

From: csev <csev@umich.edu>  
Subject: **Chuck's SI301 Project - Viral Video - iPad Steering Wheel Mount**  
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To: SI301 <si301w10@ctools.umich.edu>



After I heard all of your presentations and looking at these past few weeks, I came up with a little experiment riffing off **Influence** by Cialdini and **Viral Loop** by Penenberg.

I decided to do an experiment in viral video and see how it works. The key to anything viral is the "viral coefficient" - that is when one person sees the "possibly viral" thing, how many people do they show it to.

If the viral coefficient is less than one - it dies out - if it is greater than 1 and closer to 2 it takes off.

So here is my viral video:

<http://www.youtube.com/watch?v=AdAkKKxOvu4>

And the associated web site:

<http://www.steering-wheel-ipad.com/index.html>

You will notice a few references to SI301 though in the text and certainly I try to take advantage of all of the "Influence" tricks to make it more believable :)

And of course, "the experiment requires you to forward this video" :) --- Just kidding - that was just a cheesy reference from the Stanley Milgram film :)

Comments welcome.

/Chuck