



Ipsos KMG

ARAŞTIRMADA  
YENİLİKLER  
2010



Presented by Ipsos KMG

## The Social Web and Research

What to expect for Turkey?



A photograph of a colorful Mexican restaurant named "Internet & Tacos". The building has a bright green roof and orange walls. A large window is framed in green. Signs on the wall include "Chiles Rellenos" in a blue oval, "Enchiladas" in a red oval, and "Internet & Tacos" in large black letters. A yellow sign with the number "5005" is above the window. To the right, there is a yellow signpost with two blank signs. The scene is outdoors with a blue sky and some trees in the background.

E-mail

E-commerce

Chat

News

1995 - 2003

The background image shows an outdoor restaurant setting. On the left, there is a thatched roof structure. In the center, a green roof with a patterned design is visible. On the right, a red wall features a mural of a woman sitting at a table. A sign on the wall says "Enchiladas".

One  
Way

Limited  
Interaction with  
Others

Content  
generated by  
companies

Limited  
customization

You **Tube**



WIKIPEDIA  
*The Free Encyclopedia*

**facebook**

**twitter**

**Blogger**

**flickr**

 **Yonja**™  *internet sensin!*

**NETLAG™**

User Generated  
Content

If it's social, it's  
better

Customization



Video: Social Media Revolution

<http://www.youtube.com/watch?v=sIFYPQjYhv8>

Some companies

get it







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## CHEESESTEAK WIT BEANS: KEEPING SCORE

By: Steve Heaser - Sr. Multimedia Specialist

What's better, a Philly "cheesesteak wit" or Boston baked beans? To properly eat a cheesesteak, there is a certain stance one should take in order to not spill on one's shirt. Cheesesteak: one.

Boston Baked beans have been around a lot longer than the cheesesteak. Beans: One. Philadelphians Pat and Harry Olivieri are usually credited with inventing the cheesesteak sandwich by serving chopped-up steak on hoagie rolls in the early 1930s. Ironically, it did not originally have cheese. Hmmm. Another one to Beans since the name did not match the original dish.

In 1952, Cheez Whiz was first marketed and has now become a common option on the sandwich and is traditionally ordered as a "Cheesesteak Wit" meaning with cheese. Clever term and very local. Cheesesteak two.



### SOUTHWEST AIRLINES BLOG

Nuts about Southwest is all about our Employees, Customers, airplanes, and airports. We really are Nuts about Southwest and we hope that our Readers will share that passion by posting their own comments.

For more information about the blog and participating, please visit our User Guide.

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Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving SouthwestAir's tweets.

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MOST RECENT RECOGNITIONS:

- "Most Admired Airline" - FORTUNE magazine, 2008
- "Best Airfare Prices" - SmartTravel, 2008
- "Friendliest Airline" - TripAdvisor, 2008
- "Best Overall U.S. Airline" - Travel & Leisure, 2008
- "Best Domestic Airline" - Travel Weekly, 2007



SouthwestAir

@devilishdelish Here is our policy as far as sizing goes: <http://cot.ag/KT4WM> If it fits in the appro. size...it's a FREE ckd "bag"

about 22 hours ago from CoTweet in reply to devilishdelish

@osiola I am so very sorry for your experience. Please give us the full story here: <http://cot.ag/cCPb49>

8:43 AM Feb 17th from CoTweet

Name Southwest Airlines  
Location Dallas, Texas  
Web <http://www.southw...>  
Bio The LUV Airline! Airplanes can't type so @ChristiDay and @Brandy\_King are piloting the Twittersverse!

9,154 following 1,029,836 followers 3,981 listed

Tweets 4,181

Favorites

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@SouthwestAir/employees

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Following



### Southwest Airlines

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You're chatting with Lindsey, Laurel, and Christi. If you have a question for Customer Support call 1-800-1-Fly-SWA. We'd LUV for you to post your thoughts, comments, & questions. Profanity, rude remarks, and racial slurs will be removed & reported.

#### Information

Founded: 1971

#### Fans

6 of 762,377 fans See All



Kat Erdent



Emilee



Roxanne



Social Media Solutions, LLC Final Review: The Southwest Airlines/Silent Bob Showdown of 2010 Filters

Three cheers for the way Southwest handled this potentially disastrous situation. Here's why:

<http://socialmediasolutionsllc.com/archives/723>



Final Review: The Southwest/Silent Bob Showdown of 2010 | Social Media Solutions  
socialmediasolutionsllc.com

Now that the Southwest/Kevin Smith has calmed down a little, I want to take a minute to discuss how Southwest handled it, which was superbly. Here's why.

18 minutes ago · View post



Sean Wilson that's good they enforce regulations

19 minutes ago · Report



Dan Hsiao It's great that Southwest Airlines called me to let me know my flight was delayed. It's not so great that they called me 1h10min before the flight, which was about 5 minutes after I got past the security checkpoint.

20 minutes ago · View post



Jill Jennings-Gonce I agree with the weight limit for the passengers but then it needs to go both ways, employees? Most of the staff are big. Need to change up the uniforms...looking 80's ish!

40 minutes ago via Facebook for iPhone · Report



Linda Matias I need to find a flight to either Orlando or Philadelphia asap and for \$89 - \$99 - please help!!!

40 minutes ago · Report

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1 Chat (Offline)

# World's coolest flight attendant Video



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- ReemAvatar** (8 hours ago)

I wish i could do that on my flights :D this man is a shit!

[Reply](#) 0
  - PRdude** (10 hours ago)

Not ALL of them are white.

[Reply](#) 0


**rerro** [Subscribe](#)  
 March 16, 2009  
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 World's coolest flight attendant from <http://www.lolled.net>  
 URL: [http://www.youtube.com/watch?v=x\\_o\\_xn-c](http://www.youtube.com/watch?v=x_o_xn-c)  
 Embed: `<script src="http://www.youtube.com/iframe_api">`

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Video: Coolest Flight Attendant Ever

[http://www.youtube.com/watch?v=x\\_o\\_xn-q5Zk](http://www.youtube.com/watch?v=x_o_xn-q5Zk)

my @southwestair trip from denver tonight was awesome because of our flight attendant rick. seriously, this guy was the best!

7:01 PM Feb 9th from Seesmic



**kfritz**  
Kristen Fritz

Sometimes things

go wrong









# ThatKevinSmith

Verified Account

Name KevinSmith  
Location Body? L.A. Mind? N.J.

Web <http://www.viewas...>

Bio It begins with me covered in sperm, trapped in my old man's balls. Then, suddenly... ESCAPE!

08 following 1,669,354 followers 13,076 listed

Tweets 5,979

Favorites

Actions

block ThatKevinSmith  
report for spam

Following

Following

ZACK & MIRI ice rink collapses. Miraculously, nobody hurt:  
<http://www.youtube.com/watch?v=wZtYQaG7kkQ>

about 11 hours ago from web

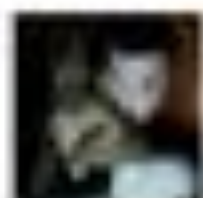
Via @Dansull123 "relinquish control of the music.....that's a

Dear @SouthwestAir - I know I'm fat,  
but was Captain Leysath really justified  
in throwing me off a flight for which I  
was already seated?

1:52 AM Feb 14th from Echelon

Retweeted by 100+ people

[Reply](#) [Retweet](#)



**ThatKevinSmith**

KevinSmith

Twitter username

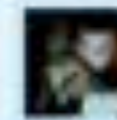
\*\*\*\*\*

Lo

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Posted on February 14,  
by [ThatKevinSmith](#)



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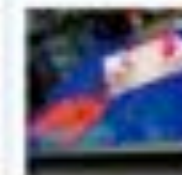
Acne creams

Eye creams

Microdermabrasion

THE HARLEY MEDICAL GROUP

More photos by [ThatKevinSmith](#)



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Hey @SouthwestAir! Look how fat I am on your plane! Quick! Throw me off!

- London Commodore Hotel
- London St Giles Hotel &
- London 2 Bedroom London
- London Park Plaza County Hall



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# TIMES ONLINE



“ The battle over privacy for public figures is lost, and with it the battle for our own privacy ”  
David Aronovitch

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 Times Online 

From Times Online

February 15, 2010

## Twitter storm takes off over Southwest Airlines and 'too fat' Kevin Smith

Ginny Light

[34 COMMENTS](#) | [RECOMMEND](#)

A Twitter storm has erupted over the ejection of an American film director from a Southwest Airlines flight for being too fat.

Kevin Smith was told he could not fly on a Southwest Airlines flight from Oakland to Burbank, California, because he didn't fit properly in the seat.

Smith, director of *Clerks* and *Chasing Amy*, updated his [Twitter account](#), which has over 1.85million followers, throughout the incident.

At one point he tweeted: "But, by their own guidelines, I was not, in fact, 2 Fat 2 Fly: the arm rests went down & I could buckle my seat belt w/o an extender. So...?"



Smith, who has travelled with Southwest before, posted a picture of himself onboard the plane with his cheeks puffed out (above).

His Twitter torrent sparked support from fans and prompted Southwest



Ten ways to get

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### PEOPLE'S ZONE

**Mapping Business:**  
We are backing British business, what is the confidence of the nation and what businesses are succeeding?

## Why Kevin Smith was wrong about fat people on aeroplanes

Have you ever sat next to overweight people on a plane? I have and it wasn't a lot of fun



Deborah Orr

The Guardian, Thursday 18 February 2010

[Article history](#)

Kevin Smith, who is apparently big in Hollywood, was so humiliated when he was kicked off a Southwest Airlines flight for being "too fat", that he told the entire planet what an outrage it was. Perhaps he is greedy for attention as well. It all brought back traumatic memories for me of sitting next to a very stout woman on an EasyJet flight, trying to get on with reading a book and taking a few notes, while her left arm nestled, quivering and insinuating, on my hip.

She and her well-covered friend were not attempting to pass the time by reading. Instead, they were engaged in exchanging a low mutter of urgent, angry verbiage. I wasn't actively listening, but the regular nods in my direction promoted the uncomfortable suspicion that the stream of spite was directed at me.

Eventually, the inevitable occurred and I jostled the blancmange of forearm spilling down my side. I offered an apology. It was not accepted. "That's not the first time, either," my fellow passenger said. "You've been fidgeting about with those books and that pen the whole time – like a child."

I called the stewardess, and asked if I could be seated elsewhere, perhaps next to someone who understood that reading and writing were not activities to be abandoned for ever upon leaving school. Perhaps next to someone whose physical and intellectual presence wasn't quite

Comments (43)

Buzz up!

Digg it



A larger | smaller

Film

[Kevin Smith](#)

Life and style

[Obesity](#)

Society

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kevin smith

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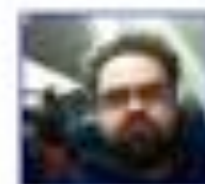
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"For the last 15 years, I've been playing in the WHA, and now I made it to the NHL."

Feb 16, 2010 [Montreal Gazette](#) (12 occurrences)more by [Kevin Smith](#)CNN  
International[Why Kevin Smith was wrong about fat people on aeroplanes](#)

The Guardian - 13 hours ago

I have and it wasn't a lot of fun **Kevin Smith**, who is apparently big in Hollywood, was so humiliated when he was kicked off a Southwest Airlines flight for ...[Kevin Smith Is Too Big For One Twitter Account](#) Forbes (blog)[Loser finalist weighs in on Kevin Smith](#) Digital Spy[Kevin Smith Vows Never To Fly With Southwest Airlines Again](#) India-server.com[MTV.com](#)[all 54 news articles »](#) [@LUV](#) [Email this story](#)The Star and Ledger  
- NJ.com (blog)[Kevin Smith and Southwest Airlines Debacle Ends](#)Merchant News - [Peter James](#) - Feb 17, 2010Film director and actor **Kevin Smith** was a man on a mission after being kicked off a flight with Southwest Airlines for being too fat. ...[Hollywood director Kevin Smith kicked off plane for being 'too fat'](#) Telegraph.co.uk[Kevin Smith and Southwest: when should companies avoid the "social media som?"](#)

Econsultancy (blog)

[What Kevin Smith means for the future of PR](#) CNET[BBC News](#)[all 1,390 news articles »](#) [@LUV](#) [Email this story](#)[Kevin Smith, I feel your pain!](#)CNN - [Cathy Ledman](#) - 55 minutes agoLos Angeles, California (CNN) -- As many of you already know -- because Tweets travel faster than airplanes -- **Kevin Smith**, the portly film director of the ...[Should fat people on airplanes be treated like tall people? - William Saletan...](#) Slate[all 2 news articles »](#) [Email this story](#)

Drew ...

[Kevin Smith trades emo flicks for buddy romp in 'Cop Out'](#)Cineplex (blog) - [Andrea Miller](#) - 16 hours ago... New Jersey's favourite son **Kevin Smith** has made a career out of writing and directing wordy, crass, autobiographical meditations on the lives of ...[Knock Knock: It's a Red Band Clip from Kevin Smith's Cop Out](#) Film School Rejects (blog)[Mr. \(Kevin\) Smith goes to Hollywood](#) Montreal Gazette[Enter to Win a Prize Package from JESB's 'COP OUT' Sweepstakes!](#) JESB.NET[Examiner.com](#)[all 109 news articles »](#) [@LUV](#) [Email this story](#)



## Dünya



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Haber Dize



00:00 / 00:54



Haber Dize



Yorum Yap



Etkileşim kutusu



Yeniy Güncel

## Obez yönetmeni uçaktan attılar

16.02.2010

DEĞİŞ HABERLER

ABD'li yönetmen ve oyuncu Kevin Smith'i fazla kilolu bulunduğu için uçağa almayan Southwest Havayolları, gelen tepkiler üzerine özür diledi

Hollywood'un özgün yönetmenlerinden Kevin Smith, bir ABD uçak firması fazla kilolu olduğu ve diğer yolcular için güvenlik tehlikesi yaratabileceği gerekçesiyle kendisine uçuş izni veremeyince kıyameti kopardı. Yönettiği "Clerks" adlı filmle tanınan ve oyunculuk da yapan Smith, kendisini uçaktan atan Southwest Havayolları'na öfkesini sosyal paylaşım sitesi twitter'da yazdığı mesajlarla aktardı. "Uçakta benden daha şişmanlar vardı" diyen Smith'in hayranları da olaya tepki gösterip, havayollarının sitesini mail bombardımanına tuttu.

### SONRAKİ UÇAĞA BINDİ

Tepki üzerine Southwest Havayolları, twitter aracılığıyla ünlü yönetmenden özür diledi. Smith olayın tatlıya bağlanmasının ardından şirketin başka uçağıyla Oakland'dan Kaliforniya'ya gitti.





I LOVE KEVIN SMITH. ~~Fuck~~ southwest  
airlines (:

about 4 hours ago from web



**McKennaStrand**

McKenna Strand

I read every single tweet that comes into this account, and take every tweet seriously. We'll handle [@thatkevinsmith](#) issue asap.

7:37 PM Feb 13th via TweetDeck



**SouthwestAir**  
Southwest Airlines

Social networks are now more popular than pornography

It took TV 13 years to reach to 50 million users. 100 million people signed up to Facebook in the last 9 months.

If Facebook would be a country, it would be the 4th largest

YouTube has more than 100,000,000 videos

Wikipedia has more than 13 million articles

There are over 200,000,000 blogs

34% of bloggers write about brands

25% of search results for the top 20 brands link to user generated content.

78% trust in friends' recommendations,  
14% in advertising

70% of 18-34 year olds watched some sort of TV on the Internet

24 of the top 25 newspapers are declining in sales

Obama had 3M Facebook supporters on election day,  
McCain 600k.



You're crazy! That is irrelevant to Turkey!

Yes, these Argentines are crazy

Facebook is the 2nd most popular website in Turkey

4th largest Facebook population in Facebook with over  
10 million users

3rd largest population in Windows Live Messenger with  
23 million users

Turkey is in the top 15 countries with most Internet  
Users

Internet Penetration is above 35%



Some lessons

from Latam

Paralell Testing

Sample Re-design

Survey Re-design

Not for everything

Then



Now







# Research in a 2.0 world?





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### Reviews

Aladdin



57

The Notebook



65

M&Ms



67

Johnny Depp



67

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### Polls

**What game system will rise above the rest**  
xbox360,playstation3,wii?

By antoniod3 2 weeks ago - 88 votes - 1 Comment



**Can I get 100 people to vote on a poll about nothing?**

By kurt 3 weeks ago - 95 votes - 9 Comments



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All

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**None** answered the poll "Should cruise ships be docking in Haiti? Royal Caribbean continues to send ships, to mixed reactions" and chose:



No

Jan 19, 2010 - [Poll](#) - [Comment](#) - [Vote](#)



**HarryPotterGirl** rated the product **Los Angeles Clippers** with 5 star(s)



Jan 19, 2010 - [Review](#) - [Comment](#) - [I love it](#)



**HarryPotterGirl** added **Los Angeles Clippers** to her favorites.



Los Angeles Clippers

Jan 19, 2010 - [Review](#) - [Comment](#) - [I love it](#)



**HarryPotterGirl** created **Ten Reviews**



Created 10 Reviews

Jan 19, 2010 - [Badges](#) - [How do these work?](#)



**HarryPotterGirl** added "Los Angeles Clippers" to reviews



## Hello Diego



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[63](#) Recommendations

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**Extended Profile: 95%** complete

[Complete](#)

Completed **Technology** 4%

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Gourmet and Going Out  
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Lifestyle  
Movies and TV  
Music  
Sports  
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Vehicles  
Videogames  
Everything Else

Feedback

All

Most Recent

## The Bald Eagle...Like? Dislike?

By Debra 23 minutes ago - 3 votes - 1 Comment



## For those who watch travel channel.Who's better?

By ctychic 3 hours ago - 2 votes - Add a comment



## Who is the King of the night shows? Jay Leno,Conan O'Brien

By Arlyhd183 1 day ago - 6 votes - Add a comment



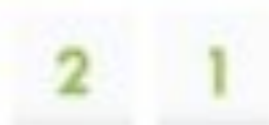
## HYDRO OR SOIL

By Arlyhd183 1 day ago - 5 votes - Add a comment



## who's sexier?

By whitebasket 1 day ago - 13 votes - Add a comment



## Valentine's Day.. Miserable or Romantic?

By frankieteam 1 day ago - 11 votes - 1 Comment



## whos the best in the NBA

By troy 1 day ago - 11 votes - Add a comment



## What is your favorite type of food?



## Create a Poll =&gt;

Curious to find out what people think? Write a question, specify your answers, and turn it to your friends to vote.

## Active users



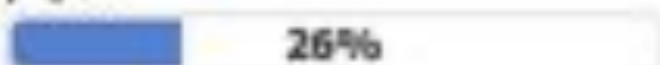
## Share your vote!

cinemaman1 created the poll below and wants to know what you think.

## What is your favorite?



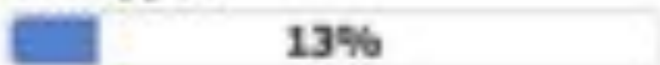
pepsi



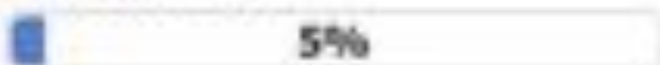
coke



Dr. Pepper



A&W Root Beer



### Author of Poll



cinemaman1

Male, Watertown, WI

on Jan 13, 2010

[Report](#)

Did you like this Poll?

+3



### Recommend

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### Related Polls



Which one of these would you prefer as Light beer?

By [Samira](#) on Jan 13, 2010

- 69 votes - [5 Comments](#)



Favorite ballpark snack

By [April29](#) on Sep 30, 2009

- 14 votes - [Add a comment](#)





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littletisha, Ketzal and jas voted on this poll. [Share your vote!](#)

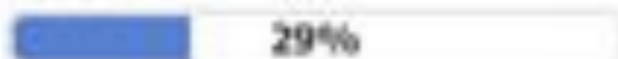
## What are you allergic to?



Nothing



Pollen



Work



By dragon8883 7 days ago



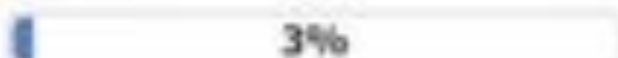
Specific Medication



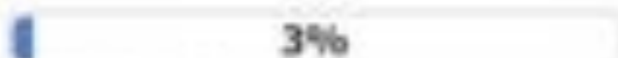
By krapax 7 days ago



Seafood



Bullsh\*t



### Author of Poll



limaville2

Female, Brooklyn, NY

7 days ago

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Did you like this Poll?

+3



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### Related Polls



If you had 2 days to live what would you want to do...?

By vennis 3 days ago

- 21 votes - 4 Comments



Do Vitamins and Supplements really work?

By emm\_bushes76 on Dec 21, 2009

- 50 votes - 3 Comments

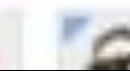


Are you addicted to the internet?

By jay on Aug 19, 2009

### The voters

[See all \(63\) >](#)



## Share your vote!

faragon11 created the poll below and wants to know what you think.

## Which young lady should I confess my love to? (I Will Confess To The Winner After 1 Month!)



Emily (The Brunette)

58%



Suzette (The Redhead)

32%



Meghan (The Blonde)

10%

59 votes | 6 comments

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### Author of Poll



faragon11

Male,

on Dec 25, 2009

[Report](#)

Did you like this Poll?

+16



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### Related Polls



what's more attractive, blondes or brunettes?

By [gizzy](#) on Dec 29, 2009

- 42 votes - [Add a comment](#)



Who hates their job?

By [Luckyme7](#) on Dec 11, 2009

- 52 votes - [3 Comments](#)

## Share your vote!

cathyfromnc59 created the poll below and wants to know what you think.

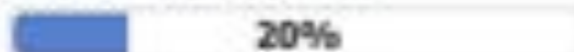
### If you could have one Super Power what would it be?



healing others & oneself



read someone's mind



Flying



Invisibility



other



Super strength



#### Author of Poll



cathyfromnc59

Female, Wilson, NC

on Dec 13, 2009

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Did you like this Poll?

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#### Related Polls

83 votes - 10 Comments



what do you think about being kissed by a princess, if you are a big african frog?

By [willpop](#) on Dec 18, 2009

44 votes - 2 Comments



Which would you rather watch?

By [Debra](#) on Jan 8, 2010

49 votes - 7 Comments

#### The voters

[See all \(281\)](#)



16 comments

Most Recent



**Nightowl73** said

That is a thought, I would love to change the lottery to be in my favor!! I can't even imagine how wonderful it would be to have money!! I'm very poor, so any extra money would be a treat!!

4 weeks ago - For reply please [login](#) - [Report](#)



**snowlover09** said

I would choose the ability to change the outcome of things. Like the election, the lottery and the future.

4 weeks ago - For reply please [login](#) - [Report](#)



**Bluedodge** said

Iv always wanted to fly. I could get places quicker and wouldn't have to drive in this horrible traffic.

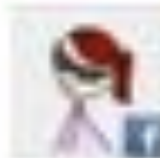
4 weeks ago - For reply please [login](#) - [Report](#)



**Nightowl73** said

Being in chronic pain for over 18yrs. I would do just about anything to stop being this miserable!!

4 weeks ago - For reply please [login](#) - [Report](#)



**selher** said

I would want the power of looking into a guy's brain and knowing how he is going to be before I start dating him.

on Jan 26, 2010 - For reply please [login](#) - [Report](#)



**Synthia23** said

I have a weak body.. so if i could have super strength. That would just be terrific.

on Jan 24, 2010 - For reply please [login](#) - [Report](#)



**cgrohoske** said

surveyjohn68 - which ones would you be talking about?

on Jan 6, 2010 - For reply please [login](#) - [Report](#)



ctions

Did you like this Poll?

+1



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Yes

No

[See results](#)

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Embed this poll in your blog or site

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<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" id="null" width="400" height="100" style="border: 1px solid black;">
```

Choose Skin. This selection modify the source before...



Close

#### 4 comments



**Debra** said

The USA is too involved in too many other nation's business!

10 minutes ago · Reply · Report · Delete

### What's the greatest movie of all time?

Choose an Option

100 Votes · 3 Comments

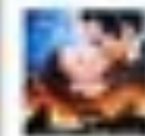


Wizard of Oz

**37 %**



37 Votes



Gone With the Wind

**15 %**



15 Votes



It's A Wonderful Life

**12 %**



12 Votes



Citizen Kane

**10 %**



10 Votes

celtic7033

ThruVoting

Social media is changing how  
people communicate

Surveys have to adapt

Listen and blend

No need to wait

Thank you!

diego@livra.net

twitter: diemel