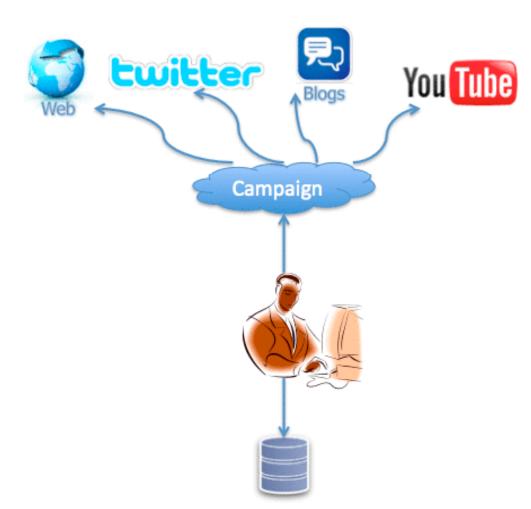


Context Viner Chirag Shah chirag@unc.edu

Explore Globally, Aggregate Locally



www.ContextMiner.org

- 1. Create collections of interest with automated crawls on various sources.
- 2. Discover relationships among collected objects.
- 3. Analyze and add value to collected data and context.



My Campaigns -> Elections 2008 -> Vote Different



Vote Different [YouTube Video]

Query: hillary clinton

Description: Make up your own mind. Decide for yourself who should be our next president. NOTE: This is a mashup of the famous Apple 1984 Super Bowl ad. Search for the

original on YouTube.

Username: ParkRidge47

Category: News

Keywords: 1984, Apple, Barack, Clinton, Hillary, Ingsoc, Macintosh, Obama

Duration: 1.23 min.

In-links to this item: 125

Crawl #	Crawl date	Views	Ratings	Avg Rating	Comments	Favorited
1	2008-06-25	5262286	12044	4.12	35318	7783
2	2008-06-26	5264363	12049	4.12	35341	7783
3	2008-06-27	5266809	12054	4.12	35374	7781
4	2008-06-28	5270113	12058	4.12	35438	7781
5	2008-06-29	5272281	12059	4.12	35498	7782
6	2008-06-30	5272281	12059	4.12	35498	7782
7	2008-07-01	5272281	12059	4.12	35498	7782
8	2008-07-02	5272281	12059	4.12	35498	7782
9	2008-07-03	5280172	12066	4.12	35625	7787
10	2008-07-04	5282588	12072	4.12	35740	7789
11	2008-07-05	5283719	12074	4.12	35756	7785
12	2008-07-06	5284605	12074	4.12	35774	7786
13	2008-07-07	5285924	12077	4.12	35789	7784
14	2008-07-08	5287189	12080	4.12	35820	7784



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Article about the author of "Vote Different"

anint .

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Who is "ParkRidge47"?

By Micsh L. Sifry, 03/07/2007 - 3:06pm

The first piece of voter-generated video to make a splash in Campaign 2008 has hit, and with it comes a mystery. Is "Vote Different" really the work of an amateur, a civilian if you will? Or is it a shrewd move by someone who wants to stir up trouble between the Hillary Clinton and Barack Obema campaigns? After all, comparing Hillary to Big Brother, droning on about her "conversation" with America and portraying her supporters as silent automatons is hardly what Obema supporters want to say about the former First Lady. Or is it?

Yesterday, I was talking with several of TechPresident's contributing bloggers, and we all agreed that "Vote Different" was a terrific piece of viral video. Indeed, the minute-long mash-up of Apple's famous "1984" ad and some Hillary speeches has been viewed more than 100,000 times since being posted two days ago by someone using the handle "ParkRidge47."

One tip-off that this is not the work of a rank amateur is how well the video integrates not just Hillary's speeches into the rectangular TV boxes shown in the spot, but the placement of Obama's circular campaign logo on the

woman runner's shirt (see below). Of course, it's totally possible that someone unconnected with any political operation could have these skills.

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Original "Think Different" video

