



# **A More Social Internet**

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# Agenda: A More Social Internet

- **The Social Networking Phenomenon**
- **Social Through the Yahoo! Lens**
- **Why Should You Care?**
- **Key Takeaways**

# Buzzword Glossary

## **Social Networking**





# Buzzword Glossary

**Social  
Graph**



- Home
- Profile
- Contacts**
- Inbox (259)
- Groups

Add Connections

**Brad**  
Garlinghouse

SVP Communications,  
Community and Front  
Doors, Yahoo!

What are you working on?

Your profile is 85% complete [ [Edit](#) ]

## Contacts

Connections
Imported Contacts
Network Statistics

[Add Connections](#)
[Remove Connections](#)

### Network Statistics

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

#### Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 3,560,600+ professionals — here's how your network breaks down:

<b>1</b>	<b>Your Connections</b> Your trusted friends and colleagues	<b>563</b>
<b>2</b>	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>107,600+</b>
<b>3</b>	<b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>3,452,300+</b>
<b>Total users you can contact through an Introduction</b>		<b>3,560,600+</b>

**18,004 new people** in your network since May 12

#### The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through [InMail](#).

Total users you can <a href="#">contact directly</a> — <a href="#">try a search now!</a>	<b>20,000,000+</b>
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My **Social Graph** represents all of the people to whom I am connected, and all of their connections

# Buzzword Glossary

**Vitality/  
Updates**



Search

Applications

edit

- Photos
- Groups
- Events
- Marketplace
- Calendar
- Horoscopes
- Rock Chalk Jayhawk

more

Digg is hiring in SF



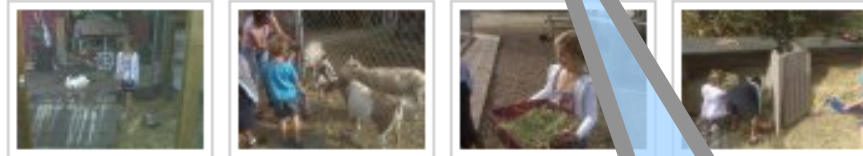
Be one of the first 100 employees at Digg. Check out our open positions.

More Ads | Advertise

News Feed

- ♥ Tapan B went from being "single" to "it's complicated."
- G. Ryan Fawcett and Gennifer M. Vega are now friends. Gennifer found G. Ryan using the Email Friend Finder.

Owen Van Natta uploaded mobile photos



Mobile Uploads - 71 photos

- Lance Wright is....
- Bob Bierman added the FunWall application.
- Brett Bullington uploaded a mobile photo.



Mobile Uploads 95 photos

- Dana Settle and Casey Chinn are now friends.
- Tina Gangel and Sarah Kramer are now friends. Sarah found Tina using the Email Friend Finder.
- Maya Baratz joined the Mochi Media network.

Yesterday

4 new top quizzes on Flixster. Beat your friends' scores >



Validity keeps me up to date on what my connections are up to

Requests

- 151 friend requests
- 1 event invitation
- 1 the west wing quiz invitation
- 59 other requests

Notifications

- 4 new notifications

Status Updates

see all



Holger Luedorf is twittering: Over at Apple. 1m ago

Brendan Jackson great article on gigaom about adsense type game channel: http://snurl.com/28ul0. 2m ago

Daniel Raffel Fun times at the dentist. 6m ago

Events

see all

Tomorrow Sarah's Big Book Party 6:30pm

Birthdays

see all

Today Mark Zuckerberg Jeff Huber Gideon Yu

# Buzzword Glossary

## Profiles



Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Likeness
- Super Wall

more



Will Aldrich added the SceneCaster application.

Create 3D Spaces



Design anything you can imagine in full 3D and share it with your friends. Create a room or relive an event, set creativity free.

More Ads | Advertise [?]



Brad Garlinghouse

Networks: Kansas, 193  
 Yahoo!  
 San Francisco, CA

Sex: Male

Relationship Status: Married

Birthday: February 6

Hometown: Topeka, KS

Political Views: Moderate

- View Brad's Friends (570)
- Send Brad a Gift
- Compare Yourself with Brad
- Send Brad a Fun Card
- Send Brad a Message
- Poke Brad



Mutual Friends

86 friends in common See All



Kansas Friends

2 friends at Kansas See All



Mini-Feed

Displaying 10 stories See All

Yesterday

- Brad and Chin C are now friends. 9:06pm
- Brad and Tim Mayer are now friends. 9:06pm
- Brad and Sarah E. Endline are now friends. 9:06pm
- Brad and Frank Cort are now friends. 9:06pm
- Brad and Ken Quan are now friends. 9:06pm

May 10

- Brad and Cristopher Barrett are now friends. 10:59am

May 8

- Brad and Reema Bahnasy are now friends. 9:21am
- Brad and Peter Hicks are now friends. 9:21am
- Brad and Patrick Barry are now friends. 9:21am
- Brad and Suzy Heimann are now friends. 9:21am

Information

Contact Info

Emails: bgarlinghouse@yahoo.com  
 bradgarlinghouse.fb@ku.edu

**My profile displays the details about me that I've chosen to share with my connections**

# Buzzword Glossary

## Ratings & Reviews



[Travel](#) > [Guides](#) > [Europe](#) > [Denmark](#) > [Copenhagen](#) > [Hotels](#) > [Hotel Dangleterre](#) > [Read Reviews](#)

[<< To Hotel Dangleterre](#)

## Hotel Dangleterre - Reviews

**Deals from:**  
**\$433** [CHECK RATES](#)

**Yahoo! User Reviews**

AVERAGE OVERALL USER RATING  
**★★★★☆**

SERVICE	████████
CLEANLINESS	████████
LOCATION	████████
VALUE	████████

Been here before?  
Rate it:  
☆☆☆☆☆  
[Write a Review](#)

**SORT BY:** [Most Recent](#) | [Positive](#) | [Negative](#) | [Most Helpful](#)

### Greatest place on earth

By danskevej2000, 01/17/08

Loved everything, excellent manners, extremely helpful great at setting us off in the right directions for visiting other sites. Food was typically Danish which was very much appreciated. My family and I loved every minute of our stay.


Was this review helpful? [Yes](#) - [No](#) (Report Problem)

OVERALL **★★★★★**

SERVICE	████████
CLEANLINESS	████████
LOCATION	████████
VALUE	████████

**Ratings and reviews from other users help me make more informed choices**

**MY TRAVEL** UPDATED!



Brad Garlinghouse  
Edit your profile to set travel preferences  
[Edit Profile - My Travel](#)

Recent History [on](#) | [off](#)

RECENTLY VIEWED

- [Villa Premiere Hotel and ...](#)
- [The Ritz-Carlton, Half ...](#)
- [Half Moon Bay Hotels](#)

[Trip Planner](#) [open](#)

SPONSOR RESULTS

[55 Hotels in Copenhagen - Denmark](#)

Book now and save up to 75%. No reservation fee and pay at your **hotel**.  
[Booking.com/Hotels-copenhagen](#)

# Buzzword Glossary

**Social Graph**

**Social Networking**

**Community**

**Ratings & Reviews**

**Vitality/Updates**

**Profiles**





# **The Community Phenomenon Online**

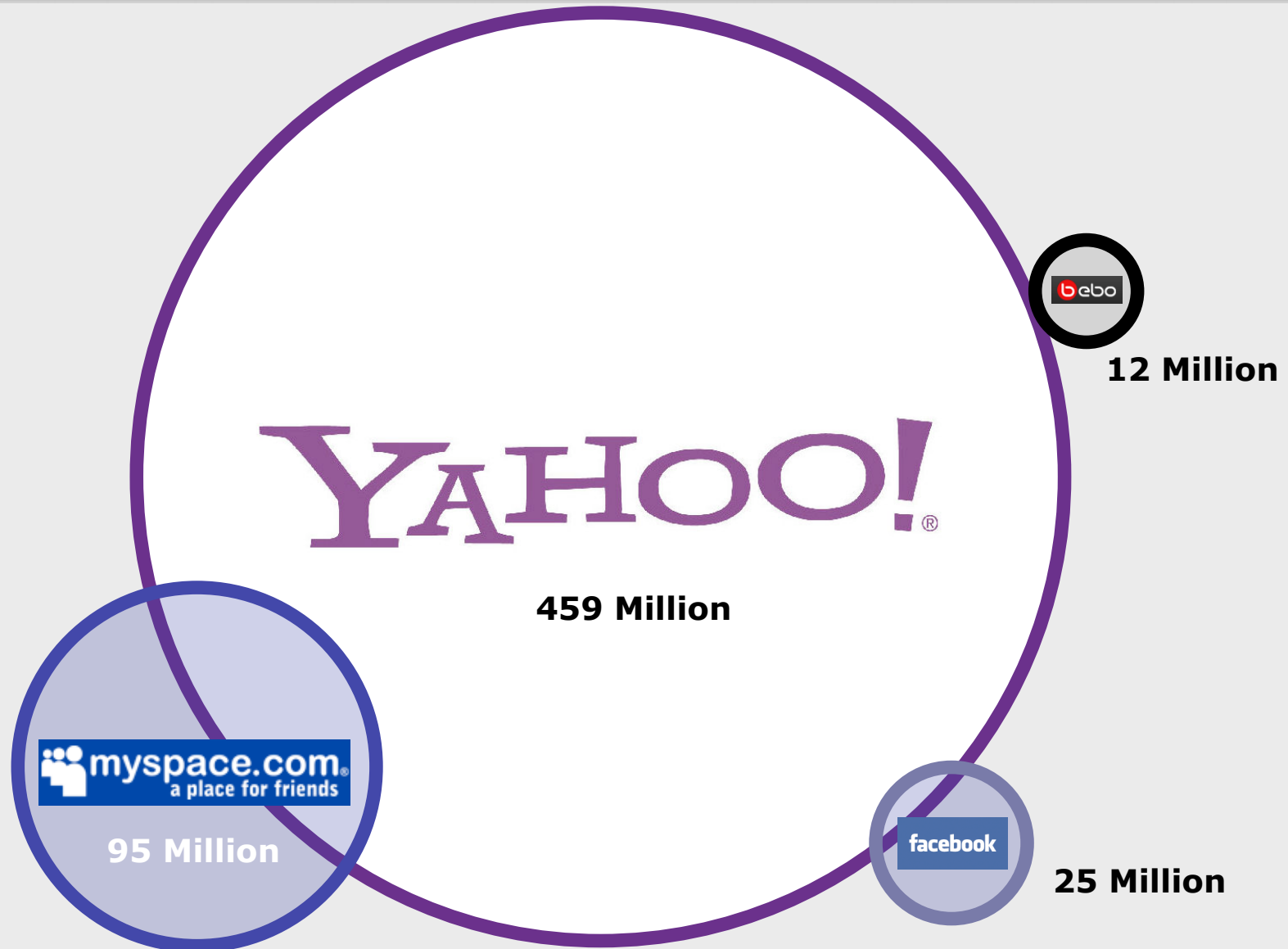
**March 2004**



**Source:** Internal Yahoo! data



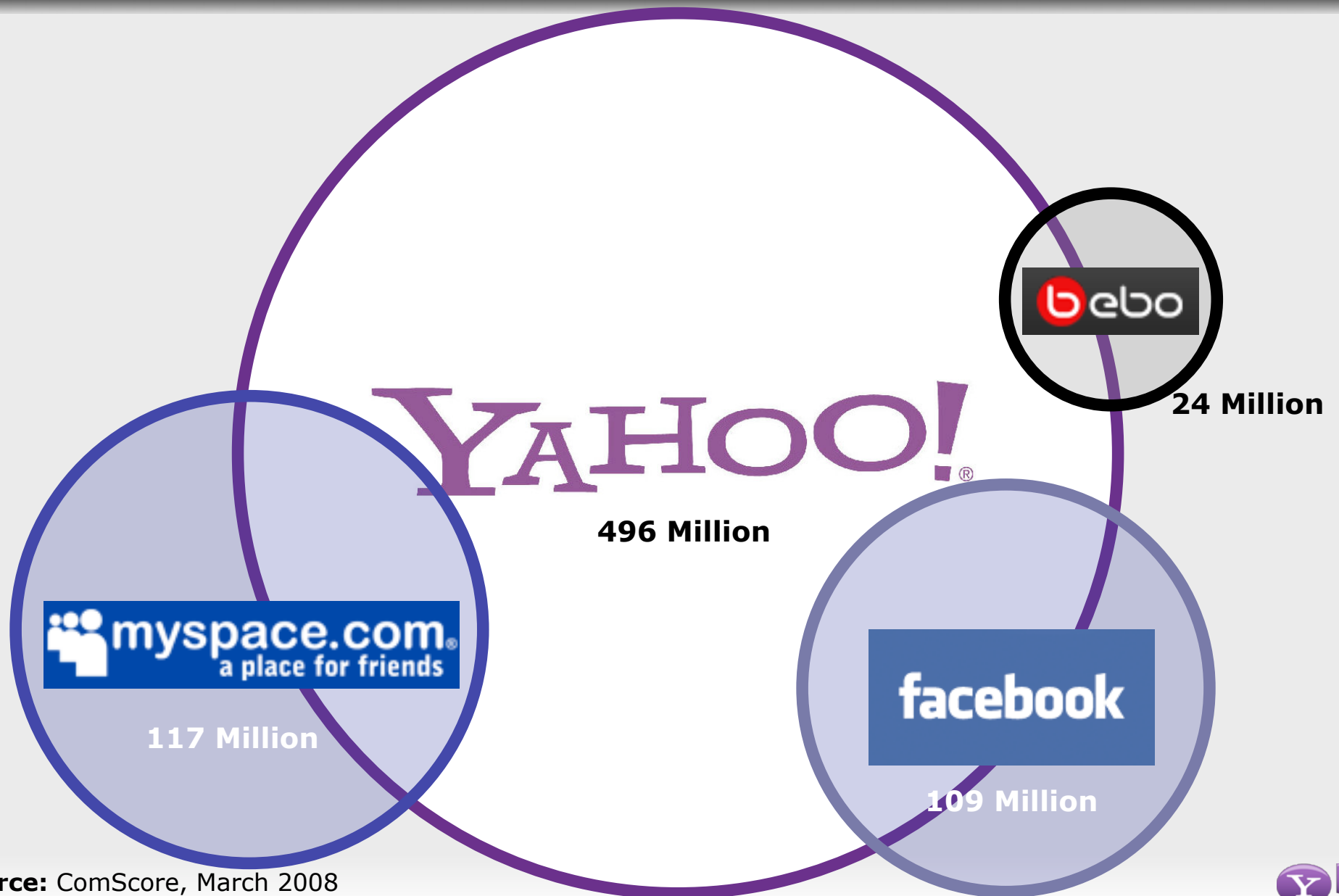
# January 2007



Source: ComScore, Jan 2007



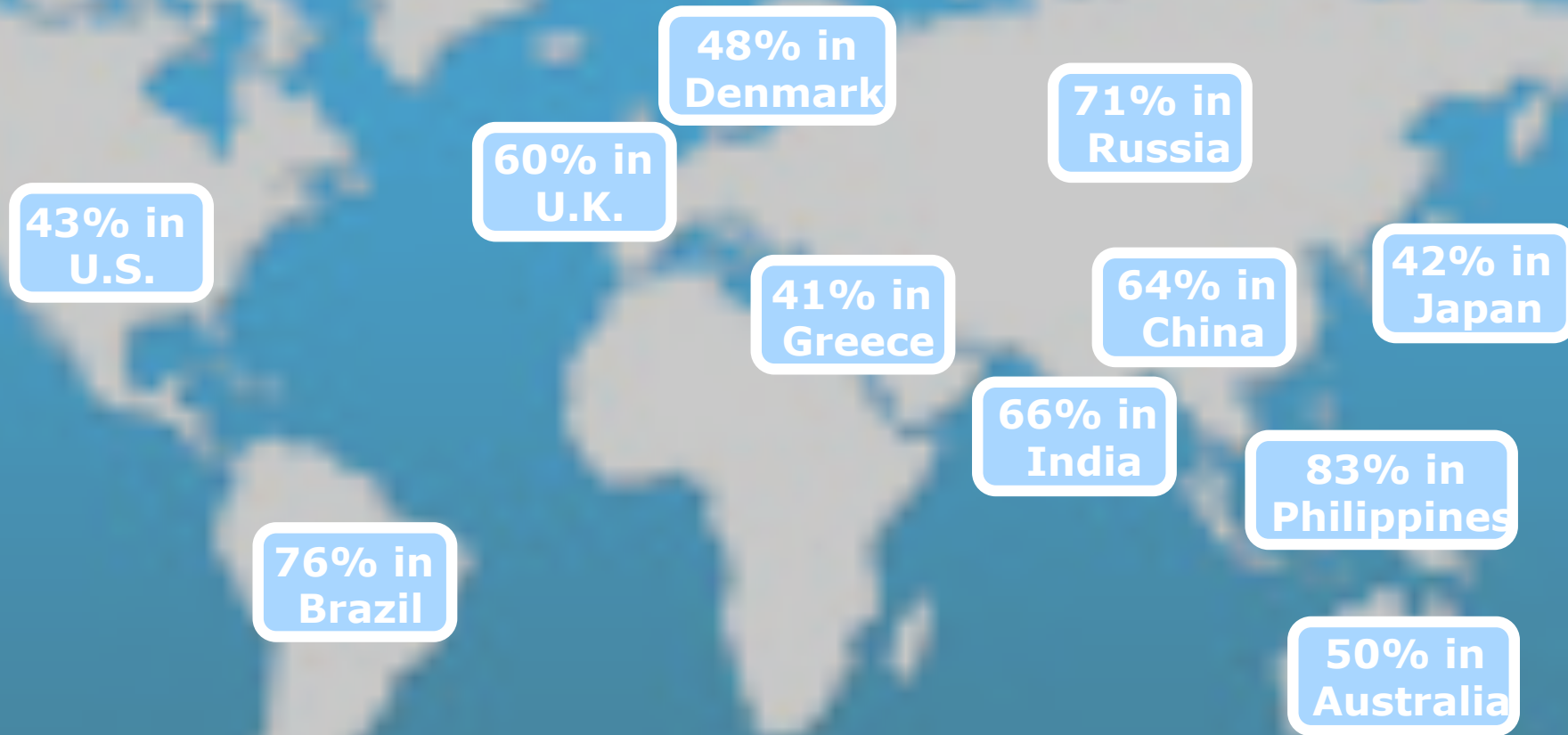
March 2008



Source: ComScore, March 2008

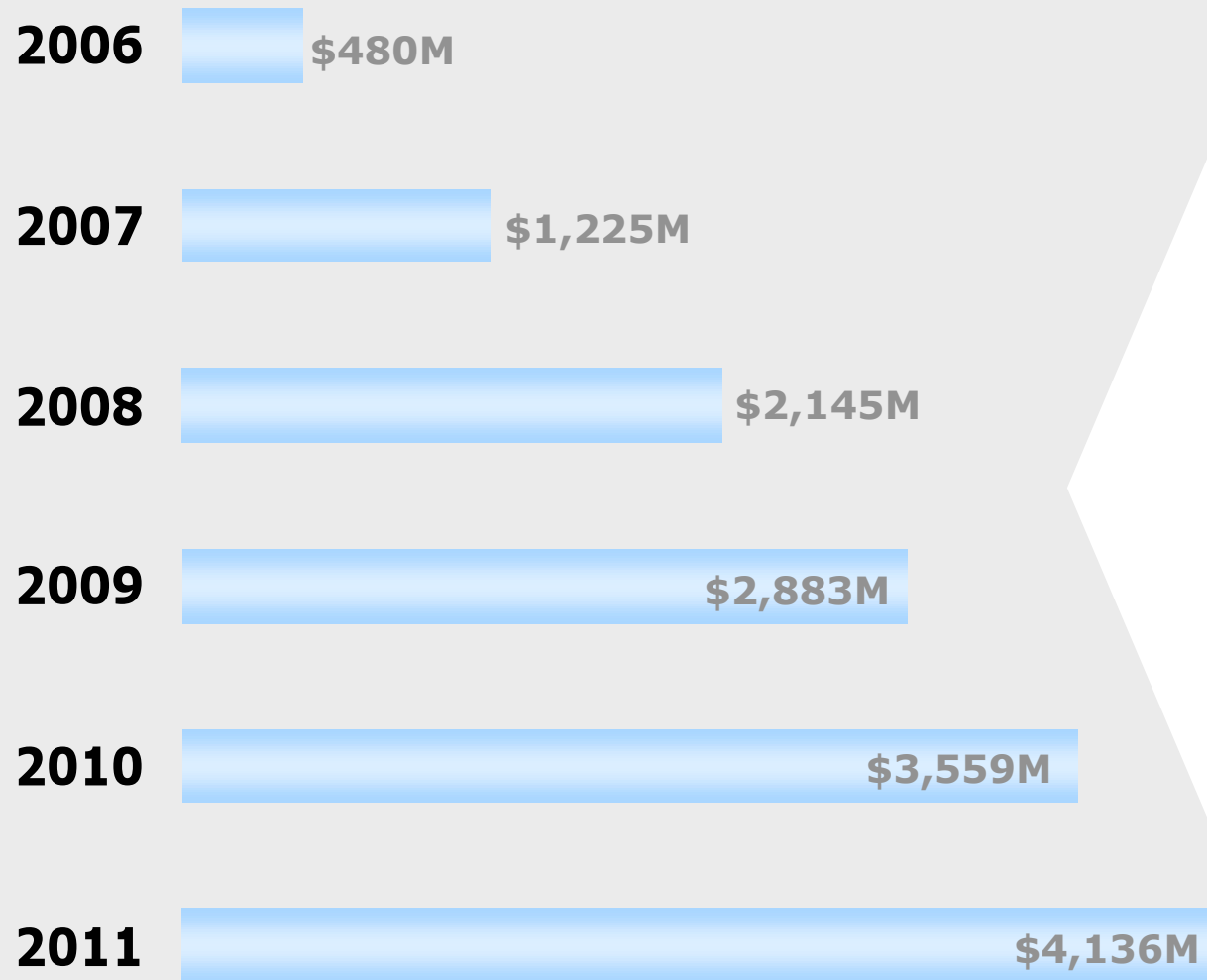


## Internet Users with a Social Network Profile in Select Countries Worldwide, 2008



**Online communities are a pervasive global phenomenon**

# Worldwide Spending on "Social" Sites



**Analysts predict that worldwide online Social Network advertising spending will grow **762%** from **2006 - 2011****

**Source:** eMarketer, "Worldwide Online Social Network Advertising Spending, 2006-2011", December 2007





# **Making Yahoo! More Social**

# Yahoo! Mail: The Starting Point for Making Yahoo! More Social

**800M Internet  
Users Globally**

**262M Engaged  
users on Y! Mail**

**Primary online  
communications  
tool for 10 years...  
it's where your  
most critical  
contacts live**



# A Smarter Inbox for Users Worldwide

The screenshot shows the Yahoo! Mail interface for user 'sharonayers'. The top navigation bar includes 'Yahoo! | My Yahoo! | News' and a search box. The left sidebar contains navigation links like 'Check Mail', 'New', and 'Search Mail...', along with a list of folders including 'Inbox (6)', 'Drafts', 'Sent', 'Spam', 'Trash', 'Share', 'Contacts', '4 Online', and 'My Folders'. The main content area is titled 'Welcome' and 'Inbox 462 messages'. It features a personalized greeting 'Hello, Sharon!' and a notification 'You have 6 unread messages in your Inbox.' Below this is a section for 'Messages from My Connections' with three messages from Sally Smith, Taylor Jay, and Delwin Jackson. A callout box points to this section, stating 'Messages from my connections' and listing 'Easy access to messages from the people you care about most'. To the right, there is an advertisement for Shake n' Pour orange juice with a '.50¢ off' coupon. Below the ad is a section for 'Updates from My Connections' showing 'Today' updates, including 'Delwin Jackson posted 9 photos' and 'Taylor Jay reviewed Melbourne Zoo'. A second callout box points to this section, stating 'Updates allow me to stay up to date' and listing 'Photos', 'Comments', and 'Reviews'.

## Messages from my connections

- Easy access to messages from the people you care about most

## Updates allow me to stay up to date

- Photos
- Comments
- Reviews

# The Social Graph That Underlies Yahoo! Mail

DEMO





# **Why Should You Care?** **(Community Will Transform Your Business Too)**

# Type of Advertising That Most Influences US Adult Online Buyers When Making an Online Purchase

Age	18-34	35-44	45-54	55+
Customer reviews on company website	18%	12%	11%	10%
Promotional emails	13%	12%	12%	11%
Search engine results pages	11%	14%	16%	10%
Ads on your most visited/ favorite website	6%	6%	12%	9%

**Today's 18-34 year olds are tomorrow's key decision makers**

**Source:** DoubleClick Performics conducted by Opinion Research Corp, "Green Marketing Study", April 2008



# Opinions from Our Community Matter Most

3x

**Social Network users are **three times** more likely to trust their peers' opinions vs. advertising when making a purchase decision**

**Source:** JupiterResearch, "Social Networking Sites: Defining Advertising Opportunities in a Competitive Landscape", March 2007



# We Want to Hear from Our Community...

**Strongly prefer sites with reviews**

34%

**Somewhat prefer sites with reviews**

24%

**Neutral/no opinion**

29%

**Don't trust consumer reviews, but doesn't affect feelings about the online store**

9%

**Don't trust consumer reviews, and it reflects badly on sites to show them**

5%

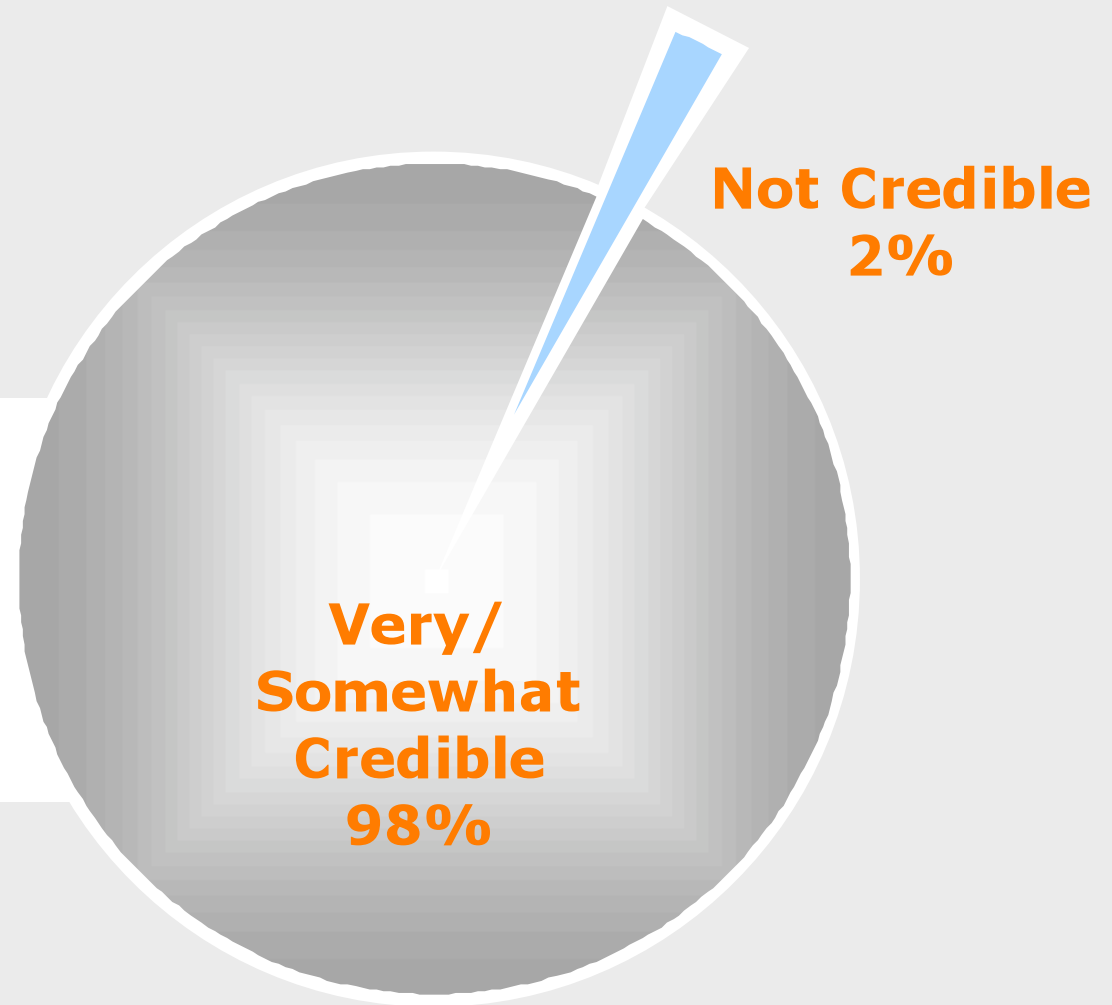
**58% of us  
prefer sites with  
recommendations  
from peers**

**Source:** Marketing Sherpa and Prospectiv, "Online Shopping and Email Relationships", Feb 2007



# ...And We Believe What They Tell Us

## Credibility of Consumer -Generated Online Reviews



Source: Deloitte & Touche USA, "Consumer Survey: Market Transparency", Oct 2007





# Key Takeaways

# Key Takeaways

**“Social” is real and is here to stay**



**Community boosts value and credibility online**



**Online community can drive commercial behavior**



**Opportunity for businesses coming online to create/encourage communities**



**Thank you!**