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Acknowledgements

This dissertation has been long in the making. It was challenged by long lasting illness, close encounters with anxiety, and life in general happening. A slow process, occasionally down prioritized or paused when such things took precedence. This is how life sometimes goes and I have accepted this. The greatest challenge was not these unplanned breaks with little time to jot down the current train of thought. Nor was it picking up again where I had left off, reconstructing those thoughts.

The main difficulty was the solitude. Working alone made it difficult to distinguish the trivial observations from the inspired insights. I truly missed that most important part of scientific work: The interaction with others. Being able to view your ideas through the eyes of another not only helps to validate the good ones; that interaction is the whetstone on which novel ideas are honed.

I have learnt much from the valuable comments and responses of the reading committee and even more from my supervisors' continuous comments. They have been the stand-in for the multitude of colleagues that one would normally spar with. The biggest lesson of them all is that the greatest insights are gained through collaboration, discussion, and criticism.

At the same I humbly acknowledge that there would not have been a dissertation without the finances of the project Sensemaking in User-driven Innovation in Virtual Worlds, University of Roskilde, and from Copenhagen Business School. My old supervisor at Copenhagen Business School, Maja Horst, is thanked for her engagement, and for providing opportunities for conferences.

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Tomas Toft, for believing in me even when I did not. For being the most tolerant, patient, and supporting husband.

Curriculum Vitae

Dina was born in Aarhus May 1980.

From 1997 to 1999 she attended Highschool at Langkær Gymnasium.

From 2000 till 2001 she was enrolled in Brazilian Studies at Aarhus University, to qualify for entry to study Anthropology.

She received her BA. in Anthropology from Aarhus University in 2003 for her work on "*Nurses' concerns for documentation versus care.*" This included two months of fieldwork among nurses in three different types of hospital wards.

As part of her Master's studies, she was a visiting scholar at Virtual Knowledge Studio, Royal Netherlands Academy of Arts and Sciences from 2007 to 2008.

In 2008 she finished her MA. in Anthropology at Aarhus University. The thesis was entitled: "*The Dilemma of Standardisation versus Local Adaptation in Electronic Patient Records.*" This was based on eight months of fieldwork among the diverse groups engaged in the development and use of an electronic health care records system. Informants included politicians and software engineers, as well as nurses and doctors from different types of hospital wards.

She continued to pursue a PhD on viral marketing in virtual worlds in a project collaboration between Department of Management, Politics and Philosophy at Copenhagen Business School and Virtual Worlds Sensemaking and User-Driven Innovation at Roskilde University. After periods of illness, she continued her studies at Leiden University where she proposed her dissertation in 2022.

Appendix

ii

<http://youtu.be/TeibXVNoM8E>





Star Wars according to 3 year old (with clips)

by **SuperTrekNerd** • 5 years ago • 830,822 views

For the original see: <http://www.youtube.com/watch?v=EBM854BTGL0> All credit for this video should go to ...



"Star Wars according to a 3 year old" parody.

by **RawVegasDotTV** • 5 years ago • 462,518 views

Here is a 23 year old explaining a 3 year old's explanation of the plot of Star Wars Episode IV. <http://www.eddieelmenjan.com/> ...



Star Wars according to Ced

by **beastlyfurbal's channel** • 1 year ago • 92 views

description of Star Wars(drunk)



STAR WARS according to Ben from Outnumbered.mpg

by **BobSetchthe2nd** • 3 years ago • 6,886 views

Ben from Outnumbered commentates the action from the first three Star Wars films. I do not own the footage used in this video.



Why the Star Wars prequels suck according to Mr. Plinkett (biggest reason why)

by **melanchlorin** • 7 months ago • 9,562 views

Mr. Plinkett (Mike Stoklasa) exposes the very core of why the prequels suck IMO. Please check out all three full prequel reviews at ...



Star Wars According To Me: All Six Movies Ranked and Reviewed

by **LFStreviews** • 6 months ago • 1,032 views

I am a Star Wars nut. These are my opinions. Don't ask me what I think of the buyout because the jury in my head is still out.



Star Wars According to The Chill

by **WCVWe** • 2 weeks ago • 67 views



Star Wars According to Emma

by **sametruth's channel** • 1 month ago • 134 views

"And everyone lives happily ever after in the Earwax village!" "Is that it?" "Isn't that all that happens?"



star wars is evil (according to religious zealots)

by **Aaron McKenna** • 6 years ago • 335,555 views

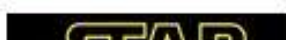
hilarious.



Star Wars according to Ashleigh

by **Stephanie Crouch** • 9 months ago • 65 views

Ashleigh gives us her summary of Star Wars.



NEW STAR WARS FILMS!? -- Disney Buys LucasFilm for \$4

iv



PSY - GANGNAM STYLE (강남스타일) M/V

by PSY • 10 months ago • 1,625,774,249 views

PSY - Gangnam Style (강남스타일) ▷ NOW available on iTunes:
<http://Smarturl.it/psygangnam> ▷ Official PSY Online Store US ...

OFFICIAL HD

Shown here are 13 out of 7.42,00 results on Gangnam Spoofs, but 10 months after the release of the original video the list gets bigger by the hour still.

v

gangnam spoof

Filters

About 742,000 results

-  **PSY - "GANGNAM STYLE" (강남스타일) PARODY - ENGLISH VERSION**
by BART BAKER • 8 months ago • 25,215,497 views
Hot Dog Condom Style! The English Translation of Gangnam Style by PSY
GET THIS SONG ON ITUNES ...
HD
-  **GANGNAM STYLE PARODY (강남스타일) - The Oregon Duck**
by GDocKed.com • 8 months ago • 6,894,082 views
The Duck was bored the other day. Here's what he did. Directed by: The Duck Starring: The Duck Also Starring: Oregon Cheer, ...
HD
-  **Farmer Style (Gangnam Style Parody)**
by ThePetersonFarmBros • 5 months ago • 13,486,173 views
Facebook Page: <http://www.facebook.com/petersonfarmbros> T-Shirts and Online Store: <http://thepetersonfarmbros.bigcartel.com> ...
HD
-  **PSY - GANGNAM STYLE (강남스타일) PARODY! KIM JONG STYLE | Key of Awesome #63**
by Barely Political • 8 months ago • 32,320,174 views
Season 1 - Episode 63 - The Key of Awesome!
Kim Jong Style! The best K-POP comes from North Korea! Watch the complete video ...
HD
-  **Gangnam Style Panda - PSY Gangnam Parody**
by Chengdu Pambassador • 7 months ago • 541,343 views
Brooks handy version: <http://www.companysasadorigangnam> He's topped charts all over the world, broken YouTube and ...
HD
-  **Mitt Romney Style (Gangnam Style Parody)**
by CollegeHumor Originals • 7 months ago • 48,003,521 views
Download on iTunes: <http://bit.ly/9R9D> Like us on: <http://www.facebook.com/collegehumor> Hey! wealthy ladies! See more ...
HD
-  **'Lifeguard Style,' Gangnam Spoof Video Leads To Firings**
by The Young Turks • 8 months ago • 392,877 views
"A group of red swimsuit-clad lifeguards thought they were having some innocent summer fun when they made a spoof video of a ...
HD CC
-  **BOGART GANGNAM STYLE (Oppa Gangnam Style Philippines, A Parody by Bogart the Explorer)**
by Front ActionMedia • 8 months ago • 1,489,237 views
Watch Our Newest Videos Including... Bogart the Explorer: OKTOBERFEST
<http://www.youtube.com/watch?v=H5R-VQGHQ0> and ...
HD
-  **EASTERN EUROPE STYLE I (PSY GANGNAM STYLE PARODY)**
by BRICKA BRICKA! • 7 months ago • 3,215,785 views
Bricka Bricka, your favourite Eastern European immigrant returns with a parody of PSY's popular GANGNAM STYLE (강남스타일) ...
HD
-  **Lo Pan Style (Gangnam Style Parody) Official**
by weikage • 7 months ago • 781,765 views
"Lo Pan Style" is now on iTunes!! Our Tribute to the Greatest movie of All Time and the Greatest music video of Our Time. Join ...
HD
-  **Annoying Orange - ORANGE NYA NYA STYLE (GANGNAM STYLE spoof)**
by Annoying Orange • 8 months ago • 50,028,559 views
Season 2012 - Episode 31 - Annoying Orange
Gangnam Style? No way. Orange goes NYA NYA style. DOWNLOAD MP3: <http://radio.OrangeJuiceRadio.com> MERCH: AD TONS!
HD CC
-  **PSY - "Miko Style" (Gangnam Style) Parody By Miss Korea 2012 Contestants**
by A SWEET FOREVER • 8 months ago • 3,810,147 views
Song Title & Artist - PSY - Gangnam Style
-  **KLINGON STYLE (Star Trek Parody of PSY - GANGNAM STYLE)**
by Conditia • 8 months ago • 4,669,712 views
Hey! Sexy Lady! Romance. Success. Gasp! Whatever, you guys didn't

vi

This clip contains 43 minutes of a frog just sitting on a bench. Nothing happens at all. However, the video as of May 29, 2013 received 10,733,920 views. When searching on YouTube thousands of versions of this frog with varying degree of alterations in soundtrack and editing appear. Not to mention videos that carries a reference through the title and tags only while showing “fat lady sitting on bench – like a human”, “midget sitting on bench- like a human” To guys sitting on bench – like a boss” “frog sitting on a bench with Tupac” just to mention a few.



A Frog Sitting on a Bench Like a Human

by RoltonB • 1 year ago • 10,733,920 views

What a Wonderful World <http://www.youtube.com/watch?v=ZWRB6dfME7Y>
Hello My Baby, Hello My Honey, Hello My Ragtime ...

vii



viii

The original video was entitled “Sitting on a bench like a human”, suggesting that the frog sat as if it was a human. However, “Like a boss” is both a title that makes a reference to “like a human” but it is also in itself a meme and a catch phrase often used in images that feature a person completing an action with authority and finesse. It is similar to the way slang is used in regular language, to do something cool – Like a boss! References, such as “like a boss,” are subtle in- and exclusions of others. If you are not familiar with the reference, you might not share a video of the frog with nothing, but the title changed from “like a human” to “Like a boss”. Yet if you have spent some time on social media watching where memes get shared, there is a chance you recognize the meme “like a Boss.” And appreciate the creative inclusion of that meme. Thus, there are many layers of references, and to create amusing content you need to master making the right references with the right timing. This requires knowing what references others might recognize and, as an informant put it, “know your classics”.

That a video becomes viral, or is subjected to billions of views, cannot be understood without extending boundaries to include references since there is well established genre of making cross over. Such references need to be understood in relation to how they serve to make and break connections between those who exchange them.

ix

For a few versions gathered as an example click here:

<https://www.youtube.com/playlist?list=PLfFP8Dz243Zkc91DmPZmRYWU50MpMjZ3h>

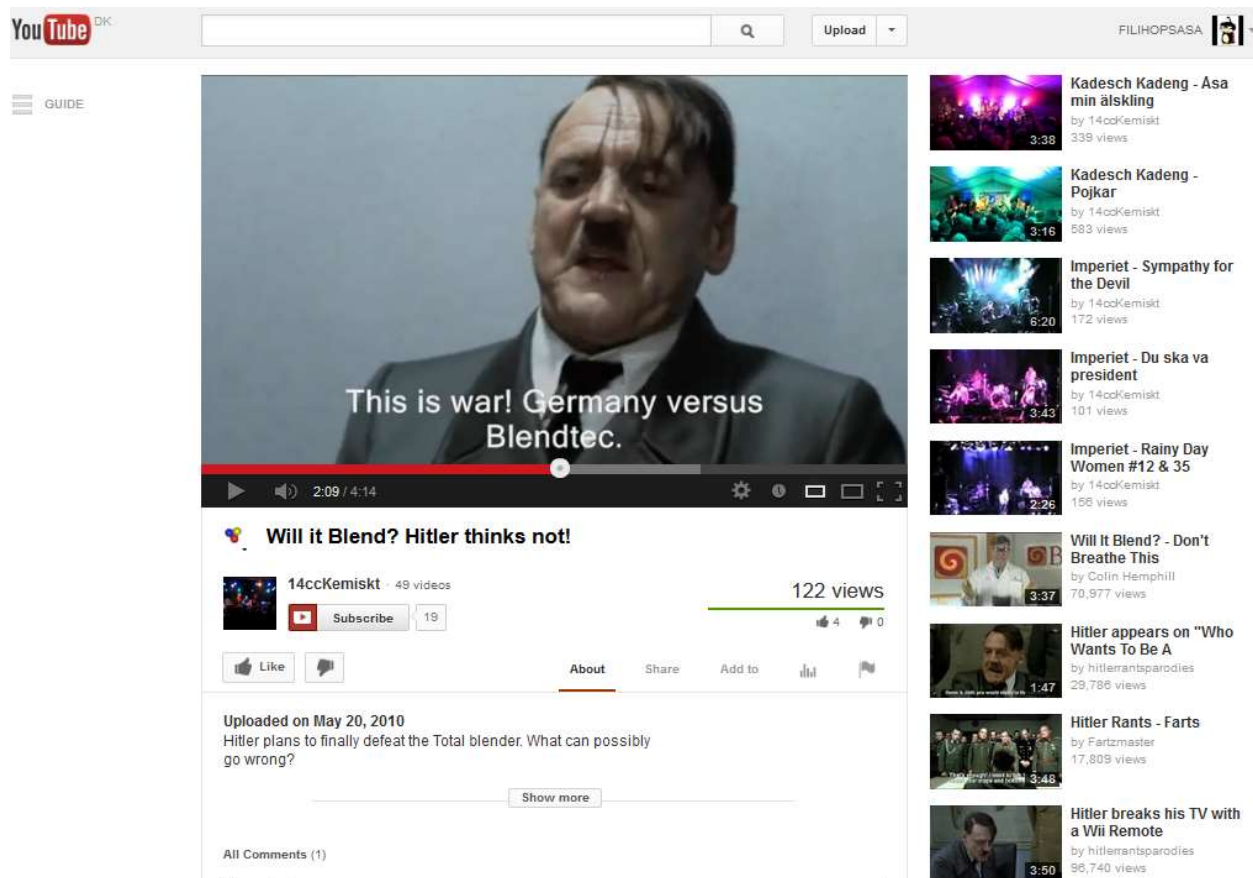
This is my locally stored videos that hopefully will stay there. However, should YouTube, or the film company behind Der Untergang decide that these parodies are no longer desirable, I have no way of securing them.

x

To see a collection of these, I made a playlist featuring the most frequently encountered parodies during fieldwork: <https://www.youtube.com/playlist?list=PLfFP8Dz243Zkc91DmPZmRYWU50MpMjZ3h>

xi

Pepsi supporting Obama through their logo (Davisson and Booth 2010)



XV

Operation UnManifest:

As Anders Behring Breivik wants to use the cruel action of killing over 90 young people to promote his 1516-page manifesto, also with the help of the internet, Anonymous suggests following action:

1. Find the Manifest of Anders Behring Breivik : 2083 - A European Declaration of Independence
2. Change it, add stupid stuff, remove parts, shoop his picture, do what you like to.....
3. Republish it everywhere and up vote releases from other peoples, declare that the faked ones are original
4. Let Anders become a joke, such that nobody will take him serious anymore
5. Spread this message around the internet and real life, translate it
6. Have a moment for the victims of his cruel attacks

We all are anonymous,

We all are Legion,

We all do not forgive murder,

We all do not forget the victims.

xvi

Pepsi logo from 1998 to 2006 (Left). Pepsi logo from right before the presidential election) (right)



Turning the Pepsi Logo upside down makes it even more like Obama's logo.



Transcription of the “Danish Mother Seeking” video

“Hi. My name is Karen and I’m from Denmark. And this here is my baby boy, his name is [laugh and smile to baby] August.

Yeah. I’m doing this video because I’m trying to find August’s father. So, if you are out there and you see this, then this is for you. We met one and a half years ago when you were on vacation here in Denmark. And we met at the Custom House Bar. [pause]

I was on my way home and I think you had lost your friends, and then we decided to go down to the water to have a drink, and [pause]

yeah, and this is really embarrassing but that is just more or less what I remember. I don’t remember where you’re from, or [pause]

I don’t even remember your name. [pause]

I do remember, though, we were talking about Denmark and the thing we have here with “hygge” [typical Danish word which more or less translates into “coziness”] that foreign people always ask about. And that’s [pause]

yeah, you were really nice, so I guess I decided to show you what “hygge” is all about, because we went back to [pause]

we went back to my house [pause]

and yeah [pause]

we ended up having sex and [pause]

the next morning when I woke up, you were gone. [pause]

It’s not that I blame you for anything. And I’m not crazy. Or this is not some kind of obsession that I have with you, I just really, really want to let you know that [pause]

that August is here, that he exists. [pause]

I feel I owe it to both you and to him [pause]

yeah [pause]

and also, I want to let you know that I’m not a bimbo or something like that. I know that August is yours because I haven’t been with anybody else since that night [pause]

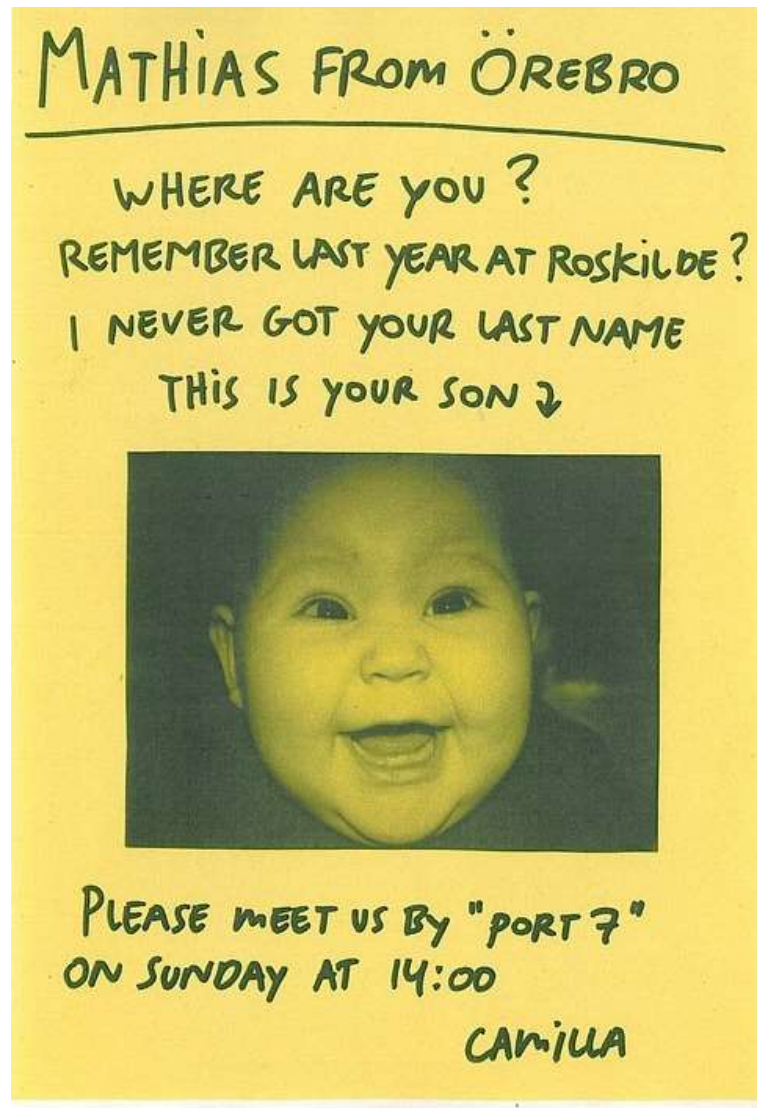
yeah, just so you know that. [pause]

I know that this is really a long shot but if you are out there and you see this, or anybody else who can help me sees this, please contact me. I will put my e-mail with this video; so, just write me [smile]”

xviii



<https://www.youtube.com/watch?v=7NTAV4uTJFo&index=3&list=PLfFP8Dz243Zkc91DmPZmRYWU50MpMjZ3h&t=0s>



The definition in Danish: "Den proces, hvorved man henter viden fra brugerne med henblik på at udvikle nye produkter, services og koncepter. En brugerdreven innovationsproces er baseret på en forståelse af brugerbehov og en systematisk involvering af brugerne"

Algorithms filtering information based on user input sometimes fails. When on maternity leave, I needed to see whether a specific train route (Lokalbanen Odder) allowed baby carriages on board. Unfortunately, Odder is both the name of the specific train route and a huge brand of baby carriages in Denmark. When googling "Baby carriage", "Odder", and "Lokalbanen", the search algorithm assumed Odder was referring to

the carriage not the train route, and the suggestion was to look for carriages on sale. The search was conducted March 12, 2012 and might have been affected by other searches related to kids and baby equipment. I overcame the restriction of search results by adding quotation marks; this tells the algorithm only to include content as it is written. “Lokalbanen Odder” would require the two words be included right after each other, thereby excluding all pages on baby carriages.

This is a simple intuitive example, yet it illustrates how non-human actors actively make decisions regarding choices of recommended content. Whereas this might be considered a helpful feature, it is at the same time an indicator that algorithms act and interferes with users. Sometimes the feature raises bigger concerns than whether it is a helpful feature or not. For instance, by depicting specific content, the risk is that content regarding larger issues such as politics, wars, elections etc., might indirectly be affected and shaped by the user’s previous input. This is called a filter bubble. A filter bubble can be explained as the state of intellectual isolation that can result from personalized searches, when a website algorithm selectively guesses what information a user would like to see, based on information about the user, such as location, past click-behavior and search history. The concerns regarding the filter bubble are, that as a result user can risk becoming separated from information that disagrees with their viewpoints, thereby effectively isolating them in their own cultural or ideological bubbles.

This illustrates how non-human actors, even without the intensions we normally assign to human actors, act actively to change the way we see and perceive the world. According to ANT actors who act or is acted upon is considered equally relevant to include. In the thought experiment of ANT, algorithms, and users of them should be treated analytically equal since they mutually affect how the other acts. The achievement of this perspective is to make the interplay and mutual affects the two have on each other visible.

xxii

This might also be called worm referring to a standalone malware computer program that replicates itself to spread to other computers. The term is used by SCIS in this case.



35,171 People Like This

 Anja Dukic
  Hani Nydal
  Lena Jannestad
 Håkel Lundtjerner
  Martine Sævi
  Line Yndie

Links

1 link [See All](#)

Denne kvinde kom 6 år i fængsel pga. denne status
1:01pm Feb 7

[Create a Page](#)
[Report Page](#)
[Share](#)

07-02-2011 17:49



35,369 People Like This

 Vicki Nordmark
  Carina Rosenkilde Andersen
  Jacob Jørgensen

 Jennifer Luthi
  Christine Hansen
  Sandra Jeppesen

Links

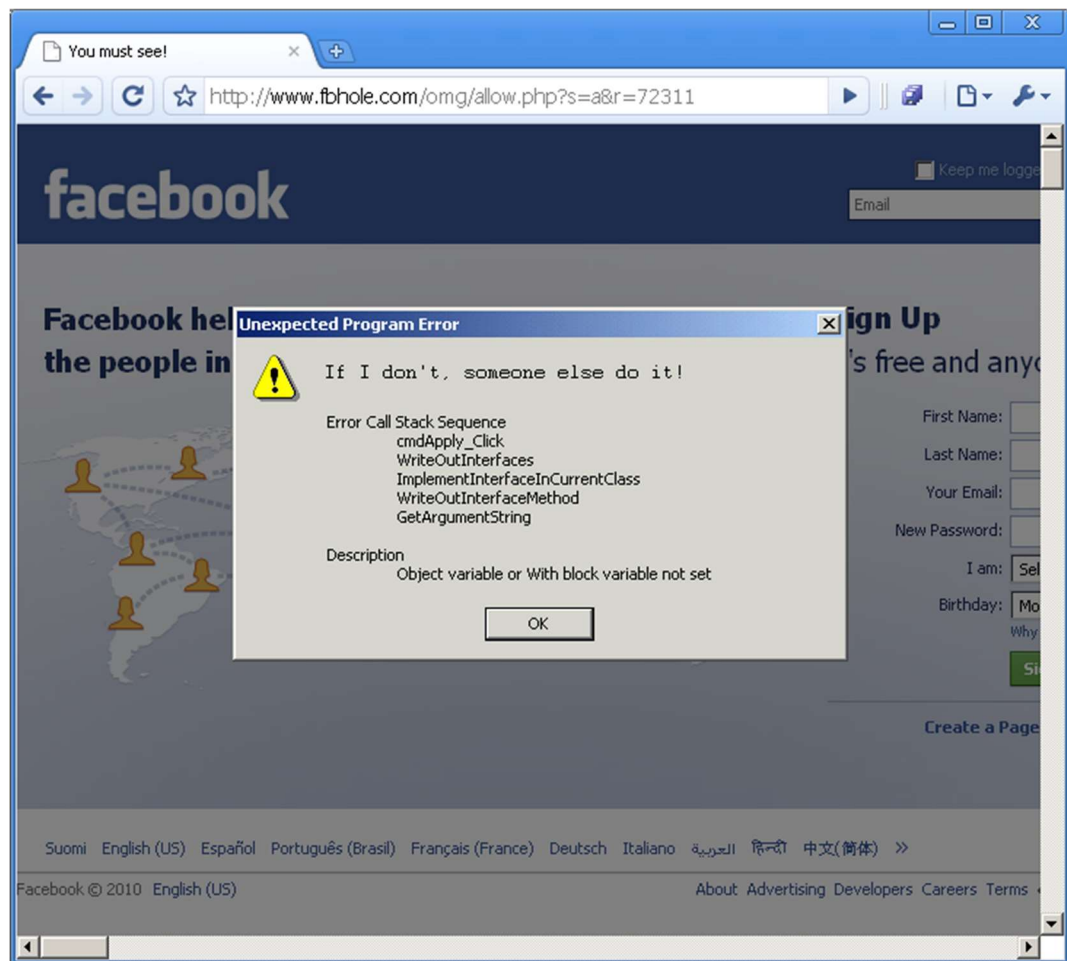
1 link [See All](#)

Denne kvinde kom 6 år i fængsel pga. denne status
1:01pm Feb 7

[Create a Page](#)
[Report Page](#)
[Share](#)

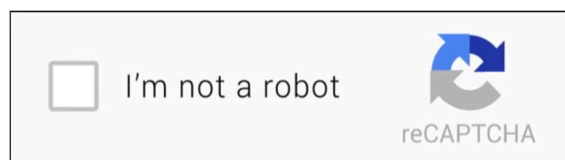
07-02-2011 18:00

xxiv



XXV

This is quite normal. It is a feature that ensures that it is a human and not an automatic script (also called a robot) that tries to access the requested site.



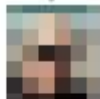


ClickHole @ClickHole · 18h

Fighting Back: Facebook Is Mailing Air Horns To All Of Its Users To Blow Whenever They See Fake News clckhl.co/wm5bUB1



28 751 1.3K ...



A
@A



Follow

@ClickHole So who decides if news is fake?
Suckinberg? No thanks. If I cant tell if something
is fake or not its my fault for being an idiot

RETWEETS

15

LIKES

14



8:09 PM - 28 Nov 2016

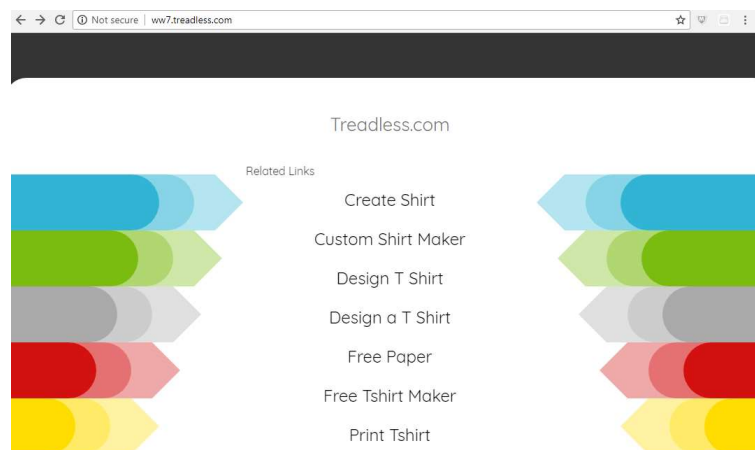
8 15 14 ...

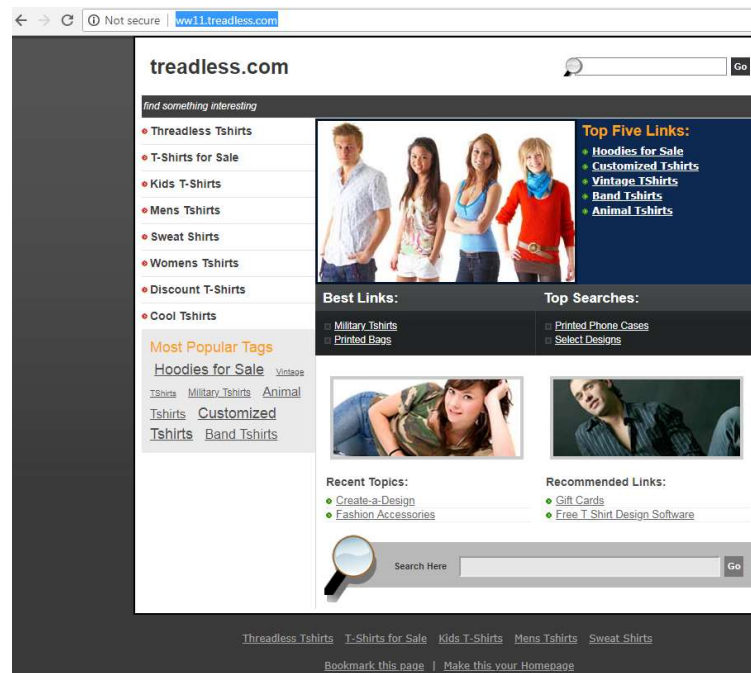
xxvii

The message says: "KIMs Facebook [page] is temporarily closed due to restructuring. We appologise"



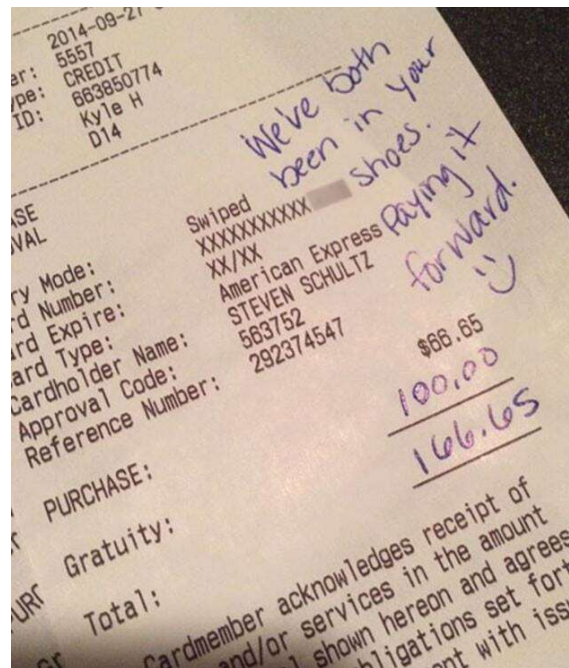
xxviii





This page sells traffic. Whenever a user clicks on a link and is directed to another page, the owner of the domain gets a small amount of money for having generated traffic to the site. Further this page sells itself... like Facebook pages before it was forbidden to change a name of the page, it gathered a lot of subscribers, and then was sold. Then someone else overtook the likers and put in his or her own content. www.11.treadless directly offers you to buy the domain, while writing: “you can benefit from the already active traffic and turn it into your own profit”. This could be useful if you own a printing company, or if you want to make money from advertising.

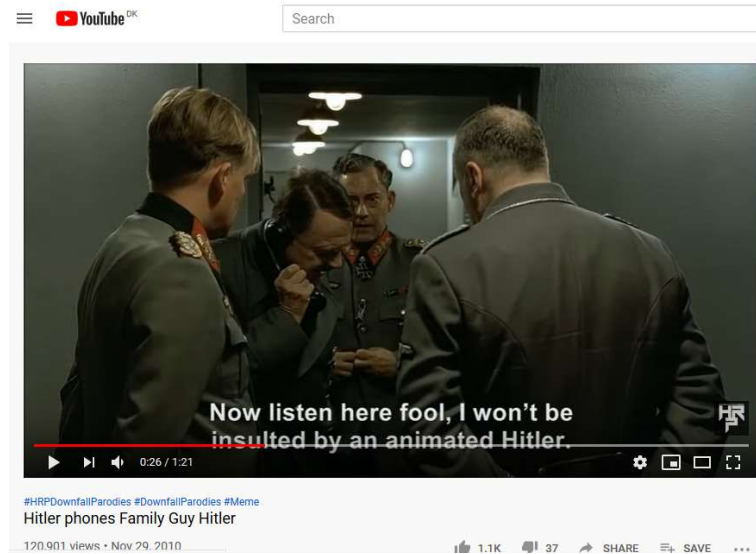
XXX



xxx

References like Harlem Shake, Goat Edition, Frog sitting on a bench, and remakes of Gangnam style are such examples. They have a short-lived but intense timespans in which they are heavily referenced. Hitler Rants Parodies is one of the few references that has been actively kept alive for a longer period of time, starting in 2006 and as of 2021 is still actively referenced.

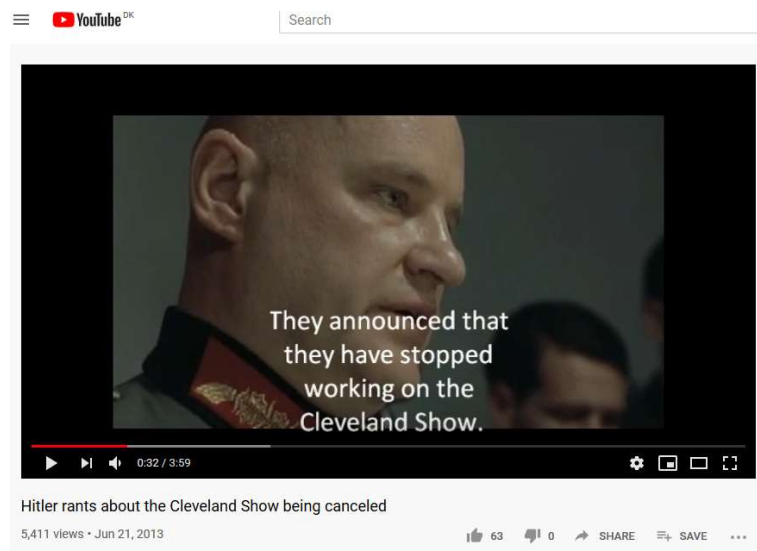
xxxii



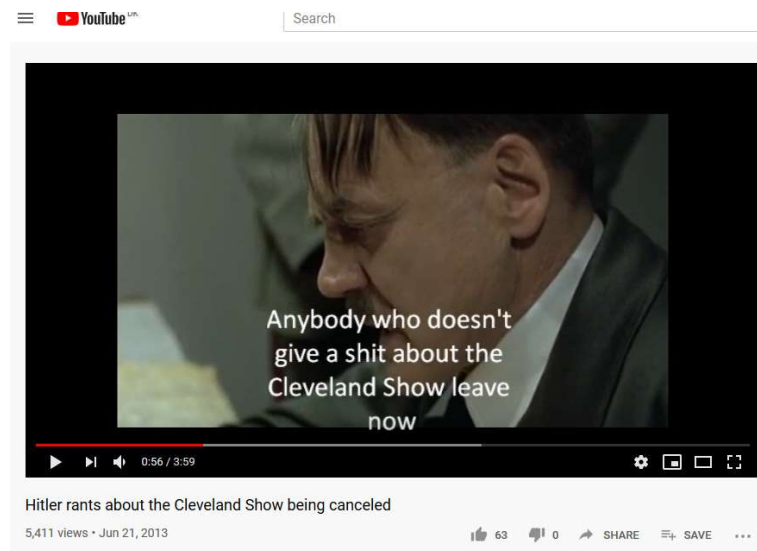
xxxiii

Jews, as well as gay people, have been featured in many episodes of both TV shows in stereotypical ways. For instance, one of the main characters in Family Guy, the baby Stewie, plays homosexual without being labeled so too explicitly. Stewie is well-spoken, with an elaborate vocabulary, an upper-class British accent, and an ambiguous sexual orientation. Continuous jokes during the series involves Stewie and homosexuality. Mort, another character in Family Guy, is portrayed with stereotypically Jewish characteristics, such as his whiny neuroticism, his chronic hypochondria, his wimpy attitude, and his general gawkiness. Mort has terrible social skills, frequently discussing his various maladies and childhood bullying in otherwise polite conversation. The themes of gays and Jews, are recurrent these but come out heavily in the episode “Family Gay.”

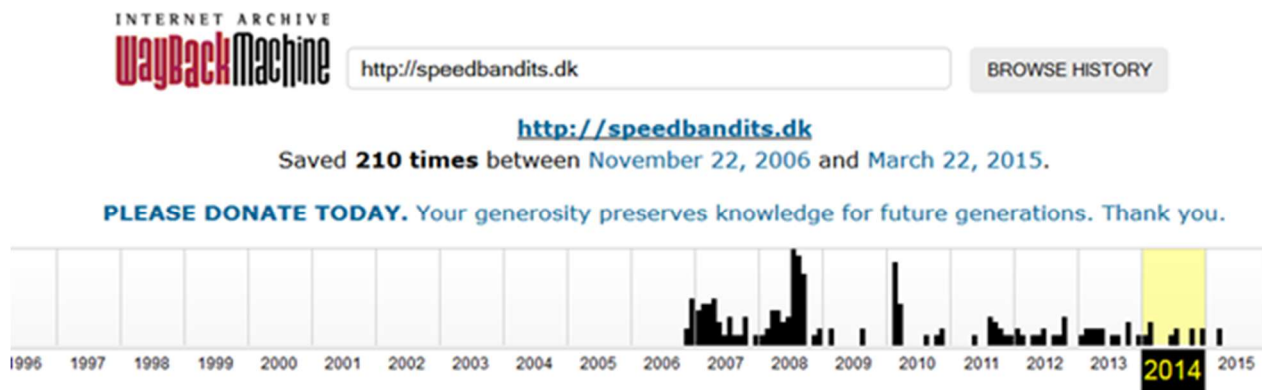
xxxiv



xxxv



Tools that allow for some form of tracing reveal that both sites have existed for 9 years with continuous updates. The Wayback Machine regularly detect changes and updates while storing screenshots. When finding an archived screenshot, the inks do not work, the digital infrastructure in the page is lost, yet we have access to whether pages have activity, and momentary glimpses into what it looks like at a specific time. There are tools for accessing more information about the owner of the domain as well. Yet most visitors do not know this, or, if they do, they do not spend time on looking up sites.



www.speedbandits.dk

Speedbandits
Speedbandits – kampagne for trafikssikkerheden

Home

Trafik Uncategorized

Speedbandits

Posted on September 5, 2011 by admin and has no comments yet.

Speedbandits var en kampagne fra 2006, som Rådet for Større Færdselsikkerhed satte i værk for at få unge bilister til at sænke farten. Kampagnen bestod udelukkende af et videoklip, som ligger på blandt andet, Youtube. Fænomenet kaldes viral marketing.

Filmen er fremstillet som et nyhedsindslag på en ikke-eksisterende tv-station og viser danskernes påståede nye, som skulle forbedre trafikssikkerheden: Topløse piger står i vejkanterne og holder skulder med fartsgrensen.

Du kan se klipet her.



Tjek også Rådet for Sikker Trafiks hjemmeside.

Key Account Development kursus

Posted on July 16, 2013 by admin and has no comments yet.

Arbejder du med salg i virksomheden? Så burde du overveje at deltage i et kompetenceudvikende **Key Account Development kursus**, hvor du lærer at lægge kundeplaner, foretage kundeanalyser og meget mere. Kurset styrker din relation til kunder, men det er også med til at øge din personlige værdi i virksomheden, hvilket kan være en fordel, når der er fyringsrunder eller ved lønforhandlinger.

Arbejder du inden for salg og service bør du desuden overveje et kursus i **salgspsykologi**, hvor du lærer at aflæse kunden og anvende denne viden i din kontakt med kunder, og dermed differentiere dine metoder og fremtøning overfor de forskellige kunder du møder i dit job.

Du kan desuden også deltage i et af de mange **salgskurser**, og få nye input og nye værktøjer, som du kan bruge i dit arbejde inden for salg. Du kan blandt andet deltage i kurser hvor du forbedrer dine egenskaber for salg pr. tlf., og dermed blive bedre til både at skabe nye kunder og pleje de eksisterende kunder ved at komme bedre igennem med dit budskab, samt fastholde kundens interesse. At blive en bedre sælger er både til glæde for din virksomhed, og for dig selv.

Ryg i bilen med e-cigaretter

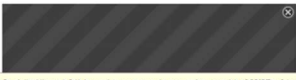
Posted on October 2, 2012 by admin and has no comments yet.

Ryning i biler har i mange år været noget man så ned på. Bilen var umulig at sælge efterfølgende, man ødelagde helbredet hos dem man kørte sammen med, familie såvel som lejlighedsvis medpassagerer. Og så var det også både besværligt og farligt. At skulle tænde cigaretten samtidig med at man både orienterede sig og holdt bilen lige på vejen var ikke nemt, og specielt ikke hvis cigarettaenderen blev brugt til strøm til gps'en. Og når man så skulle aske og sørge for at det ikke kom ud over det hele – og helst ikke på kroppen. Mere end én bilist er kørt galt fordi han eller hun har tabt en røgledende cigaret ned i skædet.

Men nu kan du altså ryge i bilen igen, uden risiko, og uden alle ulemperne. Det skyldes opfindelsen af en e-cigaret som er en opfindelse hvor du 'ryger kunstigt' med vanddamp i stedet for tobak. E-cigaretten skal ikke tændes og har ikke nogen glød, så hvis du tager den eller skal lige den fra dig er der ingen fare for det. E-cigaretten er heller ikke askende, så du tager ikke noget nogen steder, og du sætter ikke mærker i bilen når du bruger den. Og sidst, men slet ikke mindst, indeholder e-cigaretten ingen giftige stoffer. Det betyder altså at du kan ryge mens der er andre passagerer i bilen, men uden at de kan mærke det eller bliver generet af det. Udåndingsdampen forsvinder på 1-2 sekunder, og efterlader ingen spor efter sig. Det betyder også at du nemt kan sælge bilen igen bagefter – man vil slet ikke kunne mærke at der er blevet røget e-cigaretter i den.

E-cigaretter fås både med og uden nikotin, og kan både købes i fysiske butikker og over internettet. Du kan finde mere information om e-cigaretter her.

En sidste opfordring er selvfølgelig at du sørger for kun at ryge i bilen når du kan overskue det. Er du meget træt eller skal bruge begge hænder, f.eks. i vådt eller uvejsomt færd så læg e-cigaretten fra dig og ryg først på den når du igen kan have en hånd fri til det.

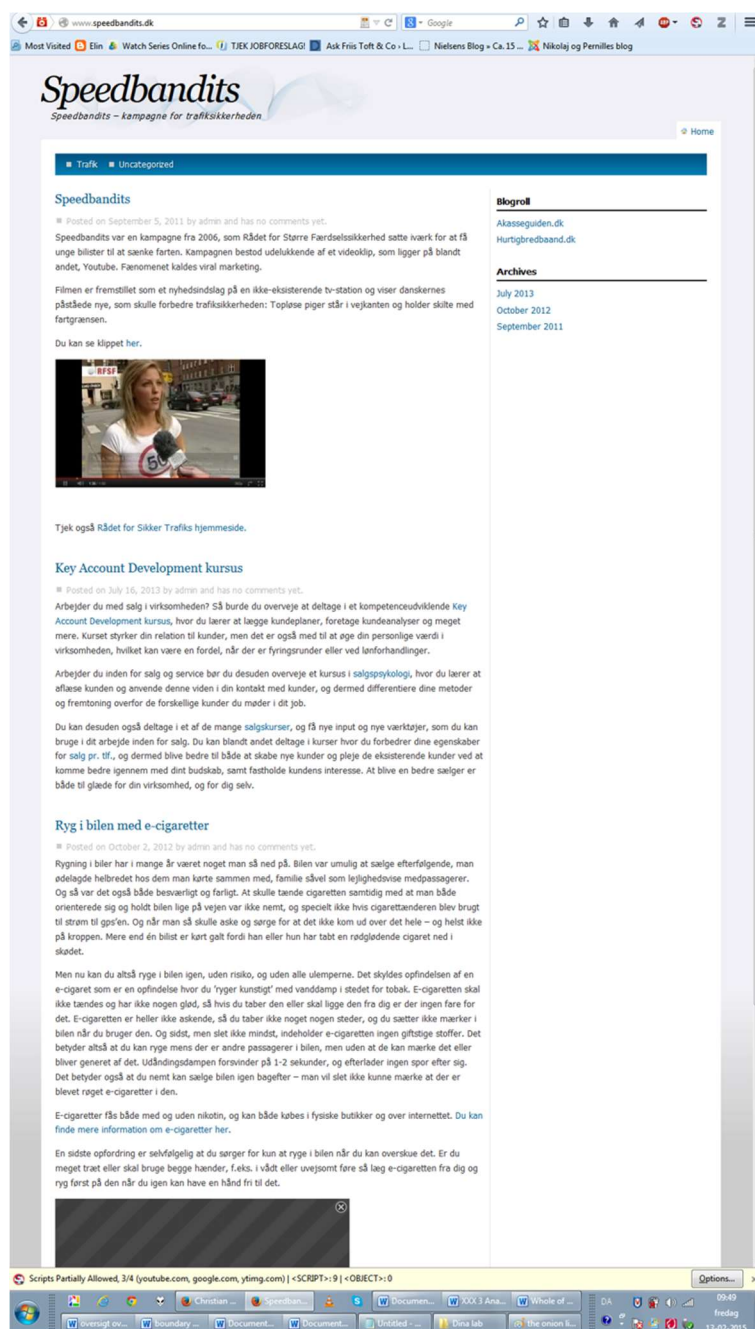


Scripts Partially Allowed, 3/4 (youtube.com, google.com, yimg.com) | <SCRIPT>:9 | <OBJECT>:0

Options...

09:40
fredag
13-02-2015

Speedbandits after domain takeover:



xxxviii

Speedbandit.dk a domain that is similar to Speedbandits and meant to catch those who misspell the URL. The screenshots were from April 18 2012.

[Home](#) [Hjemmeavede billige kostumer](#) [Speedbandit](#) [Blog](#)

Search: type, hit enter

Du kan læse om fartkampagnen Speedbandit her

Bådtilbehør er nemt med god service

Posted by admin on 13/01/2011

Der er ingen tvivl om at **bådtilbehør** ikke er det store problem for mange at finde, hvis de i forvejen kender en god hjemmeside.

Men hvad hvis man ikke gør – Bådtilbehør?

Jo, så er det her at du specielt skal læse med, for jeg har efterhånden købt så mange forskellige ting online, og jeg ved derfor også, hvor du kan bestille bådtilbehør.

For der er flere ting som man skal tage hensyn til, og nogen steder har de en langt bedre service end andre.

Hvis du derfor mangler viden om **bådtilbehør**, så skal dem som sælger det have forstand på det, så de kan hjælpe dig videre.

Husk nu bare det! 😊

Båd båd, bådtilbehør, tilbehør

— Jeg vil gerne give et link til charterrejser [Hvilke skadeservice firma? →](#)

Comments are closed.

RSS Feed

Søg

Search: type, hit enter SEARCH

Nyeste indlæg

- Telefonnumre og ip telefoni
- Oplever du også at have depressioner
- Fordele ved bredbånd og mobilbredbånd
- Romer KidFix er en sikker autostol til børn!
- Der er forskellige rundrejser i Australien
- Er du vild med iPhone, så kender jeg et godt firma til dig.
- Jeg fandt en blog om Egebæk Byg

Kommentar

- frspr on Speedbandit

Vores kategorier

- Andre kategorier
- Årstider
- Båd
- BI
- Diverse
- Egebæk Byg
- Erfuerv
- Ferie
- Hus
- Internet
- IT
- Kostumer
- Overnatning
- Rejser
- Service
- Sikkerhed
- TV

Gode steder

- Billig iPhone 5
- FDM autohjælp
- Google optimering
- Søgeoptimering
- Videoproduktion – Få lavet en firmavideo

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↑ Top

[Go to comments](#) [Leave a comment \(1\)](#)

Der blev også lagt en video på internettet, hvor det er et fiktivt nyhedsindslag. = Viral marketing.

Se videoen her:



Det gav bl.a. også omtale i Top Gear som du kan se her:



Derudover anbefaler vi selvfølgelig at kigge forbi Rådet for Sikker Trafik, hvor deres kampagner pt. er en del mere alvorlige. – Du har sikkert set cyklisten som bliver kørt ned af lastbilen?

 Leave a comment ?

1 Comments.



friser 06/11/2011 at 14:15

Lol lidt for sjov reklame. Flere af dem tak lol 😄😄

Reply

Leave a Comment

	NAME
	EMAIL
	Website URL



NOTE - You can use these HTML tags and attributes:

```
<a href="" title=""> <abbr title=""> <acronym title=""> <b> <blockquote
cite=""> <cite> <code> <del datetime=""> <em> <i> <q cite=""> <strike>
<strong>
```



Søq

Search: type, hit enter SEARCH

Nyeste indlæg

- ☐ Telefonnumre og ip telefoni
- ☐ Oplever du også at have depressioner
- ☐ Fordele ved bredbånd og mobilbt bredbånd
- ☐ Römer KidFx er en sikker autostol til børn!
- ☐ Der er forskellige rundrejser i Australien
- ☐ Er du vid med iPhone, så kender jeg et godt firma til dig.
- ☐ Jeg fandt en blog om Egebæk Byg

Kommentar

- friskør on Speedbandit

Vores kategorier

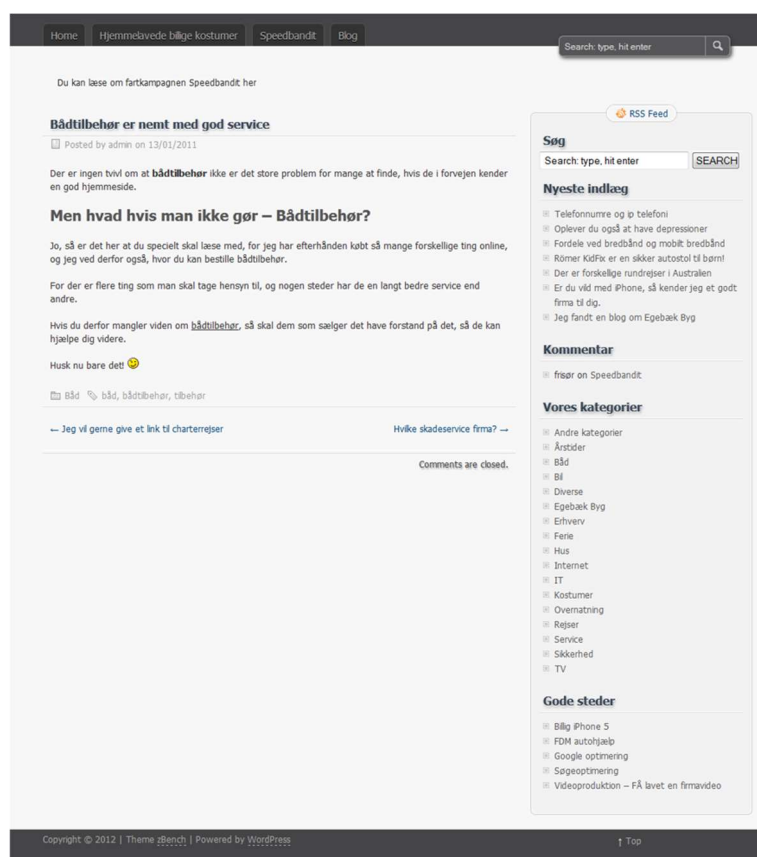
- ☐ Andre kategorier
- ☐ Årstider
- ☐ Båd
- ☐ Bil
- ☐ Diverse
- ☐ Egebaek Byg
- ☐ Erhverv
- ☐ Ferie
- ☐ Hus
- ☐ Internet
- ☐ IT
- ☐ Kostumer
- ☐ Overnatning
- ☐ Rejser
- ☐ Service
- ☐ Sikkerhed
- ☐ TV

Gode steder

- Billig iPhone 5
- FDM autohjælp
- Google optimering
- Søgeoptimering
- Videoproduktion – få lavet en firmavideo

Tools that allow for some form of tracing reveal that both sites have existed for 9 years with continuous updates. The Wayback Machine regularly detects changes and updates while storing screenshots. When finding an archived screenshot, the links may not work, the digital infrastructure in the page is lost, yet we have access to whether pages have activity, and momentary glimpses into what it looks like at a specific time.

There are tools for accessing more information about the owner of the domain. Yet most visitors do not know this, or, if they do, they do not spend time on looking up sites. There are several pages featuring web interfaces, but the protocol used is the same. As of April 2015, a WHOIS query revealed that speedbandits.dk is registered and paid for, until 2015-09-30, while speedbandit.dk is now listed as available.



The screenshot shows the campaign as it is presented to the seeders. It was taken a week after the campaign ended. There is a short time span in which seeders will receive funds per view for posting. After this it expires. It can still be posted, but it is no longer as interesting for seeders who publisher to make money from it.

	By: 212 Sexy				
	Danish Holiday Baby - Sweet Danish mom uses youtube.com to find August's father By: ...	10th Sep 2009	Expired	(Expired) (Expired) (Expired) (Expired) (Expired) (Expired) (Expired) (Expired)	Posted, No more funds
	Pièces - Allégorie de la récupération d'énergie au freinage : Technologie efficace avancée d'Audi. Les pièces ralentissent mais garantissent de plus belle, comme la font les	15th Sep 2009	Expired	(Expired)	No more funds

xlii

Timeline from Overskrift.dk.

Thursday September 10th, 2009

23:04 I (Stephan Bøgh-Andersen the creator of the timeline provided) discover the video and tweets: "A kind of net dating - on the wrong side of date" [followed by a link to the video]

The video is sent via GoViral, who has specialized in launching viral campaigns

I too post the video on Facebook under the headline "for real?"

Friday September 11th, 2009

Twitter. The first uses of #karen29 headline-markings starts appearing in Twitter posts.

22:32: Lively: [discussions on Baby.dk](#)

22:28 EB.dk: [Seeks her child's father](#)

Saturday September 12th, 2009

On the frontpage of the paper version of E.B

11:48 Jp.dk: "where is my sons father?"

12:53 Blog. Inspirationsministeriet: [New viral turns Denmark upside down](#)

13:21 Facebook: [Henrik Føhns](#) discussions regarding the video.

13:40 Blog, Mindjumpers: [Danish mother seeking \(The Father's Story\)](#) makes ironic [video-reply](#) as "the father" of the baby

14:02: Twitter [@MortenSax](#) reveals that it is for VisitDenmark

14:59 Blog Nodes: [Karen / KarenDK26 – Who is behind the YouTube movie](#)

15:49 Virkeligheden.dk: [Why "Danish mother seeking" by KarenDK26 is fiction!](#)

17: jp.dk: [young woman seeks father of child" a media stunt?](#)

17:22 Sydsvenskan.se: [Completely wrong to use social media](#), featuring interview with Jonas Klit from [Mindjumpers](#)

21:52 EB.dk: [Deep felt search – or just a stunt?](#)

Sunday September 13th, 2009

10:07 JP.dk: [Revealed: youtube-mother is actress](#)

10:25 Virkeligheden.dk: [6 reasons why "Danish mother seeking" by "KarenDK26" went viral!](#)

10:35 Blog. Podii.dk: [Danish Mother Seeking Karen26](#) Featuring another "video reply"

11:05 Blog, Nodes: [Karen26 / KarenDK26 now revealed](#) – Featuring a picture of Ditte Arnth and a link to [her actor- profile and /CV](#)

11:25 Twitter [4nd3rs](#): Madness threatens – Who's first on meta-analysis of the analysis of [#Karen26?](#)

11:46 Hovedetpaabloggen: [is it acceptable to use sincerity as a short cut to attention?](#)

13:00 Aftonbladet.se: [the movie is a bluff](#)

14:31 Blog, Emme: [Danish mother seeks father – Danish \(new\) media calls for ethics](#). Dorte Toft retweets: [Is that supposed to be unethical?](#)

17:42: Pol.dk: [Dane tricked the whole world with fake son](#)

19:00 Tv2 breaks the story that it is [VisitDenmark](#) who is behind the viral campaign video as the top story of the evening, featuring Peter Helstrup from the advertising company Grey and Dorte Kiilerich

TV2 Larger debate on the internet: [Is a lie the way forward for VisitDenmark?](#)

19:04 JP.dk: [Tax money behind scam on YouTube](#)

19:07 Berlingske: [She scammed the whole world](#)

19:16 EB.dk: [Tax money behind scam on YouTube](#)

19:22 Pol.dk: [WRITE what you think of VisitDenmarks YouTube-ad?](#)

Blog. AdLand. (Sweedish blog in English): [“Karen” the Danish mother seeking is actually Ditte Arnth](#)

19:42 [Wikipedia page on VisitDenmark](#) gets updated for the first time in 9 month. An [English page for VisitDenmark is made](#) on Wikipedia as well.

22:30 DR2 TV. [Dorte Kiilerich in debate](#) with Poul Madsen from Ekstra Bladet

22:51: Pol.dk: [Researcher calls scam video tasteless](#)

Monday September 14th, 2009

01:44 Blog, Patrick Damsted: [VisitDenmark Brings Denmark into a Grey zone](#)

08:28 Blog, Emme: [“But we are not wearing any clothes!” \(or: 10 things about the viral campaign from VisitDenmark\)](#)

09:09 Berlingske.dk: [Furious over scam-ad](#) and [This is what the world writes about the scam-video](#)

10:15 Mashable (British ‘social media’ blog): [Danish Woman’s One Night Stand Video Is a Government Hoax](#)

10:28 Pol.dk: [Scam video on YouTube divides the politicians](#)

10:29 DR.dk [Angry over ad featuring lonely mother](#)

10:41: The Garden of Epicurus: [The lies of visitdenmark.dk](#)

11:01 Medieblogger: [Does VisitDenmark’s flop mean that that finally we can get rid of viral movies?](#)

VisitDenmark on their own homepage: [Over one million have watched viral movie on YouTube](#)

VisitDenmark removes the video from YouTube: [VisitDenmark apologies movie on YouTube](#)

Berlingske: Minister of business [Lene Espersen](#): [It is a good thing that the Scam movie is removed](#)

Australian news: [Danish woman’s one-night stand ‘a hoax’ gets reddit’et](#) with a huge amount of user, comments (via [@mygdal](#))

13:09 PoetsAndPlumbers: [What do you think of VisitDenmark, “Danish Mother Seeking”?](#)

13:56 JP.dk [Darth Vader, I am your father](#)

14:26 Børsen: [VisitDenmark lost faith: Video removed from Youtube mistede modet: video fjernet fra YouTube](#) via [BureauBiz](#), Finn Graversen

Another Danish Mother Seeking parody: Brooklyn Father Seeking [via Podii](#)

The Denver Egotist: [Danes are lame](#)

16:05 Blog. Trine-Maria Kristensen: [5 reasons why VisitDenmark and Grey’s campaign did not work!](#)

17:17 Avisen.dk: [VisitDenmark-reklame kan ryge i retten](#)

Blog. Wemind: [Problemet med Karen26](#)

21:27: Blog. Social Marketing “rebel” Henriette Weber: [A story in failing on social media: VisitDenmark and “Karen26”](#)

21:29 Blog: Jonas Smith: [Free sex and new media](#)

21:32 Podcast. Kommunikation cast, [Peter Andreas regarding the viral Campaign](#)

Information.dk: [Was Karen and August terrible or genius marketing?](#)

Tuesday September 15th, 2009

07.45 Go’ morgen Danmark featuring. Katrine [Emme Thielke \(@Emme\)](#) on [VisitDenmarks viral video](#) interview by [Anders Breinholt](#) (announced by [@tv2dk](#))

09:51 MetroXpress: [Older people do not understand ‘Karen’](#)

Markedsføring: [VisitDenmark](#) past the chance
17:33 Journalisten.dk: [Awesom equality in Denmark](#)
21:25 Blog. Marketear: [#Karen26 – the birth or breakdown?](#)
21:59 Blog. Blogsbjerg: [Dishonest ad! How rude!](#)
Adland: [Not quite done with #Karen26 – this is what you did wrong Grey and GoViral](#)
New York Times: [Danish Video Stirs Outrage](#)
Huffington Post: [Denmark; Tourism Ad Pulled Over Promiscuity Charges](#)
Wednesday September 16th, 2009
Kommunikationsforum, Asger Liebst: [What your mother did not tell you about unsafe viral videos](#)
BBC: [Denmark pulls ‘promiscuous’ video](#)
13.10 Blog. Social Hallucinations by Karim Stoumann: [Why “Danish Mother Seeking” campaign failed](#)
16.24 Blog. Stance: [Karen26: cheap Danish girls is unethical marketing](#)
TV. Fox News in USA picks up the case: [Desperately Seeking Daddy](#) (via [@marks](#))
Torsdag d. 17 september 2009
YouTube. Karen25 subjected to Der Untergang meme with Hitler:
Fredag d. 18. september 2009
21:00 TV. [Ditte Arnth, who plays Karen](#), interviewed by Anders Lund Madsen in “Det Nye Talkshow”

xlili

Video by the Australian actress featured in the ad The Man in the Jacket

Hey again you guys. It's me again.

Well, I guess you all know why I am posting this video – I am coming clean [pause]

Yes, I am an actress. Yes, I was employed by WITCHERYMAN, and yes, I even managed to get my face on national TV. [Smiling]

So why did I do it? [pause]

Because to be honest, I am a hopeless romantic! [pause]

And, like a lot of you guys, I LOVE a good love story. [pause]

The media are calling in a modern-day Cinderella story and you know what? They are right, that is exactly what we are trying to do [smiling] [pause]

Well while we are on the truth, let me give you guys the whole deal: [pause]

This isn't my house – we rented it. [pause]

These aren't my clothes; I was dressed by a stylist. [pause]

This IS a WITCHERYMAN jacked though. [pause]

It's a size 42 and it will be prized from around 369,95 [pause]

*I DID make my own website, with crashed because so many of you wanted to see it.
[pause]*

– crazy [pause]

So, to everyone who came along for the ride, Thank you! Your emails messages and support has been amazing. [pause]

Ohh and by the way. My real name is Lilly.

[Sends a kiss]

xliv

Video from VisitLyngby

[Man, voice over]

We all know the story of Karen. A young strong Danish woman who seeks the father of her child. [pause]

I LOVE LYNGBY thinks that Karen searches for much more than that. [pause]

[Woman, appearing on the screen]

Hello Karen, we were thrilled to watch your video [pause]

You say you are looking the Augusts father, but what you are really searching for Karen, is a place to live. [pause]

For you are a strong woman who does not even need a man [pause]

We would like to welcome you in Lyngby [Woman looks up and smiles at the camera. pause]

If you want to know more about Lyngby just visit our website ILOVELYNGBY.com

[Woman pointing to her left to indicate where the link is, next to the video. The video continues with stuff that newcomer gets for free, and more advertising on events and opportunities for people living in Lyngby]

Dorthe Kiilerich and Poul Madsen are asked to kick off the debate by shortly stating “why this is or is not a successful campaign.”

Dorthe Kiilerich: This is an effective form of global marketing. And the purpose was to increase awareness of Denmark as a travel destination globally [pause]

No other Danish company has managed to brand their product so effectively globally and fast before.

Poul Madsen: There is nothing to be proud of. My mother taught me not to lie. And I think the most absurd thing in this, is that VisitDenmark is trying to sell Denmark on a lie around the world.

Dorthe Kiilerich: The story we tell, we tell on a modern media. A media that is different from your media -the serious news press. It is a media used to be in dialogue with the world outside. This media has brought both true and false stories many many times before.

*Poul Madsen: But you use **my** media! A media known to be trusted. A media that readers should be able to trust!!![pause]*

You portray Denmark as a place where people can come, make babies, and leave without knowing about them.

Dorthe Kiilerich: The people who enter YouTube know what kind of media they are dealing with. They are used to operate in this media, that is quite different from a traditional newspaper.

*Poul Madsen: you **want** us to believe the story.*

Dorthe Kiilerich: No, we want to tell a story. YOU re-tell is as a true story.

Poul Madsen: And the story is: Denmark is a country with blond girls. Come and visit, it is quite easy to have sex with Danish girls?

*Dorthe Kiilerich: That is **your** perspective on women. The purpose is different [...]*

Karen is a modern grown-up woman, who took her own decisions in life. What she says with dignity is: I don't need anyone's help, but if possible, I would like to get in touch with my child's father. [pause]

I live in a society, luckily coincidently, where there is space and tolerance.

Reporter to Poul Madsen: Isn't the problem that you believed it. You did not catch the story?

Poul Madsen: No, I believed it to be true!

Reporter to Poul Madsen: Then should you not have researched better?

Poul Madsen: NO [...Changes subject to...]

Reporter interrupts: Is it not you who contribute to legitimize the story. When it was on YouTube people believed it to be a story?

*Poul Madsen: Why did **you** [pointing At Dorthe Kiilerich] not react when almost all Danish media brought the story? You didn't because it is as a cynical speculation*

*Reporter interrupts and asks Dorthe Kiilerich: Why **did** you not react yesterday when it was all over the news?*

Dorthe Kiilerich: Naturally not, because, for us, it is a matter of allowing as many as possible to have an opportunity to discuss this story on YouTube. The moment people know who is behind it, it's a different kind of commercial approach. [pause]

The longer the story can live as a true/false on YouTube the better. [pause]

The rest of the world still talks about the global story. It is the media in Denmark with a true vs false perspective. a news perspective interprets the story.

[The interview stops shortly after this comment.]

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