



## Framväxten av sociala medier

Christina Wikström 2010-11-16



E-mish...

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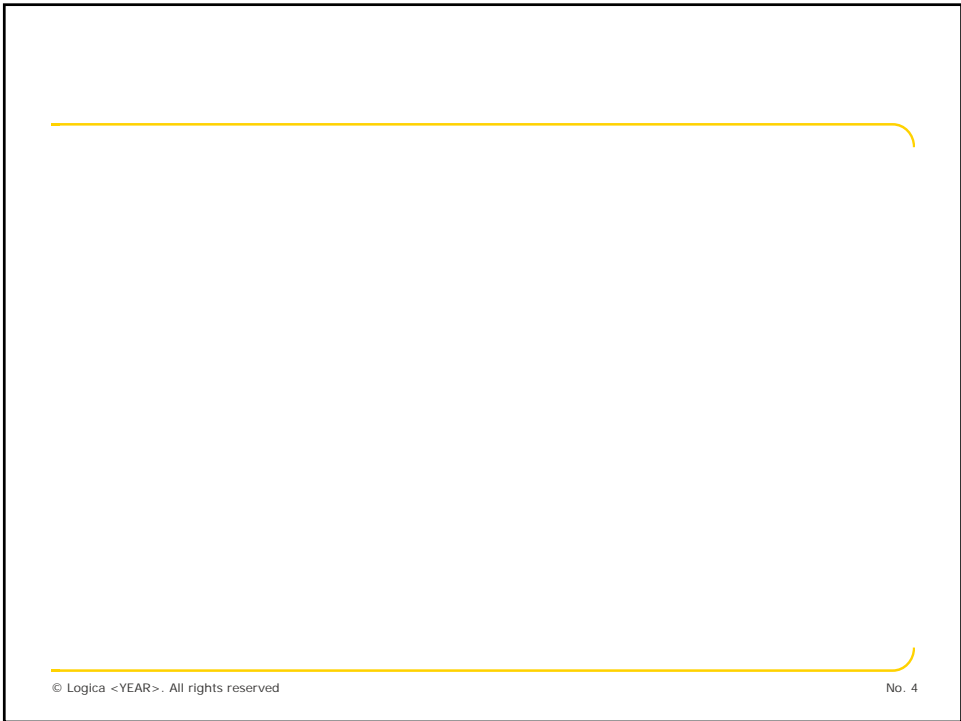


Christina Wikström, Logica Sverige

Commercial Director & General Counsel

[c.wikstrom@logica.com](mailto:c.wikstrom@logica.com)

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One hundred years ago...



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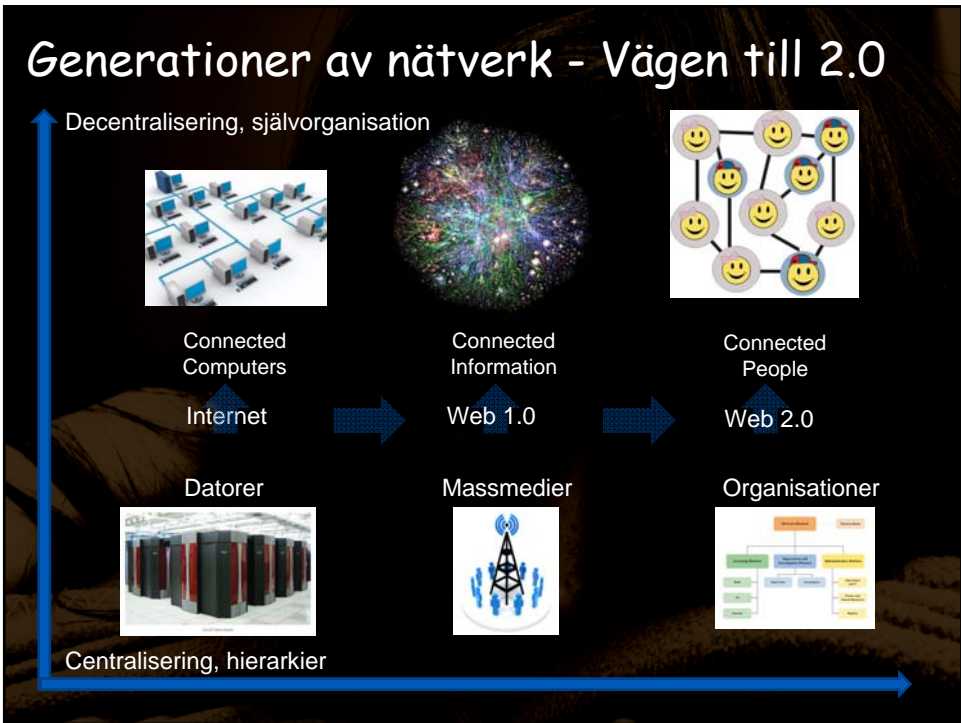
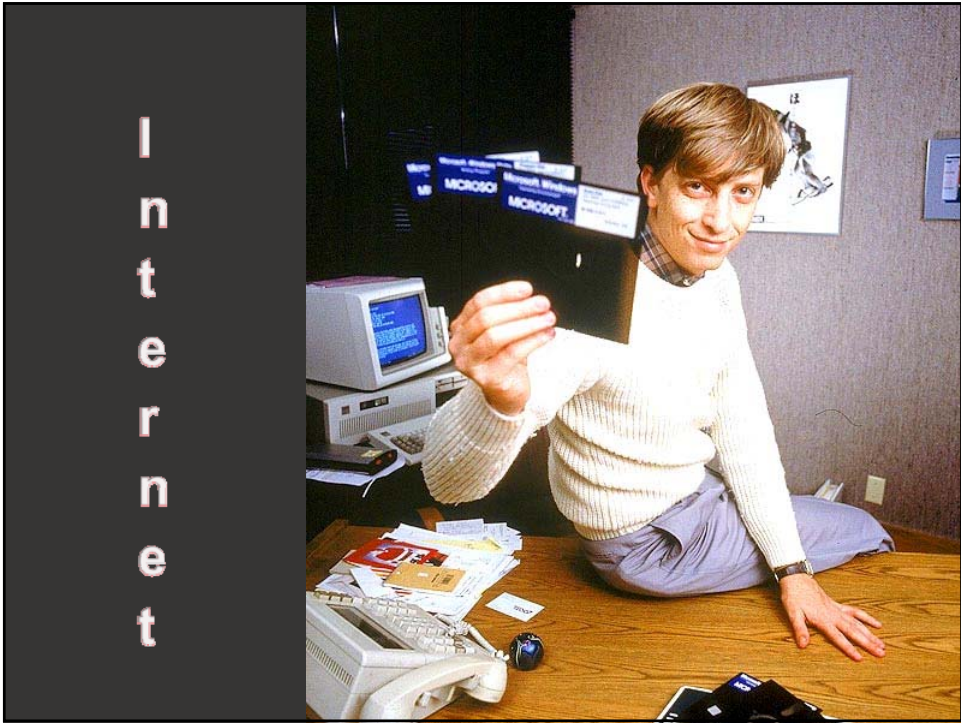
The result...

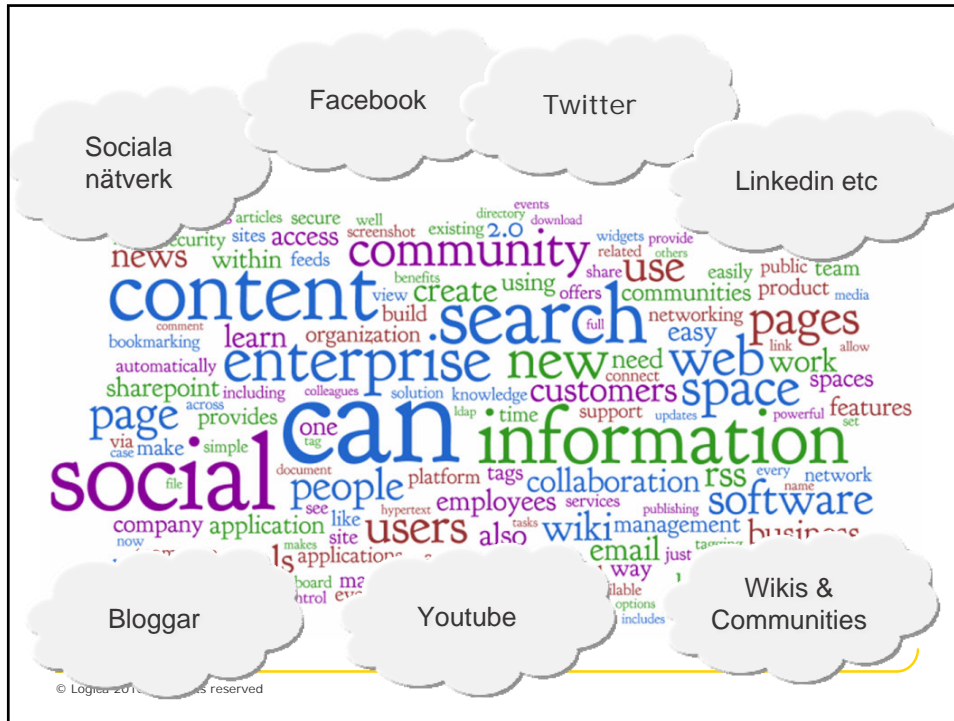


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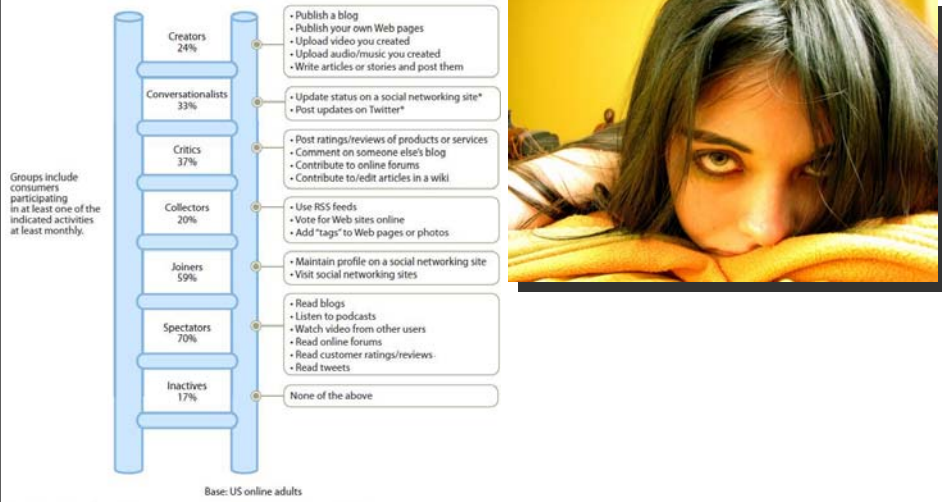
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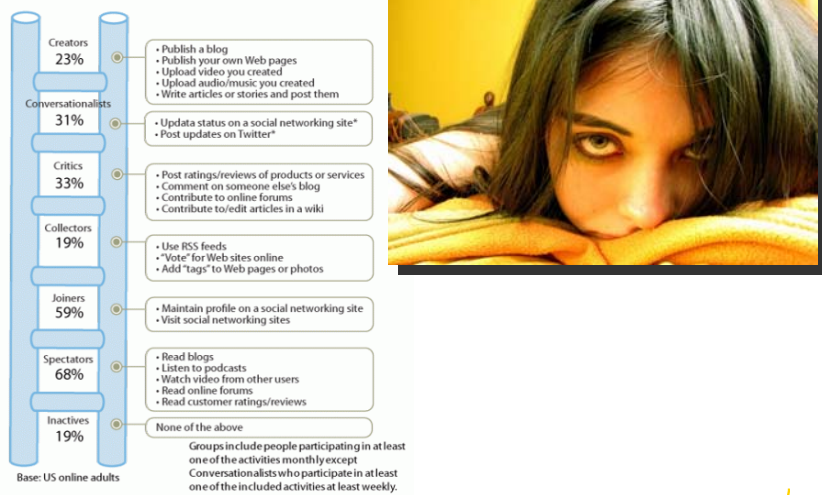
## Användningsmönster 2009



Base: US online adults  
 Source: North American Technographics\* Empowerment Online Survey, Q4 2009 (US)  
 \*Conversationalists participate in at least one of the indicated activities at least weekly.  
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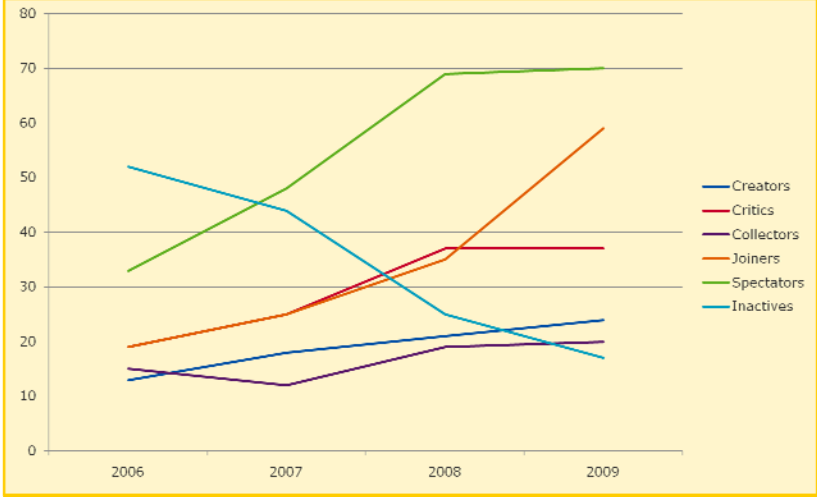
## Användningsmönster 2010

### The Social Technographics\* Ladder



Base: US online adults  
 Source: North American Technographics\* Online Benchmark Survey, Q2 2010 (US)  
 \*Conversationalists participate in at least one of the included activities at least weekly.  
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# Användningsmönstren planar ut



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## E-mish...

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- 60-talist,
- jurist och
- digital invandrare!

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## Digitala infödingar....

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