

Top U.S. social networking sites

By unique audience



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Rank	Network sites	Unique audience (millions)	Percent growth (2008-2009)
1	Facebook	102.9	104.0
2	MySpace	63.7	-16.0
3	LinkedIn	—	—
4	Twitter	19.4	1,222
5	Digg	—	—
6	Betawave	13.2	282.0
7	Classmates.com	12.6	-18.0
8	Windows Live	12.0	—
9	Buzz Media	10.0	10.0
10	MyLife.com	8.9	—

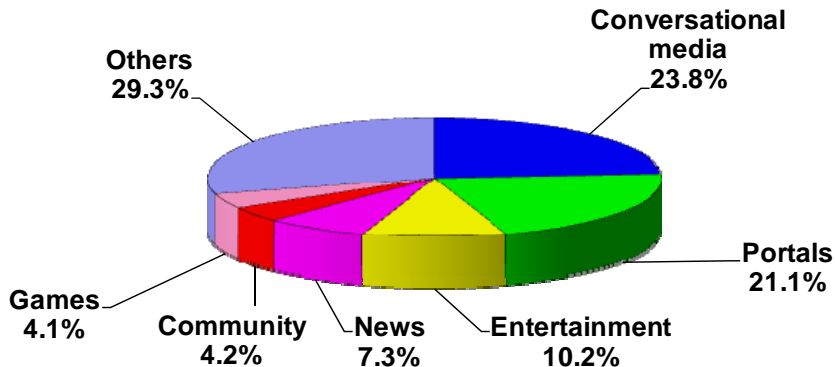
Sources: comScore.

Total display advertisement impressions

December 2009



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Sources: comScore .

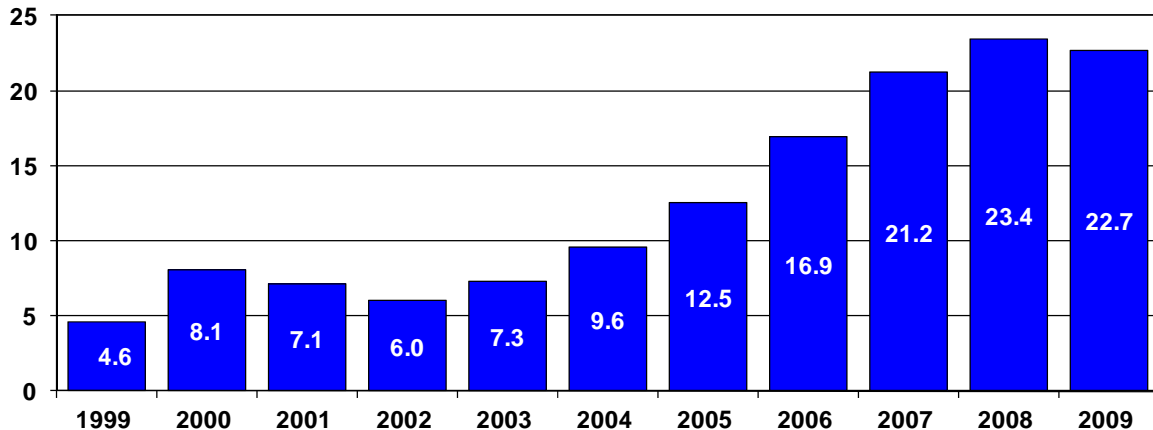
Online advertising revenues



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United States

US\$ billions



Sources: PricewaterhouseCoopers, Interactive Advertising Bureau.

Online advertising spending



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MySpace and Facebook, 2010 forecast

	US\$ (millions)	Percent change (2009-2010)
MySpace		
United States	360	-23
Outside	25	3
World	385	-21
Facebook		
United States	450	34
Outside	155	65
World	605	39

Source: eMarketer.

Top 10 viral videos

March 2010



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Rank	Video name	Company
1	Dinner Table	BMW
2	Dogs	Pedigree
3	Oh Africa	Pepsi Max
4	The Human Chain	Nike
5	Street Corner	Adidas Originals
6	Arctic Sun	Tropicana
7	Spark	Sprite
8	Move	Sony Playstation
9	The Specs Effect	Specsavers
10	Soft Heat	Natural Gas Belgium

Source: Marketingcharts.com.

Top community-based organization websites



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United States, March 2010

Rank	Website	Market share of visits (Percent)
1	The Animal Rescue site	20.1
2	AARP	9.7
3	Care2	5.5
4	AARP Bulletin Today	4.4
5	Angel Food Ministries	2.0
6	AARP Products, Services & Discounts	1.8
7	AVERT	1.8
8	Freecycle	1.4
9	Calguns.net	1.3
10	My Freecycle	1.3

Sources: Marketingcharts.com, Hitwise.

Top fundraising websites

Rank	Website
1	Fundable.org
2	Chipln.com
3	FirstGiving.com
4	GiveMeaning.com
5	FoundationCenter.org
6	NetworkforGood.org
7	JustGiving.com
8	DropCash.com
9	JustGive.org
10	SocialActions.com

Source: TopSite.

Number of children online



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Ages 2-11, May 2004-2009

Millions



Source: Nielsen.



Selected popular children websites



Club Penguin



Moshi Monsters



Webkinz



Children on the web

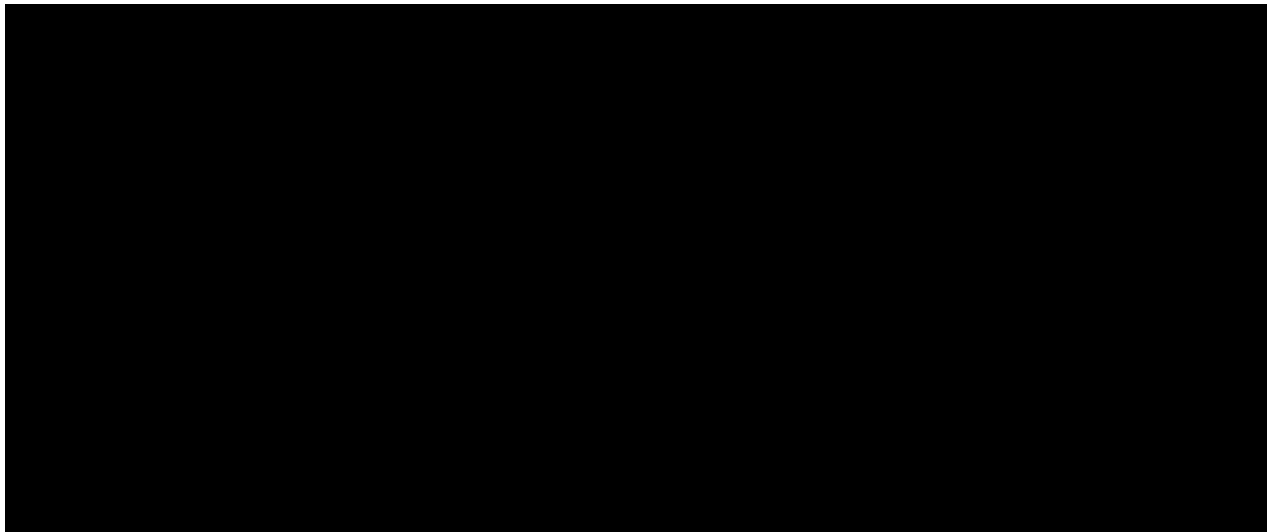
- 34% of American children and teens who use the internet visited a virtual world at least once a month in 2008.
- 75% of youngsters said in a survey that they use the internet to participate in communities tied to social causes.
- 13% of adults say their children are spending less time with real friends and more time with virtual ones.

Alternative background

If you need more space



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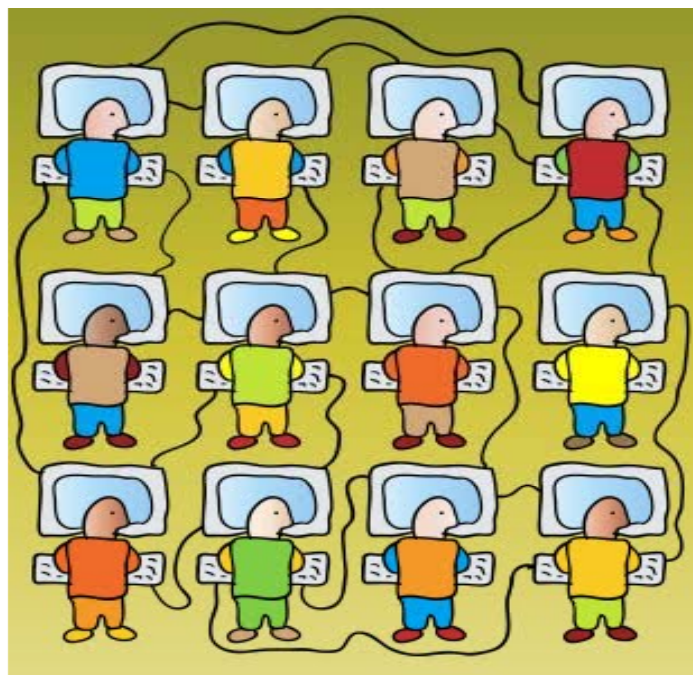




QuickTime™ and a
MPEG-4 Video decompressor
are needed to see this picture.



Swarms: The Power of the Many



“The news media are changing but the issues remain, so it’s falling more and more to advocacy groups to investigate and uncover what’s happening and play the role of the watchdog.”

--Michael Markarian, Humane Society



“Swarms”

- **Viral**- rapid rise-and-fall
- **Focused**- results-oriented
- **Hyper-local**- specific person or place
- **Unpredictable**- hard to manage



Frozen Grand Central

<http://www.youtube.com/watch?v=jwMj3PJDxuo>

[article](#)[discussion](#)[edit](#)[history](#)

Dog Poop Girl

"**Dog Poop Girl**" aka Dog dung girl, aka Dog shit girl, aka Dog poop girl, aka Dog Excrement girl aka 개똥녀 (Korean pronounced gae-ttong-nyeo) are some of the English-translated names, given by South Korean bloggers, of a woman who refused to clean up when her dog defecated on the floor of a Seoul Metropolitan Subway car.

Another subway rider offered the woman a tissue, which she promptly used to clean the dog off. When other passengers suggested she clean up the mess, she ignored the requests and departed the subway at the next stop.

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- 2 Public reaction to the incident
- 3 Concerns
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EyeWitness Testimony

One passenger known only as Miss Kim recorded what she saw^[1]:

The dog pooped right next to the old man and [the girl] was embarrassed so she said to dog, "What's wrong? You have not done that before!" She had many bags to carry so she was embarrassed. She didn't know what to do at the time. So my girlfriend took out a tissue from her bag and gave it to her and the old man, me and my girlfriend, gave her some space. She said thank you. And she sat down and cleaned the dog's anus with the tissue. I was ten meters distance from her. "Hey, you have to clean the poop, too. If you bring the dog, you have to be responsible for that," I yelled at her.

From that time, people started paying attention to her. The ajumma [old woman] who was near her, said, "Hey, you have to clean! Clean! Clean the poop!" The ajumma pushed and threw a red rag at her to use to clean.

I took out my camera and I was taking pictures and pushing her to clean the poop, but she didn't say anything. She was just looking at her dog and petting it. The subway way train got to Ahyun Station and when the doors open, she got off. At that time, she said something rude to the ajumma.

Public reaction to the incident

Unfortunately for the young woman, Miss Kim used that camera and took a photograph of her and her

Dog Poop Girl



Picture Taken On: June, 2005

Place: Seoul, Korea on the Seoul Metropolitan Subway, somewhere close to Ahyun Station, On Line 2.

Behind the Camera: Subway passenger.

In the picture: Dog Poop Girl

[NO VIDEO]



- **Glee Flash Mob in Seattle**

http://www.youtube.com/watch?v=xU80Rsc7uz8&feature=player_embedded



FLASHMOB.COM

Flash mob for "Like a Prayer"

[submitted-2010-04-23 15:58:30 PST]

After watching the Madonna episode of Glee, I think it'd be fun to just have people join in and do a whole chorus thing.

Glee

[submitted-2010-04-22 15:36:50 PST]

Ummm how do I go about getting together a Glee flashmob in LA ?? Anyone??

Freeze for Peace

[submitted-2010-04-22 06:29:24 PST]

Please check the Flashmob Time = Tuvalu Time (TLD .tv)
= Time for all simultaneously executing International Events on <http://www.flashmob.tv>.

Reference date/time for the Freeze for Peace event is

02/06/2010 at 04.00 am (Tuvalu Time)

Los Angeles - 01/06/2010 at 09.00 am
NYC - 01/06/2010 at 12.00 (noon)
Rio de Janeiro - 01/06/2010 at 13.00
Berlin - 01/06/2010 at 18.00
Moscow - 01/06/2010 at 20.00
New Delhi - 01/06/2010 at 21.30
Beijing - 02/06/2010 at 00.00 (midnight)
Tokyo - 02/06/2010 at 01.00 am
Sydney - 02/06/2010 at 02.00 am

Smooth Criminal Flashmob - London UK

[submitted-2010-04-22 04:23:57 PST]

Talent Expo are creating a super-secret flashmob at a surprise Central London location on May 1st 2010. Performers will get to be a part of a surprise celebration of one of the most iconic songs of one of the Greatest Talents of the past century - Michael



News

share

Teens rally for nonviolence

Posted on Tue, Apr 20, 2010

Wearing "We are not a flash mob" t-shirts, 100 Philadelphia School District youth gathered in Rittenhouse Square Tuesday afternoon to draw attention to their nonviolence efforts.



Buy This Photo



1



3 OF 4



Wearing shirts that read "We are not a flash mob," teens from the Campaign for Nonviolent Schools gathered in Rittenhouse Square today. (Sarah Schu / Staff Photographer)

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SIGN OUR PETITION

WEDNESDAY, APRIL 21, 2010

Volcano Air Travel Update: Travel Insurance in EU offers help to Stranded passengers

The largest Travel Insurance companies like Elvia/Mondial, Unigarant, Achmea, Europesche have all publicly announced they WILL pay costs incurred like hotel/meals/communications while being stuck.

The funny thing is that the large Touroperators (big insurance sellers) and the Airlines (even bigger insurance sellers see: http://www.mondial-us.com/img/mag/301007-PR-KLM-Mondial-Assistance-trave-l-insurance-EN_tcm192-109232.pdf) don't mention it. In the KLM/Mondial press release KLM did mention though in 2007: This makes KLM.com an even more attractive place to do business with KLM. Moreover, travel insurance is an important source of ancillary revenues." My question: who is protecting who?

Hendrik Noorderhaven EUCLAIMS.com
Member FlyersRights.org

Posted by Kate Hanni at 8:21 AM 0 comments

FlyersRights.org asks DOT Secretary Ray LaHood to deny airlines blanket requests for exemption from 3 hour rule due to runway construction

FlyersRights.org

April 20, 2010

Honorable Ray LaHood
Secretary of Transportation
U.S. Department of Transportation
1200 New Jersey Avenue, S.E.
Washington, D.C. 20590

Re: Docket No. DOT-OST-2007-0022
Comments on Carriers' Temporary Exemption Requests from DOT's Tarmac
Delay Rules for JFK, EWR, LGA and PHL Operations
- No Waiver of "3-Hour Rule" When Airlines Overschedule Flights

Dear Mr. Secretary:

FlyersRights.org on April 9 filed its opposition to the pending requests by five airlines for various or blanket exemptions from the "three-hour passenger-option-to-deplane" rule ("3-hour rule") included in your "Enhancing

www.flyersrights.org

- ✉ Air Travel Complaint Forum
- ✉ <http://www.flyersrights.com>
- ✉ http://rwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=110_cong_bills&docid=f:h1303ih.txt.pdf

SIGN OUR PETITION!!

- ✉ <http://www.petitiononline.com/airline/petition.html>

Intention of this blog

We are committed to solutions for promoting airline passenger policies that forward first and foremost the safety of all passengers while not imposing unrealistic economic burdens that adversely affect airline profitability or create exorbitant ticket price increases.

For more on the situation, including upcoming airline executive bonuses, visit www.alliedpilots.org


Here also is a link from this organization with specific references to the flights and conditions that started all of this:
<http://www.alliedpilots.org/Public/publicrelations/pressreleases/20070117.pdf>

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What issue...?
eg. Long queues, Parking fines

Which organisation...?
eg. Ryanair, Barclays


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Share your experience with others, speak as a group to an organisation and take action to get things changed. [Learn more](#)

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SHARE YOUR EXPERIENCE

Whatever the issue or organisation, share it here


[Log in / Sign up](#) to comment

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Did you know?
You can also share your experience by adding @quietriots to your Tweet or sending a text to 07843 874687

RECENTLY SHARED EXPERIENCES




cmfwood shared an experience about **Lloyds TSB**






I have been trying to close down my current account with Lloyds TSB for approximately ten years. (Sporadically, you understand, rather than continuously!)

Initially motivated by the disproportionate charges attached to innocuous transactions (moving money online. Really??), my disillusionment was

([more...](#))




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TOP ISSUES

-  **Rude Staff**
43 Joined (+26%)
-  **Excessive Extra Charges**
41 Joined (+32%)
-  **Bank Charges**
36 Joined (+16%)
-  **Chuggers**
31 Joined (+121%)
-  **Useless Automatic Hand Dryers**
31 Joined (+10%)

[Browse Issues](#)


TOP ORGANISATIONS

-  **Ryanair**
42 Joined (+31%)
-  **London Underground**
32 Joined (+28%)
-  **O2**
27 Joined (+92%)

[Browse Organisations](#)

OPEN LETTERS

Dear **O2**



Matthew Key
Chief Executive, O2

27 people are asking for something to be done about: Dropped Calls, Mobile Network Coverage, International Data Roaming, Just want to talk to a human being, Unlimited data bundles



Add an Issue

Airlines

Airplane Food
Boarding Gate Distance
Canceled Flight
Christmas strikes
Excessive Extra Charges
Flight Cancellations
Flight Cancellations
Flight Delays
Hand Luggage Weight and Size Restrictions
Long Queues

[Click here to see more...](#)

Christmas

Christmas Carols
Christmas in September

[Click here to see more...](#)

Driving

Child on Board signs
Fast drivers on country lanes
Misuse of disabled parking spaces
Not watching the road
Putting the Wrong Fuel in your car
Traffic jams

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Banks

Bank Charges
Business Banking
Cheque Clearance
Faulty Cash Machines
Internet Banking Security Measures
Junk Mail
Long Queues
On hold for ages
Online Banking
Opening Hours

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Compulsory Purchase Orders
Council Tax Banding is Unfair
Cycle Lane Policies
Dog Fouling
Litter
Motorcycle parking charges
Other issues
Parking fines
Road Works
Rubbish collection

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Apostrophes
Bad science
Class sizes are too big
Grade Inflation
Not Enough Vocational Training
Overtesting
Physical Exercise is on the Decline
Religion in the Science Classroom
School Admissions Policies
School Bullies

Charities

Chuggers
Data Protection
Financial Accountability
Junk Mail
Wasteful Spending

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Delivery Service

Late or non-delivery of Goods

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Copenhagen Climate Conference 2009
Deforestation
Save the British Waterways
Waste Recycling

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Nestlé doesn't deserve a break

Nestlé continues to use palm oil that comes from destroyed forests

23 March 2010

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Give me a break

Nestlé has remained relatively silent since issuing its initial statement of contract cancellations with palm oil supplier Sinar Mas. This is despite the fact that it is still receiving a barrage of complaints and criticism via its Facebook page from people who recognize that Nestlé's concessions made last week are not enough to protect Indonesia's rainforests.

The contract cancellations do not go nearly far enough to protect Indonesian rainforests because Nestlé will still be using Sinar Mas palm oil, but just getting it from other suppliers.

In response to the ongoing criticism it has faced online Nestlé also began to circulate a Q & A on its palm oil use, which also included its commitment to using only "Certified Sustainable Palm Oil" by 2015. Again, this is not a solution and it does go far enough. 2015 will be far too late for the already endangered orang-utan and Indonesia's rainforests - which are being deforested at the fastest rate of any major forested country in the world. Earning Indonesia an unfortunate place in The Guinness Book of World Records.

We will continue our campaign until they have removed Sinar Mas palm oil from their supply chain completely. Nestlé has much more to do to live up to its claim to have cleaned up its act and given rainforests

[Enlarge Image](#)

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Caught Red-Handed: How Nestlé's Use of Palm Oil is Having a Devastating Impact on Rainforest, The Climate and Orang-utans

17 March 2010

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amchitka

the 1970 concert that launched Greenpeace

jonl mitchell
james taylor
phil ochs

www.amchitka-concert.com



Greenpeace “Nestle Killer” YouTube

<http://www.youtube.com/watch?v=v7SZyidY7mQ>



Nestle Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.
8 hours ago · [Report](#)



Darren Smith Freedom of speech and expression
8 hours ago · [Report](#)



Nestle you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.
8 hours ago · [Report](#)



Paul Griffin Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?
8 hours ago · [Report](#)



Nestle Oh please .. it's like we're censoring everything to allow only positive comments.
8 hours ago · [Report](#)



*"We are leaving this comfortable and familiar time behind. We are headed into a world where actors of every shape and description are finding themselves challenged by adhocracies...The truth is this:
those now in power must surrender some power or be overwhelmed by it...
Sharing power is not the idea of some Utopian future. It's the ground truth of our hyperconnected world."*

-- Mark Pesce