

## The 12 Principles of New Media

### Ego grows the Internet

Conversation video transcript

**Subject: Allow for self expression**

CHRIS HEUER  
SOCIAL MEDIA CLUB

The ability to be creative. The ability to be heard.

I really think that the very nature of the network itself organically developed itself over time.

CHRIS PETERSON  
CHAUTAUQUA COMMUNICATIONS  
It's more powerful when you let a market self express toward what you're doing in a way that allows them to feel like they're a contributor or they're participating.

CHRIS SHIPLEY  
GUIDEWIRE GROUP  
I think altruism is beginning to drive some participation. When you think about social networks and community sites, the desire to communicate, to share, to help, to live shared experiences is also driving this new movement of more social sites and what they're calling social networks or other kinds of community sites.

CHRIS HEUER  
It was those people on mailing lists and elsewhere that helped other people teaching them how to do these things. How to take advantage of the tools that ultimately drove its growth.

GARY A. BOLLES  
MICROCAST  
What new media enables is the greater potential for those people to find you. And certainly the platform that you're going to use is going to be a little more efficient and has the potential to scale. I think that's where I'd argue that it might start with ego initially, but although ego may not be what you're doing it might be wanting to help people.

There's a period of time where I think the average person wants to have a voice.

**Subject: Reputation in the community**

CHRIS SHIPLEY

I think we care a lot about our reputations.

SAMANTHA MUCHMORE

DRAFTFCB

Often there's a challenge or a charge from clients as well as from creative teams is to show their work and push that work out there and not say consumers come in. But rather here are all the things I want to say. Here are all the things I want to show you. And so you do have tension I think between that letting go, not so much of control, but perhaps letting go of brand ego to invite the consumer in. But I would argue more often than not when you invite the consumer in is when you get that higher level of engagement.

GREG STERLING

STERLING MARKET INTELLIGENCE

A lot of the companies I work with are trying to leverage community or create communities. And that's a lot about playing to the user's ego or creating ego incentives to post content.

CHRIS PETERSON

Microsoft is taking a whitepaper and making a wiki out of it. So you're allowing an IT audience come in and edit the very work that Microsoft has produced. And that's a very ego boosting activity.

CHRIS SHIPLEY

I would say that reputation is driving our participation and perhaps to another degree or another level that's ego.

GREG STERLING

There's a balance between creating incentives for them to engage and wanting them to engage for its own sake. And if you can get people invested just on a pure ego basis that's better than actually creating financial incentives for them.

GARY A. BOLLES

I'd argue that in a work context ego actually is less of an issue. I think it is more of an issue for people who see themselves as pundits or experts. Or want to be perceived as the most knowledgeable in their field.

GREG STERLING

Yahoo! And Yelp and others like that I've worked with are in one way or another engaged with trying to create a kind of category of power users or mavens and that's very much incentives to post incentives to contribute. That's quite a bit about ego.

GARY A. BOLLES

When I was writing a number of print magazines the first thing a writer would say to me is they want to be a columnist. And my response was, well many come but only a few are chosen. Being a columnist, being an excellent writer of opinion, is really a skill that belongs to very few. And it doesn't mean that many shouldn't try, it just means that what I think happens a lot is they people, think it's a chance for them to have a platform for their ego. That this is a chance for their 15 minutes of fame. And they find out it's hard work. They don't keep at it. And they drop it after a while.

Where there's information that you feel that you have that others don't or you can put in a way that others might not, there's no question that appeals to your ego.

We don't find ego being the context of it all. Instead we find that it's all about providing the kind of information that's most useful to someone in their jobs.