



# The Younger Generation

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## How do they spend their time?

- On the internet.
- Having conversations.
- Speaking their truth.                      They communicate and interact more than we do.
  
- Granddaddy Social network:                      <http://www.myspace.com>
- More educated audience:                      <http://www.facebook.com>

Notes

## What information do they value?

- Social bookmarking allows the peer group to evaluate information.
- Transparent aggregation** lends the ultimate credibility to results.
- Information that educates, entertains or makes them look good.
  
- Social bookmarking platform:                      <http://del.icio.us>
- Top social bookmarking site:                      <http://www.digg.com>

Notes

## Who do they respect & listen to?

- Blogs are the perfect combination for humans & search engines alike.
- Technorati monitors and rates 112 million blogs (December 2007).
- People who **participate** in conversations and/or **facilitate** conversations.
  
- Blog-monitoring platform:                      <http://www.technorati.com>
- The #1 blog on the internet:                      <http://www.boingboing.net>

Notes

Tactical Execution is a division of Beyond the Rate, Inc., a California corporation.