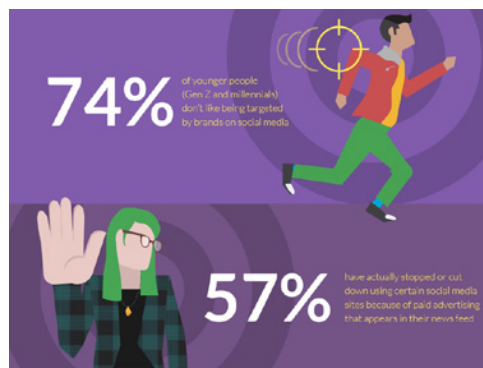# Who Are You and Why Are You Shouting at Me?

MOST HUMANS RESPOND TO BEING SHOUTED AT IN ONE OF TWO WAYS: IGNORE THE PERSON WHO'S SHOUTING OR SHOUT BACK. NEITHER IS VERY GOOD IF THE PERSON WHO'S SHOUTING IS TRYING TO COMMUNICATE.

Being *talked at* produces a low-power, but similar, response. Most of us don't care for that, either, and *younger* consumers like it less that older consumers. A Harris Poll survey conducted on behalf of Lithium Technologies questioned nearly 2400 consumers from Gen Z (ages 16 to 19) to Baby Boomers (60 and older).

When baby boomers were children, they spent a lot of time with television telling them what to tell their parents to buy. Possibly as a result of that, they're slightly more accepting of pushy on-line advertising.

The research primarily examined social media, but it also applies to corporate websites, direct mail, radio and television, and print. Younger social media users don't like to have ads pushed at them in feeds. More than half say that they have reduced their use of certain services or stopped using them altogether because of ads.

Social technologies are about connecting people, Lithium CEO Rob Tarkoff says, "not shouting at them."

Intelligent marketers should know that people prefer dialog to monologue, prefer being talked with to being talked at. Brand managers who don't understand this or who have forgotten about it

(or who don't have the courage to stand up to the board of directors) and who try to build loyalty by shouting at consumers are doing their brands more harm than good.

Lithium CEO Rob Tarkoff says that pushing ads on social media alienates consumers, especially the younger generations who now make up more than 50% of the population. "That's a lot of purchasing power and it's only going to grow as these generations reach their prime spending years." Social technologies are about connecting people, he says, "not shouting at them."

People who use social media understand the internet and know how to find a product or service they're interested in. "I don't want to see ads clutter my news feed," is what a recent college graduate told researchers. In other words, tell your story

in a way that makes sense to those in your target audience and then trust them to be able to find you on the internet when they're interested.

Younger consumers are more likely to trust information *they seek out themselves* on blogs, websites, or on-line communities than in what's pushed at them in ads. Trust in on-line sources is
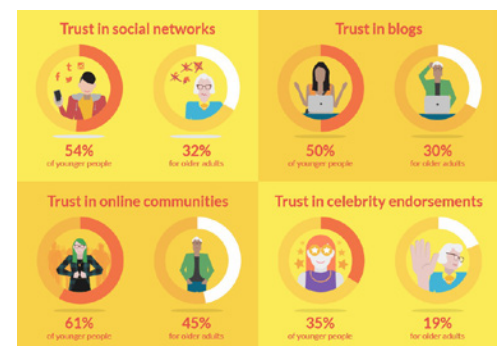
fairly strong across generations, but younger users tend to place more trust in them.

So if you have a story to tell, a story that reads well and addresses the wants and needs of those you're trying to reach, get your message out there. Just bear in mind always that it's not about you or your product or service; it's about what you or your product or service can *do* to help the reader.

Millennials and Gen Z are now more than 50% of the population, so meeting their expectations should be important to brand managers. Unless your product or service is intended for use only by older consumers, now is the time to adjust your marketing to younger consumers.

And remember that everyone is running on internet time now. Decades ago, someone who had an interest in a product or service might send a letter or post card to the company and expect to receive a brochure a month later. When millennials reach out on-line, four fifths of them expect a response the same day, even on weekends. But they're not alone because 70% of Baby Boomers expect that kind of response, too. Ω

Windows 10 Free Upgrade Ends

THE FIRST ANNIVERSARY OF WINDOWS 10 MEANS THAT THE FREE UPGRADE PERIOD ENDS.

Microsoft has done everything possible to convince Windows 7 and Windows 8.1 users to upgrade to Windows 10 for free.

As of July 29th, Windows 10 will be one year old and the free upgrade period will end. Any Windows 7 or Windows 8.1 user can upgrade to Windows 10 without charge until then. After that, you'll pay $120 for the home edition and $200 for the pro version.

Every new version of Windows has brought useful new features (even *Me* and *Vista*). Some users have been drinking the Flavor Aid* offered by Windows haters who say that Windows 10 is no good. As one who started using Windows 10 when it was still in beta, I can tell you that it is definitely **not** no good.

*Flavor Aid, not Kool-Aid

When Jim Jones served his congregation a flavored drink laced with cyanide, the base was actually a drink called "Flavor Aid". It's a non-carbonated drink made by Jel Sert in West Chicago.

Introduced in 1929, Flavor Aid is available throughout the US. Now you know. Ω

Still Think Macs are Totally Safe?

MALWAREBYTES REPORTS THAT RANSOMWARE IS SHOWING UP ON MACS.

Source: Malwarebytes.org
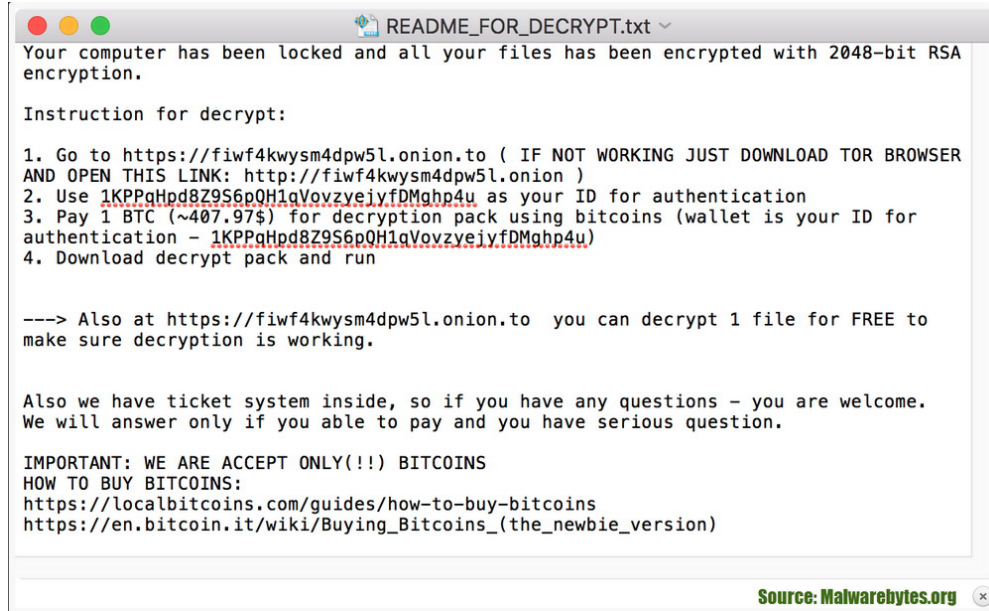
Apple has added detection for "KeRanger" to the XProtect anti-malware definitions in OS X. Palo Alto Networks discovered the threat and made the initial report.

Apparently a BitTorrent client had ransomware added in a file named General.rtf. The extension implies that it's a rich-text document, but it is actually an executable file that is placed in the OS X system directory. That file creates additional files and then sits quietly for 3 days.

After its quiet period, the malware begins encrypting all files in the /Users folder and any files that it finds that appear to contain data in the /Volumes folder (including, files that are on connected external hard drives and servers). A new file called README_FOR_DECRYPT.txt is then added to each directory where files have been encrypted.

The malware can also encrypt external drives and network volumes, so users' backup files could also be rendered unusable. Currently, the malware doesn't restart following a system boot, but you should expect that in an upcoming version.

In addition to adding detection for malware, Apple has revoked the developer certificate used to sign the malicious copy of the BitTorrent client,

Transmission. New infections can't happen until the malware developer creates a new version.

Malwarebytes recommends that Mac users should restart their computers immediately and, if they have downloaded the Transmission app recently, it should be deleted.

Malwarebytes Anti-Malware for Mac can remove the threat, but any files that have been encrypted before the malware has been removed will be lost unless they have been backed up and the backups are still intact.

There's no question that the operating system Apple uses for Macs includes more robust security than what Microsoft has been able to provide, but that doesn't mean it's perfect.

OSX is based on Berkeley Unix (BSD), which means that it was network ready and secure from its inception. But perfection? No. Ω

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