

2008 ANNUAL AIEC CONFERENCE

How Online Communities Change International Education

- **Around 50 minutes for the presentation and 25 minutes for discussion**
- **The presentation will be posted at www.illuminategroup.com**
- **Institutional functions covered by this presentation**
 - **Marketing and communication**
 - **Alumni and career services**
 - **(International) recruiting**
 - **Legal and risk management**
 - **Educational technology tools/channels**

Housekeeping

An Introduction to Online Communities

- **How familiar are you really with online communities?**
- **Key communities - And You**
- **Community user behavior and adoption**
- **Risk: To manage or not to manage**

Case Studies

- **LinkedIn: Professional networking at Caltech**
- **YouTube: UC Berkeley vs. MIT**
- **Blogs: How to get (your own) Lucky?**
- **Yahogroups Plus: “Stealing” Ivy League brands**

Strategic Responses

Discussion

- **You've heard about Facebook. But who has an account?**
- **What in the world is Orkut?**
- **What accounts for the majority of interactions on Second Life?**
- **What is the largest online community?**
- **What is the community with the most daily usage?**
- **Who spends more than 30 minutes a day in communities?**
- **Have you been tweeted?**

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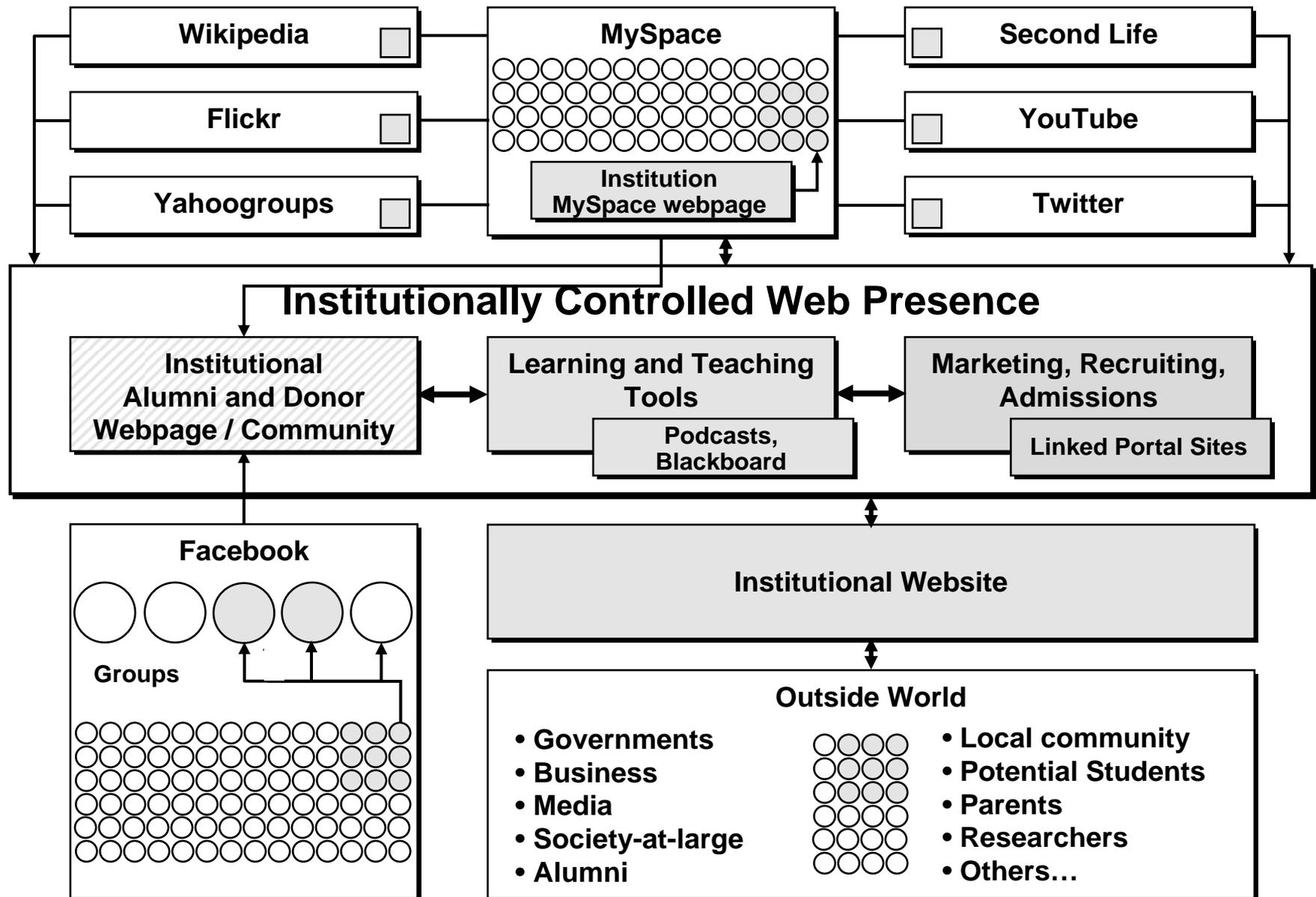
Strategic Responses

Discussion

- MySpace** **More than 160 million accounts, a global town square**
- CyWorld** **One-third of all South Koreans are signed up**
- YouTube** **Sold for \$ 1.65 billion at 21 months old, hundreds of millions of video views a day**
- Facebook** **More than 110 million users since February 2004, 30+ million pictures uploaded daily**
- Flickr** **More than 2.4 billion pictures (user generated)**
- Second Life** **First real metaverse, 15.4 million “residents”, IBM is investing \$ 100s million in underlying technology**

Hundreds of millions of community users in target demographic

GLOBAL COMMUNITY LANDSCAPE



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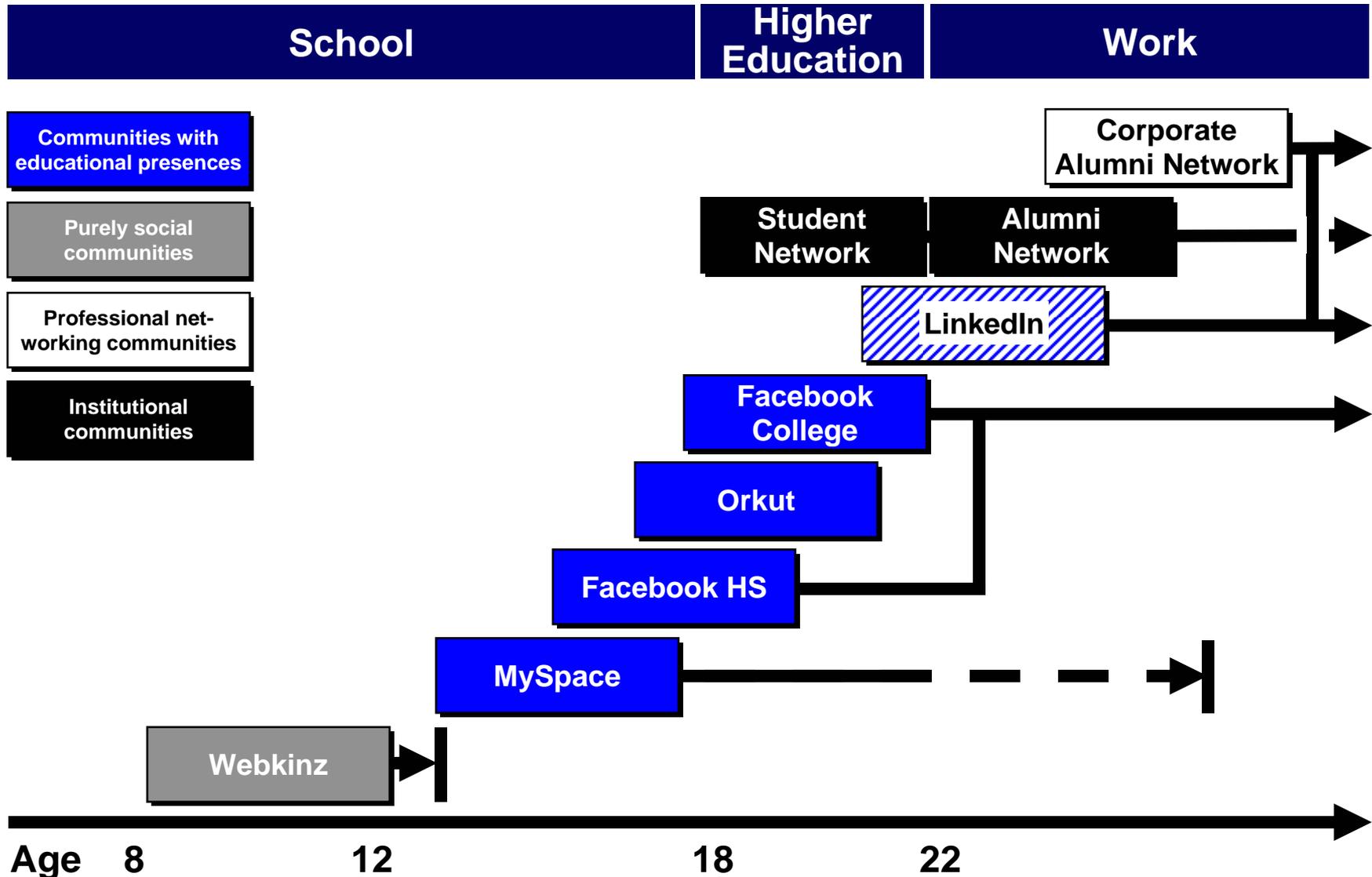
Case Studies

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Strategic Responses

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BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY IMMERSED IN MULTIPLE COMMUNITIES



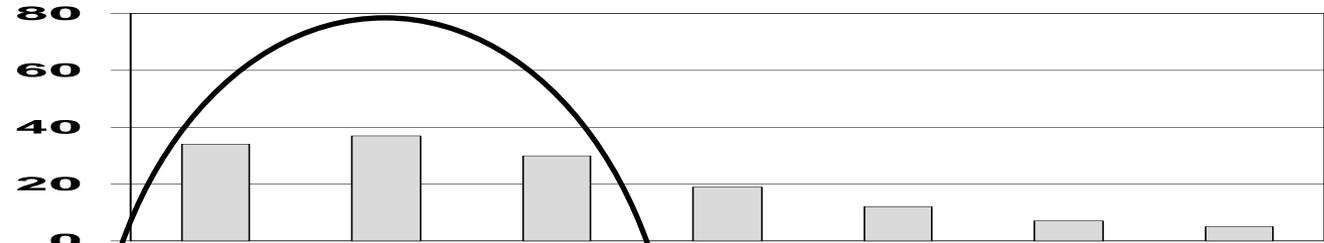
TARGET AGE COHORTS ARE BY FAR THE MOST ACTIVE ONLINE COMMUNITY USERS

Percentage of U.S. Online Users by Age Group

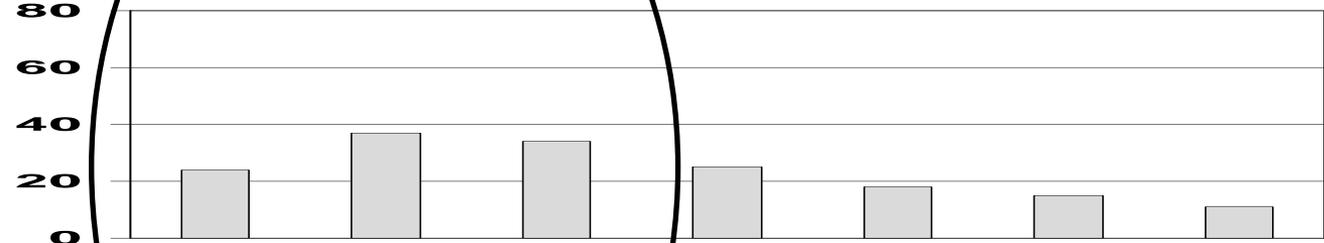
Categories

12-17 18-21 22-26 27-40 41-50 51-61 62+

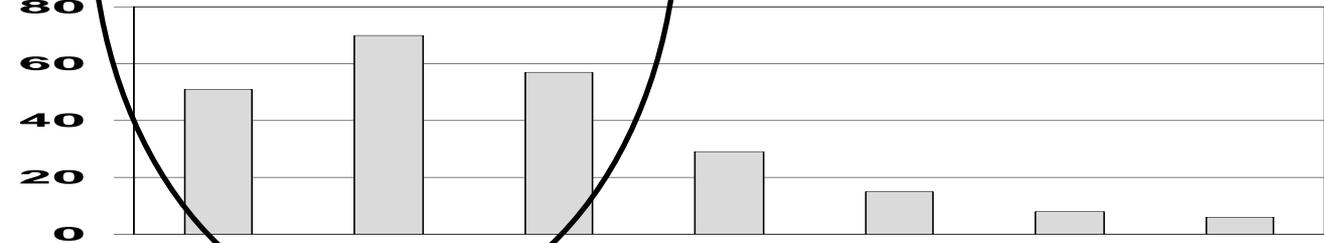
Creators



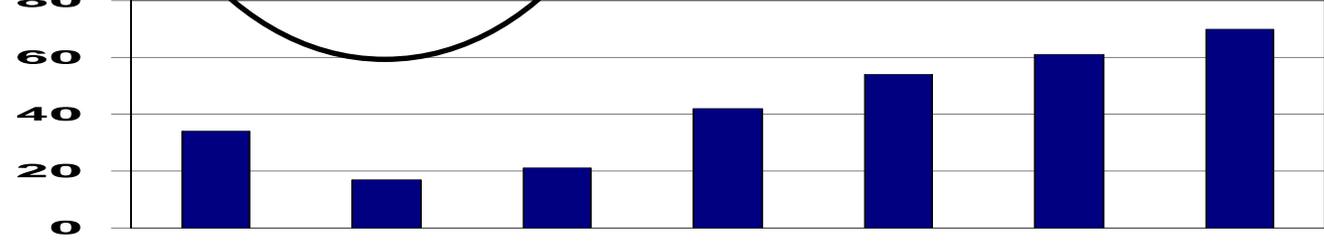
Critics



Joiners



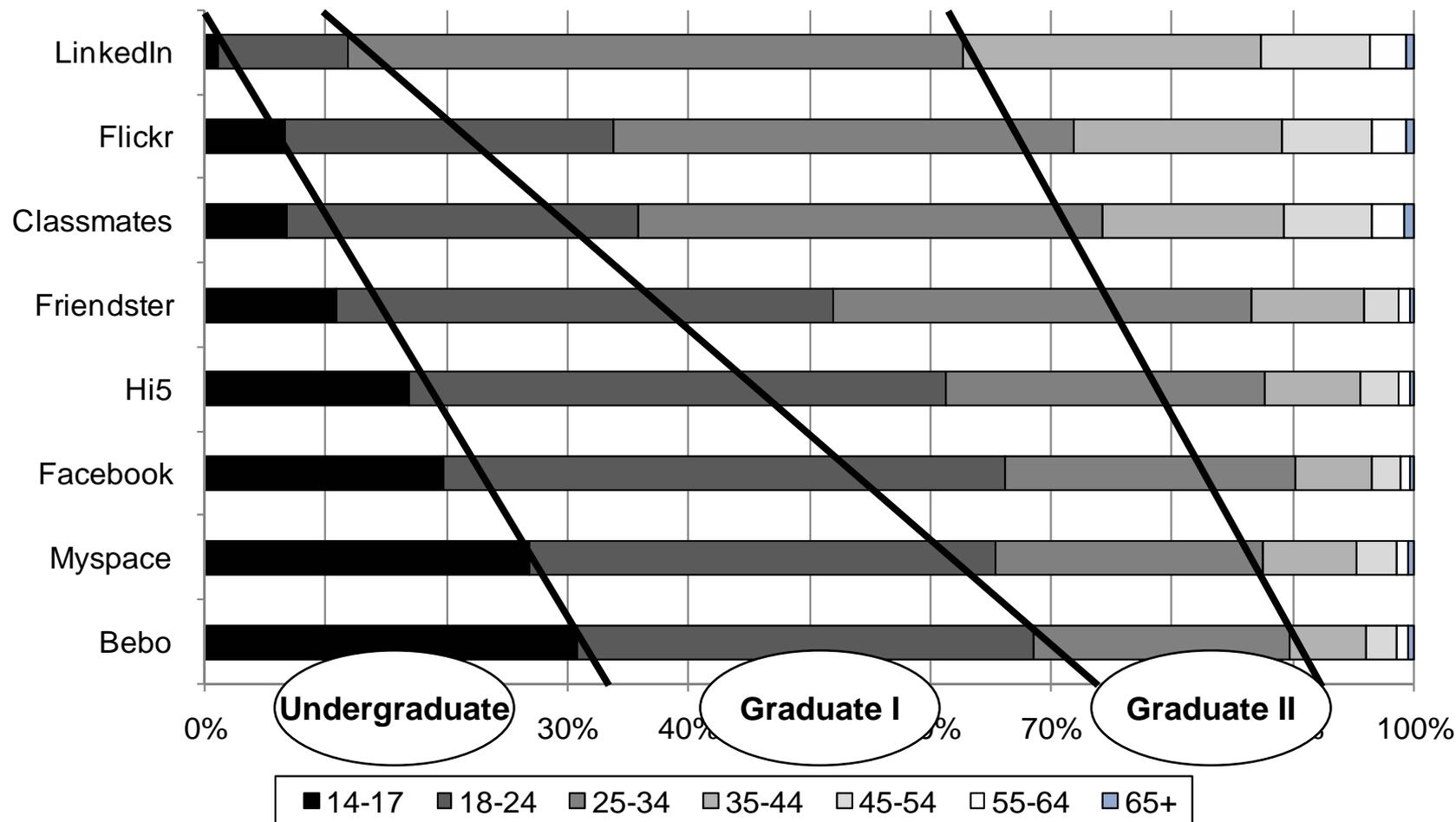
Inactives



Source: Forrester Research, 2007.

DIFFERENT COMMUNITIES OFFER VASTLY DIFFERENT RECRUITING POOLS

Community Usage by User Age Cohort



Source: Rapleaf, June 2008.

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RISK – TO MANAGE OR NOT TO MANAGE: IMPLICATIONS FOR EDUCATIONAL INSTITUTIONS

- **There is less critical risk than often presumed, but there is more non-critical and strategic risk than generally understood**
- **There is no way to eliminate risk. The lawyers need to come to grips with this fact of life on the web**
- **There are many risk areas which can be effectively mitigated if you have an integrated risk management strategy**
- **A key pillar of such a strategy is to use network-centric and community-based self-policing and controlling tools**
- **Many recruiting targets are quite sensitive to risk management measures**
- **Lastly, risk can be managed through positive credibility (by association)**

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CALTECH ON LINKEDIN

The screenshot shows the LinkedIn interface for the Caltech Alumni Association group. The page is titled "CALTECH ALUMNI Caltech Alumni Association" and includes a description: "The Caltech Alumni Association is the worldwide network of graduates of the California Institute of Technology, Pasadena, California." The page features a "Join Group" button and a "Flag group as..." option. A sidebar on the left contains navigation links such as "Home", "Groups", "Profile", "Contacts", and "Inbox (3)". The main content area is divided into two sections: "Group Members in Your Network" and "About this Group". The "About this Group" section provides details: "Created: September 19, 2007", "Type: Alumni Group", "Members: 2,418", "Owner: Andrew Shaindlin", "Managers: Elizabeth Allen", and "Website: http://alumni.caltech.edu". The "Group Members in Your Network" section lists several members with their names, titles, and locations. Three black circles are drawn over the page: one around the group header and description, one around the "About this Group" section, and one around the "Group Members in Your Network" list.

Linked in
People Jobs Answers Companies
Account & Settings | Help | Sign Out | Language
Advanced Search People Search

Home
Groups
Friedrich-Naumann
Stiftung...
ICG
Max Planck Society
Alumni
See all »
Profile
Contacts
Connections
Imported Contacts
Network Statistics
Inbox (3)
Add Connections

Groups
My Groups | Groups Directory | Create a Group | FAQ

CALTECH ALUMNI Caltech Alumni Association
The Caltech Alumni Association is the worldwide network of graduates of the California Institute of Technology, Pasadena, California.
Join Group Flag group as...

About this Group
Created: September 19, 2007
Type: Alumni Group
Members: 2,418
Owner: Andrew Shaindlin
Managers: Elizabeth Allen
Website: http://alumni.caltech.edu

Group Members in Your Network

- 1 Andrew Shaindlin, Executive Director at Caltech Alumni Association
Greater Los Angeles Area
- 2 Ralph Weeks, Wealth quarterback to good hearted philanthropic families, MyLink500.com TopLinked.com LION
ralph.weeks@alumni.usc.edu
Greater San Diego Area
- 2 Adam Rifkin, Undercaffeinated, Overconnected, And All Man.
San Francisco Bay Area
- 2 Richard Hsu, Partner at Townsend and Townsend and Crew LLP
San Francisco Bay Area
- 2 Steve Rabin CPA CVA, Controller
San Francisco Bay Area
- 2 Michael Nelson, Visiting Professor, Internet Studies, Georgetown University
Washington D.C. Metro Area
- 2 Tal Schwartz, Co-Founder and CEO of ClickTale
Israel
- 2 Milan Kovacevic, Internet Entrepreneur
San Francisco Bay Area
- 2 Venky Ganesan, Managing Director at Globespan Capital
San Francisco Bay Area
- 2 Mark Robins, Co-founder/CEO, Grouply
San Francisco Bay Area

There is not a lot to see from the outside...

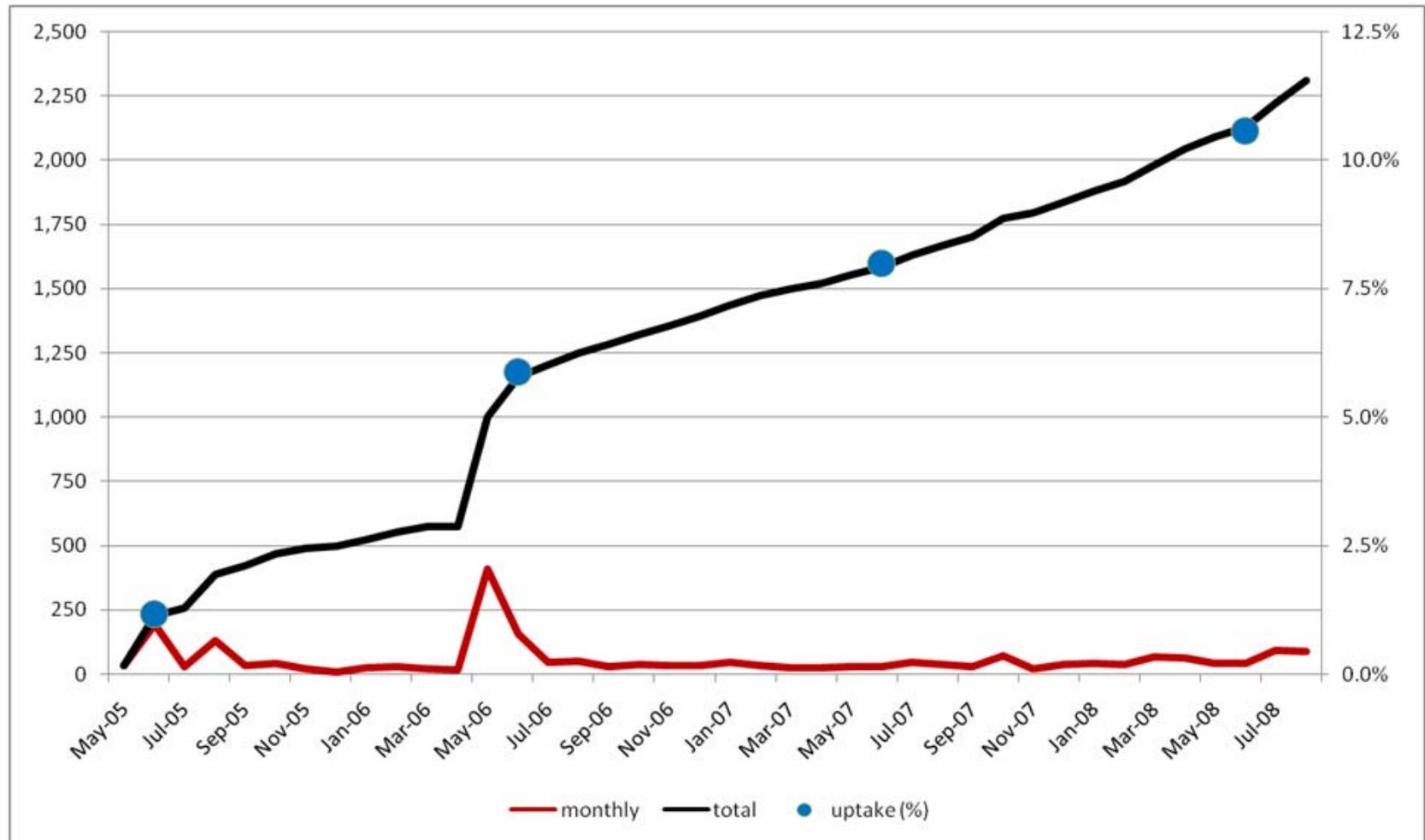
Source: LinkedIn Caltech Alumni Association Group page, October 2008.

The screenshot shows a LinkedIn search results page for the query 'caltech alumni'. At the top, a banner reads 'Double your connections in 30 seconds. Click here to get started.' Below this, the search results are displayed, showing 225 users in the 'Your Network' and 53 in the 'LinkedIn Network'. Three profiles are highlighted with red circles:

- Andrew Shaindlin** (1st): Executive Director at Caltech Alumni Association. Current role: Author at Alumni Futures blog; Executive Director, Caltech Alumni Association. Past roles: U of Michigan Alumni Association; Brown University, Alumni Relations. Keywords: Online services for alumni, business networking practices, alumni membership programs... Groups: Monterey Institute of Technology Alumni.
- William Hicks** (3rd): Entrepreneur | Innovator | IT Pro, Networker, Developer, MyLinkNetwork.com, [LION] MyLink500, TopLinked.com. Current role: Entrepreneur | Innovator | Facilitator | IT Pro, Networker, Developer at Hicks... see more. Past role: Hicks Associates. Keywords: ... Chicago, Alumni, University of California, Berkeley Alumni, Harvard Alumni, Harvard Business School, Alumni, The George... News, George Washington University, Alumni. Groups: Interflex, West-tech, SAMAJ, London School of Economics, Active Storage Club, Creditstream, Harvard, VV SCHOOL OF BUSINESS... see.
- Karen Carlson** (2nd): Associate Director at Caltech Alumni Association. Current role: Associate Director at Caltech Alumni Association. Past roles: University of Southern California; North Dakota State College of Science. Keywords: alumni admissions, alumni and student career programs, student/alumni relations Caltech Summer Undergraduate Research Fellowship... Associate Director at Caltech Alumni Association. Current roles include alumni career services, student/alumni programs, and... Groups: Caltech Alumni.

It is about branding – which applies to alumni, students, and recruits

CALTECH ALUMNI GROUP ON LINKEDIN: GROWTH RATES



Sustained growth – despite LinkedIn not appealing to many Caltech alumni

Source: Caltech Alumni Association, September 2008.

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YOUTUBE: UC BERKELEY WAS THE FIRST UNIVERSITY TO UPLOAD ENTIRE COURSES ONTO ITS YOUTUBE CHANNEL

The screenshot shows the YouTube channel page for UC Berkeley. At the top, there is a navigation bar with the YouTube logo, language options (English), and links for Sign Up, QuickList, Help, and Sign in. Below this is a search bar. The main header features the Berkeley University of California logo and four navigation buttons: Courses, Events, Campus Life, and Cal Athletics. A secondary navigation bar includes links for Videos, Playlists, Groups, and Subscriptions. The channel profile on the left includes a 'Subscribe' button and the following information: Channel name: UC Berkeley; Joined: May 02, 2006; Last Sign In: 16 hours ago; Subscribers: 15,978; Channel Views: 1,903,024. A description of the university is provided, along with contact information and a 'Report profile image violation' link. The video player in the center shows a video titled 'Cal Athletics in Beijing - Part 3' with a view count of 69,759 and 1 comment. A banner at the bottom encourages users to subscribe to all 4 of UC Berkeley's YouTube channels.

More than 1.9 million channel views since October 2007

YOUTUBE: A 5 MINUTE VIDEO = A GLOBAL LEARNING AND RECRUITING COMMUNITY

The screenshot shows a YouTube video player for a video titled "MIT sketching" by user "albbu". The video shows a man in a white shirt drawing on a whiteboard. The video has 2,395,924 views and a rating of 5 stars from 5,377 ratings. The page includes navigation tabs (Home, Videos, Channels, Community), a search bar, and a list of related videos such as "Invisible Water Effect", "How to Draw Eyes", and "M.I.T. Walter Lewin - Complete Breakdown of Intuition - Part 1".

You Tube Australia | English Sign Up | QuickList (0) | Help | Sign In
Broadcast Yourself™ Home Videos Channels Community
Videos Search advanced Upload

MIT sketching

From: **albbu**
Added: September 19, 2006
(more info) **Subscribe**

MIT sketching
URL: <http://au.youtube.com/watch?v=NZNTggIPbUA>
Embed: `<object width="425" height="344"><param name="mov`

► More From: albbu
▼ Related Videos

- Invisible Water Effect**
00:30 From: dragonoface
Views: 3,453,688
- How to Draw Eyes**
09:33 From: Syera
Views: 1,084,367
- M.I.T. Walter Lewin - Complete Breakdown of Intuition - Part 1**
09:39 From: Fhran
Views: 188,820
- Amazing physics**
01:42 From: Xcentric0
Views: 2,801,405
- Teaching Physics with a SMART Board**
10:33 From: schvislab
Views: 8,717

Promoted Videos

- Alberto the Musicbox
- Theoretical Girl - The ...
- Behind The Scenes on Na
- Russian Romance - Liu

Rate: ★★★★★ 5,377 ratings Views: 2,395,924
Share Favorite Playlists Flag
MySpace Facebook Digg more share options

Commentary **Statistics & Data**
Video Responses: 0 Text Comments: 2,968
► Video Responses (0) Sign in to post a Video Response
▼ Text Comments (2,968) Sign in to post a Comment
Show: average (5 out of 5) Help

More than 2.4 million views (and it is not even a YouTube channel)

Source: <http://youtube.com/watch?v=NZNTggIPbUA>

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University of Florida
UF Web with Google

- ▶ [About UF](#)
- ▶ [Academics](#)
- ▶ [Admissions](#)
- ▶ [Campus Life](#)
- ▶ [Research](#)
- ▶ [Services](#)



Admissions

Why Choose UF?
 UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

Undergraduate Admissions
 Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

Graduate Admissions
 The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

Already Applied?
 Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

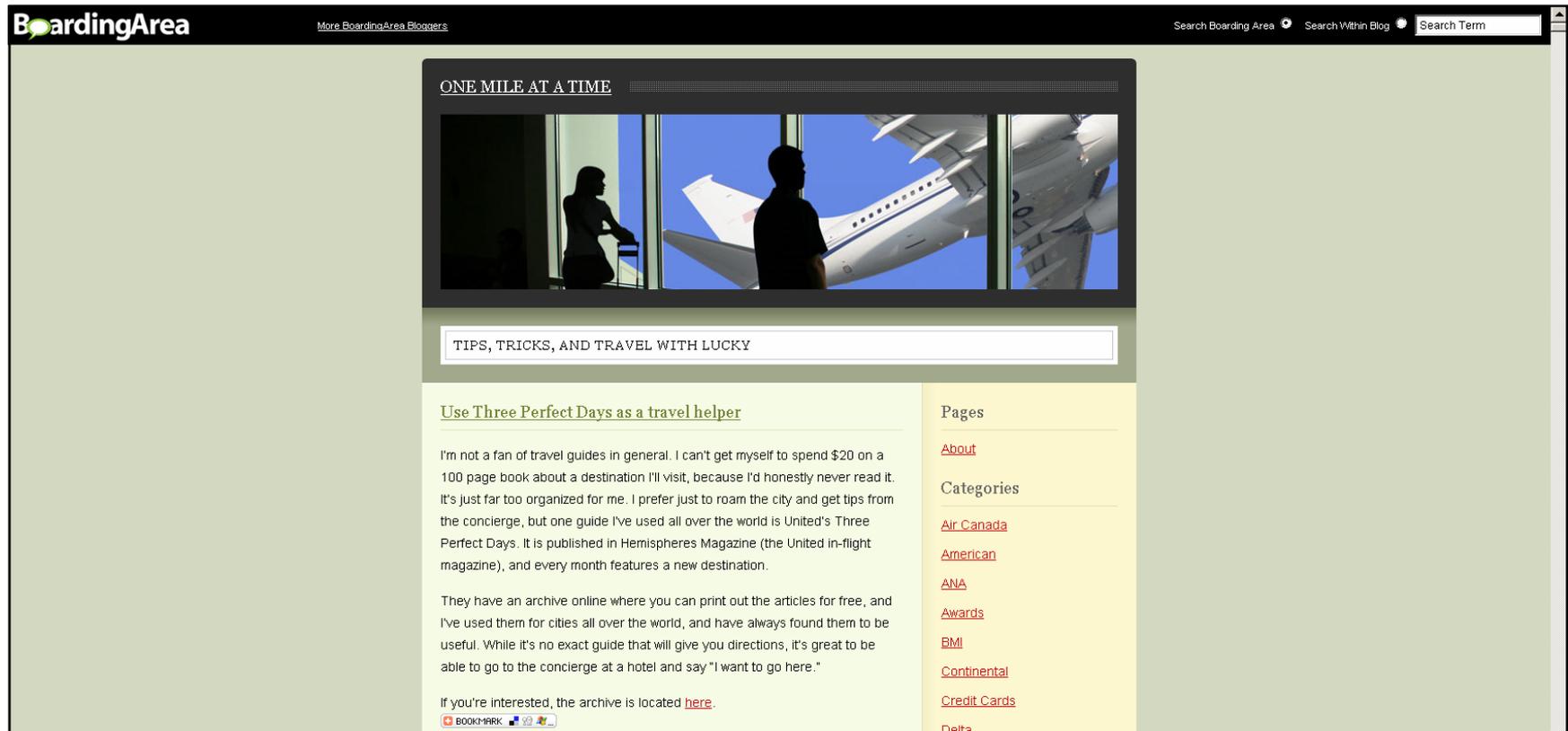
While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

[News](#) | [Calendar](#) | [Directory](#) | [MyUFL](#) | [ISIS](#) | [Web Site Listing](#) | [Campus Map](#) | [WebMail](#) | [Ask UF](#)
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UF UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

Let's remember this gentleman



BoardingArea [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

ONE MILE AT A TIME



TIPS, TRICKS, AND TRAVEL WITH LUCKY

Use Three Perfect Days as a travel helper

I'm not a fan of travel guides in general. I can't get myself to spend \$20 on a 100 page book about a destination I'll visit, because I'd honestly never read it. It's just far too organized for me. I prefer just to roam the city and get tips from the concierge, but one guide I've used all over the world is United's Three Perfect Days. It is published in Hemispheres Magazine (the United in-flight magazine), and every month features a new destination.

They have an archive online where you can print out the articles for free, and I've used them for cities all over the world, and have always found them to be useful. While it's no exact guide that will give you directions, it's great to be able to go to the concierge at a hotel and say "I want to go here."

If you're interested, the archive is located [here](#).

BOOKMARK   

Pages

- [About](#)

Categories

- [Air Canada](#)
- [American](#)
- [ANA](#)
- [Awards](#)
- [BMI](#)
- [Continental](#)
- [Credit Cards](#)
- [Delta](#)

Lucky's blog started eight months ago, now reaches up to 1,500 hits/day

HOW LUCKY'S BLOG TIES INTO THE LARGEST COMMUNITY OF AIR TRAVELERS IN THE WORLD (FLYERTALK)

FlyerTalk Forums > View Profile
lucky9876coins

MyFlyerTalk FAQ Calendars New Posts Search Quick Links Log Out

View Profile: lucky9876coins

lucky9876coins 
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

[Add lucky9876coins to Your Buddy List](#) [Add lucky9876coins to Your Ignore List](#)

Signature
Check out my trip report on NH/SQ/AC Biz to Asia, as well as the Conrad Hong Kong, InterContinental Bali, etc... 🍷

| Forum Info | Contact Info |
|---|---|
| Join Date: Dec 8, 04 Posts Total Posts: 21,197 (15.89 posts per day) Find all posts by lucky9876coins Find all threads started by lucky9876coins Referrals: 1 | Home Page: http://boardingarea.com/blogs/onemileatatime/ Email: Send a message via email to lucky9876coins Private Message: Send a private message to lucky9876coins |

| Additional Information | Group Memberships |
|--|--|
| Date of Birth: April 20 Location: Tampa/Gainesville Program Affiliations: United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat Interests: Travel, Photography, Aviation | lucky9876coins is not a member of any public groups |

Three and a half year of community participation: 21,197 posts

Source: "Lucky's" profile on www.flyertalk.com.

The screenshot shows the BoardingArea website interface. At the top left is the 'BoardingArea' logo. To its right is a link for 'More BoardingArea Bloggers'. On the far right, there are search boxes for 'Search Boarding Area', 'Search Within Blog', and 'Search Term'. The main content area features a large image titled 'ONE MILE AT A TIME' showing two people silhouetted against a window looking out at an airplane. Below this image is a white box with the text 'TIPS, TRICKS, AND TRAVEL WITH LUCKY'. To the left of the main text is an 'About' section, which is circled in black. The 'About' section contains the following text: 'Ben is a college student and avid points collector living in Florida. He travels nearly 200,000 miles per year, mostly with United and the Star Alliance. He has visited over 30 countries and counting, and has a particular interest in the Asian-Pacific region. Beyond blogging on Boardingarea.com, being a student and traveling, Ben spends considerable time on FlyerTalk.com under the handle "lucky9876coins", serving on the TalkBoard, FlyerTalk's member elected board. The purpose of his blog is to share his travel experiences – those both in the air and on the ground – and stay updated on the latest in the travel industry, from promos to program changes to mergers. Ben can be reached at onemileatime@hotmail.com for any questions, comments, or stories you'd like him to blog about.' To the right of the 'About' section is a sidebar with a 'Pages' section containing links for 'About', 'Air Canada', 'American', 'ANA', 'Awards', 'BMI', 'Continental', and 'Credit Cards'. Below the sidebar is a photograph of a young man (Ben) sitting in an airplane seat, smiling, and holding a drink.

BoardingArea [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

ONE MILE AT A TIME

TIPS, TRICKS, AND TRAVEL WITH LUCKY

About

Ben is a college student and avid points collector living in Florida. He travels nearly 200,000 miles per year, mostly with United and the Star Alliance. He has visited over 30 countries and counting, and has a particular interest in the Asian-Pacific region. Beyond blogging on Boardingarea.com, being a student and traveling, Ben spends considerable time on FlyerTalk.com under the handle "lucky9876coins", serving on the TalkBoard, FlyerTalk's member elected board.

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- [American](#)
- [ANA](#)
- [Awards](#)
- [BMI](#)
- [Continental](#)
- [Credit Cards](#)
- [Delta](#)

Not a CEO. Not a consultant. A college student...

REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

University of Florida

UFWeb with Google Search

- ▶ About UF
- ▶ Academics
- ▶ Admissions
- ▶ Campus Life
- ▶ Research
- ▶ Services

Admissions

RELATED SITES:

- ▶ Undergraduate
Application, Status, Honors, Catalog
- ▶ Graduate
Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
- ▶ Transfer
Florida A.A. Degree, Freshman/Soph., Junior/Senior
- ▶ International
International Admissions, International Center
- ▶ Costs & Financial Aid
Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates

Why Choose UF?

UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

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Already Applied?

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While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF
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UF UNIVERSITY OF FLORIDA
The Foundation for The Gator Nation

What kind of Web 2.0 / community recruiting features does UF employ?

University of Florida

UF Web with Google Search

Academics | Campus Life | Paying for College | UF Information | Visiting UF | Why Attend UF

ADMISSIONS

- Prospective Students
- Applying Students
- Admitted Students
- Community Outreach
- Counselors & Advisers
- Parents
- Residency

Apply Online at

Check Your Status at

INTERNATIONAL

We welcome your interest in the University of Florida. Each year, UF hosts more than 6,000 international students who are seeking an education that is fully accredited and will be recognized all over the world. International students offer a cultural perspective that enriches the entire UF campus community.

As the state of Florida's largest and oldest university, the University of Florida is one the state's centers for education, medicine, cultural events and athletics. The university offers unrivaled access to world-class facilities, nationally recognized faculty, and a vibrant and diverse campus community. UF is committed to enrolling a student body that includes students from around the world.

At UF, you can choose from more than 100 undergraduate degree programs and more than 200 graduate degree programs. The campus provides incredible opportunities with top-quality advising to help you plan your academic courses, as well as excellent career mentoring, research opportunities, and more than 650 student organizations. Sports are also very popular at UF, for spectators and participants, and UF offers one of the most comprehensive intramural and club sport programs in the country.

The university is located in Gainesville in North Central Florida, continually ranked as one of the best places to live in the United States.

Site Map - Privacy Policy - Phone List - Forms - Contact Us
Office of Admissions - 201 Crizer Hall - PO Box 114000 - Gainesville, FL 32611-4000 - 352-392-1365

- Nice
- Clean-cut
- Good looking
- But are they real?
- And who are they?
- And why should an applicant care?

Here's a hint: This is not community or Web 2.0-based recruiting

The screenshot shows the University of Florida website. At the top, there is a navigation bar with the University of Florida logo, a search bar, and a dropdown menu for "UFWeb with Google". Below the navigation bar, there is a main content area with a blue header that says "Meet Lucky". To the left of the main content area, there is a vertical navigation menu with links to "About UF", "Academics", "Admissions", "Campus Life", "Research", and "Services". Below the navigation menu, there is a section for "RELATED SITES:" with links to "Undergraduate", "Graduate", "Transfer", "International", and "Costs & Financial Aid". The main content area features a photo of a young man sitting in a chair, smiling. To the right of the photo, there is text under the heading "Why Choose UF?" which states that UF offers more than 100 undergraduate majors and more than 200 graduate degree programs. Below this, there is a section for "Undergraduate Admissions" which mentions that UF is one of the nation's best universities and provides information for high school students and transfer students. Further down, there is a section for "Graduate Admissions" which states that the graduate admission process is coordinated by the graduate departments and the admissions office. Finally, there is a section for "Already Applied?" which provides information for undergraduate and graduate applicants. At the bottom of the page, there is a footer with links to "News", "Calendar", "Directory", "MyUFL", "ISIS", "Web Site Listing", "Campus Map", "WebMail", and "Ask UF". The footer also includes the copyright information for the University of Florida and the text "The Foundation for The Gator Nation".

University of Florida

UFWeb with Google Search

Meet Lucky

Why Choose UF?

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Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

Graduate Admissions

The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

Already Applied?

Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

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UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

How do you get (your own) Lucky?

Housekeeping

An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

Strategic Responses

Discussion

THE HARVARD-BAY-AREA YAHOO GROUPS HOMEPAGE

The screenshot shows the Yahoo Groups homepage for the 'harvard-bay-area' group. The page layout includes a top navigation bar with 'YAHOO! GROUPS', 'Sign In', and 'New User? Sign Up'. A search bar is located in the top right. The main content area is divided into a left sidebar and a main content area. The sidebar contains links for 'Home', 'Members Only', 'Info', and 'Settings'. The 'Info' section is circled in black and contains 'Group Information' with details: 'Members: 1613', 'Category: Alumni', 'Founded: Oct 19, 2004', and 'Language: Other'. The main content area features a 'Home' section with a 'Join This Group!' button, a 'Stay up to speed...' notification, and a 'Description' section. The 'Description' section is circled in black and contains text about the group's purpose and contact information for Perry Gregg, CEO of ushow2, Inc. A map of Oakland and Berkeley, California, is shown on the right side of the page.

YAHOO! GROUPS Sign In
New User? Sign Up

Groups Home - Blog - Help

harvard-bay-area · Harvard Bay Area Discussion Group

Search for other groups... Search

Home

Stay up to speed on the latest Groups news and updates, visit the [Groups blog](#) today!

Home

Join This Group!

Activity within 7 days: (No Activity)

Info Settings

Group Information

Members: 1613
Category: Alumni
Founded: Oct 19, 2004
Language: Other

Already a member? Sign in to Yahoo!

Yahoo! Groups Tips

Did you know...
Message search is now enhanced, find messages faster. Take it for a spin.

Best of Y! Groups

Check them out and nominate your group.

Description

Open list for all graduates of Harvard living in or around or interested in the Bay Area, California. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around the Bay Area. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free to graduates sign up at www.haa.harvard.edu]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome. The discussion list has a blog <http://harvard-sf.blogspot.com>. Any list member interested in publishing there can do so. Reply to a message defaults to sender. This Yahoo discussion group about Harvard is not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.

Perry Gregg
CEO, ushow2, Inc

pg@harvardsf.org
harvard-bay-area-owner@yahoogroups.com
<http://harvardsf.org>

[See also the harvtechforum.org, harvard-china, harvard-cambridge-boston, harvard-middleeast and harvard-europe networks created, <http://groups.yahoo.com/group/harvard-china> & <http://groups.yahoo.com/group/harvard-europe>.]

Oakland-Berkeley City Map

Oakland and Berkeley Cal

Wait. There's more.

Source: Yahoo Groups [harvard-bay-area](http://groups.yahoo.com/group/harvard-bay-area) webpage as of 12 July 2008.

THE HARVARD-CHINA YAHOO GROUPS HOMEPAGE

The screenshot shows the Yahoo Groups homepage for the 'harvard-china' group. Several elements are circled in black:

- The 'Group Information' sidebar on the left, showing 'Members: 238', 'Category: Alumni', and 'Language: Other'.
- The 'Home' section, which includes a 'Join This Group!' button and a message stating 'Activity within 7 days: (No Activity)'.
- The 'Description' section, which contains the group's purpose and contact information for Perry Gregg, CEO of ushow2.
- The 'ushow2' logo, which features a red shield with a white 'U' and the text 'ushow2 Be Transmitted'.

The 'Description' section includes the following text:

Open list for all graduates of Harvard living in or interested in China. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around China. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free to graduates sign up at www.haa.harvard.edu]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome.

Archives for the list are open to members. Reply to a message defaults to sender. This Yahoo discussion group about Harvard is not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.

Perry Gregg
CEO, ushow2
pg@harvardsf.org
harvard-china-owner@yahoo.com
<http://harvardsf.org>

<http://groups.yahoo.com/group/harvard-china/files/hclistspanish.txt>
http://groups.yahoo.com/group/harvard-china/files/harvard_china.pdf

Message History

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2008 | 5 | 1 | | | 4 | 4 | 1 | | | | | |
| 2007 | 2 | 3 | 6 | 3 | 3 | 2 | 5 | 4 | 8 | 1 | 7 | 9 |
| 2006 | | 6 | 6 | 7 | 7 | 9 | 4 | 4 | 5 | 2 | 3 | 2 |
| 2005 | | | | | | | | | | | 12 | 7 |

A high social capital alumni community in 5 minutes: Copy, paste, done

THE HARVARD-CHINA LINKEDIN HOMEPAGE

The screenshot shows the LinkedIn Groups search results page. The search bar at the top contains the text "harvard-china". The search results show one group, "harvard-china", which is circled in red. The group description reads: "Open group for all graduates of Harvard living in or interested in China. Perry Gregg CEO ushow2, Inc. Owner: Perry Gregg, J.D. | Join this group >". The page also features a "Search Groups" section with a search bar containing "harvard-china" and a "Create a Group" button. The footer contains various links such as "Company", "Tools", "Premium", "User Agreement", "Privacy Policy", and "Copyright Policy".

Yet another copy-paste high social capital alumni community

THERE ARE MORE THAN A DOZEN INTERLINKED SUPPOSED HARVARD ALUMNI GROUPS/BLOGS/WEBSITES



SEARCH BLOG #FLAG BLOG Next Blog Create Blog | Sign In

Harvard bay, la, cam-bost, chicago, houston, china, africa, india, europe, middle east, tech, aust.

This page and the listed discussion groups about Harvard are not affiliated with or sponsored by Harvard University or the Harvard Alumni Association.

grassestimate.com
grassestimate.com the Bay Area putting green & synthetic artificial fake grass yarn lawn installer

This web log's news feed

[harvardsflaworld](#)

Qui êtes-vous ?
PERRY GREGG



pg@harvtechforum.org
[Afficher mon profil complet](#)

Better, not truth: Do you have transitive wisdom?
What is the payoff of being part of a coalition? Could this result be of benefit to you?

Yale Bay Area discussion group



LUNDI, JUIN 30, 2008

Obama candidate colporteur loses in November

Their team will start with weeks of warm biographical ads touting McCain's heroism and leadership. These ads carry divisive, don't be surprised, images of a financial moral crisis, the real estate collapse, victim's families, troops, firefighters, gas prices maybe a terrorist or two and a body.

Enter a newly compiled mountain of money at the convention. Pay a black talking head to bowdlerize. Throw in dollars to Nader-Matt Gonzalez for viability seasoning. Vicious, tasteless rounds of negative ads targeted at Youtube. 30 second spots where Obama is wrong on the economy, wrong on taxes, wrong on defense, a possible terrorist of questionable gender orientation who lacks courage and can't be trusted. He'll make Muslims happy. He is no friend to women. He will take jobs and important opportunities from white workers and white children. Latinos and Jews should worry. The seared weak link for us is in the swing states between August and November -- there will be no time to get to the truth. You know how easy it is to stick a black male face with a negative association, <https://implicit.harvard.edu/implicit/demo/>

We won't be able to stop it. Unflattering photo after photo of Obama, his wife, his family, ministers, old friends, pepper media outlets. Co-branding bad with black people should be easy enough to do. Disinformation, even Mrs. Clinton used the technique effectively against Obama. If you can't convince them confuse them. Gore was a RAT. Kerry the decorated hero a coward. At best Obama is a young "just a speech maker", naive enough to give this country to the terrorists and apologize and stain the name of the men and women who have fallen in valor.

Oh what a tangled web you weave...

- **Blog**

- harvardsf.org

- **Yahoogroups**

- harvard-sf
- harvard-la
- harvard-dc
- harvard-houston
- harvard-austin
- harvard-chicago
- harvard-nyc
- harvard-bay-area
- harvard-sf-la-collegesinvitelist
- harvard-cambridge-boston
- harvard-china
- harvard-australia
- harvard-india
- harvard-africa
- harvard-europe
- harvard-middleeast
- harvard-alameda-educators
- harvtechforum.org
- Total of 18 Yahoogroups

Focus

Member Count

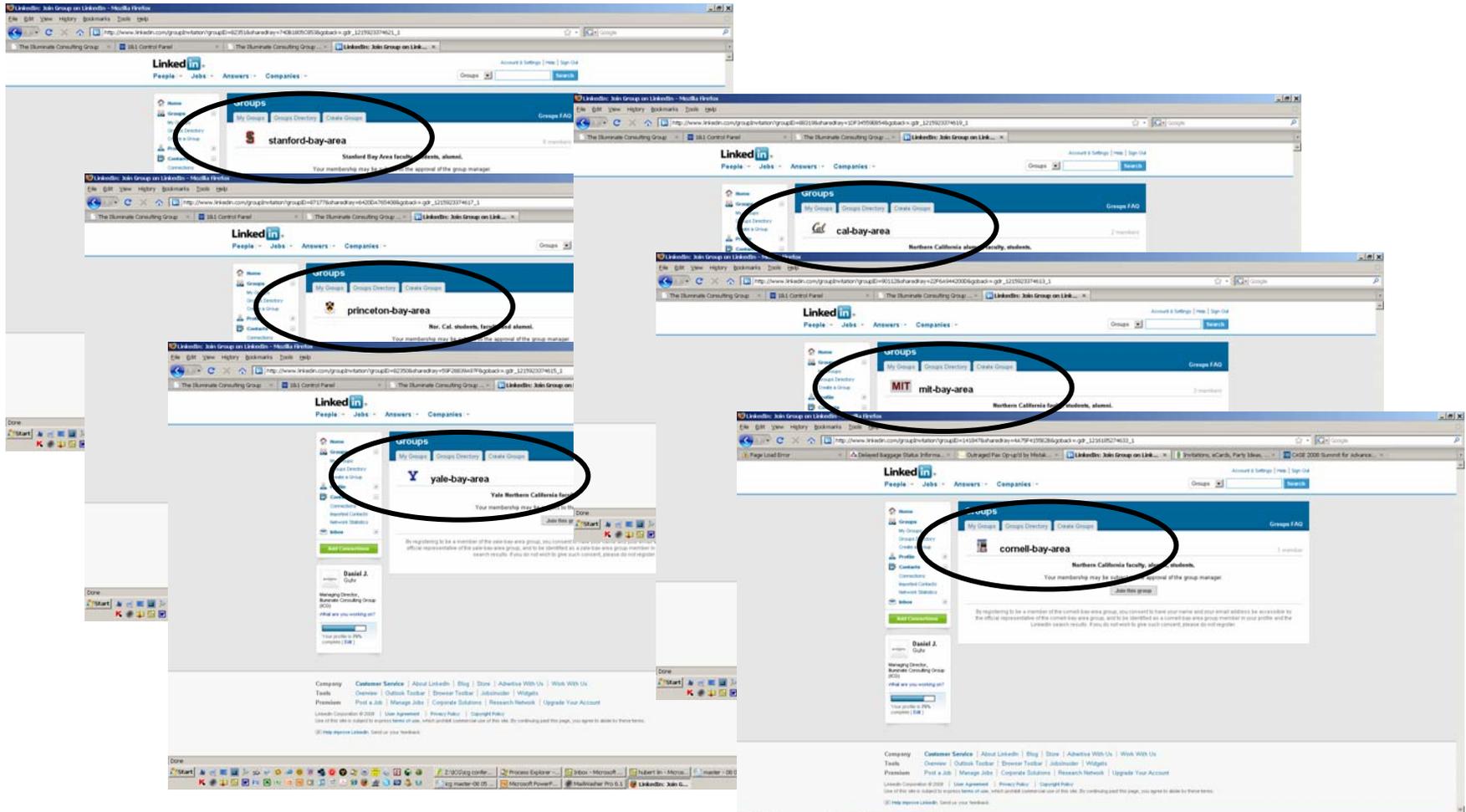
| | | |
|---------------------------|--|----------------------|
| Cities | | 2 |
| | | 433 |
| | | 108 |
| | | 19 |
| | | 25 |
| Metro Areas | | 59 |
| | | 1,637 |
| | | 1,613 |
| Countries | | 139 |
| | | 203 |
| Continents/Regions | | 238 |
| | | 22 |
| | | 51 |
| Special Interest | | 37 |
| | | 216 |
| | | 54 |
| | | 43 |
| | | 244 |
| | | 5,143 ⁽¹⁾ |

This is just harvard- Yahoo Groups. Not LinkedIn, ushow2.org, others

Source: Various websites/webpages as of 12 July 2008.

(1) Membership counts are not verified. The alumni status of signed up group members is not verified and at least partially highly questionable.

IT IS NOT JUST HARVARD...



...but also Stanford, Princeton, Yale, Cal, MIT, and Cornell

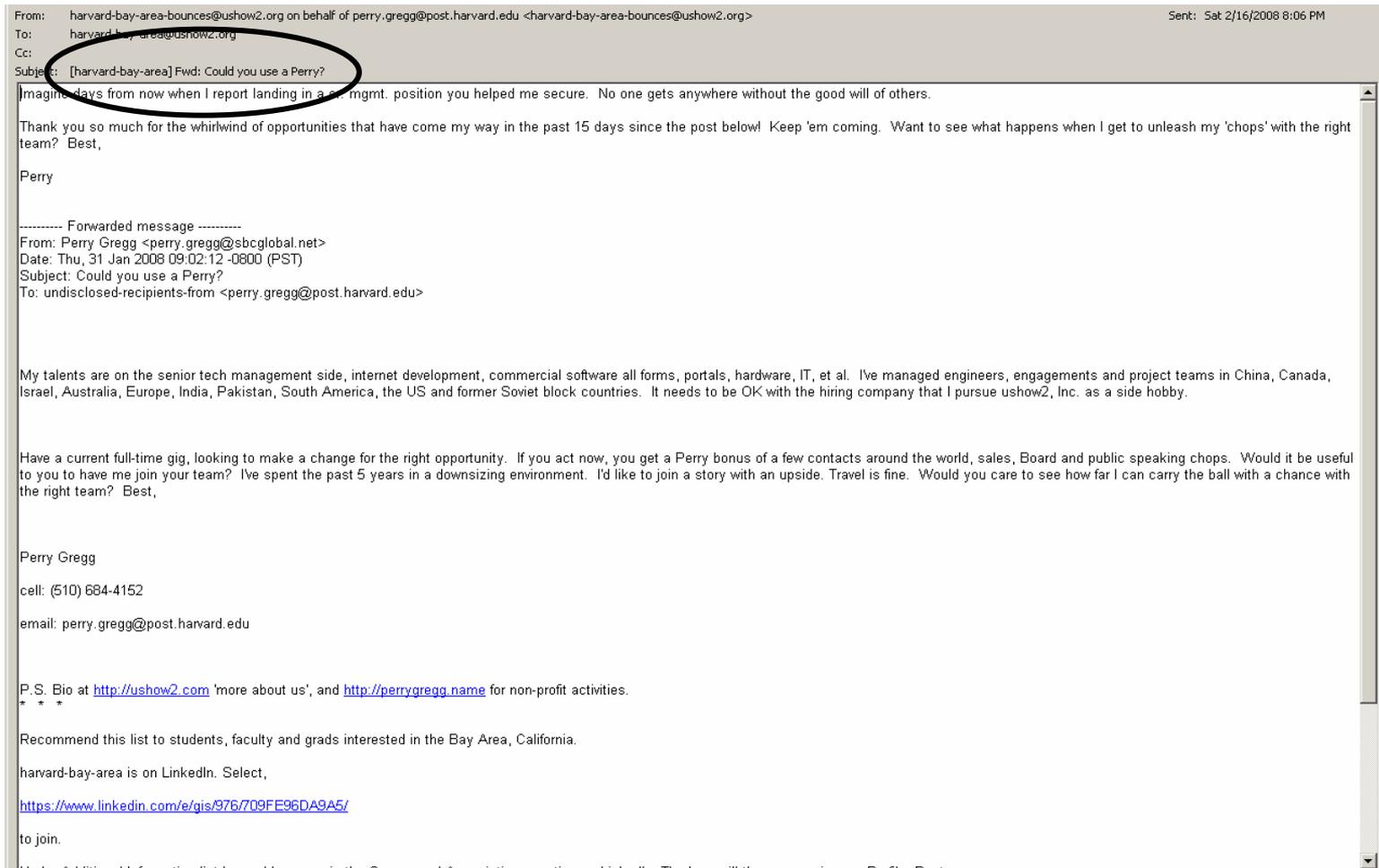
Source: LinkedIn webpages as of 13 July 2008.

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2008 CBIE Annual Conference – 4 November 2008

36

WHAT THIS IS REALLY ABOUT – A JOB... “Could You Use a Perry?”



Entrepreneurial? Or Deceptive?

Harvard Bay Area discussion group



ushow2.org

Harvard Los Angeles discussion group



ushow2.org

Sign up on lists All Schools, Multi-ling Grads Subscribe to

Perry Gregg, CEO, ush
austin

All Schools, Multi-ling Grads Subscribe to

Perry Gregg, CEO, ush
austin

Perry Gregg, CEO, ush
austin

London & Bay Area California going gaga for artificial lawns - by grassestimate.com California's synthetic grass leader

British turf wars take a turn for the faux - by grassestimate.com California's synthetic grass leader
Installers say artificial lawns, like this one outside a residence in Victoria, B.C., can be an economical choice.

In a land that's always been gaga for gardens, frankly fake grass is making inroads

London - For the English, gardening is more than just a weekend pastime or a chance to get some fresh air. In some quarters, gardening ranks higher than soccer players or Royal Family shenanigans when it comes to national obsessions.

The Chelsea Flower Show, held in one of London's toniest neighbourhoods each May, draws royalty, rock stars and the nation's leading fashion and literary figures.

The BBC provides four straight days of wall-to-wall live coverage of Chelsea, not out of a sense of service from a public broadcaster, but because the prime-time ratings are there to justify the attention.

Britons are tuned in and turned on to their gardens like few others.

How then, to explain the sudden surge in demand for fake grass?

At the esteemed Royal Horticultural Society, which runs Chelsea along with other major gardening shows, there are neither gasps of shock nor sharp intakes of breath at the notion of fake grass.

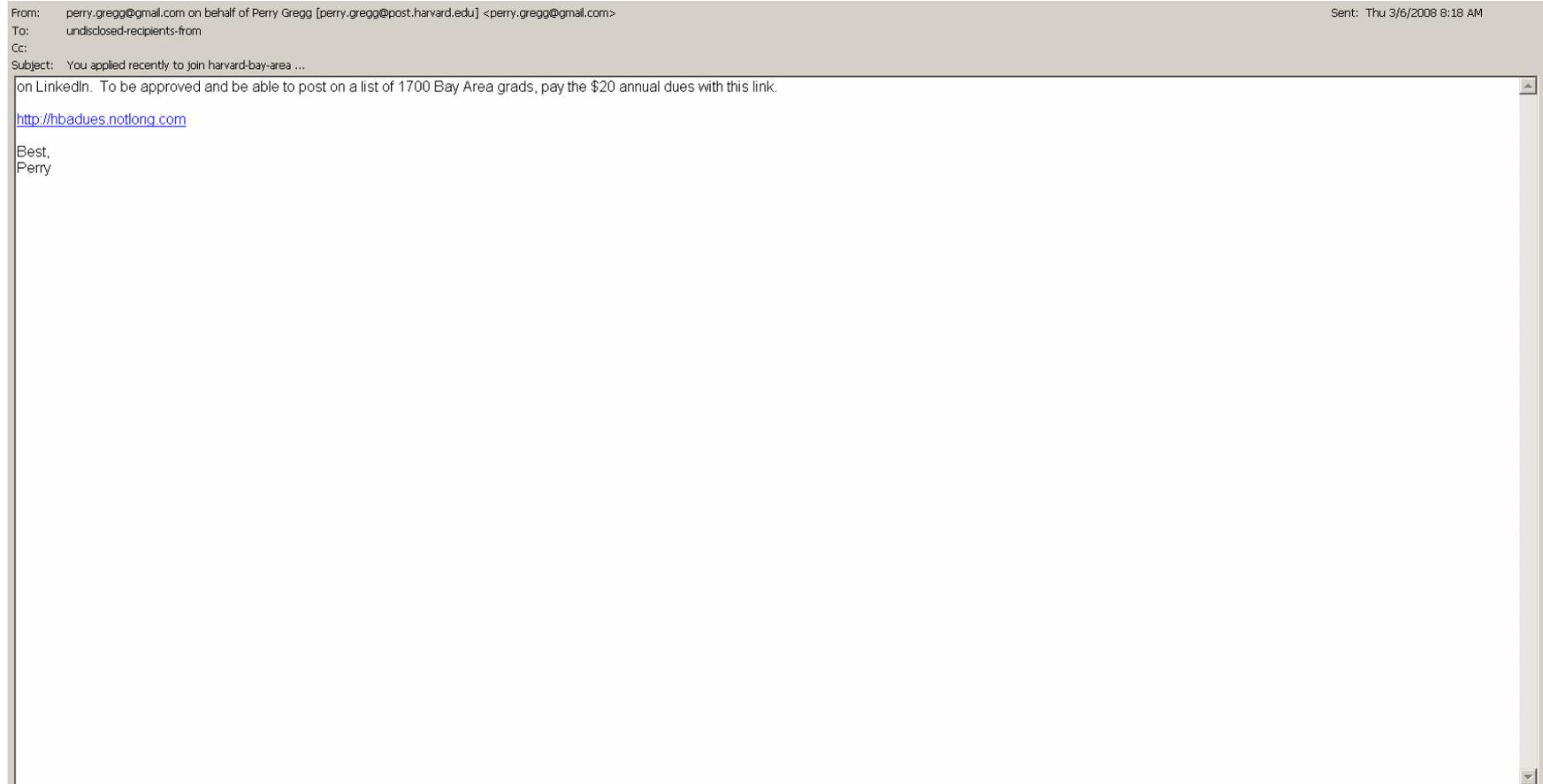
Helen Bostock, a horticultural adviser who answers queries from the society's thousands of members, says the horticultural society has recently used artificial grass in one of its demonstration gardens at Wisley Gardens in Surrey.

"We don't get that many inquiries about it, but I do think that is because people somehow feel guilty for even thinking about it," Bostock says of the trend.

"It's as though they feel we'll think they are cheating."

But, she notes, the horticultural society's information leaflets include details of four suppliers and she sees demand growing for a

All Harvard alumni apparently care about is Astroturf...



Pay \$ 20 “to be approved” as an alum

WHY IS THIS MISSAPPROPRIATION OF BRANDS AND NETWORKS SO ABUSIVE AND DAMAGING?

- **Nothing Mr. Gregg does serves Harvard, or any other institution he is “covering”**
- **Mr. Gregg uses institutional brands and networks for his own gains**
 - **To find himself a job**
 - **By attempting to charge \$ 20 to list members for the “approval” of their alumni status**
 - **To propagate ideas and concepts which are at times solely used to create controversy**
 - **To create mailing lists he can further monetize**
- **Alumni are bound to be disappointed – with their alma mater not protecting them from such an obvious misappropriation of their brand**
- **By not counteracting Mr. Gregg’s endeavors properly, Harvard created grounds for an (ever) expanding empire of brand/network properties**

This is arguably the most far reaching case of alumni network abuse

HOW TO RESPOND

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: [Mitbay] Warning - unauthorized "MIT" site

Sent: Fri 7/11/2008 1:48 PM

----- Forwarded message -----
From :
Date: Thu, Jul 10, 2008 at 9:41 AM
Subject: [Mitbay] Warning - unauthorized "MIT" site
To: mitbay@mailman-alum.mit.edu

MIT Alums,

I just wanted to call your attention to an unauthorized LinkedIn site called "MIT bay-area". The site owner is a non-alumnus named Perry Gregg and he has been charging \$20 to join his site - something he has been doing for other schools including Harvard. This IS NOT RELATED TO MIT CLUB OF NORTHERN CALIFORNIA AND HAS NOT BEEN SANCTIONED BY THE MIT ALUMNI ASSOCIATION OR MIT, and in fact this site is run by an individual with no affiliation with MIT.

**“MIT Alums,
I just wanted to call your attention to an unauthorized LinkedIn site called "MIT bay-area".
The site owner is a non-alumnus named Perry Gregg and he has been charging \$20 to join his site - something he has been doing for other schools including Harvard.
This IS NOT RELATED TO MIT CLUB OF NORTHERN CALIFORNIA AND HAS NOT BEEN SANCTIONED BY THE MIT ALUMNI ASSOCIATION OR MIT, and in fact this site is run by an individual with no affiliation with MIT.”**

MIT alumni took the lead

- **LinkedIn shut down all of Mr. Gregg's groups**
- **As a result, he lost the main membership traffic driver and any potential professional value for list members**
- **Mr. Gregg subsequently ported the -bayarea groups onto Facebook**
- **This move has been an abject failure. Months later, some groups have membership levels in the single digits**
- **Why did the move to Facebook not work? Because the group identity shifted from institutional brand to Mr. Gregg's circle of friends**
- **Yet in the absence of pro-active community strategies, there is no barrier to this situation being repeated**

This is arguably the most far reaching case of institutional network abuse

Housekeeping

An Introduction to Online Communities

- How familiar are you really with online communities?
- Key communities - And You
- Community user behavior and adoption
- Risk: To manage or not to manage

Case Studies

- LinkedIn: Professional networking at Caltech
- YouTube: UC Berkeley vs. MIT
- Blogs: How to get (your own) Lucky?
- Yahoogroups Plus: “Stealing” Ivy League brands

Strategic Responses

Discussion

- **For international recruiters**
 - **Soon nearly all target pools will participate in communities, revealing deep personal information but also acquiring specific knowledge about institutions. Response: Survey, observe, gently engage, and never push against a community's culture and tonality**
- **For alumni relations staff and career services**
 - **Communities have become a transactional meeting ground for alumni of all institutions – which challenges traditional service and communication models. Response: Connect, communicate, leverage**
- **For marketing and communication staff**
 - **Communities are on their way to become the most important (but not only) channel to reach students, while at the same time inducing a new intra-network dynamic. Response: Seeding, encouraging, and monitoring**
- **For educational delivery (learning/teaching) staff**
 - **Web 2.0 tools and platform are fundamentally altering the way and modes of how teaching and learning is taking place. Response: You have to get in front**

FIVE STEPS TO CONSIDER

- **Educate all relevant units on campus (alumni, fundraisers, marketing, communication, admissions, faculty leadership, legal, IT, etc.) on what is happening and the existing tactical and strategic challenges**
- **Analyze the implications for your institutions. Map challenges and opportunities. Break rules and cross internal silos**
- **Devise an integrated strategic response and educate and train relevant units on campus**
- **Test. Implement. Test some more. Map and measure. Revise. Change**
- **Repeat Steps One to Four**

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