

Resources

Corruption and commercialization of online discourse

David Kamerer, PhD, APR • Assistant Professor, School of Communication,
Loyola University Chicago • davidkamerer.com • @davidkamerer

Research on trust

Edelman Trust Barometer

<http://trust.edelman.com/>

Nielsen study, Global Trust in Advertising and Brand Messages

<http://www.nielsen.com/us/en/reports/2012/global-trust-in-advertising-and-brand-messages.html>

Decline of journalism

Book: “Trust Me, I’m Lying: Confessions of a media manipulator” by Ryan
Holiday

Failure of traditional advertising online

Weak revenue from online ads

<http://bit.ly/R9TWPg>

Many banner ads go unseen

•<http://bit.ly/TbOomC>

Summary of CPMs online

<http://bit.ly/OzkFr1>

Blogs/disclosure

The FTC’s Dot-com disclosure guide

<http://business.ftc.gov/documents/bus41-dot-com-disclosures-information-about-online-advertising>

Cmp.ly – a platform for managing disclosures

Better understand online tracking

Browser plug-ins: Ghostery and Disconnect

Wall St. Journal's series on online tracking:

<http://online.wsj.com/public/page/what-they-know-2010.html>

Companies that monetize social publishing

Izea.com – creates campaigns for clients through a network of influential blogs and social media

Ad.ly – creates campaigns for clients through sponsored social media posts

Affiliate programs

Skimlinks.com

TheFancy.com

Pose.com

Referly.com

Beso.com

MyLikes.com

SponsoredTweets.com

Pay4Tweet.com

Netflix affiliate program

Amazon Affiliates

Reviews

Study – consumers trust reviews as much as personal recommendations

<http://selnd.com/ScqESZ>

Study – the economic value of Yelp reviews

<http://bit.ly/T2wFUJ>

Article about Yelp's Review Filter

<http://www.searchinfluence.com/articles/yelp-review-filter/>

Amazon reviews researched by Cornell U. researcher

<http://www.freelunch.me/>

TripAdvisorWatch – blog that watches over travel/location reviews
<http://tripadvisorwatch.wordpress.com/>

Marketplace where people will write reviews for \$5
Fiverr.com

20 sites that pay you to write reviews
<http://hellboundbloggers.com/2009/12/17/sites-that-pay-to-write-reviews/>

Study – Spotting Fake Reviewer Groups in Consumer Reviews
<http://www.cs.uic.edu/~liub/publications/WWW-2012-group-spam-camera-final.pdf>

Complaints against Yelp filed at the Federal Trade Commission
<http://eater.com/archives/2013/01/23/ftc-complaints-about-yelp-allege-extortion-libel-more.php>

Search manipulation

reputation.com

Wikipedia

Facebook group: Corporate Representatives for Ethical Wikipedia Engagement (CREWE)
<https://www.facebook.com/groups/crewe.group/>

Native Ads

Leading “native ad” sites include BuzzFeed, Funny or Die

Native ad leaderboard – see the most “viral” native ads, sortable by publisher or brand
<http://nativeadvertising.com/#/leaderboard>

Buying friends/followers/likes

Intertwitter.com
Fanmenow.com
BuyTwitterFollow.com
BuyFacebook-likes.com