



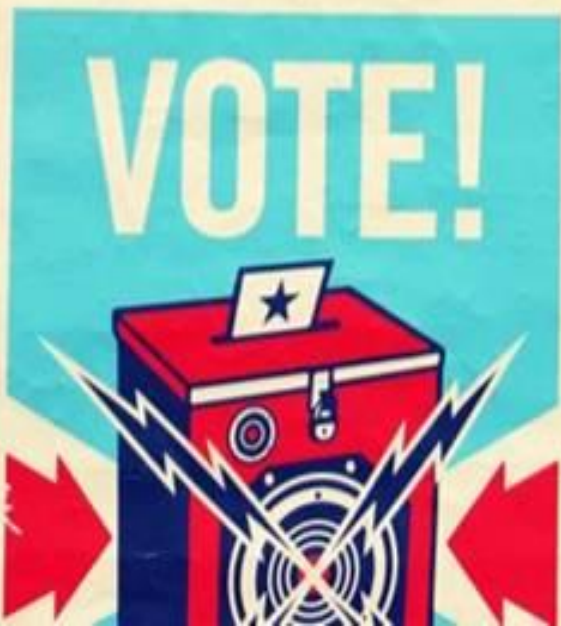
**ОСОБЕННОСТИ  
ПРОДВИЖЕНИЯ  
БАРАКА ОБАМА В  
СЕТИ ИНТЕРНЕТ**

**Коконова Валерия  
РУДН**













Obama'08

BarackObama.com



OBAMA'08



**"I'M ASKING YOU TO BELIEVE.**  
Not just in my ability to bring about  
real change in Washington ... I'm  
asking you to believe in yours."



LEARN

ISSUES

MEDIA

ACTION

PEOPLE

STATES

BLOG

STORE

[www.barackobama.com](http://www.barackobama.com)

Автор - Крис Хьюз

Все возможности Веб 2.0



# Значки в поддержку Барака Обама





"I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."

GET INVOLVED NOW

FIND AN EVENT NEAR YOU GO

- LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE

PLEASE DONATE

# BECAUSE IT'S ABOUT YOU



Our online tools make local organizing easy

Join My.BarackObama, our online community with over a million members. Get access to the tools you need to effectively organize for Barack Obama and build this movement for change.

## Create Your Account

Your First Name: [input]  
Your Last Name: [input]  
Zip Code: [input]  
Email Address: [input]  
Password: [input]  
Password (again): [input]

Signup

My.BarackObama.com более 70 тысяч участников

Contact undecided voters near you

# Профиль участника социальной сети My.BarackObama.com

## Egidio Giulivo

**MY PROFILE** Edit Profile ▾

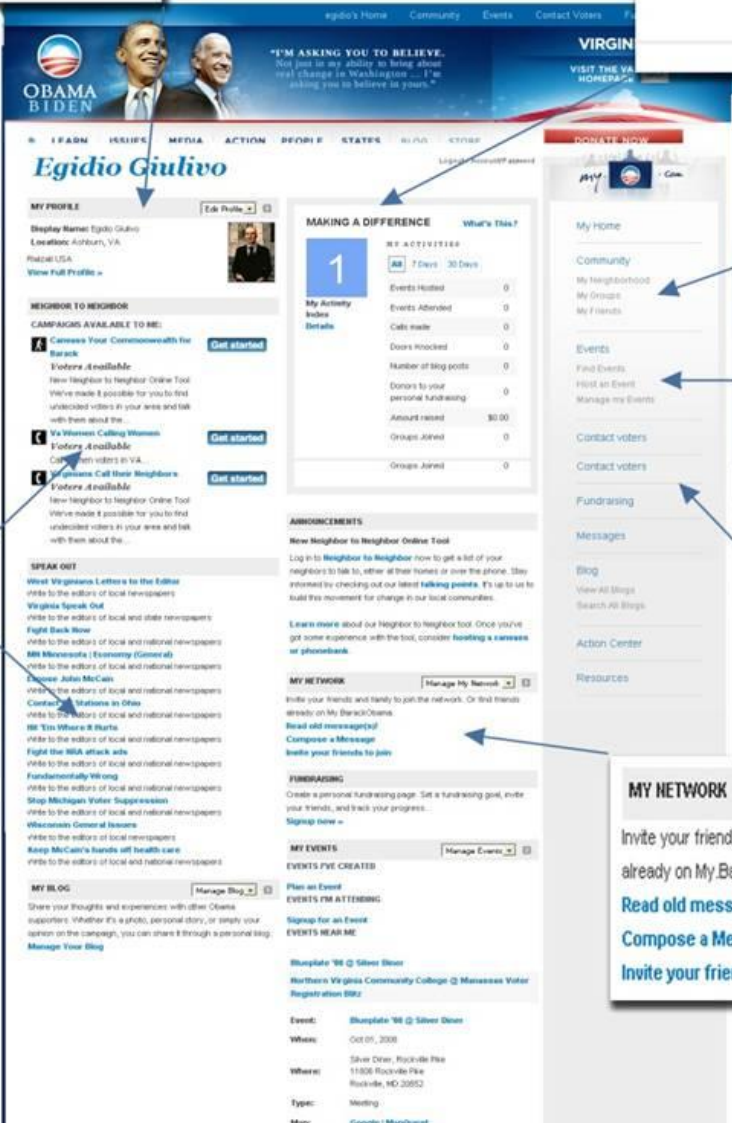
**Display Name:** Egidio Giulivo  
**Location:** Ashburn, VA  
 Rialto USA  
[View Full Profile »](#)



### MAKING A DIFFERENCE

What's This?

MY ACTIVITIES	7 Days	30 Days
My Activity Index	0	0
Events Hosted	0	0
Events Attended	0	0
Calls made	0	0
Doors Knocked	0	0
Number of blog posts	0	0
Donors to your personal fundraising	0	0
Amount raised	\$0.00	0
Groups Joined	0	0
Groups Joined	0	0



The main profile page features a header with Obama and Biden, a navigation menu (TEAM, ISSUES, MEDIA, ACTION, BEFORE STATES, BLOG, MY BLOG), and a central profile section. The profile section includes a 'MY PROFILE' box, a 'NEIGHBOR TO NEIGHBOR' section with campaign cards, a 'SPEAK OUT' section with article links, a 'MAKING A DIFFERENCE' activity summary, an 'ANNOUNCEMENTS' section, and a 'MY NETWORK' section. A 'MY BLOG' section is also visible at the bottom.

### NEIGHBOR TO NEIGHBOR

CAMPAIGNS AVAILABLE TO ME:

- A** **Canvass Your Commonwealth for Barack** Get started  
*Voters Available*  
 New Neighbor to Neighbor Online Tool  
 We've made it possible for you to find undecided voters in your area and talk with them about the...
- C** **Va Women Calling Women** Get started  
*Voters Available*  
 Call women voters in VA...
- C** **Virginians Call their Neighbors** Get started  
*Voters Available*  
 New Neighbor to Neighbor Online Tool  
 We've made it possible for you to find undecided voters in your area and talk with them about the...

### SPEAK OUT

**West Virginians Letters to the Editor**  
 Write to the editors of local newspapers

**Virginia Speak Out**  
 Write to the editors of local and state newspapers

**Fight Back Now**  
 Write to the editors of local and national newspapers

**Contact TV Stations in Ohio**  
 Write to the editors of local and national newspapers

**Hill 'Em Where It Hurts**  
 Write to the editors of local and national newspapers

**Fight the NRA attack ads**  
 Write to the editors of local and national newspapers

**Fundamentally Wrong**  
 Write to the editors of local and national newspapers

**Stop Michigan Voter Suppression**  
 Write to the editors of local and national newspapers

**Wisconsin General Issues**  
 Write to the editors of local newspapers

**Keep McCain's hands off health care**  
 Write to the editors of local and national newspapers

### Community

- My Neighborhood
- My Groups
- My Friends

### Events

- Find Events
- Host an Event
- Manage my Events

### Contact voters

- Contact voters
- Contact voters

### Fundraising

- Messages
- Blog
- View All Blogs
- Search All Blogs

### Action Center

- Resources













### MY NETWORK

Manage My Network ▾

Invite your friends and family to join the network. Or find friends already on My.BarackObama.

- [Read old message\(s\)!](#)
- [Compose a Message](#)
- [Invite your friends to join](#)

## OBAMA EVERYWHERE

- |  |  |
|--|--|
|  Facebook   |  BlackPlanet        |
|  MySpace    |  Faithbase          |
|  YouTube    |  Eons               |
|  Flickr     |  Glee               |
|  Digg       |  MiGente            |
|  Twitter    |  MyBatanga          |
|  Eventful  |  AsianAve          |
|  LinkedIn |  DNC Partybuilder |

**27 наиболее  
известных в  
США  
социальных  
сетей**

## FUNDRAISING

### MAIN PERSONAL FUNDRAISING CAMPAIGN

TOTAL AMOUNT RAISED:  
\$0.00



# OBAMA'08



**DONATE**

- Goal: \$1,000.00
- Raised: \$0.00
- Donors: 0
- Average: \$0.00

### MAIN PERSONAL FUNDRAISING CAMPAIGN:

- Goal: \$1,000.00
- Raised: \$0.00
- Donors: 0
- Average: \$0.00

[MANAGE](#)

[VIEW](#)

3.1 млн. Пожертвований  
93% менее чем \$100



"I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."

VOTE FOR CHANGE

FIND YOUR POLLING LOCATION

- LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE

DONATE AND GET A GIFT

5 THINGS YOU CAN DO

VOLUNTEER



VOLUNTEER NEAR YOU



FIND YOUR LOCAL VOLUNTEER EVENT

Zip Code

LEARN MORE

KNOCK ON DOORS



MAKE CALLS



FIND EVENTS



LOGIN to MyBO



Volunteer Near You

Obama-Biden Tax Calculator

American Solutions

Voter Protection Center

OBAMABLOG

Агитационные возможности социальной сети

American Solutions

OTHER STORIES

Oct 31 Barack-O-Lanterns

Tonight, the campaign aired a special 30 minute program in which Barack addressed the nation

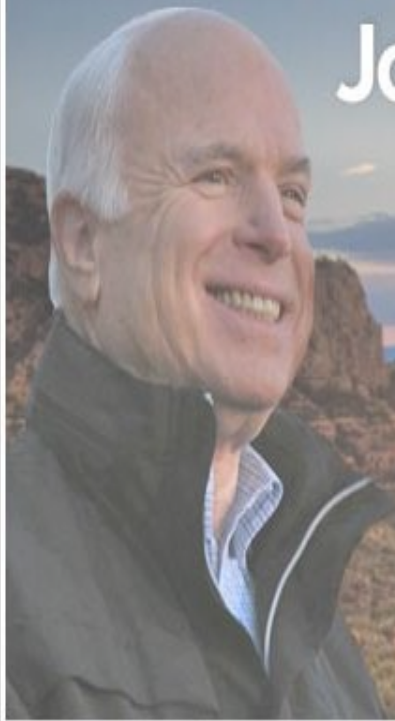
Oct 31 Find Your Early Vote Location



TRAVEL TO A BATTLEGROUND STATE



**Вовлечение пользователей**



# John McCain FOR U.S. SENATE

Volunteer · Donate

Email Address

Zip

SIGNUP

## Join Our Team

SIGN UP TO HELP RE-ELECT JOHN McCAIN

Email Address

Zip

SUBMIT

Close

### Arizona's Maverick

Read more about Senator John McCain



### Join John's Team

We need your support to get out the vote



### Donate Today

Your contribution makes the difference



HOME

ABOUT

ISSUES

NEWS

SOCIAL NETWORKS

GET INVOLVED

CONTRIBUTE

Monday, May 11, 2009

### Latest News

### Twitter Feed



Read John McCain's statement regarding the Situation in the Republic of Georgia  
[Read more...](#)

Read John McCain's address to the Holocaust Survivors of Houston.  
[Read more...](#)

Citizens Against Government Waste Thanks John McCain for

May 08 - 11:05 am  
Secretary Gates responded to my question about the Air Force flyover - aka "Air Force 1 photo-op"  
May 07 - 11:05 am  
Obama's budget of \$17.1 trillion is less than 1/2 of 1% of the entire \$3.55 trillion FY10 budget - is that change we can believe in?

Thank you for visiting my re-election website. I have been honored to serve the people of Arizona as their Senator, and with your support, I intend to continue working each day for the people of our state.

America is facing challenging times, which is why it's more important than ever for us to work together and find solutions to make us a better country. Please take a moment to join my team today to learn more about the important issues in this campaign and how you can get involved.

### Great meetings in Arizona!

Read more about John McCain's meetings in Arizona during the Senate

[www.johnmccain.com](http://www.johnmccain.com)

сайт-визитка с

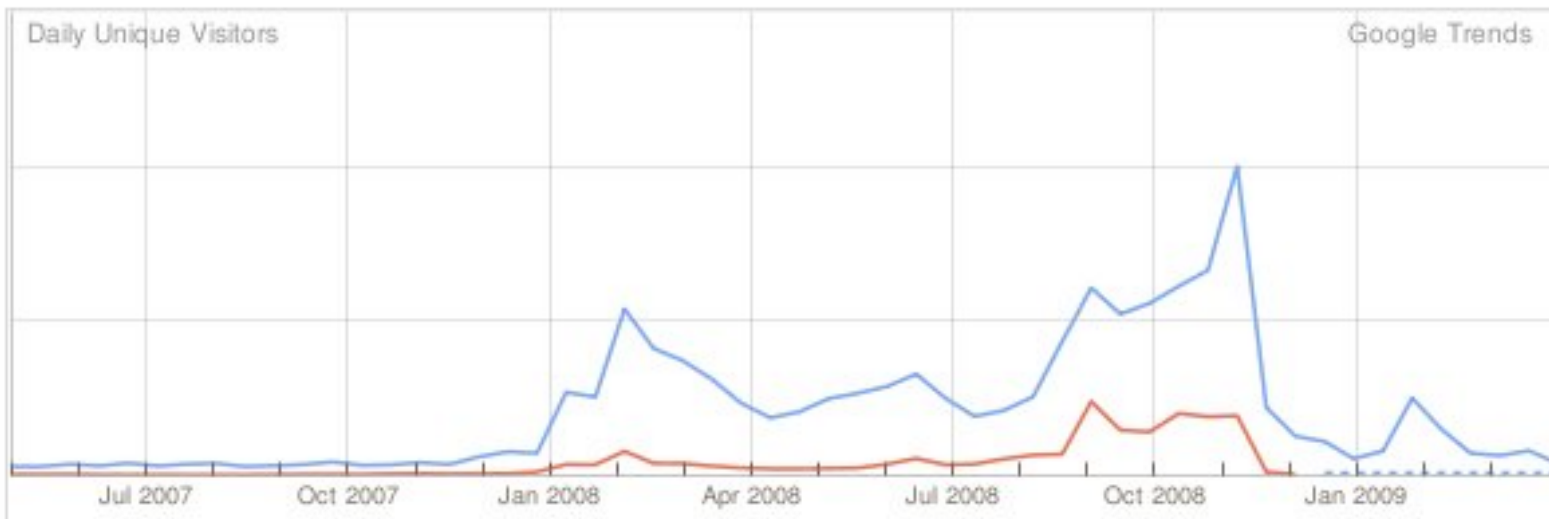
новостным контентом



Searches Websites

All regions

● barackobama.com ● johnmccain.com



Ranked by: barackobama.com [Learn more](#)

Regions

1. [United States](#)
2. [India](#)
3. [United Kingdom](#)
4. [Indonesia](#)
5. [Canada](#)
6. [Germany](#)
7. [Italy](#)

Also visited

1. [democrats.org](#)
2. [johnmccain.com](#)
3. [moveon.org](#)
4. [whitehouse.gov](#)
5. [repoweramerica.org](#)
6. [3cdn.net](#)
7. [whitehouse.gov](#)

Also

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

посещаемость ресурсов  
BarackObama.com и JohnMcCain.com

# Реклама онлайн

Actions Online To Encourage Action

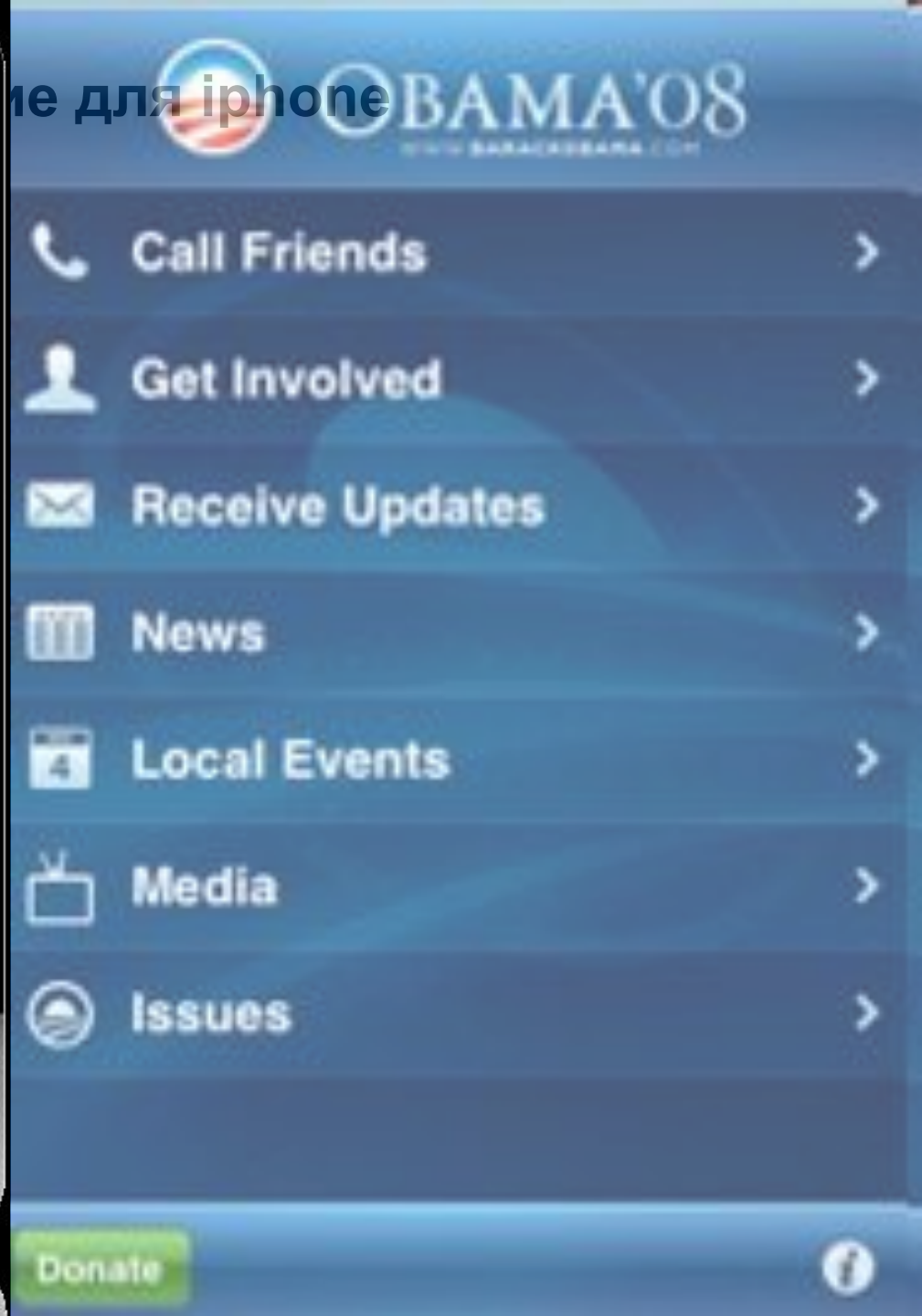
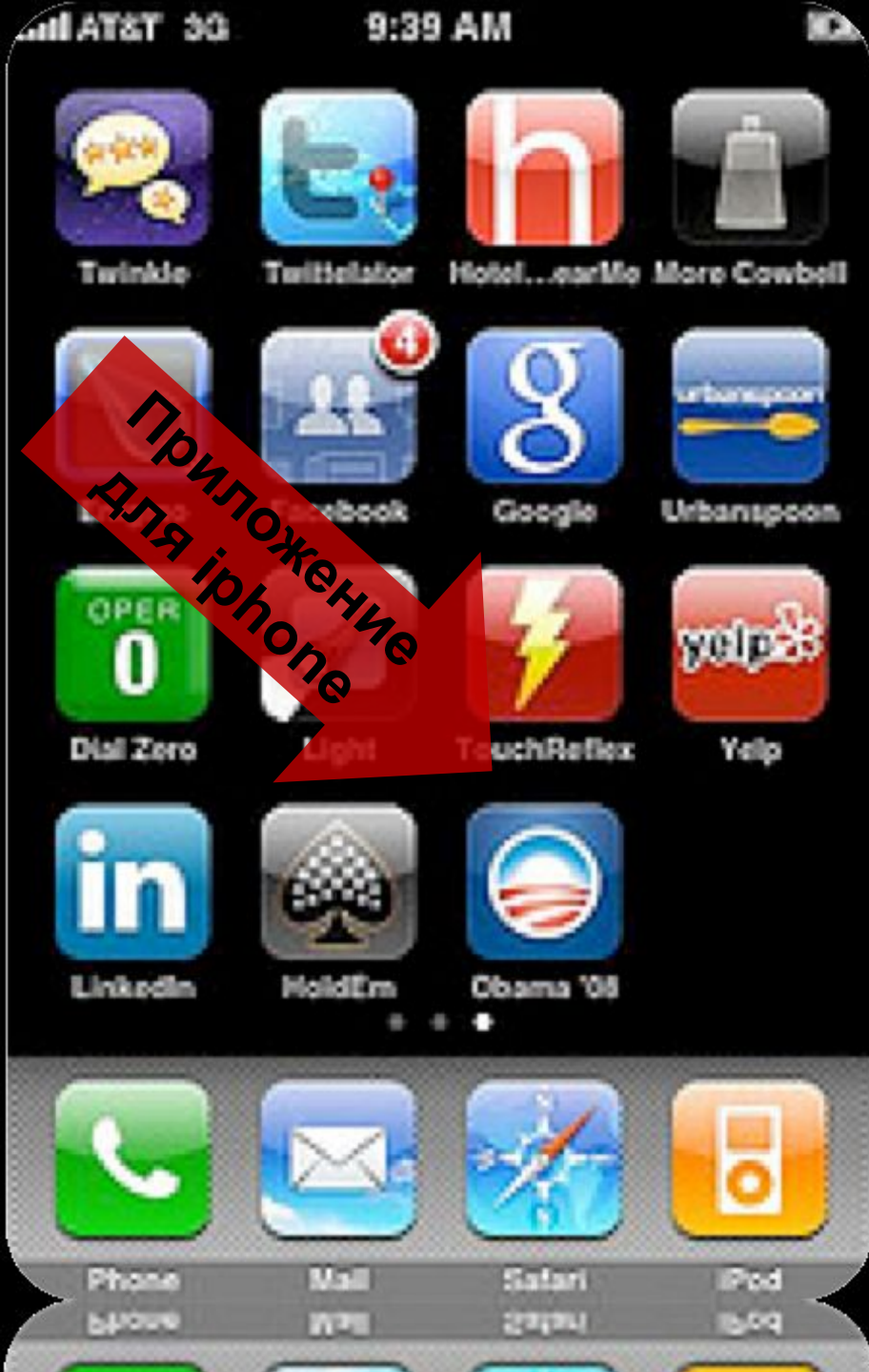
The collage consists of ten distinct promotional tiles for the Obama campaign, each with a unique design and call to action:

- VOLUNTEER NEAR YOU TODAY**: Features a person holding a large Obama 'O' logo.
- ACTION CENTER TAKE ACTION TODAY**: Shows a laptop and a mobile phone, with the text 'OBAMA MOBILE TEXT HOPE TO 62262'.
- CREATE A PERSONAL FUNDRAISING PAGE**: Includes a thermometer graphic and the text 'BUILD A MOVEMENT for CHANGE FROM THE GROUND UP'.
- MAKE CALLS to BATTLEGROUND STATES**: Shows a rotary phone with the Obama logo and a 'GET STARTED' button.
- REACH OUT TO VOTERS**: Shows a red rotary phone and a person knocking on a door, with 'MAKE CALLS' and 'KNOCK DOORS' text, and a 'LEARN MORE' button.
- UNDER THE RADAR EXPOSE the ATTACKS**: Features the Obama logo and the text 'FIGHT the SMEARS' and 'SPREAD the TRUTH'.
- LAST CALL for CHANGE**: Shows several mobile phones with the Obama logo.
- FRONT ROW to HISTORY**: Shows a man holding a 'YOUR PASS' for 'Election Night 2008'.
- RIDE TO THE POLLS**: A green button with the Obama logo and a road graphic.

Originally Published On Influential Marketing Blog (<http://rohitbhargava.typepad.com>).

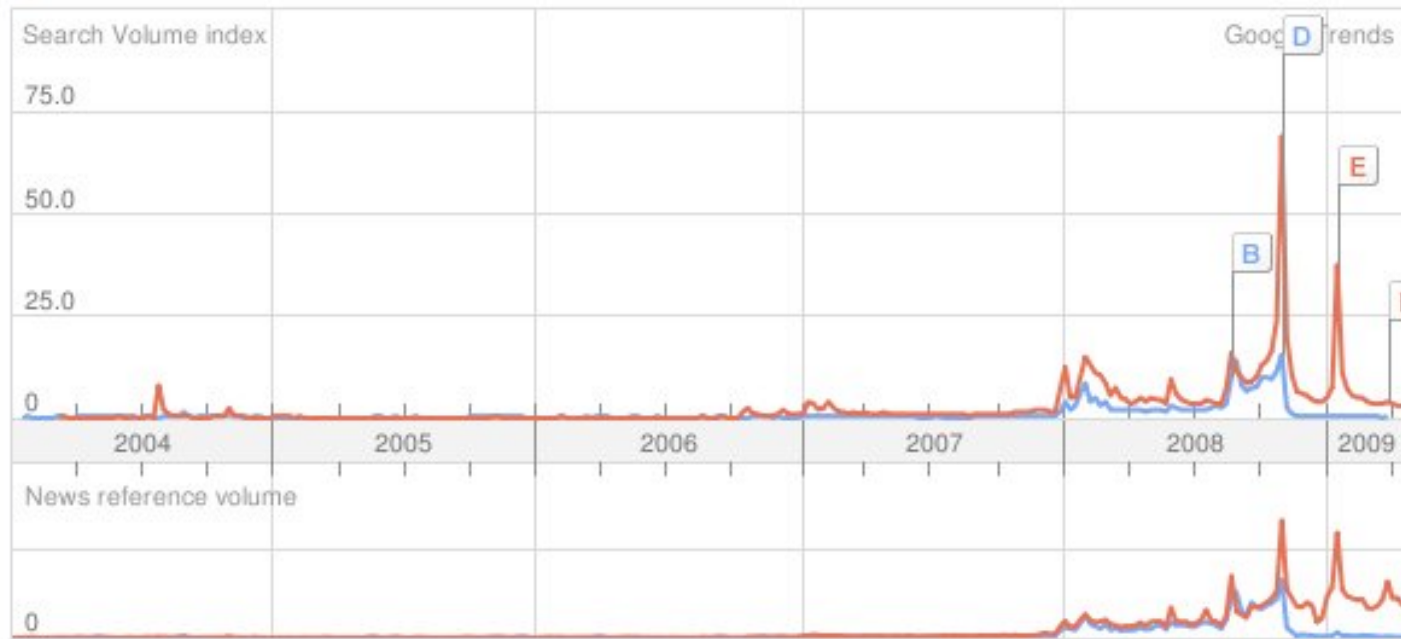
Реклама в  
компьютерных  
играх





Scale is based on the average worldwide traffic of [john mccain](#) in all years. [Learn more](#)

**john mccain** 1.00 **barack obama** 2.50



- A** [Yo, Barack Obama!](#)  
Manila Times - Aug 28 2008
  - B** [John McCain](#)  
The Ledger - Aug 29 2008
  - C** [President Barack Obama](#)  
Examiner.com - Nov 5 2008
  - D** [What's Next For John Mc](#)  
WISC - Nov 5 2008
  - E** [Barack Obama](#)  
Yahoo! Italia Notizie - Jan 2009
  - F** [Barack Obama-Europe](#)  
Janesville Gazette - Apr 3 2009
- [More news results »](#)

Rank by

**Regions**

- 1. [United States](#)
- 2. [Canada](#)
- 3. [United Kingdom](#)
- 4. [Germany](#)

**Cities**

- 2. Reston, VA, USA
- 3. Washington, DC, USA
- 4. Richardson, TX, USA

**Languages**

- 2. German
- 3. French
- 4. Spanish

**Запросы в поисковых системах**



# FIGHT *The* SMEARS

"What you won't hear from this campaign or this party is the kind of politics that uses religion as a wedge, and patriotism as a bludgeon -- that sees our opponents not as competitors to challenge, but enemies to demonize."

- Barack Obama, June 3, 2008

Опровержение негативных слухов о Бараке Обама

## JOIN *the* OBAMA ACTION WIRE

STAY UP TO DATE ON  
RIGHT WING SMEARS

Email Address

Zip Code

SUBMIT



Sign up for the Obama  
Action Wire on Facebook



Follow me on my space

## REPORT A SMEAR

Not the Smear you're looking for? Search All Smears

SEARCH



A recent email smear falsely claims Michelle ordered room service, but she never even stayed at the hotel.

GET THE FACTS AND TAKE ACTION NOW



The McCain campaign is maliciously distorting Barack's strong record on **crime**.

GET THE FACTS



Obama has always been a Democrat, despite what "partisan attack dog" **Stanley Kurtz** claims about the **New Party**.

GET THE FACTS



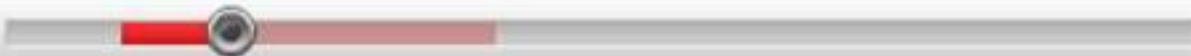
Barack's **campaign** is **funded** by millions of everyday Americans, not the foreigners claimed in



Fight back against "hateful," "vicious," and "desperate" **robocalls** and mailers

FightTheSmears.com  
("Борись с клеветой!")

# Видеоконтент



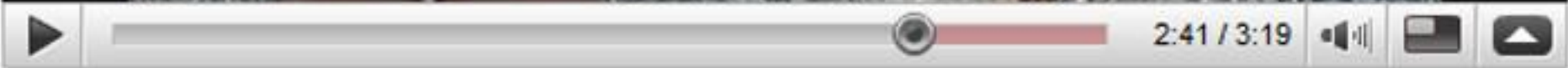
0:51 / 4:30



Rate: ★★★★★ 68,594 ratings

Views: 15,590,441

Will.i.am «Yes We Can»



[watch in normal quality](#)

Rate: ★★★★★ 32,059 ratings

Views: 12,826,564

**Obama Girl**  
**"I Got a Crush... on Obama"**





«Wassup 2008»

watch in normal quality

Rate: ★★★★★ 25,393 ratings

Views: 5,750,678

Пародия на рекламный ролик  
Budweiser начала 2000-ых



WWW.WHITEHOUSE.GOV

Стать сторонником

Посмотреть обновления

President Barack Obama is the 44th President of the United States of America.

### Информация

#### Текущая должность

Пост:

President of the United States

Кумир

Barack Obama Стать сторонником

Стена

Информация

Блоки

Мероприятия

Заметки

Barack Obama Только поклонники



**Facebook.com Обама 3 млн друзей  
У МакКейна - 618 тысяч друзей  
Обама в 4 раза активнее**

01 мая в 22:20 · Прокomentarить · Мне понравилось · Отзывы (42 469) · Поделиться



Barack Obama



**The President On His 100th Day**

Источник: [www.youtube.com](http://www.youtube.com)

Yesterday on President Obama's 100th day in office, he reflected on the progress made and the change we have yet to make.

01 мая в 2:01 · Прокomentarить · Мне понравилось · Отзывы (47 909) · Поделиться



Barack Obama



**Organizing for America | See the change in your state**

Источник: [my.barackobama.com](http://my.barackobama.com)

Check out our interactive map to see how President Obama's investments, reforms and policies are improving the lives of people in your state.

29 апреля в 1:58 · Прокomentarить · Мне понравилось · Отзывы (40 474) · Поделиться



Приложения



## MYSPACE IMPACT

Fundraising Widget

A Place For Impact

Impact Sign-Up



**MySpace.com:**  
Обама: Количество друзей - 833,161,  
McCain: Количество друзей - 217,811



Муж,  
47 (возраст)  
CHICAGO, Illinois  
США

Последний визит:  
10.05.2009

WWW.WHITESHOUSE.GOV

Настроение: надежда 😊  
Посмотреть мои: [Фото](#) | [Видео](#)

Barack Obama Friend the White House to get updates on the H1N1 flu and other top issues: [www.myspace.com/whitehouse](http://www.myspace.com/whitehouse)

[Больше](#)

### Barack Obama — последняя запись в блоге

[[Подписка на этот блог](#)]

President Obama Thanks You for Helping Get the Budget Passed  
([Больше](#))

Your Call ([Больше](#))



OBAMA  
BIDEN  
www.barackobama.com



"I'M ASKING YOU TO BELIEVE  
Not just in my ability to bring about  
real change in Washington... I'm  
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**YouTube.com**  
**Обама добавил 1819 видео**  
**МакКейн: 330 видео**

[Videos](#) | [Favorites](#) | [Groups](#) | [Friends](#) | [Subscribers](#)

BarackObama.com

[Subscribe](#)



**BarackObamadotcom**  
Running for: President  
Joined: **September 05, 2006**  
Last Sign In: **2 minutes ago**  
Subscribers: **110,790**  
Channel Views: **18,024,909**

POLITICIAN

Watch Barack Obama speeches, events, and TV ads at the official Obama-Biden Campaign YouTube channel.

Subscribe to get the latest videos and register to vote today at [VoteForChange.com!](#)

Party: **Democratic**  
Current Office: **Senate**

Website: <http://my.barackobama.com/youtube>

Make a contribution to this candidate

Choose Amount ▾

[Contribute](#)

Google Checkout

[Report profile image violation](#)



00:05 / 27:10

watch in standard quality

[American Stories, American Solutions: 30 Minute Special](#)

From: [BarackObamadotcom](#)

Search

Upload

1/17/09: Your Weekly Address



Click to download

watch in normal quality

Rate: ★★★★★

443 ratings

Views: 105,877

Share

Favourite

Playlists

Flag



ChangeDotGov

16 January 2009

(more info)

Subscribe

In his final weekly address before assuming office, President-elect Barack Obama speaks about the upcoming Inauguration activities, a tradition at the heart of our democracy. <http://change.gov/cop...>

URL: <http://www.youtube.com/watch?v=qN1S1Ld>

Embed: `<object width=480 height=295><param ns`

функция полнотекстового  
поиска по видеороликам



Hey there! **BarackObama** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **BarackObama's** updates.

**Join today!**

Already using Twitter from your phone? [Click here.](#)



## BarackObama

**Name** Barack Obama  
**Location** Chicago, IL  
**Web** <http://www.barack...>

771,464      1,134,054  
following\_profile      followers\_profile

**Updates** 268

Favorites

Following

The White House just joined Twitter. Follow [@whitehouse](#) to get updates on the H1N1 flu and other top issues.

12:37 PM May 1st from Power Twitter

Check out what President Obama had to say on this Thursday office: <http://tinyurl.com/c4pegw>  
4:10 PM Apr 30th from web

**Twitter.com**

**@barackobama 129,259**

**последователей**

**@JohnMcCain - 4,603**



# Barack Obama's photostream

pro

Collections Sets Tags Map Archives Favorites Profile Add Barack Obama as a contact

Slideshow Share This

## Sacramento Listening Tour



Some rights reserved  
Uploaded on Apr 27, 2009  
20 comments

## Sacramento Listening Tour



Some rights reserved  
Uploaded on Apr 27, 2009  
8 comments

## Sacramento Listening Tour



## Sacramento Listening Tour



**OFA Listening Tour Events**  
83 photos

**Pledge Delivery**  
4-1-09  
62 photos

**Flickr.com**  
Обама – ежедневное обновление  
МакКейн – профиль отсутствует



**Обама доминирует по количеству  
задействованных Интернет площадок**





# A NEW STRATEGY FOR AFGHANISTAN and PAKISTAN

The President brings President Karzai of Afghanistan and President Zardari of Pakistan together for a common purpose.

[WATCH THE VIDEO](#)

MORE FEATURES:

- [1](#)
- [2](#)
- [3](#)
- [4](#)



White House Photo

**e-government**

## THE PUBLIC LAW 111-105 SIGNED LEGISLATION

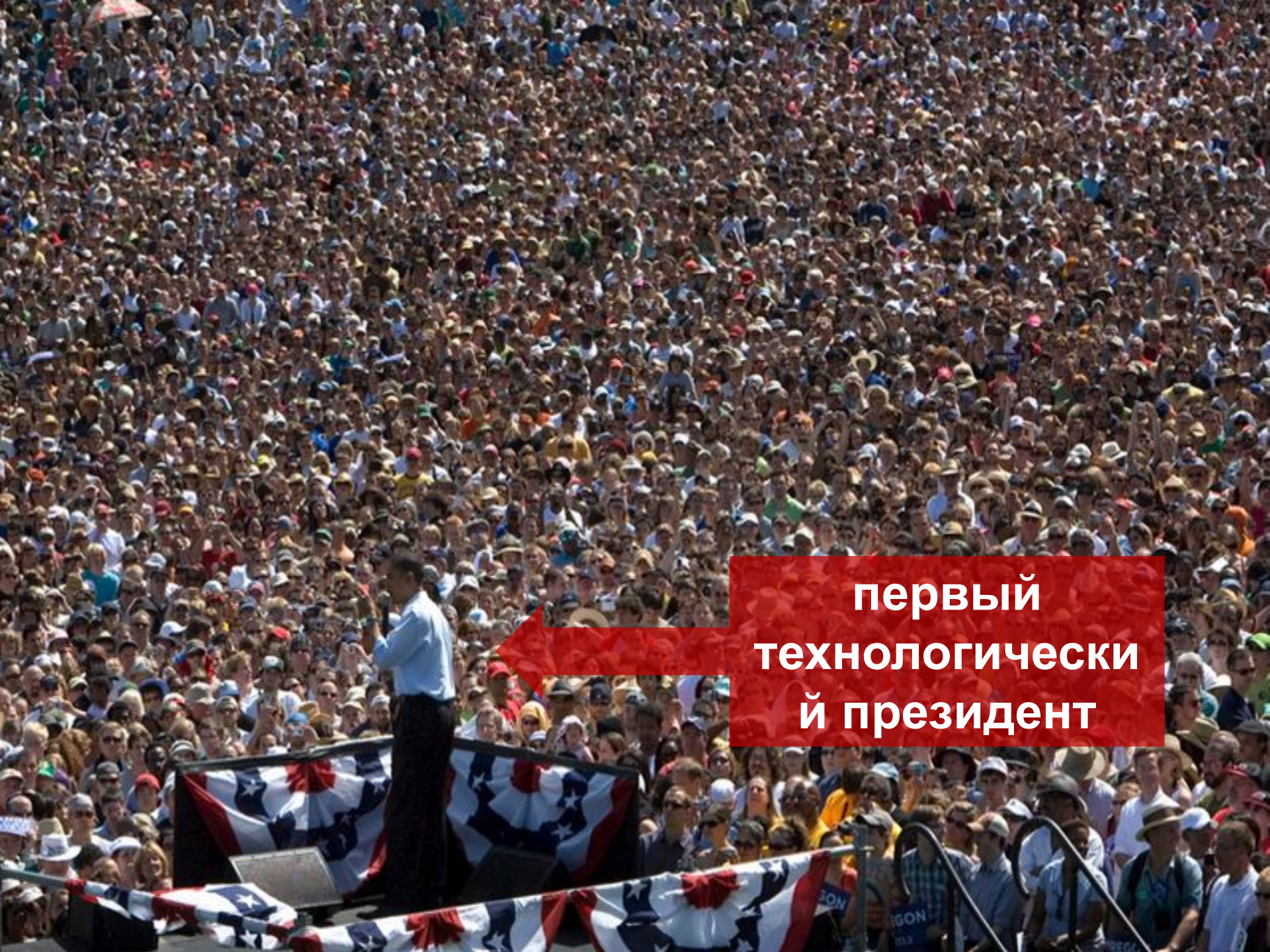
SAT, MAY 9, 2009 Edward M. Kennedy Serve America Act

Latino Town Hall: Full Video and Transcript Signed: Wednesday, April 21, 2009

## SEARCH THE SITE

Search input field with a magnifying glass icon.





**первый  
технологически  
й президент**



## Выводы о продвижении барака Обама в сети Интернет:

- Одновременно задействовались Интернет площадки с активной аудиторией, распределение аудио, видео, фото и текстового материала
- Рекламное сообщение размещалось на нескольких площадках одновременно (Обама был активен практически на всех популярных социальных сайтах)
- Рекламное сообщение обновлялось и оставалось свежим и интересным (информация часто обновлялась; сочетание текста и картинки)
- Отслеживание реакции и взаимодействие с аудиторией (Обама вступал в диалог с аудиторией, слушал и реагировал).



### III Научно-практическая конференция ИМЭБ РУДН **РЕКЛАМНЫЙ ВЕКТОР-2009: НОВЫЕ ВЫЗОВЫ**

-Разработка долговременных отношений с теми, кто действительно поддерживал кандидата и его идеи (взаимодействие с лояльной аудиторией, формирование группы приверженцев, которые в свою очередь также распространяли информацию).

-Характерной чертой кампании Обама был краудсорсинг, привлечение аудитории как часть рекламной кампании. Обама использовал огромную армию своих последователей в сети, которая была собрана при помощи социальных медиа для распространения информации и увеличения информационного покрытия.



**Сейчас можно с уверенностью утверждать, что эти выборы стали самыми интернетизированным и технологическими в истории Америки.**

На главную

Видео

Каналы

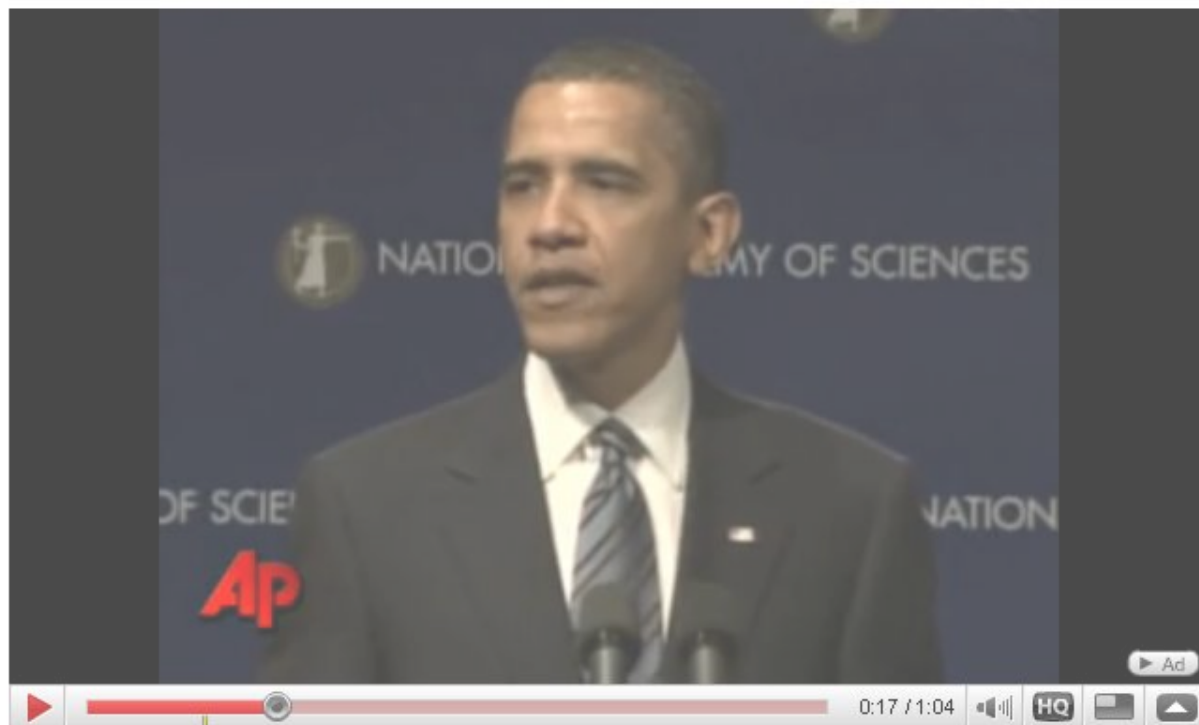
Сообщество

obama swine flu

Поиск

Добавить видео

## Obama: Swine Flu Cause for Concern, Not Alarm



★★★★☆ Оценок: 40

Просмотров: 10153

Избранное + Отправить + Плейлисты + Пожаловаться

Триумфальное шествие по сети Интернет продолжается и после вступления Обама в должность – новый президент США все так же активно использует силу онлайна.

EUROVISION  
SONG CONTEST

Следи за ежедневным прогнозом Google

[google.ru/eurovision](http://google.ru/eurovision)

Google

Реклама

AP Associated Press



AssociatedPress

27.04.2009

[\(подробнее\)](#)

Подписаться

Tube

President Barack Obama says the outbreak of swine flu is cause for concern, not alarm. Obama says the US declared a national health emergency as a precaution. (April 27)

<http://www.youtube.com/watch?v=1d9pIBCCoNM>



III Научно-практическая конференция ИМЭБ РУДН  
**РЕКЛАМНЫЙ ВЕКТОР-2009: НОВЫЕ ВЫЗОВЫ**

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**Спасибо за внимание!**