

From: csev <csev@umich.edu>
Subject: **[Spam] Viral Video "Project" for SI301**
Date: May 5, 2010 8:25:08 AM EDT
To: Si all open <si.all.open@umich.edu>
Bcc: SI301 <si301w10@ctools.umich.edu>
▶ 1 Attachment, 19.9 KB



I got kind of inspired by the the student book/review/projects this semester in "SI301 - Social Computing" so on a lark, I did my own "project" that built on some the ideas we covered in the course: networks of people, theory of influence, diffusion of ideas, and the natural of real and internet viruses.

So I made this attempt at a humorous viral video about an fictitious automotive invention related to a recent technology innovation:

<http://www.youtube.com/watch?v=AdAkKKxOvu4>

I initially sent the E-Mail out to my SI301 students and let them start the communication chain.

I attach the viewer growth detail for the last two weeks. While it is not as viral as a "cute kitty" video, it is showing some signs of viralness. In particular the slope seems to be increasing, not flattening so it looks like the bottom part of an S-curve for now.

There are about 1-2 comments per hour and while some are funny, I warn you that many are laden with some really coarse statements about the inventor's sanity and his future survival prospects. Folks from Australia and the UK seem particularly inclined to make coarse statements :).

I send this around (a) to be funny, share and get folks comments, and (b) to see if any students might find the data around this "experiment" interesting. I figure that I will try to write an article about this if the number of views continue to grow and demonstrates real viralness. I have everything instrumented from the beginning including the companion web site and ad revenue so I should have a decent amount of data. Send me a note if you would find this data interesting to analyze.

/Chuck

P.S. I am *not mentioning* the title of the viral video in this message very much on purpose to keep G**gle and other search engines from finding this E-Mail thread.

P.P.S. I am donating any ad revenue that the video generates (so far \$9.76) to next year's Penny War.

Total Views: 7,864

