

CS-103: Introduction to Internet Technologies and Web Programming
Homework 9
Due by 9pm Monday November 20, 2006

Start a CS-103 viral marketing campaign for a social website.

Begin your viral marketing campaign by choosing one social website that you or a classmate blogged about in HW8. (There is a complete list of blog URLs in the on-line version of this handout.)

Promote your chosen website however you wish. For example, you may write blog posts; you may post to the Bookmarks by CS-103 site; you may also email the entire CS-103 Google mailing list.

At any time, you can change your mind and choose a new social website to promote. Each time you change your mind, however, you must specifically credit one classmate for influencing you

You will submit an email diary of your viral marketing campaign to behoppe@bu.edu.

Each diary email MUST have a subject line in the following format:

HW9 *last_name* *website_name*

where *last_name* is your last name and *website_name* is the social website you are marketing.

You should submit at least three diary entry emails, including

1. **An initial entry sent no later than 9pm Tue Nov 14.** In addition to the information in the subject line, the body of this email must identify the specific CS-103 blog post that convinced you to choose the social website you are marketing.
2. **An interim entry sent no later than 9pm Thurs Nov 16.** If you are marketing a different website than before, then the body of this email must credit one specific classmate (full name) for influencing your change.
3. **A final entry sent no later than 9pm Mon Nov 20.** If you are marketing a different website than before, then the body of this email must credit one specific classmate (full name) for influencing your change. The final email must also explain the following:
 - a. Did a social epidemic occur during the course of HW9? Why or why not?
 - b. Approximately when did CS-103 class-wide viral marketing transition from slow growth to explosive growth phase? When did it transition to burnout?
 - c. How would you redesign HW9 to make an epidemic less likely? Explain why your redesign would have the desired effect.
 - d. How would you redesign HW9 to make an epidemic more likely? Explain why your redesign would have the desired effect.

Credit for HW9 is given as follows:

- One tenth of a point for each CS-103 classmate who has the same final choice of website as you. (There are 61 students in class so this is worth a maximum of 6 points.)
- Two points for your initial diary entry
- Two points for your interim diary entry
- Six points for your final diary entry.

Below are all CS-103 blog URLs:

Aleksi	http://whax.blogspot.com/	Houel	http://jenhie.blogspot.com/
Amin	http://rahulamin.blogspot.com/	Kanter	http://emilyamaranta.blogspot.com/
Baranski	http://macaday.blogspot.com/	Kim	http://goodlife99.blogspot.com/
Barber	http://coreyblog-corey.blogspot.com/	Kluz	http://mixed-up-files.blogspot.com/
Bizarro	http://exploreculturewar.blogspot.com/	Kuperberg	http://russellbu.blogspot.com/
Bliss	http://commonwealthave.blogspot.com/	Lambert	http://ssl10.blogspot.com/
Chin	http://mchinds.blogspot.com/	Law	http://vittivit.blogspot.com/
Cicarella	http://kchic16.blogspot.com/	Madore	http://nutmegz007.blogspot.com/
Cocciardi	http://timcs.blogspot.com/	Marconi	http://lucialuciamuses.blogspot.com/
Cohen	http://youloveliz.blogspot.com/	Marks	http://inthedorm.blogspot.com/
Copperman	http://amylc16-fabulouslife.blogspot.com/	Martin	http://ruminatonbu.blogspot.com/
Davis	http://lifewithoutsurfing.blogspot.com/	McCormick	http://confessions-of-the-next-dear-abby.blogspot.com/
Edine	http://thesongsofapoet.blogspot.com/	Metcalf	http://dennymet.blogspot.com/
Fava	http://100owords.blogspot.com/	Phillips	http://buvotes.blogspot.com/
Fitzer	http://queenloolu.blogspot.com/	Pinto	http://csbu.blogspot.com/
FitzGerald	http://maydayfitz.blogspot.com/	Plaja	http://shaunfreelove.blogspot.com/
Foss	http://zoejf.blogspot.com/	Radmand	http://writingsandrecentrealizations.blogspot.com/
Gawarecki- Maxwell	http://goingonspike.blogspot.com/	Robertson	http://abearblog.blogspot.com/
Gawinowicz	http://incognitomedia.blogspot.com/	Rogers	http://nickersonsequence.blogspot.com/
Gillespie	http://youshallknowourvelocity.blogspot.com/	Salerno	http://salernosblog.blogspot.com/
Glater	http://jules12345.blogspot.com/	Santoro	http://katesan.blogspot.com/
Goodman	http://juliimg.blogspot.com/	Schneider	http://kick-me-goldfish.blogspot.com/
Grijalva	http://ham-on-rye.blogspot.com/	Schwartz	http://hollywood411chat.blogspot.com/
Haji-Georgi	http://moonswoon.blogspot.com/	Seiple	http://withlimitedresults.blogspot.com/
Hall	http://lejolilapin.blogspot.com/	Solomon	http://becauseibloggedso.blogspot.com/
Hampton	http://jacob-rocks.blogspot.com/	Srimanus	http://bucs103.blogspot.com/
Harris	http://dramedy-elizah.blogspot.com/	Toms	http://pbt3.blogspot.com/
Held	http://hpcscs.blogspot.com/	Topol	http://wickedj7.blogspot.com/
Ho	http://babyeatershealthclub.blogspot.com/	Trumpetto	http://thetrumptimes.blogspot.com/
Horowitz	http://zach-zachblog.blogspot.com/	Woods	http://killaseason367.blogspot.com/
		Yim	http://hearyimroar.blogspot.com/