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# Analyzing Word of Mouth in the Web 2.0 for Product Related Marketing Research

By Nina Obbelode

GRIN Verlag. Paperback. Book Condition: New. Paperback. 138 pages. Dimensions: 11.6in. x 8.3in. x 0.6in. Masters Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, Nrtingen University, course: Masters Thesis, language: English, abstract: When I took office, only high energy physicists had ever heard of what is called the Worldwide Web. . . Now even my cat has its own page (Bill Clinton, 1996) Only 20 years ago, mostly big companies had access to the Internet in order to ex-change information for the worldwide production and transfer of financial services. The big change has come with new data based applications and an enlargement of broadband connections in the beginning of the 21th century: It is now possible to provide bigger amounts of data in the Worldwide Web. Nowadays, the Internet is a platform where private users can enter personal contents and information. Blogs and forums have become popular in everyday-life. In Germany, 38 of the 1006 respondents older than 16 years are registered in on-line communities. In the strongest group from 16 to 30 years, even three out of four Internet users are members in those social networks,...



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