



Innovative Media for a Digital Economy (IMDE) *with TrustedPlaces.com**

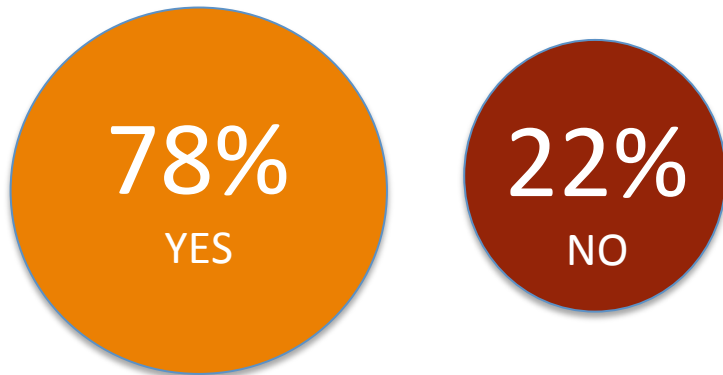
* Project report for the EPSRC, Research Cluster, 2009

hello.

Does user-generated content influence how consumers make decisions?

This research highlights a significant shift in how individuals seek to find out and make decisions about consumer activities. The data is based on a case study of the user-review website TrustedPlaces and the qualitative and quantitative data collected over a three month period from individual users, commercial and cultural enterprise between December, 2008 – March, 2009.

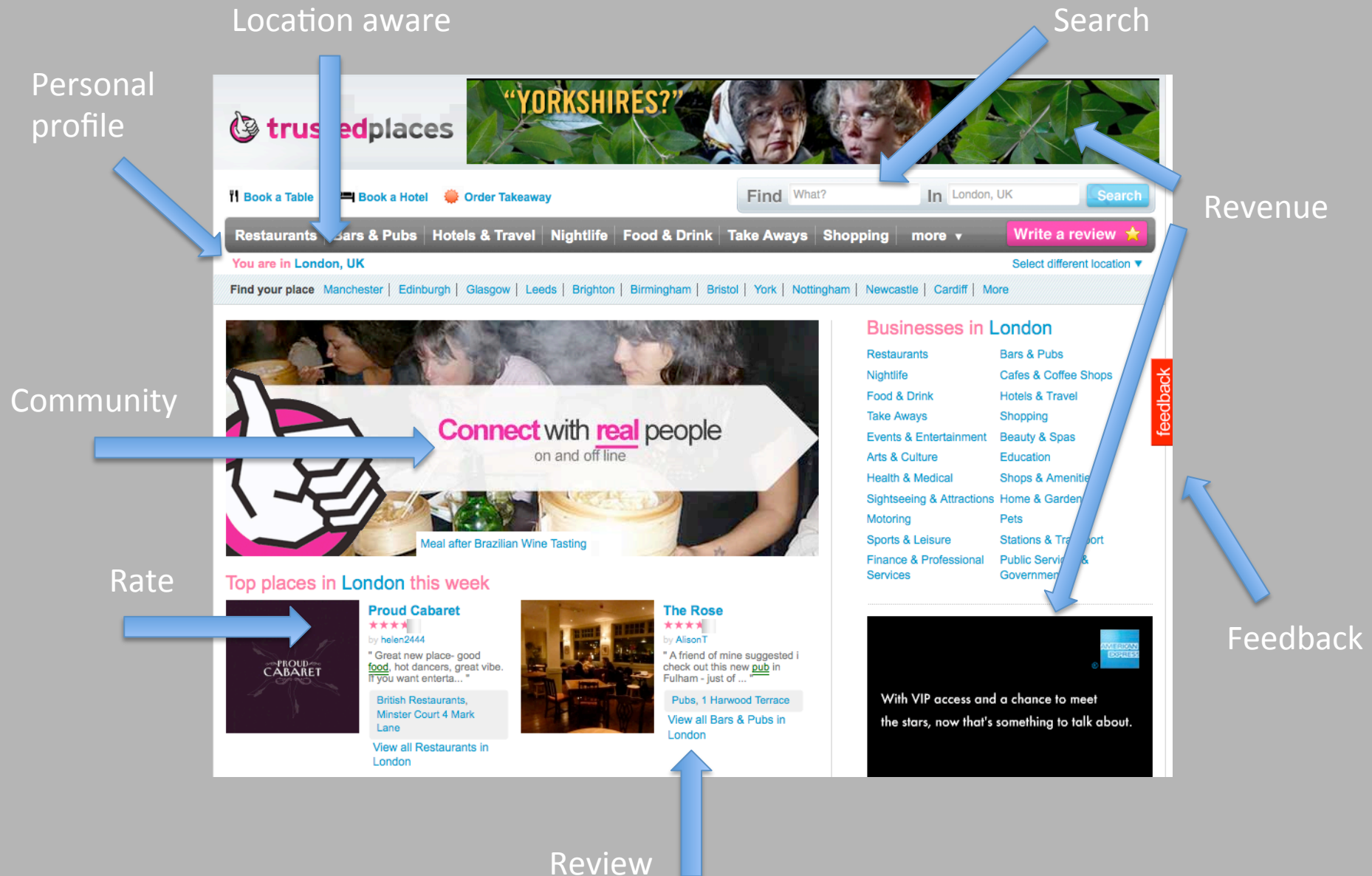
Have you ever commented on a user-review?



User-reviews represent an important part of consumer decision making process. In this presentation I argue that the reviews within TrustedPlaces reflect real experiences of real people.

I will also introduce the construct of the *Productive Consumer...*

IMDE Research Project: TrustedPlaces



Consumer (thanks, Wikipedia)

Consumer

From Wikipedia, the free encyclopedia

This article is about consumers in the economic sense. For the article about consumers in biology, see [Heterotroph](#).

Consumer is a broad label for any individuals or [households](#) that use [goods and services](#) generated within the [economy](#). The concept of a consumer is used in different contexts, so that the usage and significance of the term may vary.

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In economics and marketing

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Typically when business people and economists talk of *consumers* they are talking about *person as consumer*, an aggregated [commodity](#) item with little [individuality](#) other than that expressed in the buy/not-buy decision. However there is a trend in [marketing](#) to individualize the concept. Instead of generating broad [demographic profile](#) and [psycho graphic profiles](#) of [market segments](#), marketers are engaging in [personalized marketing](#), [permission marketing](#), and [mass customization](#).^[1]

There is increasing backlash from the public over use of the label "consumer" rather than "customer", with many finding it offensive and derogatory.^[2]

Consumer as Producer

Prosumer

From Wikipedia, the free encyclopedia



This article **needs additional citations for verification**.

Please help [improve this article](#) by adding [reliable references](#). Unsourced material may be [challenged](#) and [removed](#). (November 2008)

Prosumer is a portmanteau for [Marshall McLuhan](#) and Barrington Nevitt suggested in their 1972 book *Take Today*, (p. 4) that with conflicting meanings: the business electric technology, the consumer would become a producer. In the 1980 book, *The Third Wave*, (producer–consumer) as having [futurologist Alvin Toffler](#) coined the term "[prosumer](#)" when he predicted that the role of producers and passive role, denoting an active [consumers](#) would begin to blur and merge (even though he described it in his book *Future Shock* from "prosumer" has come to mean 1970). Toffler envisioned a highly saturated [marketplace](#) as [mass production](#) of [standardized](#) products consumer who also provides products began to satisfy basic consumer demands. To continue growing [profit](#), businesses would initiate a process of [mass customization](#), that is the mass production of highly customized products. However, to reach a high degree of customization, consumers would have to take part in the production process especially in specifying [design](#) requirements. In a sense, this is merely an extension or broadening of the kind of relationship that many affluent clients have had with professionals like [architects](#) for many decades.

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Definition variations

[\[edit\]](#)



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Please help [improve this article](#) by adding citations to [reliable sources](#). Unsourced material may be [challenged](#) and [removed](#). (November 2007)

General meanings

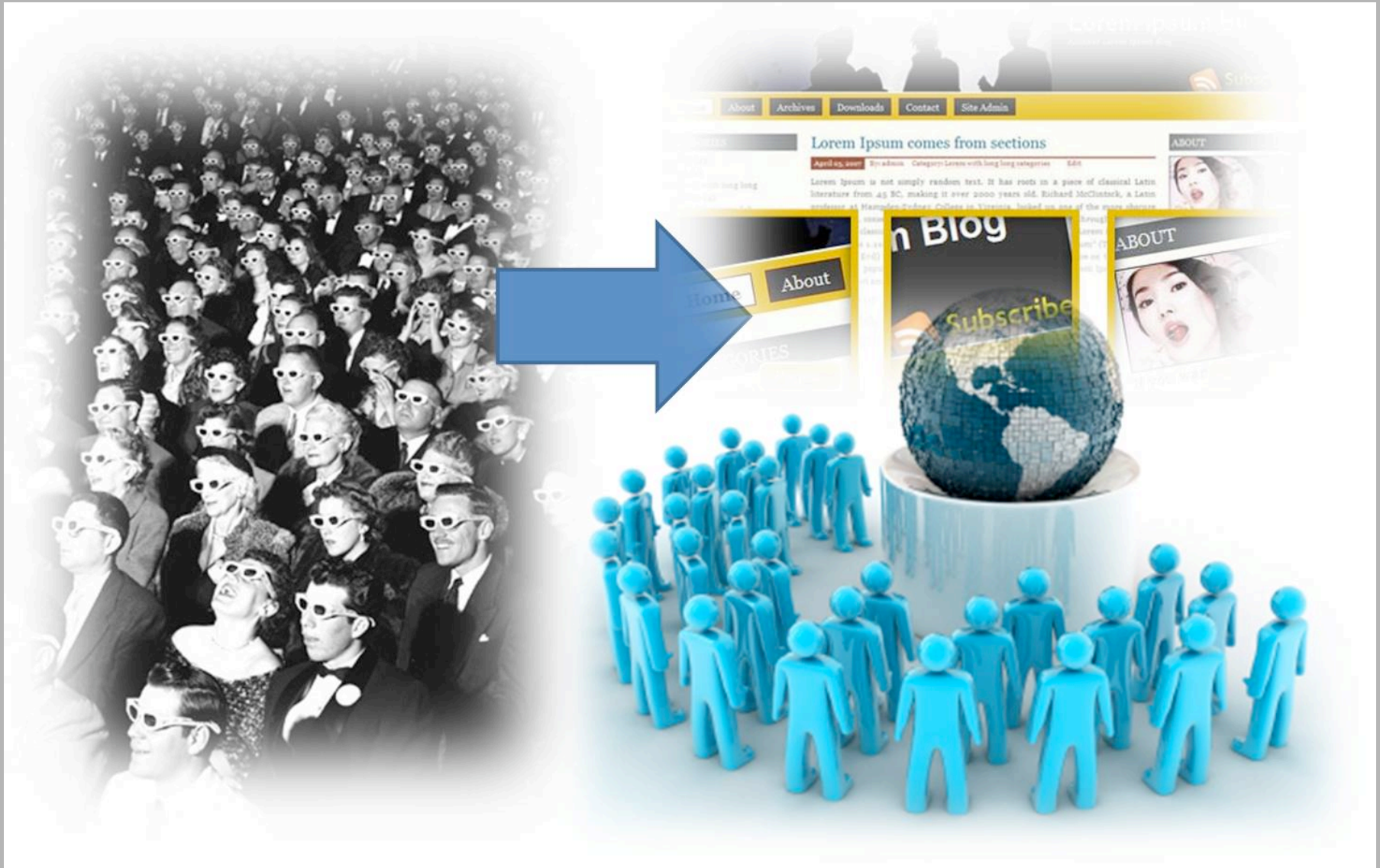
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- Producers or professionals using consumer-grade products.
- Consumers using retired professional-grade products.

Individualised



Productive Consumer

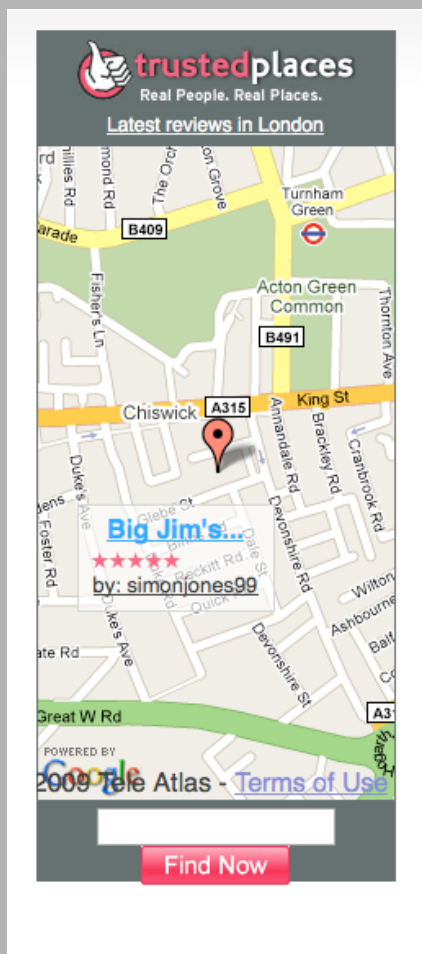


feedback

[Restaurants](#)
[Bars & Pubs](#)
[Hotels & Travel](#)
[Nightlife](#)
[Food & Drink](#)
[Take Aways](#)
[Shopping](#)
[more ▾](#)
[Write a review](#)



Tracking



Top places in York this week



Tap & Spile

★★★★★

by themoonandstars

"I agree, possibly the best pub in York. Jack the landlord keeps the eve..."

Pubs, 29 Monkgate

[View all Bars & Pubs in York](#)



La Vecchia Scuola

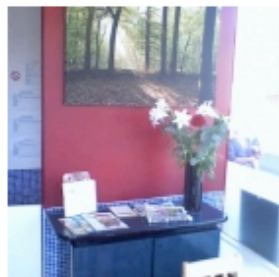
★★★★★

by Fiona10

"The food was delicious and the staff was very fast, polite, and profession..."

Italian Restaurants, 62 Low Petergate

[View all Restaurants in York](#)



Taste...

★★★★★

by julia1065

"Beautiful homemade soup and cakes, freshly made sandwiches and fillings ..."

Cafes, Snack Shops & Tea Rooms, Clarence Street

[View all Cafes & Coffee Shops in York](#)



Rafi's Spice Box

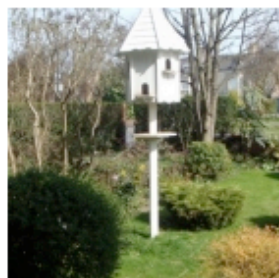
★★★★★

by mazphd

"Rafi's Spice Box, one of those rare finds that ensures one returns a..."

Delicatessen, 17 Goodramgate

[View all Food & Drink in York](#)



Hilton Lodge

★★★★★

by hiltonlodge

"Its A lovely place to stay recommended *****"

Bed & Breakfast, 44 Wigginton Road

[View all Hotels & Travel in York](#)



Sun Lee Chop Suey House

★★★★★

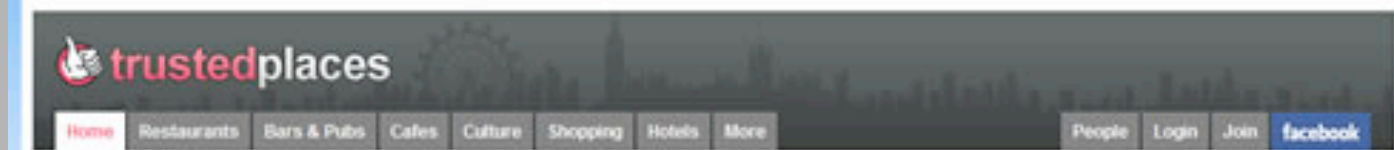
by redchicken

"I have found the food from sun lee house to be cooked well and allways t..."

Fast Food Takeaway, 54 Clarence Street

[View all Take Aways in York](#)

‘...with people like me’



Local Experts



walid

129 reviews

Expert in: Cafes & Coffee Shops



I pick up on whether the person who wrote it shared the same taste as me, so do I trust this person, do we have mutual friends, what type of person are they. From there I pick up on where to go... I deliberately look for people like me.



Expert in: Sports & Leisure



sue

425 reviews

Expert in: Restaurants



glilka

177 reviews

Expert in: Take Aways

Feedback



Share & Connect

your recommendations and new friends in the process. trustedPlaces is a great place to meet and meet like-minded



Review

We WANT your reviews! Tell us where you love to go and where to avoid. Right here your opinion counts.



Join us

Sign up now!

or

your account

Search

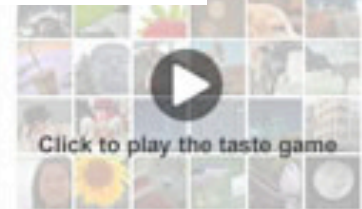
challenge



osaru has just added a review for Centre Point Sushi Cafe



gdub2091 has just added a review for Wong Kei



Click to play the taste game

Information

- About
- FAQs
- Map Widget
- Terms & Conditions
- Privacy Policy
- Team Blog
- News Blog
- Feedback
- Businesses
- Advertisers

TasteMatcher - Play

+ DESIGN IN THE WILD: TRUSTEDPLACES TASTEMATCHER

12.04.08 | [Permalink](#) | [Comments](#)

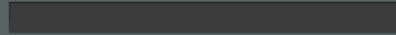
Discover the best places in your city
as recommended by real people

Social
Initiate contact
Visual/'tactile'
Drag and drop
Profile and 'taste'
generator
Shared content
Link to others
- *Community*

The TasteMatcher

Play the game by dropping the Images to the zone below according to your tastes. We'll use your preferences to find recommended places and people that have similar tastes to you.

Progress:



Hate

Love

The more to the left, the less you like something




Drag the things you hate here

Drag the things you love here"


Identity

ActivityReviewsListsPhotos/VideosTagsFriendsFollowers


Sort by: Recently online




Angella
20%
Delete




ceedoubleu
40%
Delete



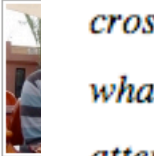
Mike
30%
Delete



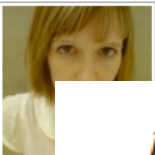
Litro_K
30%
Delete



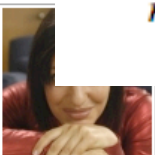
kittylst
30%
Delete




Brow
20%
Delete




Beverly
Delete



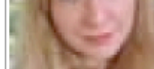
LJRich
40%
Delete



SallyYSP
Delete



Lacrimosa
30%
Delete



Izabel_blue
30%
Delete

I'm used to identifying myself on the big sites... I've started engaging with people that are there... and I'm doing this in a friendly way. This is something that people will either gravitate to, or avoid - especially when you cross-post across other social networks... I give a running commentary on what I'm doing or where I've been on Twitter and this catches other people's attention.

I don't go in (to TrustedPlaces) as an anonymous identity... If the reality does not live up to who you are, you can't pretend to be somebody that you are not.... I would rather not take the risk'

Reputation

...it's about a personalised experience. If I see somewhere that's been reviewed that's rubbish then if I share a lot in common with them I trust what they say ... it's like a general en-mass thing. The most important thing is reputation.

Primrose Bakery

Cafes & Coffee Shops in Chi

★★★★★ RATE IT ▼



Send to a Friend



Facebook



Save to List

69 Gloucester Avenue, London, NW1 8LD

Yummy Victoria Sponge goes down well with their tea. My girlfriend always has the Carrot cake cupcake which is really good too!



o or video | view all

| brew,
| bargain

Checking the reviews is important to me... So before it was my fiancé's birthday the other week I checked to see where we could go ... I tend to check the average score of the review and how many people have reviewed the same place.



Ads by Google

Reviews for Primrose Bakery

★ Add your review



tomaplaw

★★★★★

25th November 2009

0 found this helpful

Yummy Victoria Sponge goes down well with their tea. My girlfriend always has the Carrot cake cupcake which is really good too!



To Facebook



Share with friends



Add Comment

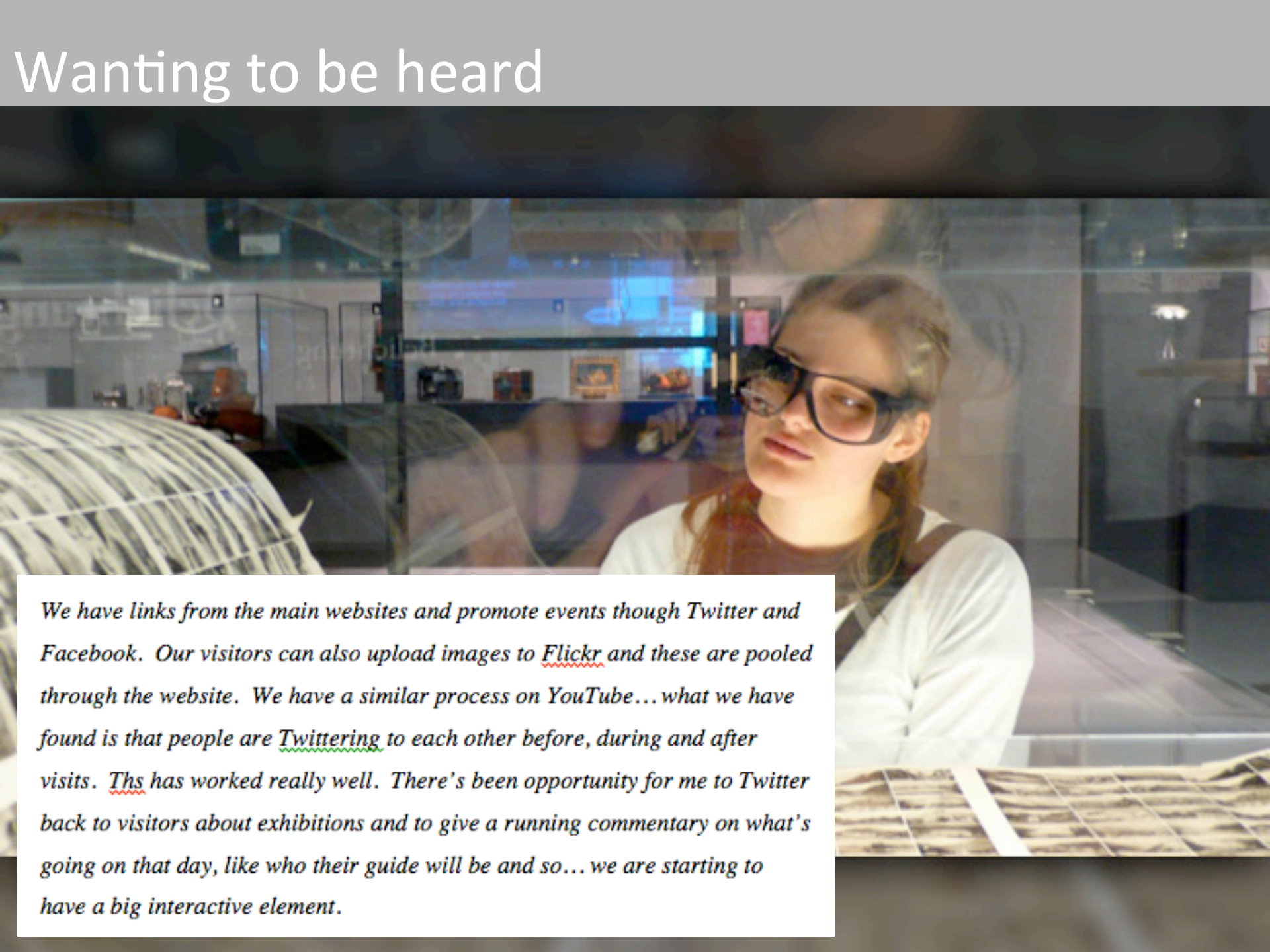
Cultural industry



*In a market place that's crowded by information, for a cultural and tourist place like **** one would imagine how the consumer would search for information before their visit... so it's an awareness job of what's going on, as well as a simple sales message.*



Wanting to be heard

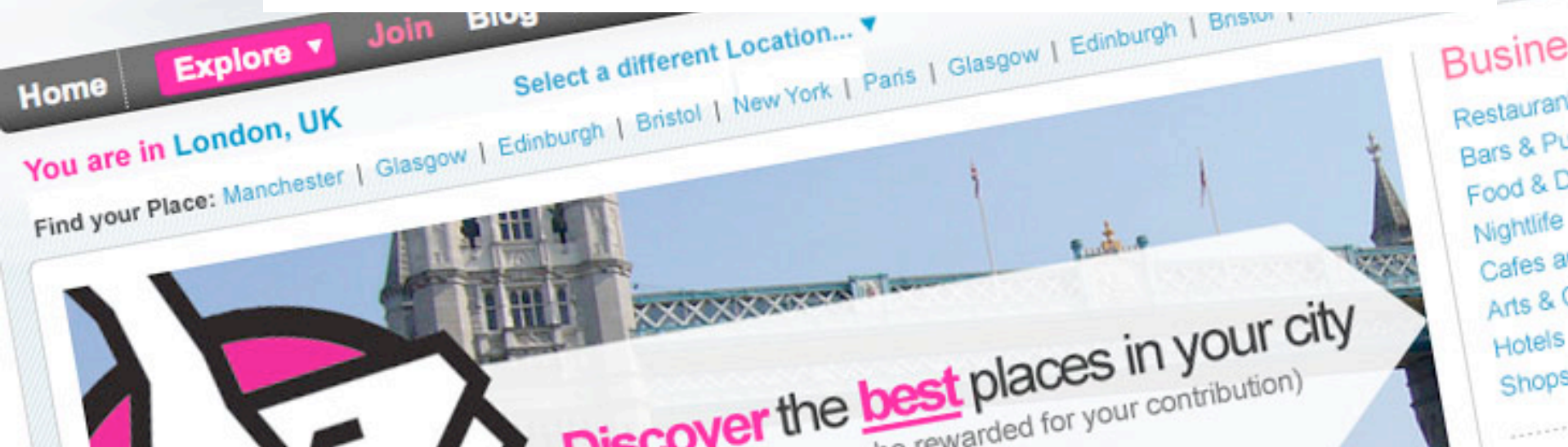
A woman with long brown hair tied back, wearing large black-rimmed glasses and a white long-sleeved shirt, is looking intently at a display case in a museum. The display case contains various small objects, possibly fossils or minerals, arranged on a grid. The background is slightly blurred, showing other museum exhibits and lighting.

We have links from the main websites and promote events though Twitter and Facebook. Our visitors can also upload images to Flickr and these are pooled through the website. We have a similar process on YouTube... what we have found is that people are Twittering to each other before, during and after visits. Ths has worked really well. There's been opportunity for me to Twitter back to visitors about exhibitions and to give a running commentary on what's going on that day, like who their guide will be and so... we are starting to have a big interactive element.

stayed

Strategy

...its about creating a brand strategy. I have put a lot of thought and time into a website and have started to use things like TrustedPlaces to gauge customer interest and feedback. I have not completely worked out how its going to fit a business strategy, but I would rather know about negative experiences as soon as they happen...I like where the site is going...to get people talking to share information and I can see how successful I am.



Gordon Brown

Working together Public services on your side



Home » Foreword

Search

- Foreword
- Public Services on Your Side
- Better Health and Care
- Excellence for all our Children
- Active Welfare and High Skills
- Policing and Justice: Putting Communities First
- Empowering Local Communities
- Strategic government
- Annex: Selected

Foreword



Times of profound change are often the catalyst for fundamental revaluations in how we think and act.

The present financial crisis is changing the way governments serve the public: forcing us to reflect anew on the role of the state in a truly global age.

Each generation has had to reconfigure the relationship between government, market, community and individual. For the last century the debate has been about where the scope of one ends and the domain of the next begins; assuming always that if there were to be more markets there would be less state and if there were to be more state there would be less market. So for years the

In this instance, knowledge is power. When we give people knowledge about their public services, we give them power over them; power to shape and even transform them. We are ushering in a new world of accountability in which parents, patients and local communities shape the services they receive, ensuring all our public services respond not simply to the hand of government, but to the voice of local people.

But it has become ever clearer that the settlement of 1997 is now inadequate for the challenges we face. Twelve years on, we have seen the biggest global financial market failure in history. But while financial markets need more supervision, government must also transfer more power to parents, pupils and patients. Both state and market must be underpinned by the ethics of opportunity and responsibility, and thus the question is not whether markets tame government or vice versa: the question is how we tame both with an ethic of fairness and duty.

What matters is not big or small government, but whether it values opportunity, responsibility from all, and fairness for all. That is why renewed and reformed public services are the key to strong communities and a more socially mobile society.

What follows are two challenges: how do we ensure that the teachers, doctors and nurses who deliver public services can respond in new and innovative ways to the diverse personal needs of those they serve?

And how can we ensure that the quality, sense of personal touch, and responsiveness that exists in the best of public and private sector practices is available to all users of public services?

<http://www.hmg.gov.uk/workingtogether/forward.aspx>

Productive Consumer's *help* make decisions

Traveler Reviews

"Comfortable, modern apartments"
Quest Launceston



●●●●● **GEREBuderim**
Buderim

Sep 6, 2009

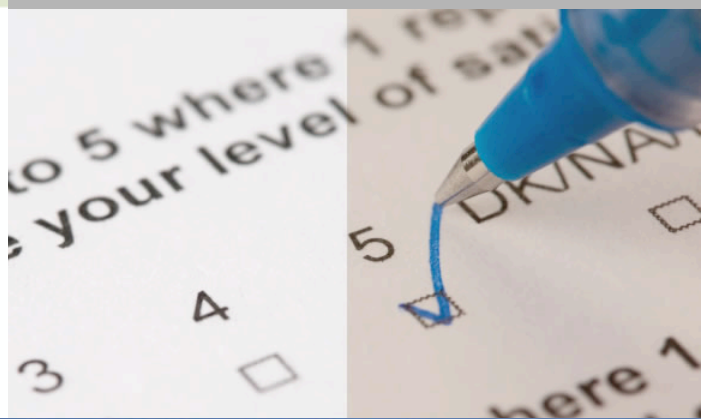
This is a very good place to be in walking distance of shops - parking and access with the front...[more](#)

"A+"
Auldington



●●●●● south austral

Sep 4, 2009



Key points

Real experiences

Live updates

Real time

Informed

Quick choices

On-the-move

Dataveillance





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