

## Homo Interneticus: Implications for Online Marketers and Hoteliers

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May 2005



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### Agenda – Homo interneticus

- I. Prologue**
- II. Definition**
- III. Discussion**
- IV. Implication**
- V. Conclusion**



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### III. H. Oralis vs. H. Interneticus

- Memorization of passages and stories ...Expert ?
- Body Language
- Presented episodes diff. and in diff. Order every time.
- Limited Audience and personal
- Oral culture does not admit of progress.
- Little notion of past/future diff. Fm present

- Info. & Knowledge Abundant & Easy Access.. No Expert !
- Contextual Nature
- Dynamically update its content and context to the situation.
- Global Audience in mass & personalize in 1 on 1 or 1 on many
- Targeted Audience



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### III. H. Typo graphicus vs. H. Interneticus

- Logical Linear Connect
- Space and Location
- Everything in the past
- A definite Physical book – look & Smell
- Formal & impersonal
- Deterministic beginning & End / Climax
- Finite & Deductive

- Nonlinear Connect
- Virtual & everywhere
- Everything in present
- Fast change on screen – blog, cyberspace..
- Informal & intimate
- Constant Revision – mutable / open-end.
- Info. Overload & Inductive



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### III. H. Typo graphicus vs. H. Interneticus

- Statically fixation on set of perceived future
- Costly to reproduce or change its opinion /offer
- Try to maintain physical endowment from declining by cross- connected.
- Respected border/space with selected few community
- Looking 'facts', distracted by irrelevant opinion/ offer
- Info Outdated & Scare

- Dynamically adaptive for uncertain world
- Cheap to revise its opinion or offer
- Organizations diminish as transparency grows
- National Wane/Multiple global community
- Searching for relevant fact & offers in fragmentation
- Info. Overload Culture



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#### 4. Implications for online Marketers/Hoteliers

- H. Interneticus is another non-mutual and non-exclusive market segment. (Interbreed)
- Nowadays fast changing, dynamic and uncertain world is well fitted for adoptive, flexible and open-end cyberspace.
- Relevancy and Information Economics
- Search goods is another product. [Next'll be experience/post experience/credence goods]
- **Attention Economy** : If you can get enough attention, you can sell anything. How ?

Sasin Graduate Institute of Business Administration of Chulalongkorn University See Hoontrakul 2004; Ryan & Hoontrakul 2005

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#### Attention Economy – Some Implications

1. In cyberspace, economy is based on people attention.
2. Attention is scare. >> Create or buy it.
3. To pay attention, one must see things from the perspective of whoever is talking or try to.
4. To pay full attention, you must think what this experience was like – happy, fun, scary, ...quite.
5. In the web, it is conveniently pass on attention through hyperlinks. >> Affiliated, community members..
6. Not everyone can attract the same amount of attention.
7. Your wealth attention = size x attentiveness of your past and present audience. >> Traffic Flow & Analyze It.
8. Without attention, life is not meaningful.

Sasin Graduate Institute of Business Administration of Chulalongkorn University See Goldhaber 2004, 1997

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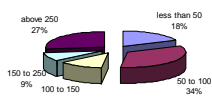
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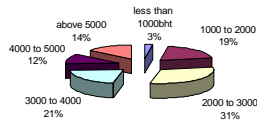
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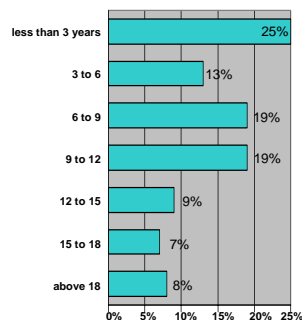
Profiles of hotels based on no of rooms



Profile of Hotels in terms of room rent/hotel grade



Profile of the hotels in terms of age



#### Thai Hotels' Profile in our Sample

Sasin Graduate Institute of Business Administration of Chulalongkorn University Hoontrakul & Sahadev 2004

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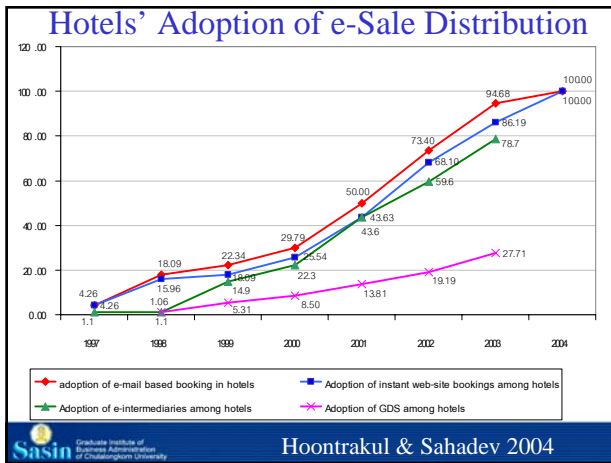
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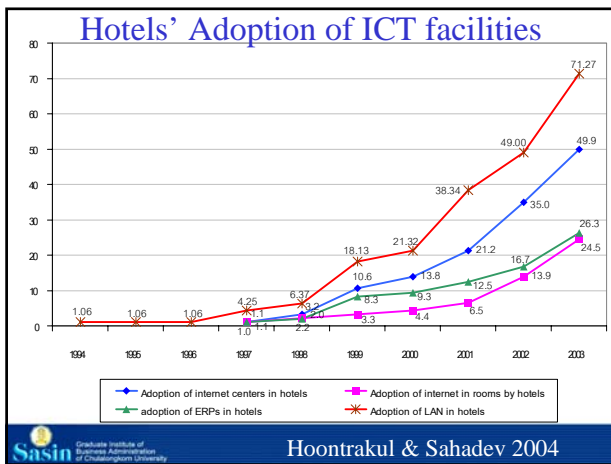
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### Conclusion

- Because the communicative abilities has evolved, our culture would evolve.
- Typical internet user or H. Internecticus is likely to be very different from typical reader of printed works or member of purely oral cultures.
- Success will come to those who recognize the differences or interbreed between homo species.
- To pay attention, you must see their perspectives. Obtaining attention is a kind of enduring wealth.

Thank you for your attention !!!

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## Reference - for further reading

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\*Available for free download at [www.Pongsak.Hoontrakul.com](http://www.Pongsak.Hoontrakul.com)



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I love emails.  
Any comments are welcome  
At Email : [pongsak@hoontrakul.com](mailto:pongsak@hoontrakul.com)



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