



The screenshot shows a dark-themed status page for 'giicod'. At the top left is the 'giicod' logo with a blue gear icon. At the top right is the word 'status'. Below the logo are three smaller icons: a yellow gear, a blue gear with 'giicod Student Groups - Academic Groups Size: 22 members', and a white box with 'Obligatoriska Blogg'. The main content is organized into three columns. The first column lists names: Stinne, peter ottonius, Anna!, Anna Åhrén (foto), and Susanne Lindahl. The second column lists names: Sophie Yard, Anna Elva Åhrén, Jennifer Nystedt, Susanne Lindahl, Anna C Lindqvist, Claudia Guerrero, Daniel Andersson, Marcus Väisänen, Emelie Lindgren, Peter Ottonius, Karen Duelund Mortensen, Bedros Yevno, Stinne Gerdel, and Ellinor Kidd (inget foto). The third column lists URLs: www.lucidpassion.blogspot.com (Anna Elva Åhren, FBmail30/9), www.kommunikationen.blogg.se (Susanne Lindahl, FBmail 12+28/9), and blogg.elicious.blogspot.com (Emelie Lindgren, FBmail 11/9).



The screenshot shows a dark-themed blog post for 'giicod'. At the top left is the 'giicod' logo with a blue gear icon. At the top right is the word 'anno 2003'. The main content is a blog post dated 'November 26, 2003' with the title 'Viral video clip featuring iPod's dirty secret gets seen by 100.000 people in just 48 hours'. The text discusses a viral video clip and its impact. It mentions that in today's world, a single unhappy customer can make enough noise to get heard worldwide. It asks if a big international company can make enough noise to get heard worldwide. It then states that the answer is probably yes, at least if he knows how to use the internet and weblogs. It provides the current example for this little case study: iPodsDirtySecret.com. It also mentions that Dan Gilmor was one of the first bloggers to write about it. When he did, less than 2000 people had seen the site. After that, the URL was spread quickly through the blogosphere - with a little help from the usual suspects, like Blogdex, Technorati, Popdex or Metafilter. It then states that less than 12 hours later, the site already had more than 15,000 hits - at a rate of 71 hits per minute. The rate rose to more than 2 hits per second during Monday night. The 100,000 mark was passed on Tuesday at around 5 PM CET - an estimated 48 hours after the site went live. It then states that now, again about 24 hours later, the counter stands at 175,105, while the video clip is no longer available. On average, the message was communicated worldwide around the clock to one person every second for nearly three days. It ends with the question: 'That's quite a reach for that single unhappy customer, isn't it?'. At the bottom is the URL: www.site-9.com/blog/archives/2003/11/viral_video_clip_featurin.html.