

Web 2.0: Getting Users to Participate

2 November 2005
INSEAD, Singapore

www.weigend.com

韋思岸教授
Andreas S. Weigend, PhD

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Wynton Kelly, Miles Davis, Bill Evans

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You Save: \$2.99 (25%)
Availability: Usually ships within 24 hours
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- CDs from *The Verve Music Group Desert Island Discs Series*.
- *Birth of the Cool [ORIGINAL RECORDING REMASTERED]* ~ Miles Davis
- *Sketches of Spain* ~ Miles Davis
- *Blue Train* ~ John Coltrane
- *Thelonious Monk with John Coltrane* ~ Thelonious Monk with John Coltrane
- *Saxophone Colossus* ~ Sonny Rollins
- *Giant Steps [Deluxe Edition]* ~ John Coltrane
- *Round About Midnight [Bonus Tracks]* ~ Miles Davis

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RECENTLY VIEWED ITEMS

- Samsung Hands Free Headset for Samsung Phones
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- JVC TFHF30 Over-Ear

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~ Miles Davis, et al
\$8.99

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Subtotal: \$8.99

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Our Price: \$13.49

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- ▶ Customers who shopped for X also shopped for Z
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YOUR ACCOUNT

HELP



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Our Price: **\$8.99**
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Add to cart



A Love Supreme ~ John Coltrane
Our Price: **\$13.49**

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Birth of the Cool ~ Miles Davis
Our Price: **\$9.99**
Used & new from \$9.50

Add to cart

Explore similar items

Customers who bought items in your Shopping Cart also bought:



Sketches of Spain ~ Miles Davis
Our Price: **\$11.98**
Used & new from \$2.00

Add to cart



Blue Train ~ John Coltrane
Our Price: **\$9.99**
Used & new from \$5.99

Add to cart



Saxophone Colossus ~ Sonny Rollins
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Quantity: 1
Subtotal: \$8.99

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MUSIC

SEE MORE STORES

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Search: Popular Music



Browse: All styles:



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Used & new from \$5.99

Add to cart



Saxophone Colossus ~ Sonny Rollins
Our Price: **\$8.99**
Used & new from \$6.90

Add to cart

Customers who shopped for *Kind of Blue* also shopped for:



Metrics

衡量标准

- ▶ **Conversion rate:** Percentage of visits placing an order
转化率：百分之几的人访问页面并购买
- ▶ **Order size:** Number of additional (from the second page) items put in cart
订单大小：（从第二页起）新购多少商品

Result

结果

- ▶ “Your Shopping Cart” on right is about 1% better than on left
“Your Shopping Cart”置于右侧比置于左侧的效果提高1%

Some details

细节

<i>All customers</i> 所有消费者	<i>Existing customers</i> 现有消费者
Cart-adds from 2 nd page: 从第二页起新购商品数量: +0.6%	Cart-adds from 2 nd page: 从第二页起新购商品数量: +0.8%
Wishlist-adds: 选择礼物清单: +1.4%	DVD Cart-adds: 新购DVD: +0.8%
DVD (\$): +1.1%	DVD (\$): +1.0%

(6)-8

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Get \$30 to spend at Amazon! Just spend \$50 in Apparel

Introducing Apparel & Accessories at Amazon

Six Steps to Spiritual Revival
by [Pat Robertson](#)

List Price: \$9.99
Price: **\$9.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [See details.](#)

Availability: Usually ships in 24 hours

[Used & new](#) from \$7.00

Edition: Hardcover

[See more product details](#)

Customers who shopped for this item also shopped for these items:

- [The End of the Age](#) by Pat Robertson
- [The Ultimate Guide to Anal Sex for Men](#) by Bill Brent
- [Esther's Gift](#) by Jan Karon

[Explore similar items](#)

Customers who wear clothes also shop for:

- [Clean Underwear](#) from Amazon's Target Store
- [Ladybug Rain Boots](#) from Amazon's Nordstrom Store
- [Arm Warmers](#) from Amazon's Urban Outfitters Store

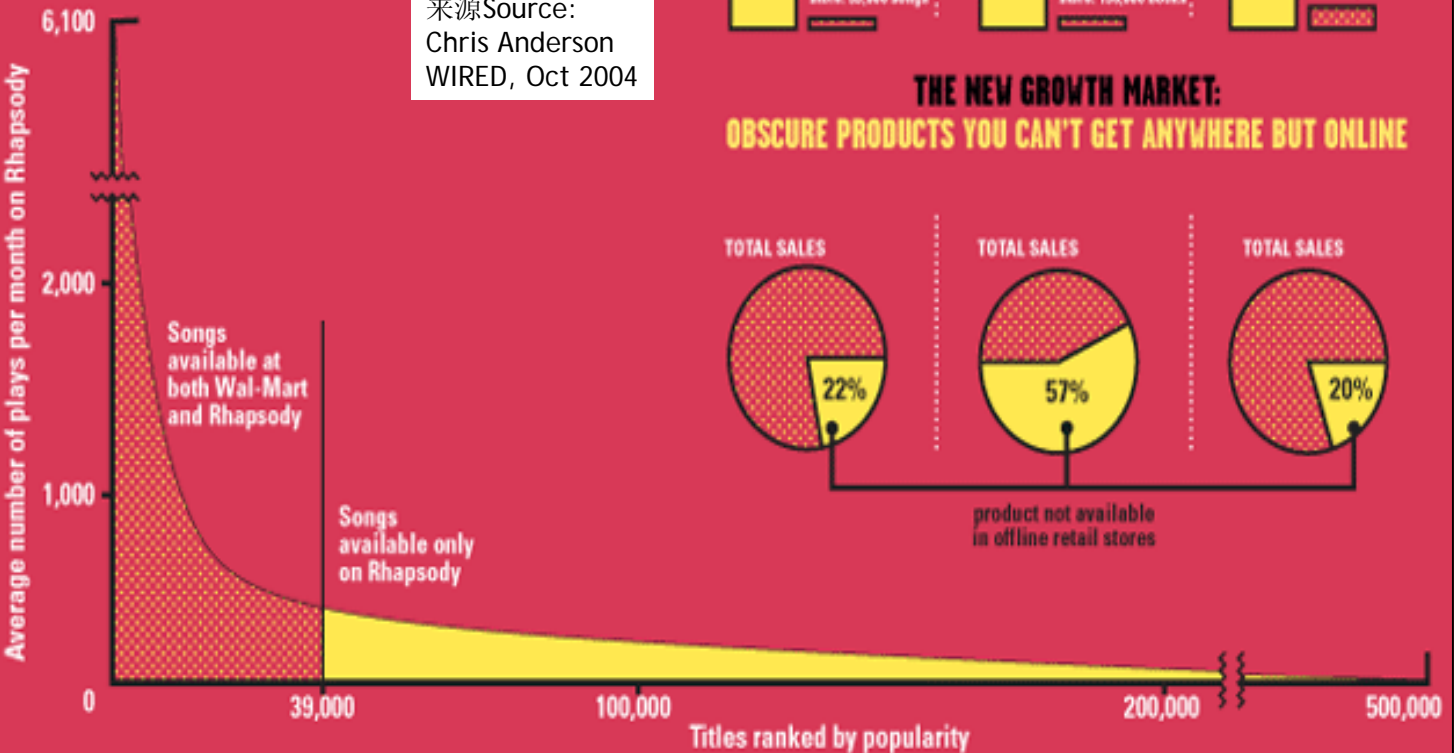
(6)-10

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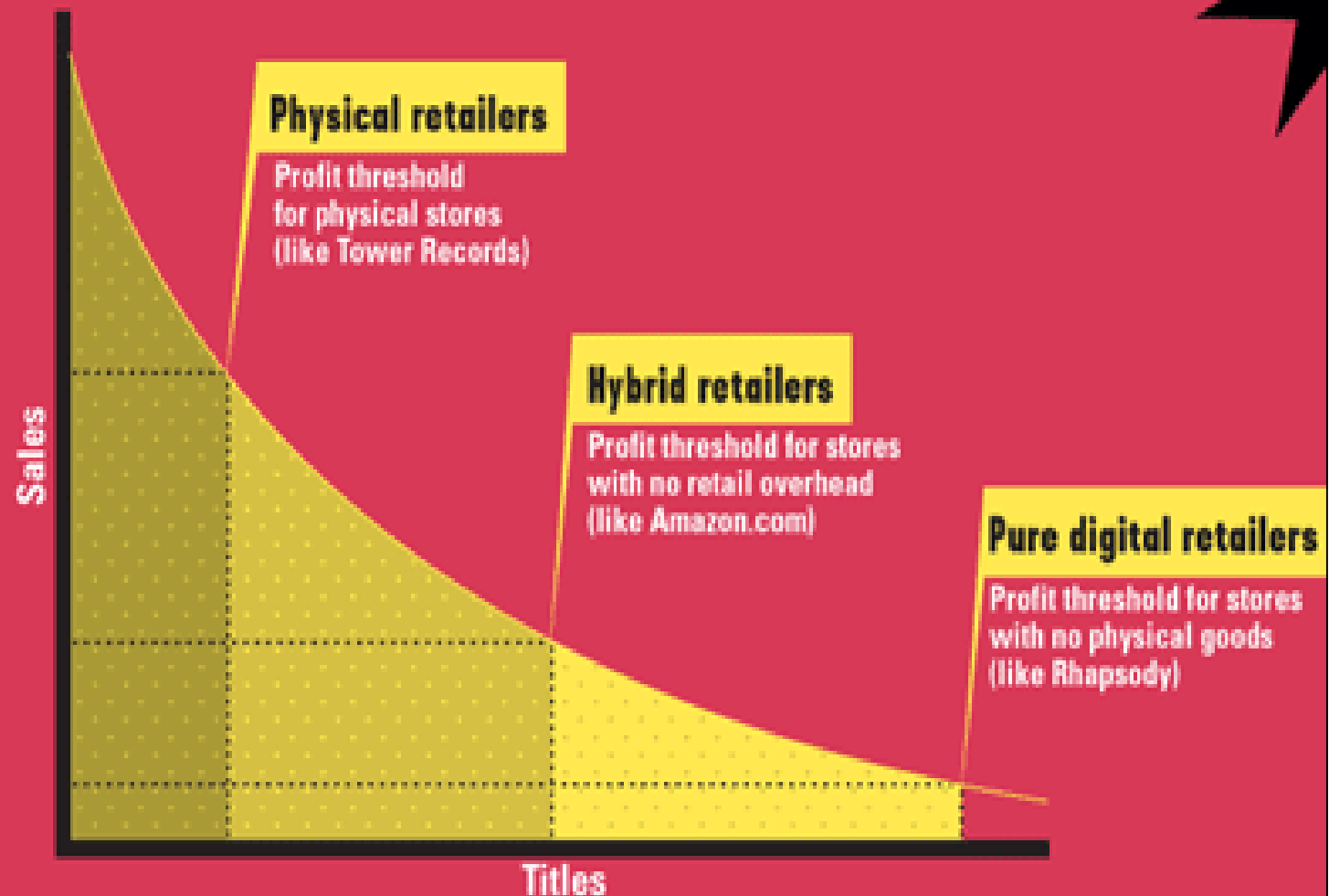
ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody's more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.

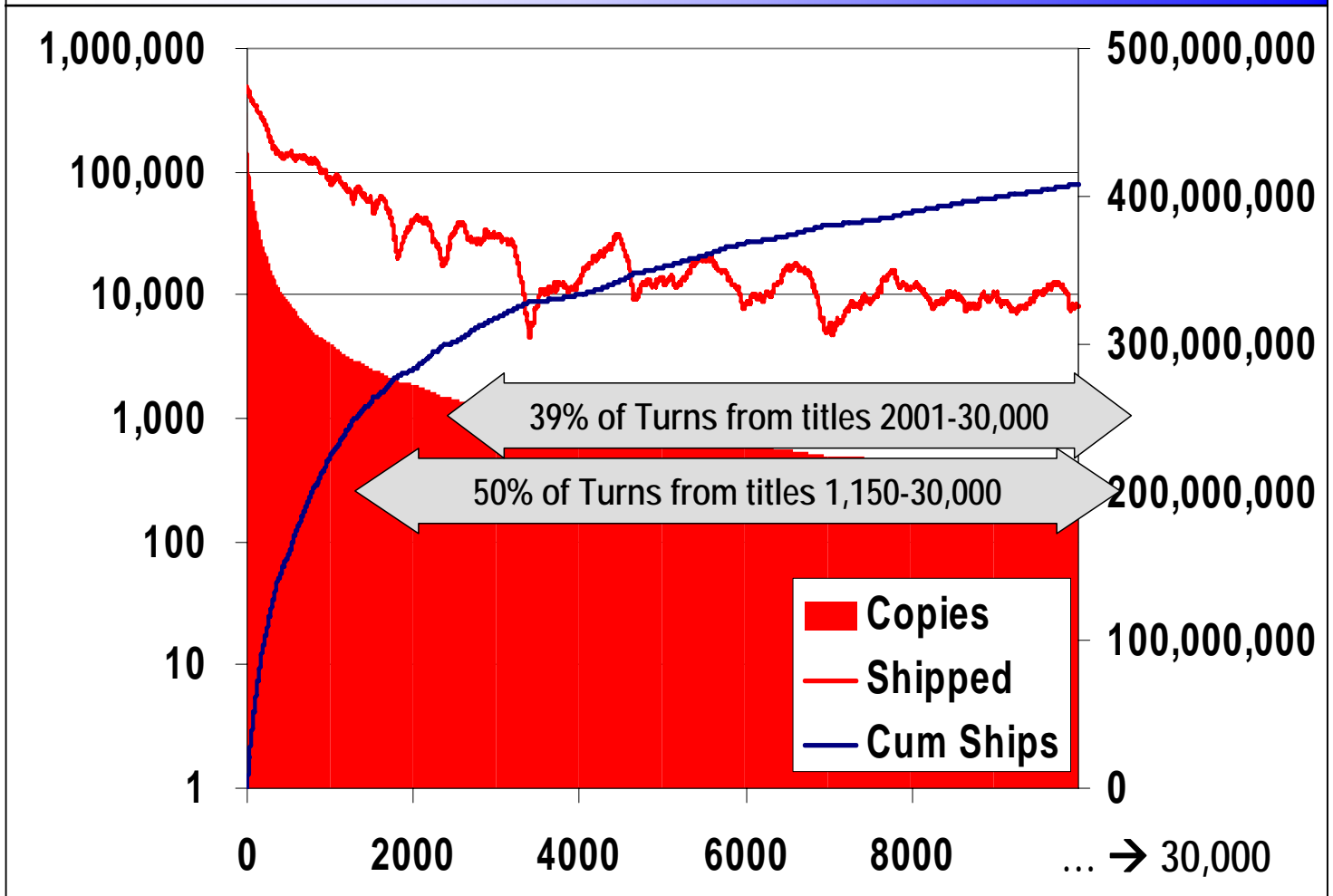
来源Source:
Chris Anderson
WIRED, Oct 2004



来源Source: Chris Anderson, WIRED, Oct 2004



Recommendations create demand in the "long tail" "长尾效应"中推荐刺激需求



来源Source: Neil Hunt, Netflix, Aug 2005

Netflix: Cinematch recommendations Netflix: Cinematch个性化推荐

NETFLIX

Browse Recommendations Queue Your Account | Help

Recommendations
Based On Your Ratings

Featured Recommendations

Remember the Titans (2000)
It looks like fourth down and long yardage when Denzel Washington replaces a well-respected -- and white -- football coach (Will Patton) in a Virginia high school rampant with prejudice, circa 1970. Not to be discouraged, Washington wields the young players, the Titans, into a force to be reckoned with on the gridiron and off. Based on real-life events.
Starting: Gregory Allen Howard, Denzel Washington
Director: Boaz Yakin

Crimson Tide (1995)
Controversy boils over when Soviet rebels point nuclear weapons at the United States, and a message for the nuclear-missile sub U.S. Alabama gets cut off during transmission. Capt. Frank Ramsey (Gene Hackman) thinks he's been ordered to launch a pre-emptive strike, while Lt. Cmdr. Ron Hunter (Denzel Washington) believes the submarine has been ordered to stand down. Will the Alabama prevent a nuclear holocaust, or start one?
Starting: Gene Hackman, Denzel Washington
Director: Tony Scott

See More Recommendations ...

Drama

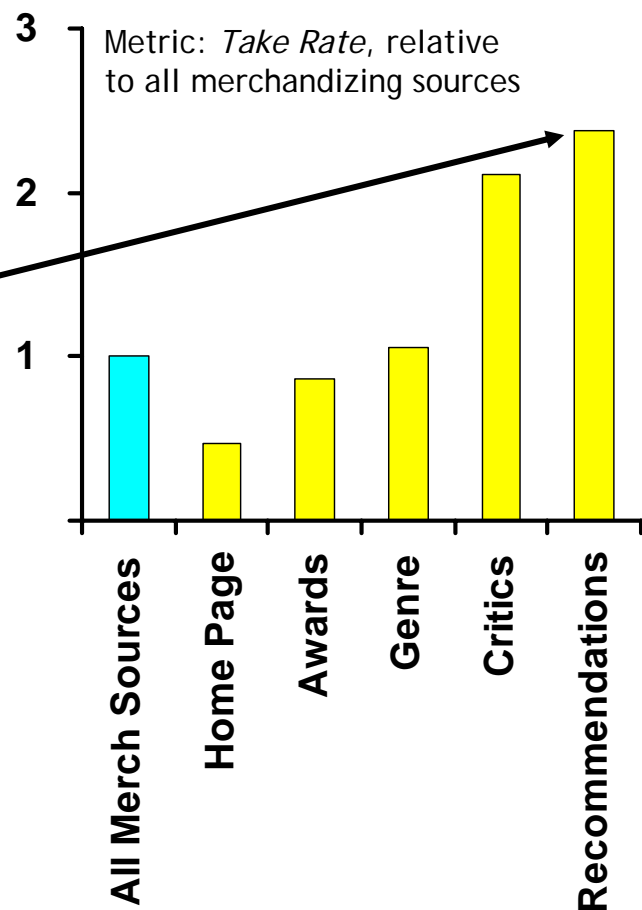
The Deer Hunter The Thomas Crown Affair GoodFellas Kiss the Girls

How it Works

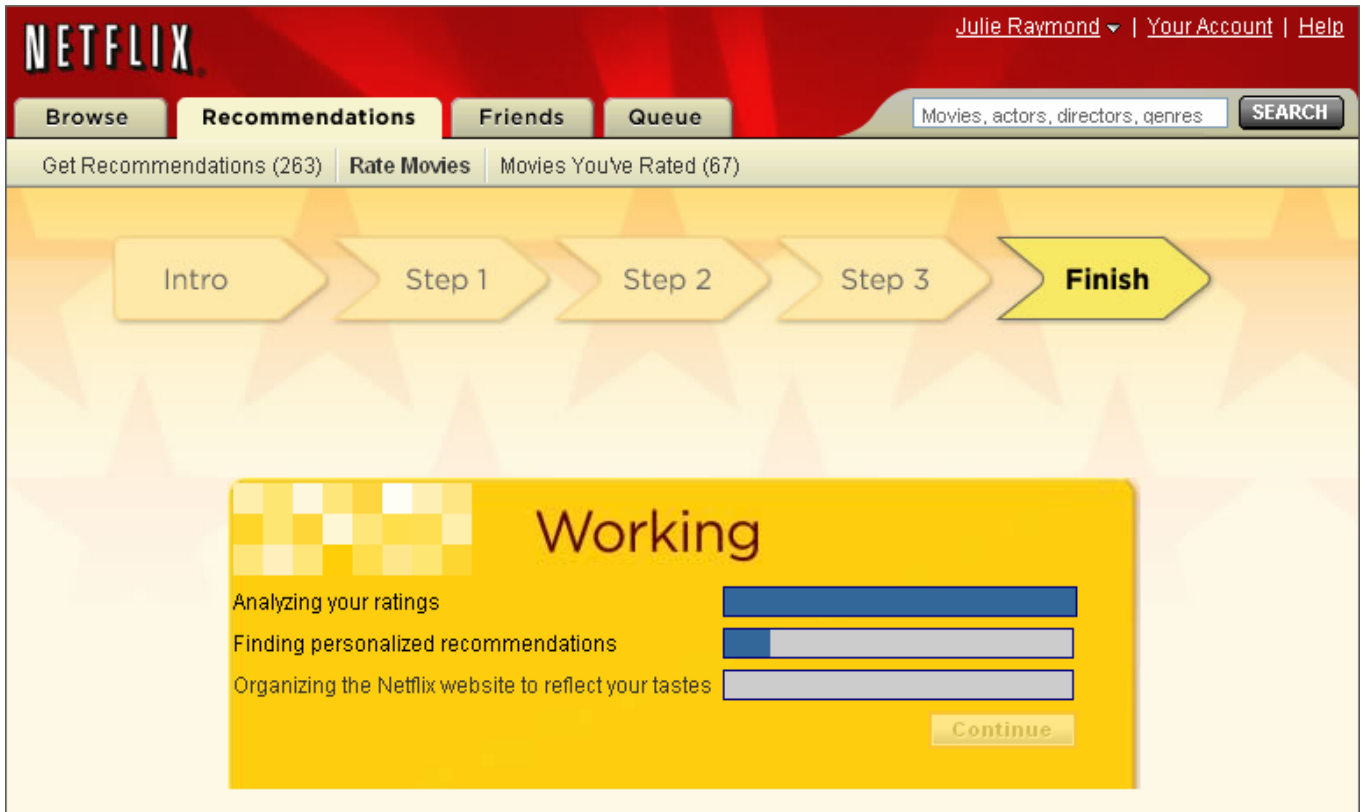
1 Rate More Movies
You've Seen or Rented!

2 Get More Recommendations
Based On Your Ratings!

Rate More Movies



- Better customer experience with...
改善上网体验



(7)-17

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Only able to click on links given by site.
只能点击网站链接

Most people are way
more predictable
than they believe.

— Andreas Weigend



"We are what we search for," says Andreas Weigend. He says that a powerful compression of people's lives is encoded in the list of their search queries.

I SEARCH, THEREFORE I AM

As the former chief scientist of Amazon.com and one of the world's leading data mining experts, Andreas Weigend and his opinions are widely respected. If you missed his talks at SAS

JochenWegner

Forum International or M2004, the world's largest data mining conference, you won't want to miss him now. In the following article, Weigend explains how data can be used to accurately predict customer behavior. The question-

Shop in
**Jewelry
& Watches**
(Beta-What is this?)

amazon.com.



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Andreas's Gold Box

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ACCESSORIES

ELECTRONICS

TOYS &
GAMES

MUSIC

CELL PHONES &
SERVICE

SEE MORE
STORES

INTERNATIONAL

TOP SELLERS

TODAY'S DEALS

SELL YOUR STUFF

Hello, **Andreas Weigend**. We have [recommendations](#) for you. (If you're not Andreas Weigend, [click here.](#))

All results for: blue pants

Search: Amazon.com for blue pants
搜索: 蓝色长裤

Refine your search:

Find blue pants in these categories:

[Books](#) (41,731)

[Apparel](#) (2,017)

[Sports & Outdoors](#)
[Beta \(what is this?\)](#)
(351)

[Health & Personal Care](#)
[\(what is this?\)](#) (4)

[Home & Garden](#) (2)

[Kitchen & Housewares](#)
(2)

[Toys & Games](#) (1)

[Industrial Supplies](#) (67)

[Lifestyle & Gifts](#) (38)



[Giorgio Sant Angelo Silk Dress Slacks](#)

Apparel: [See all 2,017 items](#) ([Rate this item](#))

Buy new: ~~\$49.99~~ **Sale: \$7.49**



[ruffle capris](#) (The Children's Place)

Apparel: [See all 2,017 items](#) ([Rate this item](#))

Buy new: ~~\$14.50~~ **Sale: \$6.99**

Sponsored Links: [What's this?](#)

广告链接

Buy Jeans - The Buckle -- Lucky Brand, Silver, Mavi, Ecko, BKE & Shady. -- www.buckle.com

Blue Jeans -- Shop for deals on Clothing here! Simply Fast Savings -- www.Shopping.com



The boys in the sky-blue pants : the men and events at Camp

- Pay upon transaction
行动（交易）时付费
 - ▶ CPA = cost per action
CPA=每次交易成本

- Pay when clicked
点击时付费
 - ▶ CPC = cost per click
CPC=每次点击成本

Easiest to verify:
both parties know
this information
最容易验证：双方都
知道该信息

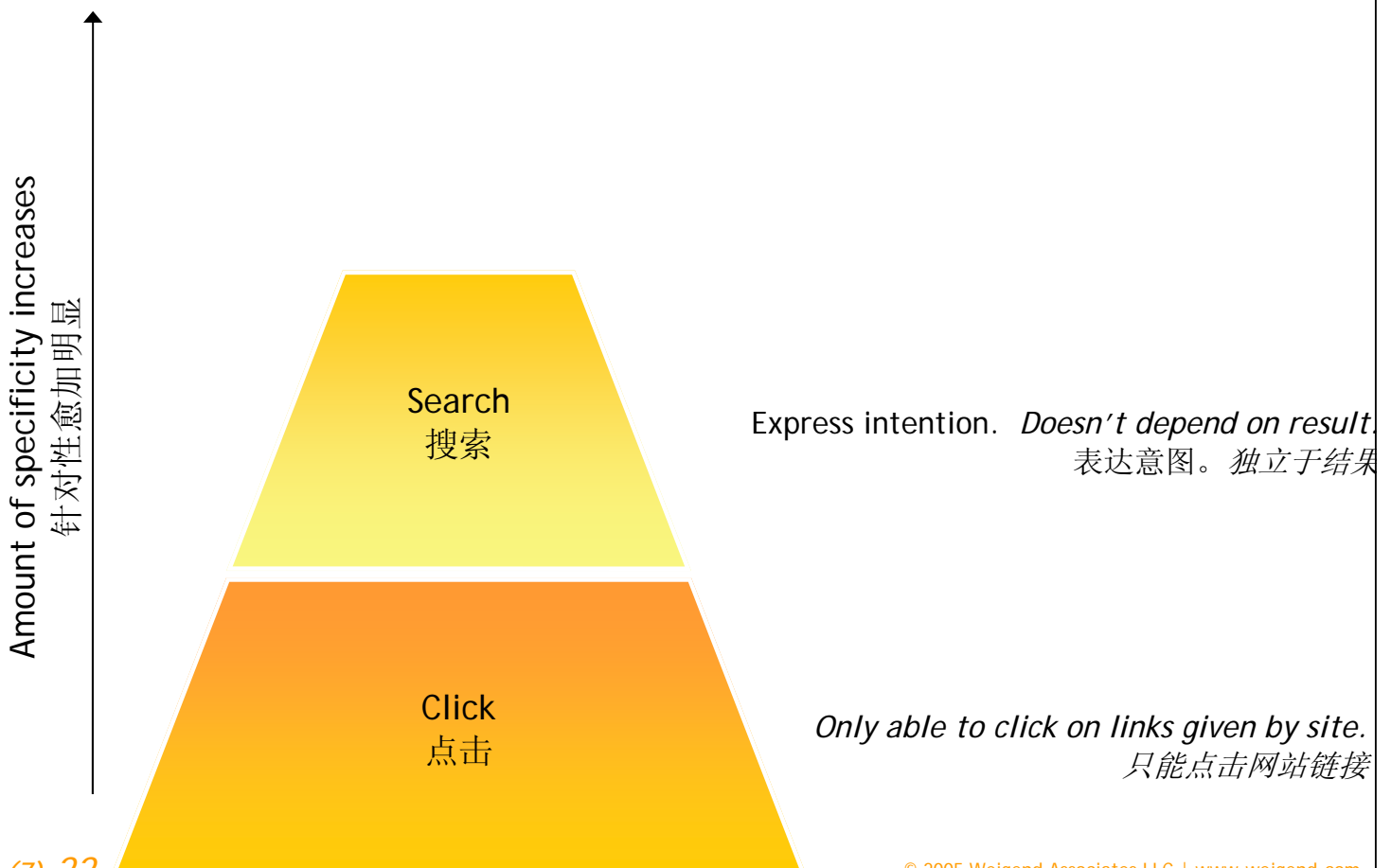
- Pay by impression
广告浏览付费
 - ▶ CPM = cost per mille (French language for thousand)
CPM=每千人浏览成本

- Rent the space for a flat fee (fixed amount)
租用空间，价格固定
 - Reach, as in traditional media
影响范围如传统媒体

(7)-21

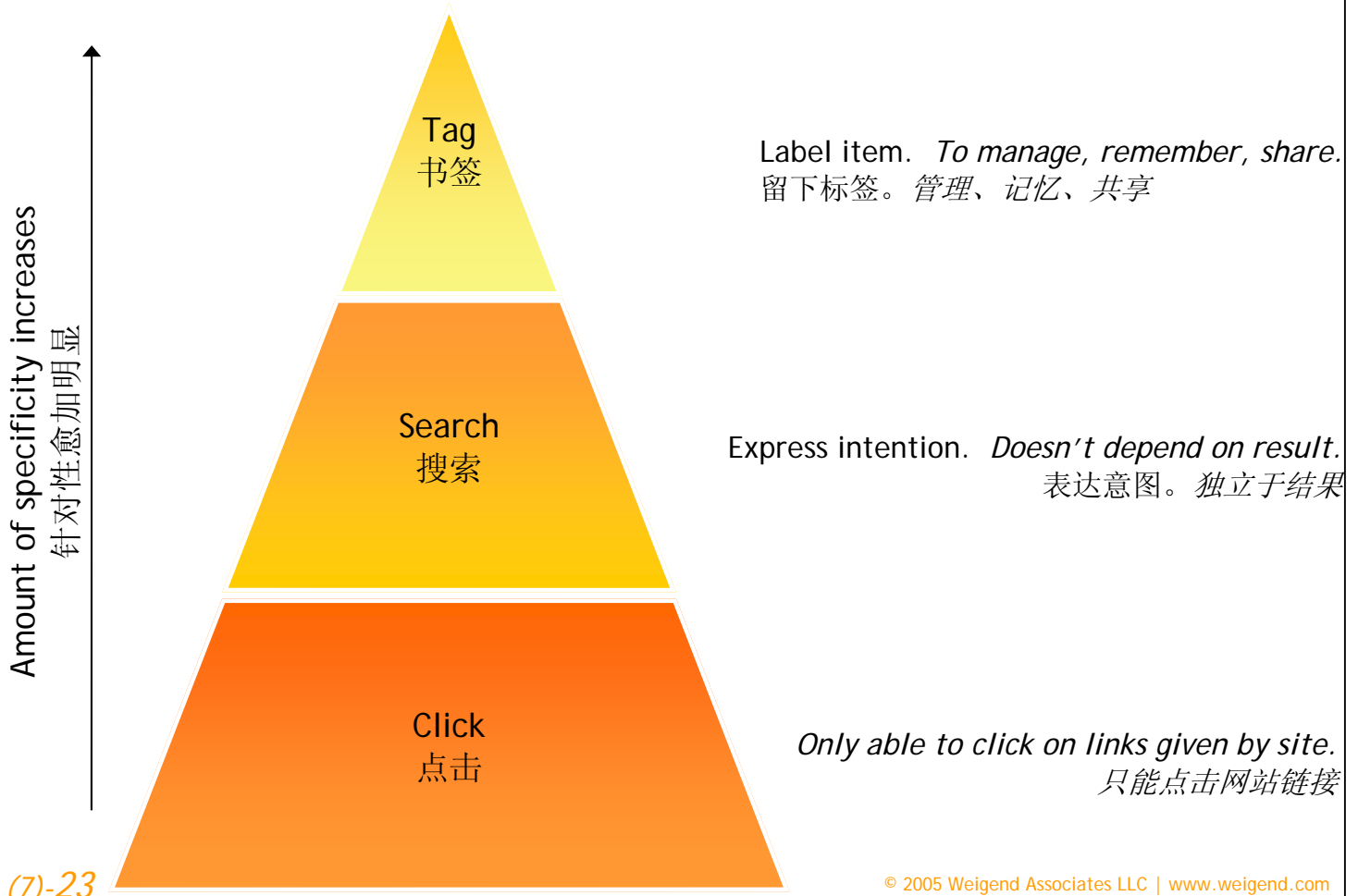
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From intention to attention



(7)-22

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Wikipedia on Tagging 维基百科定义网络书签

- Tagging is a term used in a number of contexts for different purposes, mostly referring to adding a tag of some form.
- In many computing and information processing contexts, *tagging* is the process of labelling a piece of data with metadata.
 - ▶ Content on webpages is displayed as HTML which uses the construct of HTML tags
 - ▶ In the practice of collaborative categorization using freely chosen keywords known as folksonomy, Tags are descriptors that individuals assign to objects.
合作式的大众分类中，网民用于描述任何对象所选取的任意关键词。
 - ▶ It is also often used in relation to audio data compression, in which case it refers to adding ID3 tags or an equivalent to label a piece of music.
- The simplest form of graffiti is a simple signature known as a *tag*, and is consequently referred to as *tagging*.
- The labelling of an object or person with RFID (or similar technology) is also known as *tagging*.

- What is a tag?
何谓网络书签
 - ▶ Descriptor that individual users assigns to objects, such as webpages, blogs, people, shops
网民针对任何对象（如网页、博客、商店）的自定义描述
 - ▶ Used in social software
应用于社会软件
- Example: del.icio.us
举例

Google Maps - Flickr + Google
to geoblogging maps by lawrenceli ... and 3 other people ... on 2005-05-13 ...
HousingMaps craigslist housing google
to maps by lawrenceli and 448 other people .. on 2005-05-13 ... copy this i
The History of Sampling discover other users
tag to music visualizer by lawrenceli ... and 253 other people ... on 2005-05-10 ...
I GRT-CRC of Stanford University - Supporting Stanford

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del.icio.us

(no www..., no ...com, ...net, etc.)
没有常见后缀



- Joshua Schachter
创始人
- VC funding (Spring 2005) by Amazon.com, B V CAPITAL, and Union Square Ventures
由Amazon.com、B V CAPITAL与Union Square Ventures 于2005年春提供创业资金
- Sold to Yahoo in December 2005

Facts (June 2005)
概况（2005年6月）

- 120k users
用户12万
- 30k items posted per day
每天帖子3万
- 60k tags used per day
每天书签6万
- 50% of user base is active in a given month
每月活跃用户比例为50%

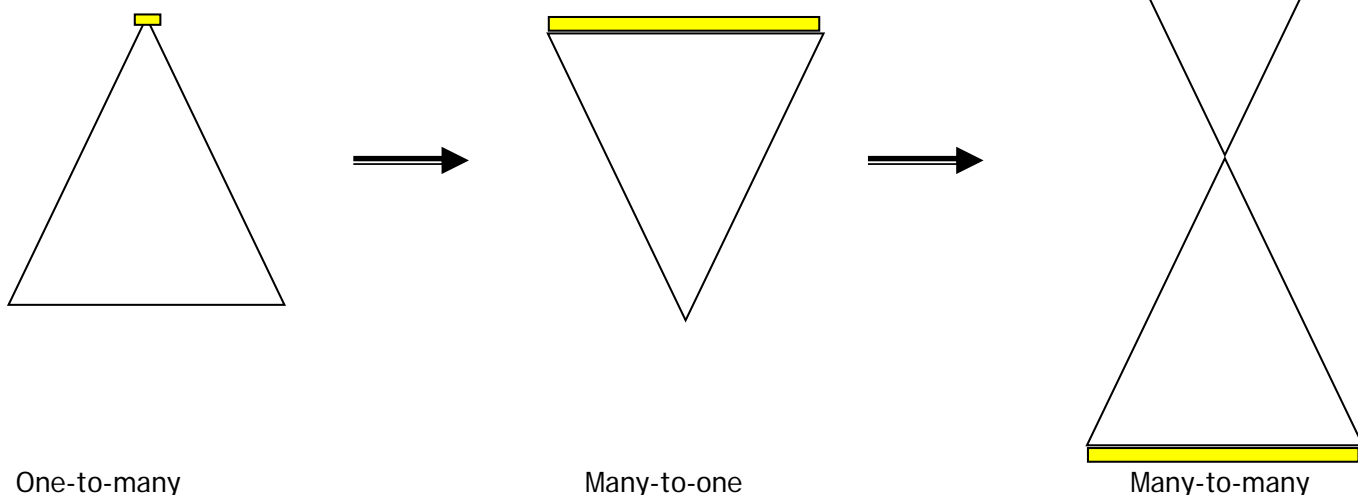
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- ▶ *You are what you tag.*
书签展示真我
- ▶ *You are what you are tagged as / who you are tagged by.*
书签决定你的存在
- ▶ *"Tagito ergo sum". ("I tag, therefore I am").*
我tag故我在



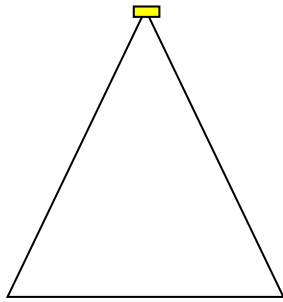
What is happening now? 新世界

- ▶ Empower millions of users to contribute
上百万网民共同参与
 - del.icio.us: tag web pages
网页书签
 - flock.com: tag blogs
博客书签
 - musicstrands.com: tag songs
歌曲书签
 - flickr.com: tag photos
照片书签
 - 43things.com: tag your goals
目标书签

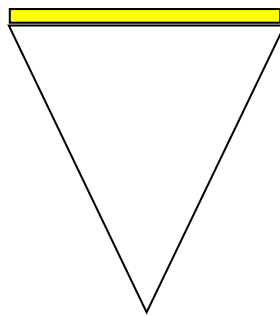


Taxonomy
学术专业分类

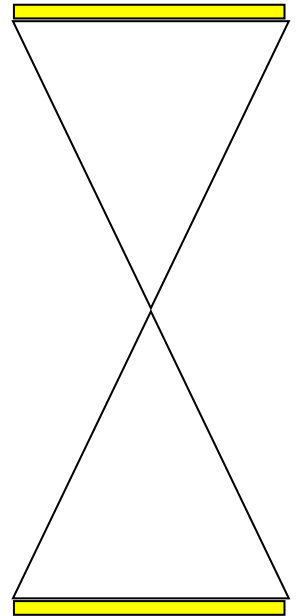
Tagsonomy
大众通俗分类



One-to-many
(7)-30 一对多



Many-to-one
多对一



Many-to-many
多对多

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Andreas S. WEIGEND, PhD - Microsoft Internet Explorer

件(F) 编辑(E) 查看(V) 收藏(A) 工具(T) 帮助(H)

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Andreas S. WEIGEND, Ph.D.

- **Travel:** Through July 13 in China, then Stanford (first class July 18). [Detailed travel schedule \(AYOR\)](#).
- **Phone:** +86 138 1818-3800 [Time there now?] (SMS ok). [More phone numbers and physical addresses](#).
- **E-mail:** aweigend@stanford.edu
- **Pictures:** [Flickr](#) (as slide show).

o, Resume

- **Short Bio (200 words) and Press**
 - [Amazon.com](#), Chief Scientist
 - [MoodLogic](#), Co-founder; Sho
 - NYU/Stern, Associate Profes
 - CU Boulder, Assistant Profe
 - Xerox PARC, Member of Res
 - Stanford University, Ph.D. in
- **Books** | [Resume / Curriculum V](#) [doc] (Oct 2002)
- **German:** [Vita und Pressebild](#) (De
- **Chinese:** [Resume / Curriculum Vitae](#) [pdf] [doc] | [\[Brochure \(Weigend Associates LLC\)\]](#) [pdf] [doc] (Dec 2001)


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thinking's Archive XML SUB BLOGLINES

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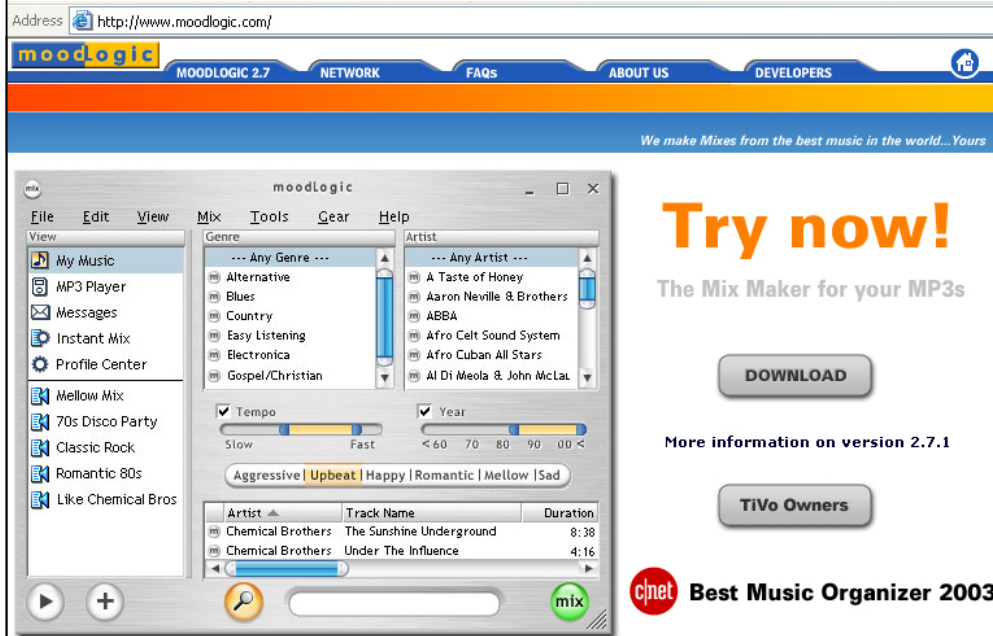
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MoodLogic(1999)

Platforms: Music
平台: 音乐

Try now!

The Mix Maker for your MP3s

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More information on version 2.7.1

TiVo Owners

cnet Best Music Organizer 2003

MusicStrands (2005)



(7)-34



Platform: Zagat
平台: Zagat

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Pamir

East 70s
1437 Second Ave.
(bet. 74th & 75th Sts.)
Manhattan, New York 10021
212-734-3791

Food	Decor	Service	Cost
20	16	20	\$34

[Key to ratings](#)

Welcome to Resta

Use the categories and lists

Cuisine

What sounds good?

Browse restaurants by c

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[Eclectic / Intl \(1\)](#)

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Details for Pamir

Click the arrows below to find out more abo
Pamir.

- [Cuisines Served](#)
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Vote on Pamir

Rate each category on a scale of 0-3
(0=poor, 1=good, 2=very good, 3=excellent)
and add your comments below. [Click here](#)
for more detailed instructions.

Food	Decor	Service	Cost
-	-	-	\$

Comments

Neighborhood

Where to?

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氛围: 所有氛围

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2. [紫婷 \(209\)](#)
3. [皮皮牙 \(171\)](#)
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TOP 口味

1. [古典玫瑰园](#)
2. [吴山烤禽店](#)

Platform: eBay feedback (ratings, reputation system)

gadgetuniverse 's feedback

Feedback [Help](#) | [FAQ](#)

Feedback 1 - 25 of 4094

[1] [2](#) [3](#) [4](#) [5](#) [6](#) ... [20](#) ... [40](#) ... [60](#) ... [80](#) ... [100](#) ... [120](#) ... [140](#) ... [160](#) ... [164 \(next page\)](#)

[leave feedback](#)
for gadgetuniverse

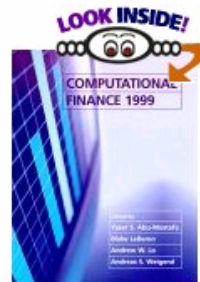
If you are gadgetuniverse :
[Respond to comments](#)

gadgetuniverse was the **Seller** = S
gadgetuniverse was the **Buyer** = B

Left by	Date	Item#	S/B
cuervolady (1) Praise : Very easy transaction, excellent response time.	Dec-04-01 20:36:08 PST	1671681788	S
softdesk (11) ★ Praise : ITEM ARRIVED PROFESSIONALLY PACKAGED AND AS SHOWN A+++++++ STIFF SIDES!!	Dec-04-01 19:27:26 PST	1658493594	S
softdesk (11) ★ Praise : ITEM CAME LATE BECAUSE IT WAS BACK ORDERED BUT AS ADVERTISED	Dec-04-01 19:26:19 PST	1292831548	S
softdesk (11) ★ Praise : ITEM ARRIVED PROFESSIONALLY PACKAGED AND AS SHOWN A+++++++	Dec-04-01 19:25:09 PST	1658493476	S
lorijo3 (65) ★ Praise : SUPER-fast shipping. Neat little clock with great reception! Thank you.	Dec-04-01 17:55:24 PST	1302374548	S
cveta234065 (2) 🕶️ Complaint : Rebate merchandise. Never buy again.	Dec-04-01 17:31:13 PST	1300341058	S
cveta234065 (2) 🕶️ Complaint : Rebate merchandise. Never buy again.	Dec-04-01 17:31:13 PST	1666917254	S
jennifer2716 (41) ★ Neutral : Difficult to communicate with. No responses to email. Did receive item though.	Dec-04-01 17:24:05 PST	1666176914	S
navarone23@aol.com (137) ★ Praise : Clock Arrived Thanks!	Dec-04-01 14:26:08 PST	1039092576	S
chloe2u law (4)	Dec-04-01 14:06:09 PST	1655890086	S

Computational Finance 1999

by [Yaser S. Abu-Mostafa](#) (Editor), [Blake LeBaron](#) (Editor), [Andrew W. Lo](#) (Editor),
[Andreas S. Weigend](#) (Editor)



[Look inside this book](#)

List Price: \$52.00

Price: **\$52.00** &
This item
ships for
**FREE with
Super
Saver
Shipping.**
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Availability: Usually
ships within 24 hours

10 used & new from **\$20.00**

Edition: Paperback

2 of 6 people found the following review helpful:

★★★★★

This is a great book!!, September 17, 2000

Reviewer: **A reader** from New York, NY, USA

Finally, an insightful, easy-to-read collection that bridges the gap between lofty academics and down-to-earth practitioners!

Was this review helpful to you? ☐ yes ☐ no

6 of 10 people found the following review helpful:

★★★★☆

Great book, June 19, 2000

Reviewer: **A reader** from Boston, MA

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Review
评论

Helpfulness of review
(by other customers)
有用评论 (其他网友意见)

Rating
(1 ... 5 stars)
评级 (1-5星)

• Ratings 评级

- ▶ When customer writes review, is asked to rate the item by giving it between 1 and 5 stars
当一个消费者写评论时，他同时也被要求给相关商品评级（1—5星）
- ▶ Amazon.com has more than 5M of such ratings
亚马逊网站有500多万个这样的评级

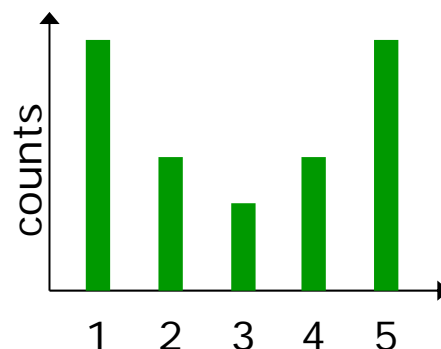
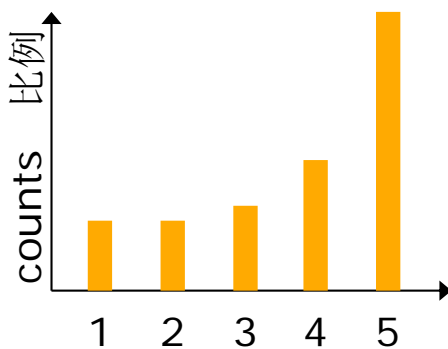
• Fields 内容

- ▶ Rater ID (obfuscated) 评级人身份
- ▶ Date (when rating was submitted) 日期（评级是什么时候递交的）
- ▶ Item 商品
 - Product ID (ASIN) 商品编号
 - Our Price, List Price 我们的价格，报价
 - Product Group 产品类别
- ▶ Rating of item 被评级商品
 - Number of stars (e.g., ★★★★★ given by this Rater to this Item)
几星级（例如，★★★★★ 该评级人对该商品的评级）
- ▶ Helpfulness of review 有用的评论
 - Feedback from customers who found this Review “helpful” / “not helpful”, computed from:
发现这条评论的消费者认为“有帮助”或者“没有帮助”通过下面实现：
Was this review helpful to you? ☐ yes ☐ no
这条评论对您有用吗？

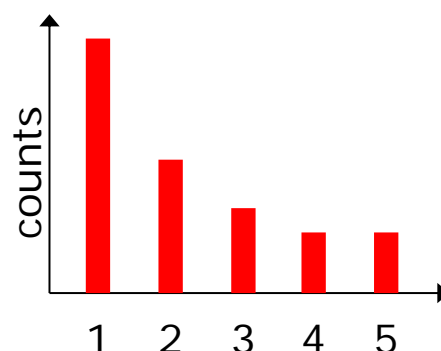
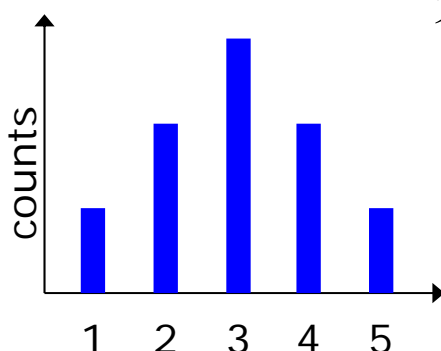
(7)-40

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What is the Shape of the Distribution of Number of Stars? 评出的各星级的分布形状如何？

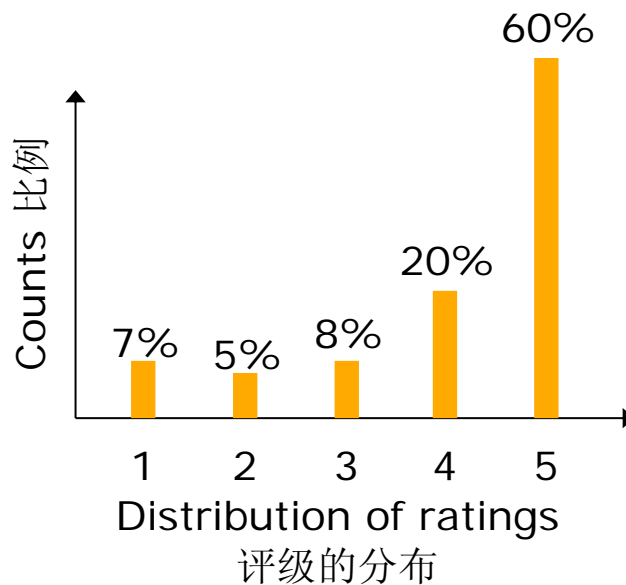


Guess?
先猜一下？



(7)-41

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Make customer feedback trivially easy 获取消费者反馈易如反掌

- Capture context automatically
自动捕获内容

Suggestion Box

Your comments can help make our site better for everyone. If you've found something incorrect, broken, or frustrating on this page, let us know so that we can improve it. Please note that we are unable to respond directly to suggestions made via this form.

If you need help with an order, please [contact Customer Service](#).

Please mark as many of the following boxes that apply:

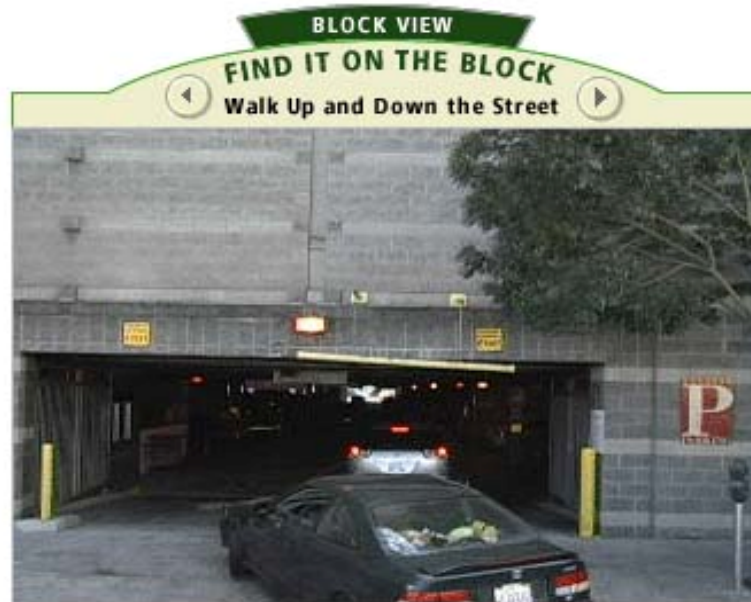
- ☐ Product information is missing important details.
- ☐ Product information is incorrect. Propose corrections using our [Online Catalog Update Form](#).
- ☐ The page contains typographical errors.
- ☒ The page takes too long to load.
- ☐ The page has a software bug in it.
- ☐ Content violates [Amazon.com's policy on offensive language](#).
- ☐ Product offered violates [Amazon.com's policy](#) on items that can be listed for sale.

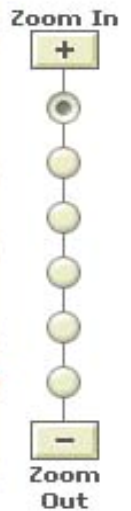
Comments or Examples:

Examples: Missing information such as dimensions and model number, typos, inaccuracies, etc.

I went to the bathroom and came back, and the page was still loading!!

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Amazon.com: Yellow Pages: Costco Wholesale - Microsoft Internet Explorer

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Costco Wholesale

South San Francisco

Optical

450 10th St, San Francisco, CA 94103 - Map

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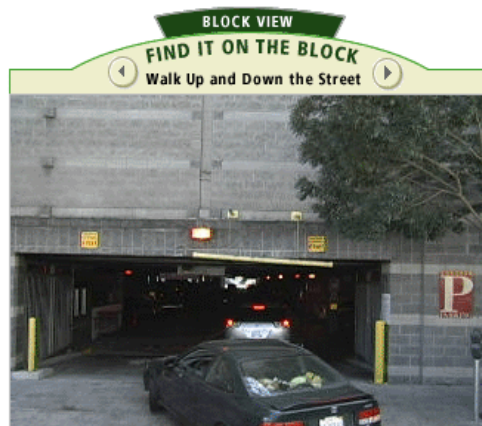
 [Computational Finance 1999](#) by Yaser S. Abu-Mostafa

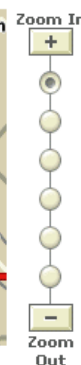
 [Computational Finance 1999](#) by Yaser S. Abu-Mostafa

 [Harry Potter and the Order of the Phoenix \(Book 5\)](#) by J. K. Rowling

 [Time Series Prediction: Forecasting the Future and Understanding the](#)
[Click to Call Business](#)

Talk to this business for free.

 Click to
 Call!
 点击
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Help improve this business listing

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Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Britannica Online	-->	Wikipedia
personal websites	-->	blogs
domain name speculation	-->	search engine optimization
pay by impression	-->	pay for click
screen scraping	-->	web services
publishing	-->	participation
directories (taxonomy)	-->	tagging (tagsonomy)
stickiness	-->	syndication

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... This page shows goodies from the web about Weigend. To contribute, just make a post to your blog about Weigend and include the link below. More Info » ... 5/08

• [Santander's Botin Acquitted in Executive Pay Case \(Update2\)](#)

Bloomberg - USA

... ``There's a gray area between a golden handshake, which is legal, and commercial corruption," said Thomas Weigend, a law professor at the University of Cologne ... 4/14

• [Amazon's Former Chief Scientist Joins MusicStrands as ...](#)

Scotsman - UK

MusicStrands, the music discovery company, announced today that Dr. Andreas Weigend, formerly Chief Scientist at Amazon.com, has joined MusicStrands as ... 4/13

• [Met with Dr. Weigend](#)

I met with Weigend, the former Chief Scientist of Amazon.com in Shanghai tonight. It was a great experience to talk with them on the new ideas around ... 4/8

• [ScienceDaily Books : Search](#)

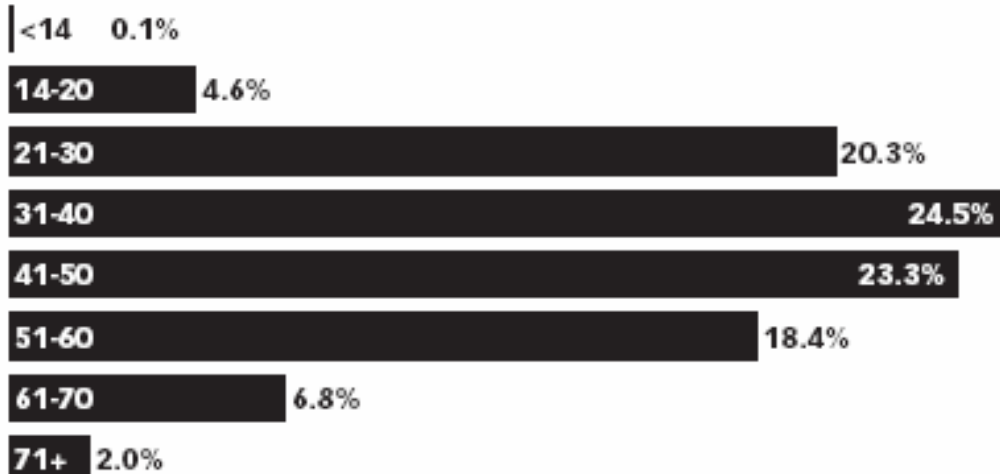
... by: Andreas S. Weigend December 01, 1993. Amazon.com's Price: \$58.00.

Prices subject to change. 3. Books : Decision Technologies for Financial ... 4/8

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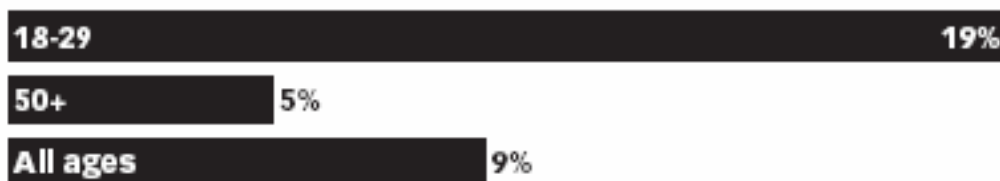
US Blog Readers, by Age, March 2005 (as a % of respondents)



Note: n=30,081

Source: Blogads, March 2005

US Internet Users Who Have Created Blogs, by Age, March 2005 (as a % of respondents)



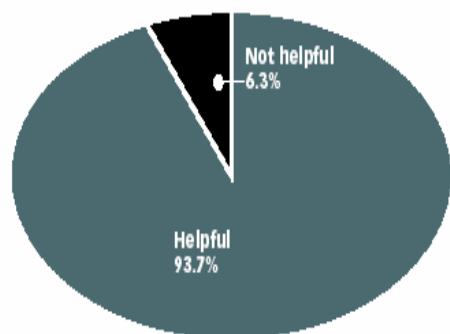
Note: n=2,871

Source: Pew Internet & American Life Project, May 2005

(7)-58

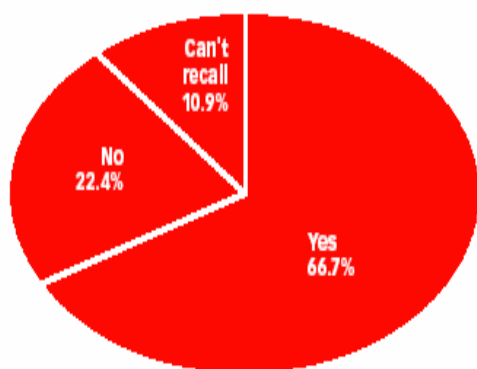
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Blogs
博客



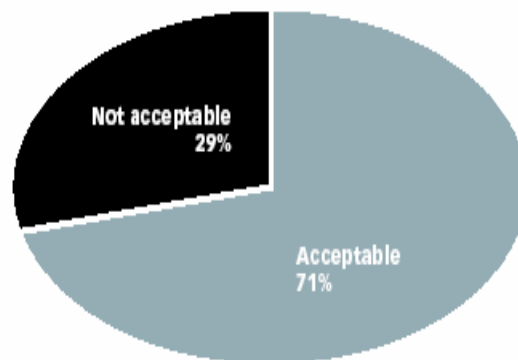
Note: *among respondents who have referred to blogs to look for information on products and services they were considering buying
Source: Hostway Taylor Nelson Sofres (TNS), April 2005

US Blog Readers Who Have Clicked on Blog Advertisements, May 2004 (as a % of respondents)



(7) Note: n=15,234
Source: Blogads, June 2004

US Bloggers' Feelings about Blog Advertisements, 2005 (as a % of respondents)



Note: Over 1,000 bloggers were surveyed
Source: BlogKits, April 2005

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Example: Travel
举例：旅游

- Continental Airlines's CEO Laurence Keller invited 274 bloggers and commentators to dinner and a behind-the-scenes tour of IAH (April 2005)
大陆航空CEO宴请274名博客并组织参观公司
- Obtains feedback including website redesign
征求意见，包括网站设计
- Starwood uses web as informal focus group
Starwood利用网站组织焦点讨论



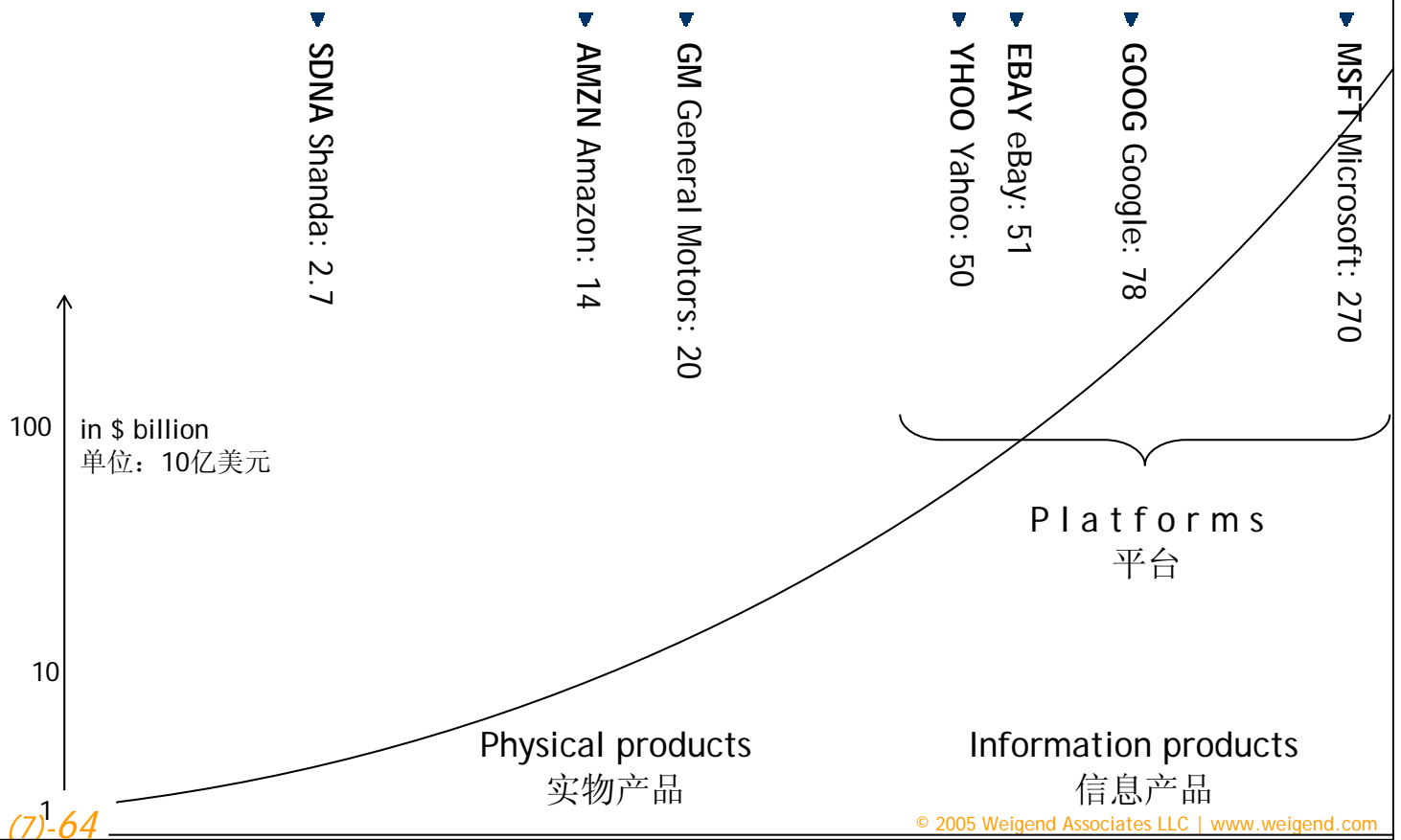
Robin Korman, the Starwood vice president for loyalty marketing, said he was impressed by the savoir-faire of "Starwood Lurker." "Sometimes we'll even say to William, 'We've noticed this, can you ask FlyerTalkers what they think?'" Korman said. "We use it as sort of an informal focus group."

"I was almost taken aback at how well Continental embraced that event," said Randy Petersen, editor of Inside-Flyer magazine.

"The biggest guys in the company, rubbing elbows with some mileage fanatics."

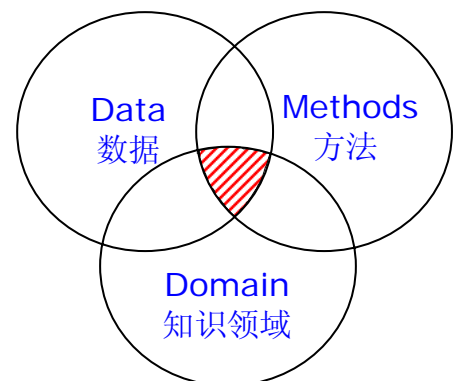
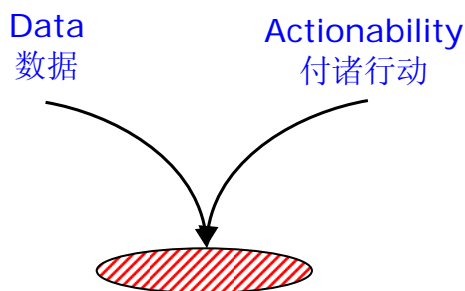
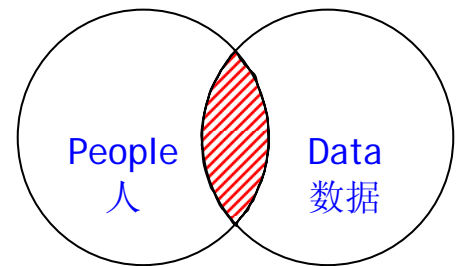
The New York Times

Market capitalization (6/2005) 市值 (2005年6月)



Questions?
请提问

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分析行为数据让个人与组织作出更佳决策
To empower individuals and organizations to make
better decisions based on the analysis of behavioral data