



# An Overview of the Existing Online Fan Community for Hawthorn Hawks

This packet contains raw information. No attempt has been made to analyze this data. It is provided as a courtesy to give benchmarks for information pertaining to the online communities for the Hawthorn Hawks.

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## 43 Things

43 things is a goal setting community found at <http://www.43things.com/>. November 11, 2010, there are four goals related to Hawthorn, with 2 total people trying to accomplish them. The first table tracks the historical patterns on 43 Things for Hawthorn. The second table provides information about the people who have Hawthorn related goals.

Team	Keyword	Results	Relevant goals	Relevant goals + people	Date checked
Hawthorn Hawks	"Hawthorn Hawks"	0	0	0	11-Nov-10
Hawthorn Hawks	Hawthorn	4	4	2	11-Nov-10

Goal	User	City	State	Country	Birthday	Member since	Date checked
be at a Hawthorn premiership	chrislarmour					23-Jul-09	22-Mar-10
be at a Hawthorn premiership	Jouljet	Ballarat	Victoria	Australia	27-Oct	22-Jul-06	22-Mar-10
put the Hawthorn team song onto my l	petaf	Gunning	New South	Australia		13-Jan-07	22-Mar-10
put the Hawthorn team song onto my l	petaf					13-Jan-07	11-Nov-10
be at a Hawthorn premiership	chrislarmour					23-Jul-09	11-Nov-10





# Alexa

Alexa ranks websites based on worldwide traffic. If a site is popular in certain countries, it may also be ranked in those countries. This data is gathered using toolbars that people on the web download and install. Some Australian tech people doubt the accuracy of the numbers for Australia as the toolbar is not widely installed. Still given these limitations, Alexa is included to provide another perspective. The chart below shows the rank of Hawthorn related websites over time. The graph is from Alexa's site and dates to November 11, 2010.

Site	Alexa	World Rank	Rank in AU	Date collected
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	130,153	1,624	5-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	129,532	1,784	8-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	128,791	1,794	9-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	127,252	1,907	14-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	129,336	2,071	18-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	126,155	2,131	22-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	125,699	2,113	25-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	126,459	2,211	26-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	128,777	2,347	29-Jun-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	141,561	2,360	29-Jul-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	151,196	1,937	16-Aug-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	173,385	3,318	24-Oct-10
hawthornfc.com.au	http://www.alexac.com/siteinfo/hawthornfc.com.au	197,482	5,345	11-Nov-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	8,327,252		13-May-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	6,592,328		5-Jun-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	4,649,644		14-Jun-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	5,061,736		18-Jun-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	5,014,151		29-Jul-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	7,200,120		16-Aug-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	4,605,173		24-Oct-10
mightyhawk.net	http://www.alexac.com/siteinfo/mightyhawk.net	4,631,667		11-Nov-10

Daily Reach (percent)

hawthornfc.com.au



Percent of global Internet users who visit hawthornfc.com.au:

	Reach	Change
<b>1 month</b>	0.00059	-35% ↓
<b>3 month</b>	0.00090	-20% ↓



# Bebo

Bebo is a social networking site that is popular in Australia, Ireland and the United Kingdom. The site's traffic has been down in the past year or so. It traditionally has a fairly large contingent of Australian sport fans, with most people being fans of the NRL. It has a smaller population of AFL fans. The first table shows the size of the fanbase on bebo over time.

Interest	People	Video	Music	Groups	Apps	Skins	Date gathered
Hawthorn Hawks	31	26	7	11	0	0	24-Oct-10
Hawthorn Hawks	31	26	7	11	0	0	11-Nov-10

The following charts compare the population of Collingwood, Hawthorn and Port Adelaide fans on bebo as of January 28, 2010. Given the above data, it is unlikely that bebo population characteristics have changed much.

Gender	Collingwood	Hawthorn	Port Adelaide
Female	18	7	8
Male	22	19	8
Unknown	22	6	10
Total	62	32	26
% female	29%	22%	31%
% male	35%	59%	31%
% unknown	35%	19%	38%

State	Collingwood	Hawthorn	Port Adelaide
Australian Capital Territo	2	0	0
New South Wales	5	3	0
Northern Territory	1	0	0
Queensland	2	2	1
South Australia	2	2	13
Tasmania	2	0	0
Victoria	14	6	0
Western Australia	3	3	0

Age	Collingwood	Hawthorn	Port Adelaide
Mean	23.9	20.4	24.5
Median	21	20	22
Mode	19	19	20
Count	23	16	10

Country	Collingwood	Hawthorn	Port Adelaide
Australia	32	17	14
Ireland		1	
New Zealand	1		
Philippines	1		
United Kingdom	1	1	1
United States		1	
Total	35	19	15



## BlackPlanet

BlackPlanet is a small social networked targeted at African Americans. There is a small community of Australian sport fans on the site. They tend to prefer rugby. The following table gives an idea as to the community size for the AFL on BlackPlanet by looking at several AFL teams over time.

Interest	Total Members	Checked
Western Bulldogs	0	24-Jun-10
Port Adelaide	0	9-Jul-10
Port Adelaide Power	0	9-Jul-10
Essendon Bombers	0	24-Aug-10
Collingwood	0	11-Nov-10
Collingwood Magpies	0	11-Nov-10
Hawthorn	3	11-Nov-10
Hawthorn Hawks	0	11-Nov-10
Port Adelaide	0	11-Nov-10
Port Adelaide Power	0	11-Nov-10

## blogger

blogger is a popular blog hosting site. Many popular Australian and sports blogs use it. The site also has high press visibility. People's profiles include interests that they list. The chart below shows the size of the Hawthorn fan community on blogger over time using interest listings on people's profiles.

Interest	Number	Date gathered
Hawthorn Hawks	3	22-Jun-10
Hawthorn Hawks	3	11-Nov-10

The chart below contains the demographic information for blogger users who list the team as an interest.

Name	Age	Gender	Sign	City	State	Country
Lauren Carroll	24 year old	female	Taurus	Melbourne	Victoria	Australia
american dragon	17 year old	female	Sagittarius			Australia
Kimmy	253 year old	female	Scorpio			Australia





## care2

care2 is a small social network dedicated to people who are interested in making a difference. There is a small population of Australians and Australian sport fans on the network. The table below gives an idea as to the size of the Hawthorn fan community to other clubs on the network.

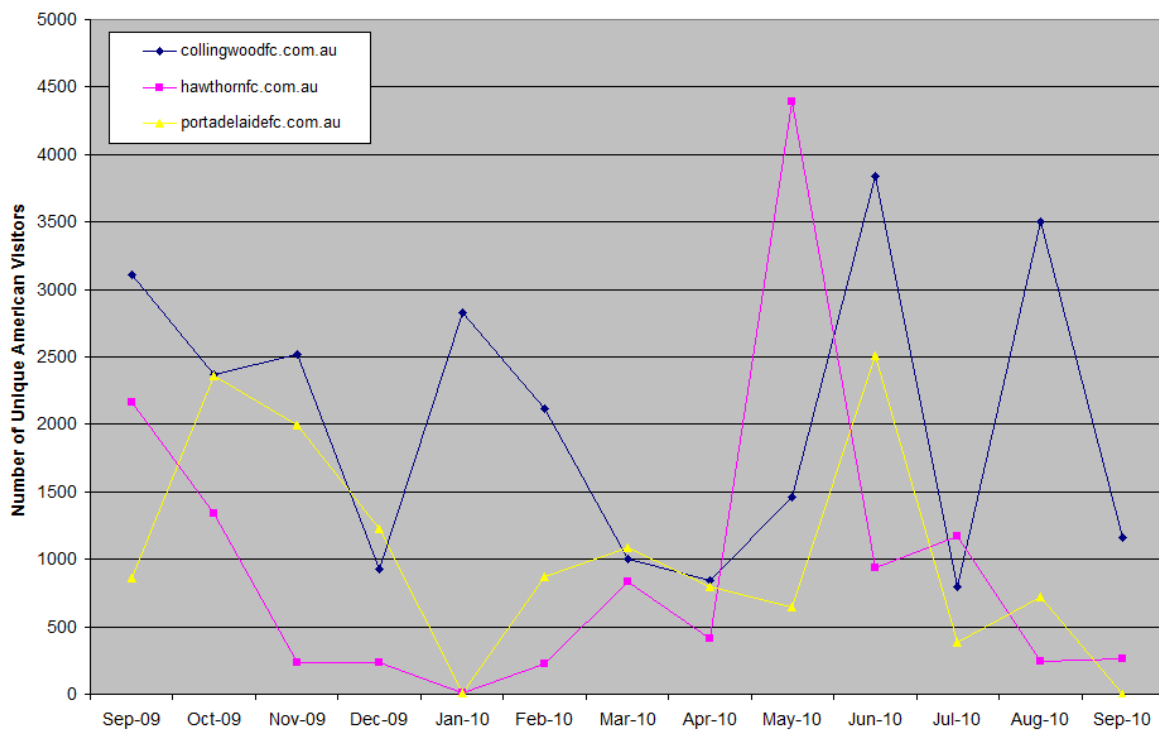
Team	Keyword	Petitions	Discussions	Members	Groups	Photos	Blogs	Healthy Living	Ecards	Date checked
Western Bulldogs	"Western Bulldogs"	0	0	2	0	0	4	0	0	24-Jun-10
Port Adelaide Power	"Port Adelaide Power"	0	0	0	0	0	0	0	0	9-Jul-10
Collingwood Magpies	"Collingwood Magpies"	0	1	0	0	0	0	0	0	11-Jun-10
Greater Western Sydney	"Israel Folau"	0	0	0	0	0	1	0	0	11-Jun-10
Western Bulldogs	"Jason Akermanis"	0	0	0	0	0	0	0	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	0	1	0	0	4	0	0	11-Jun-10
Fremantle Dockers	"Fremantle Dockers"	0	0	0	0	0	1	0	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	2	0	0	0	0	8	0	0	16-Aug-10
Essendon Bombers	"Essendon Bombers"	0	0	0	0	0	8	0	0	24-Aug-10
Collingwood Magpies	"Collingwood Magpies"	0	1	0	0	0	0	0	0	11-Nov-10
Essendon Bombers	"Essendon Bombers"	0	1	0	0	0	24	0	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	0	0	0	0	24	0	0	11-Nov-10
Greater Western Sydney	"Israel Folau"	0	0	0	0	0	1	0	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	0	5	0	0	24	0	0	11-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	0	0	0	0	1	0	0	11-Nov-10
West Coast Eagles	"West Coast Eagles"	3	0	0	0	0	24	0	0	11-Nov-10
Western Bulldogs	"Jason Akermanis"	0	0	0	0	0	0	0	0	11-Nov-10
Western Bulldogs	"Western Bulldogs"	0	3	0	0	0	12	0	0	11-Nov-10



# Compete

Compete is an analytics company similar to Alexa. It also collects information from user installed toolbars to calculate how many estimated unique visitors sites get each months. Compete's calculations are based on US visitors only. Below is a table and chart showing these estimates for the period between September 2009 and September 2010 for the Hawthorn Hawks and other AFL club websites.

Compete: Unique American Visitors			
Date	collingwoodfc.com.au	hawthornfc.com.au	portadelaidefc.com.au
Sep-09	3110	2164	866
Oct-09	2368	1342	2357
Nov-09	2518	238	1993
Dec-09	931	231	1223
Jan-10	2824	12	14
Feb-10	2116	229	875
Mar-10	998	830	1086
Apr-10	844	413	795
May-10	1463	4393	644
Jun-10	3842	935	2507
Jul-10	794	1167	385
Aug-10	3502	248	718
Sep-10	1158	262	0





# delicious

delicious is power social bookmarking site. When users find pages on the internet that they may want to visit again, they bookmark them. To make finding bookmarks easier, users are encouraged to tag these posts. Below are the total number of bookmarks for selected AFL clubs. These totals are all dated November 11, 2010.

Team	Keyword	delicious count
Adelaide Crows	AdelaideCrows	2
Brisbane Lions	BrisbaneLions	35
Collingwood Magpies	Collingwood Magpies	23
Collingwood Magpies	CollingwoodMagpies	0
Collingwood Magpies	Collingwood-Magpies	4
Essendon Bombers	EssendonBombers	18
Geelong Cats	GeelongCats	1
Greater Western Sydney	GreaterWesternSydney	7
Greater Western Sydney	TeamGWS	1
Hawthorn Hawks	Hawthorn Hawks	29
Hawthorn Hawks	HawthornHawks	0
Hawthorn Hawks	Hawthorn-Hawks	13
North Melbourne Kangaroos	NorthMelbourneKangaroo	11
Port Adelaide Power	Port Adelaide Power	14
Port Adelaide Power	PortAdelaidePower	14
Port Adelaide Power	Port-Adelaide-Power	3
Western Bulldogs	WesternBulldogs	4

The graph below shows the volume of bookmarking over time using the most popular tag for Hawthorn. This graph is generated by delicious.





# delicious

The table below was generate by delicious on November 11, 2010. It includes a list of all the tags used to bookmark [www. www.hawthornfc.com.au](http://www.hawthornfc.com.au)

Top Tags	Uses
af1	13
hawthorn	13
football	10
sport	7
club	5
hawks	5
sports	4
news	2
premiers	2
footy	2
personal	1
the	1
recreational	1
af1,	1
team,	1
imported	1
comprehension	1
clubs	1
awesome	1
australia	1
hunter	1
aussierules	1
best	1



# ecademy

ecademy is a small social network for business professionals that is an alternative to LinkedIn. It has a small number of people connected to Australian sport. As of July 2010, zero people list Melbourne Victory, Socceroos or W-League as an interest or company they have worked for. There are people who list Australian teams as an interesting, including some one who listed the Canberra Capitals of the WNBL and some one else who listed the Adelaide Crows of the AFL. Below is a list by date and team of the number of people who include an AFL club or player in their profile.

Team	Interest	Total	Checked
Collingwood Magpies	Collingwood Magpies	1	11-Nov-10
Collingwood Magpies	"Collingwood Magpies"	1	11-Nov-10
Essendon Bombers	Essendon Bombers	0	24-Aug-10
Essendon Bombers	Essendon Bombers	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	16-Aug-10
Fremantle Dockers	"Fremantle Dockers"	0	11-Nov-10
Gold Coast Suns	Gold Coast Suns	482	11-Nov-10
Gold Coast Suns	"Gold Coast Suns"	1	11-Nov-10
Gold Coast Suns	"Gold Coast FC"	0	11-Nov-10
Greater Western Sydney	Israel Folau	0	11-Jun-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Jun-10
Greater Western Sydney	Israel Folau	0	11-Nov-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Nov-10
Greater Western Sydney	"Team GWS"	0	11-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	334	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	343	11-Nov-10
West Coast Eagles	"West Coast Eagles"	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	0	11-Nov-10
Western Bulldogs	Western Bulldogs	1	11-Jun-10
Western Bulldogs	Jason Akermanis	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	15-Jun-10
Western Bulldogs	"Jason Akermanis"	0	15-Jun-10
Western Bulldogs	"Western Bulldogs"	0	24-Jun-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Western Bulldogs	1	21-Jul-10
Western Bulldogs	Jason Akermanis	0	21-Jul-10
Western Bulldogs	Western Bulldogs	1	11-Nov-10
Western Bulldogs	Jason Akermanis	0	11-Nov-10
Western Bulldogs	"Western Bulldogs"	0	11-Nov-10

# facebook

Facebook is the most popular social network in Australia. There are several ways to measure community size on the network. One way to measure interest is based on the number of fanpages dedicated to a team and the total people who like the fanpage. The following table contains list of some of communities that feature Hawthorn and the total members for those pages based on date.

Name	Url	Members	Type	Date checked
hawthorn football club	<a href="http://www.facebook.com/group.php?gid=2210288061">http://www.facebook.com/group.php?gid=2210288061</a>	6,595	Group	25-Mar-10
hawthorn football club	<a href="http://www.facebook.com/group.php?gid=2210288061">http://www.facebook.com/group.php?gid=2210288061</a>	6,621	Group	30-May-10
hawthorn football club	<a href="http://www.facebook.com/group.php?gid=2210288061">http://www.facebook.com/group.php?gid=2210288061</a>	6,557	Group	21-Jul-10
hawthorn football club	<a href="http://www.facebook.com/group.php?gid=2210288061">http://www.facebook.com/group.php?gid=2210288061</a>	6,557	Group	30-Jul-10
hawthorn football club	<a href="http://www.facebook.com/group.php?gid=2210288061">http://www.facebook.com/group.php?gid=2210288061</a>	6,496	Group	11-Nov-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	14,342	Page	25-Mar-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	16,129	Page	3-May-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	17,996	Page	30-May-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	18,931	Page	10-Jun-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	19,274	Page	15-Jun-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	20,186	Page	22-Jun-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	20,707	Page	24-Jun-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	20,973	Page	26-Jun-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	24,153	Page	21-Jul-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	25,267	Page	30-Jul-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	30,466	Page	6-Oct-10
Hawthorn Football Club	<a href="http://www.facebook.com/hawthornfc">http://www.facebook.com/hawthornfc</a>	31,834	Page	11-Nov-10
Hawthorn Hawks	<a href="http://www.facebook.com/hawthornhawks">http://www.facebook.com/hawthornhawks</a>	2,602	Page	25-Mar-10
Hawthorn Hawks	<a href="http://www.facebook.com/hawthornhawks">http://www.facebook.com/hawthornhawks</a>	2,994	Page	30-May-10
Hawthorn Hawks	<a href="http://www.facebook.com/hawthornhawks">http://www.facebook.com/hawthornhawks</a>	3,182	Page	30-Jul-10
Hawthorn Hawks	<a href="http://www.facebook.com/hawthornhawks">http://www.facebook.com/hawthornhawks</a>	0	Page	11-Nov-10
Law Hawks	<a href="http://www.facebook.com/group.php?gid=5033799337">http://www.facebook.com/group.php?gid=5033799337</a>	19	Group	24-Mar-10
Law Hawks	<a href="http://www.facebook.com/group.php?gid=5033799337">http://www.facebook.com/group.php?gid=5033799337</a>	18	Group	30-Jul-10
Law Hawks	<a href="http://www.facebook.com/group.php?gid=5033799337">http://www.facebook.com/group.php?gid=5033799337</a>	23	Group	11-Nov-10
The New Hawks Cheer Squad 2009 hawthorn football club	<a href="http://www.facebook.com/group.php?gid=14866934870">http://www.facebook.com/group.php?gid=14866934870</a>	30	Group	13-May-10
The New Hawks Cheer Squad 2009 hawthorn football club	<a href="http://www.facebook.com/group.php?gid=14866934870">http://www.facebook.com/group.php?gid=14866934870</a>	31	Group	30-May-10
The New Hawks Cheer Squad 2009 hawthorn football club	<a href="http://www.facebook.com/group.php?gid=14866934870">http://www.facebook.com/group.php?gid=14866934870</a>	32	Group	30-Jul-10
The New Hawks Cheer Squad 2009 hawthorn football club	<a href="http://www.facebook.com/group.php?gid=14866934870">http://www.facebook.com/group.php?gid=14866934870</a>	32	Group	11-Nov-10

Fanpages tend to be more desirable as updates by the maintainer can appear on a user's timeline. This is not always the case with groups. Fanpages are also given a preference when people are searching for a term. Groups and profiles have traditionally had an advantage over fanpages because it was easier to contact everyone who belongs to your group or who lists you as a friend. This is changing as Facebook adds more features.

Another way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of Hawthorn fans on Facebook over time.

Date collected	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
6-Jan-09	Australia	All	All	All	All	All	All	1,960
6-Jan-09	Australia	Darwin - Within 50 Miles	All	All	All	All	All	< 20
6-Jan-09	Australia	Hamilton - Within 50 Miles	All	All	All	All	All	< 20
6-Jan-09	Australia	Melbourne - Within 50 Miles	All	All	All	All	All	940
6-Jan-09	Australia	Sydney - Within 50 Miles	All	All	All	All	All	220
25-Mar-10	Australia	All	All	All	All	All	All	21,220
11-Nov-10	Australia	All	All	All	All	All	All	36,520
11-Nov-10	Australia	All	All	Men	All	All	All	21,500
11-Nov-10	Australia	All	All	Women	All	All	All	14,620
11-Nov-10	Australia	All	All	All	All	Single	All	9,480
11-Nov-10	Australia	All	All	All	All	Married	All	8,860



# foursquare

foursquare is a geolocation based social network. People can check into venues. When they do, they get points. If they check into a venue more than anyone else, they may become the mayor. Some venues also offer coupons and other incentives for foursquare users to visit. foursquare is the most popular geolocation based social network in Australia. Below is a record of some of total checkins for the venues on days when Hawthorn was playing.

Name	Link	Checkins	Unique	Mayor	Date checked	Team 1	Team 2	Total checkins	Total Uniques
Etihad Stadium	<a href="http://foursquare.com/venue/306196">http://foursquare.com/venue/306196</a>	1892	912	-1355634	22-Jul-10				
Etihad Stadium	<a href="http://foursquare.com/venue/306196">http://foursquare.com/venue/306196</a>	1965	950	-1355634	23-Jul-10	St. Kilda Saints	Hawthorn Hawks	73	38
Melbourne Cricket Ground (MCG)	<a href="http://foursquare.com/venue/281644">http://foursquare.com/venue/281644</a>	1984	972	alistairjogg	1-Jul-10				
Melbourne Cricket Ground (MCG)	<a href="http://foursquare.com/venue/281644">http://foursquare.com/venue/281644</a>	2046	1000	-417965	2-Jul-10	Hawthorn Hawks	Western Bulldogs	62	28
Melbourne Cricket Ground (MCG)	<a href="http://foursquare.com/venue/281644">http://foursquare.com/venue/281644</a>	2142	1039	alistairjogg	9-Jul-10				
Melbourne Cricket Ground (MCG)	<a href="http://foursquare.com/venue/281644">http://foursquare.com/venue/281644</a>	2212	1070	alistairjogg	10-Jul-10	Geelong Cats	Hawthorn Hawks	70	31
AAMI Stadium	<a href="http://foursquare.com/venue/1088396">http://foursquare.com/venue/1088396</a>	79	48	dlparkinson	30-Jul-10				
AAMI Stadium	<a href="http://foursquare.com/venue/1088396">http://foursquare.com/venue/1088396</a>	81	50	dlparkinson	31-Jul-10	Port Adelaide Power	Hawthorn Hawks	2	2
Sydney Cricket Ground	<a href="http://foursquare.com/venue/283942">http://foursquare.com/venue/283942</a>	221	152	-1065574	6-Aug-10				
Sydney Cricket Ground	<a href="http://foursquare.com/venue/283942">http://foursquare.com/venue/283942</a>	228	159	-1065574	7-Aug-10	Sydney Swans	Hawthorn Hawks	7	7
Sydney Cricket Ground (SCG)	<a href="http://foursquare.com/venue/2337521">http://foursquare.com/venue/2337521</a>	251	188	-1065574	6-Aug-10				
Sydney Cricket Ground (SCG)	<a href="http://foursquare.com/venue/2337521">http://foursquare.com/venue/2337521</a>	330	243	-1065574	7-Aug-10	Sydney Swans	Hawthorn Hawks	79	55
Aurora Stadium	<a href="http://foursquare.com/venue/625459">http://foursquare.com/venue/625459</a>	6	5		16-Jul-10				
Aurora Stadium	<a href="http://foursquare.com/venue/625459">http://foursquare.com/venue/625459</a>	9	8		17-Jul-10	Hawthorn Hawks	Brisbane Lions	3	3

# friendster

friendster is small social networks. Alexa ranks it as the 685th most popular site on the Internet and the 1,483th most popular site in Australia. One of the ways friendster fosters communities is through groups. There are several Australian sport related groups, including one for the Socceroos with over a hundred members and one for the Melbourne Victory with over sixty. A search was done of Australian groups for AFL related communities. The table below gives an idea as to the number of groups dedicated to these clubs.

Team	Keyword	Groups	Checked
Collingwood Magpies	Collingwood Magpies	13	12-Nov-10
Fremantle Dockers	Fremantle Dockers	12	16-Aug-10
Fremantle Dockers	Fremantle Dockers	12	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	107	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	12-Nov-10
Port Adelaide Power	Port Adelaide Power	1031	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	12-Nov-10
Port Adelaide Power	"Port Adelaide"	0	12-Nov-10
West Coast Eagles	West Coast Eagles	1006	16-Aug-10
West Coast Eagles	West Coast Eagles	1006	12-Nov-10
West Coast Eagles	"West Coast Eagles"	0	12-Nov-10





## Gaia Online

Gaia Online is a role playing network that has a number of social networking components. It is relatively popular in Australia and tends to cater to a teenaged audience. The table below gives an idea of the size of interest in the AFL community by searching member profiles for people who listed teams as interests.

Team	Interest	Members	Date checked
Adelaide Crows	Adelaide Crows	0	12-Nov-10
Brisbane Lions	Brisbane Lions	0	12-Nov-10
Collingwood Magpies	Collingwood Magpies	0	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	12-Nov-10
Melbourne Demons	Melbourne Demons	0	12-Nov-10
Port Adelaide Power	Port Adelaide Power	0	12-Nov-10
Righmond Tigers	Righmond Tigers	0	12-Nov-10
Sydney Swans	Sydney Swans	0	12-Nov-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Julia Gillard	0	24-Jun-10
Western Bulldogs	Jason Akermanis	0	24-Jun-10
Western Bulldogs	Western Bulldogs	1	10-Nov-10
Western Bulldogs	Julia Gillard	0	12-Nov-10
Western Bulldogs	Jason Akermanis	0	12-Nov-10
Western Bulldogs	Western Bulldogs	1	12-Nov-10

The following is a list of some Australian sports fans on the site by interest. This list was included to give an idea as to the demographic profiles of users on the site.

Interest	Name	City	State	Country	Age	Birthday	Gender	Last Login	Registered	Posts per Day	Total Posts
Brisbane Broncos	Wallad			Australia	18					0.09	99
Parramatta Eels	sharmayn	Sydney	NSW	Australia	18			7-Nov-09	1-Jun-07		
Sydney Roosters	Slick_Schmitchick69	Coonabarabran	NSW	Australia			Female	2-Jul-06	25-Nov-05	0.01	15
Sydney Roosters	amzleigh_chick69	Coonabarabran	NSW	Australia			Female	25-Nov-05	24-Nov-05		
Sydney Roosters	VolfiesPup										
Sydney FC	moT-Trica			Australia			Female	1-Aug-07	17-Apr-07		
Sydney FC	Baptista						Male	27-Jan-10	3-Sep-05	6.2	10230
Canberra Raiders	The Bullgod	Canberra	ACT	Australia	22	8-Jun-88			16-Feb-06		
Western Bulldogs	amzalli^A			Australia	16		Female	8-May-08	14-Dec-05		
ACT Brumbies	The Bullgod	Canberra	ACT	Australia	22	8-Jun-88			16-Feb-06		
Wallabies	Orochimaru16		Arizona	United States			Male	16-Mar-08	4-Nov-06		
Wallabies	Naotta						Male	20-May-06	18-May-06	0.01	23
Wallabies	Nestly			United States		27-Feb-87	Female	3-Nov-09	29-Jun-04	0.07	160
All Blacks	yung3									0.01	7

## gowalla

gowalla is a geolocation network similar to Foursquare. The community of users is smaller and fewer people comparatively check in at games. Below are a check in totals for Hawthorn Hawks games where totals were gathered.

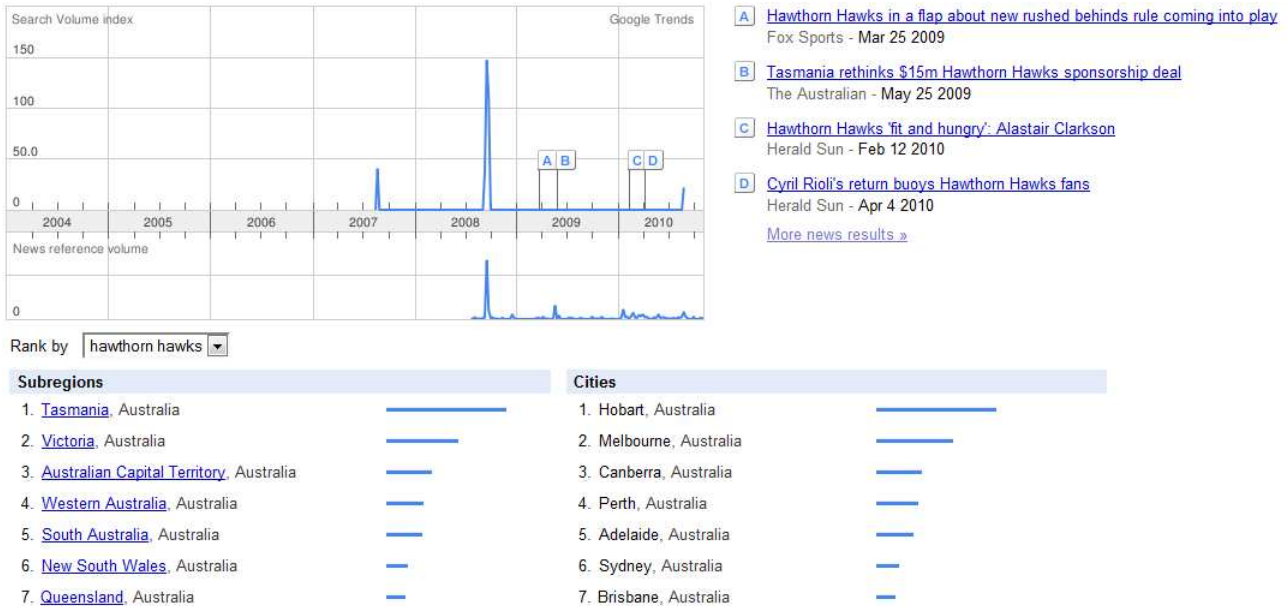
Name	Link	Checkins	Date	Team 1	Team 2
Melbourne Cricket Ground	<a href="http://gowalla.com/spots/187996">http://gowalla.com/spots/187996</a>	1	18-Jun-10	Hawthorn Hawks	Essendon Bombers





# Google

The following is a screenshot from Google Trends using the search phrase: Hawthorn Hawks. The screenshot was generated on November 12, 2010.



## hi5

hi5 is a social network/social gaming site. According to Alexa, it is the 133rd most popular site on the Internet but it does not rank in the top 1,500 most popular sites in Australia. It caters mostly to teen males. There are a few groups dedicated to Australian sport fans. The table below gives an idea as to the size of the community for the AFL on hi5 by searching groups and profiles.

Team	Search	People	Communities	Checked
Collingwood Magpies	Collingwood Magpies	0	2	24-Jun-10
Collingwood Magpies	Collingwood Magpies	0	2	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	1	1	12-Nov-10
Melbourne Demons	Melbourne Demons	0	1	24-Jun-10
Melbourne Demons	Melbourne Demons	0	1	12-Nov-10
Port Adelaide Power	Port Adelaide Power	0	0	12-Nov-10
Sydney Swans	Sydney Swans	0	2	24-Jun-10
Sydney Swans	Sydney Swans	0	2	12-Nov-10
Western Bulldogs	Jason Akermanis	0	0	24-Jun-10
Western Bulldogs	Jason Akermanis	0	0	12-Nov-10
Western Bulldogs	Julia Gillard	0	0	24-Jun-10
Western Bulldogs	Julia Gillard	0	0	12-Nov-10
Western Bulldogs	Western Bulldogs	0	0	24-Jun-10
Western Bulldogs	Western Bulldogs	0	0	12-Nov-10



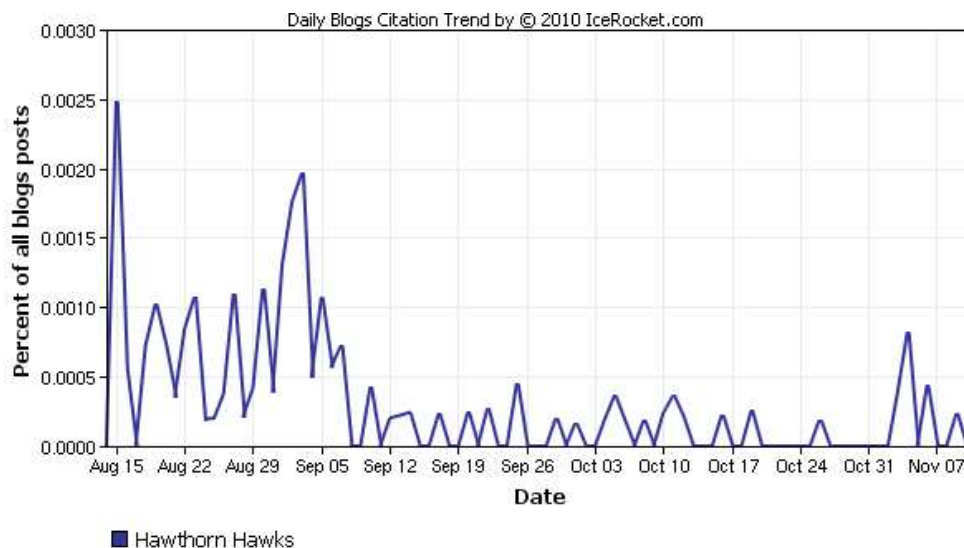
# hi5

The table below gives an idea of the comparative size of some of the AFL and Australian sport related groups on hi5, when they were founded, historical growth and the total activity level that has taken place on them.

Team	Community name	url - http://www.hi5.com/friend/group/	Members	Created	Topics	Checked
ACT Brumbies	ACT BRUMBIES	1735438--ACT%2BRUMBIES--front-html	5	10-Feb-07		15-May-10
Canberra Raiders	Canberra Raiders	105808--Canberra%2BRaiders--front-html	29	19-Dec-04	5	12-Nov-10
Canberra Raiders	Canberra Raiders	99873--Canberra%2BRaiders--front-html	11	11-Dec-04	0	12-Nov-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		1-Apr-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		15-May-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		24-Jun-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		12-Nov-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		1-Apr-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		15-May-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		24-Jun-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	524674--Hawthorn%2BHawks--front-html	11	19-Oct-05	2	12-Nov-10
Melbourne Demons	Melbourne Demons FC	1070511--Melbourne%2BDemons%2BFC--front-html	3	10-Jun-06		24-Jun-10
Melbourne Demons	Melbourne Demons FC	1070511--Melbourne%2BDemons%2BFC--front-html	3	10-Jun-06		12-Nov-10
Melbourne Storm	Melbourne Storm	118052--Melbourne%2BStorm%2BSupporters%2Bgro--front-html	11	1-Jan-05		15-May-10
Melbourne Storm	Melbourne Storm Fans	2226021--Melbourne%2BStorm%2BFans--front-html	4	6-Jun-07		15-May-10
Melbourne Storm	melbourne storm	2470415--melbourne%2Bstorm--front-html	1	18-Oct-07		15-May-10
Melbourne Storm	Melbourne Storm!	3543524--Melbourne%2BStorm%2521--front-html	2	3-Sep-08		15-May-10
Melbourne Victory	Melbourne Victory	460386--Melbourne%2BVictory--front-html	83	4-Sep-05	11	12-Nov-10
Melbourne Victory	Melbourne Victory Fans	527030--Melbourne%2BVictory%2BFans--front-html	8	21-Oct-05	1	12-Nov-10
Socceroos	SOUTH AUSTRALIA GO	1066519--SOUTH%2BAUSTRALIA%2B_GO%2BTHE%2BSOCCER--front-html	1	10-Jun-06		15-May-10
Socceroos	THE SOCCEROOS	1113808--THE%2BSOCCEROOS--front-html	14	28-Jun-06		15-May-10
Socceroos	socceroos well done	1127775--socceroos%2Bwell%2Bdone--front-html	34	4-Jul-06		15-May-10
Socceroos	Aussie Socceros	1512512--Aussie%2BSocceros--front-html	43	8-Dec-06		15-May-10
Socceroos	SOCCEROOS	567347--%2BSOCCEROOS--front-html	4	17-Nov-05		15-May-10
Socceroos	SOCCEROOS!!!	568742--SOCCEROOS%2521%2521%2521--front-html	8	17-Nov-05		15-May-10
Socceroos	Socceroos are going to the World Cup!	569838--Socceroos%2Bare%2Bgoing%2Bto%2Bthe%2BWor--front-html	4	18-Nov-05		15-May-10
Socceroos	socceroos	631994--socceroos--front-html	28	24-Dec-05		15-May-10
Sydney Swans	Sydney Swans	145156--Sydney%2BSwans--front-html	63	24-Jan-05		24-Jun-10
Sydney Swans	Sydney Swans	145156--Sydney%2BSwans--front-html	63	24-Jan-05		12-Nov-10
Sydney Swans	Sydney Swans Football	265803--Sydney%2BSwans%2BFootball%2BClub--front-html	2	17-Apr-05		24-Jun-10
Sydney Swans	Sydney Swans Football	265803--Sydney%2BSwans%2BFootball%2BClub--front-html	2	17-Apr-05		12-Nov-10

# IceRocket

Ice Rocket is a search engine. One of the things that it has is a specialized blog search. Using this search, you can tabulate how many posts by day were made involving a specific search term. A search was run for the "Hawthorn Hawks." The following graph was generated by IceRocket.

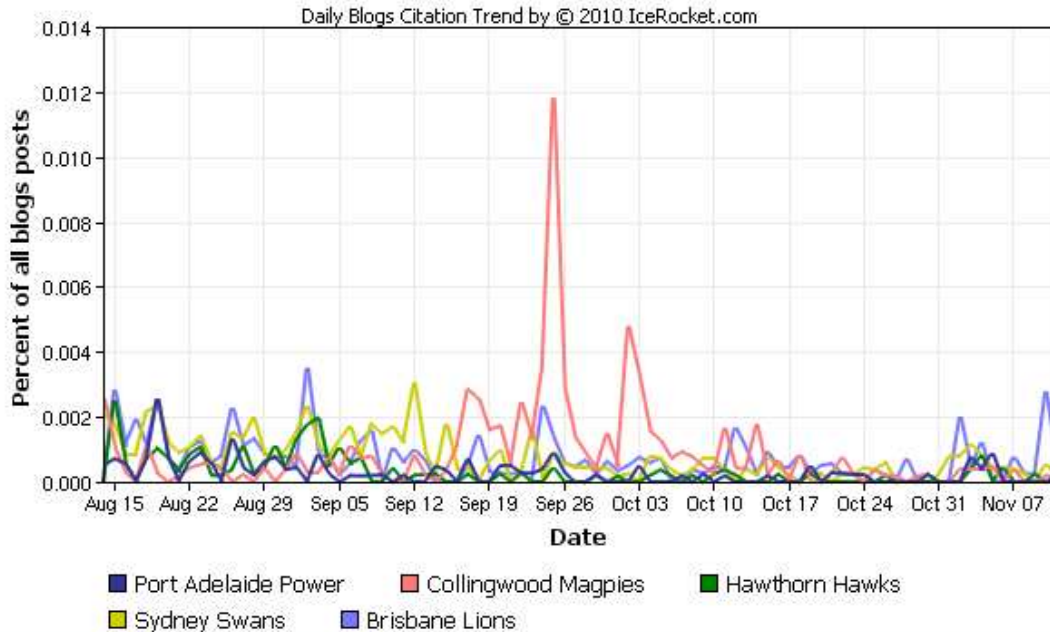


Trend Terms / Back to search results	Posts per day	Average %	Total posts
<a href="#">Hawthorn Hawks</a>	1.23	0.0003	111



# IceRocket

The following is a graph generated by IceRocket. It compares the relative volume of discussion for Port Adelaide to other selected teams in the AFL. This graph was created on November 12 and shows conversations for the past three months.



Trend Terms / Back to search results	Posts per day	Average %	Total posts
<a href="#">Port Adelaide Power</a>	1.08	0.0003	97
<a href="#">Collingwood Magpies</a>	3.19	0.0009	287
<a href="#">Hawthorn Hawks</a>	1.23	0.0003	111
<a href="#">Sydney Swans</a>	3.11	0.0007	280
<a href="#">Brisbane Lions</a>	2.99	0.0007	269

## LinkedIn

LinkedIn is a social network aimed at professionals. It is one of the fastest growing social network in Australia. There are several groups dedicated to Australian sports teams on it. The table below gives an idea as to the size of the AFL and Australian sport community on LinkedIn by searching for selected teams using all search types.

Team	Search term	Groups	People	Companies	Answers	Jobs	Checked
Canberra Raiders	"Canberra Raiders"	0	21	0	0	0	12-Nov-10
Canberra Raiders	Canberra Raiders	0	17	0	0	0	21-Jun-10
Collingwood Magpies	"Collingwood Magpies"	0	6	0	0	0	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	2	0	0	0	12-Nov-10
Melbourne Victory	"Melbourne Victory"	0	0				1-Jul-10
Melbourne Victory	"Melbourne Victory"	0	0				1-Jul-10
Melbourne Victory	"Melbourne Victory"	1	61	0	0	0	12-Nov-10
NRL	NRL	3	1,195				21-Jun-10
NRL	NRL	3	1,418	25	8	0	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	2	0	0	0	12-Nov-10
Western Bulldogs	"Western Bulldogs"	0	66	4	0	0	24-Jun-10
Western Bulldogs	"Western Bulldogs"	0	78	4	0	0	12-Nov-10





# LiveJournal

LiveJournal is a blogging site. It traditionally has had a fairly active Australian community on it. According to Alexa, the site is the 77th most popular on the Internet and the 94th most popular in Australia. The software is open source and several people have created clones. There are a number of communities and a lot of people who list Australian sports teams as interests on LiveJournal and its clones. The following is a list of some members who listed the Hawthorn Hawks as an interest on the date indicated.

Service	username	Last updated	City	State	Country	Year of Birth	Date checked
CrazyLife	burnme	283 weeks ago			Australia		24-Dec-09
InsaneJournal	rillalola	Never updated			Australia		24-Dec-09
JournalFen	doctorcal	296 weeks ago	Canberra	Australian Capital T	Australia	1975	22-Dec-09
JournalFen	rillalola	Never updated		Victoria	Australia	1991	22-Dec-09
LiveJournal	prostoneba	4 days ago	Canberra	Australian Capital T	Australia	1971	17-Feb-10
LiveJournal	rilla06	16 weeks ago	Melbourne	Victoria	Australia		17-Feb-10
LiveJournal	spunkyangel21	44 weeks ago			United States	1978	17-Feb-10
LiveJournal	thesixthwizard	88 weeks ago				1993	17-Feb-10
LiveJournal	slinky_chick	92 weeks ago			Australia		17-Feb-10
LiveJournal	robbie_cupcake	138 weeks ago			Australia	1985	17-Feb-10
LiveJournal	lopozop	159 weeks ago	Melbourne	Victoria	Australia	1985	17-Feb-10
LiveJournal	victoria1qwerty	161 weeks ago	Brisbane	Queensland	Australia		17-Feb-10
LiveJournal	rachly	257 weeks ago			Australia		17-Feb-10
LiveJournal	karlskrap	260 weeks ago		Ontario	Canada		17-Feb-10
LiveJournal	ikkfu	265 weeks ago	Melbourne	Victoria	Australia		17-Feb-10
LiveJournal	burnthroughme	313 weeks ago			Australia		17-Feb-10
LiveJournal	evenwhenidream	313 weeks ago			Australia	1986	17-Feb-10

The table below shows the number of people and groups who list the team as an interest by network and by date.

Service	Interest	Date checked	Communities	People
Dreamwidth	Hawthorn Hawks	7-Jun-10	0	0
Dreamwidth	Hawthorn Hawks	23-Aug-10	0	0
Dreamwidth	Hawthorn Hawks	24-Oct-10	0	0
Dreamwidth	Hawthorn Hawks	12-Nov-10	0	0
InsaneJournal	Hawthorn Hawks	24-Oct-10	0	1
InsaneJournal	Hawthorn Hawks	12-Nov-10	0	1
JournalFen	Hawthorn Hawks	12-Nov-10	0	1
LiveJournal	Hawthorn Hawks	7-Jun-10	4	14
LiveJournal	Hawthorn Hawks	23-Oct-10	4	15
LiveJournal	Hawthorn Hawks	12-Nov-10	4	15



## orkut

orkut is a social network owned by Google. It has a small community of Australian users but largely caters to a Brazilian and Indian audience. The table below gives an idea of the size of the Hawthorn Hawks community on orkut compared to other teams.

Team	Interest	Users	Communi	Topics	Date
Adelaide Crows	"Adelaide Crows"	8	2	14	5-Jun-10
Adelaide Crows	"Adelaide Crows"	8	2	13	12-Nov-10
Collingwood Magpies	"Collingwood Magpies"	5	2	5	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	2	1	13	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	1	4	5-Jun-10
Port Adelaide Power	"Port Adelaide Power"	0	1	0	12-Nov-10
Western Bulldogs	"Jason Akermanis"	0	0	3	5-Jun-10
Western Bulldogs	"Jason Akermanis"	0	0	3	12-Nov-10
Western Bulldogs	"Western Bulldogs"	7	1	14	5-Jun-10
Western Bulldogs	"Western Bulldogs"	7	1	14	24-Jun-10
Western Bulldogs	"Western Bulldogs"	6	1	14	12-Nov-10

## Twitter

Twitter is a microblogging site. It is one of the most popular sites in Australia any players and clubs in the AFL have embraced it. If you are a fan, you can follow them to see what they are up to. Twitter can be a way to gain unique access to players and the club in a way that is not filtered through the media. The table below gives an idea of the growth of Hawthorn Hawks related accounts over time.

	BrendanWhiteX	bmsew	Hawks AFL	HawthornFC	LanceFranklin	lehmo23	hawkaDT
30-Dec-09				823			
9-Mar-10		100	1,336		250		
30-May-10		113	1,396	2,031	SUSPENDED		
16-Jun-10		110	1,402	2,151			
19-Jun-10		109	1,403	2,174			
24-Jun-10				2,204			
25-Jun-10				2,208			
26-Jun-10						3,698	
29-Jul-10		132	1,446	2,597		4,010	
26-Aug-10				2,919			
13-Sep-10		216	1,500	3,159		4,748	89
15-Sep-10		224	1,503	3,196		4,779	90
2-Oct-10						5,092	
4-Oct-10		284	1,541	3,397		5,114	88
11-Oct-10		320	1,566	3,527		5,241	86
13-Oct-10		325	1,566	3,534		5,256	89
7-Nov-10	446	358	1,612	3,687		5,491	88
11-Nov-10	466	363	1,618	3,713		5,548	88



# Twitter

The chart below gives a comparison for AFL related hashtags over a one week period in May. The results were compiled by manually using search.twitter.com to search for these hashtags and to manually count the results.

Keyword	3-May-10	4-May-10	5-May-10	6-May-10	7-May-10	8-May-10	9-May-10
#CollingwoodMagpies	0	0	0	0	0	0	1
#CarltonBlues	0	0	0	0	0	0	0
#WestCoastEagles	2	0	0	0	0	0	1
#EssendonBombers	0	0	0	0	0	0	0
#AdelaideCrows	0	0	0	0	0	0	6
#StKildaSaints	0	0	0	0	0	0	0
#SydneySwans	2	1	0	0	1	0	11
#FremantleDockers	0	0	0	0	1	0	0
#RichmondTigers	0	3	0	1	0	0	
#BrisbaneLions	3	13	3	9	8	10	27
#GeelongCats	0	1	0	0	0	0	3
#NorthMelbourneKangaroos	0	0	0	0	0	0	0
#MelbourneDemons	0	0	1	0	0	0	0
#PortAdelaidePower	0	0	0	0	0	0	0
#HawthornHawks	0	0	0	0	0	0	0
#WesternBulldogs	0	0	0	0	0	0	0
#GoldCoastFootballClub	0	0	0	0	0	0	0
#BrisbaneLionsHQ	0	0	0	0	1	0	0
#GCFC	0	0	3	1	0	2	2
#gosaints	11	3	10	8	7	4	16

# Wikia

Wikia is a wiki farm. They allow anyone to create a wiki about any topic they want. Some one created a wiki about the AFL at <http://aflpedia.wikia.com>. There is an article about the Hawthorn Hawks titled Hawthorn. The following table includes the edit history of the article.

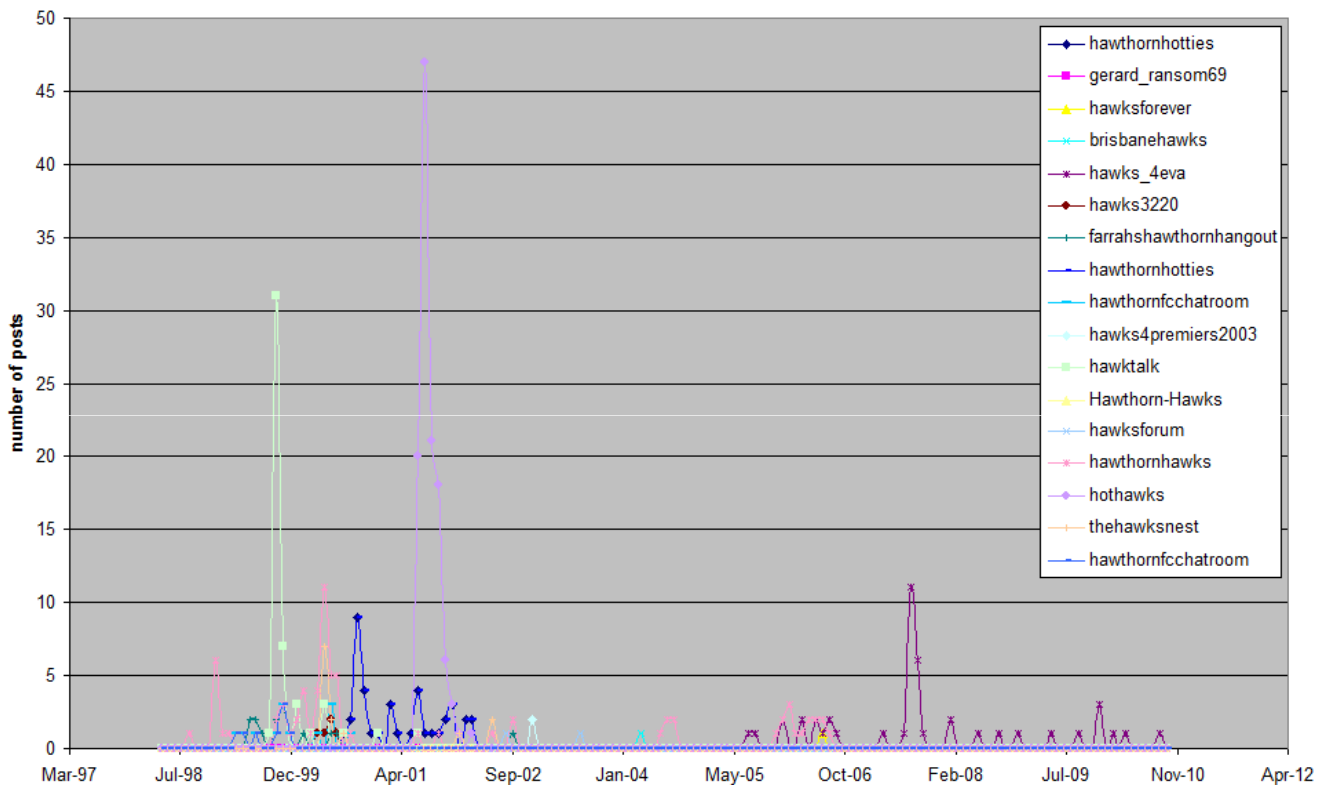
wiki	Article	Date	Editor	Size	Notes
aflpedia.wikia.com	Hawthorn	6/5/2009 3:49	Pie01	98 bytes	Adding categories)
aflpedia.wikia.com	Hawthorn	6/4/2009 4:44	Pie01	79 bytes	Created page with 'Hawthorn the team...')





# Yahoo!Groups

Mailing lists were at their most popular between 5 and 15 years ago. Since then, their popularity has diminished a bit as the popularity of social networking has grown. There continues to be a small but dedicated community of Australian sports fans on Yahoo!Groups, the most popular mailing list provider. Most of this activity takes place in the NRL and AFL. The graph below gives an idea as to the historical non-spam activity levels on the following Hawthorn Hawks lists: hawthornhotties, gerard\_ransom69, hawksforever, brisbanehawks, hawks\_4eva, hawks3220, farrahshawthornhangout, hawthornhotties, hawthornfcchatroom, hawks4premiers2003, hawktalk, Hawthorn-Hawks, hawksforum, hawthornhawks, hothawks, thehawksnest, hawthornfcchatroom.



# YouTube

YouTube is the most popular video upload site in Australia. Searches were run to determine the total number of videos about the team that were on YouTube on selected dates. The table below contains that information.

Team	Interest	Videos	Date gathered
Hawthorn Hawks	"Hawthorn Hawks"	605	16-Jun-10
Hawthorn Hawks	"Hawthorn Hawks"	616	21-Jun-10
Hawthorn Hawks	"Hawthorn Hawks"	736	24-Oct-10

