




An Overview of the Existing Online Fan Community for the Collingwood Magpies

This packet contains raw information. No attempt has been made to analyze this data. It is provided as a courtesy to give benchmarks for information pertaining to the online communities for the Collingwood Magpies.

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43 Things

43 things is a goal setting community found at <http://www.43things.com/>. November 11, 2010, there are six goals related to Collingwood, with 4 total people trying to accomplish them. The first table tracks the historical patterns on 43 Things for Collingwood. The second table provides information about the people who have Collingwood related goals.

Team	Keyword	Results	Relevant goals	Relevant goals + people	Date checked
Collingwood Magpies	"Collingwood Magpies"	0	0	0	11-Nov-10
Collingwood Magpies	Collingwood	8	6	4	11-Nov-10

Goal	User	City	State	Country	Birthday	Member since	Date checked
meet collingwood footy team	anjellah			Australia		5-Feb-06	21-Mar-10
go to every collingwood match	anna_banana					16-Jun-06	20-Mar-10
See Collingwood play at the MCG	davidd	Waialua	Hawai'i	United States		5-Sep-05	21-Mar-10
see Collingwood win a flag	laurestina	Melbourne	Victoria	Australia		2-Jan-07	21-Mar-10
see Collingwood win the Grand Final	reonie	Preston	Victoria	Australia		30-Dec-05	20-Mar-10
See Collingwood play at the MCG	Sandrasmiles	Brisbane	Queensland	Australia	15-Apr	19-Sep-05	21-Mar-10
get a collingwood emblem tatoo.	teh_roflicopter					25-Aug-08	20-Mar-10
see Collingwood win the Grand Final	reonie					30-Dec-05	11-Nov-10
go to every collingwood match	anna_banana					16-Jun-06	11-Nov-10
see Collingwood win a flag	laurestina					2-Jan-07	11-Nov-10
get a collingwood emblem tatoo.	teh_roflicopter					25-Aug-08	11-Nov-10

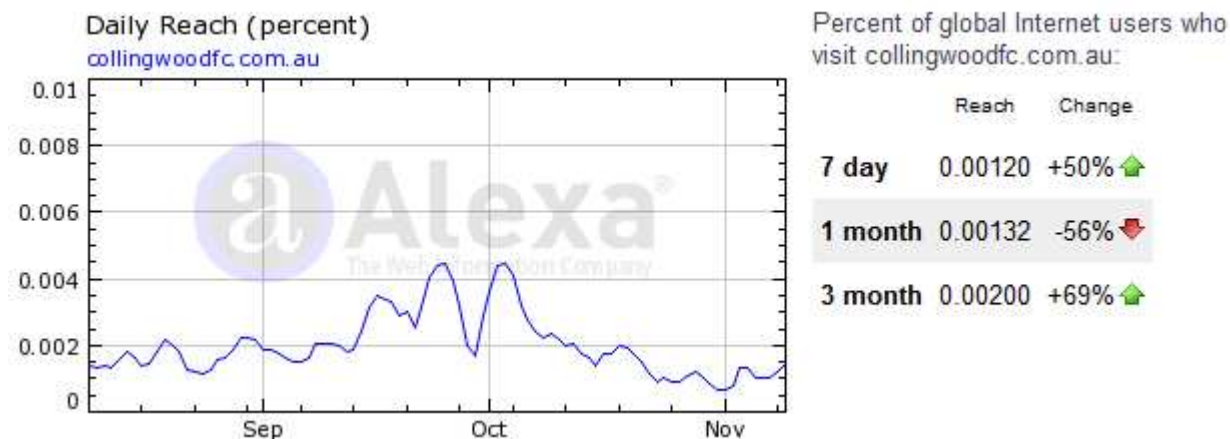




Alexa

Alexa ranks websites based on worldwide traffic. If a site is popular in certain countries, it may also be ranked in those countries. This data is gathered using toolbars that people on the web download and install. Some Australian tech people doubt the accuracy of the numbers for Australia as the toolbar is not widely installed. Still given these limitations, Alexa is included to provide another perspective. The chart below shows the rank of Collingwood related websites over time. The graph is from Alexa's site and dates to November 11, 2010.

Site	Alexa	World Rank	Rank in AU	Date collected
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	125,048	1,548	5-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	126,241	1,608	8-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	125,076	1,620	9-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	124,272	1,776	14-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	123,270	1,871	18-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	123,380	1,937	22-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	127,312	2,131	25-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	127,353	2,111	26-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	127,054	2,094	29-Jun-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	132,935	2,200	3-Jul-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	137,695	2,163	9-Jul-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	141,763	2,179	18-Jul-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	140,811	1,293	16-Aug-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	141,212	1,593	29-Jul-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	84,719	940	24-Oct-10
collingwoodfc.com.au	http://www.alexacom/siteinfo/collingwoodfc.com.au	90,066	2,532	11-Nov-10



Bebo

Bebo is a social networking site that is popular in Australia, Ireland and the United Kingdom. The site's traffic has been down in the past year or so. It traditionally has a fairly large contingent of Australian sport fans, with most people being fans of the NRL. It has a smaller population of AFL fans. The first table shows the size of the fanbase on bebo over time.

Interest	People	Video	Music	Groups	Apps	Skins	Date gathered
Collingwood Magpies	68	17	7	15	0	0	9-Jul-10
Collingwood Magpies	68	17	7	15	0	0	16-Aug-10
Collingwood Magpies	68	17	7	15	0	0	24-Oct-10
Collingwood Magpies	68	17	7	15	0	0	11-Nov-10

The following charts compare the population of Collingwood, Hawthorn and Port Adelaide fans on bebo as of January 28, 2010. Given the above data, it is unlikely that bebo population characteristics have changed much.

Gender	Collingwood	Hawthorn	Port Adelaide
Female	18	7	8
Male	22	19	8
Unknown	22	6	10
Total	62	32	26
% female	29%	22%	31%
% male	35%	59%	31%
% unknown	35%	19%	38%

State	Collingwood	Hawthorn	Port Adelaide
Australian Capital Territo	2	0	0
New South Wales	5	3	0
Northern Territory	1	0	0
Queensland	2	2	1
South Australia	2	2	13
Tasmania	2	0	0
Victoria	14	6	0
Western Australia	3	3	0

Age	Collingwood	Hawthorn	Port Adelaide
Mean	23.9	20.4	24.5
Median	21	20	22
Mode	19	19	20
Count	23	16	10

Country	Collingwood	Hawthorn	Port Adelaide
Australia	32	17	14
Ireland		1	
New Zealand	1		
Philippines	1		
United Kingdom	1	1	1
United States		1	
Total	35	19	15



Bebo

The following data dates to April 7, 2010. It includes the number of views to videos and members of groups.

Group	Type	Total	Loves	Profile views	Group	Genre	City	State	Uploaded	Uploader
the greatest and hardest hit ever	Video	13,839 Viewers							more than a year ago	- RhysyTang
Afl Highlights	Video	1,262 Viewers							more than a year ago	No Name
Bryan 'SUPERSTAR' Strauchan	Band	675 Fans	234	4,797	Jun-07	Afro-bez	Horsham	Melbourne		
2008 Collingwood Magpies	Video	646 Viewers							more than a year ago	Natasha
Ryan Lonies greatest ever run	Video	553 Viewers							324 days ago	Jl Aka Josh
2008 Collingwood Magpies	Video	486 Viewers							more than a year ago	Col O'Donnell
2009 Collingwood Magpies	Video	458 Viewers							324 days ago	Sean Keenan
Hitler finds out about the Collingwood boys	Video	334 Viewers							more than a year ago	Kyle
Turning back the clock - James Manson	Video	242 Viewers							more than a year ago	James Manson
Collingwood Magpies	Group	145 Memb	18	1,222	Apr-07					
COLLINGWOOD MAGPIES	Band	136 Fans	22	1,312	Feb-07		MELBOURNE			
COLLINGWOOD MAGPIES	Group	114 Memb	23	1,136	Jun-07					
the greatest and hardest hit ever	Video	95 Viewers							more than a year ago	No Name
2009 COLLINGWOOD MAGPIES	Video	43 Viewers							more than a year ago	Sexc Maltezer
Collingwood Magpies Fans United	Group	39 Membe	14	334	Aug-07					
Collingwood Theme song	Video	36 Viewers							more than a year ago	Manat
Collingwood Magpies FTW	Group	27 Membe	1	260	Oct-07					
official AFL supporters	Group	25 Membe	1	149	Dec-07					
Collingwood Magpies Rock	Group	24 Membe	10	84	Feb-08					
AFL at its best - Marks, Goals, Hits of the last 5 years	Video	20 Viewers							more than a year ago	Daniel Quinlan
AFL at its best - Marks, Goals, Hits of the last 5 years	Video	18 Viewers							more than a year ago	No Name
Collingwood Magpies Club Song	Video	16 Viewers							181 days ago	No Name
Collingwood FC Highlights - Rounds 1-6 2007	Video	12 Viewers							more than a year ago	Alex
Collingw08d 2008' Supporters	Group	11 Membe	2	68	Jan-08					
Collingwood Magpies	Group	8 Members	0	54	Oct-07					
COLLINGWOOD MAGPIES	Group	5 Members	0	38	Apr-08					
COLLINGWOOD MAGPIES	Band	4 Fans	0	81	Jun-07	Club	collingwood	melbourne		
Collingwood Magpies fans	Group	4 Members	0	19	Jul-08					
Collingwood Supporters '08	Band	3 Fans	0	19	Jan-08	Club	Melbourne			
Collingwood Magpies	Group	1 Members	0	21	Nov-07					
the collingwood magpies	Group	1 Members	0	2	Apr-09					
Collingwood Boys	Band	0 Fans	0	2	Apr-08		wagga			
Collingwood Magpies	Group	0 Members	0	2	Jul-07					
Collingwood Magpies	Group	0 Members	0	4	Aug-07					
Collingwood Magpies Supporters	Group	0 Members	0	6	May-08					
heath shaw on the sunday footy show	Video	0 Viewers								234 days ago
Leon Davis &39;ANOTHER RIPPING GOAL FROM NEO	Video	0 Viewers								245 days ago
Collingwood Supporters '08	Band	3 Fans	0	20	Jan-08	Club	Melbourne			

BlackPlanet

BlackPlanet is a small social networked targeted at African Americans. There is a small community of Australian sport fans on the site. They tend to prefer rugby. The following table gives an idea as to the community size for the AFL on BlackPlanet by looking at several AFL teams over time.

Interest	Total Members	Checked
Western Bulldogs	0	24-Jun-10
Port Adelaide	0	9-Jul-10
Port Adelaide Power	0	9-Jul-10
Essendon Bombers	0	24-Aug-10
Collingwood	0	11-Nov-10
Collingwood Magpies	0	11-Nov-10
Hawthorn	3	11-Nov-10
Hawthorn Hawks	0	11-Nov-10
Port Adelaide	0	11-Nov-10
Port Adelaide Power	0	11-Nov-10



blogger

blogger is a popular blog hosting site. Many popular Australian and sports blogs use it. The site also has high press visibility. People's profiles include interests that they list. The chart below shows the size of the Collingwood fan community on blogger over time using interest listings on people's profiles.

Interest	Number	Date gathered
Collingwood	18	29-Dec-09
Collingwood Magpies	5	29-Dec-09
Collingwood Magpies	5	22-Jun-10
Collingwood Magpies	5	11-Nov-10
Collingwood	36	11-Nov-10

The chart below contains the demographic information for blogger users who list the team as an interest. This data dates to December 29, 2009.

Name	Age	Gender	Sign	City	State	Country
Steve Baker	57 year old	male	Virgo	Cairns	Queensland	Australia
TravisD	26 year old	male	Taurus		Queensland	Australia
Jodie		female		Dandenong Ranges	Victoria	Australia
Matt	24 year old	male	Leo	Great South-West	Victoria	Australia
pHyDña (Fiõha)	27 year old	female	Pisces	Melbourne	Victoria	Australia
Richard Watts	42 year old	male	Cancer	Melbourne	Victoria	Australia
Sandra Beks		female		Melbourne	Victoria	Australia
Tim Robinson	31 year old	male		Melbourne	Victoria	Australia
holmesy	19 year old	male	Pisces	Melbourne	Victoria	Australia
donpronto	49 year old	male	Leo	Melbourne	Victoria	Australia
Specz	19 year old	female	Cancer	Melbourne	Victoria	Australia
Peter	27 year old	male	Scorpio	Melbourne	Victoria	Australia
Gurm Sekhon				Richmond	Victoria	Australia
Anton	20 year old	male	Aries	Upwey	Victoria	Australia
UFC Fan	27 year old	male	Capricorn	Perth	West Australia	Australia
Danny Wain	50 year old	male	Aquarius			Australia
Paige 13	1917 year old	female	Cancer			Australia
Kenneth Pinto	32 year old	male	Scorpio		Bishan	Singapore
Moshe Feder	58 year old	male	Scorpio	Flushing	New York	United States
Tara H	35 year old	female	Scorpio	Salt Lake City	Utah	United States
Andrew Johnson	37 year old	male	Sagittarius	Sydney	New South Wales	Australia
Haynze		male				
Luke Mason		male				

blogger

The chart below contains the demographic information for blogger users who list the team as an interest. This data dates to November 11, 2010.


Name	Age	Gender	Sign	City	State	Country
Richard Watts	43 year old	male	Cancer	Melbourne	Victoria	Australia
Fifi Frances		female	Aquarius	Gippsland		
Salina		female	Gemini	Melbourne	Victoria	Australia
Jodie		female		Dandenong Ranges	Victoria	Australia
D'Arcy Evans	50 year old	male	Leo	Marion	Arkansas	United States
Canadelaidian				Adelaide	South Australia	Australia
Kenneth Pinto	32 year old	male	Scorpio	Bishan		Singapore
Danny Wain	51 year old	male	Aquarius			Australia
Sue		female			Victoria	Australia
UFC Fan	28 year old	male	Capricorn	Perth	West Australia	Australia
Tawney Kitaen	24 year old	female	Taurus			Australia
Match Online Dating Free Course						United States
Andrew Johnson	37 year old	male	Sagittarius	Sydney	New South Wales	Australia
Sandra Beks		female		Melbourne	Victoria	Australia
everything begins with an	17 year old	female		Melbourne	Victoria	Australia
Tim Robinson	32 year old	male		Melbourne	Victoria	Australia
rob jordan	60 year old	male	Taurus		victoria	Australia
holmesy	20 year old	male	Pisces	Melbourne	victoria	Australia
Haynze		male				
Gavin Jesse	34 year old	male	Scorpio	Launceston	Tasmania	Australia
TravisD	27 year old	male	Taurus		Queensland	Australia
supervisor133						Singapore
donpronto	50 year old	male	Leo	Melbourne	Victoria	Australia
Steve Baker	58 year old	male	Virgo	Cairns	Queensland	Australia
Robyn	25 year old	female	Scorpio	Ottawa	Ontario	Canada
Specz	20 year old	female	Cancer	Melbourne	Victoria	Australia
Serridwenn	33 year old	female	Sagittarius	Wasaga Beach	Ontario	Canada
Coleberg		male				Australia
Matt	25 year old	male	Leo	Great South-West	Australia	
Roderick van Buuren	51 year old	male	Capricorn	Melbourne	Victoria	Australia
Luke Mason		male				
Bindii	22 year old	female	Cancer	Melbourne	Victoria	Australia
King of Keysie	33 year old	male	Aquarius	Keysborough	Victoria	Australia
Laura	24 year old	female	Cancer	Melbourne	Victoria	Australia
Gurm Sekhon				Richmond	Victoria	Australia
Peter	28 year old	male	Scorpio	Melbourne	Victoria	Australia



care2

care2 is a small social network dedicated to people who are interested in making a difference. There is a small population of Australians and Australian sport fans on the network. The table below gives an idea as to the size of the Collingwood fan community to other clubs on the network.

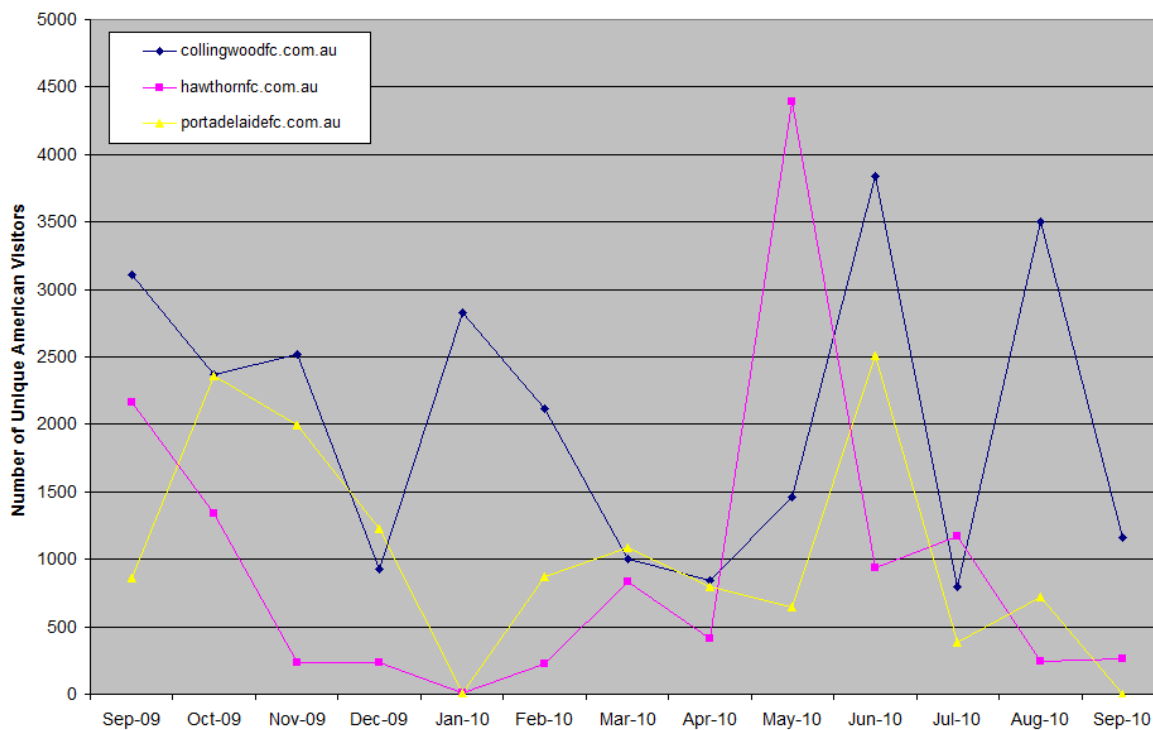
Team	Keyword	Petitions	Discussions	Members	Groups	Photos	Blogs	Healthy Living	Ecards	Date checked
Western Bulldogs	"Western Bulldogs"	0	0	2	0	0	4	0	0	24-Jun-10
Port Adelaide Power	"Port Adelaide Power"	0	0	0	0	0	0	0	0	9-Jul-10
Collingwood Magpies	"Collingwood Magpies"	0	1	0	0	0	0	0	0	11-Jun-10
Greater Western Sydney	"Israel Folau"	0	0	0	0	0	1	0	0	11-Jun-10
Western Bulldogs	"Jason Akermanis"	0	0	0	0	0	0	0	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	0	1	0	0	4	0	0	11-Jun-10
Fremantle Dockers	"Fremantle Dockers"	0	0	0	0	0	1	0	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	2	0	0	0	0	8	0	0	16-Aug-10
Essendon Bombers	"Essendon Bombers"	0	0	0	0	0	8	0	0	24-Aug-10
Collingwood Magpies	"Collingwood Magpies"	0	1	0	0	0	0	0	0	11-Nov-10
Essendon Bombers	"Essendon Bombers"	0	1	0	0	0	24	0	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	0	0	0	0	24	0	0	11-Nov-10
Greater Western Sydney	"Israel Folau"	0	0	0	0	0	1	0	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	0	5	0	0	24	0	0	11-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	0	0	0	0	1	0	0	11-Nov-10
West Coast Eagles	"West Coast Eagles"	3	0	0	0	0	24	0	0	11-Nov-10
Western Bulldogs	"Jason Akermanis"	0	0	0	0	0	0	0	0	11-Nov-10
Western Bulldogs	"Western Bulldogs"	0	3	0	0	0	12	0	0	11-Nov-10



Compete

Compete is an analytics company similar to Alexa. It also collects information from user installed toolbars to calculate how many estimated unique visitors sites get each months. Compete's calculations are based on US visitors only. Below is a table and chart showing these estimates for the period between September 2009 and September 2010 for the Collingwood Magpies and other AFL club websites.

Compete: Unique American Visitors			
Date	collingwoodfc.com.au	hawthornfc.com.au	portadelaidefc.com.au
Sep-09	3110	2164	866
Oct-09	2368	1342	2357
Nov-09	2518	238	1993
Dec-09	931	231	1223
Jan-10	2824	12	14
Feb-10	2116	229	875
Mar-10	998	830	1086
Apr-10	844	413	795
May-10	1463	4393	644
Jun-10	3842	935	2507
Jul-10	794	1167	385
Aug-10	3502	248	718
Sep-10	1158	262	0





delicious

delicious is power social bookmarking site. When users find pages on the internet that they may want to visit again, they bookmark them. To make finding bookmarks easier, users are encouraged to tag these posts. Below are the total number of bookmarks for selected AFL clubs. These totals are all dated November 11, 2010.

Team	Keyword	delicious count
Adelaide Crows	AdelaideCrows	2
Brisbane Lions	BrisbaneLions	35
Collingwood Magpies	Collingwood Magpies	23
Collingwood Magpies	CollingwoodMagpies	0
Collingwood Magpies	Collingwood-Magpies	4
Essendon Bombers	EssendonBombers	18
Geelong Cats	GeelongCats	1
Greater Western Sydney	GreaterWesternSydney	7
Greater Western Sydney	TeamGWS	1
Hawthorn Hawks	Hawthorn Hawks	29
Hawthorn Hawks	HawthornHawks	0
Hawthorn Hawks	Hawthorn-Hawks	13
North Melbourne Kangaroos	NorthMelbourneKangaroo	11
Port Adelaide Power	Port Adelaide Power	14
Port Adelaide Power	PortAdelaidePower	14
Port Adelaide Power	Port-Adelaide-Power	3
Western Bulldogs	WesternBulldogs	4

The graph below shows the volume of bookmarking over time using the most popular tag for Collingwood. This graph is generated by delicious.






delicious

The table below was generate by delicious on November 11, 2010. It includes a list of all the tags used to bookmark www.collingwoodfc.com.au

Top Tags	Uses
collingwood	25
afll	22
football	18
sport	14
magpies	8
pies	6
australian	4
footy	4
melbourne	3
news	3
sports	2
club	2
australia	2
site	1
rules	1
travisty	1
{urig}	1
website	1
victoriapark	1
sportsgeek-client	1
fottball,	1
clubs	1
beau	1
afll	1
collingwoodfoo...	1
dalethomasssssss	1
myteam	1
a.f.l.	1
football,	1
official	1



ecademy

ecademy is a small social network for business professionals that is an alternative to LinkedIn. It has a small number of people connected to Australian sport. As of July 2010, zero people list Melbourne Victory, Socceroos or W-League as an interest or company they have worked for. There are people who list Australian teams as an interesting, including some one who listed the Canberra Capitals of the WNBL and some one else who listed the Adelaide Crows of the AFL. Below is a list by date and team of the number of people who include an AFL club or player in their profile.

Team	Interest	Total	Checked
Collingwood Magpies	Collingwood Magpies	1	11-Nov-10
Collingwood Magpies	"Collingwood Magpies"	1	11-Nov-10
Essendon Bombers	Essendon Bombers	0	24-Aug-10
Essendon Bombers	Essendon Bombers	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	16-Aug-10
Fremantle Dockers	"Fremantle Dockers"	0	11-Nov-10
Gold Coast Suns	Gold Coast Suns	482	11-Nov-10
Gold Coast Suns	"Gold Coast Suns"	1	11-Nov-10
Gold Coast Suns	"Gold Coast FC"	0	11-Nov-10
Greater Western Sydney	Israel Folau	0	11-Jun-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Jun-10
Greater Western Sydney	Israel Folau	0	11-Nov-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Nov-10
Greater Western Sydney	"Team GWS"	0	11-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	334	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	343	11-Nov-10
West Coast Eagles	"West Coast Eagles"	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	0	11-Nov-10
Western Bulldogs	Western Bulldogs	1	11-Jun-10
Western Bulldogs	Jason Akermanis	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	15-Jun-10
Western Bulldogs	"Jason Akermanis"	0	15-Jun-10
Western Bulldogs	"Western Bulldogs"	0	24-Jun-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Western Bulldogs	1	21-Jul-10
Western Bulldogs	Jason Akermanis	0	21-Jul-10
Western Bulldogs	Western Bulldogs	1	11-Nov-10
Western Bulldogs	Jason Akermanis	0	11-Nov-10
Western Bulldogs	"Western Bulldogs"	0	11-Nov-10




facebook

Facebook is the most popular social network in Australia. There are several ways to measure community size on the network. One way to measure interest is based on the number of fanpages dedicated to a team and the total people who like the fanpage. The following table contains list of some of communities that feature Collingwood and the total members for those pages based on date.

Name	Url	Members	Type	Date checked
Collingwood Football Club	http://www.facebook.com/collingwoodfc	26,314	Page	25-Mar-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	31,366	Page	3-May-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	35,516	Page	30-May-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	35,977	Page	5-Jun-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	36,326	Page	10-Jun-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	36,732	Page	15-Jun-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	37,348	Page	22-Jun-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	37,617	Page	24-Jun-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	37,738	Page	26-Jun-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	41,117	Page	9-Jul-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	44,995	Page	21-Jul-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	49,007	Page	30-Jul-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	88,577	Page	6-Oct-10
Collingwood Football Club	http://www.facebook.com/collingwoodfc	101,790	Page	11-Nov-10
Collingwood Magpies	http://www.facebook.com/group.php?gid=2208766149	7,969	Group	25-Mar-10
Collingwood Magpies	http://www.facebook.com/group.php?gid=2208766149	8,165	Group	30-May-10
Collingwood Magpies	http://www.facebook.com/group.php?gid=2208766149	8,066	Group	30-Jul-10
Collingwood Magpies	http://www.facebook.com/group.php?gid=2208766149	8,031	Group	11-Nov-10
COLLINGWOOD MAGPIES PREMIERS OF 2010.	http://www.facebook.com/pages/COLLINGWOOD-MAGPIES-PREMIERS-OF-2010/206003434840	80	Page	25-Mar-10
COLLINGWOOD MAGPIES PREMIERS OF 2010.	http://www.facebook.com/pages/COLLINGWOOD-MAGPIES-PREMIERS-OF-2010/206003434840	552	Page	30-May-10
COLLINGWOOD MAGPIES PREMIERS OF 2010.	http://www.facebook.com/pages/COLLINGWOOD-MAGPIES-PREMIERS-OF-2010/206003434840	591	Page	30-Jul-10
COLLINGWOOD MAGPIES PREMIERS OF 2010.	http://www.facebook.com/pages/COLLINGWOOD-MAGPIES-PREMIERS-OF-2010/206003434840	8,410	Page	11-Nov-10

Fanpages tend to be more desirable as updates by the maintainer can appear on a user's timeline. This is not always the case with groups. Fanpages are also given a preference when people are searching for a term. Groups and profiles have traditionally had an advantage over fanpages because it was easier to contact everyone who belongs to your group or who lists you as a friend. This is changing as Facebook adds more features.





facebook

Another way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of Collingwood fans on Facebook over time.

Date collected	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
9-Jan-10	Australia	All	All	All	All	All	All	49,060
25-Mar-10	Australia	All	All	All	All	All	All	59,800
23-Oct-10	Australia	Collingwood - Within 50 Miles	All	All	All	All	All	82,520
23-Oct-10	Australia	St. Kilda - Within 50 Miles	All	All	All	All	All	82,500
23-Oct-10	Australia	Ocean Grove - Within 50 Miles	All	All	All	All	All	73,600
23-Oct-10	Australia	Wagga Wagga - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Shepparton - Within 50 Miles	All	All	All	All	All	140
23-Oct-10	Australia	Wangaratta - Within 50 Miles	All	All	All	All	All	60
23-Oct-10	Australia	Sale - Within 50 Miles	All	All	All	All	All	900
23-Oct-10	Australia	Bairnsdale - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Morwell - Within 50 Miles	All	All	All	All	All	1,120
23-Oct-10	Australia	Cowes - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Bendigo - Within 50 Miles	All	All	All	All	All	320
23-Oct-10	Australia	Colac - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Portland, Victoria - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Ballarat - Within 50 Miles	All	All	All	All	All	480
23-Oct-10	Australia	Brighton, Victoria - Within 50 Miles	All	All	All	All	All	82,520
23-Oct-10	Australia	Canberra - Within 50 Miles	All	All	All	All	All	4,380
23-Oct-10	Australia	Albury - Within 50 Miles	All	All	All	All	All	60
23-Oct-10	Australia	Cooma - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Batesman Bay - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Bega - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Swan Hill - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Mt Gambier - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Hamilton, Victoria - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Sunbury, Victoria - Within 50 Miles	All	All	All	All	All	82,520
23-Oct-10	Australia	Bacchus Marsh - Within 50 Miles	All	All	All	All	All	83,100
23-Oct-10	Australia	Moama, Victoria - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Pyrmont, New South Wales - Within 50 Miles	All	All	All	All	All	17,220
23-Oct-10	Australia	Queanbeyan - Within 50 Miles	All	All	All	All	All	4,380
23-Oct-10	Australia	Braeside, Victoria - Within 50 Miles	All	All	All	All	All	73,980
23-Oct-10	Australia	Jindabyne - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Kerang - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Seymour - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Horsham - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Tumut - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Stawell - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Maryborough, Victoria - Within 50 miles	All	All	All	All	All	840
23-Oct-10	Australia	Hobart - Within 50 Miles	All	All	All	All	All	1,600
23-Oct-10	Australia	Launceston - Within 50 Miles	All	All	All	All	All	60
23-Oct-10	Australia	Burnie - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Devonport - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	Sandy Bay, Tasmania - Within 50 Miles	All	All	All	All	All	1,620
23-Oct-10	Australia	Ulverstone, Tasmania - Within 50 Miles	All	All	All	All	All	< 20
23-Oct-10	Australia	New Norfolk, Tasmania - Within 50 Miles	All	All	All	All	All	1,620
23-Oct-10	Australia	Bagdad, Tasmania - Within 50 Miles	All	All	All	All	All	1,600
23-Oct-10	Australia	Carlton, Tasmania - Within 50 Miles	All	All	All	All	All	1,620
11-Nov-10	Australia	All	All	All	All	All	All	157,920
11-Nov-10	Australia	All	All	Men	All	All	All	77,200
11-Nov-10	Australia	All	All	Women	All	All	All	78,880



foursquare

foursquare is a geolocation based social network. People can check into venues. When they do, they get points. If they check into a venue more than anyone else, they may become the mayor. Some venues also offer coupons and other incentives for foursquare users to visit. foursquare is the most popular geolocation based social network in Australia. Below is a record of some of total checkins for the venues on days when Collingwood was playing.

Name	Link	Checkins	Unique	Mayor	Date check	Team 1	Team 2	Total checkins	Total Uniques
Etihad Stadium	http://foursquare.com/venue/306196	1539	746	-1020514	2-Jul-10				
Etihad Stadium	http://foursquare.com/venue/306196	1590	770	-1020514	3-Jul-10	Collingwood Magpies	West Coast Eagles	51	24
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	2461	1169	-417965	23-Jul-10				
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	2540	1202	-417965	24-Jul-10	Collingwood Magpies	Richmond Tigers	79	33
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	2613	1232	-417965	30-Jul-10				
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	2708	1271	-417965	31-Jul-10	Collingwood Magpies	Carlton Blues	95	39
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	2870	1342	-417965	6-Aug-10				
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	3009	1404	alistairjhogg	7-Aug-10	Geelong Cats	Collingwood Magpies	139	62
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	3072	697	-417965	12-Aug-10				
Melbourne Cricket Ground (MCG)	http://foursquare.com/venue/281644	3273	712	-417965	13-Aug-10	Essendon Bombers	Collingwood Magpies	201	15
AAMI Stadium	http://foursquare.com/venue/1088396	73	44	diparkinson	8-Jul-10				
AAMI Stadium	http://foursquare.com/venue/1088396	75	47	diparkinson	9-Jul-10	Port Adelaide Power	Collingwood Magpies	2	3

friendster

friendster is small social networks. Alexa ranks it as the 685th most popular site on the Internet and the 1,483th most popular site in Australia. One of the ways friendster fosters communities is through groups. There are several Australian sport related groups, including one for the Socceroos with over a hundred members and one for the Melbourne Victory with over sixty. A search was done of Australian groups for AFL related communities. The table below gives an idea as to the number of groups dedicated to these clubs.

Team	Keyword	Groups	Checked
Collingwood Magpies	Collingwood Magpies	13	12-Nov-10
Fremantle Dockers	Fremantle Dockers	12	16-Aug-10
Fremantle Dockers	Fremantle Dockers	12	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	107	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	12-Nov-10
Port Adelaide Power	Port Adelaide Power	1031	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	12-Nov-10
Port Adelaide Power	"Port Adelaide"	0	12-Nov-10
West Coast Eagles	West Coast Eagles	1006	16-Aug-10
West Coast Eagles	West Coast Eagles	1006	12-Nov-10
West Coast Eagles	"West Coast Eagles"	0	12-Nov-10



Gaia Online

Gaia Online is a role playing network that has a number of social networking components. It is relatively popular in Australia and tends to cater to a teenaged audience. The table below gives an idea of the size of interest in the AFL community by searching member profiles for people who listed teams as interests.

Team	Interest	Members	Date checked
Adelaide Crows	Adelaide Crows	0	12-Nov-10
Brisbane Lions	Brisbane Lions	0	12-Nov-10
Collingwood Magpies	Collingwood Magpies	0	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	12-Nov-10
Melbourne Demons	Melbourne Demons	0	12-Nov-10
Port Adelaide Power	Port Adelaide Power	0	12-Nov-10
Rhymond Tigers	Rhymond Tigers	0	12-Nov-10
Sydney Swans	Sydney Swans	0	12-Nov-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Julia Gillard	0	24-Jun-10
Western Bulldogs	Jason Akermanis	0	24-Jun-10
Western Bulldogs	Western Bulldogs	1	10-Nov-10
Western Bulldogs	Julia Gillard	0	12-Nov-10
Western Bulldogs	Jason Akermanis	0	12-Nov-10
Western Bulldogs	Western Bulldogs	1	12-Nov-10

The following is a list of some Australian sports fans on the site by interest. This list was included to give an idea as to the demographic profiles of users on the site.

Interest	Name	City	State	Country	Age	Birthday	Gender	Last Login	Registered	Posts per Day	Total Posts
Brisbane Broncos	Wallad			Australia	18					0.09	99
Parramatta Eels	sharmayn	Sydney	NSW	Australia	18			7-Nov-09	1-Jun-07		
Sydney Roosters	Slick_Schmitzick69	Coonabarabran	NSW	Australia			Female	2-Jul-06	25-Nov-05	0.01	15
Sydney Roosters	amzleigh_chick69	Coonabarabran	NSW	Australia			Female	25-Nov-05	24-Nov-05		
Sydney Roosters	VolfiesPup										
Sydney FC	moT-Trica			Australia			Female	1-Aug-07	17-Apr-07		
Sydney FC	Baptista						Male	27-Jan-10	3-Sep-05	6.2	10230
Canberra Raiders	The Bullgod	Canberra	ACT	Australia	22	8-Jun-88			16-Feb-06		
Western Bulldogs	amzalli^A			Australia	16		Female	8-May-08	14-Dec-05		
ACT Brumbies	The Bullgod	Canberra	ACT	Australia	22	8-Jun-88			16-Feb-06		
Wallabies	Orochimaru16		Arizona	United States			Male	16-Mar-08	4-Nov-06		
Wallabies	Naotta						Male	20-May-06	18-May-06	0.01	23
Wallabies	Nestly			United States		27-Feb-87	Female	3-Nov-09	29-Jun-04	0.07	160
All Blacks	yung3									0.01	7

gowalla

gowalla is a geolocation network similar to Foursquare. The community of users is smaller and fewer people comparatively check in at games. Below are a check in totals for Hawthorn Hawks games where totals were gathered.

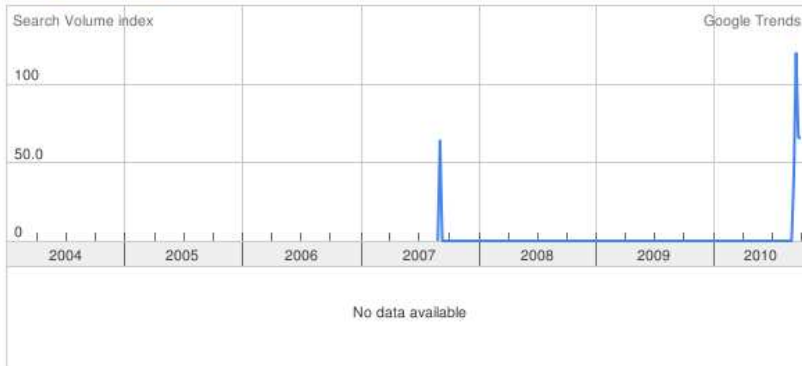
Name	Link	Checkins	Date	Team 1	Team 2
Melbourne Cricket Ground	http://gowalla.com/spots/187996	2	14-Aug-10	Collingwood Magpies	Essendon Bombers
Melbourne Cricket Ground	http://gowalla.com/spots/187996	4	8-Aug-10	Collingwood Magpies	Geelong Cats



Google

The following is a screenshot from Google Trends using the search phrase: Collingwood Magpies. The screenshot was generated on November 12, 2010.

collingwood magpies 1.00



No news articles were found.

Rank by collingwood magpies

Subregions

1. [Tasmania](#), Australia
2. [Victoria](#), Australia
3. [Australian Capital Territory](#), Australia
4. [Western Australia](#), Australia
5. [South Australia](#), Australia
6. [Queensland](#), Australia
7. [New South Wales](#), Australia

Cities

1. Melbourne, Australia
2. Canberra, Australia
3. Perth, Australia
4. Adelaide, Australia
5. Sydney, Australia
6. Brisbane, Australia

hi5

hi5 is a social network/social gaming site. According to Alexa, it is the 133rd most popular site on the Internet but it does not rank in the top 1,500 most popular sites in Australia. It caters mostly to teen males. There are a few groups dedicated to Australian sport fans. The table below gives an idea as to the size of the community for the AFL on hi5 by searching groups and profiles.

Team	Search	People	Communities	Checked
Collingwood Magpies	Collingwood Magpies	0	2	24-Jun-10
Collingwood Magpies	Collingwood Magpies	0	2	12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	1	1	12-Nov-10
Melbourne Demons	Melbourne Demons	0	1	24-Jun-10
Melbourne Demons	Melbourne Demons	0	1	12-Nov-10
Port Adelaide Power	Port Adelaide Power	0	0	12-Nov-10
Sydney Swans	Sydney Swans	0	2	24-Jun-10
Sydney Swans	Sydney Swans	0	2	12-Nov-10
Western Bulldogs	Jason Akermanis	0	0	24-Jun-10
Western Bulldogs	Jason Akermanis	0	0	12-Nov-10
Western Bulldogs	Julia Gillard	0	0	24-Jun-10
Western Bulldogs	Julia Gillard	0	0	12-Nov-10
Western Bulldogs	Western Bulldogs	0	0	24-Jun-10
Western Bulldogs	Western Bulldogs	0	0	12-Nov-10





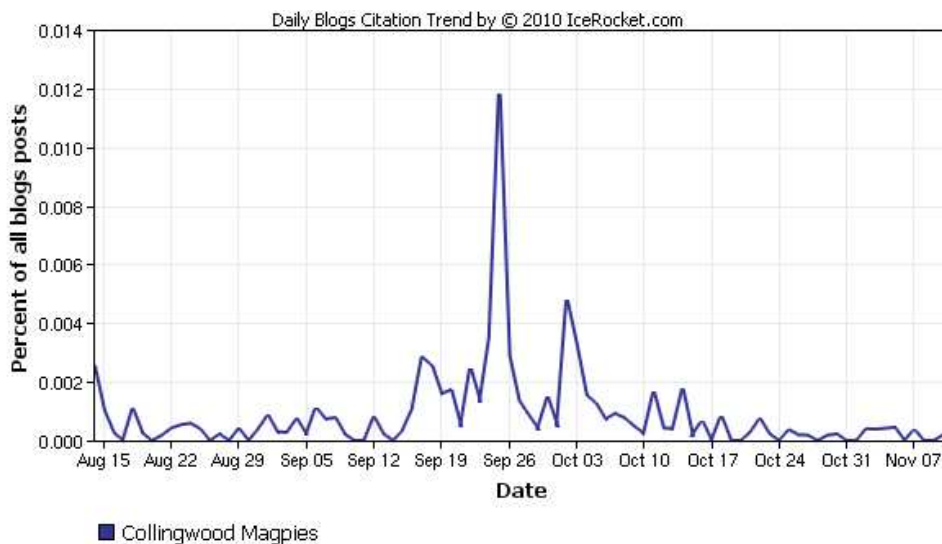
hi5

The table below gives an idea of the comparative size of some of the AFL and Australian sport related groups on hi5, when they were founded, historical growth and the total activity level that has taken place on them.

Team	Community name	url - http://www.hi5.com/friend/group/	Members	Created	Topics	Checked
ACT Brumbies	ACT BRUMBIES	1735438--ACT%2BRUMBIES--front-html	5	10-Feb-07		15-May-10
Canberra Raiders	Canberra Raiders	105808--Canberra%2BRaiders--front-html	29	19-Dec-04	5	12-Nov-10
Canberra Raiders	Canberra Raiders	99873--Canberra%2BRaiders--front-html	11	11-Dec-04	0	12-Nov-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		1-Apr-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		15-May-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		24-Jun-10
Collingwood Magpies	CoLLnGwOoD mAgPIEs	219754--CoLLnGwOoD%2BmAgPIEs%2BFoReVeR%2BfA--front-html	9	16-Mar-05		12-Nov-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		1-Apr-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		15-May-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		24-Jun-10
Collingwood Magpies	Collingwood Magpies	483274--Collingwood%2BMagpies--front-html	8	18-Sep-05		12-Nov-10
Hawthorn Hawks	Hawthorn Hawks	524674--Hawthorn%2BHawks--front-html	11	19-Oct-05	2	12-Nov-10
Melbourne Demons	Melbourne Demons FC	1070511--Melbourne%2BDemons%2BFC--front-html	3	10-Jun-06		24-Jun-10
Melbourne Demons	Melbourne Demons FC	1070511--Melbourne%2BDemons%2BFC--front-html	3	10-Jun-06		12-Nov-10
Melbourne Storm	Melbourne Storm	118052--Melbourne%2BStorm%2BSupporters%2Bgro--front-html	11	1-Jan-05		15-May-10
Melbourne Storm	Melbourne Storm Fans	2226021--Melbourne%2BStorm%2BFans--front-html	4	6-Jun-07		15-May-10
Melbourne Storm	melbourne storm	2470415--melbourne%2Bstorm--front-html	1	18-Oct-07		15-May-10
Melbourne Storm	Melbourne Storm!	3543524--Melbourne%2BStorm%2521--front-html	2	3-Sep-08		15-May-10
Melbourne Victory	Melbourne Victory	460386--Melbourne%2BVictory--front-html	83	4-Sep-05	11	12-Nov-10
Melbourne Victory	Melbourne Victory Fans	527030--Melbourne%2BVictory%2BFans--front-html	8	21-Oct-05	1	12-Nov-10
Socceroos	SOUTH AUSTRALIA_GO	1066519--SOUTH%2BAUSTRALIA%2B_GO%2BTHE%2BSOCCER--front-html	1	10-Jun-06		15-May-10
Socceroos	THE SOCCEROOS	1113808--THE%2BSOCCEROOS--front-html	14	28-Jun-06		15-May-10
Socceroos	socceroos well done	1127775--socceroos%2Bwell%2Bdone--front-html	34	4-Jul-06		15-May-10
Socceroos	Aussie Socceros	1512512--Aussie%2BSocceros--front-html	43	8-Jun-06		15-May-10
Socceroos	SOCCEROOS	567347--%2BSOCCEROOS--front-html	4	17-Nov-05		15-May-10
Socceroos	SOCCEROOS!!!	568742--SOCCEROOS%2521%2521%2521--front-html	8	17-Nov-05		15-May-10
Socceroos	Socceroos are going to the World Cup!	569838--Socceroos%2Bare%2Bgoing%2Bto%2Bthe%2BWor--front-html	4	18-Nov-05		15-May-10
Socceroos	socceroos	631994--socceroos--front-html	28	24-Dec-05		15-May-10
Sydney Swans	Sydney Swans	145156--Sydney%2BSwans--front-html	63	24-Jan-05		24-Jun-10
Sydney Swans	Sydney Swans	145156--Sydney%2BSwans--front-html	63	24-Jan-05		12-Nov-10
Sydney Swans	Sydney Swans Football	265803--Sydney%2BSwans%2BFootball%2BClub--front-html	2	17-Apr-05		24-Jun-10
Sydney Swans	Sydney Swans Football	265803--Sydney%2BSwans%2BFootball%2BClub--front-html	2	17-Apr-05		12-Nov-10

IceRocket

Ice Rocket is a search engine. One of the things that it has is a specialized blog search. Using this search, you can tabulate how many posts by day were made involving a specific search team. A search was run for the "Collingwood Magpies." The following graph was generated by IceRocket.



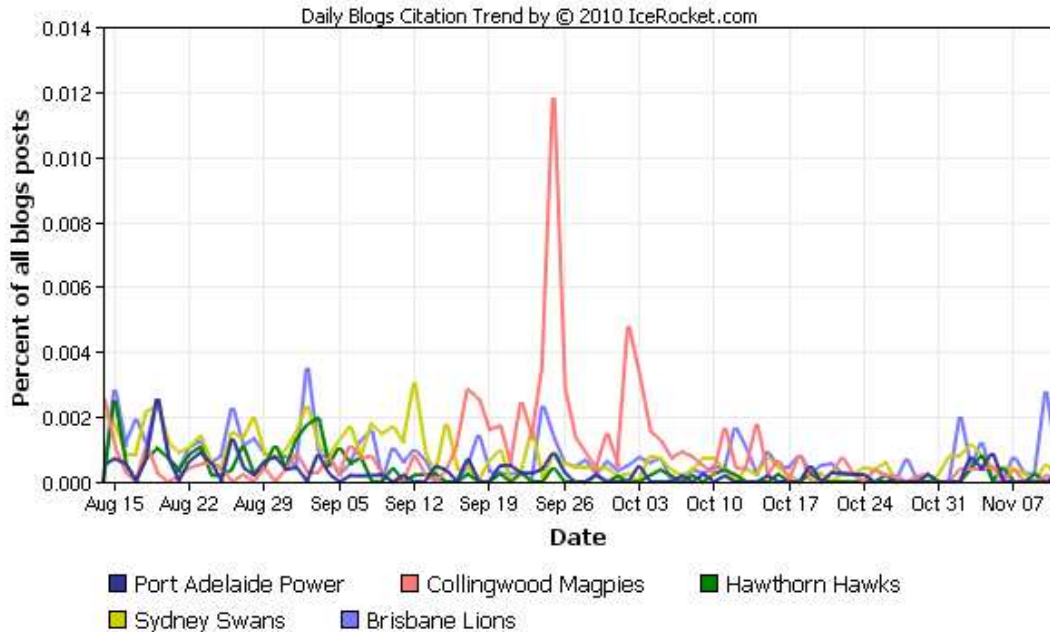
Trend Terms / Back to search results	Posts per day	Average %	Total posts
Collingwood Magpies	3.19	0.0009	287





IceRocket

The following is a graph generated by IceRocket. It compares the relative volume of discussion for Port Adelaide to other selected teams in the AFL. This graph was created on November 12 and shows conversations for the past three months.



Trend Terms / Back to search results	Posts per day	Average %	Total posts
Port Adelaide Power	1.08	0.0003	97
Collingwood Magpies	3.19	0.0009	287
Hawthorn Hawks	1.23	0.0003	111
Sydney Swans	3.11	0.0007	280
Brisbane Lions	2.99	0.0007	269

LinkedIn

LinkedIn is a social network aimed at professionals. It is one of the fastest growing social network in Australia. There are several groups dedicated to Australian sports teams on it. The table below gives an idea as to the size of the AFL and Australian sport community on LinkedIn by searching for selected teams using all search types.

Team	Search term	Groups	People	Companies	Answers	Jobs	Checked
Canberra Raiders	"Canberra Raiders"	0	21	0	0	0	12-Nov-10
Canberra Raiders	Canberra Raiders	0	17	0	0	0	21-Jun-10
Collingwood Magpies	"Collingwood Magpies"	0	6	0	0	0	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	2	0	0	0	12-Nov-10
Melbourne Victory	"Melbourne Victory"	0	0				1-Jul-10
Melbourne Victory	"Melbourne Victory"	0	0				1-Jul-10
Melbourne Victory	"Melbourne Victory"	1	61	0	0	0	12-Nov-10
NRL	NRL	3	1,195				21-Jun-10
NRL	NRL	3	1,418	25	8	0	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	2	0	0	0	12-Nov-10
Western Bulldogs	"Western Bulldogs"	0	66	4	0	0	24-Jun-10
Western Bulldogs	"Western Bulldogs"	0	78	4	0	0	12-Nov-10



LiveJournal

LiveJournal is a blogging site. It traditionally has had a fairly active Australian community on it. According to Alexa, the site is the 77th most popular on the Internet and the 94th most popular in Australia. The software is open source and several people have created clones. There are a number of communities and a lot of people who list Australian sports teams as interests on LiveJournal and its clones. The following is a list of some members who listed the Collingwood Magpies as an interest on the date indicated.

Service	username	Last updated	City	State	Country	Year of Birth	Date checked
DeadJournal	amuser	323 weeks ago	Melbourne	Victoria	Australia		22-Dec-09
LiveJournal	magicwoman	2 hours ago					17-Feb-10
LiveJournal	torak303	7 hours ago	Melbourne	Victoria	Australia	1989	17-Feb-10
LiveJournal	flashflashflash	17 hours ago	Melbourne	Victoria	Australia	1984	17-Feb-10
LiveJournal	snikinnub	6 days ago	Perth	Western Australia	Australia	1987	17-Feb-10
LiveJournal	sandial	1 week ago	Flushing	New York	United States		17-Feb-10
LiveJournal	ek20385	3 weeks ago	Melbourne	Victoria	Australia	1987	17-Feb-10
LiveJournal	stephicozar	3 weeks ago	Armidale	New South Wales	Australia	1984	17-Feb-10
LiveJournal	facingtheanimal	4 weeks ago		Victoria	Australia	1976	17-Feb-10
LiveJournal	kristy lea	9 weeks ago	Brisbane	Queensland	Australia	1980	17-Feb-10
LiveJournal	spf566	14 weeks ago					17-Feb-10
LiveJournal	fuktupgrl	17 weeks ago	Wollongong	New South Wales	Australia		17-Feb-10
LiveJournal	littleinsaneone	44 weeks ago	Brisbane	Queensland	Australia	1986	17-Feb-10
LiveJournal	pinkapeshead	64 weeks ago	Leeds	England	United Kingdom	1981	17-Feb-10
LiveJournal	icecrystals	132 weeks ago	Brisbane	Queensland	Australia	1987	17-Feb-10
LiveJournal	bladeswench	132 weeks ago					17-Feb-10
LiveJournal	maitlandstreet	144 weeks ago	Melbourne	Victoria	Australia	1986	17-Feb-10
LiveJournal	tyrrell_f1	150 weeks ago		Victoria	Australia		17-Feb-10
LiveJournal	usernema	155 weeks ago	Melbourne	Victoria	Australia		17-Feb-10
LiveJournal	storyofhealamo	175 weeks ago	Wilmore	Kentucky	United States		17-Feb-10
LiveJournal	_xwednesdayx	218 weeks ago		Queensland	Australia		17-Feb-10
LiveJournal	astonmagpie	226 weeks ago	Melbourne	Victoria	Australia		17-Feb-10
LiveJournal	mystic_triad	267 weeks ago		Victoria	Australia		17-Feb-10
LiveJournal	le_karly	318 weeks ago	Sydney	New South Wales	Australia		17-Feb-10
LiveJournal	kyliesmilie26	Never updated	Warrnambool	Victoria	Australia		17-Feb-10

The table below shows the number of people and groups who list the team as an interest by network and by date.

Service	Interest	Date checked	Communities	People
Dreamwidth	Collingwood Magpies	7-Jun-10	0	0
Dreamwidth	Collingwood Magpies	23-Aug-10	0	0
Dreamwidth	Collingwood Magpies	24-Oct-10	0	0
Dreamwidth	Collingwood Magpies	12-Nov-10	0	0
InsaneJournal	Collingwood Magpies	24-Oct-10	0	0
InsaneJournal	Collingwood Magpies	12-Nov-10	0	0
JournalFen	Collingwood Magpies	12-Nov-10	0	0
LiveJournal	Collingwood Magpies	7-Jun-10	4	23
LiveJournal	Collingwood Magpies	23-Oct-10	4	23
LiveJournal	Collingwood Magpies	12-Nov-10	4	23

The table below gives an idea as to the activity level of a community on LiveJournal dedicated to the team.

Community name	Created on	Last updated	Comments received	Account type	Journal entries	Tags	Memories	Virtual gifts	Userpics	Maintainers	Members by	Watched	Date checked
collingwoodpies	31-Jan-04	24-Jun-08	60	Basic	22	0	0	0	3	2	37	29	23-Oct-10
collingwoodpies	31-Jan-04	24-Jun-08	60	Basic	22	0	0	0	3	2	37	28	12-Nov-10



MySpace

MySpace used to be the most popular social network on the Internet. Its popularity has since dropped off. Still, there once was and continues to be an Australian sport community on the site. A profile search was done using "Collingwood Magpies" as the keyword. The results are in the table below.

Name	Age	Gender	City	State	Country	Last Logir	Status	Here for	Orientation	Religion	Zodiac	Children	Income	Url	Date checked
Collingwood Footb	17	male		Victoria	Australia	27-Feb-10								collingwood_fc_39	20-Mar-10
MIGHTY MAGPIE:	19	female		Victoria	Australia	10-Oct-07								magpie_army	20-Mar-10
Collingwood Footb	103	male		Victoria	Australia	2-Oct-08	Single				Capricorn			collingwoodmagpies1892	20-Mar-10
COLLINGWOOD09D	17	male	Collingwood	Victoria	Australia	27-Jul-09	Single				Leo			collingw09d	20-Mar-10
COLLINGWOOD M	23	male	Collingwood	Victoria	Australia	1-Jul-07	Married				Gemini			cfeeva	20-Mar-10
Collingwood	30	male		Victoria	Australia	28-Sep-08	Single				Capricorn			417649416	20-Mar-10
Collingwood footba	89	male			Australia	25-Sep-09								500561196	20-Mar-10
Collingwood	28	male			Australia	1-Jul-09	Single				Leo			485201612	20-Mar-10
Collingwood Magp	103	male	Collingwood	Victoria	Australia	20-Jun-08	Swinger		Straight	Other	Capricorn	Proud parent	\$250,000 and Higher	collingwoodfootyclub	20-Mar-10
COLLINGWOOD M	102	female		Victoria	Australia	22-Sep-08	Single				Aquarius			collingw08d_fc	20-Mar-10
Collingwood Magp	19	male		Victoria	Australia	7-Jul-06	Single	Networking			Aries			collingwoodfootballclub	20-Mar-10

orkut

orkut is a social network owned by Google. It has a small community of Australian users but largely caters to a Brazilian and Indian audience. The table below contains information about users who mentioned the Collingwood Magpies on their profiles.

Name	City	State	Country	Gender	Language	Age	Relationship	Ethnicity	Religion	Smoking	Drinking	Children	Political view	living	Date
Paulo De Figueiredo			Australia		English (US)		single		Christian/Catholic	no	occasionally	no	not political	with parents	15-Feb-10
Nishit Kumar	Barmer	Rajasthan	India	male			single		Hindu	no	no	no	depends	with roommate(s)	15-Feb-10
Tam van der Kleij			Australia	female	English (UK), Portuguese (Brazil)	33								with pet(s)	15-Feb-10
Tegan Tait	Melbourne	Victoria	Australia	female	English (US)	16	single	caucasian	Atheist	no	occasionally	no	not political	with parents	15-Feb-10
elilico Aussie			Australia	female	English (US)	52			Christian/Catholic	no	no				15-Feb-10

The table below gives an idea of the size of the Collingwood Magpies community on orkut compared to other teams.

Team	Interest	Users	Communi	Topics	Date
Adelaide Crows	"Adelaide Crows"	8	2	14	5-Jun-10
Adelaide Crows	"Adelaide Crows"	8	2	13	12-Nov-10
Collingwood Magpies	"Collingwood Magpies"	5	2	5	12-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	2	1	13	12-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	1	4	5-Jun-10
Port Adelaide Power	"Port Adelaide Power"	0	1	0	12-Nov-10
Western Bulldogs	"Jason Akermanis"	0	0	3	5-Jun-10
Western Bulldogs	"Jason Akermanis"	0	0	3	12-Nov-10
Western Bulldogs	"Western Bulldogs"	7	1	14	5-Jun-10
Western Bulldogs	"Western Bulldogs"	7	1	14	24-Jun-10
Western Bulldogs	"Western Bulldogs"	6	1	14	12-Nov-10



Twitter

Twitter is a microblogging site. It is one of the most popular sites in Australia any players and clubs in the AFL have embraced it. If you are a fan, you can follow them to see what they are up to. Twitter can be a way to gain unique access to players and the club in a way that is not filtered through the media. The table below gives an idea of the growth of Collingwood Magpies related accounts over time.

	bigdyman	Collingwood_FC	collingwoodnews	DT_13	harry_o	mickmalthouse	NicksBB	PeterDaicos	SP_10	SharrodW_21	VictoriaParkHC
30-Dec-09		3,506									
08-Mar-10	376	3,980	545		2,703			838			42
09-Mar-10					2,712						
30-May-10	568	5,183	649		4,174			903			49
16-Jun-10	630	5,448	674		4,328			910			52
19-Jun-10	669	5,484	677		4,384			910			51
24-Jun-10	682	5,536	682		4,424			912			51
25-Jun-10		5,547			4,426						51
07-Jul-10		5,745									
09-Jul-10				1,060		1,528					
29-Jul-10	810	6,205	729	1,751	5,329	2,297		964			50
13-Sep-10	983	7,331	815	2,862	6,948	3,902		1,072	2,315	1,904	52
15-Sep-10	987	7,380	819	2,972	7,111	3,976		1,080	2,434	1,950	52
02-Oct-10						5,468					
04-Oct-10	1,250	8,734	914	5,135	9,415	5,740		1,211	4,706	3,247	53
11-Oct-10	1,361	9,178	956	5,936	10,123	6,270		1,278	5,366	3,742	55
13-Oct-10	1,378	9,234	960	6,009	10,190	6,303		1,293	5,415	3,792	56
07-Nov-10	1,602	9,585	988	6,504	10,756	6,741	46	1,374	5,901	4,117	57
11-Nov-10	1,614	9,640	991	6,541	10,802	6,802	46	1,396	5,953	4,141	57

The chart below gives a comparison for AFL related hashtags over a one week period in May. The results were compiled by manually using search.twitter.com to search for these hashtags and to manually count the results.

Keyword	3-May-10	4-May-10	5-May-10	6-May-10	7-May-10	8-May-10	9-May-10
#CollingwoodMagpies	0	0	0	0	0	0	1
#CarltonBlues	0	0	0	0	0	0	0
#WestCoastEagles	2	0	0	0	0	0	1
#EssendonBombers	0	0	0	0	0	0	0
#AdelaideCrows	0	0	0	0	0	0	6
#StKildaSaints	0	0	0	0	0	0	0
#SydneySwans	2	1	0	0	1	0	11
#FremantleDockers	0	0	0	0	1	0	0
#RichmondTigers	0	3	0	1	0	0	
#BrisbaneLions	3	13	3	9	8	10	27
#GeelongCats	0	1	0	0	0	0	3
#NorthMelbourneKangaroos	0	0	0	0	0	0	0
#MelbourneDemons	0	0	1	0	0	0	0
#PortAdelaidePower	0	0	0	0	0	0	0
#HawthornHawks	0	0	0	0	0	0	0
#WesternBulldogs	0	0	0	0	0	0	0
#GoldCoastFootballClub	0	0	0	0	0	0	0
#BrisbaneLionsHQ	0	0	0	0	1	0	0
#GCFC	0	0	3	1	0	2	2
#gosaints	11	3	10	8	7	4	16

Twitter

The chart below is based on data from October 15, 2010. User inputted locations were translated to CITY, STATE, COUNTRY. If the user had not included a location, an attempt was made to identify the city using their time zones. The resulting location list was then tabulated to include the total number of people living in each city who followed the official Collingwood Magpies Twitter account.

City	State	Country	Count	City	State	Country	Count	City	State	Country	Count	City	State	Country	Count
Melbourne	Victoria	Australia	1929	Sonnenville	Western Australia	Australia	2	Grovedale	Victoria	Australia	1	Wagga	Western Australia	Australia	1
Sydney	New South Wales	Australia	168	St Kilda	Victoria	Australia	2	Smythdown	Victoria	Australia	1	Waller	Victoria	Australia	1
Perth	Western Australia	Australia	125	Subaco	Western Australia	Australia	2	Hamilton	Victoria	Australia	1	Wantima	Victoria	Australia	1
Brisbane	Queensland	Australia	88	Torquay	Victoria	Australia	2	Hamilton Island	Queensland	Australia	1	Warragul	Victoria	Australia	1
Adelaide	South Australia	Australia	87	Townsville	Queensland	Australia	2	Hampshire	Tasmania	Australia	1	Whitsundays	Queensland	Australia	1
Canberra	Australian Capital Territory	Australia	84	Fairglon	Victoria	Australia	2	Hastings	Victoria	Australia	1	Wide Bay	Queensland	Australia	1
London	England	United Kingdom	49	Head Heads	New South Wales	Australia	2	Heathmont	Victoria	Australia	1	Williamstown	Victoria	Australia	1
Gold Coast	Queensland	Australia	35	Wambo	Western Australia	Australia	2	Hillside	Victoria	Australia	1	Wolongong	New South Wales	Australia	1
Geelong	Victoria	Australia	23	Wonthaggi	Victoria	Australia	2	Hillside	Western Australia	Australia	1	Woodford	New South Wales	Australia	1
Hobart	Tasmania	Australia	22	Wunghnu	Victoria	Australia	2	Hornbush	New South Wales	Australia	1	Woy Woy	New South Wales	Australia	1
Geelong	Victoria	Australia	22	Bathurst	New South Wales	Australia	2	Horsham	Victoria	Australia	1	Yara Glen	Victoria	Australia	1
Gold Coast	Queensland	Australia	21	Benalla	Victoria	Australia	2	Hume	Australian Capital Territory	Australia	1	Yarrville	Victoria	Australia	1
Ballarat	Victoria	Australia	16	Brisbane	Queensland	Australia	2	Ikley	Queensland	Australia	1	Yass	New South Wales	Australia	1
Bendigo	Victoria	Australia	14	Cairns	Queensland	Australia	2	Ilwarrara	New South Wales	Australia	1	Young	New South Wales	Australia	1
New York City	New York	United States	14	Launceston	Tasmania	Australia	2	Ipswich	Queensland	Australia	1	Blue Mountains	New South Wales	Australia	1
Darwin	Northern Territory	Australia	13	Laura	Victoria	Australia	2	Jerrabomberra	New South Wales	Australia	1	Broken Hill	New South Wales	Australia	1
Ballarat	Victoria	Australia	12	Sale	Victoria	Australia	2	Kallangur	Queensland	Australia	1	Bundaberg	Queensland	Australia	1
Toronto	Ontario	Canada	9	Warrambool	Victoria	Australia	2	Kalorama	Victoria	Australia	1	Dandenong	Victoria	Australia	1
Chicago	Illinois	United States	9	Whyalla	South Australia	Australia	2	Kangaroo Ground	Victoria	Australia	1	Devonport	Tasmania	Australia	1
Las Vegas	Nevada	United States	9	Calgary	Alberta	Canada	2	Kellor Downs	Victoria	Australia	1	Dubbo	New South Wales	Australia	1
Los Angeles	California	United States	8	Canberra	Victoria	Australia	2	Kennington	Victoria	Australia	1	Honey Bay	Queensland	Australia	1
Launceston	Tasmania	Australia	8	Douglas	Isle of Man	United Kingdom	2	Kent Town	South Australia	Australia	1	Ipswich	Queensland	Australia	1
Sunshine Coast	Queensland	Australia	8	Bangkok	Turkey	Turkey	2	Keysborough	Victoria	Australia	1	Kalgoorlie	Western Australia	Australia	1
Bendigo	Victoria	Australia	8	Istanbul	Turkey	Turkey	2	Kirwan	Queensland	Australia	1	Mandurah	Western Australia	Australia	1
Collingwood	Victoria	Australia	7	Aberdeen	Scotland	United Kingdom	2	Kooyong	Victoria	Australia	1	Newcastle	New South Wales	Australia	1
South Melbourne	Victoria	Australia	7	Edinburgh	Scotland	United Kingdom	2	Kyneton	Victoria	Australia	1	Stuggarton	Victoria	Australia	1
Dallas	Texas	United States	7	London	England	United Kingdom	2	Lake Macquarie	New South Wales	Australia	1	Townsville	Queensland	Australia	1
Cranbourne	Victoria	Australia	6	Brooklyn	New York	United States	2	Latrobe Valley	Victoria	Australia	1	Wagga Wagga	New South Wales	Australia	1
Fitzroy	Victoria	Australia	5	Flagstaff	Arizona	United States	2	Leichhardt	Queensland	Australia	1	Wolongong	New South Wales	Australia	1
Mornington Peninsula	Victoria	Australia	5	Finco	Texas	United States	2	Leungmeah	New South Wales	Australia	1	Bryenz	Victoria	Australia	1
Newcastle	New South Wales	Australia	5	Kansas City	Kansas	United States	2	Lightning Ridge	New South Wales	Australia	1	Viemas	Austria	Austria	1
North Melbourne	Victoria	Australia	5	Philadelphia	Pennsylvania	United States	2	Loganholme	Queensland	Australia	1	Dhaka	Bangladesh	Bangladesh	1
Port Melbourne	Victoria	Australia	5	Phoenix	Arizona	United States	2	Macedon	Victoria	Australia	1	Antwerp	Belgium	Belgium	1
Prahran	Victoria	Australia	5	Sacramento	California	United States	2	Maldon	Victoria	Australia	1	Batambang	Cambodia	Cambodia	1
Wodonga	Victoria	Australia	5	San Francisco	California	United States	2	Mansbury	Victoria	Australia	1	Hamilton	British Columbia	Canada	1
Hobart	Tasmania	Australia	5	St. Louis	Missouri	United States	2	Malvern East	Victoria	Australia	1	Hamilton	Ontario	Canada	1
Melton	Victoria	Australia	5	Albany	Western Australia	Australia	1	Mansfield	Victoria	Australia	1	London	Ontario	Canada	1
Vancouver	British Columbia	Canada	5	Albany Creek	Queensland	Australia	1	Manlybong	Victoria	Australia	1	Ottawa	Ontario	Canada	1
Chennai	India	India	5	Albert Park	Victoria	Australia	1	Mickinnon	Victoria	Australia	1	St. Catharines	Ontario	Canada	1
Tokyo	Japan	Japan	5	Albion	South Australia	Australia	1	Melbourne East	Victoria	Australia	1	Richmond	British Columbia	Canada	1
Devenport	Tasmania	Australia	4	Albury	New South Wales	Australia	1	Melton	Victoria	Australia	1	Winnipeg	Manitoba	Canada	1
Hoppers Crossing	Victoria	Australia	4	Alphington	Victoria	Australia	1	Mentone	Victoria	Australia	1	Santiago	Chile	Chile	1
Kew	Victoria	Australia	4	Altona	Victoria	Australia	1	Merimbula	New South Wales	Australia	1	Beijing	China	China	1
Langwarrin	Victoria	Australia	4	Angelsea	Victoria	Australia	1	Merrida	Victoria	Australia	1	Shanghai	China	China	1
Richmond	Victoria	Australia	4	Apollonia Bay	Victoria	Australia	1	Meting	Victoria	Australia	1	Aachen	Germany	Germany	1
Warrambool	Victoria	Australia	4	Ararat	Victoria	Australia	1	Millicent	South Australia	Australia	1	Berlin	Germany	Germany	1
Wernbee	Victoria	Australia	4	Arundel	Queensland	Australia	1	Milton	Queensland	Australia	1	Dorfen	Germany	Germany	1
Frankston	Victoria	Australia	4	Attwood	Victoria	Australia	1	Miners Rest	Victoria	Australia	1	Hagen	Germany	Germany	1
Woolongong	Queensland	Australia	4	Bacchus Marsh	Victoria	Australia	1	Mossburn	Victoria	Australia	1	Wiesbaden	Germany	Germany	1
Singapore	Singapore	Singapore	4	Balaclava	Victoria	Australia	1	Moringong	Victoria	Australia	1	Heidelberg	Germany	Germany	1
Dubai	United Arab Emirates	United Arab Emirates	4	Balcombe	Victoria	Australia	1	Mornington	Western Australia	Australia	1	Koblenz	Germany	Germany	1
Bournemouth	England	United Kingdom	4	Balmain	New South Wales	Australia	1	Morphett Vale	South Australia	Australia	1	Krefeld	Germany	Germany	1
Denver	Colorado	United States	4	Bairnsdale	New South Wales	Australia	1	Mortlake	Victoria	Australia	1	Magdeburg	Germany	Germany	1
Seattle	Washington	United States	4	Bandagulla	Victoria	Australia	1	Mount Gambier	South Australia	Australia	1	Stachen	Germany	Germany	1
Bundora	Victoria	Australia	4	Bayside	Victoria	Australia	1	Mount Isa	Queensland	Australia	1	Singen	Mulhousen-Ehingen	Germany	1
Byron Bay	New South Wales	Australia	4	Beechworth	Victoria	Australia	1	Mount Waverley	Victoria	Australia	1	Stuttgart	Germany	Germany	1
Echuca	Victoria	Australia	4	Bega	New South Wales	Australia	1	Moyhu	Victoria	Australia	1	Ahmedabad	Gujarat	India	1
Essendon	Victoria	Australia	4	Bellbowrie	Queensland	Australia	1	Murarie	Queensland	Australia	1	Kolkata	India	India	1
Frankston	Victoria	Australia	4	Benalla	Victoria	Australia	1	Muramba	Queensland	Australia	1	Madras	India	India	1
Fremantle	Western Australia	Australia	4	Benowa	Queensland	Australia	1	Nanango	Queensland	Australia	1	New Delhi	India	India	1
Gisborne	Victoria	Australia	4	Bentleigh	Victoria	Australia	1	Narrandera	New South Wales	Australia	1	Dublin	Ireland	Ireland	1
Geelong	New South Wales	Australia	4	Bewidge	Victoria	Australia	1	Newborough	Victoria	Australia	1	Kilkenny	County Kilkenny	Ireland	1
Kilgobbin	Victoria	Australia	4	Bickerton	Tasmania	Australia	1	Norwich	Victoria	Australia	1	Langkawi	Malaysia	Malaysia	1
Midvale	Victoria	Australia	4	Birchick	Victoria	Australia	1	North Sydney	New South Wales	Australia	1	Katmandu	Nepal	Nepal	1
Monwell	Victoria	Australia	4	Black Rock	Victoria	Australia	1	Northcote	Victoria	Australia	1	Amsterdam	Netherlands	Netherlands	1
Mulgrave	Victoria	Australia	4	Blacktown	New South Wales	Australia	1	Norwood	South Australia	Australia	1	Christchurch	Canterbury	New Zealand	1
Reservoir	Western Australia	Australia	4	Blairgowrie	Victoria	Australia	1	Nowa Nowa	Victoria	Australia	1	Hamilton	Waikato	New Zealand	1
South Yarra	Victoria	Australia	4	Bolton	Victoria	Australia	1	Nowa Nowa	Victoria	Australia	1	Cheltenham	Gloucestershire	United Kingdom	1
Sunbury	Victoria	Australia	4	Bondi	New South Wales	Australia	1	Nunawading	Victoria	Australia	1	Wellington	New Zealand	New Zealand	1
Thornbury	Victoria	Australia	4	Brandon North	Queensland	Australia	1	Oak Flats	New South Wales	Australia	1	Lima	Peru	Peru	1
Albury	New South Wales	Australia	4	Brighton	Victoria	Australia	1	Ocean Grove	Victoria	Australia	1	Manila	Philippines	Philippines	1
Ararat	Victoria	Australia	4	Broadford	Victoria	Australia	1	Park Orchards	Victoria	Australia	1	Bucharest	Romania	Romania	1
Mount Gambier	South Australia	Australia	4	Brunswick	Victoria	Australia	1	Park Orchards	Victoria	Australia	1	Vienna	Austria	Austria	1
Seaford	South Australia	Australia	4	Buderim	Queensland	Australia	1	Patterson Lakes	Victoria	Australia	1	Riyadh	Saudi Arabia	Saudi Arabia	1
Swan Hill	Victoria	Australia	4	Bulleen	Victoria	Australia	1	Peakhurst	New South Wales	Australia	1	Cape Town	South Africa	South Africa	1
Wangarratta	Victoria	Australia	4	Burpengary	Queensland	Australia	1	Penola	South Australia	Australia	1	Johannesburg	South Africa	South Africa	1
Hong Kong	China	China	4	Burwood	Queensland	Australia	1	Penrith	Victoria	Australia	1	Barcelona	Spain	Spain	1
Pans	France	France	4	Cambridge	Tasmania	Australia	1	Port Augusta	South Australia	Australia	1	Stockholm	Sweden	Sweden	1
Hong Kong	Hong Kong	Hong Kong	4	Campbelltown	New South Wales	Australia	1	Port Elliot	South Australia	Australia	1	Yonghe City	Taipei County	Taiwan	1
Bangalore	Karnataka	India	4	Carum	Victoria	Australia	1	Port Macquarie	New South Wales	Australia	1	Aylesbury	England	United Kingdom	1
Auckland	Auckland	New Zealand	4	Carum Downs	Victoria	Australia	1	Port Sorell	Tasmania	Australia	1	Bisham	Berkshire	United Kingdom	1
Glasgow	Scotland	United Kingdom	4	Casterton	Victoria	Australia	1	Port Phillip	Victoria	Australia	1	Widnes	Cheshire	United Kingdom	1
Manchester	England	United Kingdom	4	Caulfield East	Victoria	Australia	1	Prospect	South Australia	Australia	1	Cowdry	England	United Kingdom	1
Atlanta	Georgia	United States	4	Caulfield North	Victoria	Australia	1	Quairading	Western Australia	Australia	1	Flint	Wales	Wales	1
Detroit	Michigan	United States	4	Caulfield South	Victoria	Australia	1	Raymond Terrace	New South Wales	Australia	1	Leeds	England	United Kingdom	1
Hollywood	California	United States	4	Chessa	Victoria	Australia	1	Red Cliffs	Victoria	Australia	1	Liverpool	England	United Kingdom	1
Indianapolis	Indiana	United States	4	Cheltenham	Victoria	Australia	1	Red Cliffs	Queensland	Australia	1	London	England	United Kingdom	1
Manchester	New Hampshire	United States	4	Churchill	Victoria	Australia	1	Redfern	New South Wales	Australia	1	Sheffield	England	United Kingdom	1
Minneapolis	Minnesota	United States	4	Clarendon	New South Wales	Australia	1	Renmark	South Australia	Australia	1	Staffordshire	England	United Kingdom	1
Orange County	California	United States	4	Clovelly	New South Wales	Australia	1	Reservoir	Victoria	Australia	1	Stirling	Scotland	United Kingdom	1
Salt Lake City	Utah	United States	4	Coogee	Western Australia	Australia	1	Ringwood	Victoria	Australia	1	Sutcliffe	England	United Kingdom	1
San Diego	California	United States	4	Coonawarra	South Australia	Australia	1	Ringwood North	Victoria	Australia	1	Waterloo	England	United Kingdom	1
San Francisco	California	United States	4	Cranbourne East	Victoria	Australia	1	Rockhampton	Queensland	Australia	1	Wigan	England	United Kingdom	1
Washington	DC	United States	4	Crawley	Western Australia	Australia	1	Rockingham	Western Australia	Australia	1	Yorkshire	England	United Kingdom	1
Abbotsford	Victoria	Australia	4	Crib Point	Victoria	Australia	1	Rottnest Island	Western Australia	Australia	1	Anchorage	Alaska	United States	1
Benwick	Victoria	Australia	4	Croydon	Victoria	Australia	1	Russett Bay	Queensland	Australia	1	Annapolis	Maryland	United States	1
Broom	Western Australia	Australia	4	Darlinghurst	New South Wales	Australia	1	Rutherford	Victoria	Australia	1	Ashville	North Carolina	United States	1
Brunswick West	Victoria	Australia	4	Darnum	Victoria	Australia	1	Rye	Victoria	Australia	1	Bellevue	Washington	United States	1
Bunbury	Western Australia	Australia	4	Daylesford	Victoria	Australia	1	Salisbury East	South Australia	Australia	1	Boston	Massachusetts	United States	1
Busselton	Western Australia	Australia	4	Dee Why	New South Wales	Australia	1	Seafood	Victoria	Australia	1	Cincinnati	Ohio	United States	1
Cairns	Queensland	Australia	4	Delahay	Victoria	Australia	1	Seaton	Victoria	Australia	1	Cleveland	Ohio	United States	1
Camberwell	Victoria	Australia	4	Deniliquin	New South Wales	Australia	1	Seymour	Victoria	Australia	1	Collinsville	Illinois	United States	1
Carlton	Victoria	Australia	4	Denmark	Western Australia	Australia	1	Slye	Victoria	Australia	1	Everett	Washington	United States	1
Docklands	Victoria	Australia	4	Diamond Creek	Victoria	Australia	1	Somers	Victoria	Australia	1	Fl. Lauderdale	Florida	United States	1
Etham	Victoria	Australia	4	Drysdale	Victoria	Australia	1	Somerset	Tasmania	Australia	1	Granite City	Illinois	United States	1
Epworth	Victoria	Australia	4	Dunghy	New South Wales	Australia	1	South Caulfield	Victoria	Australia	1	Hoffman Estates	Illinois	United States	1
Frankston South	Victoria	Australia	4	Dunstons	Victoria	Australia	1	South Park	Western Australia	Australia	1	La Follette	Tennessee	United States	1
Gippsland	Victoria	Australia	4	Durack	Queensland	Australia	1	Southbank	Victoria	Australia	1	Manhattan	New York	United States	1
Hawthorn	Victoria	Australia	4	East Devonport	Tasmania	Australia	1	Spreyton	Tasmania	Australia	1	Milwaukee	Wisconsin	United States	1
Healesville	Victoria	Australia	4	Edithvale	Victoria	Australia	1	St Andrews	Victoria	Australia	1	Mount Vernon	Washington		



Wikia

Wikia is a wiki farm. They allow anyone to create a wiki about any topic they want. Some one created a wiki about the AFL at <http://aflpedia.wikia.com>. There is an article about the Collingwood Magpies titled Collingwood. There is another Wikia wiki at <http://footy.wikia.com/>. It has two articles about Collingwood: Team:Collingwood Magpies and Collingwood Magpies 2006 Season. The following table includes the edit history of all three articles.

wiki	Article	Date	Editor	Size	Notes
aflpedia.wikia.com	Collingwood	2/25/2010 22:20	122.102.100.161	338 bytes	
aflpedia.wikia.com	Collingwood	2/25/2010 22:19	122.102.100.161	314 bytes	
aflpedia.wikia.com	Collingwood	2/25/2010 22:16	122.102.100.161	313 bytes	
aflpedia.wikia.com	Collingwood	2/25/2010 22:15	122.102.100.161	260 bytes	
aflpedia.wikia.com	Collingwood	2/25/2010 22:13	122.102.100.161	221 bytes	
aflpedia.wikia.com	Collingwood	2/25/2010 22:13	122.102.100.161	219 bytes	
aflpedia.wikia.com	Collingwood	2/25/2010 22:12	122.102.100.161	192 bytes	
aflpedia.wikia.com	Collingwood	6/5/2009 3:49	Pie01	164 bytes	Adding categories)
aflpedia.wikia.com	Collingwood	6/5/2009 3:47	Pie01	145 bytes	Created page with 'Collingwood is a AFL team...
footy.wikia.com	Team:Collingwood Magpies	1/4/2005 7:54	Charlie		
footy.wikia.com	Collingwood Magpies 2006 Season	4/7/2006 6:58	Gimli		up for deletion at wikipedia)

YouTube

YouTube is the most popular video upload site in Australia. The table below includes demographic data about a select number of users who have uploaded videos about Collingwood.

Username	Name	Channel Views	Total Upload Views	Age	Joined	Last Sign In	Subscribers	Country	Occupation	Date collected
elchubenibre	Mars	15,433	896,956		15-Oct-06	23 hours ago	172	Australia	Student	25-Mar-10
srex92		2,545	438,978	30	12-Jul-07	1 week ago	30	Australia		2-Jul-10

The following table contains some information about a few Collingwood videos. The data includes when the videos were uploaded, when the data was recorded, and how many views the videos received.

Title	URL	Views	Uploaded	Uploader	Date checked
Miranda Kerr becomes a Magpie	http://www.youtube.com/watch?v=AsPuTR_KW1M	900	21-Feb-10	elchubenibre	25-Mar-10
Miranda Kerr - The good looks of a Collingwood supporter	http://www.youtube.com/watch?v=ENs31fb9u2Y	3,615	20-Feb-10	elchubenibre	25-Mar-10
Collingwood - our religion	http://www.youtube.com/watch?v=wSuXMGs6mQ	702	3-Feb-10	elchubenibre	25-Mar-10
Collingwood Carlton the of brawl 2003	http://www.youtube.com/watch?v=phcYwvRow0w	210	2-Feb-10	elchubenibre	25-Mar-10
David Mensch finishes off the Magpies at Kardinia Park	http://www.youtube.com/watch?v=SUKtHHE8y3Q	322	24-Jan-10	elchubenibre	25-Mar-10
Sav Rocca Downs the Magpies	http://www.youtube.com/watch?v=sdRbcCZfY	506	12-Jan-10	elchubenibre	25-Mar-10
Collingwood vs Radelaiide Semi Final 2009	http://www.youtube.com/watch?v=dpM19rMc6C4	1,128	18-Dec-09	elchubenibre	25-Mar-10
Luke Ball leaves St.kilda to go to Collingwood	http://www.youtube.com/watch?v=HFZgaTt5HW4	2,780	27-Nov-09	elchubenibre	25-Mar-10
Nathan Buckley shrugs off Carlton Champion Anthony Koutoutafeces	http://www.youtube.com/watch?v=OT4BJPcZJU	172	24-Nov-09	elchubenibre	25-Mar-10
The Collingwood Magpies sing Good Old Collingwood Forever	http://www.youtube.com/watch?v=9dveUQSWxjAU	137	13-Sep-09	elchubenibre	25-Mar-10
JACK ANTHONY KICKS THE COLLINGWOOD MAGPIES INTO THE PRELIMINARY FINAL	http://www.youtube.com/watch?v=GNxl_qmNl6c	2,178	12-Sep-09	elchubenibre	25-Mar-10
Collingwood Classics - the qualifying final of 03	http://www.youtube.com/watch?v=HOs4rEULgRQ	327	4-Sep-09	elchubenibre	25-Mar-10
Peter Daicos goal vs the eagles	http://www.youtube.com/watch?v=NLH-Y-CNSR8	996	27-Jul-09	elchubenibre	25-Mar-10
leon davis on his gotys against the carlton blues	http://www.youtube.com/watch?v=9awxGubEPZo	658	25-Jul-09	elchubenibre	25-Mar-10
Alan Didak finishes off port adelaide	http://www.youtube.com/watch?v=mWZhhUHOT6s	671	23-Jul-09	elchubenibre	25-Mar-10
Alan Didak kicking his first goal vs the eagles in the 2nd Semi-Final	http://www.youtube.com/watch?v=vdAgQB4mgU	361	23-Jul-09	elchubenibre	25-Mar-10
Alan Didak kicks the Collingwood into the grandfinal with help from peter daicos	http://www.youtube.com/watch?v=YSlpYobdVE	2,033	22-Jul-09	elchubenibre	25-Mar-10

Searches were run to determine the total number of videos about the team that were on YouTube on selected dates. The table below contains that information.

Team	Interest	Videos	Date gathered
Collingwood Magpies	"Collingwood Magpies"	828	16-Jun-10
Collingwood Magpies	"Collingwood Magpies"	841	21-Jun-10
Collingwood Magpies	"Collingwood Magpies"	1,060	24-Oct-10

