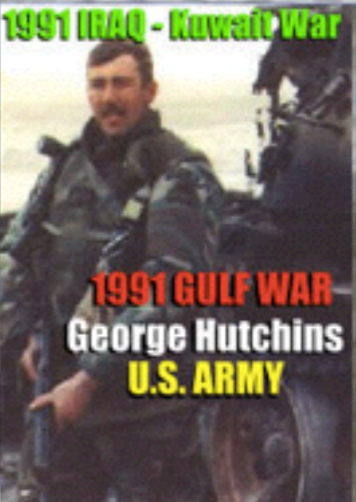JOIN HUTCHINS U.S. CONGRESS
Join THE HUTCHINS U.S. CONGRESS CAMPAIGN
DONATE - VOLUNTEER
CONTACT US - JOIN US - DONATE: CHECKS, CASH OR ONLINE
HUTCHINS RECENT EVENTS
Statewide - National - International Travels = VIDEOS
FIGHT OBAMA - NATION
IMPEACHMENT - STOP MASS VOTING FRAUD
BETTER ECONOMIC PLAN
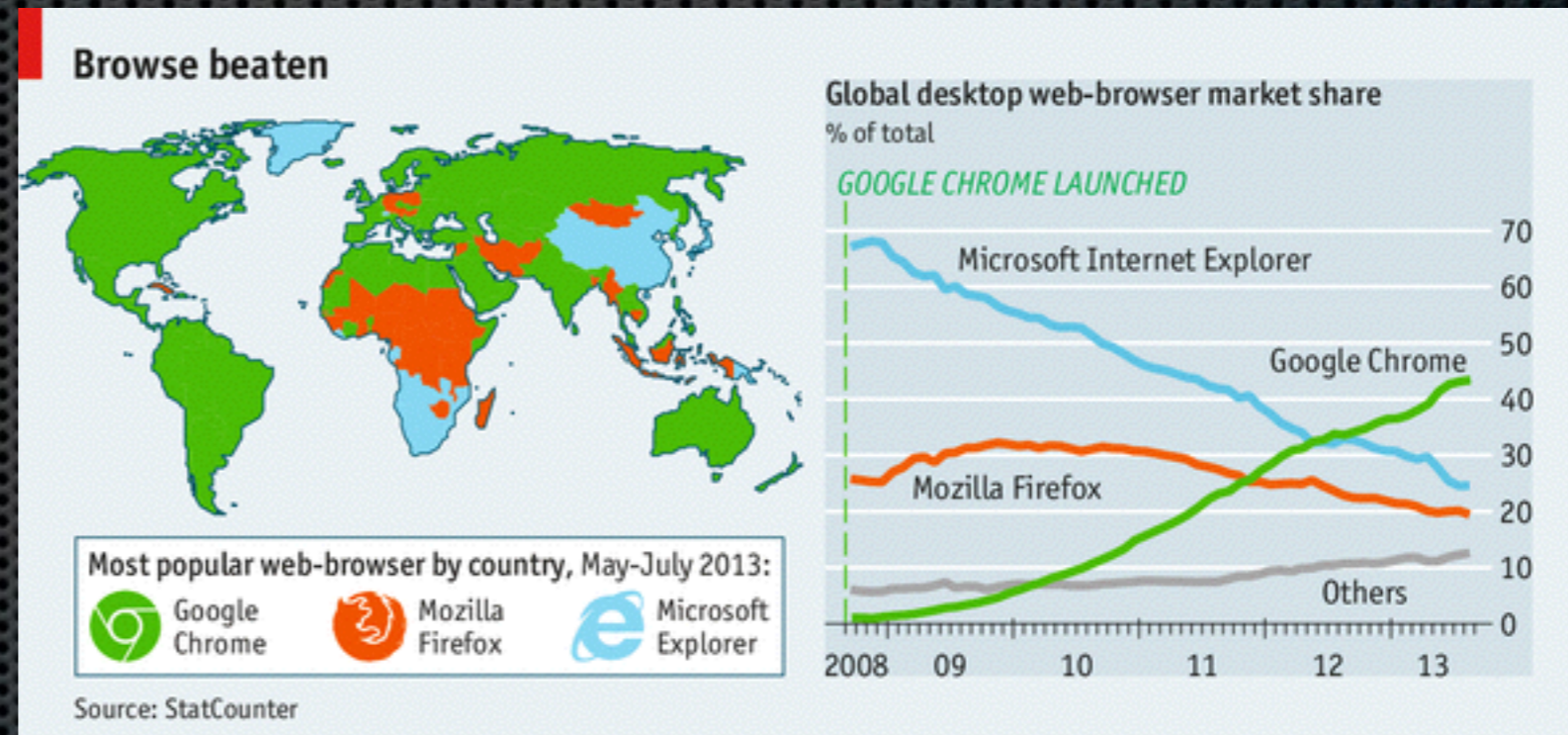DEREGULATION - MORE BETTER JOBS - OFFSHORE OIL WELLS
FIGHT CRIME

1991 IRAQ - Kuwait War

GEORGE HUTCHINS
USMC

1991 GULF WAR
George Hutchins
U.S. ARMY

GEORGE HUTCHINS
U.S. Marine Corps

Ugh

- http://www.mrbottles.com

User Profile

- originally skewed younger

- losing youth domination

  - fastest-growing segment = 65+

- browser domination

Browse beaten

Global desktop web-browser market share
% of total

GOOGLE CHROME LAUNCHED

Microsoft Internet Explorer

Google Chrome

Mozilla Firefox

Others

Most popular web-browser by country, May–July 2013:
Google Chrome   Mozilla Firefox   Microsoft Explorer

Source: StatCounter

- platform domination

- digital divide

  - But mobile is more equal…

- digital dirt road divide

Digital revolution

- 5 things to watch in news
  - content at a cost
    - We love it! (for free, please)
  - new forms of storytelling
  - power of crowds
    - useful, but often deleterious effects
  - dialogue vs. monologue
  - objectivity vs. transparency
    - Brian Williams vs. Rachel Maddow

Digital revolution

- 5 things to watch in marketing
  - online ads
    - Making these effective remains a challenge
    - We can measure who is clicking on your ads
  - consumers talking back
  - content extensions
  - product placement
    - Gaming
  - paid "free media"
    - Paying bloggers

Digital revolution

- 5 things to watch for all of us
  - net neutrality
  - intellectual property
  - privacy
    - What can companies keep about you to target you in ads?
  - info credibility
  - productivity

How to build a site

- architecture
  - how you structure your info
- navigation
  - how users get to your info
- content
  - what info you provide
- design
  - how you display your info
- usability
  - how easily users can interact with your info

Step 1: Web Architecture

* consider audience

* consider goals

* craft architecture to suit the marriage

* three strategies:

    * by audience: Gap

    * by info: Journal Sentinel

    * hybrid: UW

Step 2: Navigation

- clarity

- consistency

- lead user

  - e.g. breadcrum trail http://www.news.wisc.edu/21469

- text-based and graphic-based

Step 2: Navigation

- form vs. function
  - Online users are mercenary: they want it to work.
- balance between:
  - nav that draws target audience in and through
  - usability
- Good: Crate and Barrel
  - first e-commerce drop down nav
- Bad: MOMA Workspheres

Step 3: Content

- text

- images

- audio

- video

- interactivity

  - minimal = <u>surveys</u>

  - extensive = <u>content-rich</u>

- aggregation vs. curation

- apps

Step 4: Design (Overall)

- unifying theme – KISS principle
- color + text + images + movement + CRAP
- home page
  - loads in 3-4 sec. / conveys content in 20 sec.
- brand ID on each page
- Good: Apple
- Bad: Visual Arts League
- Woah: Piano Lady

Step 4: Design (Grid)

Step 4: Design (Color)

- colors attract audience

- colors reflect goals

- text over color is readable

- kuler

- Good: Air Force

- Bad: 24-carat design

Step 4: Design (Text)

- limit to 2-3 Web-safe fonts
  - display type
  - load funky fonts as images, not type
- avoid multiple emphases
  - reading is slower, comprehension lower on the web
- avoid italics
- short blocks: 350 px
- Good: KidsHealth

Step 4: Design (Animation)

- two kinds
  - constant vs. rollover
  - Cramer-Krasselt
- use only if it works
  - effective in banner ads
    - activity + copy + color + graphics + link
- do not hide navigation in movement

Step 5: Usability

- fast loading
  - big pix with high resolution slow down your site
  - 2400 dots per inch vs 72 dots per inch
- back up design with strong content
- lists of 9 or less
  - attention and comprehension
- multiple platforms, multiple browsers

Step 5: Usability

- use alternate tags for images
- add text-based navigation
- avoid forced returns
  - http://mobile.chicagotribune.com/s.p?sId=54&m=b
- flowing medium
  - do not think in terms of print
- interactivity
- accessibility

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Week 12