

Cluetrain Manifesto - 95Thesis

Gonzaga Andrew W.

De La Salle College of Saint Benilde

Abstract

This paper is my own personal reflection on the Cluetrain Manifesto – 95 Thesis this paper is filled with my ideas, thoughts and opinion on each and every single thesis in the Cluetrain Manifesto, it talks about the markets, human beings, corporation their voices, and the technology that enables them to improve.

A Study on The Cluetrain Manifesto -95 Thesis

1st Thesis: Market are conversations.

“Man is a social being” it is a well know cliché, in earlier times people usually gather at the market place to buy or trade stuff, and in order to do that people always. Communicate with each other verbally; it’s amazing to know that kind of culture still lives on may it be at any part of the world, at your regular markets, retails store or even at the internet, even if you don’t meet or exchange world verbally it can still be called a conversation, just as long as you can understand each other, may it be a letter writing or to be more up-to-date via email, post, blog, text and etc. also the giving of information should also be present in that situation. As I stated earlier in the past when people go to market they either buy or trade stuff, but sometimes they also go there to check the items that are available, their price, have a chit chat with their friends, and when they do buy stuff they usually haggle with the provider, even now haggling is an important skill to buyers, because if they succeed in haggling then the amount that they are to pay is lesser than the original amount without haggling, also know days, getting information in the market can also make you spend less, if you got the right information you need, example is when you are going to buy fruits, if they are in season then their prices are lower but if not and there are only few supplies then their prices goes up sometimes double.

Integrative questions:

1. What did I learn about this thesis?
2. How is Market a conversation?
3. Do you agree with this thesis why or why not?

2nd Thesis: Markets consist of human beings, not demographic sectors.

Market refers to the people, demographics refers to the classes of people, usually people are divided into class A, for the rich people class B for the your everyday family, class see for the poor people, class D for the homeless people, business company usually choose a certain demographic sector to concentrate their attention in selling their products in that sector, while some company target 2-3 sectors to sell their product also, but each company has its own products and its own prices, so it really depends on the company on who they are targeting. Now market are not demographic sectors is mainly for one reason and that is because market are people, and each living person on this earth has his or her own identity, no person is the same no matter how similar they look or how similar they act, and in saying that people are unique in their own ways makes them able to decide on their own, example if there is a product for class C and a class a person wanted to buy it, no one can stop him because it is his choice. And vice versa a class C can sometimes gain a class A item, given that there is an opportunity to buy it or it was given as a price, the main point is simply that people should not be grouped or judge by their economical status, because there are more to people than just their economical status.

Integrative questions:

1. What did I learn about this thesis?

2. Why does a market consist of human beings, not demographic sectors?
3. Do you agree with this thesis why or why not?

3rd Thesis: Conversations among human beings sound human. They are conducted in a human voice.

Conversation is a very big part of every human being's life, it's a thing that every person does from day to day, conversing with loved ones, friends, or even strangers, as I stated at the first thesis Man is a social being, meaning we can't live on our own, we need companion, we need to interact with other people, we need to communicate with them, we need to live with them. Anyways, its natural that a human being converse with other human being in a human way is because its already natural for us to talk that way, while we were still young we were already expose to the experience of communicating with other human beings, and thus creating a humane way of talking with others. God gave us the ability to speak and communicate with other people using not only our voice but also using our body to send signals on what we mean or how we feel, to me a human voice is not just the sound that we produce from our mouth but by the use of body language, our voice, our personality and how we say it, all of it can become a voice of a human, a good example is in the books, some writers want their voices to be heard by other people, and their way of voicing out their opinion is writing books for the people to read, it is also same for bloggers they use their blog to tell their own stories and opinions, those are some example of voice using their personality and how they say it.

Integrative questions:

1. What did I learn about this thesis?
2. What is a human voice?
3. Do you agree with this thesis why or why not?

4th Thesis: Whether delivering information, opinions, perspective, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.

The human voice is typically natural, mainly because we are using it every day, so a normal human being can't really control it, because we are social being, and we use our voice every day of our lives, and it gets to be one of the "things" that is so natural that there is really no effort in doing stuff like those, example, walking, we don't really concentrate when we are walking, we don't really think about how each step we take, or command our right leg to move forward and the left feet to follow, it comes natural to us, given that we have feet and has been using them while we were still a kid. Now I think why our voice are open maybe because when we engage into a conversation we somehow open ourselves a little bit, because we are saying mind, and we are expecting an reply. So whenever we try to deliver information, opinions, perspective, dissenting arguments we tend to be sincere, that's also why one of the reason why

humors are put aside, because even if rumors are something our mind would say, each and every person has some sort of humor different to others that why, some people can and can't get the "jokes" of others.

Integrative questions:

1. What did I learn about this thesis?
2. How are information delivered?
3. Do you agree with this thesis why or why not?

5th Thesis: People recognize each other as such from the sound of the voice.

The human brain is an amazing thing, capable of lots of functions, the ability to create ideas, the ability to think abstract, the ability to remember, and the ability to recognize things or classify things. and the reason why people can recognize each other from just the sound of the voice is that your brain has already either remembered the voice or is familiar with it, so that's why when we hear a familiar voice we try to look at the person to determine whether it is someone we know or someone else, the brain sets the voice of a person the same as the looks and personal info of a person, example, you meet a person on a train and you have a chance to talk with him or her, your brain will automatically put that person into a "new friend", "stranger" or "someone who I meet on the train" area, and your brain also try to remember the face of the person, also with his or her voice; the brain does not always remember things like this, it depends on your brain if you can remember face and voice well or not, lets say you do remember that incident, and after a week you heard that person's voice your brain will automatically open the memories or the incident when you first meet this person and he will try to construct an idea of his/her face in your mind, now what's amazing is that it all happens faster than a blink of an eye.

Integrative questions:

1. What did I learn about this thesis?
2. How do people recognize each other's voices?
3. Do you agree with this thesis why or why not?

6th Thesis: The internet is enabling conversations among human beings that were simply not possible in the area of mass media.

Since the rise of the internet, technology has been developing very fast, business boomed, and life became easier for people. Why? Because internet made communication so much easier, How? It started at 1957 when Sputnik has launched ARPA even though people can't talk over the net, they can transmit data, and this can still be considered a communication because of the relaying of information, and as ARPA became internet and released to the

public, at first it was a slow development because people could not see the potential of the internet, but luckily there were some businesspeople and some Com-Sci people who saw the potential of the net, and they were one of the few who made the internet profitable and because of that many people saw the potential and tried it themselves, and because more and more people were using the net, more and more the web technology became more develop as to we know it now, and because of the technology now as long as you have an internet connection you can reach people across the globe just as long as that person has also internet connection, its also amazing that you can call people on the net, skype is one good example of a program that can make calling people from far away countries possible and it's free, but it's not just the call feature but also the net connects all people in the world which mass media can't really do, because usually mass media can only go 1 way.

Integrative questions:

1. What did I learn about this thesis?
2. How was internet born?
3. Do you agree with this thesis why or why not?

7Th Thesis: Hyperlinks subvert hierarchy

Hyperlink is a button that enables the user to go into different kinds of web pages examples are the search engines, such as google, yahoo or ask jeeves and etc. when you type in a word that you are looking for they would provide you with lots and lots of links that you can go to, to find the information that you are looking for, but it's not really a 100% accurate depending on the thing that you are searching and how well you defined it. Now subvert means to remove, or eliminate a certain thing. While hierarchy is the classification of a group of people according to ability or to economic, social, or professional standing; *also* : the group so classified (from Merriam Webster). Now that I already explained the meaning of each word on the thesis it simply means that hyperlink removes hierarchy by, providing lots and of links that you can't really judge because of the different information that each web page have and also depending on the person who read that information, whether it may be useful to him because he understands it or useless maybe because it's too complex or too advance for that certain person.

Integrative questions:

1. What did I learn about this thesis?
2. How does hyperlink subvert hierarchy?
3. Do you agree with this thesis why or why not?

8Th Thesis: In both internet worked markets and among intranet worked employees, people are speaking to each other in a powerful new way.

As I said in thesis number 6 the internet has become a very great tool in communication or conversations, because it connects every in the whole world, also the net has unlimited space says the experts on internet, and there are numerous of software that enables the user to talk with his or her love one who is thousands and thousands of miles across the phase of the earth as long as both of them has internet connections, so if it was already possible to contact people from across the globe what else if the person who you are trying to contact is within the country, it would be much smoother and easier. I'm sure you have been hearing where some employees are working at their home, well you can also do that provided that your manager allowed you to do so and you have an intranet connection to your company, with those conditions meet, you can work at the comfort of your home, you don't have to worry about the files that you need because you already have a connection to your company so, you just have to access the file and once you are done, you can send your work file back to the company. Also employees who work within the company can also transfer their files to one pc or to the other making them more efficient and effective also has less cost than always printing your reports and is less time consuming in things, and the employees have more time to do more important work, thus earning your company more profit.

Integrative questions:

1. What did I learn about this thesis?
2. What is this "powerful new way of speaking"?
3. Do you agree with this thesis why or why not?

9th Thesis: These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.

The companies today are very different from the company last 20 years, almost all the company last 20 years were analog, meaning almost all things were done manually which took a lot of time and a lot of errors, and it was costly, time consuming and hard. Now there are still some businesses who are still doing things manually, but mostly companies are already automated, using what else the computer and the internet. In big, medium or even small companies now uses network connection within their own company, to be more efficient and more effective. How? Well by simply making the work for them much easier, and much faster, since they can transfer data to other employees that need them through the network and vice versa, while sitting in front of their pc, rather than standing up, either writing the report or printing the report which would waste a paper and ink, then go to the workplace of the person who needs it so that you can give it to him or her, imagine what if the company is big and you have about 100 employees and everyone is doing it at least 2 or 3 times a day that would mean 300 pieces of papers and lots of ink and not to mention what if the person who need the document is on the 17th floor while you are on the 5th floor, either you take the stairs or elevator which would cost you time and energy. With the networking of the company departments had easier time working with other departments.

Integrative questions:

1. What did I learn about this thesis?
2. What are these network conversations?
3. Do you agree with this thesis why or why not?

10Th Thesis: As a result, markets are getting smarter, more informed, more organize. Participation in a networked market changes people fundamentally.

Since Man is an intelligent being, they always try to make thing better, efficient, and effective, and since the earliest years where there were still caveman there was already improvement, at first man ate raw meat, then when they discovered fire and they cook the meat, same as the invention of wheel, and as time pass man improved their life style, like the Romans, Medieval period, Industrial Revolution up to now the 21st century, amazingly the rate of improvement rose up technologies being develop and released has been aggressively fast and that's one of the reason why markets are getting smarter, why markets are getting more informed and why markets are getting more organize, people are improving their technology to make work easier. There has been numerous social networking website that many people use such as facebook, Friendster, multiply etc. and also the E-comers website like Amazon, E-bay and other etc. which the things that makes it successful is the involvement of people using those services, it changes people by learning more about the possibilities of the internet and giving them a chance to make something of their own, may it their own website or a business or just for hobby, it's also amazing that after just a few years were only IT people know how to make website, now almost anybody can make a website, the quality might not be that great but still they can do it on their own, and who knows what the future holds for us maybe in the feature all people know how to make their own programs.

Integrative questions:

1. What did I learn about this thesis?
2. Why does a market get smarter, more informed and more organize?
3. Do you agree with this thesis why or why not?

11Th Thesis: People in networked markets have figured out that they get far better information and support from one another than from vendors, so much for corporate rhetoric about adding value to commoditized products.

People now days are very capable in handling problem related to software, you would be able to notice that there are lots of forum sites in the web, which lets users help each other out, by asking one another problem related question and other users who knows how to handle the problem replies the answer and vice versa. It's an example of a very good community of user, and it really helps a lot, not just the users but also in some way the company that provided that

program, how? Well imagine if you encountered a problem with your software, and you try to ask people if do they know how to fix that problem but no one could help you, instead of still trying to find the solution to that problem, you would find a different brand of software that might work better, then the first company would lose one of its customer. I am really amazed on how people are able to learn about computers, while in the past you need experts to know how to run a computer. As I said earlier people are very capable now days, I hope that in the future software user would be able to improve their “helping out” system with other user better, more than just a normal forum, maybe in the future generations there would be an A.I. computer to handle the future related problems, but A.I. are also limited not like a human being mind which is capable of amazing things.

Integrative questions:

1. What did I learn about this thesis?
2. Why are there more support from user to user than user to company?
3. Do you agree with this thesis why or why not?

12Th Thesis: There are no secrets. The networked market knows more than companies do about their own products. And whether the new is good or bad, they tell everyone.

Naturally that this will happen, mainly because the one who uses the software the most are the consumers, which is us, and since we are the one who almost use it day by day that we get to tickle the software and to know what we need to know, also when we encounter a problem it goes to show that the company has not yet discover that problem that is why it is still happening, also some of the users are programmers themselves some are hackers and some maybe an IT expert, so if they use a certain software they might be able to reverse engineer it to know about it more and, they can analyze the software to see if it is missing feature, also one of the reason why users know more about the company about their product is because the users are not just using a single brand of software, they are exposed to the thousands of different of software around world, around the vast space of the world wide web, with this they can compare, and see what software is better or suits their taste, which the company can't always determine because of the unique preferences of the market, and naturally when a company uses a software, they use their own software if possible, cause if they themselves don't use their products then who would? Now the market are voicing out their opinions and since the world wide web is available they are using that to say what's in their mind, they can say if they like this kind of software compared of the other software because of blah blah blah... and since they can't really be indentified who they are they can't be liable as long as it is not trespassing the limits of human rights.

Integrative questions:

1. What did I learn about this thesis?
2. What is the networked markets?

3. Do you agree with this thesis why or why not?

13Th Thesis: What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.

The markets refers to the users and maybe what this thesis is referring to is that the new may it be a good news or a bad news is getting leaked out to the public, I'm not sure why the employees are doing this kind of thing but maybe because they have friends who are using are interested in using software and they know that their software is not really great or something like that the next reason is that maybe it is better for the company to admit the bad part to the public themselves rather than just let the public itself know about the weakness of the company, either way the general public will know these information, so its better to let the company handle how to distribute the information to prevent some scandals. "The company" that is standing between the employees and the users are simply the name of the company and that the employees are being paid, today there are lots of open source software that the public can use for free, and some open source software allows the public to personalize it to suit them better and the user does not do it for money but for personal reason or gain, while the employee does it for the wages or salary. So for me that's my idea why the happening on market is also happening to employees.

Integrative questions:

1. What did I learn about this thesis?
2. What is this "happening"?
3. Do you agree with this thesis why or why not?

14Th Thesis: Corporation does not speak in the same voices as these new networked conversations. To their intended online audiences, companies sound hollow, flat literally inhuman.

Many people look at corporation as the "enemy" of society maybe because corporation are profit oriented and they just want to earn money, well we can't really blame them, I know money isn't everything but still it can make our lives much better. Some people think of corporation as a inhuman institution maybe because they are always serious and they tend to be too much business oriented, so they kind of cut off unnecessary information, and they are very strict when incomes to outputs, meaning products and services. Corporations speak to the public in a straight, formal and hollow form, as the public sees it because they say things but does not really do them, a good example is the product support, sure they give us help with the troubleshooting but it's not enough good thing that there are other users who can help the other users. And they would really sound inhuman because its not really a human talking, it's the thoughts of the top management people that are speaking, like the CEO, CIO and other chief positions.

Integrative questions:

1. What did I learn about this thesis?
2. Why does corporation have hollow voices?
3. Do you agree with this thesis why or why not?

15th Thesis: in just a few more years, the current homogenized “voice” of business-the sound of mission statements and brochures will seem as contrived and artificial as the language of the 18th century French court.

What’s nice about a young business is it’s still pure, it is still natural, spontaneous and the business owner is passionate about the business’ mission and vision statements, to put it simply, a young business is simple to manage, but as time pass by like everything else this young business grows, and as things grows things become more complicated, corporations are not an exemption, medium business means more people, more work, bigger money is involve, planning must be more precise and detailed and need to be more serious about work, and things become a little bit complicated, but there is still passion in serving the target market, but as time passes again the company grows into a large one, meaning more people, bigger money is involve, more decision makers are needed, and each decision that is being done is very important, so it is kind of choking the fun environment because workers really need to be more serious and can’t waste their time in goofing around, and also a large corporation also means large clients who really demand high quality of output to be given to them, the mission and vision of the company becomes something as a decoration only, because the large company are too busy attaining the standards that their clients are looking for, so as time pass by and as the company becomes more successful they lose sight of their mission and vision, but there are some large companies who still have the passion to reach their vision.

Integrative questions:

1. What did I learn about this thesis?
2. What is this “voice” of the business?
3. Do you agree with this thesis why or why not?