

Influencing average internet consumer's online behavior. Fact. Fiction. Right. Wrong.

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Abstract: *The main purpose of the paper is to illustrate how an average internet consumer is to be provided with information that is most of the time generated only to him. In the era of WEB 3.0, where some decisions are performed by software, information is generated based on some very strict rules about a certain user.*

Key words: Influencing online user behavior, WEB 3.0

Today is obvious that online users tend to have similar attitude when they use Internet services.

Based on the devices they use (computers, laptops, tablets and smartphones) we can extrapolate some behavior that is common to all people.

I have made a survey on a group of 200 students with age from 18 to 24 and the result is astonishing.

In front of a computer or laptop connected to internet almost 90% of them are doing the same things after the process of logging in.

The steps are identical and are based on browsing like:

- First step: open email (most of them gmail or yahoo)

- Second step: open facebook
- Third step: browse internet while they still have email and facebook opened.

Fig. 1 <http://igyaan.in/26746/expert-yahoo-password-theft-affect-gmail-facebook>
<http://www.bloggerhow.com/2012/02/import-contacts-facebook-gmail.html>

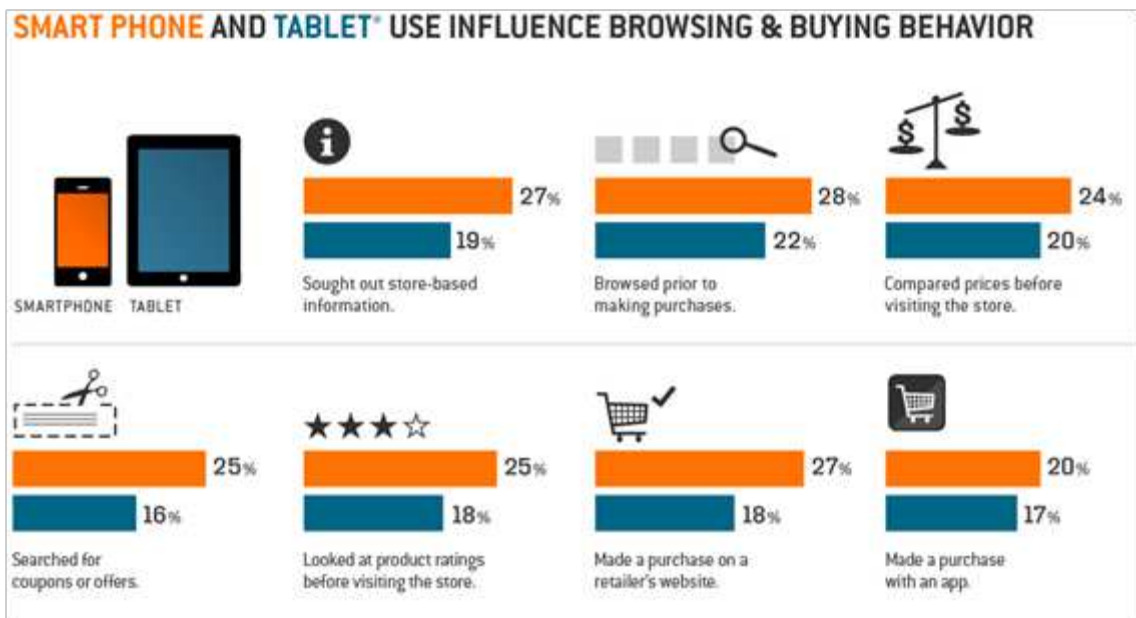


If we are talking about tablets or smart-phone the similarities are even more astonishing. 96% of them have email and facebook apps installed on their devices with autosync function on. The only difference is made by the mobile data service if is active or not.

This way they have a gate open between “big brothers” servers and them. By keeping that application opened, all you are doing on Internet is recorded in database under your username.

Fig. 2 Mobile devices and buying behavior

http://www.baynote.com/wp-content/uploads/2013/01/baynote_back_to_future_holiday_retail5.lh.png



Like this you have to know that you already have a history of browsing, of likes and dislikes on the major Internet services providers. They know important things about you and this is like gold for them.

Think a little bit of following scenario.

You are a powerful entrepreneur and you like to sell a service or good to online consumer. What do you think that the result will be if, somehow, you have access to browsing history of users that searched that service or good in the past 4-5 days and you offer them by other e-marketing methods your products. What will be the chance to sell that product in spite of other entrepreneur that only use traditional way of e-marketing.

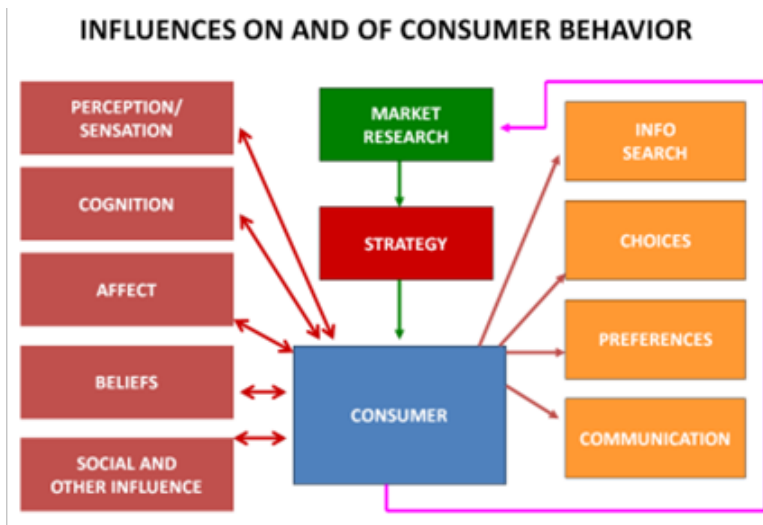
Moreover, you have to realize that some terms are relevant to you and others not. Here you have to see the relevance, for example, of word keyboard has some relevance

to a musician and other to a computer programmer. On a simple search the returning information is no use to the computer programmer if he is searching for computer keyboard and the information returned are for keyboard let say piano. Or for a board search, the word mean something for engineer and something for a surf player. For engineer the relevant returns should be about printed electronic boards and for surf player about surf boards. Other ways the returns has no relevance.

In order to do that, some software should analyze very quickly your history, your likes and dislikes and take a decision about the relevant information that should be returned to you. This is what WEB 3.0 is doing today. Taking decisions and return what it think is good to you or predict what are you really looking for.

Fig. 3 Customer behavior

http://www.consumerpsychologist.com/images/intro/consumer_behavior.png



The same thing is done for habits of purchasing online. Both google and facebook are keeping extended user's history.

They even provide commercials about the things you are interested you in to have better market propagation.

Fig. 4 Customer behavior

http://www.go2markets.com/wp-content/uploads/2012/04/customer_behavior_sm1.png



One thing that is for sure is we can be victims of bad information or even to be influenced by them.

Another thing that is happening today is the fact that our smartphones can provide very useful information about us and the places around us. For example, if we are in a place with many restaurants, our phone can provide us commercials about food from that

area. Again this is done by some software that take a decision about the area we are in and what commercials are to be provided to our mobile phone. And this is done by having data service active on our phone and some apps on auto synchronization mode. Decision and other steps are made by powerful servers from the cloud environment.

Fig. 5 Google cloud servers

<http://www.looksfeelsworks.com/wp-content/uploads/2012/10/google-data-center-10182012-web.jpg>



Conclusions and implications

In the era of WEB 3.0, where some decisions are performed by software, information is generated based on some very strict rules about a certain user.

Today is a FACT that we get relevant information just for us and not for everybody. Every user has a different behavior online and his history is that thing that makes him different from other online user.

I have to say that is just RIGHT to take advantage of technology and to get what we need, even that is provided and generated by software decisions. If all of that is done just for making our lives easy everything is justified.

On the other hand, to have online history so elaborated could be WRONG if someone take the decision to hurt you by exploiting that information.

Fig. 6 Average user history

#	Name	Type	Collation	Attributes	Null	Default	Extra
1	user_id	mediumint(8)		UNSIGNED	No	None	AUTO_INCREMENT
2	user_type	tinyint(2)			No	0	
3	group_id	mediumint(8)		UNSIGNED	No	3	
4	user_permissions	mediumtext	utf8_bin		No	None	
5	user_perm_from	mediumint(8)		UNSIGNED	No	0	
6	user_ip	varchar(40)	utf8_bin		No		
7	user_regdate	int(11)		UNSIGNED	No	0	
8	username	varchar(255)	utf8_bin		No		
9	username_clean	varchar(255)	utf8_bin		No		
10	user_password	varchar(40)	utf8_bin		No		
11	user_passchg	int(11)		UNSIGNED	No	0	
12	user_pass_convert	tinyint(1)		UNSIGNED	No	0	
13	user_email	varchar(100)	utf8_bin		No		
14	user_email_hash	bigint(20)			No	0	
15	user_birthday	varchar(10)	utf8_bin		No		
16	user_lastvisit	int(11)		UNSIGNED	No	0	
17	user_lastmark	int(11)		UNSIGNED	No	0	
18	user_lastpost_time	int(11)		UNSIGNED	No	0	
19	user_lastpage	varchar(200)	utf8_bin		No		
20	user_last_confirm_key	varchar(10)	utf8_bin		No		
21	user_last_search	int(11)		UNSIGNED	No	0	

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