

# Online, Social & Mobile

J202

Week 11



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



**VIEW LINKS AND VIDEOS BELOW !!!**

**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 !!**



**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.**



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



**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

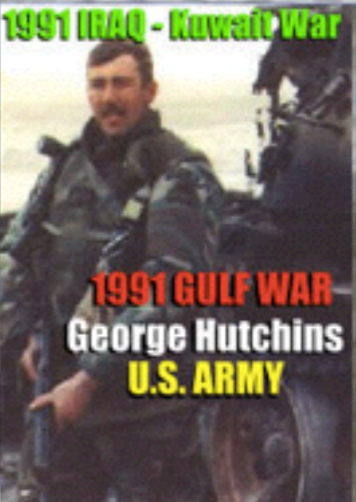
**DONATE - VOLUNTEER**  
CONTACT US - JOIN US - DONATE: CHECKS, CASH OR ONLINE

**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**

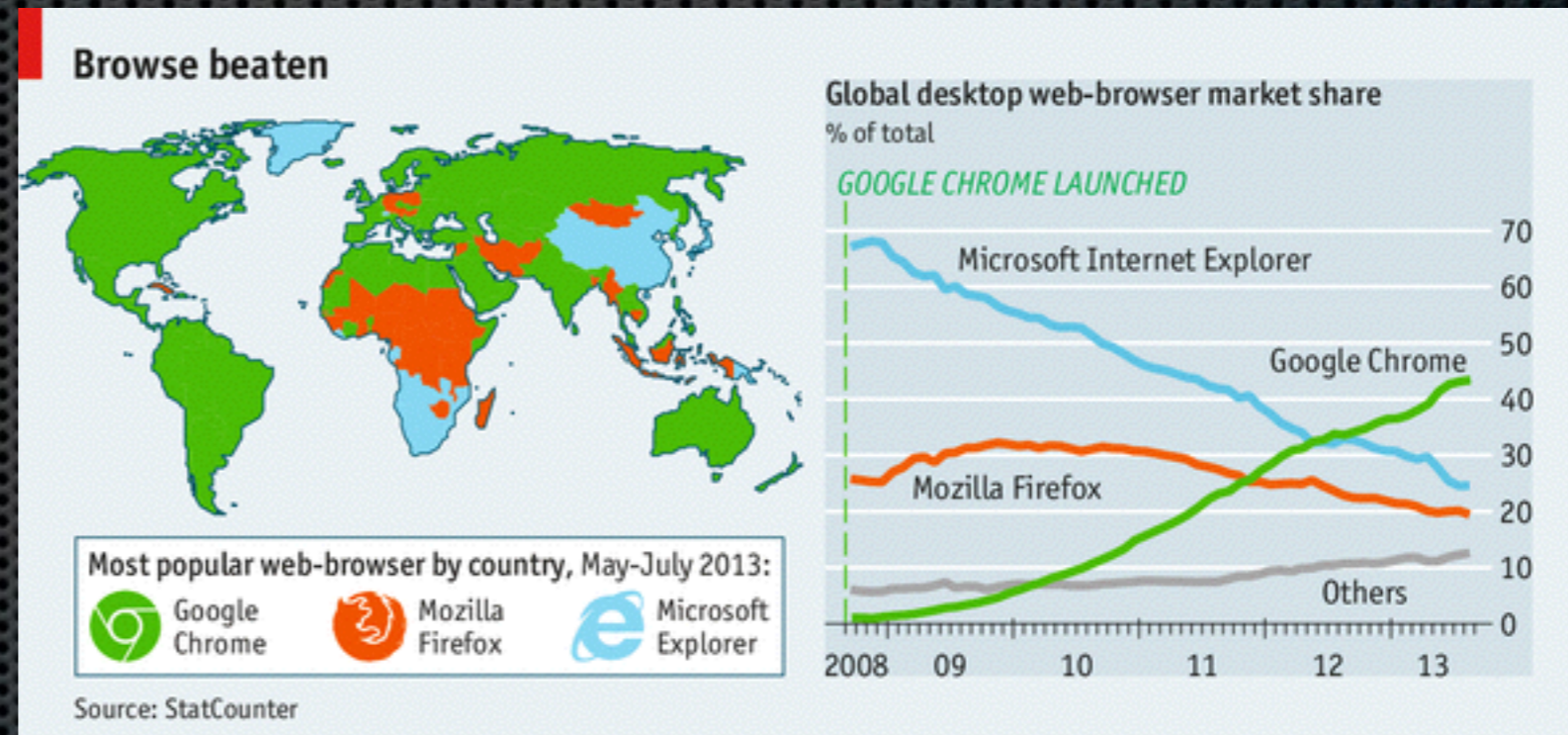


# Ugh

- ✦ <http://www.mrbottles.com>

# User Profile

- ✦ originally skewed younger
- ✦ losing youth domination
  - ✦ fastest-growing segment = 65+
- ✦ browser domination
- ✦ 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. breadcrumb 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 = surveys
  - ✦ extensive = content-rich
- ✦ 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)

log in | join CNET

[Home](#) | [Workshops](#) | [Services](#) | [Contact Us](#) | [Links](#)

**Welcome to RushBiddies!**



*Hatching the best ideas for Greek Recruitment (commonly called Rush)!*



*Coming this Fall!*

*'Early Bird' Workshop for new high school seniors!*

*Sign our guest book to pre-register!*

**Make sure you sign-up for the "one and only original" Rushbiddies workshops!**

**Welcome to the RushBiddies Home page!**

We evolved from the concern of two Panhellenic-minded women witnessing the best and most outstanding High School girls not being informed or prepared for sorority recruitment, commonly called *Rush*!

Our college-bound girls prepare for their higher education in so many other ways – we think it is necessary to help prepare them for the best in social networking – *Rush*! We know that knowledge is power!

Check out our workshops and links! !

**Sign our Guest Book if you want more information!**

**Rushbiddies 2-Day Intensive Workshop for Spring 2012!**

**Rushbiddies 2-Day Intensive Workshop April 15th and 16th!**  
by Pat Grant on 02/26/12

You need to attend our 2-Day Intensive Workshop if you are attending Greek Recruitment as a PNM on your campus this Fall 2012 or Winter 2013!

[Comments \(0\)](#)

**Panhellenic weekends!**  
by Pat Grant on 02/26/12

OK Ladies! Those of you who are planning on a Fall Recruitment, *now* is the time to plan! For the campuses that 'do' spring preview parties, you should be receiving party invitations now! If you have not received any invitations -- contact your Panhellenic office. If you know girls in the sororities you are interested in -- word should be "indirectly" sent -- to let them know you are interested! Network now! If you are having problems with networking - you need us! Let us hear from you!

Several of you have requested a workshop in your area. We do have some criteria that should be followed. Contact us by e-mail so we can communicate with you. Or you can leave a message on our guest book page. This is a great way to start. We will contact you in return and discuss the requirements! Let us hear from you!

[Comments \(0\)](#)

**Rushbiddies announces our Spring 2-Day Intensive Workshop! April 15th and 16th!**  
by Pat Grant on 02/03/12

**We are so excited to present our Annual 2-DAY Intensive Spring Workshop!**

**Thank You to Our Spring Workshoppers 2012! Congratulations! Two-Day Intensive Completed!**

Let us help you Migrate through College Greek Recruitment commonly called "Rush."  
Click on our workshops tab to sign our guest book and let us hear from you!

# 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?sld=54&m=b>
- ✦ flowing medium
  - ✦ do not think in terms of print
- ✦ interactivity
- ✦ accessibility

# Online, Social & Mobile

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Week 12