Re-visiting the Competitive Intelligence cycle with the web 2.0 concept
We all know the classical intelligence cycle

1. Planning
2. Data Collection
3. Processing
4. Analysis
5. Diffusion

Informational approach

Pr. Luc Quoniam – Charles-Victor Boutet
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
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)
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
Stigmergy on production models

- This is the bazaar (horizontal and stygmergic – 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
Let’s benefit from stygmergy 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.
In order to spread your data on a resource, Diffusion software must, most of the time, subscribe to this resource. Subscription grants access to reading/searching/harvesting hidden data which becomes open data for you.

- Deep web is estimated to be 500 times larger than the content accessible via Web search engines (Dialog).

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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 treemaping 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
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
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.

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

*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*
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)
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.
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.
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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