



**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

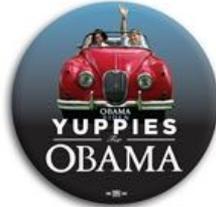
STORE

www.barackobama.com

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.

My.BarackObama.com более 70 тысяч участников

Create Your Account

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

Signup

Contact undecided voters near you

Профиль участника социальной сети My.BarackObama.com

Egidio Giulivo

MY PROFILE Edit Profile

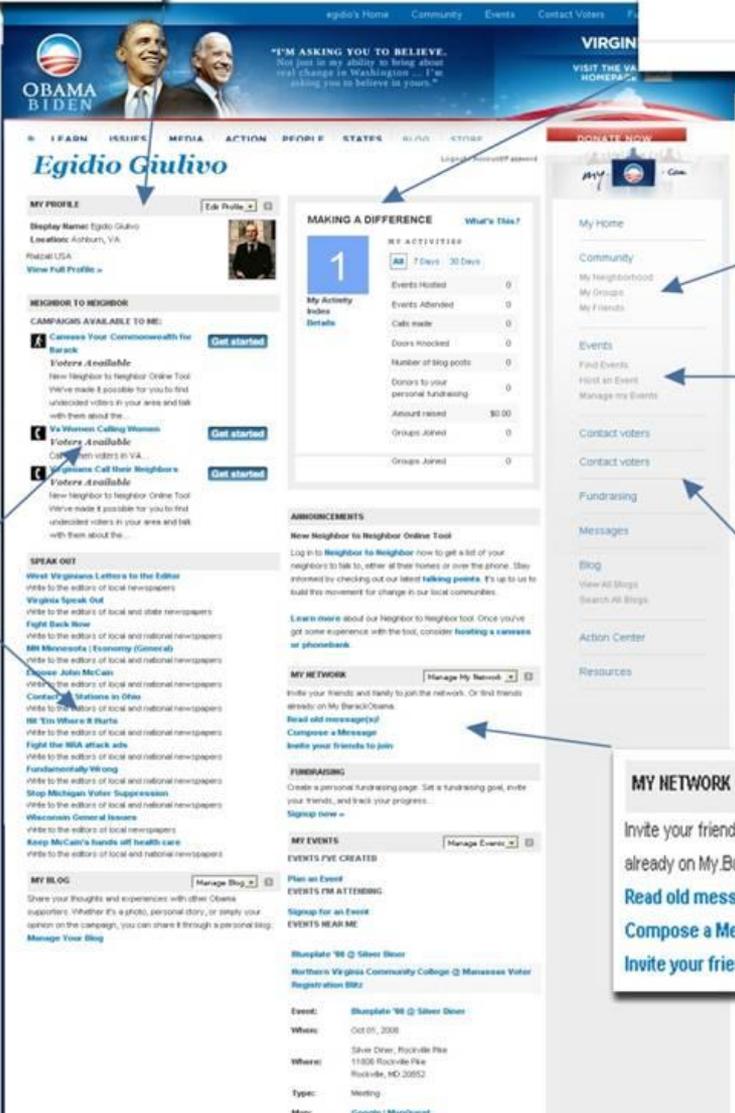
Display Name: Egidio Giulivo
Location: Ashburn, VA
 Rialto USA
[View Full Profile](#)



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, CTYING), and a central profile section. The profile section includes a 'MY PROFILE' box with a photo and name, a 'NEIGHBOR TO NEIGHBOR' section with campaign cards, a 'SPEAK OUT' section with various topics, a 'MAKING A DIFFERENCE' section with activity statistics, and a 'MY NETWORK' section with a 'Manage My Network' dropdown. A 'MY BLOG' section is also visible at the bottom.

NEIGHBOR TO NEIGHBOR

CAMPAIGNS AVAILABLE TO ME:

- 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...
- Va Women Calling Women** Get started
Voters Available
 Call women voters in VA...
- 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



- 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

DONATE

[MANAGE](#)

[VIEW](#)

3.1 млн. Пожертвованій
93% менше 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

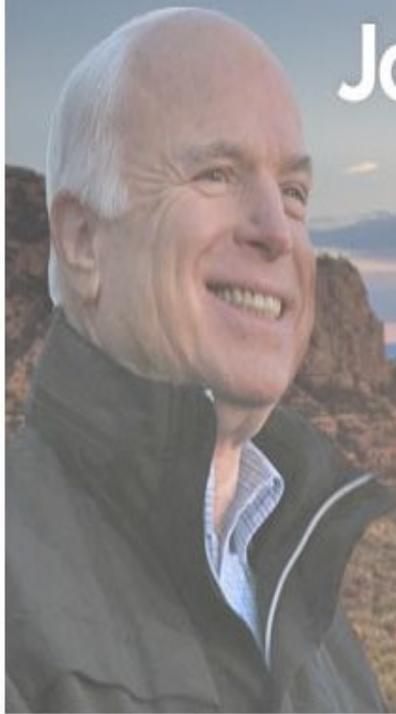
Oct 31 Find Your Early Vote Location



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



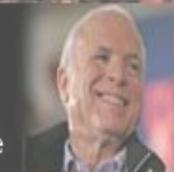
Join John's Team

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 on 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.

www.johnmccain.com
сайт-визитка с
новостным контентом

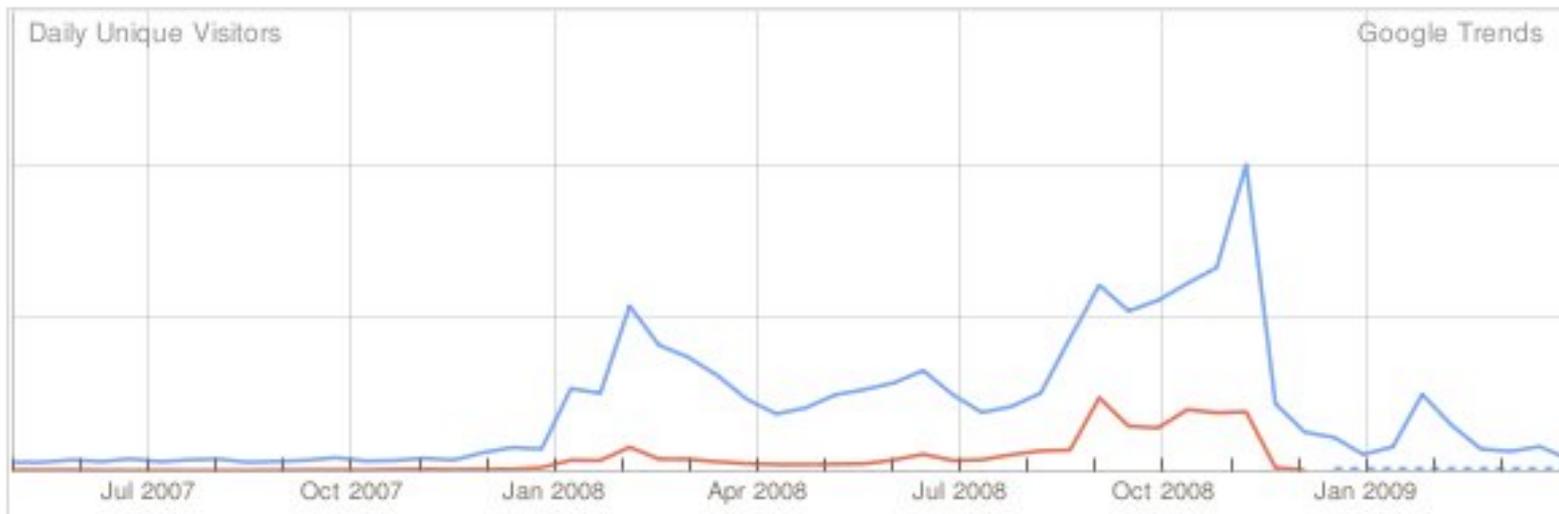
Great meetings in Arizona!

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

Searches Websites

All regions

● barackobama.com ● johnmccain.com



Ranked by: [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

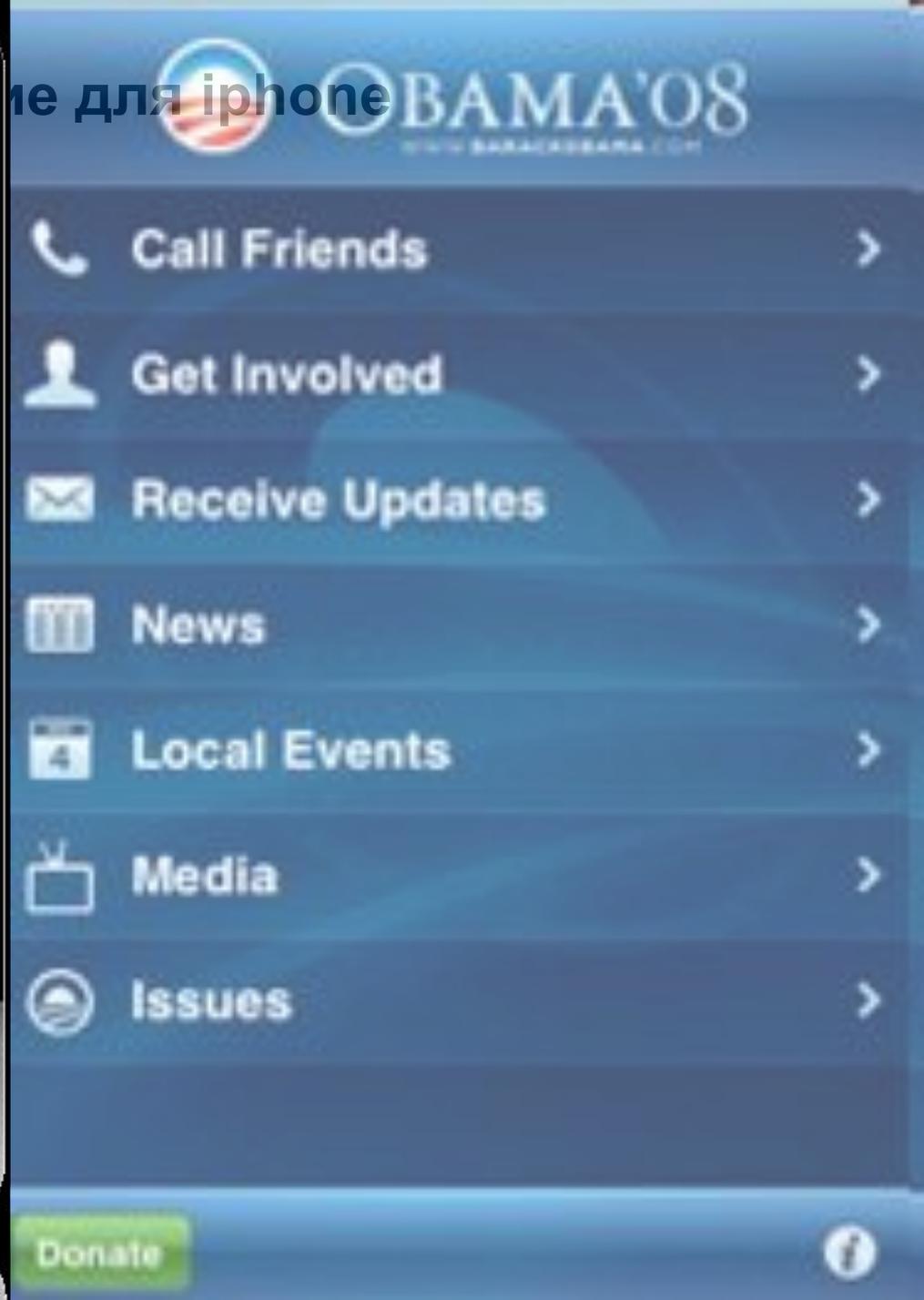
The collage consists of ten distinct promotional tiles for the Obama campaign, each with a unique design and call to action:

- VOLUNTEER NEAR YOU TODAY**: Features a pair of hands holding a circular Obama 'O' logo against a globe background.
- ACTION CENTER TAKE ACTION TODAY**: Shows a laptop, a mobile phone, and a globe, with the text 'OBAMA MOBILE TEXT HOPE TO 62262'.
- CREATE A PERSONAL FUNDRAISING PAGE**: Includes a vertical 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**: Features 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**: Includes the Obama logo and the text 'FIGHT the SMEARS' and 'SPREAD the TRUTH'.
- LAST CALL for CHANGE**: Shows three mobile phones with the Obama logo.
- FRONT ROW to HISTORY**: Features a man in a suit holding a framed sign that says 'Election Night 2008 YOUR PASS'.
- RIDE TO THE POLLS**: A green button with the Obama logo and a background of a road stretching into the distance.

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

Реклама в
компьютерных
играх





john McCain, Barack Obama

Search Trends

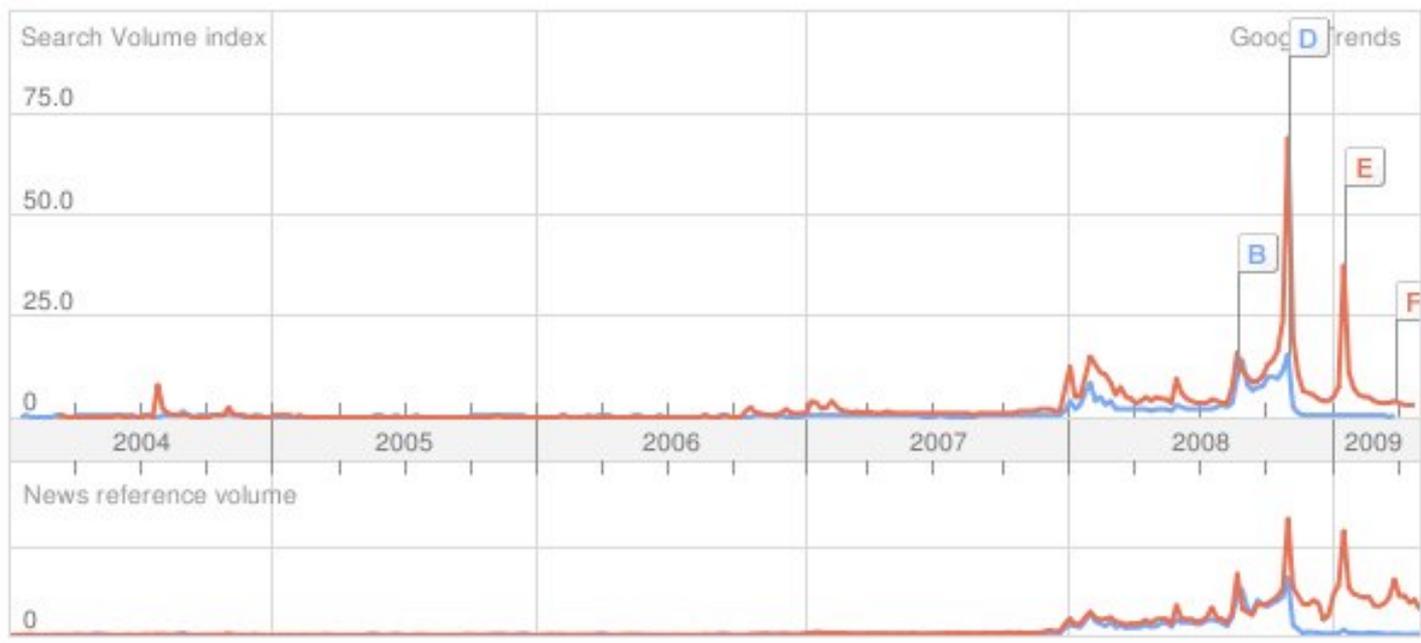
Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

All regions

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

FightTheSmears.com

("Борись с клеветой!")

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

Видеоконтент



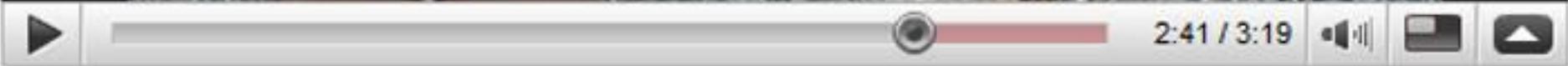
0:51 / 4:30



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"



1:13 / 2:00



«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 · Прокomentировать · Мне понравилось · Отзывы (42 469) · Поделиться



Barack Obama



The President On His 100th Day

Источник: 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 · Прокomentировать · Мне понравилось · Отзывы (47 909) · Поделиться



Barack Obama



Organizing for America | See the change in your state

Источник: 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 · Прокomentировать · 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
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
asking you to believe in me."

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](#)

View: 800,927

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

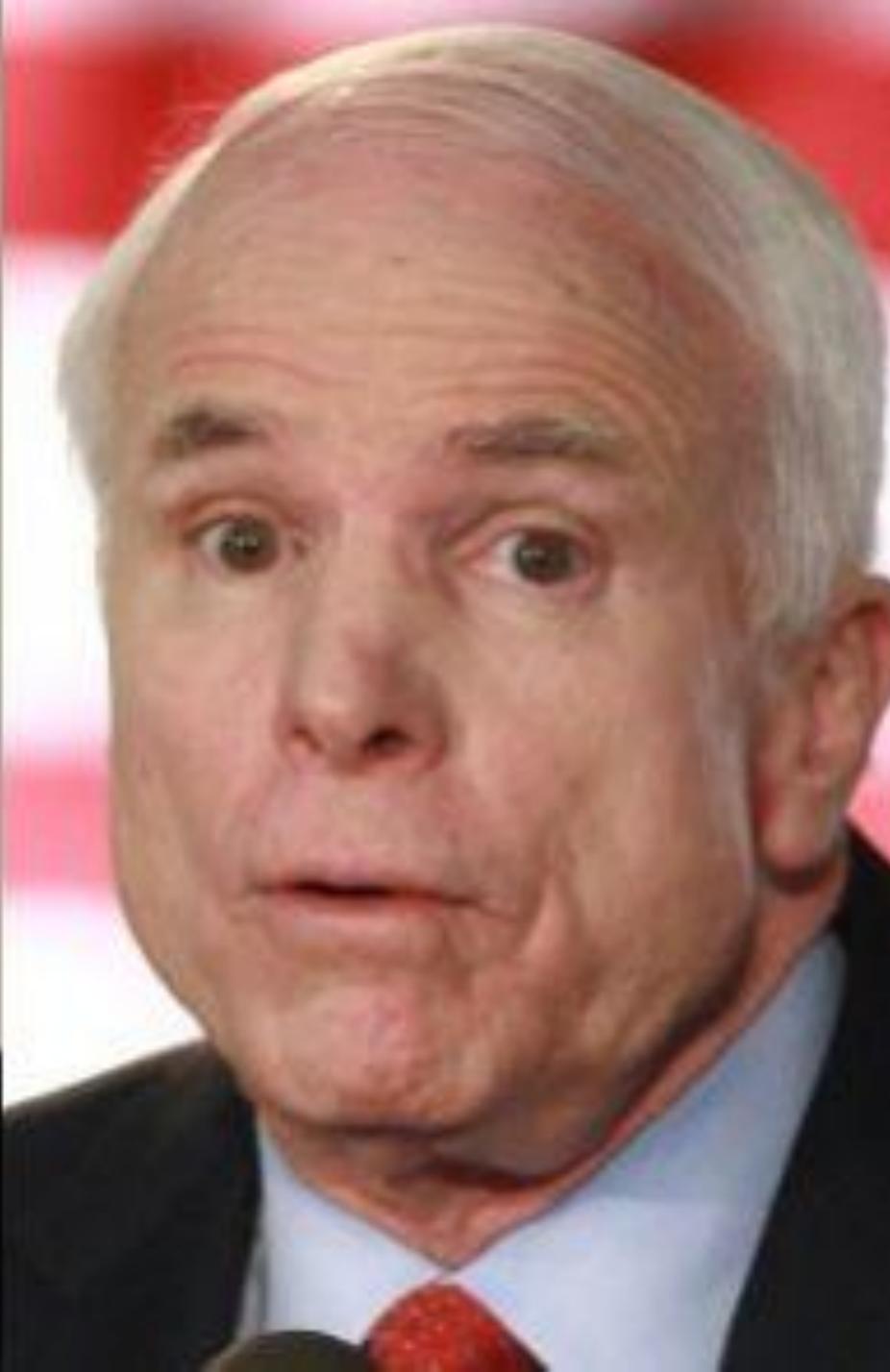
THE PUBLIC LAW 111-105 SIGNED LEGISLATION

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

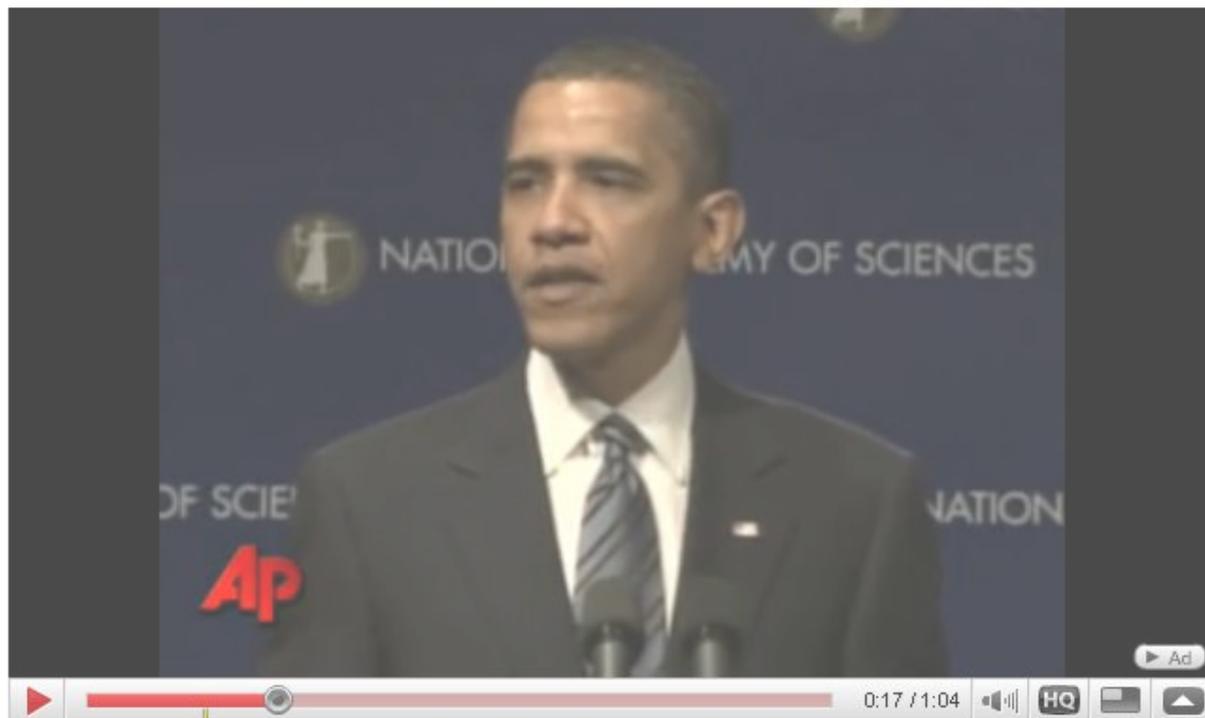
Сообщество

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

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

Спасибо за внимание!