

# Horse Racing & Social Media

Holly Kruse

The University of Tulsa

[holly-kruse@utulsa.edu](mailto:holly-kruse@utulsa.edu)

36th Annual Symposium on Racing & Gaming

December 10, 2009

# Social Media are SOCIAL

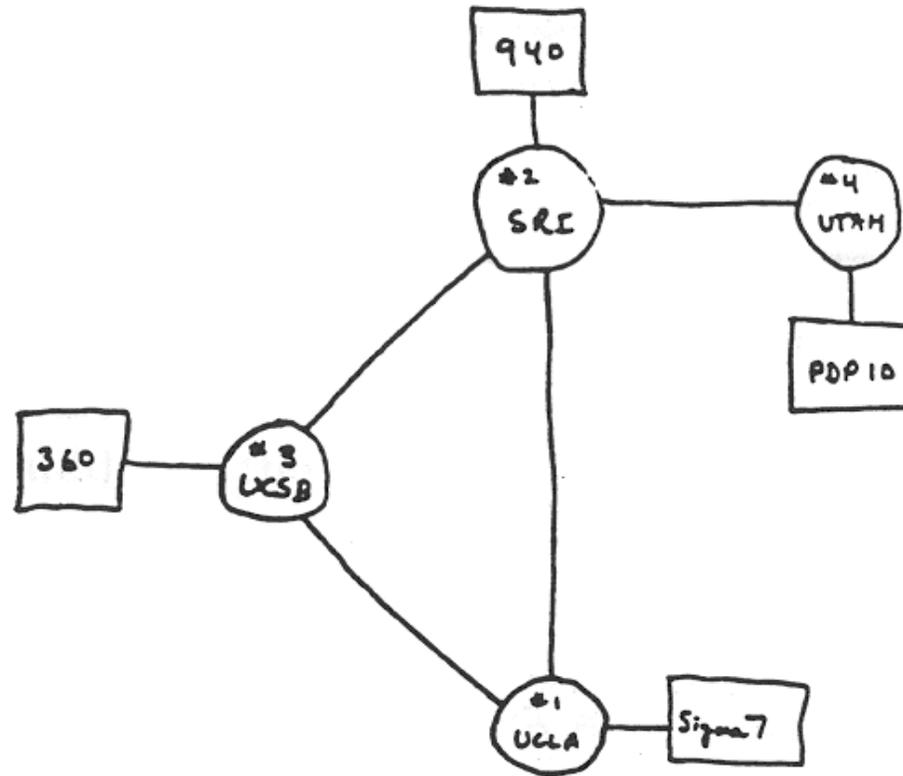


# What Are Social Media?

danah boyd: “social media” is a term that refers to the set of tools, services, and applications that allow people to interact with others using network technologies.

# Origins of Social Media on the Internet

- ARPANET + email
- Email lists
- Usenet
- BBS
- Chat & chat rooms
- World Wide Web
- Web boards
- “Web 2.0”
  - Blogs
  - File Sharing
  - Wikis
  - Social Network Sites & “Microblogging”
- Mobile Media

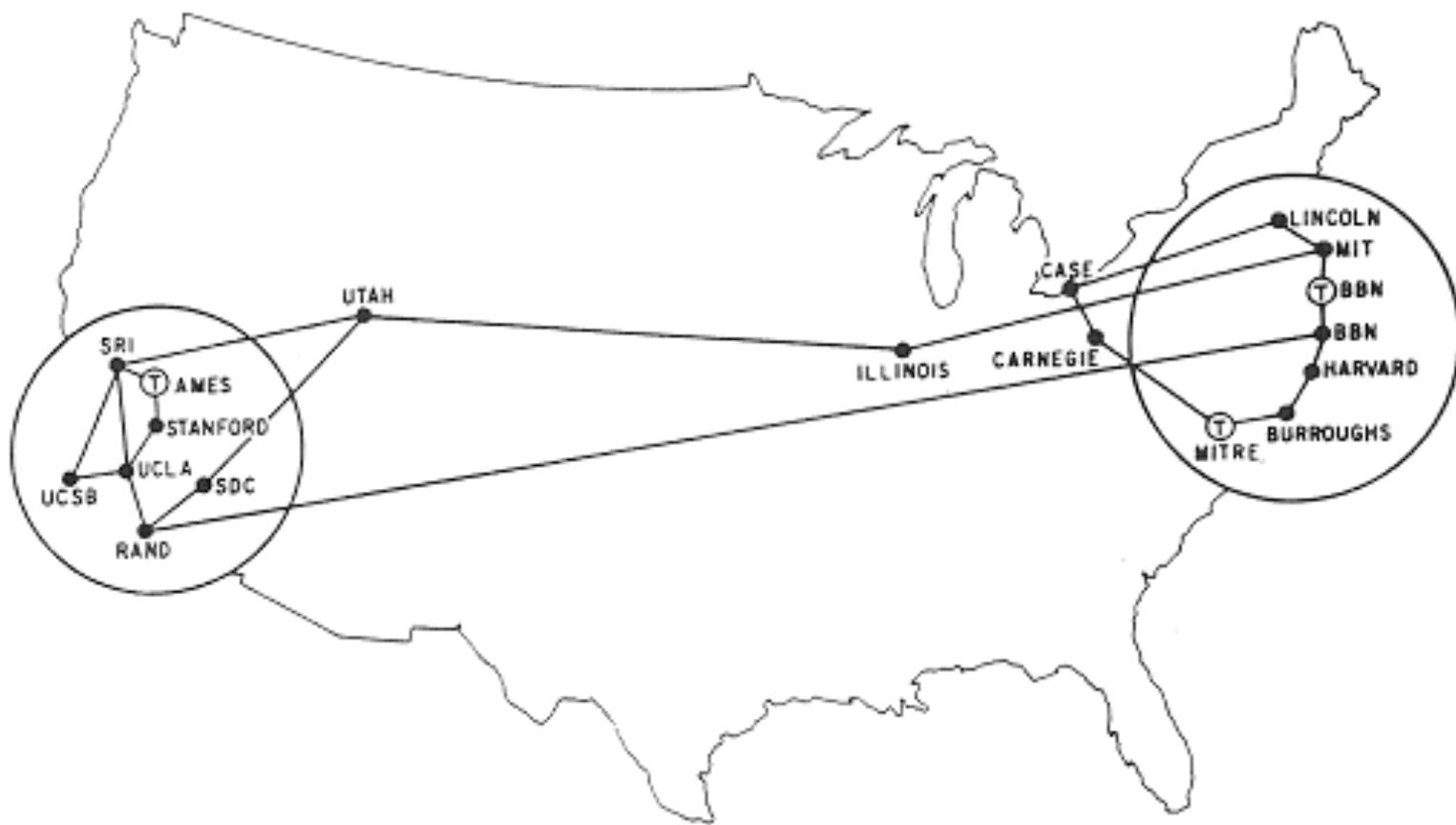


## THE ARPA NETWORK

DEC 1969

4 NODES

FIGURE 6.2 Drawing of 4 Node Network  
(Courtesy of Alex McKenzie)



MAP 4 September 1971

BBN-TENEX 1.34.17, BBN-SYSTEM-E EXEC 1.54.45

WLOG FRITS 260860

JOB 28 ON TTY123 24-MAR-77 21:31

PREVIOUS LOGIN: 23-MAR-77 19:16

(YOU HAVE NEW MAIL)

READMAIL 2E(15)

TYPE ? FOR HELP

+

DATE: 24 MAR 1977 0935-EST

FROM: MCDUILLAN

TO: FRITS

FRITS-

THE DINNER DATE IS FINE.

I HAVE WRITTEN THE LETTER TO BERKELEY; I'LL WRITE A  
SIMILAR ONE TO IBM.

-----  
MCDUILLAN

Mailbox is '/var/mail/root' with 2 messages [ELM 2.5 PL6]

1	Sep 17	Patrick J. Volkerd (174)	Welcome to Linux (Slackware 9.1)!
0 2	Sep 17	(45)	Register with the Linux counter pr

You can use any of the following commands by pressing the first character;  
d)delete or u)ndelete mail, m)ail a message, r)eply or f)orward mail, q)uit  
To read a message, press <return>. j = move down, k = move up, ? = help

Command:

Re: [Air-L] Analyzing Google Groups?

Previous Next Reply Reply All Forward Link Flag Edit Print Delete Junk Rewrap Move Categories Projects

From: Claudia Mueller-Birn <clmb@cs.cmu.edu> (sent by air-l-bounces@listserv.aoir.org)  
Date: Tuesday, November 24, 2009 1:40 PM  
To: air-l@listserv.aoir.org  
Subject: Re: [Air-L] Analyzing Google Groups?

Dear all,

Thank you very much for your valuable comments. Here is a summary of the results:

First of all, references from this area:

"Online political discussions. Methodological considerations"  
<http://www.javnost-thepublic.org/media/datoteke/vergeer-hermans-3.pdf>

Marc Smith's research about newsgroups, <http://www.connectedaction.net/about/>

Jones Q., Rafaeli S and Ravid G. (2004) 'Information Overload and the Message Dynamics of Online Interaction Spaces: A Theoretical Model and Empirical Exploration'. Information Systems Research (Vol. 15, No. 2, June 2004, pp 194-210).

Whittaker, S., Terveen, L., Hill, W., and Cherny, L. 1998. The dynamics of mass interaction. In /Proceedings of the 1998 ACM Conference on Computer Supported Cooperative Work/ (Seattle, Washington, United States, November 14 - 18, 1998). CSCW '98. ACM, New York, NY, 257-264. DOI=<http://doi.acm.org/10.1145/289444.289500>

Secondly, thanks Jerom for mentioning the Google Groups: Terms of Service; something to explore.

Thirdly, another other valuable data source are Usenet messages. Available information in the Usenet protocol are listed here: <http://www.faqs.org/rfcs/rfc1036.html>

Happy Thanksgiving!

:::Claudia

On Nov 22, 2009, at 7:15 PM, Quentin (Gad) Jones wrote:

> Hi,  
>  
> Google Groups is just a web UI for Usenet. Marc Smith previously at Microsoft Research and now at <http://telligent.com/communities/> developed tools for analysis of newsgroups. That should be your starting point. The default for newsgroups is that it can come to your newsgroup reader inbox, so this effort is one of picking groups and following for a while or finding a server with a long history.  
> You should take a look at some other papers in this area:  
> Mine  
> Jones Q., Rafaeli S and Ravid G. (2004) 'Information Overload and the Message Dynamics of Online Interaction Spaces: A Theoretical Model and Empirical Exploration'. Information Systems Research (Vol. 15, No. 2, June 2004, pp 194-210).  
>  
> Steve Whittaker  
> Whittaker, S., Terveen, L., Hill, W., and Cherny, L. 1998. The dynamics of mass interaction. In /Proceedings of the 1998 ACM Conference on Computer Supported Cooperative Work/ (Seattle, Washington, United States, November 14 - 18, 1998). CSCW '98. ACM, New York, NY, 257-264. DOI= <http://doi.acm.org/10.1145/289444.289500>  
>  
> Marc also has a pile of papers on the topic.  
>  
> Records

Schedule "Send & Receive All" will run in 3 minutes



@Derby

## The Derby List

The Derby mailing list is a subscription email list devoted to the lively discussion of thoroughbred horse racing. It has been in existence since 1992. Typical topics include handicapping, breeding, and the spread of racing information. The list currently has over 1000 subscribers plus many who read online, and can average as many as 40 messages a day during peak seasons.

You can read the Derby List without being a member at the [Last 200 Messages](#) page.

### Subscribe or Unsubscribe

To subscribe or unsubscribe, visit the [signup web page](#). You can choose whether to receive List postings in Digest or real time when you sign up. With digest mode, you receive one Email message in the standard digest format daily unless the traffic level is high. The digest is also delivered whenever the message volume reaches 50K. In busy times of the year you may receive more than one a day, but usually it will be about one a day.

Reflected mode sends out each message separately as it arrives at the Derby list. The majority of those on the list receive the digest format. By default, all subscription requests are started in this mode, but you can later change over to reflected mode if you think you can keep up with the traffic. Some online services are not up to handling the heavy message volume reflected mode can generate at times.

All subscribes must be approved manually to prevent spammers from joining, so don't expect immediate results.

### Change Your Existing List Options

Sponsored by:  
Cindy Pierson Dalay's  
Horse-Races.Net

RACINGPICKS.COM  
Online Since '97

Daily  
Free Reports  
CLICK HERE

THIS SPACE  
IS NOW  
AVAILABLE.

CLICK TO  
ENQUIRE.

36 Proven



Overlay Angles

Only \$24.95  
from

SECRETARIAT.COM



Help Support the  
List by buying  
Derby List items!

# USENET

Usenet Help

UIC - [Part 1 | Intro | FAQ | History | Menu/Help  
| Part 2 | Home]

- \* What Is Usenet:
- \* Where and How should I post:
- \* Alt.Binaries.Pictures Info:
- \* Getting On Usenet:
- \* Creating Newsgroups:
- \* Usenet Software:

rxvt

## Newsgroups

- + alt.binaries.sounds.mp3.1980s
- + alt.binaries.sounds.mp3.1990s
- + alt.binaries.sounds.mp3.2000s
- + alt.binaries.sounds.mp3.audiobooks
- + alt.binaries.sounds.mp3.blues
- + alt.binaries.sounds.mp3.books
- + alt.binaries.sounds.mp3.bootlegs
- + alt.binaries.sounds.mp3.celtic
- + alt.binaries.sounds.mp3.classical
- + alt.binaries.sounds.mp3.comedy
- + alt.binaries.sounds.mp3.complete\_cd
- + alt.binaries.sounds.mp3.dance
- + alt.binaries.sounds.mp3.electronic
- + alt.binaries.sounds.mp3.folk
- + alt.binaries.sounds.mp3.french
- + alt.binaries.sounds.mp3.full\_albums
- + alt.binaries.sounds.mp3.indie
- + alt.binaries.sounds.mp3.jazz
- + alt.binaries.sounds.mp3.new-age
- + alt.binaries.sounds.mp3.nospam
- + alt.binaries.sounds.mp3.prog
- + alt.binaries.sounds.mp3.reggae

Loading newsrc /home/joe/.lucy/servers/bin/newsrc



- news2.asp-shareware.org
  - asp.committee.download\_site
  - asp.members
  - asp.members.marketing
  - asp.members.official
  - asp.members.soapbox
  - asp.members.technical
- news-server.nc.rr.com
  - alt.ham-radio.hf (9/113)
  - alt.ham-radio.mods
  - alt.triangle.music
  - rec.radio.amateur.antenna
  - rec.radio.amateur.dx
  - rec.radio.amateur.equipment
  - rec.radio.amateur.homebrew
  - rec.radio.amateur.misc
  - rec.radio.amateur.policy
  - triangle.general

Subject	From
<input type="checkbox"/> F/S Hustler 5BTV FS: 4 A DC supply - SBE - \$30 WTB: ELECRAFT K1 and K2	Radio Haven k6sde Ronald A. Tomo
<input type="checkbox"/> satellite question..off topic! kenwood 830S help 2002 ARRL Handbook	euro930@bellsout Joe Daley Radio Haven
<b>Newbie to the hf bands</b>	<b>gallenm</b>
<b>Help req !! Can anyone 'code' a simple Ae in MMANA ?</b>	<b>Graham</b>
<input type="checkbox"/> <b>FT-897 memory management software ??</b>	<b>Bas 't Hoen</b>
<b>FOR SALE 60 FOOT FREE STANDING TOWER</b>	<b>WB2GHV</b>
<b>Silent Key since 1984, does anyone here remember...</b>	<b>Daniel J. Morlan</b>
Looking for a good hf antenna...	Daniel J. Morlan
<b>Heathkit SA-2060 Antenna Tuner Manual Needed</b>	<b>dlslv@lvcm.com</b>

I heard some hams on the radio last night (who weren't very good at identifying themselves) talking about a good 10, 20, 40, 80, and 160 meter antenna. Sort of an all-in-one coax... (I'm assuming dipole) (I'm still completely new to this, folks) this sounds "IMPOSSIBLE"... Is there really anything that services, both transmitting, and receiving these signals that's as simple as some special kind of coax dipole?

73

C:\ Telnet localhost

Would you like to change it to something else?  
View bulletins?

— Erebus Main Menu —

[A] ANSI ads	[O] Online users menu
[B] Bulletins	[P] Page sysop
[C] Change your setup	[S] System info
[D] Door games	[T] Time bank
[F] File menu	[U] User list
[G] Goodbye	[U] Verifier
[H] Humor bulletins	[W] Who's called
[M] Message menu	[Y] Your stats

<c> DJP

```
I had to look that one up gadgex: http://allrecipes.com/Recipe/Steak-Pie/Detail.aspx
vacation next week, sweet
Java0ops: Or forget something else so you can make room
roeich (~roeich@dyn-9-152-245-79.boeblingen.de.ibm.com) has joined #linux
gadgex: Is this steak pie similar to lasagna?
gadgex, we just buy those premade
Swanson's!
yessir
Acid_Scorpion has quit (Quit: acid@acid.fi.ibm.com $ sudo poweroff)
esv (~esv@IBM-73F7A9017F1.pok.ibm.com) has joined #linux
just like stew in a pastry
Hey esv
Java0ops: So like lasagna then, right? :)
no
no
lasagna is totally different
very good quality stewing steak ..
roeich (~roeich@dyn-9-152-245-79.boeblingen.de.ibm.com) has left #linux
Java0ops: no my parents home made
deep fried turkey next week, yummy
Well, I think I am gonna look for the receipe and try to make one for myself
hi norbert79, hi all.
lasagna?
Ow, come on, knock it off, I just had lunch, and you make me already hungry Java0ops
No, Steak Pie
if done correctly it is good.
my parents sent over some home made lasagne at the weekend ..
it was awesome
i so wish i could let you all try there home made steak pie .. it's amazing
johnnyb would challenge anyone on the planet to a lasgana cook-off :-))
that I would like to try
gadgex, just fly over, we DO have kitchens in the US
i'll be chief taster
Zathras (~hayslett@sig-9-65-153-16.mts.ibm.com) has joined #linux
mmmm, hagsis
in a taco
ewww
sp ,much for being hungry
Zathras has quit ()
sp ==so
they do haggis lasagne here at the canteen ... V populat
that just sounds WRONG
yeah
"drag the cooks into the street and shoot them" wrong :-))
string 'em up wrong
get a roape
cofffffffffeeeeeeeeeeeeeeeeeee
```

[2:48pm] <Trinto> XDD  
[2:48pm] <Uyrus> i like original artwork ^^  
[2:49pm] <Trinto> hmn, i do try...  
[2:49pm] <Trinto> XD  
[2:49pm] <Trinto> but i usually draw characters from different stuff,  
[2:49pm] <Trinto> ..ive got a pic of something i drew on photobucket.  
[2:49pm] <Uyrus> XD thats cool  
[2:49pm] <Uyrus> ohh  
[2:49pm] <Uyrus> show me ^^  
[2:50pm] <Trinto> xD i found it  
[2:50pm] <Trinto>  
<http://i234.photobucket.com/albums/ee184/trintoazuna221/NeuInagae.jpg>  
[2:51pm] <Trinto> .. i need to get a scanner.  
[2:51pm] <Uyrus> not bad not bad  
[2:51pm] <Trinto> thank you  
[2:51pm] <Trinto> XD  
[2:52pm] <Uyrus> i like reading the doujins, the art work is really good in those  
[2:52pm] <Trinto> nice ^\_^

@Utics  
Itaihoshi  
Trinto

- View profile
- User details...
- Network Operator ▶
- Mode ▶
- Kick ▶
- Invite to... ▶
- Display clones
- Ignore user
- Send file...
- Get version info...
- Harmonize mushrooms
- Mushroom!

Hikari Cards Available for Sale Today

You own this card

These are the cards that are available for sale today.  
If you see a card that you'd like to buy, simply select it and click "Buy Card" from the display window.

“The dream behind the Web is of a common information space in which we communicate by sharing information... There was a second part of the dream, too, dependent on the Web being so generally used that it became a realistic mirror... of the ways in which we work and play and socialize.”

--- Tim Berners-Lee, invented the World Wide Web in 1990



# World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

## [What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

## [Help](#)

on the browser you are using

## [Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#) )

## [Technical](#)

Details of protocols, formats, program internals etc

## [Bibliography](#)

Paper documentation on W3 and references.

## [People](#)

A list of some people involved in the project.

## [History](#)

A summary of the history of the project.

## [How can I help ?](#)

If you would like to support the web.

## [Getting code](#)

Getting the code by [anonymous FTP](#) , etc.

Netscape - [Tim's Amateur Rocketry Web Page]

File Edit View Go Bookmarks Options Directory Window Help

Back Forward Home Reload Images Open Print Find Stop

Go to: <http://www.primenet.com/~monoply/>

# TIM'S Amateur ROCKETRY Web Page

Headline Graphics Courtesy of [Dangerous Dave!](#)

---

This page has a voice greeting. If you were unable to hear it, or weren't sure which Netscape plug-in to use go [HERE](#) to get it! The page only gets updated about once every six months, so please don't send me email asking when the next time I'm gonna update it will be! You can see if I'm on-line now with ["Finger"](#).

 <a href="#">Experimental</a>	 <a href="#">High Power</a>	 <a href="#">Models</a>	 <a href="#">Pro's</a>	 <a href="#">UFO's</a>
--	---	--	---	---

 <a href="#">Email Webmaster</a>	<a href="#">Sign The GUESTBOOK!</a>	 <a href="#">GO CUCOWS</a>
 <a href="#">NETSCAPE Now!</a>	 <a href="#">Made with Macintosh</a>	 <a href="#">Free Speech Now!</a>

Check out the C|Net page on [rocketry!](#)

The [Counter](#) says you're visitor number **12349**

Document: Done



http://www.yahoo.com



**Yahoo! Auctions**  
Pokemon, Rolex, 'N  
Sync

**free\_email@yahoo.com**

**Win Free Flowers**  
**FTD.COM**

[advanced search](#)

[Shopping](#) - [Auctions](#) - [Yellow Pages](#) - [People Search](#) - [Maps](#) - [Travel](#) - [Classifieds](#) - [Personals](#)  
[Games](#) - [Chat](#) - [Clubs](#)  
[Mail](#) - [Calendar](#) - [Messenger](#) - [Companion](#) - [My Yahoo!](#) - [News](#) - [Sports](#) - [Weather](#) - [TV](#) -

<http://forum.twilightlexicon.com/>

Google

[Facebook](#) [Twitter](#) [Yahoo! Mail](#) [iGoogle](#) [SquirrelMail](#) [Air-L Admin](#) [NY Times](#) [BloodHorse](#) [Setters-L](#) [Canine-L](#) [SpamCop](#) [Radar](#) [Weather](#) [WebCT](#)

## IN THE MEADOW

	TOPICS	POSTS	LAST POST
<b>Quench Your Thirst</b> General Discussion on the Twilight Universe	96	20616	by swedishskinjer Wed Nov 25, 2009 4:51 pm
<b>Sparkling in the Sun</b> Character Discussion Forum	85	20107	by Kachiti Wed Nov 25, 2009 8:23 pm
<b>A Run Through the Woods</b> A Chapter By Chapter Discussion of Twilight	26	2390	by alicecullenrocks Sat Nov 21, 2009 2:13 pm
<b>From Forks to Italy and Back</b> A Chapter by Chapter Discussion of New Moon	27	1520	by DramaPrincezz013 Thu Oct 22, 2009 8:11 pm
<b>Fire and Ice</b> Chapter by Chapter Eclipse Discussion	29	1478	by alicecullenrocks Sun Nov 22, 2009 6:19 am
<b>A Perfect Piece of Forever</b> Our chapter by chapter discussion of Breaking Dawn.	37	952	by married twilighter30 Sat Nov 21, 2009 4:29 pm

## HOT OFF THE PRESSES

	TOPICS	POSTS	LAST POST
<b>The Host</b> Discussion of the novel, The Host	39	1531	by copper curls Wed Nov 25, 2009 7:22 pm
<b>Prom Nights From Hell</b> Discussion of the short story in Prom Nights From Hell	6	83	by TwilightRose1 Thu Nov 05, 2009 9:49 pm
<b>Odds and Ends</b> Various articles that Stephenie Meyer has written	9	1185	by Jazz Girl Tue Nov 24, 2009 11:11 am

## AROUND FORKS

	TOPICS	POSTS	LAST POST
<b>For the Accident Prone</b> Need Help? Ask here.	16	792	by best_beating_heart Tue Nov 24, 2009 9:47 pm
<b>A Drive in the Aston Martin</b> Events and Appearances relating to the Twilight Saga	16	592	by TwilightRose1 Wed Nov 11, 2009 12:32 pm

## HOLLYWOOD HIDEOUT

	TOPICS	POSTS	LAST POST
--	--------	-------	-----------

## Re: Edward and Bella

by [onebreath](#) » Mon Sep 22, 2008 12:55 pm

[courtneycullen](#) wrote:

well...

i did wonder why in breaking dawn she really felt the need to hold hands with jacob still even if you are close friends or the closest you don't do that especially when it doesn't just mean friendship and you know it and so does your fiance whose standing right next to you. I hated in breaking dawn how they never seemed to kiss or touch really during her pregnancy it really bothered me especially because she was so hypnotized by their contact in twilight, new moon and eclipse... i'd also like to note for eclipse, that I SO WOULD lose ten toes than have a space heater anyday.. Bella shouldn't have done that in front of Edward no matter the circumstances... it hurt him so much more than he let on.

I know what you mean. I felt the same way when Edward was forced to watch Bella with Jacob. Not only could he NOT be there for her *himself* but he had to be exposed to the raw pain of knowing that Jacob was a) in love with her b) a very real possibility for Edward to lose the reason he lived his life and c) probably the "better" choice for her - in his own mind at least. I wanted to give him a hug. Or rather... I wanted Bella to give him a hug. But to me that is another instance that shows how much Edward was willing to do for her. He loved her so much that he would take on any amount of pain if it kept her from hurting. I do wish, though, that Bella had been able to see that he was only holding a brave face for her benefit. He was much too self-sacrificing to ever let her think it but if she could have only realized it sooner. (If I recall, she does try in BD when she keeps her mouth shut about the amount of pain she was in during her the fire of her transformation to immortality. She knew it would kill him to know that she had suffered so I was thankful to her in that situation)

### Account inactive.

onebreath's account has been inactive for 90 days. Visit [photobucket.com](#)



[onebreath](#)

Wandering Through Town

Posts: 49

Joined: Sat Sep 20, 2008 8:24 pm

## Re: Edward and Bella

by [mlola619](#) » Mon Sep 22, 2008 2:37 pm

[heartscreams](#) wrote:

[courtneycullen](#) wrote:

i'd also like to note for eclipse, that I SO WOULD lose ten toes than have a space heater anyday.. Bella shouldn't have done that in front of Edward no matter the circumstances... it hurt him so much more than he let on.

### Upgrade to Pro today!

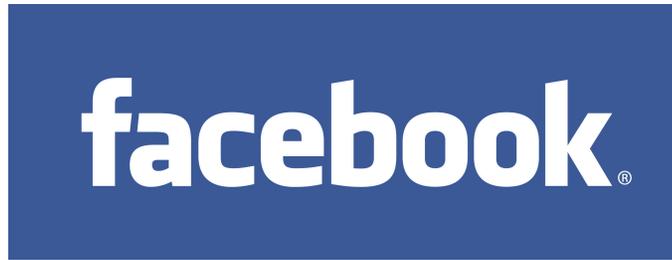


[mlola619](#)

Fishing with Charlie

Posts: 839

Joined: Thu Aug 14, 2008 6:58 pm



Search>>

## Congratulations!

Labels: [Project Runway](#), [Project Runway Season 6](#), [Project Runway Season 6 Episode 14](#)



Let's put this one to bed, kittens.



## CONTACT US

Darlings,  
if we made you laugh or made  
your day, please consider dropping  
a buck or two in our tip jar.  
Thanks!



11/20/09 10:21 AM

The culmination of a boring season is a boring finale.

Poor Tim Gunn, trying so hard to make this all worthwhile :[

*ALSNYC*

11/20/09 10:22 AM

I knew Irina had won when they showed Nina with her arms folded across her chest after Heidi asked, "So, vee have made our decision?"

Nina's thought bubble: "Great, you guys get to go home but I have to make editorial out of this black crap."

*bridget*

11/20/09 10:24 AM

Hold up...you touched on this a little bit but can you explain how we saw the designers introducing their lines when word on the street was that they weren't even seen by the audience due to the lawsuit?? I'd love to hear it from someone who was there. Thanks!

*FashionFanatic*

11/20/09 10:24 AM

I'm happy for Irina, she deserved to win. The finale was predictable and boring, let's hope Season 7 is much better.

*TLo*

11/20/09 10:25 AM

*bridget said...*

News Feed

- Tulsa, OK
- C-U
- Status Updates
- Photos
- Links
- More

Live Feed View News Feed

What's on your mind?

 **Myra Washington** holy smokes! I don't know who decided shopping @ midnight was a great idea...

6 minutes ago via Mobile Web · Comment · Like

 **Veronica Pomata** Shopping at any time is a great idea!

3 minutes ago

Write a comment...

 **Wendy Fonarow** I didn't do the symbolic analysis of Thanksgiving, but still figured out how to ruin it anyway. At least I waited until dinner was over which is appropriate fighting time.

6 minutes ago · Comment · Like

 **Brad Elvis** DO NOT, I repeat, DO NOT, punch me in the stomach right now.

21 minutes ago · Comment · Like

Jordan Orleans and Emily E. Schein like this.

View all 6 comments

 **Kit Dalton** Zap Pow...ooooff ...Zlonk ...Zowie.."Batman sound effects"...I feel your pain..

10 minutes ago

 **Brad Elvis** Emily, I am as tight as a drum right now.

9 minutes ago

Requests See All

1 group invitation

Suggestions See All

 **Rebecca Jackson** 10 people are mutual friends. Add as Friend

 **Michele White** 10 people are mutual friends. Add as Friend

Sponsored

Macy's Reasons to Believe



Be kind. Be sweet. Be cheerful. Share your reason to believe with Macy's. Help us reach a million!

194,965 people are fans of Macy's.

Become a Fan

Events See All

- Londa Warren's birthday Saturday
- Randall Boe's birthday Saturday
- Steve Scariano's birthday Saturday

Connect With Friends

Invite friends to join Facebook



follow us on twitter

Sign up to get latest news!

- Home
- Forum
- Support
- Videos

### News

**Halloween Costume Contest Winners!**  
Hey Farmers! The winners of our Halloween Costume Contest have been posted. Thanks again to everyone who participated, and congratulations on winning 500 Farm Cash and 500,000 coins! Take a gander at our winners, Folks:  
...  
[read more >>](#)

**New Owls!**  
Guess WHO has made their way to FarmVille? Owls! Two new Limited Edition Owls can now be purchased from the Market! These scholarly fowl can be yours for just a few Farm Cash. We've also added the Halloween Decorating Contest winners to ...  
[read more >>](#)

[See all news >>](#)

### About

 Had enough of city life? Here at FarmVille, we're growing crops, tending to our animals, and building out our farms. It's a simple life, but there ain't nothing like seeing your farm grow. If you need a break, you can always visit your neighbors to see their farms. Matter of fact, we bet you already have some friends in FarmVille... you never know who might drop by to visit your farm, or maybe even send you a cow. C'mon down to FarmVille, and start your own farm today!

[Play Now on facebook](#)

### Videos

### Forum



**hollykruse**

That's you!

Lists

Name Holly Kruse  
Location Tulsa, OK  
Bio I study media, tech, space/place @ U of Tulsa, wrote books on indie music, and on horse racing & new media (ms). And cohabit with Irish setters.

108 following 115 followers 9 listed

Tweets 634

Favorites

Following



View all...

RSS feed of hollykruse's tweets

@Nnascenzi They were also fab when the utility pole got hit, snapped and fell into my yard last month. They waited eons until AEP arrived.

about 3 hours ago from TweetDeck in reply to Nnascenzi

@barrywellman Thanks! I found a couple of screenshots pretty quickly without bothering @marc\_smith .

about 5 hours ago from TweetDeck in reply to barrywellman

@jmittell As God as my witness, I thought turkeys could fly.

about 5 hours ago from TweetDeck in reply to jmittell

Doing a search for old Usenet screen captures.

about 6 hours ago from TweetDeck





What's happening?

140

Text input field for posting a tweet

Latest: @buridan I can attest to the high quality of @nancybaym 's turkey preparation & cooking skills. Yum. 1 minute ago

update

Home



hollykruse @buridan I can attest to the high quality of @nancybaym 's turkey preparation & cooking skills. Yum. 1 minute ago from TweetDeck



Rabourn Baking. 24 minutes ago from web



mcdanger mininova removed all their copyrighted torrents. 29 minutes ago from TwitterBar



brainopera RT @chinaSMACK 'Head Of Police Is My Father, I Can Do Whatever I Want!' http://bit.ly/6NoT61 {Getting back at injustice... unconventionally} 35 minutes ago from web



aleksk [DigRev] Rushes Sequences - Nicholas Carr interview - USA (Video): (Nicholas Carr is author of several acclaimed bo... http://bit.ly/7xfno3 about 1 hour ago from twitterfeed



hollykruse 635 tweets

108 following 115 followers 9 listed

Brizz·ly n. a cute and fuzzy Twitter web client.

Home

@hollykruse

Direct Messages 45

Favorites

Retweets

What do you think of the retweet feature? Send feedback!

Search

Saved Searches

#ir10

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.



More Lolz

Lolcats Loldogs Celebs Look-Alikes News Sports Graphs Nostalgia FAIL Blog English Store

Home Lol Builder Vote Upcoming Widgets Store [Random] Register Log In



I seen him maekin noms on TV

627 Votes



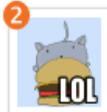
Nov. 25, 2009

Add to Favorites

How To Make Lolz



Pick a picture Upload any picture, or use our images.



Add a caption Write something funny. You can even make one just for your friends.



Save it or Submit it Make One Now!



GET CASHBACK ON YOUR PURCHASES. bing web cams Microsoft

Search Lijit Search Go

ICHC Daily Email

Subscribe

Enter your email address:

Input field for email address with OK button

Follow us on Twitter

Become a Facebook fan



cat playing piano Search

Create Account or Sign In

Broadcast Yourself™ Home Videos Channels Shows

Subscriptions History Upload

### "NORA: Practice Makes Purr-fect" - Check the sequel too.



WIN \$1,000  
Vote for the funniest cat video

0:23 / 2:49

★★★★☆ 50,448 ratings

16,021,701 views

Favorite Share Playlists Flag

MySpace Facebook Twitter

(more share options)

WIN \$1,000

VOTE FOR THE FUNNIEST CAT VIDEO NOW

VOTE NOW ENTER ON YouTube

See full list of rules

Advertisement

www.ravenswingstudio.com  
home of  
**Nora The Piano Cat™**



burnellyow

January 28, 2007

(more info)

Subscribe

Sequel is also up. Don't miss it! This is not a trick that was taught to Nora. She began sitting at the piano at about one-year-old. She's four now. She plays only when the mood strikes her, which ...

URL http://www.youtube.com/watch?v=TZ860P4

Embed <object width="425" height="344"><param



“Individuals who are just using Twitter to post updates on their personal lives will eventually go away. In my opinion, Twitter has no future in that regard. However, more and more people are using Twitter to receive the news and information that interests them, and then sharing that information with the rest of their peers. This the way Twitter is supposed to be used, and it's also the reason you should care about it.”

--- Chris Dawahare, “Twitter is Your Friend!”  
BloodHorse.com, 23 July, 2009

From **hollykruse** (+)

What are you doing?

DRAG PHOTOS AND LINKS HERE

Auto Shorten URLs? 140 

All Friends ✕

-  want your own wiki? comparison "shop" here: <http://is.gd/53yPU> #Wikiwednesday
- jeanh, (+) Wed 25 Nov 12:46 via TweetDeck
-  going to #tweetsgivingtly with @odeliabarkin and my sweet dog. be aware i come with one crutch. still not fully walking after kungfu injury.
- carmelva, (+) Wed 25 Nov 12:35 via TweetDeck
-  Happy Turkey Day everyone! Tom is busy in the kitchen and the house smells like combread. Lorenzo isn't allowed to have any until tomorrow.
- tomandlorenzo, (+) Wed 25 Nov 12:25 via web
-  RT @shimonta: The Most Influential Websites in the World: Wikipedia #1, Twitter #4 With a Bullet <http://bit.ly/7kwjof> i say FB deserves more
- carmelva, (+) Wed 25 Nov 12:19 via TweetDeck
-  In a coffee shop with my sister responding to copy editor queries while she reads

Mentions ✕

-  @hollykruse TBL claims Web 3.0 = semantic web; Tim O'reilly claims Web 3.0 is a nonsense (unless he owns it)
- netcrit, (+) Sun 22 Nov 17:07 via TweetDeck in reply to...
-  @hollykruse It's true. And it has the effect of masking many of the developments in the 90s that prefigured the more flashy present
- televisual, (+) Sun 22 Nov 17:01 via web in reply to...
-  @hollykruse i'd say no; we need to start a meme for a new and simpler name.
- netcrit, (+) Sun 22 Nov 17:00 via TweetDeck in reply to...
-  @hollykruse It's such a clunky word, isn't? I don't think it'll be very long before the word is retired.
- televisual, (+) Sun 22 Nov 16:56 via web in reply to...
-  @hollykruse still waiting. a panelist interrupted to ask his own.

# Social Media are SOCIAL



# Old Friends Blog

HOME ABOUT OLD FRIENDS



NOVEMBER 8, 2009

## Sunday November 8, 2009

Today might have been the perfect weather for horses—70 degrees, sunny, a nice, fresh breeze. It wasn't too shabby for people either! The grass is still green and the ground is dry but not hard. It was a slow visitor day, only two tours, but there was a lot of action to see. This morning some people adjacent the farm were flying a kite. All the horses in that area were absolutely fascinated. Creator just stood and watched (sensible!) but Flick, Dan, Pops and Ring thought it was a good reason to snort and run around. At one point or another today a lot of the horses were running and bucking, including Swannie, Escaped, Will's Way, Clever and Awad. Commentator really put on a show this afternoon— running,

### Categories

- [General](#)
- [Uncategorized](#)

### Links

- [Old Friends Website](#)
- [Photo Gallery](#)

### Archives

- [November 2009](#)
- [October 2009](#)

## 2 Comments

**MRO**

November 23, 2009 at 1:19 am



I'm thrilled Seek Gold has joined the Old Friends cast of characters. I followed his racing days because his dam is an Alydar. Aly's Adita's was also a stakes winner. I have The Blood-Horse edition with Seek Gold's cover photo after the Grade I Stephen Foster win at Churchill Downs. I can't wait to come down to see him even if it means being bitten.

[Reply](#)

**Susan Allen**

November 23, 2009 at 2:20 pm



Hi Val,  
Enjoyed this week's blog so much...makes me smile when you describe all the "characters" around there.... It's fun to "see" them when we can't be there in person...I want to meet Commentator so badly!! (and thanks for mentioning Rhulmann..he's a hard one to forget!) I am very thankful for people like Mr. and Mrs. Blowen, you (and the blog!) and all the volunteers at Old Friends! Happy, Happy Thanksgiving to all of you! I'm sure all the horses would say the same!!!

[Reply](#)

- 3 of 37 links [See All](#)
- Silversun Pickups - Panic Switch  
8:54pm Nov 7
  - thoroughbredtimes.com  
7:04pm Nov 7
  - Make Your Own Academic Sentence  
5:35pm Nov 7

[Create a Profile Badge](#)

Yesterday at 7:19pm · [Comment](#) · [Like](#)

Robin Florida, Denise Gwinn and 2 others like this.

**Holly Kruse** You haven't seen Zenyatta's victory in today's Breeders' Cup Classic yet? Here ya go.

thoroughbredtimes.com  
Source: thoroughbredtimes.com

Yesterday at 7:04pm · [Comment](#) · [Like](#) · [Share](#)

Maureen Ebben and Cecily Barker like this.

**Lori Kendall** Wow. Just wow.  
Yesterday at 7:18pm · [Delete](#)

**Holly Kruse** I could watch it all night. Maybe I will!  
Yesterday at 7:20pm · [Delete](#)

**Della Perrone** HOLY MAMA! That's one fine striding filly. Just beautiful.  
Yesterday at 7:27pm · [Delete](#)

**Lori Kendall** Yeah, that one invites many viewings. Phenomenal.  
Yesterday at 7:30pm · [Delete](#)

**Holly Kruse** I've seen it on TV several times now, and more on the internet, and I get goosebumps every time. Credit to Trevor Denman too for the fabulous race call.  
Yesterday at 7:33pm · [Delete](#)

**Maureen Ebben** I don't even follow horse-racing, and I find this amazing!  
2 hours ago · [Delete](#)



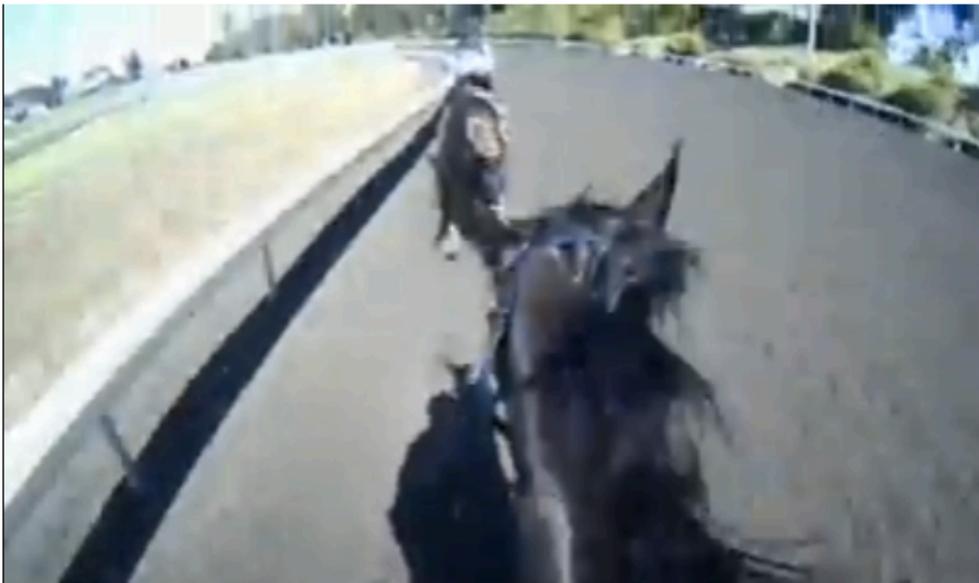
zenyatta helmet cam Search

Create Account or Sign In

Broadcast Yourself™ Home Videos Channels Shows

Subscriptions History Upload

### Zenyatta working



★★★★★ 310 ratings 49,626 views

Favorite Share Playlists Flag

MySpace Facebook Twitter (more share options)

**Jonshfs05** [Subscribe](#)  
 April 19, 2009  
 (more info)  
 Zenyatta and Green Cat working 6f at Hollywood Park 4/19  
 URL <http://www.youtube.com/watch?v=hv49V2F>  
 Embed `<object width="560" height="340"><param`

#### More From: jonshfs05

#### Related Videos

- Zenyatta - 2008 Breeders' Cup Ladies' Classic**  
10,157 views  
greyhorseazeri Featured Video
- Zenyatta at Her Best**  
17,102 views  
larryzapeye
- Zenyatta works at Hollywood Park, 6-13-09**  
1,745 views  
maryforney
- Zenyatta triumphant in 2009 debut**  
10,581 views  
larryzapeye
- RACHEL ALEXANDRA**



article discussion edit this page history

[Hide]

**Wikipedia is there when you need it — now it needs you.**

\$1.4M USD \$7.5M USD

[Donate Now](#)

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

search




interaction

- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)
- [Donate to Wikipedia](#)
- [Help](#)

toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)

# Horse racing

From Wikipedia, the free encyclopedia

*This article is about the sport. For other uses, see [Horserace \(drinking game\)](#) or [Horse race \(politics\)](#)*

This article **may require cleanup to meet Wikipedia's quality standards**. Please [improve this article](#) if you can. *(March 2008)*

**Horse racing** is an [equestrian sport](#) that has been practiced over the centuries; the [chariot races](#) of [Roman times](#) are an early example, as is the contest of the steeds of the god [Odin](#) and the giant [Hrungnir](#) in [Norse mythology](#). It is inextricably associated with [gambling](#). The common sobriquet for [Thoroughbred](#) horse racing is **The Sport of Kings**.

**Contents** [hide]

- 1 [Forms](#)
- 2 [North America](#)
  - 2.1 [History](#)
    - 2.1.1 [Thoroughbred racing](#)
    - 2.1.2 [Endurance racing](#)
    - 2.1.3 [Quarter horse racing](#)
  - 2.2 [Major racetracks](#)
  - 2.3 [Types of racing](#)
  - 2.4 [Race length and track surface](#)
    - 2.4.1 [Thoroughbred racing](#)
    - 2.4.2 [Endurance racing](#)
    - 2.4.3 [Quarter Horse racing](#)



Horse racing at [Arlington Park](#), 2007



## Title

[\[edit\]](#)

Is this title correct? With the hyphen? -- [Zoe](#)

- **Support** I've requested a move —[User:Mulad \(talk\)](#) 23:49, Apr 25, 2005 (UTC)
- **Support** I second the move. - [furrykef \(Talk at me\)](#) 08:55, 26 Apr 2005 (UTC)
- **Support** —[Michael Z.](#) 2005-04-27 23:35 Z

*This article has been renamed as the result of a [move request](#).* [violet/riga \(t\)](#) 10:59, 1 May 2005 (UTC)

For the record, I was going to move the page, but can't. [Horse racing](#) currently can't be deleted, due to a server error having to do with block-compression. The error message says the problem will be fixed "in a month or two". [Lachatdelarue \(talk\)](#) 02:01, 30 Apr 2005 (UTC)

There are ways around such things, moving the article out of the way and labelling it {{pending deletion}}. [violet/riga \(t\)](#) 10:59, 1 May 2005 (UTC)

## Controversy

[\[edit\]](#)

*Note: Split to new [Controversy in horse racing](#) article.*

Facts that show horse racing in a bad light were moved off to a seperate page, which has now been deleted. It is clear that both the good and the bad should receive equal show on the [Horse racing](#) page. —The preceding [unsigned](#) comment was added by [82.152.209.197 \(talk\)](#) 13:28, 13 March 2007 (UTC).

Does anyone know what the term is for the practice of deadening the nerves in the hooves and ankles of horses , so that if they are injured during a race they will continue to run often resulting in the horse finishing the race but then needing to be euthanized . I don't want to go off on a rant but it's definitely an obvious sign that a races results are more important to alot of these owners and trainers than the welfare of the animals .[96.234.176.72 \(talk\)](#) 10:10, 16 May 2008 (UTC)

Um, if they actually did that, they wouldn't be able to effectively run. They sometimes DO cut certain nerves on some horses who develop certain degenerative diseases in an attempt to keep them comfortable in the pasture, but such horses can't race. What is sometimes a problem in racing and other sports is overuse of overall analgesic and antiinflammatory NSAIDS like bute to mask milder pain, inflammation and fatigue. If a horse needs painkillers, it probably shouldn't be running. [Montanabw\(talk\)](#) 23:15, 16 May 2008 (UTC)

Although the anon's facts are wrong, they had probably heard of pin firing. - [Josette \(talk\)](#) 00:38, 30 April 2009 (UTC)

## Trivia

[\[edit\]](#)

Oldest jockey club (founded 1734): Charleston Jockey Club, VA. Shortest odds ever for a winning horse: Dragon Blood (Lester Piggot up) 1 June 1967, at 10000:1. [Trekphiler](#) 04:42 & [Trekphiler](#) 04:47, 9 December 2005 (UTC)

## Negative slant

[\[edit\]](#)



Stallion Register TrueNicks Auction Edge MarketWatch Blood-Horse Source Shop About Us

Subscribe to *The Blood-Horse*

# BloodHorse.com

SEARCH

SUBSCRIBE GIVE A GIFT NEWSLETTERS ALERTS MOBILE RSS

- Home
- News
- Racing
- Auctions
- Breeding/Sire Lists
- Community
- Handicapping
- Health
- International
- Photos
- Regional
- Videos
- SPECIAL EVENTS**
- Triple Crown Mania
- Breeders' Cup
- Eclipse Awards
- FEATURES**
- Stallion Register Online
- Industry Library

Home > Blog Stable > Hangin' With Haskin > Farewell to the Iron Lady

## Farewell to the Iron Lady

25 Nov 2009 2:03 PM • 197 Comments

This may be a contrived recreation of Oak Tree at Santa Anita's decision to rename the Lady's Secret Stakes the Zenyatta Stakes, but the immediacy of it and its knee-jerk nature suggest it could be a possible scenario. Whether it has any substance or not, it is an insult to Lady's Secret and a lack of respect for her placing among the all-time great fillies.

Zenyatta is one of the great fillies of all time and should have a race named after her, but not two and a half weeks after the Breeders' Cup and not at the expense of Lady's Secret. Because of the epic nature of Zenyatta's victory and the frenzy of emotions it stirred, it looks, at least on the surface, that the Oak Tree Racing Association, wanting to get a piece of the Zenyatta craze before Hollywood Park and Del Mar did, figured it better act fast. So why not rename the Yellow Ribbon the Zenyatta? Man o'War was not a grass horse, but has a top-class grass race named after him. It's the honor that counts.

Can't you picture Santa Anita officials getting together immediately after the Breeders' Cup Classic and having a discussion similar to this?



### Hangin' with Haskin

BY STEVE HASKIN

HOME RSS

- #### RECENT POSTS
- Farewell to the Iron Lady
  - The Answer Man to the Rescue
  - Horse of the Year: Stalemate
  - Breeders' Cup Wrap - Final Thoughts

I think the one positive is that people may google and/or Youtube Lady's Secret and discover how great she was. She also kicked some boy's butts to get HOY honors. Speed over a distance of ground...The 1986 BC Distaff at Santa Anita at 1 1/4...it was not hard to tell who her daddy was...and this was Lukas pre Winning Colors. I would say she would be one of the top 5 filly/mares to grace this planet and probably the top filly/mare to weigh in at under 1,000 lbs. But, based on Zenyatta's accomplishments, I think she can now be mentioned in the same breath as Lady's Secret, Personal Ensign, Bayakoa, and Azeri. I think I still have the Sport Illustrated Cover with Lady's Secret. I need to dig this out.

**Householder** 25 Nov 2009 2:25 PM

Steve, I'm sure many of the readers feel the same. We read you so often that its like we're all friends. And to hear about your family only seems right.

**Big Fan** 25 Nov 2009 2:27 PM

Great article Steve. I agree with creating a race in Zenyatta's honor. But, why at the expense of Lady's Secret? She was a champion in her own right and packed in the crowds many times at Santa Anita. I think creating a race in Zenyatta's honor would be more appropriate without taking anything away from Lady's Secret.

**Somethingroyal** 25 Nov 2009 2:32 PM

Ginger Punch Gio Ponti Go Between Godolphin Goldikova gotham stakes Graustark Hall of Fame harlem rocker Haskell Haskin Henrythenavigator His Majesty hollywood gold cup holy bull hopewell farm horse of the year Howard Gregory hutcheson stakes **i want revenge** IEAH invasor Jack Nicholson jack van berg Jay Robbins Jeff Mullins jeremy rose Jerry Bailey **Jess Jackson** juan arias **kentucky derby kentucky derby trail** ky derby trail Lady's Secret Lava Man Mine That Bird mr. prospector Nick Zito **nyra** old fashioned Pimlico Special **pioneerof the nile** preakness **quality road rachel alexandra** rebel rick dutrow riva ridge royal ascot sagaro **Santa Anita** **santa anita derby** **Sea the Stars Secretariat** Skip Away spectacular bid **steve haskin** Summer Bird Tim Ice Tiznow **travers Triple Crown Woodward** yeats **Zenyatta**



I cannot understand why some people feel compelled to start comparing the merits of horses. Where does all this antagonism come from? This is not about who is better, Zenyatta or Lady's Secret. Must some of you always make a battle out of everything. First Zenyatta vs. Rachel, which at least has merit, but became way too hostile, and now Zenyatta vs. Lady's Secret. This is about Lady's Secret and having a race named in her honor taken away. Period. It is not about who deserves it more, her or Zenyatta. They both deserve it. We have to keep some kind on continuity in this sport, and you cant keep changing names of races, especially this quickly and at the expense of a great horse. I'm sorry, but if this blog deteriorates into another pissing match, I will be forced to delete every such comment.

To all those who made rational comments about this, either way, or my Thanksgiving sentiments I thank you.

Have a Happy holiday.

**Steve Haskin** 25 Nov 2009 8:09 PM

Dave, you brought up a good example, although in a different context. You're not going to see NYRA renaming the Personal Ensign the Rachel Alexandra after Rachel retires.

**Steve Haskin** 25 Nov 2009 8:12 PM

I agree with you, but that is California racing - they get everything wrong and just can't seem to get it right. They named a stake race after Bob Lewis now that had to be the worse. It is not like there are a multitude of owners that contributed just as much if not more than Bob Lewis every did.

**Gina Powell** 25 Nov 2009 8:23 PM

**Eliteone**  
Dual Classic Winner  
Posts: 1,911  
Registered: 07-10-2009

**Re: Girolamo!!!!** [ Edited ]  
11-08-2009 06:28 PM - last edited on 11-08-2009 06:28 PM

You're a sad pathetic little man Bid..I never attacked you or anyone here. Everyone knows the Eliteone is a counter puncher. And everyone knows you went after the Eliteone first because he wouldn't say Spectacular Bid was the greatest. 😊 You are not even capable of dealing with a differnet opinon..Thats why you are obsessed with the Eliteone and have a terrible case of EE. Mommy Eliteone won't say my horse was the best ...LOL Priceless...you're better than Comedy Central

0

Message 47 of 53 (20 Views)

[SHARE](#) [Comment](#)

**Bidbestever**  
Graded Stakes  
Posts: 477  
Registered: 08-01-2009

**Re: Girolamo!!!!**  
11-08-2009 06:38 PM

That is kind of funny..... the last time I was called little was in the 5th grade..... You must wake up with speed to spare, because your are the only person I know that wears BLINKERS 24/7😂😂. You are so blind you can't even see straight. Not only that you can't get things through to your thick skull that people dont care what you think... your opinion don't mean diddly to most people on here..... now please leave handicapping to us adults and go attend to those who need you most....😊

Lets see how long this post stays up.... or how fast you will gt them to take it down...LMAO

0

Message 48 of 53 (18 Views)

[SHARE](#) [Comment](#)

**Eliteone**  
Dual Classic Winner  
Posts: 1,911  
Registered: 07-10-2009

**Re: Girolamo!!!!** [ Edited ]  
11-08-2009 07:03 PM - last edited on 11-08-2009 07:04 PM

WOW Freud would have a field day with you Bid. Can you not see that yet again you need a crowd to back you up? seriously bro..it's called inferiority complex. Just so you know, the Eliteone has tons and tons of PM from many many friends i've made here. So who are we talking about? Thats right Bro, it's just you. Now i'm not saying I don't ruffle anyone's feathers or vice versa but I find that despite you and a bad apple or two that the Eliteone gets along with everyone. They don't have to agree with me or me with them . We can even trade barbs and move on but you have shown from the start that you have to get personal...Get some help dewd..really, it's time...you got two kids now,,grow up already

0

Message 49 of 53 (16 Views)

[SHARE](#) [Comment](#)

**Bidbestever**  
Graded Stakes  
Posts: 477  
Registered: 08-01-2009

**Re: Girolamo!!!!**  
11-08-2009 07:25 PM

Keep those picks coming little one..... You have more excuses than the man on the moon..... So tell us little one, you always talk a big game before it starts then after your pigs run up the track you act like they are that fat chick you made out with behind the gym and dont want to look her way so no one would know what happen..... but turn this way bro, I am over here... lets stick to the topic with which you throw out there in the first place..... Enlighten u.s bro... where wa this place of Doo Doo they

# Findings to Know From Scholarly Research

- Attention Economy
- Quality of Social Media Presence
- Ability to Find Points of Influence in Networks

# Attention Economy

- The rise in content producers with the internet creates an attention economy in which people compete for visibility.
- This is unlike the traditional media model, in which media companies control distribution channels and can take attention for granted.

# Attention Economy

- boyd: “And the business folks are all trying to turn the Internet into a new broadcast channel. (Don't worry, they're failing.)”
- Still, access to attention is a limited resource.

# Quality of Online Presence

- Partly based on keeping web pages, SNSs, Twitter pages, and blogs updated.
- E.g. why am I following TVG's Simon Bray and Dave Weaver on Twitter? They haven't tweeted in months.
- Companies must be able respond to users in a timely manner.

# Find Points of Influence

- Influence maximization is the problem of finding the subset of people in a social network that maximizes the spread of influence.
- Problem is who to select to influence the largest number of people in the network.

# Find Points of Influence

- For information, people rely on families, friends, and others in their social network. Also on disinterested opinions from people outside immediate social network, like online reviews.
- Don't just focus on racing-specific people. Ideally find influential people with interest in racing, but in other "trending" topics.

# Racing's Split Personality

- My online betting survey: respondents were 77% male, 23% female.
- Existing understanding is that men are the bettors/handicappers who generate money for the industry.

# Racing's Split Personality

- The understanding also exists that women are “horse fans” who generate little money for the industry.
- This contributes to identity issues for racing: sport vs. gambling? Can racing be both at the same time? How can social media help? Why not cultivate women as gamblers? Be careful not to patronize women.

# Solutions?

- Let fans and patrons have and use content – including quality content for free.
- For instance, in music fans are key opinion leaders who circulate new music and music news. Easy access to content is crucial for this.

# Solutions?

- So get fans and patrons involved. Give them the tools to circulate and create content, and to create buzz for the sport across platforms.
- One example: encourage or provide apps like casual games on SNSs to attract adults of both sexes to sport.