

Trendily Middlebrow Literary References

Phrase	Drinks Tally
The Cathedral and the Bazaar	1
The Cluetrain Manifesto	1
The Wealth of Networks	1
Freakonomics	1
Any Malcolm Gladwell	1
Dead-tree book by an Internet celebrity	1
*Reference is obscure but you understood it	+1
*Reference has little or nothing to do with the point at hand	+1
*Reference actually completely undermines point it is deployed to make	+2
Author references own work as if it were a seminal piece of philosophy/research	2
Totals	

Buzzwords

Phrase	Drinks Tally
CRM	1
CMS	1
*expert speaker confuses the above two	2
ROI	1
Best Practices	1
Web 2.0	1
Anything else + "2.0" not referring to a software release	2
Web 3.0	2
"The Semantic Web"	2
Social * ("media," "networks," "bookmarking" etc.)	1
"The Commons"	1
Networks / Network effects	1
API	1
RSS	1
Integration	1
Crowdsourcing	1
Metrics	1
Totals	

Panels and Panelists

Phrase	Drinks Tally
Presentation has obviously been prepared within the past 60 minutes	1
Speaker reads directly from slides	1
Presentation is a thinly-veiled product pitch	1
Powerpoint contains entire slide with nothing but corporate logos	1
Powerpoint longer than 15 slides	1
Moderator/speaker/panelist makes point of soliciting audience participation, then leaves less than 5 minutes for discussion/Q&A	1
Backchannel conversation no longer has any relationship to the panel	2
Someone leaves the room, providing cover for 3 or more others to immediately do likewise	1
Panel consists entirely of vendors	1
Primary purpose of panel is to boost presenter's blog hits/feed subscriptions	1
Totals	

Tools

Phrase	Drinks Tally
Twitter extolled	1
Twitter denounced	1
"I'm twittering this"	2
Digg	1
YouTube	1
*YouTube impact illustrated with Obama/Hillary "1984" video	+1
*Illustrated with Macaca	+1
*Illustrated with lonelygurl15	+1
*Illustrated with Ask a Ninja	+1
AJAX	1
Widgets	1
*Appended with "also called modules, gadgets, flakes ..."	+1
Skype	1
VOIP	1
Podcasting	1
Second Life	1
LinkedIn	1
Salesforce	1
Theatrical show of uncertainty how to refer to GetActive/Convio	1
Totals	

Socializing

Phrase	Drinks Tally
Someone is liveblogging	1
Someone wants you in their twitter network	1
*You've never met the person in your life	+1
Someone is filming or audio recording	1
*Makes point of announcing, "this will go on YouTube shortly" or similar	+1
You receive a romantic invitation by text, twitter, RSS, IM, or SecondLife	1
Every LinkedIn invitation from someone you passingly handed a card to at the pastry cart received in the month following the NTC	1
Totals	

Open Source

Phrase	Drinks Tally
Used as adjective representing Purity Of Essence	1
Evident rivalry between open source projects	1
Totals	

Operating Systems

Phrase	Drinks Tally
Macintosh spoken of rapturously	1
Windows use gazed at/remarked upon pityingly/condescendingly	1
Totals	

The Unofficial NTC Drinking Game

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