



Northeastern
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Word Of Mouth: *Turning Noise into Intelligence*

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and Communication**

Northeastern University

Enrollment Management and Student Affairs



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Financial Aid Counselor

Anyone over 2 and under 30



Northeastern University

- ◆ **Founded in 1898**
- ◆ **Private research university**
- ◆ **Located in the heart of Boston**
- ◆ **A leader in interdisciplinary and translational research, urban engagement, and the integration of classroom learning with real-world experience.**





Word of Mouth

- ◆ **Consumer created marketing-relevant information**
- ◆ **Also known as consumer generated media (CGM)**



Presentation Objectives

- ◆ **Recognizing key shifts....**
 - ◆ *Influence, Power & Speed*
- ◆ **Discovering application....**
 - ◆ *Reaching our Students*
- ◆ **Understanding position....**
 - ◆ *What is your virtual image?*



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Influence, Power & Speed



Who is Talking?

- ♦ **Prospective freshmen** are the biggest audience out there
- ♦ **Current students** talk about their experiences
- ♦ **Parents** are biggest user of university sponsored Blogs
- ♦ **Alumni** are reconnecting outside of the web through WOM including classmates.com and other online community



The Student Mindset

Who are they?

- ◆ “The Millennial Student”
- ◆ iGeneration
- ◆ The Net Generation
- ◆ MyPod Generation
- ◆ Generation Next
- ◆ D.A.R.E. Generation
- ◆ Reality to Generation
Authenticity is the Holy
Grail





What are students doing on Web sites?

- ♦ **97% of incoming students would like access to a campus portal with information about class registration, billing, financial aid, and my account**
- ♦ **94% of incoming students would like access to online forms to send in housing contracts and meal plans**
- ♦ **30% of incoming students have read student blogs; 91% would like to if they were available**
- ♦ **21% of incoming students have read faculty blogs; 88% would like to if they were available**



“About two-thirds of all economic activity in the US is influenced by shared opinions about a product, brand or service.”

McKinsey Consulting 2005



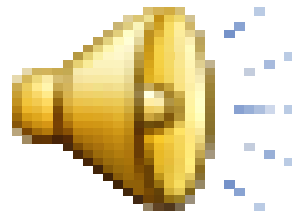
Challenges of WOM

- ◆ **Perception becomes reality at warp speed**
- ◆ **The starting point may define the direction of the dialogue**
- ◆ **Its potential impact on our market is huge**
- ◆ **Yes, it is out of “our” control**



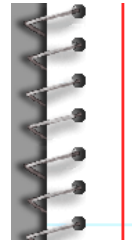
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AOL HELL





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INSIGNIFICANT THOUGHTS

June 15, 2006

diggTM
THE BLOG

THE

CONSUMERIST

SHOPPERS BITE BACK

June 20, 2006



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NEW YORK POST

June 24, 2006

The New York Times

June 25, 2006



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June 26, 2006



June 27, 2006



July 14, 2006





Consequence or Concurrent AOL Impact

- ◆ In the quarter that ended Sept. 30, AOL lost 2.5 million subscribers
- ◆ Revenue declined 3 percent
- ◆ AOL abandoned its “pay-to-play” model, is now trying to succeed as a free service in a very crowded marketplace



Remember These: Traditional Media Readership

- ◆ **The Washington Post** **647,000**
- ◆ **The Los Angeles Times** **858,497**
- ◆ **The New York Times** **529,575**



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“The New Influencers”

By Paul Gillin – Quill Book

Published Spring 2007

Former Editor of Computerworld Magazine

Paul Gillin – www.paulgillin.com



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30 Million
page views
per day

Discover what's new at
engadget

300,000
downloads per
month

Mummycast

4 million
page hits
per month

Google Blogoscoped

400,00
million
page views
in 2004

FARK.com It's not
news, it's



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Reaching our Students



We have largely focused tactically

Getting in the game:

- ◆ **Creating Blogs (students, faculty and staff)**
- ◆ **Creating Facebook, YouTube and iTunes channels**
- ◆ **Participating in the conversation**
- ◆ **Managing content**
- ◆ **Understanding how to use it**

ED'S BLOG

 Vice President for Student Affairs at Northeastern University.

May 05, 2008

CONGRATULATIONS GRADUATES!

Hello again,



CONGRATULATIONS GRADUATES! Friday's Commencement ceremonies went exceptionally well. Traditionally a Saturday event, this year's undergraduate ceremony was inspirational. Student Commencement speaker, Armine Nalbandian, gave an emotional speech about overcoming adversity, leading the class of 2008 into the world with her strong mind and giving heart. Take a look at the [Boston Globe](#) and [Northeastern Voice](#) stories highlighting her speech.



SEC Chairman Christopher Cox was the keynote speaker at the ceremony Friday morning, who urged graduates to look to the future, a message I hope you all take to heart. Want a recap of the ceremony? The NU Voice offers photos and video of the Commencement exercises [here](#). I just wanted to say congratulations to all of you who have graduated Northeastern University, graduate and undergraduate. I wish you all the best in life.

UNDERGRADS! - Don't forget, classes start tomorrow. Make sure you complete your I AM HERE registration TODAY, otherwise your classes will be dropped after 4pm!

Until next time.



I

Northeastern Admissions



An Inside Look

ARCHIVES

[May 2008](#)

[April 2008](#)

[March 2008](#)

[February 2008](#)

[January 2008](#)

[December 2007](#)

[November 2007](#)

[October 2007](#)

CATEGORIES

ABOUT

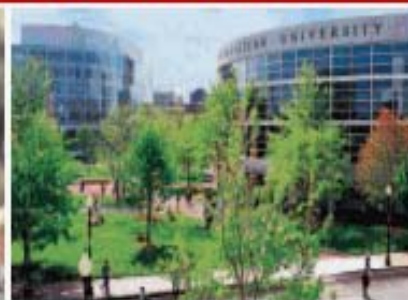


May 16, 2008

Waitlist Update

As we wrap up our initial wait list activity, I wanted to take a moment to provide an update on our progress. We had space to admit about 100 students from the wait list. Although the final deposit deadline for this first group of wait list admits is today, May 16, it appears we may have filled our remaining spots. I deliberately used the word "may" because there has been a lot of buzz in the media about the large numbers of schools including Harvard and Penn, who have gone to their wait lists. In fact, I appeared on a **local Boston TV show** discussing this very topic. While we believe the Northeastern class is just about complete, more space could open up later if the wait list activity at other colleges and universities continues. For students who are still on our wait list, we will continue to monitor our enrollment over the next couple of weeks. We know how difficult it is to wait so we will do our best to wrap up the wait list process as soon as we can.

Until next time.



**Mon 30
Apr
2007**

Get a Jump on a Summer Job

Posted by Counselor under [General](#)

[No Comments](#)

You're heading down the home stretch and summer is right around the corner. Since the best summer jobs go early, carve out some time **now** for an active job hunt. Nailing down that summer job **before** exam week can translate into more money and less stress. Here are some tips to help you get ahead of the game:

- ✦ Get your resume and cover letter in top-notch shape, and tailor and tweak your resume for different jobs. If your school's career office has counselors who review student job resumes, take advantage of this service.
- ✦ Give some real thought to how do you'd like to spend this summer. Consider several possibilities with a plan of attack for each, then work your plans.
- ✦ Heading home for the summer? Check out your town's newspaper and online job boards for summer positions, including paid internships. If you plan to stay near campus, check out summer jobs and paid internships available on campus or in the surrounding area. If you have a holiday/resort area in mind, this often means finding summer housing as well as a job. Now's the time to nail down the details.

Links

[Northeastern Home Page](#)
[Student Financial Services](#)

Pages

[About Us](#)

Categories

[General](#) (15)

Search



Market Response

- ◆ **Helpful and convenient information**
- ◆ **More parents than students**
- ◆ **Not perceived as “real” consumer information**
- ◆ **“Flogs” versus Blogs**
- ◆ **Student to student connection**



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What is your virtual image?



What do you need to explore?

- ◆ **The strength of our brand**
- ◆ **A consumer perspective**
- ◆ **What is driving students' decisions?**
- ◆ **What starts the best (and worst) conversations**
- ◆ **Where are our brand advocates**
- ◆ **Where/what de-brands our universities**



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**Transparency is not an option, it *IS* a
reality of the new world.**



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What is OUR virtual reality?

And what can we do about it?



What's Out There?

Information sites

**Post information from various sources
(that may or may not be correct)**

Get a 20 Subject Report Card on Northeastern University

- B** Academics
- C** Diversity
- B+** Guys
- B+** Girls
- B-** Athletics
- Safety & Security
- Greek Life
- Drug Scene
- Campus Strictness
- Campus Dining
- Campus Housing
- Computers
- Parking
- Nightlife
- Off Campus Dining
- Transportation
- Facilities
- Local Atmosphere
- Weather
- Off Campus Housing

The screenshot shows a website interface for Northeastern University. At the top, there's a navigation menu with categories: OVERVIEW, CAMPUS LIFE, AMENITIES, and TC. Under 'CAMPUS LIFE', 'Athletics' is highlighted with a grade of B-. Below this, there's a section titled 'Athletics: B-' with a subtext '(What does this grade mean)'. There are tabs for 'OVERVIEW', 'STUDENTS SPEAK OUT', 'COLLEGE PROWLER TAKE', and 'FACTS'. The 'STUDENTS SPEAK OUT' tab is active, showing a megaphone icon and a quote: 'It's exciting to be at a place so renowned, same time highly competitive and top ranked, it's thrilling to watch a football game match in Lynch Rink, or a wrestling match'.

Read Hundreds of Quotes from Northeastern University Students

Read samples from the Northeastern University guide below:

Guys & Girls

"I think we have the most attractive campus around. I see the students at BU as being the 'nerdy-antisocial' crowd, and **Northeastern's** students being the 'popular-but-smart'

The screenshot shows a list of student quotes. The first quote says: '... exactly huge. Hockey is fairly big here, it's definitely not a priority. Intramural sport presence here. If you want to participate very easy to do. There are intramurals for sport you can think of.' The second quote says: '"Varsity hockey is huge; the games are also really big. Other sports just can't high school football team has more enthusiasm football team does here. Our basketball I think our hockey support is probably as good college in the country. If you're an athlete really good to play a sport, but IMs are probably make a team.'" The third quote says: '"There are many varsity sports on campus hockey is very big here. We have a lot of them never do very well. Lacrosse is also'.



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The U: Have you seen your university's video?

Sponsored by:

The WB and U.S. News & World Report



Collegeconfidential.com

- ♦ **Average 300,000 visitors per month**
- ♦ **Founded to “demystify” the admissions process**
- ♦ **College Counseling – specializing in Ivy League and elite college counseling**
- ♦ **Staff has served as college counselors**

06-06-2008, 05:24 PM

#3

SherryL08

Junior Member

Join Date: Feb 2008

Threads: 6

Posts: 1

I was accepted to BU, Fordham and NEU too! I decided on NEU, they gave me the best financial aid package but also for the co-op program. Boston is fun, and only four hours away from new york (just hop on a lucky bus for 10 bucks and you're in nyc!). I think that boston is a great place to meet people our age, it's a student town, full of energy and excitement! I felt that NYC was too touristy and....I heard that it smells in the summer 😊

I would go Neu! Fordham seems strict on their core curriculum and Bu, well it's too pricey! That's just my opinion!



06-06-2008, 06:08 PM

#4

RatedPG

Member

Join Date: Mar 2006

Location: New Hampshire

Threads: 48

Posts: 494

humtaro, you mentioned a possible change of major to SLP. My daughter is starting in that program in the fall. Very well recognized and established.

Have you visited any of these schools, What school are you transferring from? I have not been to Fordham but BU and NEU have very different campuses.

It really depends on where you would be most comfortable, can't imagine making a decision without visiting the schools first.

That being said, NEU is know for its coop and its big upswing in the last several years in selectivity.

If you have any questions specific to NEU let me know, I have another daughter there in the college of engineering.



Discussion Menu

- College Visits
- Discussion Home
- Rules & Posts

Forums

- College Search
- College Admissions
- Financial Aid
- ACT
- Events
- Colleges
- League

in College Confidential Site

- College Confidential
- College Search
- College Admissions
- College Counseling
- Writing for College

Sponsors

Browse All [Northeastern University Reports](#)

Viewing 2 of 3 reports << First < > Last >>

Northeastern University

Visit Report by [creasemonkey](#) (Member since March 29 2005 with 53 posts) Visit Date - April 2006

5 of 6 people found this visit report helpful

Visit to [Northeastern University](#) in April 2006 by [creasemonkey](#) (Parent of Student, HS Class of 2006)

Visit Activities:

Information Session: Yes - General admission session and tour followed by Bouve Health Program session. Very good presentation followed by Q/A session. Especially enjoyed the information about how Northeastern's Co-op program works.

Campus Tour: Yes - Comprehensive walking tour including sample dorm room, Marino fitness center, library, student center, academic buildings, etc.

Northeastern University Campus:

Friendliness/Courtesy of Students: 5 - Excellent ★★★★★ - Met up with a few students through facebook and got another impromptu meeting and tour with some of them after the official admissions office tour.

Friendliness/Courtesy of Staff: 5 - Excellent ★★★★★ - Bouve staff members were extremely informative and helpful.

Appearance of Campus: 5 - Excellent ★★★★★ - Very nice for an urban campus. It really had a campus feel (like UC Berkeley) compared to Boston University.

Building/Facilities Maintenance/Cleanliness: 5 - Excellent ★★★★★ - Very clean and well-maintained. Campus was easy to get around and we were able to spend more time exploring after the general tour.

Dormitories: 4 - Very Good ★★★★★☆ - Visited dorms in Light Hall, Stetson West and West Village. Pretty nice for an urban campus where real estate is at a premium. Northeastern tour guide said that on-campus housing is guaranteed for the first 3 years which is far better than many other col

Security/Safety: 5 - Excellent ★★★★★ - Amazing - Lost wallet and it was turned in with everything in tact. Campus security officers and staff were extremely helpful.

Overall Campus Impression: 5 - Excellent ★★★★★ - Excellent choice for many students, especially for those wishing to have the cooperative experiential learning experience.

College Visits





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Networking Sites

Allow users to connect with others



Facebook

- ◆ More than 80 active users
- ◆ Over 55,000 regional, work-related, collegiate, and high school networks
- ◆ Maintain 85 percent market share of 4-year U.S. universities
- ◆ Sixth-most trafficked site in the United States
- ◆ More than 54 billion page views per month
- ◆ People spend an average of 20 minutes on the site daily
- ◆ **Canada has the most users outside of the United States, with more than 6 million active users; the U.K. is the third largest country with more than 5 million active users**

facebook

Profile edit Friends Networks Inbox

Bring Back the Dining Dollar Meal Plan

Northeastern

- Search
- Applications
 - Photos
 - Groups
 - Events
 - Marketplace
 - Top Friends
 - FunWall
 - Compare People
 - more

Information

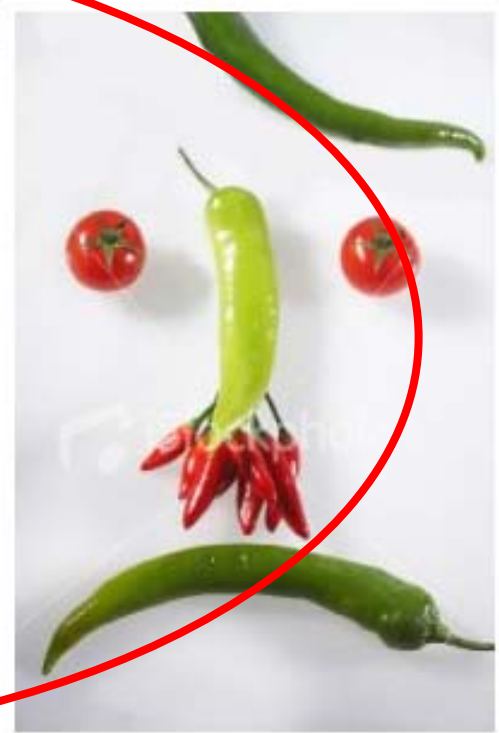
Group Info

Name: Bring Back the Dining Dollar Meal Plan
 Type: Common Interest - Food & Drink
 Description: Northeastern has removed the Dining Dollar Meal plan from our meal choices for the 2007-2008 academic year. For those of you who do not know, this meal plan consists only of Dining Dollars that can be used at local eateries. The best part of this meal plan? Never having to go to the overpriced dining halls!

Even if you do not use this meal plan, please support us that do. A Dining Dollar meal plan is not just a meal plan, its a way of life.

Please e-mail Northeastern at studentaccounts@neu.edu and let them hear your voice of disgust over this development.

Thank You!



Photos

Join this Group



facebook

I'd Like My Dishwasher Back, Please

Information

Group Info

Name: I'd Like My Dishwasher Back, Please
Type: Common Interest - Food & Drink
Description: I'm pretty fed up with this lack of a dishwasher.

From the housing descriptions:
"Enhanced [room] is a ... bedroom in a renovated apartment with additional amenities, such as dishwashers, bathroom vanities (available in Willis Hall) or a ... bedroom in an apartment with a dishwasher, garbage disposal, etc."

Standard single: \$3,845
"Enhanced" single: \$4,945

Standard double: \$3,245
"Enhanced" double: \$4,365

That comes to \$1,100 more per person (in singles; \$1,120 in doubles), for nothing but a garbage disposal. Personally, I can't even GET to my garbage disposal, because of all the dirty dishes. That's \$275 a month. Per person.

Northeastern, I would like for you to use the extra \$1,480 you're getting from the four of us in my dorm room to hire a personal dishwasher, to come here every day and do our dishes.

Contact Info

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Top Friends
- FunWall
- Compare People
- more



Join



Dialogue & Opinion Sites ***“the bloggosphere...”***

Allow users to talk amongst themselves about your University and other issues and to rate and review their experiences



MySpace.com

- ◆ **More than 50 million members**
- ◆ **Fastest growing Web site in the country**
- ◆ **75% of members are over the age of 18**
- ◆ **Murdoch's News Corp. bought MySpace for \$580 million one year ago**



LiveJournal.com

- ◆ Total accounts: 15.8M
- ◆ Accounts active in some way: 1.7M
- ◆ Posts per hour: 18,367
- ◆ Top Countries where Livejournal is most popular:
 - ◆ United States 3.3M
 - ◆ Russian Federation 500,00
 - ◆ Canada 295,430



Username:

[Create an Account](#)

Password:

[Forgot your login?](#)

[Login w/ OpenID](#)

Remember Me

[English](#) • [Español](#) • [Deutsch](#) • [Русский...](#)



Liiiindsay ([iamlindsay](#)) wrote in [northeastern](#),
@ [2008-04-28](#) 12:11:00



Hey everyone-

I tried looking to see if this was asked yet, but I didn't see anything about it from this year. Does anyone know when grades should be posted? I heard it was today, but I'm not sure. Thanks...and good luck!

[\(Post a new comment\)](#)



[newspapertaxis7](#)

2008-04-28 04:42 pm UTC ([link](#))

The academic calendar says they'll be up tomorrow.

[\(Reply to this\)](#)[\(Thread\)](#)

northeastern would make the pope cry

I wish Northeastern would at least have the decency to buy me a drink or something before it screws me over, because this one really takes the cake.

Please Note the Following:

Date	Message
05-31-2008	You have been withdrawn from the University. To reenter the University you must go to the Arts & Science Dean's Office, room 1 Meserve Hall.

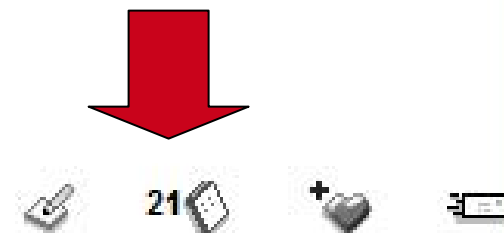
[Continue to Class Schedule...](#)

What. The. Hell. Seriously, has this ever happened to anyone else?! And how do I fix it? I'm nowhere near Boston right now, my advisor is out of the country, and I'm ready to tear my hair out.

When I clicked "continue to class schedule" my fall classes and Dialogues program still showed up - confusing me even more!

Background: I was on study abroad this spring, I'm at home on vacation now, and attending one of the Dialogues of Civilizations programs for summer 2. I'm assuming this pattern may have screwed me over....but...anyone? Help?

City sounds: furious





Affiliated, Unauthorized Sites

- ♦ Managed by current students, sharing opinions
- ♦ Not authorized by the University (often carries the brand though)
- ♦ Northeastern's list includes:
 - ♦ Renegadehuskies.com
 - ♦ NUshuffle.com
 - ♦ NortheasternOTR
 - ♦ Dieharddogs.com

What's on your University's list?



Social Networks

- ◆ **85% of teens who have created an online profile they use or update most often is on Myspace**
- ◆ **Nearly half of teens who use social networks visit the sites either once a day (26%) or several times a day (22%), while 17% visit the sites three to five days per week, 15% visit on to two days per week, and 20% visit every few weeks or less often**



Real People. Real Reviews.™

Search for (e.g. taco, salon, Max's)

northeastern university

Near (City, State or Zip)

Boston, MA 02228

Search

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk

Member Search | Account | Log In

Searching Map for northeastern university

1 to 10 of 19

Map centered on Boston, MA 02228

Results per page: 10

Show only results within: Colleges & Universities

1.9 Miles 78 reviews

1. Northeastern University

Category: Colleges & Universities

360 Huntington Ave
Boston, MA, 02115
(617) 373-2000

Pros: 1) Location, a great place for college students to hang out and have fun, 2)...

0.4 Miles 89 Broad St Lbby 2

2. Northeastern University

Category: Colleges & Universities
Neighborhood: Financial District

Boston, MA, 02110
(617) 373-8300

3.5 Miles 1 Marbury Ter

3. Northeastern University

Category: Colleges & Universities

Jamaica Plain, MA, 02130
(617) 373-2343

3.8 Miles Parsons

4. Northeastern University

Category: Colleges & Universities

Brookline, MA, 02445
(617) 566-5955

4.8 Miles Henderson

5. Northeastern University

Category: Colleges & Universities

Brighton, MA, 02135
(617) 782-1933

2.1 Miles 7 reviews

6. Punter's Pub

Category: Night Life

450 Huntington Avenue
Boston, MA, 02108

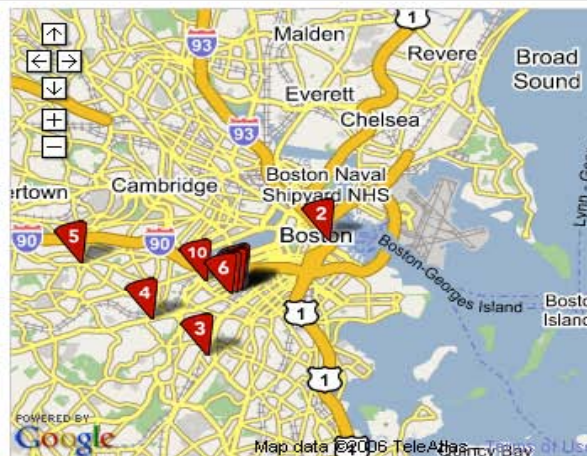
A great break from studio for Wentworth architecture students, Punters is a hole in...

2.0 Miles 18 reviews

7. Chicken Lou's Inc

Category: Restaurants

50 Forsyth St
Boston, MA, 02115
(617) 859-7017



Search radius (mi.): 0.2 0.5 0.8 1 2 5 10 20

Jump to Neighborhoods

[Link to this Page](#)

- Allston/Brighton
- Back Bay
- Central Square
- Fenway
- Harvard Square

10 other neighborhoods >



Online Video

YouTube

- ◆ **12- to-64-year-old Internet users, daily usage of online video rose by 56% over the last year**
- ◆ **#1 type of video viewed is news, followed by video content (bloopers,/jokes, weather, movies) and user-generated content**
- ◆ **80% of 18-to-24 year old male Internet users in the U.S. watch online videos at least once a week, and 35% on a daily basis**
- ◆ **Among females ages 18 to 24, weekly use of online video is 53%.**
- ◆ **YouTube acquired by Google in November 2006**



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Northeastern's [YouTube Site](#)



Understanding Perception

- ◆ Gather market intelligence
- ◆ Spend as much time examining how messages are received as framing them
- ◆ Use it internally to create a deeper community understanding of our university
- ◆ Examine the agility of decision-making
- ◆ Gain a better understanding of functionality on Web sites



High Penetration

Princeton
review

College
confidential

Facebook

Myspace

CollegeBoard

Livejournal

Low Penetration

Dieharddogs.com

Yelp

Friendster

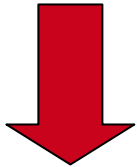
Campusdirt

Low Activities

High Activities



*Affiliated,
unauthorized Sites
(NUNews.com)*



*Affiliated Sites
(Blogs)*



*Third Party Sites
(College Board)*



Insider View

Distant View



Methodology Currently Being Tested

- ◆ **Retained Cymfony Inc. for site monitoring**
- ◆ **Dashboard designed to maximize analytical view**
- ◆ **Dashboard designed for action**

Clippings

OPTIONS ▾

◀ Sep 6, 2007 - Oct 3, 2007 ▶

All Brands ▾

MY SAVED SEARCHES

Choose... ▾

KEYWORDS

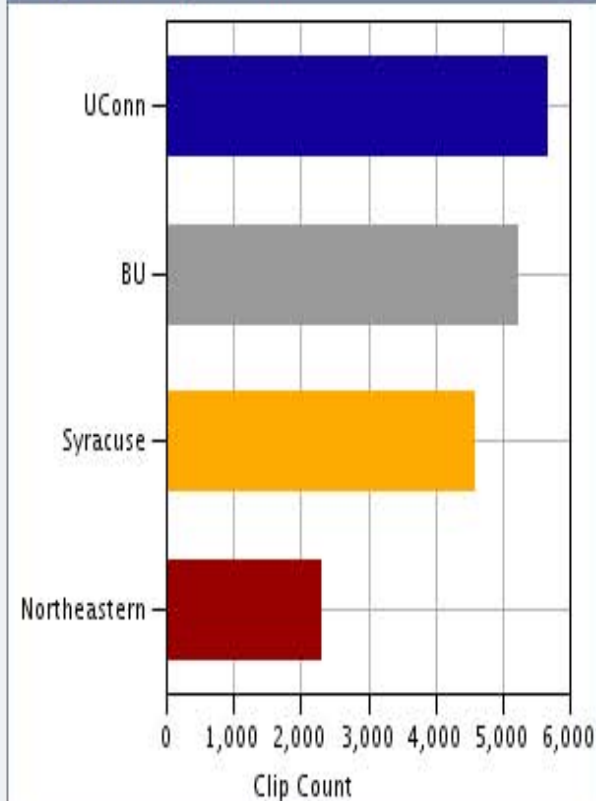
SEARCH

FILTERS

+ ADD NEW FILTER...

Save search Clear all

Clip Count by Brands



Clippings List (1-50 of 17130)

Date ▾

Show Abstracts

Show Brands Mentioned

SU vs Miami (OH) post game interview with Sean K. (Owner of the 'Troy Nunes is an absolute Magician' blog)

Sports for Sports Fans, by N/A

10/03/2007

Brands Mentioned: **UConn(1)**

After the bad loss by SU to Miami (OH) here is the take on it from Sean K of Troy Nunes is an absolute Magician . He does not pull any punches and he is clear on what he had to say. I hope you enjoy it, since it is must read for any and all SU fans. (A.E.M.) How bad was this loss ? (Sean K.) It's pretty bad cause it re-establishes everything we believed about Greg Robinson and the team before the Louisville game. It also basically affirms ...

Reciprocity

Today's Math Behind the News, by N/A

10/03/2007

Brands Mentioned: **Northeastern(1)**



CHOOSE ACTION ▾

Go to page of 343 pages Go Back Next

◀ Sep 6, 2007 - Oct 3, 2007 ▶

Segmented brands ▾

MY SAVED SEARCHES

KEYWORDS

FILTERS

Save search Clear all

Choose... ▾

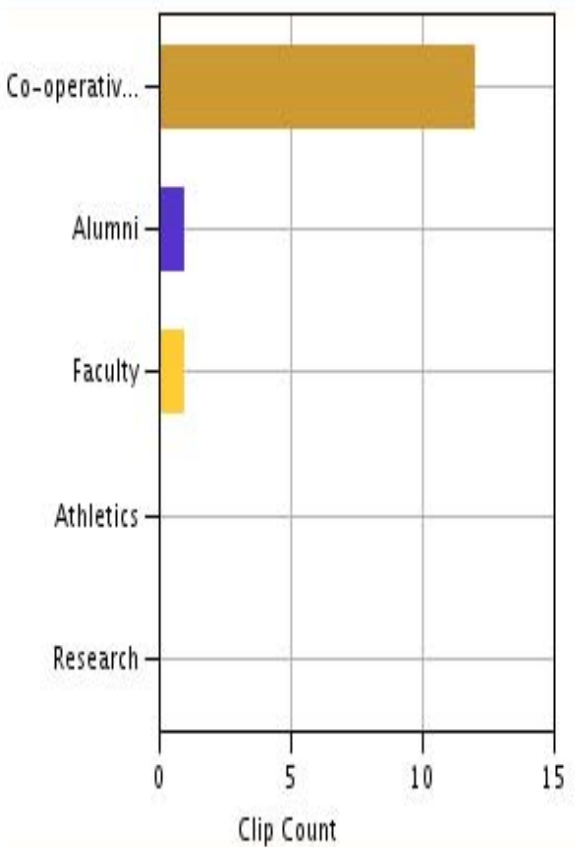
SEARCH

Brands: Co-operat... ▾

Brands: Northeastern ▾

+ ADD NEW FILTER...

Clip Count by Brands



Clippings List (1-12 of 12)

Date ▾

Show Abstracts

Show Brands Mentioned

09/11/2007

Brands Mentioned: Co-operative Education(1), Northeastern(2)

m Who am I?

In absentia, by N/A

09/10/2007

Brands Mentioned: Co-operative Education(1), Northeastern(1)

BR Northeastern can be another match school. It's co-op program is its main draw for me. I've been looking for some programs that are similar to Questbridge that accept students no longer in high school but I haven't been able to find any. Does anyone know of some? I think I'm nearing the end of my search. College visits will be next.

talk.collegeconfidential.com, by Gapyear'D

09/06/2007

Brands Mentioned: Co-operative Education(2), Northeastern(2)

CHOOSE ACTION ▾

Go to page 1 of 1 page Go

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Learning From Our Students

- ◆ Jeffrey Fontas – 19 year old NU student; won State Rep in New Hampshire
- ◆ Sees his knowledge of the internet as a big advantage
- ◆ Jeffrey used his campaign blog and social networking sites to rally support, voice his stances on the issues and raise money



Media Credit: News Photo/Zach
Virgilio
Jeff Fontas



- Quick Search
- My Profile edit
 - My Friends
 - My Photos
 - My Groups
 - My Events
 - My Messages
 - My Account
 - My Privacy

Northeastern Announcement
Why FLYER campus?
 Upcoming greek event? or club meeting? or sports game?
 Want everyone at school to come?
 Post a Facebook announcement now.

Create Your Own!



- [View More Photos of Smith \(141\)](#)
- [Send Smith a Message](#)
- [Poke Him!](#)
- [Add Smith as a Friend](#)
- [Report this Person](#)

Friends at Northeastern
 Smith has 195 Northeastern friends.



Information

Account Info
 Name: **Smith Anderson** [add to friends]
 Member Since: **August 2, 2004**
 Last Update: **January 15, 2006**

Basic Info
 School: **Northeastern '07**
 Status: **Undergrad**
 Sex: **Male**
 Concentration: **Biology**
 Residence: **W. Village C 718PENTHOU**
 Birthday: **04/26/84**
 Home Town: **Delray bch., FL. 33444**
 High School: **Atlantic High School '02**

Contact Info
 School Email: **anderson.sm@neu.edu**
 AIM Screenshot: **smoke0079**
 Mobile: **561.715.5181**
 Current Town: **Boston, MA**

Personal Info
 Interested In: **Women**
 Political Views: **Very Liberal**
 Interests: **snowboarding, wakeboarding, Running, Swimming, anything that can be categorized as sweet**
 Clubs and Jobs: **RSA President, Intramural Soccer and dodgeball and broomball, club swimming and Club tennis**
 Favorite Music: **Yellowcard, Something Corporate, New Found Glory, Brand new, coheed & Cambria, Sublime...anything that rocks**
 Favorite TV Shows: **Grey's Anatomy, House, Extreme make over, simpsons**
 Favorite Movies: **Elf, boondock saints, ocean's eleven**
 Favorite Books: **Angels and Demons, Da Vinci code, Digital fortress**



Northeastern
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Lessons Learned from Facebook

One student's story



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A Reminder about Today's Student

[YouTube - A Vision of Students Today](#)



A satisfied person tells one person

**A dissatisfied person tells 3
people or is it...**

“3 million or 10 million”



Sites to Watch

- www.collegeboard.com
- www.collegeedge.com
- www.collegenet.com
- www.dialyjolt.com
- www.facebook.com
- www.hobsons.com
- www.petersons.com
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Comment...Question...Discussion