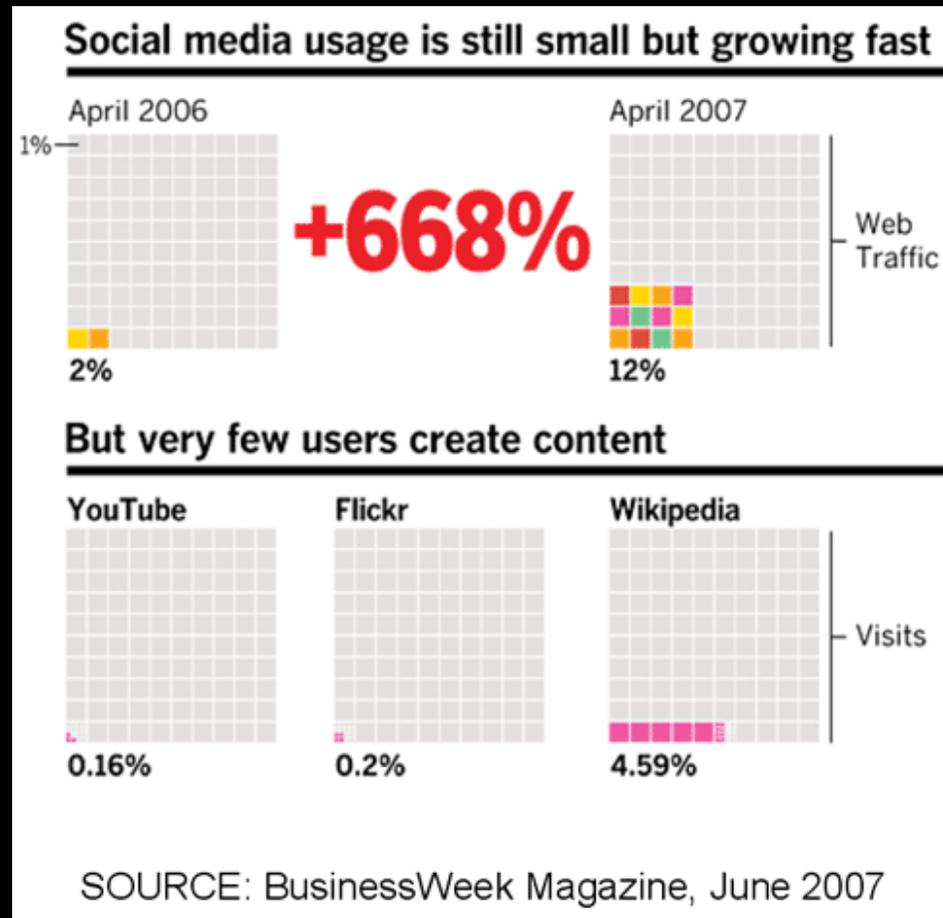


Contributing users

Why should we focus on contributing users!



Identification of contributing users

DR

Find *“members of a user population who;*

Anticipate relatively high benefits from obtaining a solution to their needs and so may innovate

Are at the leading edge of important trends in a marketplace under study and are currently experiencing needs that will later be experienced by many users in that marketplace”

We call these Lead-users

	LU Ideas (n=5)	NON-LU Ideas (n=42)
"Newness" of Idea		
• Novelty compared to competition	9.6	6.8
• Newness of needs addressed	8.3	5.3
Projected Profitability		
• % market share in year 5	68%	33%
• Estimated sales in year 5	\$146m	18m
Strategic Value		
• Strategic importance	9.6	7.3
• Fit with Strategic plan	9.8	8.4
Fit with Business		
• Intellectual property protection	7.1	6.7
• Fit with mfr. Capabilities	7.8	6.7
• Fit with distribution channels	8.8	8.0

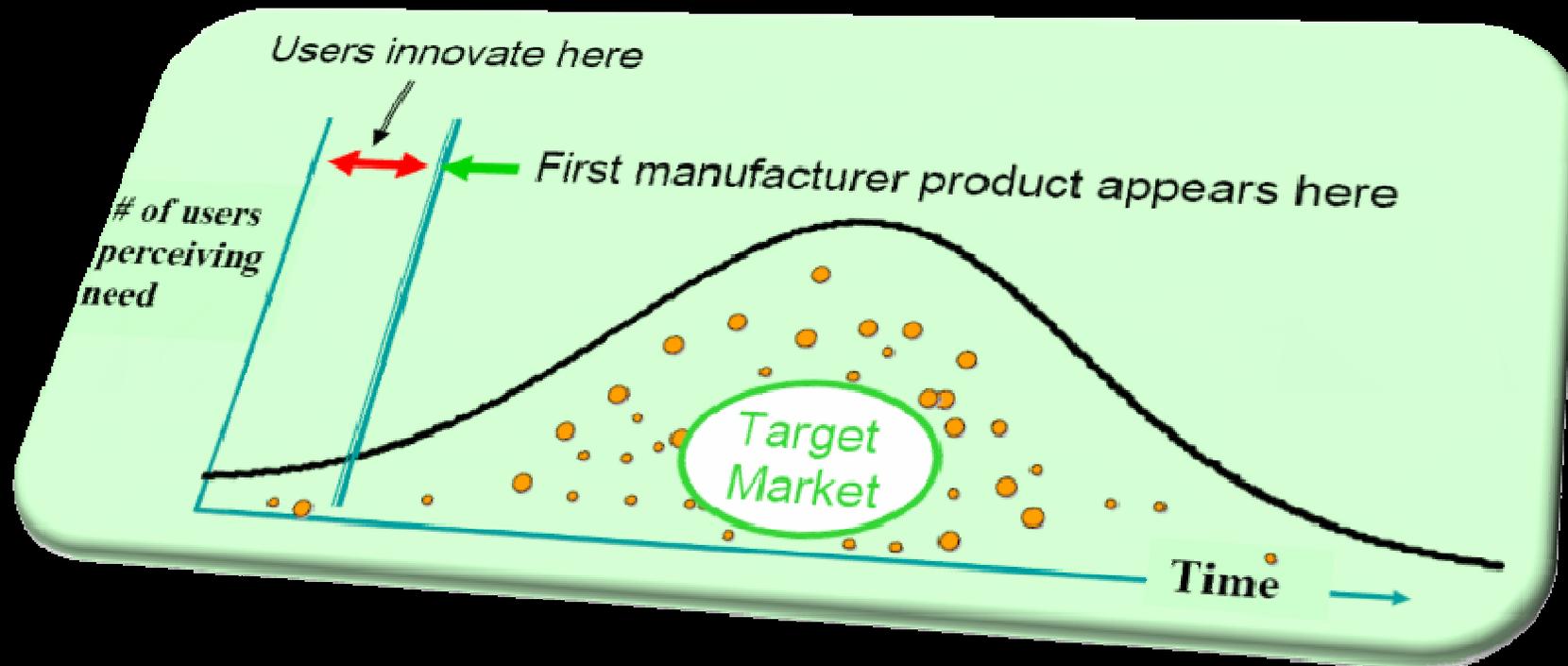
Research Team: Prof. Gary Lilien, Penn State University; Prof. Pam Morrison, University of New South Wales; Dr. Kate Searls, ASI Associates, Mary Sonnack, Division Scientist, 3M; Prof. Eric von Hippel, MIT

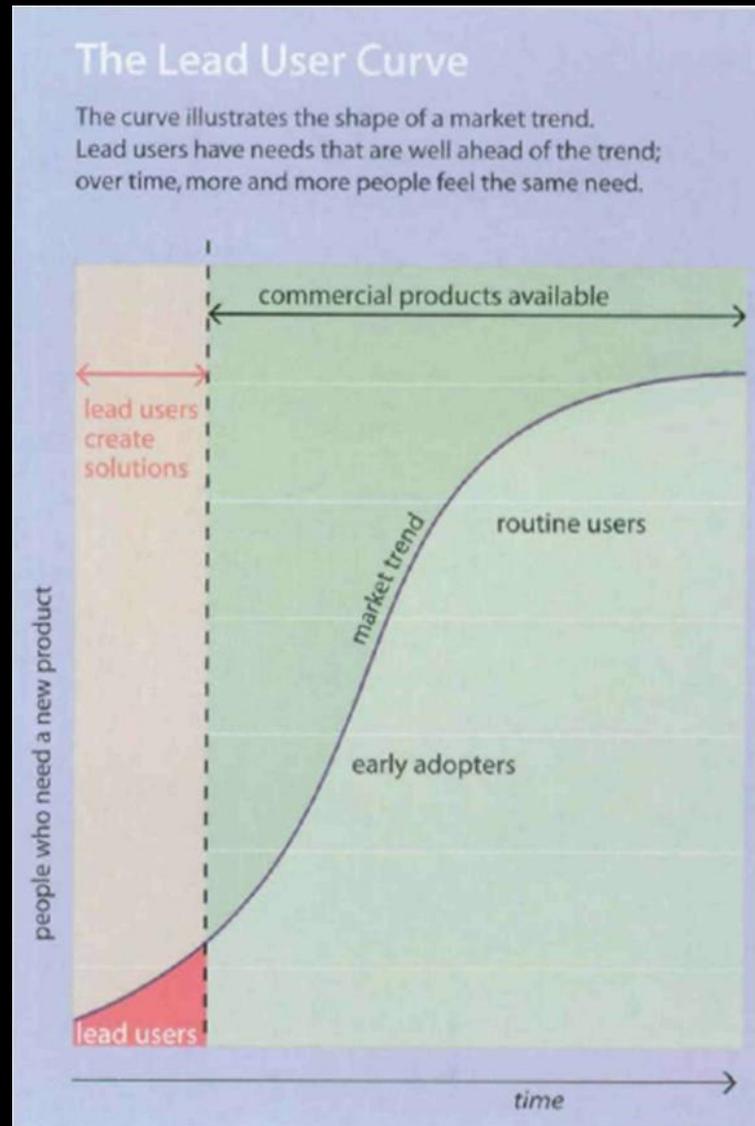


3M has operations in more than 60 countries – 29 international companies with manufacturing operations, and 35 with laboratories.

3M produces over 55,000 products, including: adhesives, abrasives, laminates, passive fire protection, dental products, electrical materials, electronic circuits, optical films, and supply chain management software.

How do we identify valuable user segments





The model identifies the 'space' where the lead users and their creative solutions can be found as well as the relationship to traditional commercial products, marked by the red and pink sections.

Lead User Curve
von Hippel, Thomke, & Sonnack (1999)

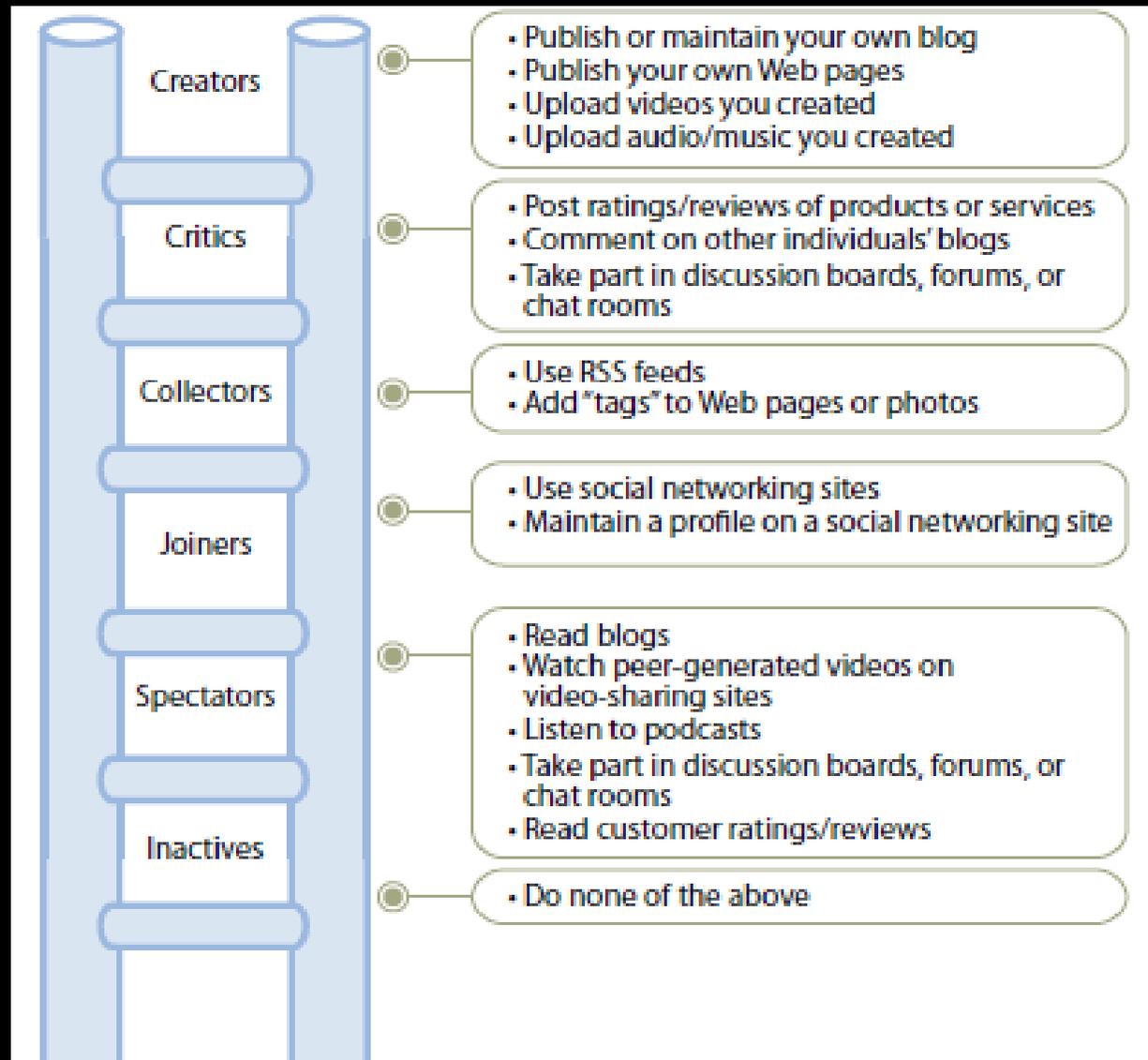
Segmentation of users

The ladder of participation in social technologies. (Groundswell)

The key focus is to understand how consumers approach these technologies, not just which ones they use.

Using tools and data from ladder of participation we from an UDI perspective are able to learn how to:

- Evaluate new social technologies as they emerge
 - Determine how different groups of consumers are participating in the social technology arena
 - Segment users and specific lead users into more tangible groups.
 - Gain a better understanding of the types of users that participate and their degree of social computing adoption
 - Build social technologies into your business cope and energize the best customers to recruit their peers.
-

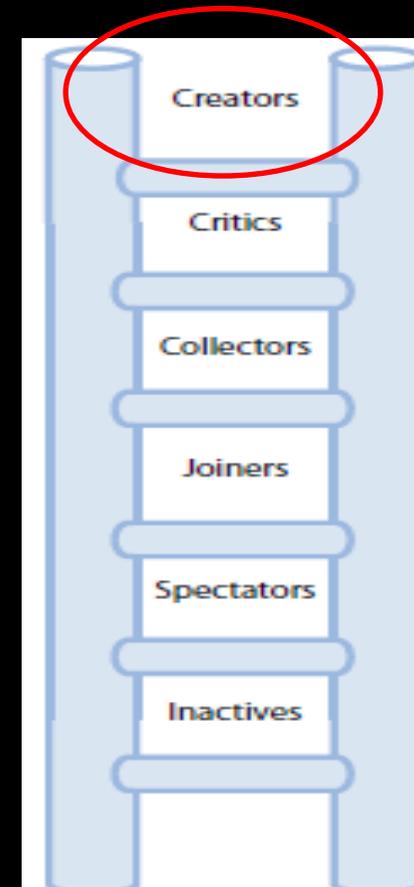


Creators

At the top of the ladder are Creators — online consumers who publish blogs, maintain web pages, or upload videos to sites like YouTube at least once per month.

Creators, are an elite group, include just 10% of the adult online population.

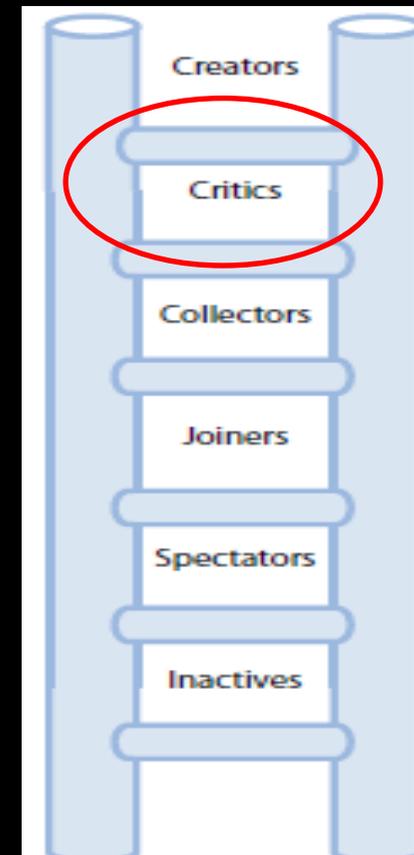
Creators are generally young — the average age of adult users is 39 — and are evenly split between men and women.



Critics

These online consumers participate in either of two ways — commenting on blogs or posting ratings and reviews on sites like Amazon.com. This level of participation isn't nearly as intense as being a Creator — Critics pick and choose where they want to offer their expertise and often use another blog post or product as the foundation for their contribution.

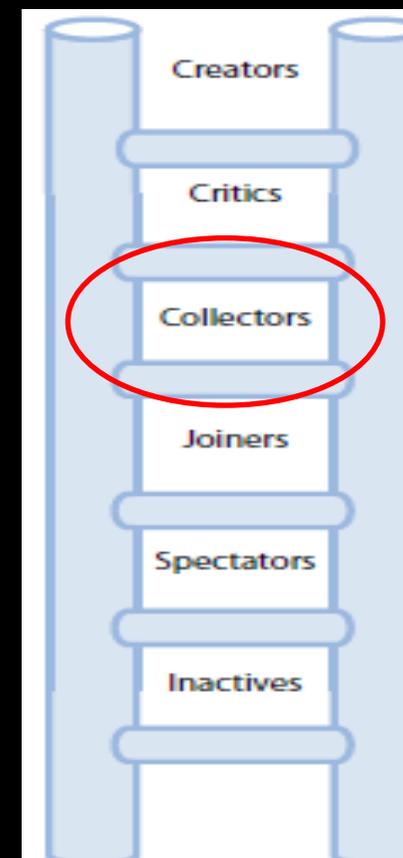
Critics represent 19% of all adult online consumers and on average are several years older than Creators. Two-thirds of them post ratings and reviews, but only 22% comment on blogs and rate/review website content



Collectors

When users save URLs on a social bookmarking service like del.icio.us or use RSS feeds on Bloglines, they create metadata that is shared with the entire community.

This act of collecting and aggregating information plays a vital role in organizing the tremendous amount of content being produced by Creators and Critics — for example, del.icio.us users can see all of the web pages tagged “IT Factory” even if they never bookmarked a page themselves. Collectors represent 9 % of the adult online population and are the most male-dominated of all the Social Technographics groups.

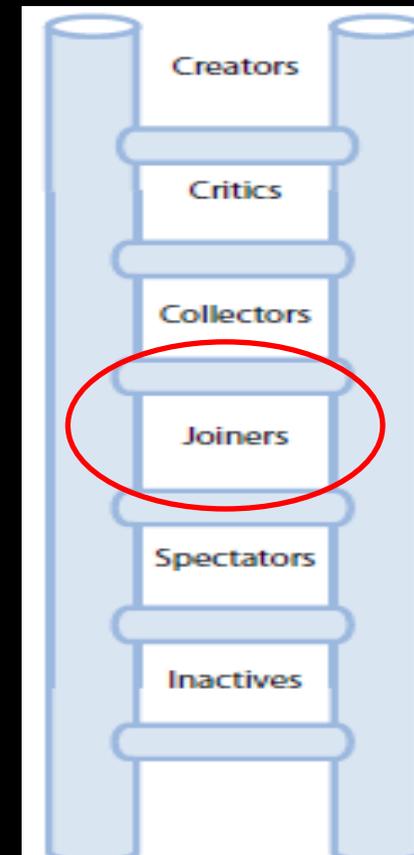


Joiners

This unique group has just one defining behavior — using a social networking site like MySpace.com or Facebook.

Despite the current hysteria about social networks, Joiners represent only 13% of the adult online population and are the youngest of the Social Technographics groups.

They are highly likely to engage in other Social Computing activities.



Spectators

This group of blog readers, video viewers, and podcast listeners, which represents 40% of the adult online population, is important as the audience for the social content made by everyone else.

As a group, Spectators are slightly more likely to be women and have the lowest household income of all the Social Technographics groups.

The most common activity for Spectators is reading blogs, with only a small overlap with users who watch peer-generated video on sites like YouTube



Inactives

Today, 53% of online adults do not participate at all in social computing activities. These Inactives have an average age of 50, are more likely to be women, and are much less likely to consider themselves leaders or tell their friends about products that interest them.

While they do not participate, they are affected when the activity of others — for example, in blogs or online consumer-generated videos — are covered in the news media.

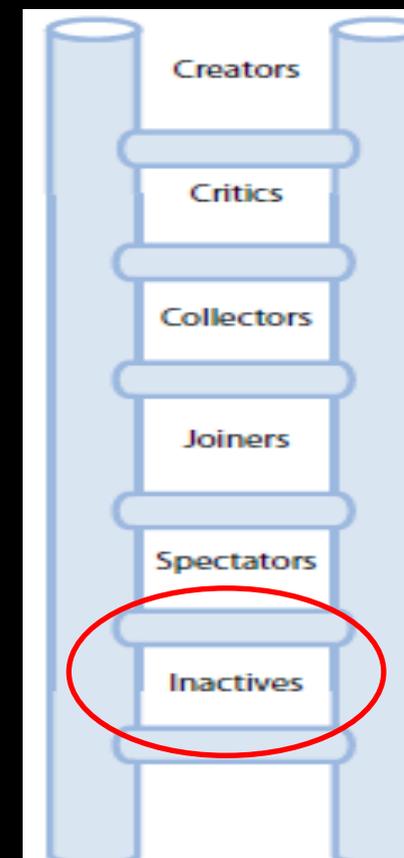
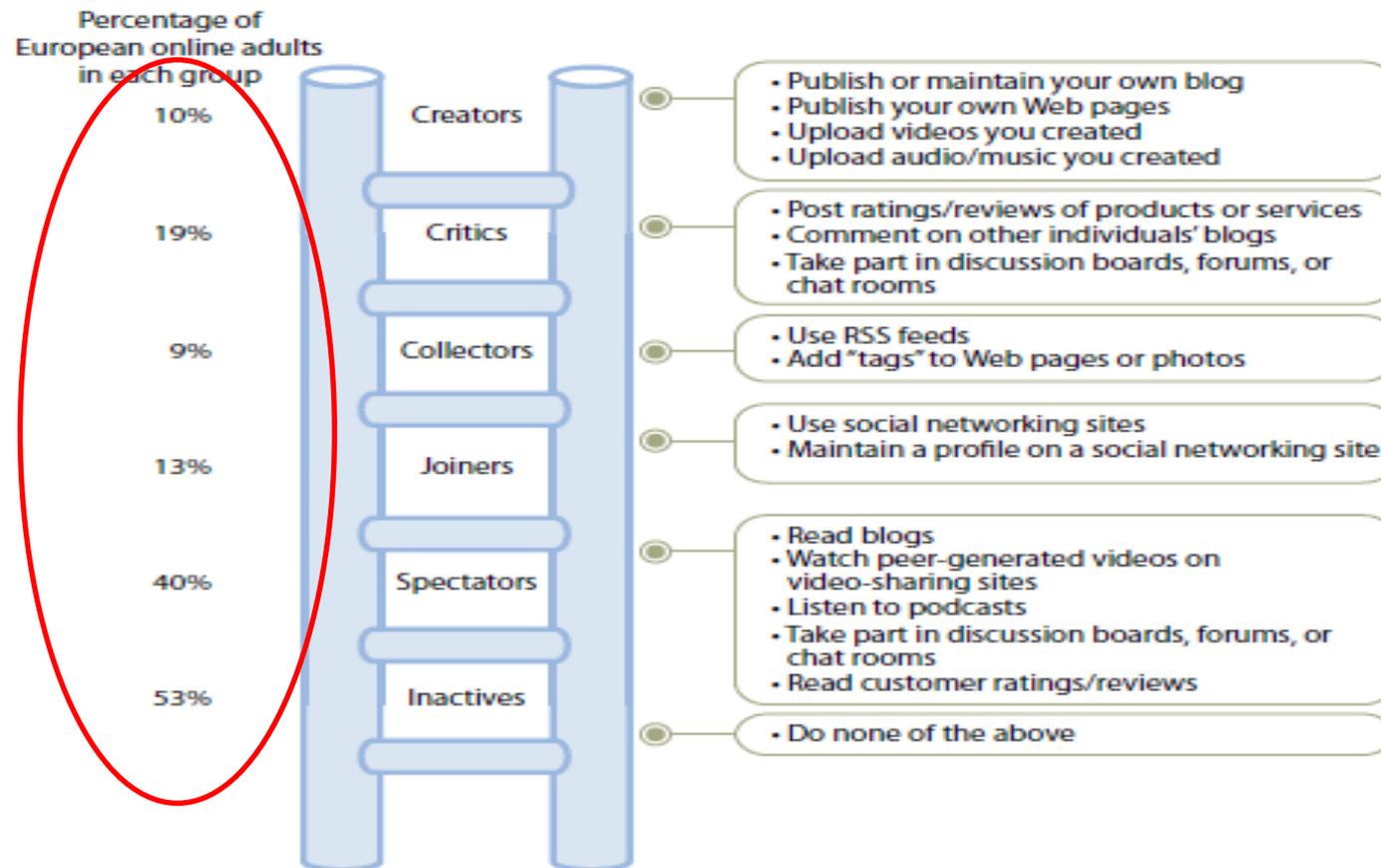


Figure 1 The Social Technographics Profile Of Online Europeans



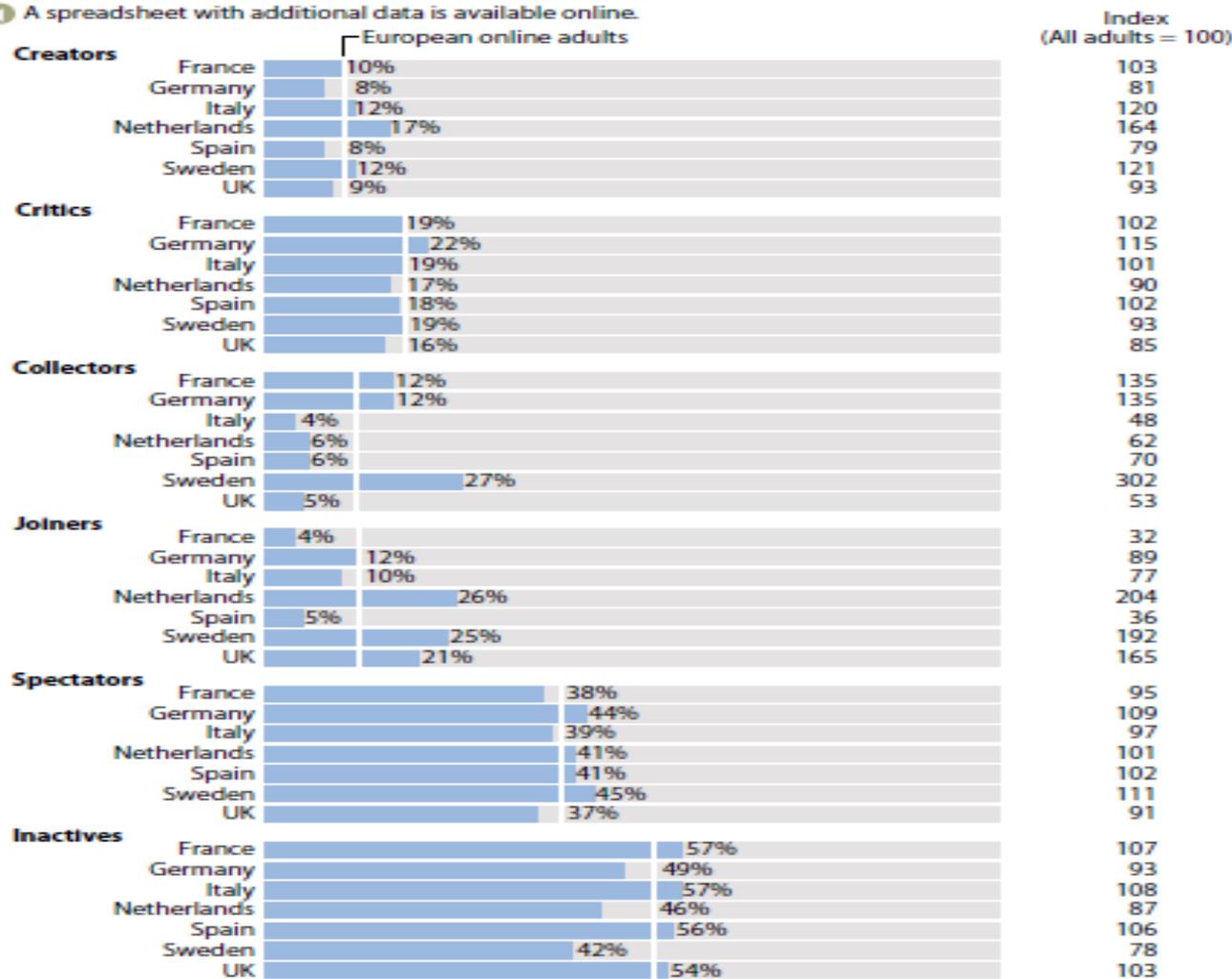
Segments include consumers participating in at least one of the indicated activities at least monthly

Base: 13,254 European online adults

Source: European Technographics® Benchmark Survey, Q2 2007

Figure 2 Consumers Exhibit Very Different Social Technology Behaviors Across Countries

A spreadsheet with additional data is available online.



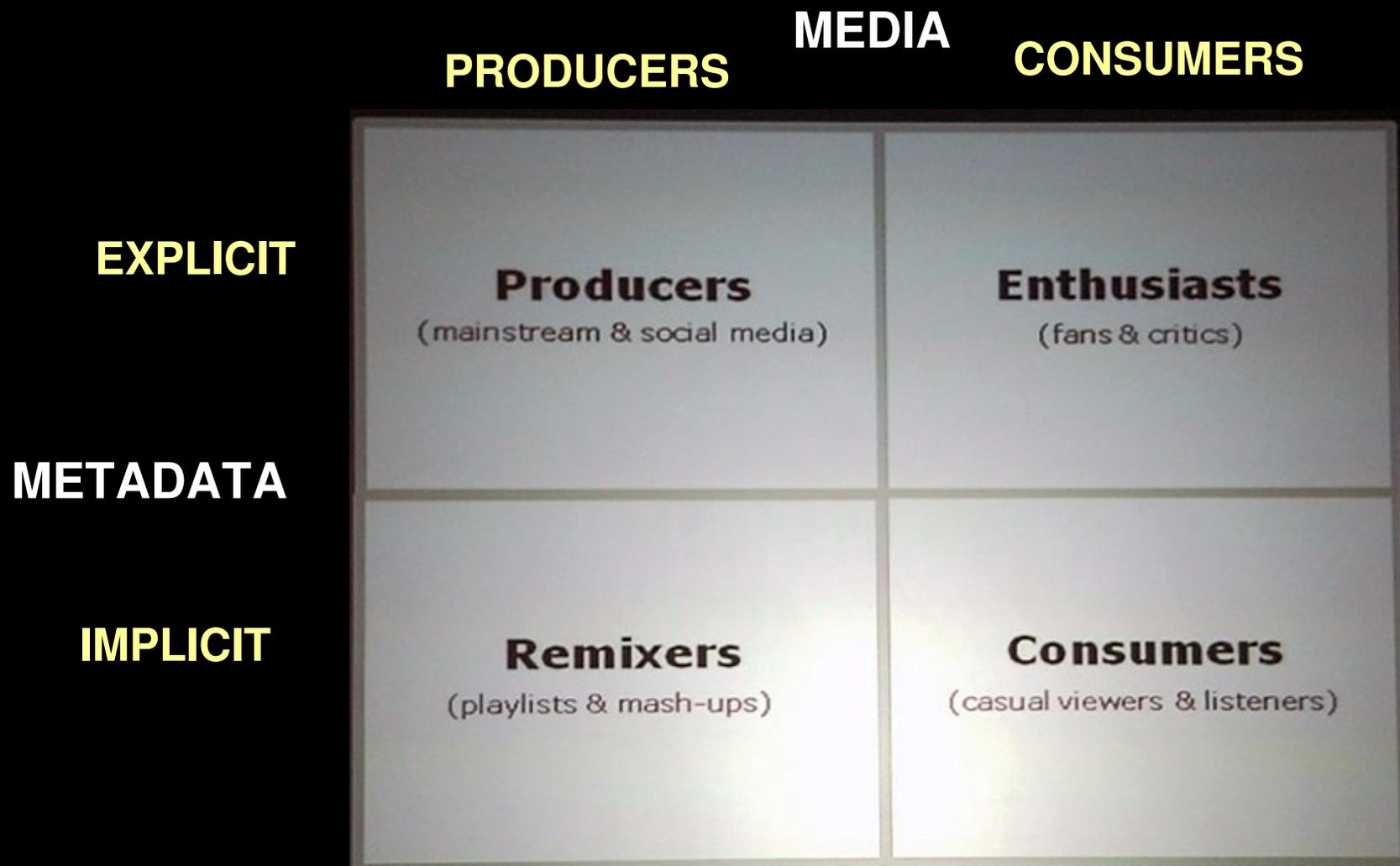
Base: 13,254 European online adults

Source: European Technographics® Benchmark Survey, Q2 2007

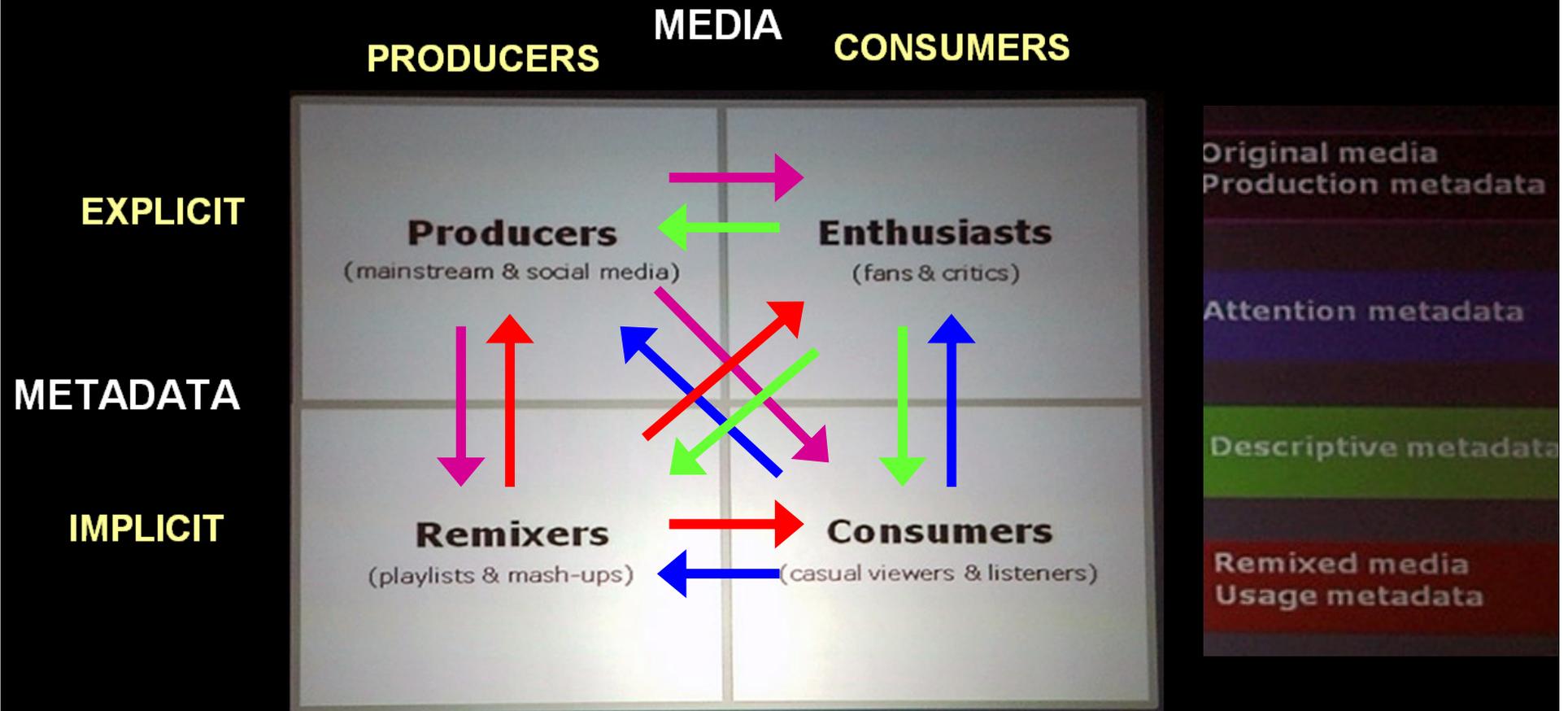
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Source: Forrester Research, Inc.

Designing the Social Media and Metadata Ecosystem



Designing the Social Media and Metadata Ecosystem



The key lesson is that users are not just one standardized group.

If we want to develop a valuable user-interaction strategy we have to understand how to address the different user segments - whether it be Creators, Critics, or Collectors.

Within these groups we will find lead users, however, the lead users will at best be a few percent of the total user group which makes the user interaction strategy even more challenging.



Claus Pedersen Blicher
Project manager

Danish Broadcasting Corporation
DR Byen
Emil Holms Kanal 20, opg.2-4
0999 Copenhagen C

M +45 6066 6660
CBPE@dr.dk
<http://mobil.dr.dk>
www.dr.dk/mobil