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John Brandon
Web 2.0 Watcher

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August 19, 2008 - 7:00 A.M.
Barack Obama wins Web 2.0 race
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Barack Obama wins Web 2.0 race

By John Brandon
August 19, 2008 7:00 AM EDT

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Barack Obama has won! Barack Obama has won! That's right, in a nearly uncontested race for digital superiority, the upstart Democratic presidential nominee has obliterated John McCain at the digital polls, trouncing his opponent with an Internet onslaught that is almost embarrassing for the Republican nominee.

Here's some interesting tidbits from the race:

1. On FaceBook, Obama is so far ahead that the race is over. He has over 1.3M friends compared to a paltry 200K for McCain. All things being equal, the McCain FaceBook site looks like it was designed by an eighth grade civics class and Obama's looks remarkably clean and professional.

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3. Obama has a MyBo service that lets you sign up to get news updates, speech texts, and lots of info for helping with the campaign. It has a catchy name, which is important for Web 2.0 visitors trying to remember what it's called. You can even get a text when the candidate picks his running mate for VP. McCain's site is more static and the design looks like a portal for television commercials more than anything. It has an old-school registration process instead of something that looks and acts like Web 2.0.

4. On YouTube, McCain is getting traction, according to a recent Computerworld report, with a surge in traffic. He may even have people burying negative links at Digg.com. Yet, it seems every portal for Obama is filled with video links and multimedia, whereas the McCain campaign is stuck in 1992.

5. Perhaps the most revealing stat: Obama has almost 63K people following him on Twitter, while McCain barely has 1,500. Twitter seems like an afterthought even though it could create the most personal connection among voters.

So what does all of this mean? Could Obama win because he has a more dedicated fanbase online? Maybe, maybe not. He is younger, and has obviously emphasized Web 2.0 to a much greater extent than John McCain, but winning the online vote is not the same as winning the election.

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August 19, 2008 - 7:00 A.M.

Barack Obama wins Web 2.0 race

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What People Are Saying

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Obama's VP-via-text tactic

Submitted by John Taylor on August 20, 2008 - 4:44 P.M.

I think Obama's plan to announce his VP choice via an SMS text message, is not only smart politics, but also good business.

Here's why: http://tinyurl.com/5ngntm

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Obama gets it ... technology
Submitted by Andrew L - Des Moines on August 22, 2008 - 8:29 A.M.

Obama is new school and a forward thinker. He will be a breath of fresh air among the "I'll scratch your back if you'll scratch mine" politicians in Washington, and he'll install a CTO/CIO into the cabinet. Anyone who can become President of the HBR and receive the endorsement of Larry Lessig and praise from Lawrence Tribe is going to make a great President.

McCain would make a decent General, but Obama will be a great President, on the order of a Thomas Jefferson or Abe Lincoln, IMO.

The text messaging and web 2.0 mastery is just a hint of how forward thinking he his. Wait until we see what he will spearhead with our energy policy!

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Kind of interesting, but
Submitted by Anonymous on August 19, 2008 - 11:09 P.M.

Kind of interesting, but what you're saying is that the group of people least likely to actually get out and vote (young people) are mostly for Obama? Not very compelling for his success IMO.

Another interesting thing to look at would be the number of "anti" websites, Facebook groups, etc. there are for each candidate. (I think more people bi*ch online than contribute positively)

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Monday night, Fox News
Submitted by eliana on August 19, 2008 - 6:22 P.M.

Monday night, Fox News Channel aired the first of two presidential candidate documentaries called "Character and Conduct." First up: Barack Obama, whose documentary pretends really hard that it's not full of stereotypes and insinuations! Couldn't stomach it Monday evening? We've got it for you in a minute: http://www.236.com/news/2008/08/19/fox_news_obama_documentary_in_8367.php

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yeah, common guys . . . lets
Submitted by Anonymous on August 19, 2008 - 4:15 P.M.

yeah, common guys . . . lets vote for Obama cus he prefers linux over Windows . . . or some such BS . . . WHO CARES!!! Obama has no qualifications to be president. his only platform is to disagree with McCain and try to get the younger votes. I very much doubt that Obama cares about what type of technology a man in Redneckville, Iowa is using to keep count of his sheep.

HTML TEXT VERSION

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Does McCain know what the
Submitted by Anonymous on August 19, 2008 - 4:10 P.M.

Does McCain know what the Internet is?

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You fail to mention that 85%
Submitted by Anonymous on August 19, 2008 - 3:37 P.M.

You fail to mention that 85% of the users on MySpace, and 60% of the users on facebook are minors. Many older citizens who can actually vote, and who will actually show up to vote, don't use such sites. The other people on those sites are usually in college, or slightly older, and most are too uninvolved to vote. It isn't until a person is usually 30+ that they start to user their brain and become republicans.

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Minors
Submitted by John Brandon on August 20, 2008 - 12:09 A.M.

I doubt sites like FaceBook report stats like this, but at face value (ahem), it seems like those who friend a candidate are doing so because they can vote. I mean, I know some young adults and some teens. The teens who are into social nets don't friend politicians. The voters do because they want to show their support.

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The fact of the matter is
Submitted by Anonymous on August 19, 2008 - 6:03 P.M.

The fact of the matter is that most of the "intelligent" population in America vote Democrat!

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More like the brainless...
Submitted by Anonymous on August 20, 2008 - 9:10 A.M.

If you love higher taxes and fuel prices, vote for any Democrat. If you want to start using our own resources while we find alternative fuels, vote Republican. It is as simple as that based on the words of the Democrats (including Obama).

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What People Are Saying

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Minors

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Submitted by Anonymous on August 20, 2008 - 8:10 A.M.

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Thats because at age 30 you

Submitted by dorrett on August 19, 2008 - 3:33 P.M.

Thats because at age 30 you may be earning $4.999million and is not considered rich by McCain and therefore will be paying the same tax as someone earning $49,999 under a McCain's presidency. Give me a break many computer literate people use mySpace, face book etc. even my 72 year old Grandmother.

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yeah . . . that makes sense

Submitted by Anonymous on August 20, 2008 - 2:27 P.M.

yeah . . . that makes sense . . . NOT!!! McCain didn't say have them pay the same amount in taxes, he said have them pay the same percentage of their income in taxes. You seem to think that a man who works 16hrs a day, 7 days a week, to make $150K a year should have to pay a higher percentage of taxes (38-42%)than a lazy man who works part time and sits around watching TV all day. The only reason Obama supports higher taxes for the rich is because he funnels his money into off shore accounts and charitable organizations for which him and his family are the sole/primary beneficiaries, thus he does not have to pay much in taxes.

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Grammar

Submitted by Anonymous on August 19, 2008 - 10:11 P.M.

Grammar

Obama, Web 2.0, Larry Lessig

Submitted by Andrew L. Des Moines on August 19, 2008 - 8:04 A.M.

It's tough for folks that were alive before the computer was invented to keep up with technology. Trying to wade through what parts of techno change are worthy of further investigation is time consuming. Your articles help! Lots of food for thought here!

Barack Obama has a vision that is way out in front, because he's comfortable expanding his vision and allowing people like Larry Lessig to carve out a slice of his mindshare. The open systems approach is difficult for old-timers that are so profit driven that they can't see beyond next quarter's P&L. They are still trying to figure out how Google skyrocketed to the #1 search engine, totally obliterating the competition on the way. The only serious competition is Yahoo, though I'd love to see an open source search engine eroding market share of either.

I continue to hope that more and more Software Developers will release and integrate their products on Linux, making them compatible with Firefox, Thunderbird -- all open systems software.

Obama, if elected, will help propel us back to being a world leader in technological achievements. McCain -- I just wouldn't place any bets on his approach. All the GOP seems to care about is Karl Rovian smears and greasing their palms, instead of developing a real message for what their candidate stands for. Obama = Web 2.0 and the future. McCain = still stuck on .95 Beta, and living in the past.

Endorsements from Larry Lessig go a long way with me. Obama wins! Having used his site, and many others you've mentioned, for over a year now, your analysis is spot on.

Obama and open source, wow.

Submitted by Anonymous on August 19, 2008 - 10:19 P.M.

Obama and open source, wow. You really think he cares about open source? How is Obama's vision being out in front going to help the open source crowd? And who is "they" that can't figure out how Google got out in front?

My software company has a SaaS business management product, we require Firefox. It has nothing to do with it being open source, it is just a better browser in our opinion. The platform (open source vs not) does not matter, only whether or not the product works. I feel the same about politicians, the platform (democrat vs republican) doesn't matter, only the effectiveness of the leader matters.

Stop thinking in black and white, it's all just shades of gray.

The mainstream media has

Submitted by Anonymous on August 19, 2008 - 7:58 A.M.

The mainstream media has frankly put the security of our great country at risk with an Obama coronation media like CNN & MSNBC is the only way Obama managed to steal the Dem nom. It's extremely concerning that so many Americans could care less about who their candidate really is?? simply amazing and frankly scarey.

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Hon. James David Manning, PhD.

www.atlah.org/broadcast/ndnr07-28-08.html

www.dontvoteobama.net

http://savagepolitics.com/?p=1345

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"The Last 100 Days" Hon.

Submitted by Anonymous on August 19, 2008 - 5:15 P.M.

"The Last 100 Days"
Hon. James David Manning, PhD.

www.atlah.org/broadcast/GoObama.html

www.voteobama.net

http://savepolitics_voteObama.com/?p=1345

oops, IO wrote those wrong in my other post. here are the REAL address if you wanna bash Obama! Gee I just get scared cuz he is too dang smart and much more confident than McCane is...Its gonna be hard to find something to beat him with, but we idiots can do it!

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