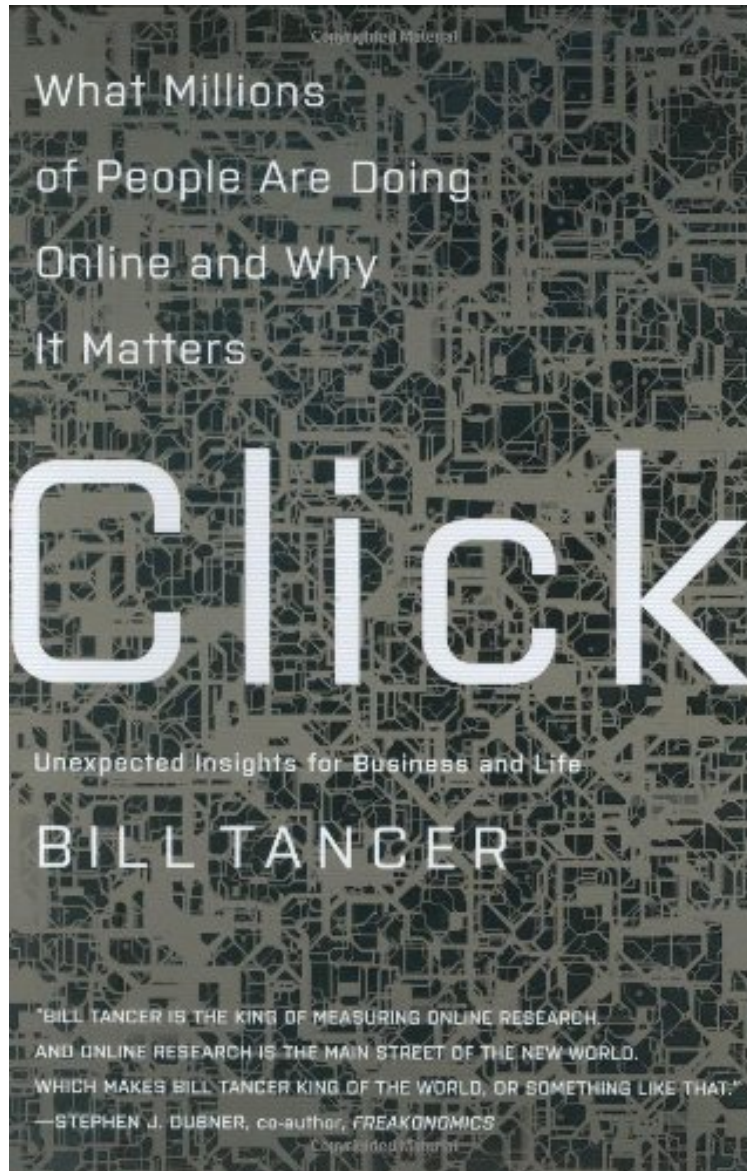


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Click: What Millions of People Are Doing Online and Why it Matters

Bill Tancer

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Bill Tancer : Click: What Millions of People Are Doing Online and Why it Matters before purchasing it in order to gage whether or not it would be worth my time, and all praised Click: What Millions of People Are Doing Online and Why it Matters:

3 of 3 people found the following review helpful. This book ruined my evening. Read why:By K. EvensonI expected this book to be dry, boring and full of data/stats. Surprisingly, this book was an easy read. I actually read the book in one sitting! The drawbacks were the author's constant patting-himself-on-the-back. (And we thought Steve Jobs had an ego!) If you can get over the hyper-inflated self-analysis of Bill Tancer, the book is an interesting read, but one you might find more helpful to pick up at the library. Now that I've read it I'll either garage sale it or Goodwill it. If you think you'll pick up the book to get an idea about detailed insights into click behavior...think again. You'll need to pay the hefty \$1000+ price tag from Hitwise to get the real scoop. This book is really more of a snapshot into Tancer's daily routine (e.g. the droning illustration of the prom dress saga), and a subliminal sales pitch of why Hitwise should be part of any online marketing strategy. One interesting item to note from the entire book was that watching search behavior often tells a story that can be critical to a marketing campaign. It isn't so much the words which are used, rather the timing when the words go into effect. (Again, the droning prom dress story is a perfect example of how marketers are missing the sales window by assuming that sales for prom attire is in March-May rather than in Jan.) Interesting read, but not one that I feel the yearning urge to keep in my personal library!

0 of 0 people found the following review helpful. Engaging and short readBy Brian GuentherAs a member of the generation that became dependent on the Internet in their teenage years, I am very interested in the psychology of Internet use and seeing how it has changed human behavior. Bill Tancer, the author of this book and a researcher at Hitwise, examines these topics in this book. I must admit I am a person that is comfortable with data, a topic that is discussed intermittently throughout this book. The reason I make this admission is that I think analytically. However, to read this book, you don't need to love data. Bill brings this book to life with anecdotes and a little storytelling flair. It is a compelling read and I would recommend it to anyone who is interested in learning about the psychology of Internet use. From his account in the book, it seems like Bill basically wanders through life from conference to conference, encountering oddities in Hitwise's vast collection of data. Through intuition and observations from the real world, he brings his analytical mind to bear and puzzles out why people are using the Internet in the ways that they are. Bill discusses many patterns in Click, including traffic trends to pornography websites (Sunday is the least popular day), the unusual traffic to prom dress retailers in January, and the many ways people use search engines. Through these stories you will learn how the Internet is actually many things: an advisor we trust to tell us how to tie a tie or explain why we've been dumped; a vast web of social connections dominated by a few attention-starved maniacs; a place we research fashion and make purchase decisions; and a place we can confide our secrets to. This book is a unique and interesting take on the Internet. It is a quick and compelling read which will take you through the mind of Internet consumer by exploring patterns that only could be recognized by taking a step back and mining a treasure trove of data. It definitely has a place in my library and should be immediately purchased by any self-respecting marketer, psychologist, or blogger. But the book's appeal is really in how accessible it is - you don't have to be a geek to "get it." My only problem with the book was that it ended so quickly, it left me wanting more!

0 of 0 people found the following review helpful. You are what you searchBy Vinay D. CardwellWho would know that people are more depressed during Thanksgiving than in January? Well data and search results will tell you that. We are what Google or our search results say we are. So how do we leverage these results and use them to our advantage without making it seem that we know these things. Click and Tancer will tell you how.

What time of year do teenage girls search for prom dresses online? How does the quick adoption of technology affect business success (and how is that related to corn farmers in Iowa)? How do time and money affect the gender of visitors to online dating sites? And how is the Internet itself affecting the way we experience the world? In Click, Bill Tancer takes us behind the scenes into the massive database of online intelligence to reveal the naked truth about how we use the Web, navigate to sites, and search for information--and what all of that says about who we are. As online directories replace the yellow pages, search engines replace traditional research, and news sites replace newsprint, we are in an age in which we've come to rely tremendously on the Internet--leaving behind a trail of information about ourselves as a culture and the direction in which we are headed. With surprising and practical insight, Tancer demonstrates how the Internet is changing the way we absorb information and how understanding that change can be used to our advantage in business and in life. Click analyzes the new generation of consumerism in a way no other book has before, showing how we use the Internet, and how those trends provide a wealth of market research nearly as vast as the Internet itself. Understanding how we change is integral to our success. After all, we are what we click.

From Publishers WeeklyDo Americans really spend that much time surfing porn sites? Which demographic visited Anna Nicole Smith's Web site most frequently? Who reads Perez Hilton? More than mere trivia nuggets, the answers to these questions define online behaviors among a varied mix of Internet users. Tancer, who leads global research at Hitwise, an online market research company, guides the reader through the search patterns among 10 million Internet users, challenging myths and making new discoveries about the psychology of consumers, illustrating that clicks speak louder than words and can reveal unspoken truths about individual drives that are not expressed via other forms of media. Everyone from marketing managers who want to know how much power social networking sites wield in the

online market to political pollsters trying to decipher the disconnect between exit polls and election results would be advised to heed his research. Witty and invaluable in its insights, this book is destined to become a primer for online marketers and usability experts while shedding new light on the mindset and curiosities of the average Web surfer, i.e., your friends and neighbors. (Sept.) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From Booklist Tancer, a search-engine data miner, takes a look at our culture by evaluating the millions of search queries on the Internet. He crunches the numbers to quantify our desires, our fears, our quest for knowledge, and our aspirations. From porn to prom dresses to politics, the content of our search queries reveals much about our private thoughts that we would not reveal to loved ones, friends, or a stranger taking a survey. His lists include the top fear of searches; fear of intimacy and fear of rejection were ranked high, while the fear of public speaking, usually sited as number one, came in at number nine. How to tie a tie just beat out how to have sex in the how-to category, with how to levitate clocking in at number six! For businesses, searches can reveal surprising information that dispels assumptions about customer behavior, such as the seasonality of clothing purchases. Tancer brings humor, clarity, and insight to the trends that are revealed by the ways we seek out and consume information on the Internet. --David Siegfried

About the Author Bill Tancer is the General Manager of Global Research at Hitwise, an online competitive intelligence company. In addition to his weekly column, "The Science of Search," on Time.com, he has been interviewed and quoted widely in the press, including the Wall Street Journal, the New York Times, USA Today, Business Week, Forbes Online and CNN Money. He has also appeared on NPR, MSNBC, Dow Jones Market Watch, CNBC, CNN Radio and CBS Radio.