

Edelman Annual Trust Barometer

- CEOs are least trusted at 28%
- Energy is 11th out of eleven

Edelman Annual Trust Barometer

your peer or colleague has gone from 22% trusted to 68% trusted since 2003



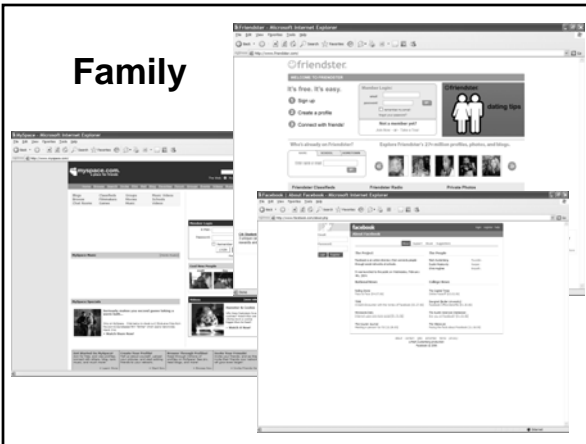
What is a Wiki?



Technology

- Explosive evolution: convergence of devices and networks
- The Internet as a Standard
- Bandwidth
- All of this is digital and interactive

Family



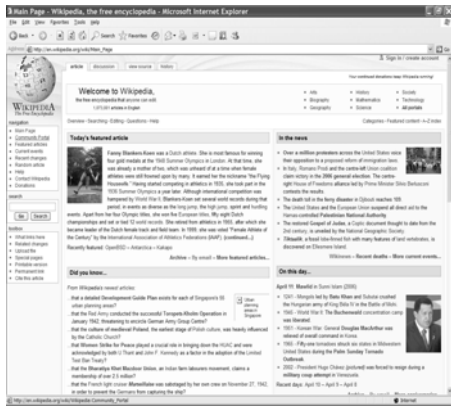
Family



Community

- Virtual– the online world
- Terrestrial

What is a Wiki?



Community



Corporations

- Transparent
- Consistent
- Open



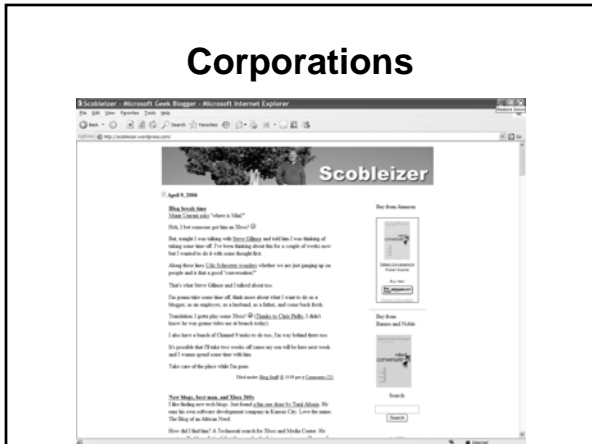
Corporations

- Transparent
- Consistent
- Open
- Responsive
- Private

Edelman Annual Trust Barometer

Average employee is seen as 48% trusted





Resources

www.consumerwebwatch.org

www.wikipedia.com

<http://english.ohmynews.com>

www.backfence.com

<http://scobleizer.wordpress.com>
