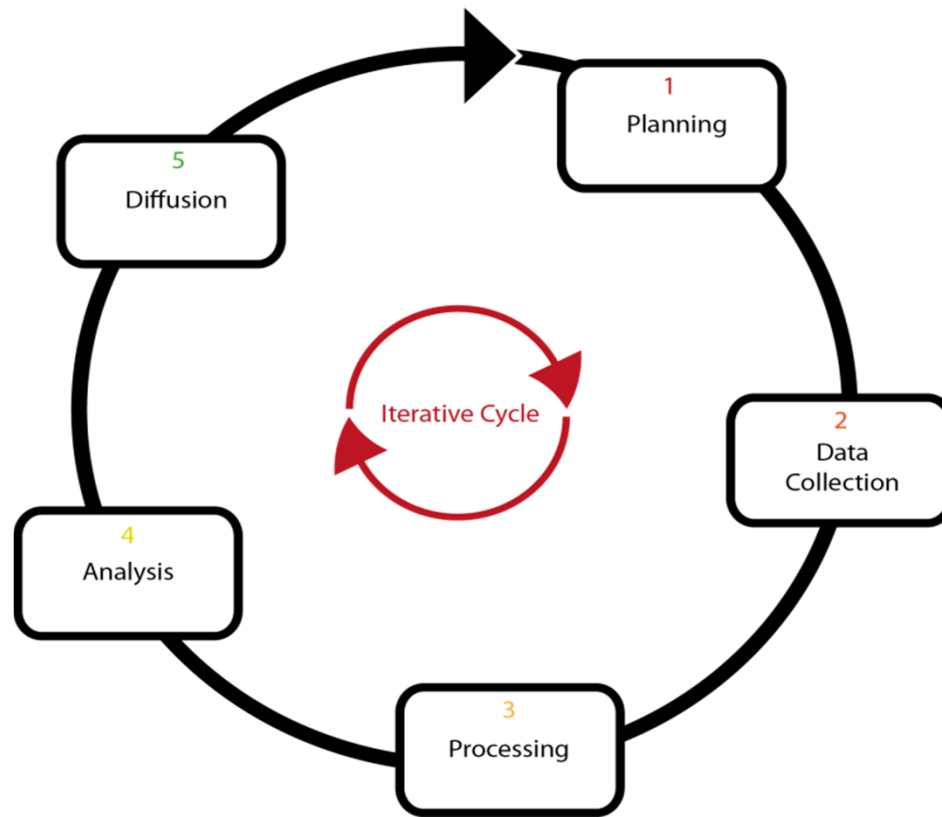


Re-visiting the Competitive Intelligence cycle with the web 2.0 concept

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We all know the classical intelligence cycle



Informational approach

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Some web 2.0 paradigm shifts

- Web 2.0 appears as a true **paradigm shift** (it is **writable**)
- Indeed, since its birth, the web is managed following computer sciences standards (UNICES used in ARPANET and Access Rights : **RWX** Read Write eXecute)(Elliott, 2007)
- Nowadays, giving write access to everyone is the standard, resulting in *Many-to-many* paradigm shift(Quoniam and Boutet, 2008)
- *Stigmergy* rose

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Many-to-many ?

- The Mass media power accessible to everyone, so that everyone can informationnaly impact at the world scale
- Consequently, information is disseminated faster and faster (blog comments, twitter) and wider and wider, which is **SEO 2.0** heart activity
- Moreover, Many-to-many gave birth to stigmergic communication (Elliott, 2007)

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Stigmergy and its consequences

Stigmergy is « communication by modifying the environment and motivation by the expectation of a final result (like ants or termites) » (Grassé, 1997)
e.g.

Wikipedia 30% more accurate than encyclopaedia Britannica (Giles, 2005)

Firefox favourite web browser in Europe (StatCounter Global Stats, 2010)

WWW is stigmergic : born with (nowadays) open source BSD OS, every interaction modifies it, hyperlinks act like pheromons on ants : they lead from page A to page B

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Stigmergy on production models

- This is the **bazaar** (**horizontal** and stigmergic – information and communication accelerated and light) opposed to the **cathedral** (big firms with **vertical** structure, lowering communication) (Raymond, 2001)
- Rises **adhocratic** (Mintzberg, 1998) structures (aforementioned projects, fora, open source...) **without money** for contributors, these structures are functioning and built depending on the needs to achieve the goals. They may represent high information value

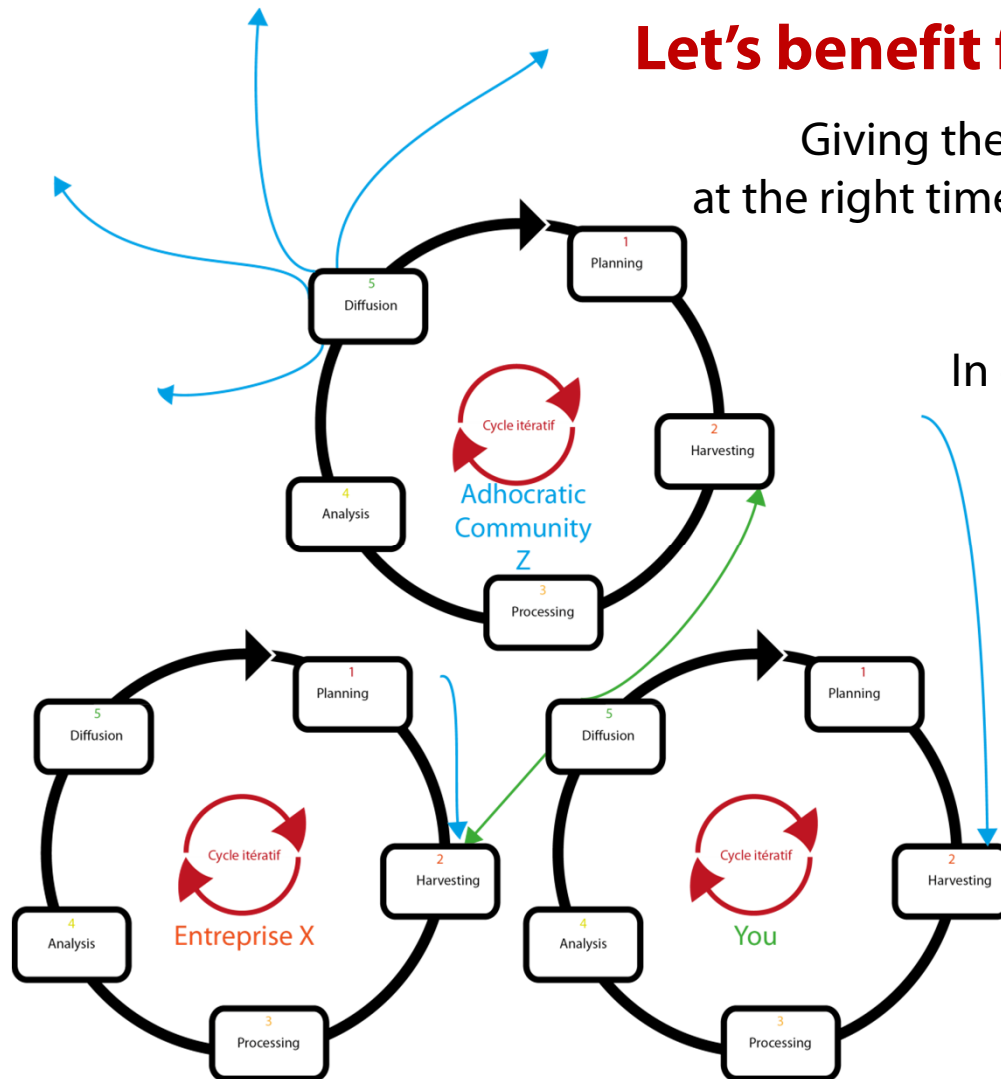
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Re-visiting the Competitive Intelligence cycle with the web 2.0 concept

Let's benefit from stygmery on spreading

Giving the right information, to appropriate people,
at the right time, will often make it widespread at no cost
: This is active SEO 2.0

In case users like and share it, it may become
Glocadata



*Influence of **adhocratic** systems
On intelligence cycle*

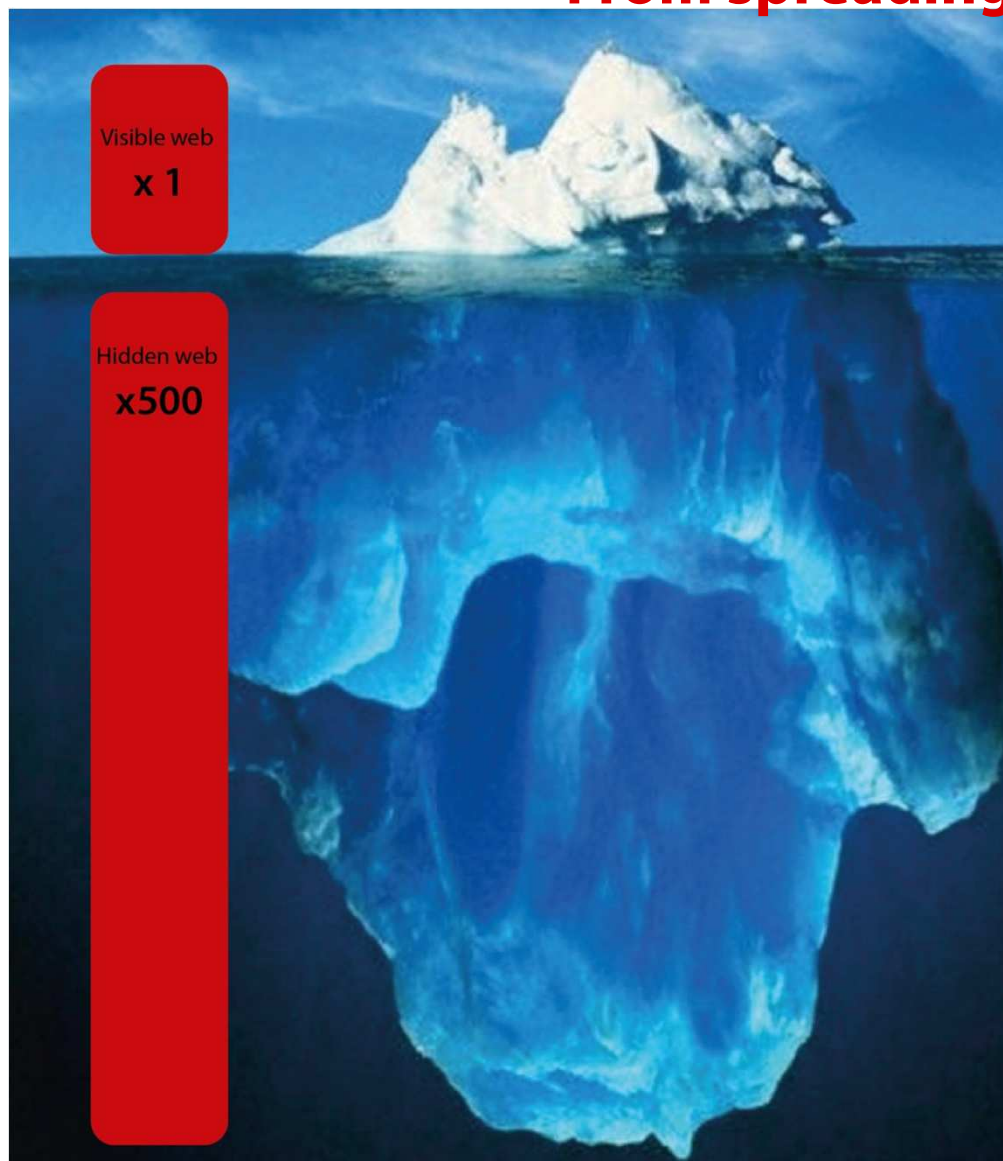
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Glocadata harvesting

- "The Web is a system originally designed for information management" (Voss, 2007)
- Search engines (e.g. Google) are full text automatic indexing systems and knew some success with it
- in recent years, the **manual** indexing based on **tags: folksonomies**, has known a growing success.
- **Glocalization** on Internet apparent **from the technical aspect of the *writable web*** that leads to the emergence of such uses. In this sense, Web 2.0 gives users the ability to find, organize, share and create information in ways both **personal is globally accessible** (Martin, 2007)
- **Glocalization** therefore allows **precise adaptability of web resources** for the user and is a way for anyone who uses "active seo", to dedicate the data he publishes, synchronously or not, to other users efficiently.

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Dissemination software to unhide hidden data - From spreading to harvesting



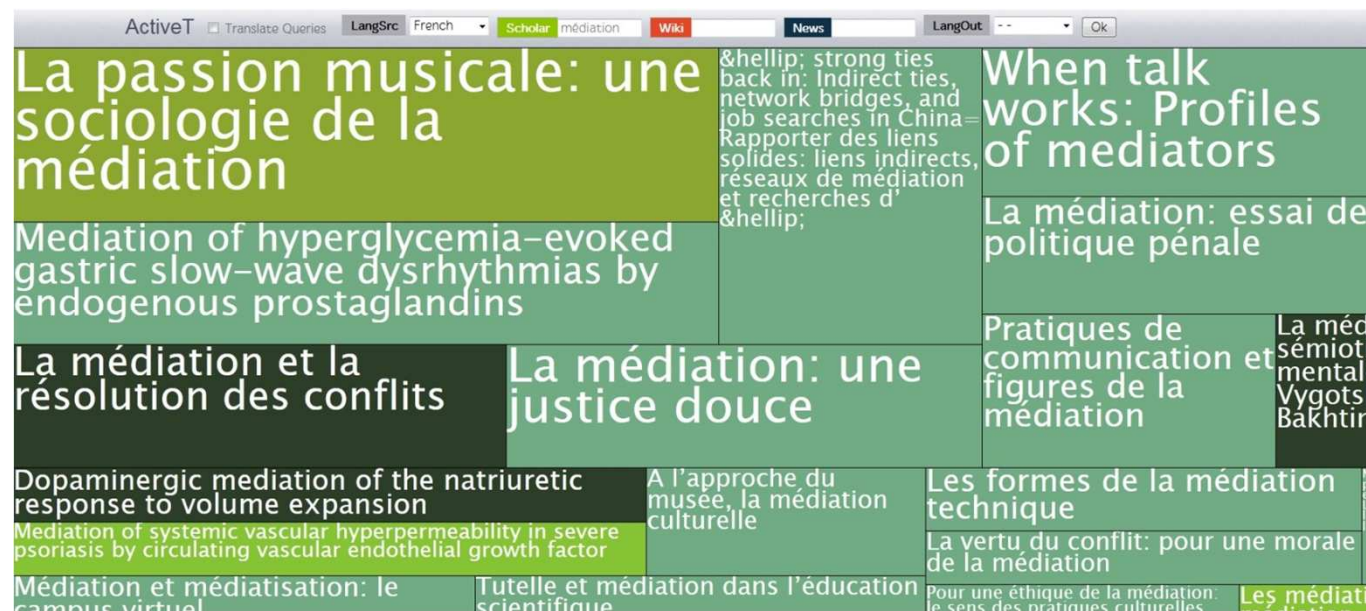
- Deep web is estimated to be **500** times larger than the content accessible via Web search engines (Dialog)
- In order to spread your data on a ressource, Diffusion software must, most of the time, subscribe to this ressource. Subscription grants access to reading/searching/harvesting **hidden data** which **becomes open data** for you

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Effective Data Glocalazing

Glocadata has to be adapted to user : its language, cognition limitations, and interests

This is the **processing** step into **C.I cycle**, and **web 2.0** enables to **enhance** this



Our extraction, translation and treemapping data software from google scholar, wikipedia and google news.

We Mash up, so we build effective glocadata

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Dissemination and active SEO 2.0

Automated dissemination softwares will help with informational organization
Because "*informational organization is the key to the use, handling, processing, controlling more and more complex, accurate and cost of energy*« (Morin, 1977)

In addition, it could get over "*organization of the artificial scarcity*" (Quoniam et Boutet, 2008)
some firms would like to Stop free information circulation e.g. mp3s and movies copyright, country limitation on Youtube and so on, invoking intellectual property
... because it is an easy way to create value

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Dissemination

Wide scale practice

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Dissemination and active SEO 2.0 practice

SEO 2.0

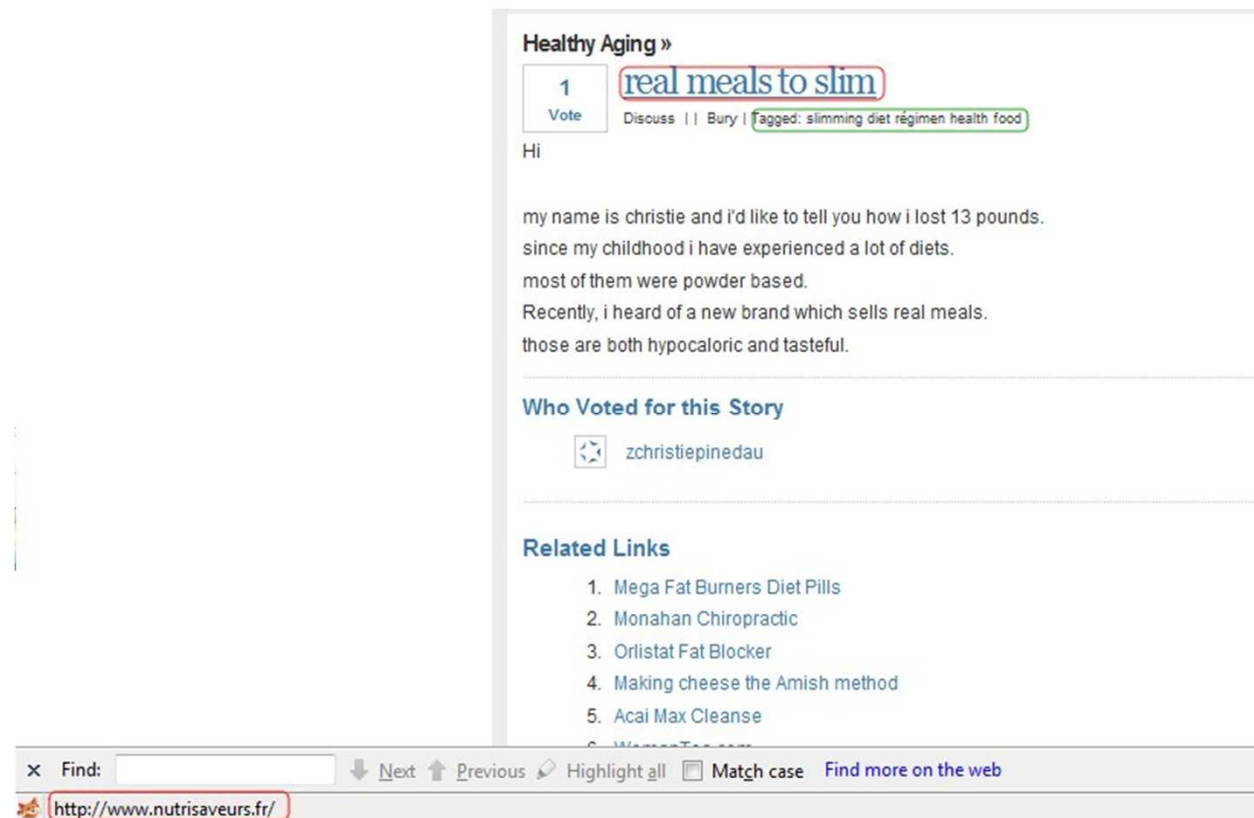
- is based on tools for mass application and allows a better ranking
- ensures a better *visibility i.e. "at the world's scale"*



Fig 2. Geographical Visualization of global sources of visitors to the "Nutrisaveurs" website after an Hispanic, Anglophone and Francophone seo 2.0 campaign. The intensity of green color is proportional to the number of visits per territory.

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Automated information push example



Information push carried on the *social bookmarking* site myhealthclips.com for the hypcaloric meals brand nutrisaveurs.

Green : tags selected by us: "slimming", "diet", "régimen" (Hispanic), "health", "food" that will allow any user seeking one of these words to find our publication.

In red : the title link leads to the website of the acclaimed brand.

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Lobbying by diffusion-collection impact

- **Visibility** on the internet is a **major issue** because who is visible will generate **traffic** on his website and get **reputation** / legitimacy-about-one-keyword and sales
- A websurfer, since **cognitively limited** in the act of searching through an engine, will **restrict the navigation** to some items among the first results given by the search engine (Boutet and Ben Amor) (AT Internet Institute, 2009) (iProspect, 2006)
- It is **critical** to be **among first SERPs** (Search Engine Result Pages) for a given keyword

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Re-visiting the Competitive Intelligence cycle with the web 2.0 concept

Lobbying by diffusion-collection impact: Finding the right keyword

- To be visible on the internet, one must still find a keyword inherent in his heart craft capable of trafficking.

Mot clé	Concurrence	Recherches mensuelles globales ?	Recherches mensuelles locales ?	Tendances des recherches locales
competitive intelligence		33 100	1 000	
market intelligence		27 100	720	
competitive intelligence software		880	46	
scip		27 100	1 000	
marketing intelligence		40 500	1 300	
intelligent business		22 200	590	
software business intelligence		22 200	210	
strategic intelligence		6 600	210	
business intelligence services		4 400	140	
business intelligence consultant		4 400	320	
bi consulting		2 400	260	
business intelligence solutions		4 400	210	
business intelligence definition		2 400	140	
business intelligence consulting		2 400	58	
bi business intelligence		5 400	140	
business intelligence reporting		3 600	110	
microsoft business intelligence		14 800	320	
intelligence business		450 000	18 100	
business intelligence bi		5 400	140	
business intelligence pdf		6 600	210	
cognos business intelligence		4 400	140	

Figure 5. Proposal for keywords related to "competitive intelligence" language: French, Territory: France.
assorted research estimated monthly - provided by Google Keyword Tool.

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Re-visiting the Competitive Intelligence cycle with the web 2.0 concept

Lobbying by diffusion-collection impact: massively disseminate information

- Web 2.0 allows anyone to create blogs hosted on dedicated platforms for this purpose. We can choose to disseminate information on our (or third party) *forums, wiki, weblogs*

Welcome to the LinkFarmEvolution. Here is a quick rundown of what's going on right now(server time is 07:28):

- You have **2967** WPMU hosts to create blogs on.
- You have **5463** Pligg hosts to put your links on.
- You also have **0** Google accounts with **0** Blogger blogs per account on average.
- Your network consists of **6149** blogs, of which **0** are not yet activated and **48** blogs have been marked as not working.
- You have funds to crack **1,764** CAPTCHAs (\$2.6460; Add funds: Add funds)

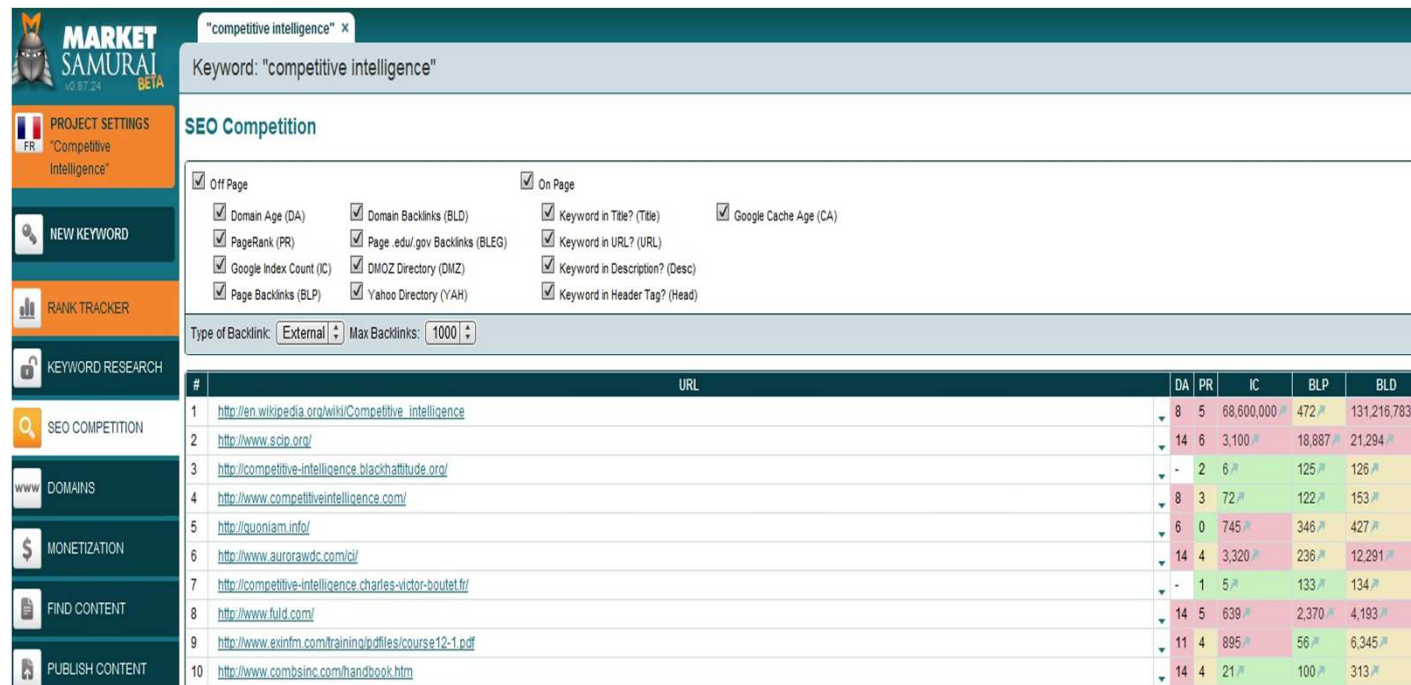
Screenshot of the software "link farm evolution": we've created a virtual territory consisting in 6149 blogs that are both 6149 different hosts to spread our information and as many sources by which Google will collect its information

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Re-visiting the Competitive Intelligence cycle with the web 2.0 concept

Lobbying by diffusion-collection impact: massively disseminate information

- Web 2.0 allows the construction of territories potentially unlimited and to massively disseminate our information to get better visibility, the mere existence of these territories
- Proof is that the top ten results on google.fr French language for the query "competitive intelligence", are three of our websites on 14/02/2011 as shown below: <http://competitive-intelligence.blackhattitude.org> is at rank 3, <http://quoniam.info> rank 5 and <http://competitive-intelligence.charles-victor-boutet.fr> to rank 6 (all these websites were erased by us one month ago)



The screenshot shows the Market Samurai software interface. The main window displays the keyword "competitive intelligence" and the "SEO Competition" section. A table lists the top ten search results with columns for rank, URL, DA, PR, IC, BLP, and BLD. The results are as follows:

#	URL	DA	PR	IC	BLP	BLD
1	http://en.wikipedia.org/wiki/Competitive_intelligence	8	5	68,600,000	472	131,216,783
2	http://www.scip.org/	14	6	3,100	18,887	21,294
3	http://competitive-intelligence.blackhattitude.org/	-	2	6	125	126
4	http://www.competitiveintelligence.com/	8	3	72	122	153
5	http://quoniam.info/	6	0	745	346	427
6	http://www.aurorawdc.com/ci/	14	4	3,320	236	12,291
7	http://competitive-intelligence.charles-victor-boutet.fr/	-	1	5	133	134
8	http://www.fuld.com/	14	5	639	2,370	4,193
9	http://www.exinfm.com/training/pdfs/course12-1.pdf	11	4	895	56	6,345
10	http://www.combsinc.com/handbook.htm	14	4	21	100	313

Top ten results for keyword "competitive intelligence" on google.fr French, established by the software market samurai on 14/02/2011.











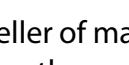
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Overload influence strategy

- We expand on this type of maneuver to the next (called SERP* domination) which is a **paying strategy of influence** since it can **give legitimacy** to whoever takes many good positions on a particular keyword
- The possibilities of **2.0** are a **factor** that increases the aforesaid **information overload**
- It is possible, for who knows this and understands the fundamentals of the **vertical model** data display used by the vast majority of engines, to **monopolize** the space on a desired search term

*Search Engine Result Pages

Overload influence strategy & vertical model

					
	CLE USB DT300 256 GB KINGSTON Type de vendeur: Particulier	0 Enchère	50,00 EUR	Gratuit	7j 23h 4m
					
	CLE USB DT300 256 GB KINGSTON Type de vendeur: Particulier	0 Enchère	50,00 EUR	Gratuit	7j 23h 5m
					
	CLE USB DT300 256 GB KINGSTON Type de vendeur: Particulier	0 Enchère	50,00 EUR	Gratuit	7j 23h 5m
					
	CLE USB DT300 256 GB KINGSTON Type de vendeur: Particulier	1 Enchère	50,00 EUR	Gratuit	7j 23h 6m
					
	CLE USB DT300 256 GB KINGSTON Type de vendeur: Particulier	0 Enchère	50,00 EUR	Gratuit	8j 14h 49m
					

On the sales site eBay: The seller of many usb memory sticks, instead of using the less expensive Hollandaises auction system (a single announce for N times the same object), made the choice to pay N times the cost of listing to occupy the first pages in search engines.

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Conclusion

- 2.0 is writable for everyone, consequently, communication is many-to-many, worldwide and stygmergic . Since C.I cycle is based on information circulation, 2.0 has a huge impact on this cycle. C.I experts have great interests in mastering comprehension of such paradigms to get the best practices concerning these new information mechanics.

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Thank you !!

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