

Web 2.0 - Social Commerce

Social Media and more





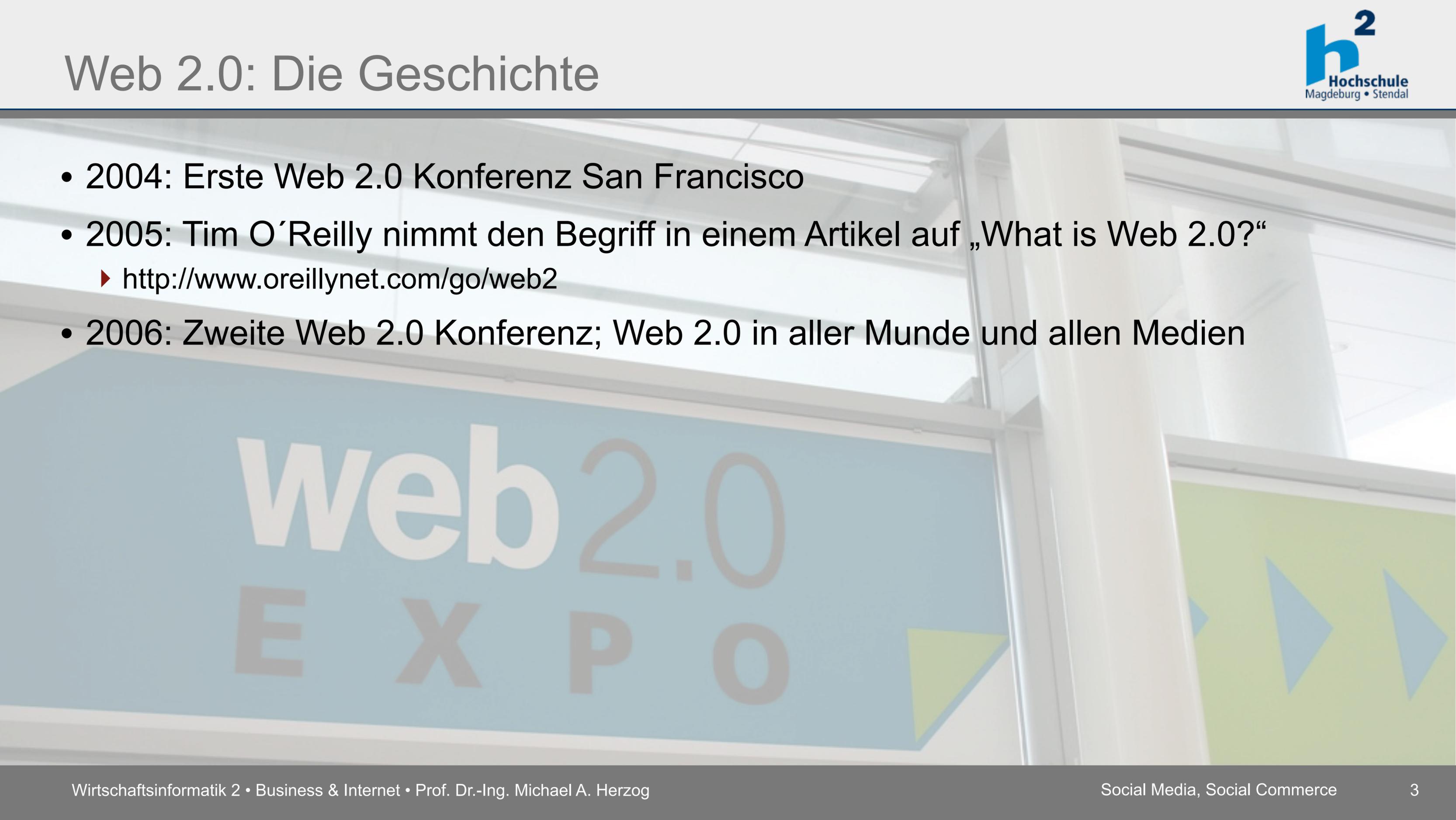
Begriffe und Methoden rund ums Web 2.0

Web 1.0 vs. 2.0, Social Networking



Web 2.0: Die Geschichte

- 2004: Erste Web 2.0 Konferenz San Francisco
- 2005: Tim O'Reilly nimmt den Begriff in einem Artikel auf „What is Web 2.0?“
 - ▶ <http://www.oreilynet.com/go/web2>
- 2006: Zweite Web 2.0 Konferenz; Web 2.0 in aller Munde und allen Medien

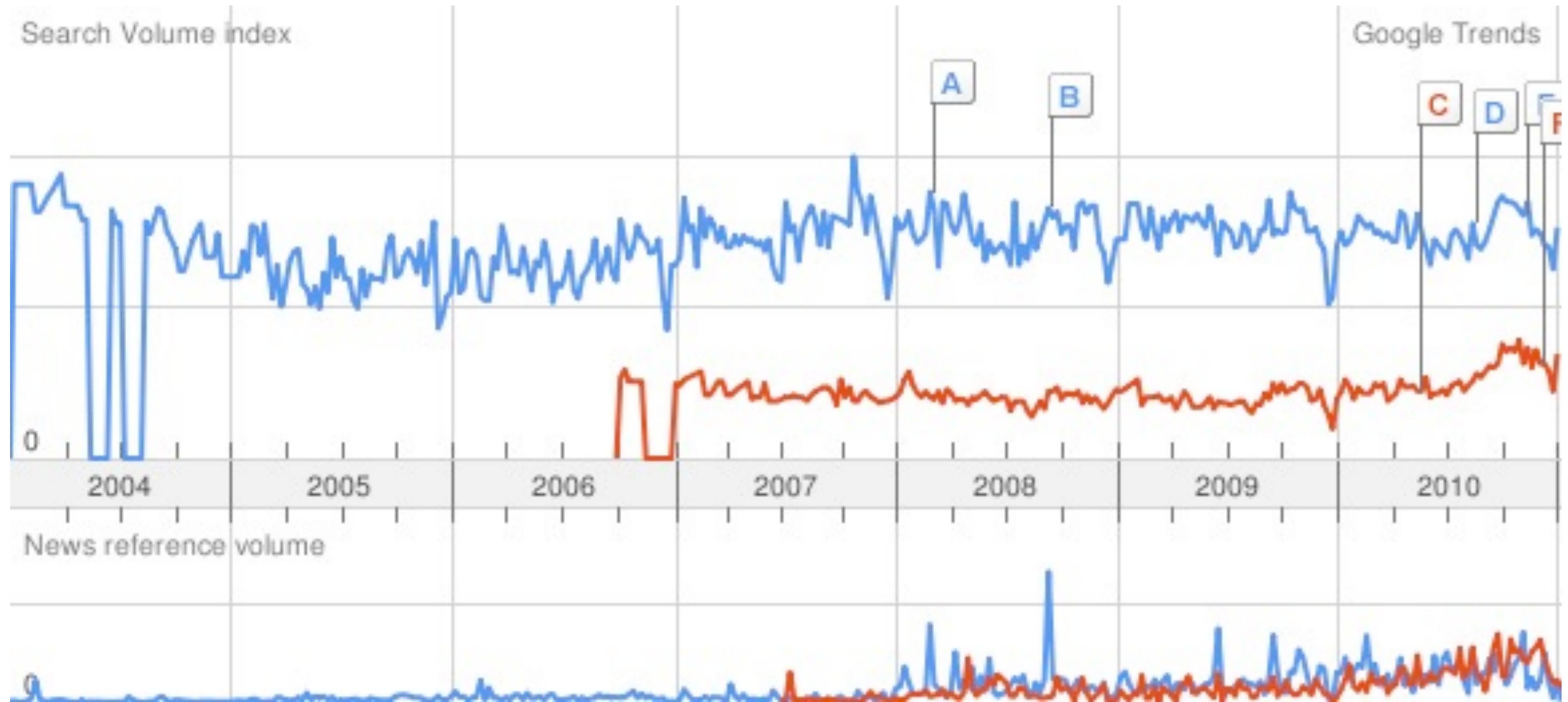


web 2.0
EXPO

Google Trends: Web 2.0



Social Software - Social Commerce



Paradigmen: Web 1.0 und Web 2.0

- „Ich bin drin“: Zugang zum Internet als Herausforderung, Webseitenbereitstellung nur von Institutionen oder durch Einzelpersonen mit technischer Expertise.
- „Surfen“: Web als Abrufmedium, Informationen werden gesammelt und offline bzw. auf dem persönlichen Rechner archiviert.
- „Wissen vom Experten“: Statische, oft zeitlich abgeschlossene Webprojekte, die redaktionell vorstrukturiert angeboten werden
- „Call by call“: Modemverbindung & Einwahlkosten bedingen textlastige Darstellungen.
- „Wir sind das Netz“: Aneignung von Internettechnologien auch ohne vertiefte technische Vorkenntnisse möglich.
- „Posten“: Web als Mitmachmedium, Informationen werden ausgewählt, kommentiert und online wieder verfügbar gemacht.
- „Weisheit der Masse“: Microcontent & Wiki-Prinzip, Surfverhalten der Nutzer beeinflusst die Informationsdarbietung.
- „Always online“: Breitbandanschlüsse und Flatrates begünstigen die Verbreitung von Audio- und Videoinhalten.

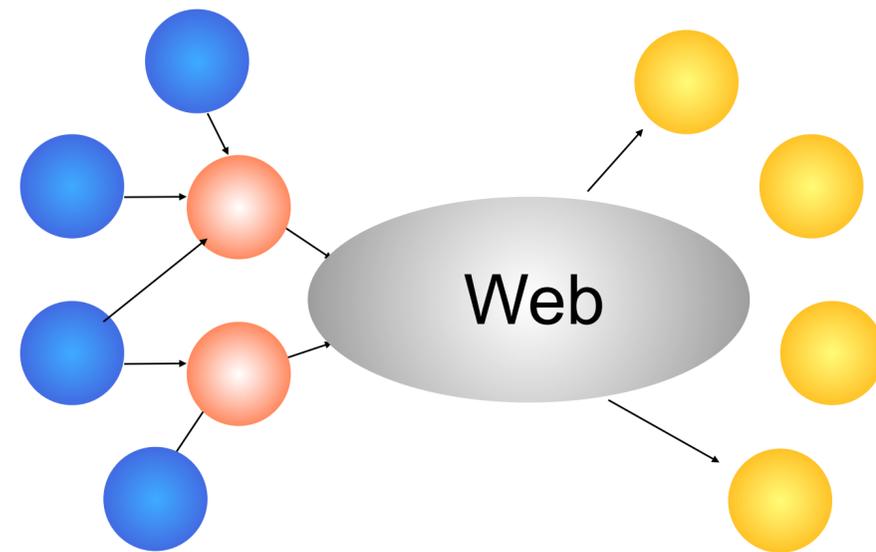
Tim O'Reilly: What is Web 2.0? (2005)

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

[<http://www.oreillynet.com/go/web2>]

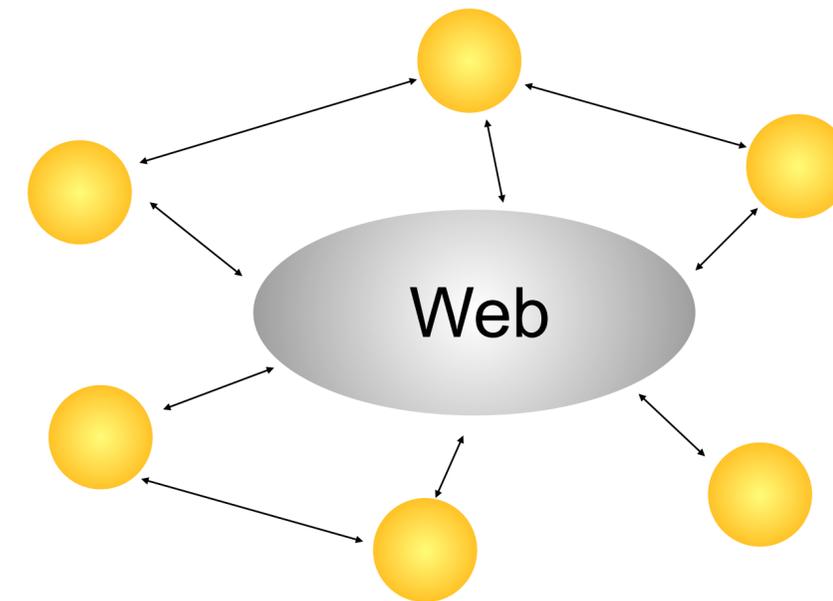
Publishing vs. Collaboration

Publishing: Web 1.0



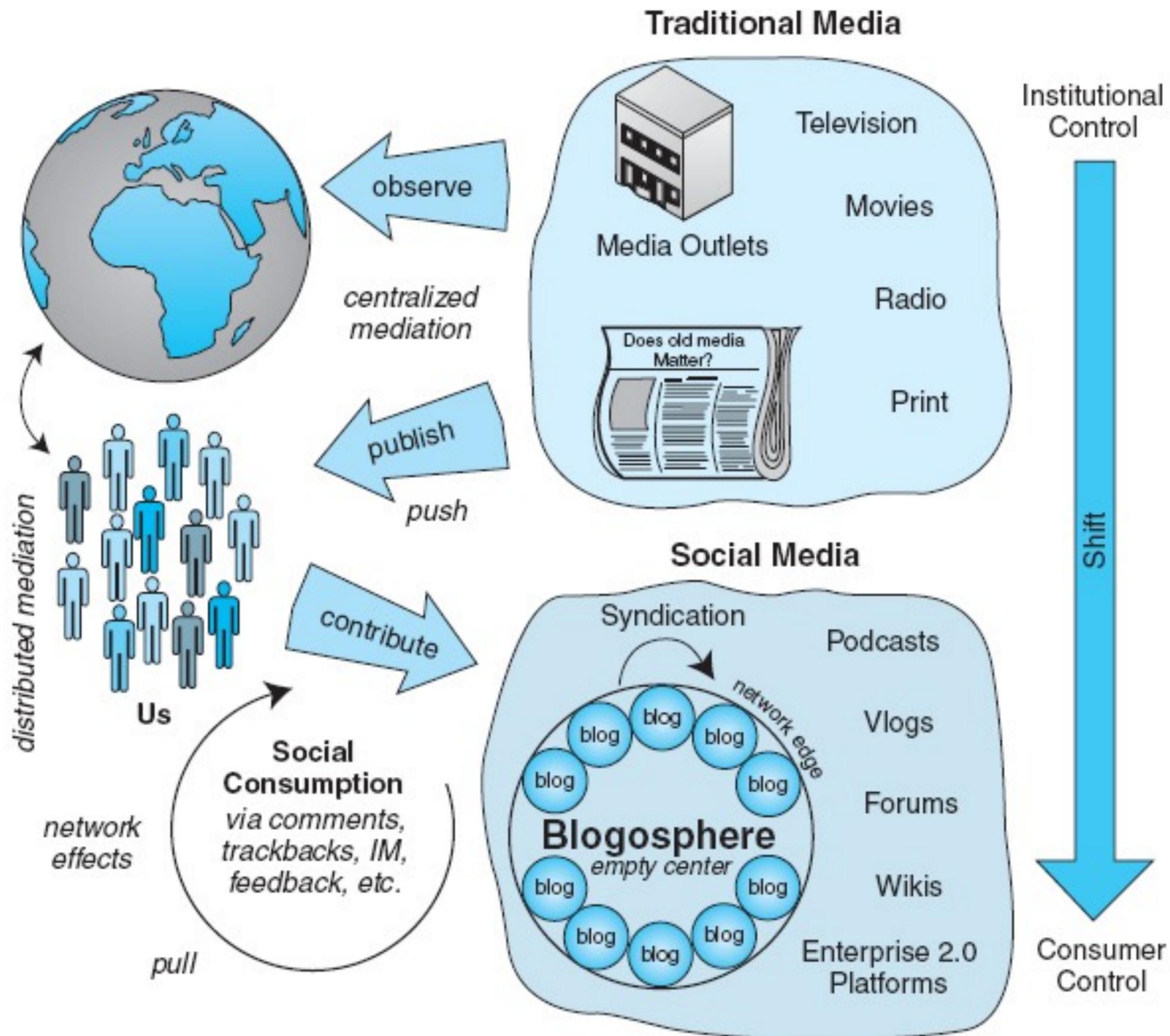
- Kontrolle bei wenigen
- Unidirektionale Informationsverteilung
- Pflege der Inhalte durch Redaktionen
- Persönliche Homepages

Collaboration: Web 2.0



- Kontrolle bei Nutzern
- Freie, individuelle Informationsverteilung
- Wechsel zwischen Autor- und Leserrolle (Bsp.: Flickr, ...)
- Persönliche Blogs
- Schnelligkeit, Aktualität, Zielgenauigkeit (Bsp.: Blogs)

● Autor
 ● Anbieter
 ● Nutzer



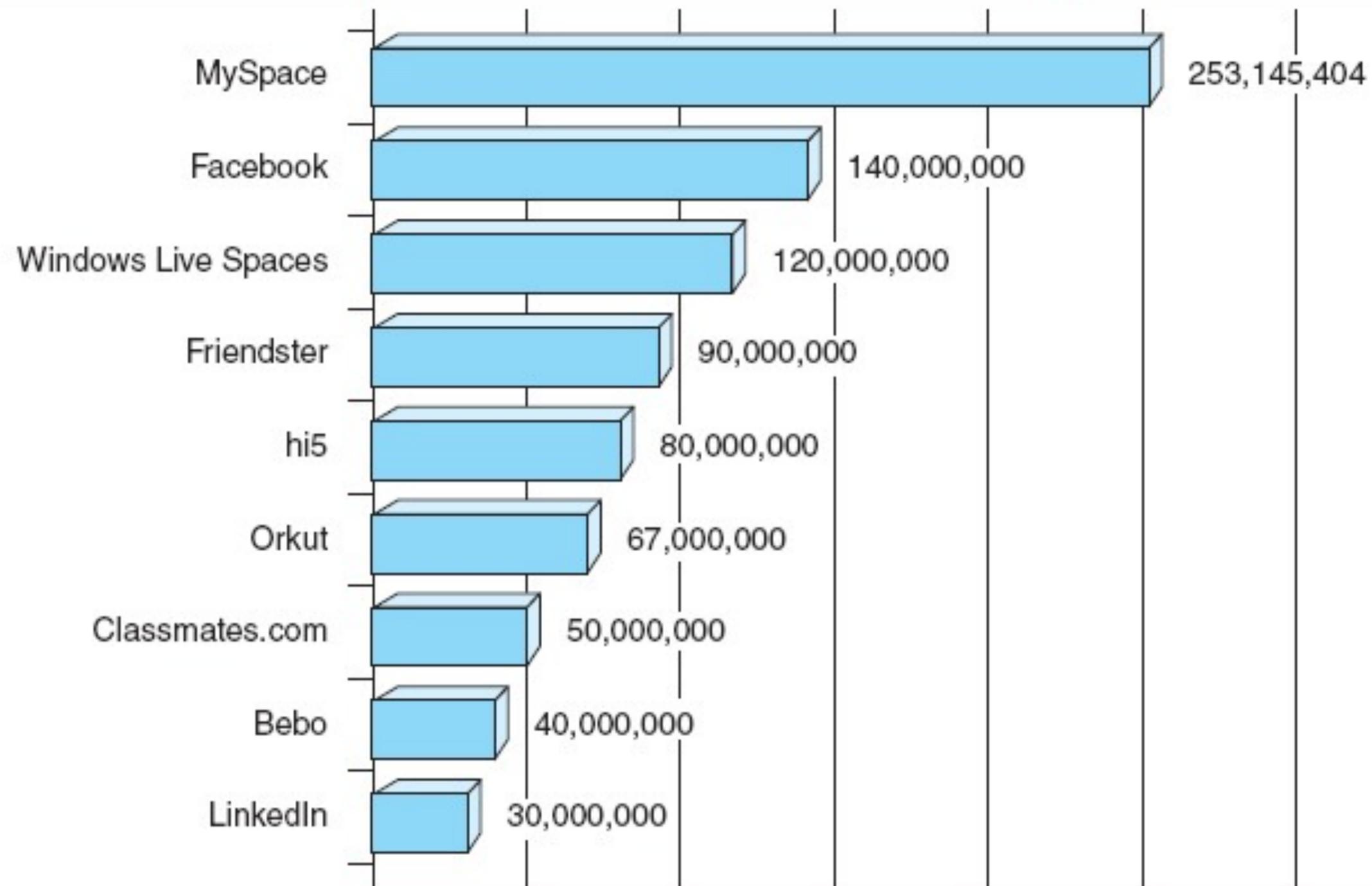
[Turban 2010, Fig. 9.2]

Interaktion in virtuellen Communities

Category	Element
Communication	<ul style="list-style-type: none"> Bulletin boards (discussion groups) Chat rooms/threaded discussions (string Q&A) E-mail and instant messaging and wireless messages Private mailboxes Newsletters, "netzines" (electronic magazines) Blogging, wikis, and mushups Web postings Voting
Information	<ul style="list-style-type: none"> Directories and yellow pages Search engine Member-generated content Links to information sources Expert advice
EC element	<ul style="list-style-type: none"> Electronic catalogs and shopping carts Advertisements Auctions of all types Classified ads Bartering online

[Turban 2010, Fig. 9.3]

Top 9 Social Networking Websites



[Turban 2010(?), Fig. 9.5]

Top Social Networks (compete.com, Jan 2009)

Sessions per Monthly Unique Visitor

(Aug '07 - Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

Top 15 Social Networking Websites (ebizma, weltweit, Jan 2011)



1 | facebook
 2 - eBizMBA Rank | **550,000,000** - Estimated Unique Monthly Visitors | **3** - Compete Rank
 2 - Quantcast Rank | **2** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



2 | MySpace
 19 - eBizMBA Rank | **90,500,000** - Estimated Unique Monthly Visitors | **10** - Compete Rank
 17 - Quantcast Rank | **29** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



3 | twitter
 19 - eBizMBA Rank | **89,800,000** - Estimated Unique Monthly Visitors | **26** - Compete Rank
 19 - Quantcast Rank | **11** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



4 | LinkedIn
 47 - eBizMBA Rank | **50,000,000** - Estimated Unique Monthly Visitors | **61** - Compete Rank
 50 - Quantcast Rank | **29** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



5 | Ning
 143 - eBizMBA Rank | **42,000,000** - Estimated Unique Monthly Visitors | **180** - Compete Rank
 120 - Quantcast Rank | **128** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



6 | Tagged
 225 - eBizMBA Rank | **30,000,000** - Estimated Unique Monthly Visitors | **382** - Compete Rank
 151 - Quantcast Rank | **141** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



7 | classmates
 228 - eBizMBA Rank | **29,000,000** - Estimated Unique Monthly Visitors | **487** - Compete Rank
 425 - Quantcast Rank | **969** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



8 | hi5
 479 - eBizMBA Rank | **27,000,000** - Estimated Unique Monthly Visitors | **983** - Compete Rank
 392 - Quantcast Rank | **62** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



9 | myyearbook
 617 - eBizMBA Rank | **12,000,000** - Estimated Unique Monthly Visitors | **522** - Compete Rank
 293 - Quantcast Rank | **1,036** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



10 | Meetup
 635 - eBizMBA Rank | **8,000,000** - Estimated Unique Monthly Visitors | **644** - Compete Rank
 732 - Quantcast Rank | **528** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



11 | bebo
 655 - eBizMBA Rank | **7,000,000** - Estimated Unique Monthly Visitors | **944** - Compete Rank
 434 - Quantcast Rank | **588** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



12 | mylife
 865 - eBizMBA Rank | **6,000,000** - Estimated Unique Monthly Visitors | **118** - Compete Rank
 688 - Quantcast Rank | **1,789** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



13 | friendster
 955 - eBizMBA Rank | **5,000,000** - Estimated Unique Monthly Visitors | **1,920** - Compete Rank
 643 - Quantcast Rank | **301** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



14 | myHeritage
 1,097 - eBizMBA Rank | **4,800,000** - Estimated Unique Monthly Visitors | **707** - Compete Rank
 595 - Quantcast Rank | **1,989** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



15 | Multiply
 1,136 - eBizMBA Rank | **4,600,000** - Estimated Unique Monthly Visitors | **2,446** - Compete Rank
 677 - Quantcast Rank | **285** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA



***16* | orkut**
 1,303 - eBizMBA Rank | **4,500,000** - Estimated Unique Monthly Visitors | **2,219** - Compete Rank
 1,630 - Quantcast Rank | **59** - Alexa Rank.
Most Popular Social Networking Websites | Updated 1/3/2011 | eBizMBA

[http://www.ebizmba.com/articles/social-networking-websites]

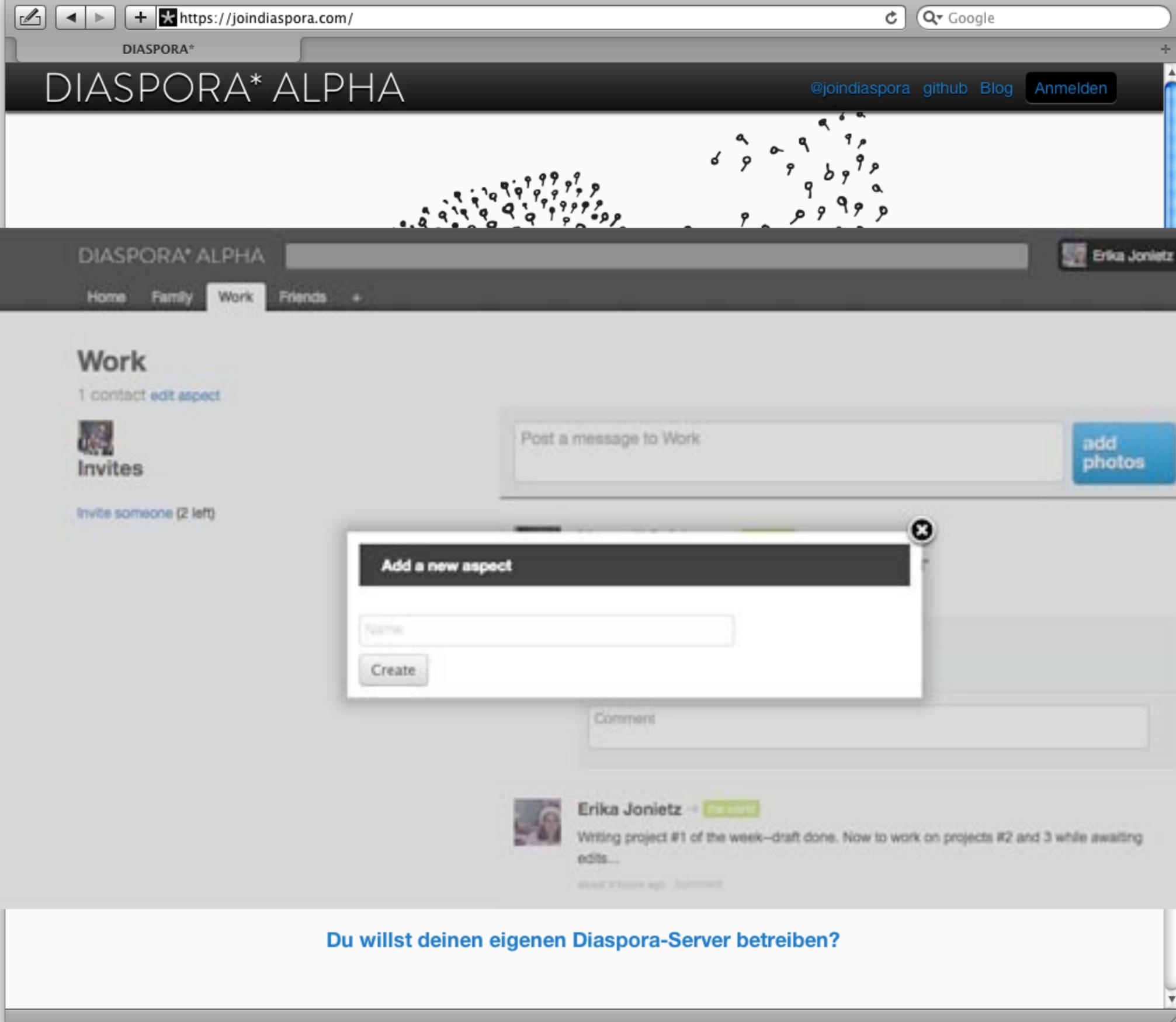
Top 5 Social Networks Deutschland (Nielsen Company, März 2010)

Top Social Networks for March 2010 (Germany, Home & Work)			
Rank	Social Network	Unique Audience [000]	Time Per Person (hh:mm:ss) p.m.
1	Facebook	12.072	03:31:52
2	Stayfriends	6.954	00:20:55
3	Wer-kennt-wen	6.135	02:19:55
4	studiVZ	4.009	01:37:00
5	meinVZ	3.662	02:02:34

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Die Alternative zu Facebook?

- Dezentrale Plattform
 - ▶ Seeds, P2P
 - ▶ OpenSource
- Minimalistisch einfach
 - ▶ „like“-Button fehlt ;-)
- Transparenz des Datenflusses
 - ▶ Persönlicher Datenschutz

Top 15 aller Websites (ebizma, Jan 2011)



1 | Google
1 - eBizMBA Rank | **600,000,000** - Estimated Unique Monthly Visitors | **1** - Compete Rank |
1 - Quantcast Rank | **1** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



2 | facebook
2 - eBizMBA Rank | **550,000,000** - Estimated Unique Monthly Visitors | **3** - Compete Rank |
2 - Quantcast Rank | **2** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



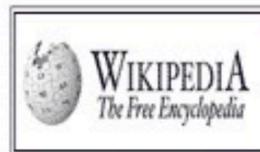
3 | Yahoo!
3 - eBizMBA Rank | **490,000,000** - Estimated Unique Monthly Visitors | **2** - Compete Rank |
3 - Quantcast Rank | **4** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



4 | YouTube
4 - eBizMBA Rank | **400,000,000** - Estimated Unique Monthly Visitors | **4** - Compete Rank |
4 - Quantcast Rank | **3** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



5 | msn
7 - eBizMBA Rank | **252,000,000** - Estimated Unique Monthly Visitors | **6** - Compete Rank |
5 - Quantcast Rank | **9** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



6 | Wikipedia
7 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors | **5** - Compete Rank |
9 - Quantcast Rank | **7** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



7 | amazon
10 - eBizMBA Rank | **100,500,000** - Estimated Unique Monthly Visitors | **9** - Compete Rank |
7 - Quantcast Rank | **15** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



8 | ebay
13 - eBizMBA Rank | **100,000,000** - Estimated Unique Monthly Visitors | **8** - Compete Rank |
11 - Quantcast Rank | **21** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



9 | bing
17 - eBizMBA Rank | **95,000,000** - Estimated Unique Monthly Visitors | **13** - Compete Rank |
16 - Quantcast Rank | **22** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



10 | MySpace
19 - eBizMBA Rank | **90,500,000** - Estimated Unique Monthly Visitors | **10** - Compete Rank |
17 - Quantcast Rank | **29** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



11 | craigslist
19 - eBizMBA Rank | **90,000,000** - Estimated Unique Monthly Visitors | **12** - Compete Rank |
15 - Quantcast Rank | **31** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



12 | twitter
19 - eBizMBA Rank | **89,800,000** - Estimated Unique Monthly Visitors | **26** - Compete Rank |
19 - Quantcast Rank | **11** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



13 | WordPress
21 - eBizMBA Rank | **88,000,000** - Estimated Unique Monthly Visitors | **21** - Compete Rank |
23 - Quantcast Rank | **19** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



14 | Aol
25 - eBizMBA Rank | **86,000,000** - Estimated Unique Monthly Visitors | **16** - Compete Rank |
10 - Quantcast Rank | **48** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA



15 | ask
26 - eBizMBA Rank | **85,000,000** - Estimated Unique Monthly Visitors | **11** - Compete Rank |
14 - Quantcast Rank | **52** - Alexa Rank.
The Most Popular Websites | Updated 1/3/2011 | eBizMBA

Top 15 Web 2.0 Websites (ebizma, Jan 2011)



1 | YouTube
4 - eBizMBA Rank | **400,000,000** - Estimated Unique Monthly Visitors | **4** - Compete Rank |
4 - Quantcast Rank | **3** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



2 | Wikipedia
7 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors | **5** - Compete Rank |
9 - Quantcast Rank | **7** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



3 | craigslist
19 - eBizMBA Rank | **90,000,000** - Estimated Unique Monthly Visitors | **12** - Compete
Rank | **15** - Quantcast Rank | **31** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



4 | twitter
19 - eBizMBA Rank | **89,800,000** - Estimated Unique Monthly Visitors | **26** - Compete
Rank | **19** - Quantcast Rank | **11** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



5 | WordPress
21 - eBizMBA Rank | **88,000,000** - Estimated Unique Monthly Visitors | **21** - Compete
Rank | **23** - Quantcast Rank | **19** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



6 | IMDb
33 - eBizMBA Rank | **80,000,000** - Estimated Unique Monthly Visitors | **28** - Compete
Rank | **34** - Quantcast Rank | **38** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



7 | flickr
38 - eBizMBA Rank | **75,000,000** - Estimated Unique Monthly Visitors | **36** - Compete
Rank | **43** - Quantcast Rank | **35** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



8 | photobucket
42 - eBizMBA Rank | **70,500,000** - Estimated Unique Monthly Visitors | **30** - Compete
Rank | **25** - Quantcast Rank | **72** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



9 | Blogger
43 - eBizMBA Rank | **70,000,000** - Estimated Unique Monthly Visitors | **109** - Compete
Rank | **13** - Quantcast Rank | **8** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



10 | eHow
68 - eBizMBA Rank | **43,000,000** - Estimated Unique Monthly Visitors | **39** - Compete
Rank | **22** - Quantcast Rank | **144** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



11 | digg
102 - eBizMBA Rank | **27,500,000** - Estimated Unique Monthly Visitors | **134** - Compete
Rank | **61** - Quantcast Rank | **112** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



12 | TypePad
136 - eBizMBA Rank | **26,000,000** - Estimated Unique Monthly Visitors | **117** - Compete
Rank | **123** - Quantcast Rank | **169** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



13 | HubPages
161 - eBizMBA Rank | **24,500,000** - Estimated Unique Monthly Visitors | **155** - Compete
Rank | **82** - Quantcast Rank | **247** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



14 | deviantART
209 - eBizMBA Rank | **21,500,000** - Estimated Unique Monthly Visitors | **334** - Compete
Rank | **188** - Quantcast Rank | **104** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA

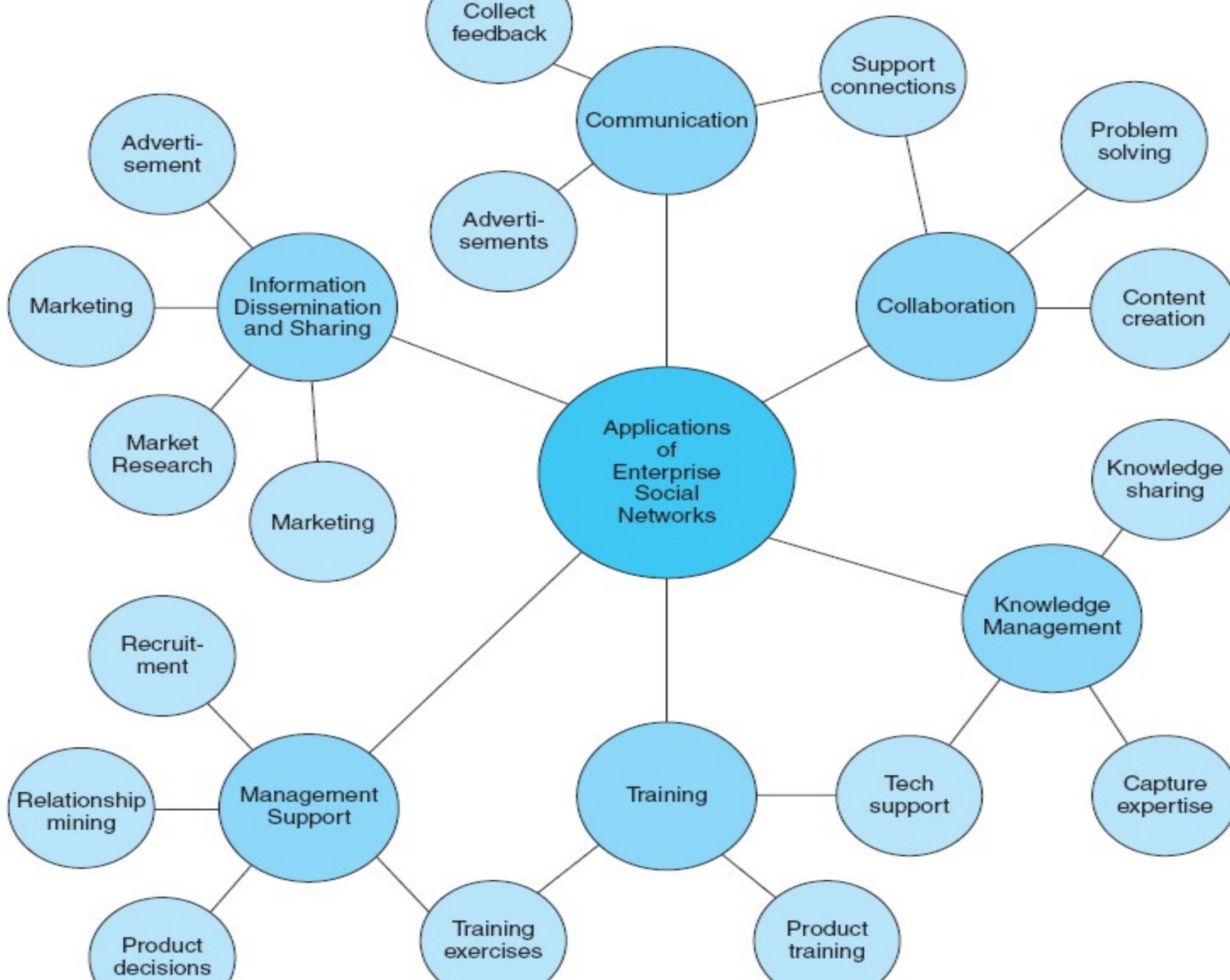


15 | wikia
212 - eBizMBA Rank | **21,100,000** - Estimated Unique Monthly Visitors | **336** - Compete
Rank | **97** - Quantcast Rank | **203** - Alexa Rank.
Most Popular Web 2.0 Websites | Updated 1/3/2011 | eBizMBA



ENTERPRISE SOCIAL NETWORKS

- ▶ „employee-driven systems“:
Ermöglichen Angestellten die Zusammenarbeit und Kommunikation
- ▶ Enterprise WIKIs zur Dokumentation und Demonstration
- ▶ Unternehmensinterne Foren/Blogs als freie Informationsträger
- ▶ Vorgegebene und freie Verzeichnisstrukturen für Dokumente und die Kommunikation (z.B. produktbezogen)
- ▶ Förderung der Corporate Identity und Community-Bildung über die Grenzen von Abteilungen hinaus
- ▶ Enterprise Social Bookmarking Systems
- ▶ Offen für zusätzliche Werkzeuge und Kollaborationsformen
 - Kalender, Projektmanagement, Planungshilfen, Wissensmanagement, E-Learning



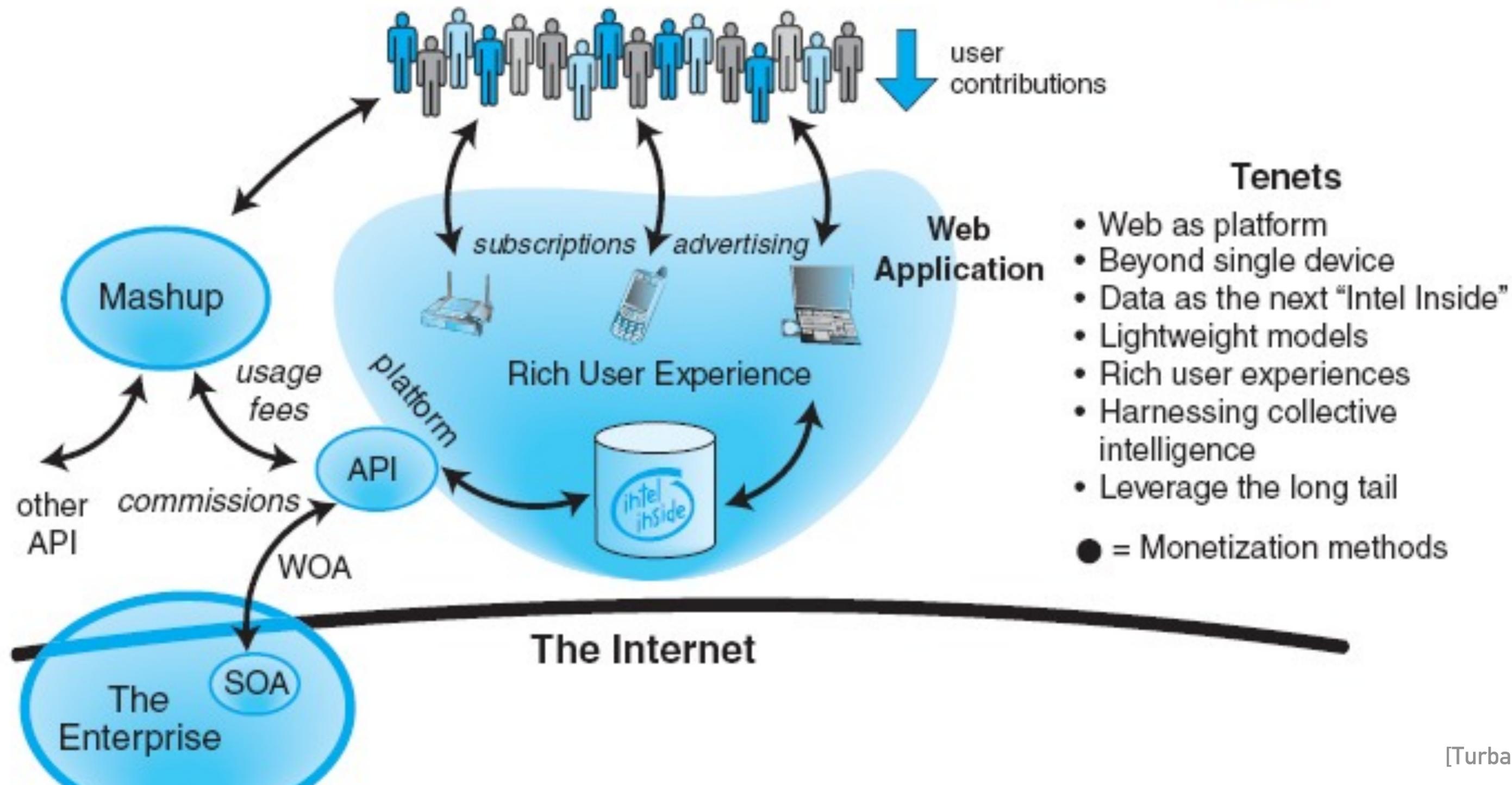
[Turban 2010, Fig. 9.6]

A close-up photograph of a hand holding a small, transparent glass globe. The hand is positioned as if balancing the globe on the tips of the fingers. The background is dark and out of focus, with some light streaks.

Geschäftsmodelle im Web 2.0

Erträge generieren, Wertschöpfungskette, Beispiele

Erträge aus dem Web 2.0 generieren



[Turban 2010, Fig. 9.6]

Kunden als Teil der Wertschöpfungskette

- Kunden werden ...

- ▶ Produktentwickler, Innovatoren, Ideenlieferanten
- ▶ Qualitätsprüfer
- ▶ Direkt-Werber
- ▶ Lieferanten von Vorprodukten
- ▶ Kundenberater
- ▶ bezahlte/unbezahlte Hilfskräfte
- ▶ unbewusste/bewusste Vermarkter
- ▶ Basis ganzer Geschäftsprozesse

Crowdsourcing
(Schwarm-
intelligenz)



- Kunden ...
 - ▶ übernehmen neue Leistungen beim Service
 - z.B. abwiegen, scannen, einchecken, Pakete ein/abliefern
 - ▶ erledigen hochwertige Dienstleistungen
 - z.B. Self-Banking, Self-Brokerage,
 - elektr. Steuererklärung
 - ▶ übernehmen komplizierte Organisationsleistungen
 - z.B. Buchung von Flügen, Hotels
 - ▶ recherchieren komplizierte Informationen, Selbst-Beratung
 - z.B. Selbstdiagnose, virt. Hausbesuch, Telemedizin.
 - ▶ konfigurieren Produkte, beeinflussen die Produktion
 - „Mass Customization“, „User Manufacturing“

Typus	Arbeitsleistung	Verwertungsmodus	Beispiele
Self-Service (einschl. Mass Customisation)	Konsumenten übernehmen Leistungen, die ihnen selbst zugute kommen	Rationalisierung (Kosten) durch Externalisierung von Funktionen	<i>E-Commerce (Amazon, Bahn.de, LandsEnd, DirectBanking), E-Government (Elster), MassCutomisation (Nike,</i>
Konsumentenbasierte Märkte = indirektes CS	Konsumenten ‚schaffen‘ durch eigene Angebote (Produkte, Content) i.w.S. Märkte	Direkte Gewinnabschöpfung (Provisionen); indirekte Gewinne (z.B. Werbeplatzierung)	<i>(„C2C Services“) Ebay, Amazon Marketplace, YouTube, MySpace, ChaCha, google Knol</i>
Austausch in Webforen = indirektes CS	Konsumenten kommunizieren über Produkte und deren Nutzung	Abschöpfung/ Distribution von Marktinformationen (auch: Kundenbindung, Image-Werbung)	<i>Webforen von Unternehmen, freie Foren, Viral-Marketing</i>
Konsumentenbasierte Wertschöpfung = direktes CS	Konsumenten liefern ‚freiwillig‘ (bezahlt / unbezahlt) kreative Inputs, die zu einem nutzbaren Ergebnis führen	Produktion von Mehrwert durch Mobilisierung von Konsumentenproduktivität	<i>Dell IdeaStorm, Starbucks Idea, Amazon Mechanical Turk, Click-Worker, Trendwatching, InnoCentive</i>

„Shopping“ statt „Buying“

- Individualisierte Produkte

- ▶ Community,
- ▶ Konsumenten gestalten Produkte
- www.spreadshirt.de
- www.dewanda.de



Willkommen bei Spreadshirt - individuelle und persönliche Bekleidung für Dich



Genauere Suche

KATZENTASCHE VON
MEKO

Sponsored Listing:



Da Pei
Direkt in

www.TUI-ReiseCenter.de

Wähle aus über 100.000 Produkten - gestaltet von unserer Community

Shoppingclubs und Lifeshopping

- Auf Einladung
- Reduzierte Markenware
- 24-stündige Verkaufsaktionen
- www.guut.de
- www.vente-privee.com



Mein Guut
Forum
Kontakt
Fragen und Antworten
Alles über guut.de

Anmelden

Username

Passwort

Login



Samsung L110. Ko mit 2GB Speicherk

Mit Weitblick chic geklickt. Das ist puncto Megapixel und Bildoptimi aber leicht wie eine Feder ist ... c



Diskutiere dieses Produkt (70)

Bewertung: (46 B

UVP*: ~~229,00~~ EUR



Funktionen und Technologien

Blog, Wiki, Social Bookmarking, Mashups, ..., Kerntechniken

Typische Vertreter von Social Software

- Wikis
 - ▶ Wikipedia
 - ▶ Wikileaks
 - Blogs
 - ▶ Bildblog
 - ▶ Spreeblick
 - ▶ Technorati
 - Folksonomies
 - ▶ Flickr
 - ▶ del.icio.us
 - ▶ CiteULike
 - Social Networking
 - ▶ Xing (OpenBC)
 - ▶ Facebook
 - ▶ LinkedIn
 - ▶ eXperteer
 - ▶ StayFriends
- ... und viele Weitere

- Mitte der 1990er Jahre wurde das erste Wiki von Ward Cunningham entwickelt
 - ▶ „Portland Pattern Repository“ oder <http://c2.com/cgi/wiki?WardsWiki>
- Prominente Beispiele:
 - ▶ Wikipedia, Wikiversity (Wikimedia Foundation)
 - ▶ Wikileaks
 - ▶ Wikia, Wikispaces (Wikifarms)
- Vielfach integriert in Social Web Plattformen
 - ▶ Verknüpfung von Diskurs und Inhalt
- Erfolgsfaktoren:
 - ▶ „Radical Trust“
 - ▶ Openness



Compare 25 most popular

Compare the 25 most popular Wikis on WikiMatrix.

compare

- DokuWiki
- MediaWiki
- PmWiki
- TWiki
- Drupal Wiki
- Confluence
- Tiki Wiki CMS Groupware
- PhpWiki
- MoinMoin
- PBwiki
- XWiki
- MindTouch
- TiddlyWiki
- Foswiki
- JSPWiki

The Wiki Way: Eigenschaften

- Offenheit, Durchlässigkeit, Dynamik
- Inkrementelle Umgebung
 - ▶ Links ins „Leere“ schaffen neue Seiten
 - ▶ Co-Evolution von Strukturen statt redaktioneller Planung
- Robustheit statt Präzision
 - ▶ Redakteur, Herausgeber, Organisator = eine Rolle
- Kollaborativer Ansatz
 - ▶ nicht-hierarchischer „Gedächtnis-Raum“
 - ▶ „Happy Accidents“ statt „Name Clashes“
- Inhaltsorientierung statt Technikzentrierung
- Transparenz
 - ▶ Aktivität & Diskussion sind sichtbar dokumentiert



Beispiel Bayer (Pharma)

- Alle Infos des QM-Handbuchs wurden in ein Wiki übertragen
- Jeder der Mitarbeiter kann alle Informationen zentral verwalten
- 1/3 der Mitarbeiter arbeitet an Einträgen mit
- Änderungen rasch an alle vermittelt, --> aktuell
- Spart viel Geld und Personal!
 - ▶ OpenSource-Wiki kostet weder Lizenz-Gebühren, noch sind spezielle Schulungen nötig

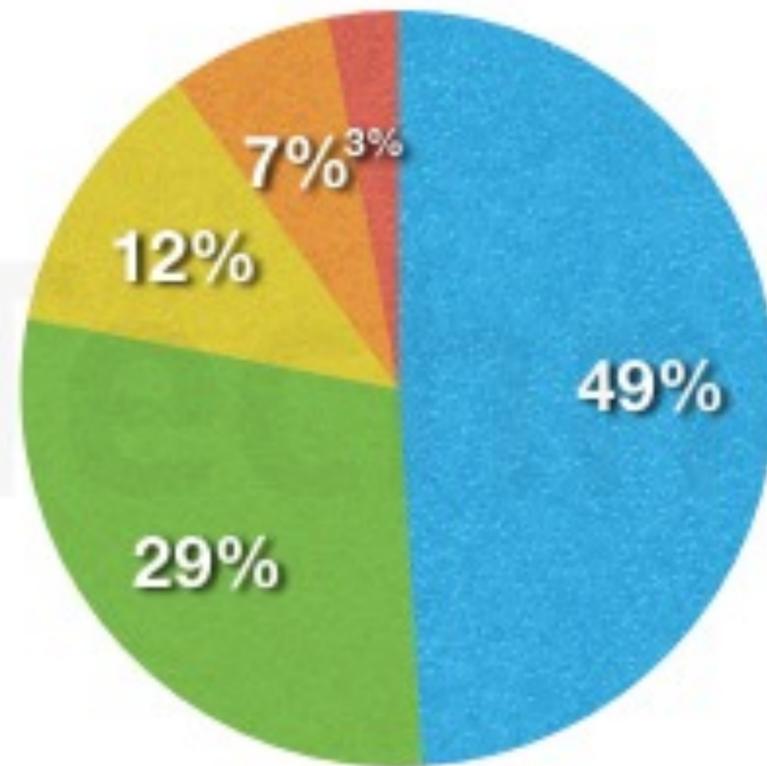


- Webseite mit tagebuchartigen Einträgen in umgekehrt chronologischer Sortierung
- Technische Basis:
 - ▶ Einfach nutzbare, browsergestützte Content-Management-Systeme
- Features:
 - ▶ Einträge, Kommentarfunktion,
 - ▶ Permalink, TagCloud
 - ▶ Trackback /Pingback,
 - ▶ Blogroll,
 - ▶ RSS-Feed
- Word of the Year 2004 (Merriam-Webster)
- Ca. 1.251.260 Blogs weltweit, Tendenz steigend



[<http://technorati.com/blogs/directory/>Jan 2011]

Bloggers Worldwide



● US
 ● EU
 ● APAC
 ● Canada and Mexico
 ● South America

Technorati Top 100 (1-25)

Page: 1 2 3 4 Next »

1. The Huffington Post

<http://www.huffingtonpost.com>

Recent: [Keeping Tabs On Who's Keeping Tabs](#)

Technorati
Auth: 965
Change +2

TOP 100 P
TOP 100
US POLITIC

2. TechCrunch

<http://www.techcrunch.com>

Recent: [¡Incredible! Google Turns Your Android ...](#)

Technorati
Auth: 901
Change +1

TOP 100 BU
TOP 100
TECHNOLOG
TOP 100 GR

3. Mashable!

<http://mashable.com>

Recent: [Treadmill Allows You Take a Virtual ...](#)

Technorati
Auth: 888
Change +1

TOP 100 BU
TOP 100
TECHNOLOG
TOP 100 IN

3. Engadget

<http://www.engadget.com>

Recent: [GM sheds a little more light on ...](#)

Technorati
Auth: 888
Change +1

TOP 100
TECHNOLOG
TOP 100 GR

5. Gizmodo

<http://www.gizmodo.com>

Recent: [Give Your iPad The Glowing Dinosaur ...](#)

Technorati
Auth: 863

TOP 100
TECHNOLOG
TOP 100 GR

6. Gawker

<http://www.gawker.com>

Recent: [These Are the Gayest Cities in America? ...](#)

Technorati
Auth: 858
Change +1

7. TMZ.com | Celebrity Gossip | ...

<http://www.t TMZ.com>

Recent: [Selena Gomez -- Facebook Page...](#)

Technorati
Auth: 850

TOP 100
ENTERTAIN
TOP 100 CR

8. Boing Boing

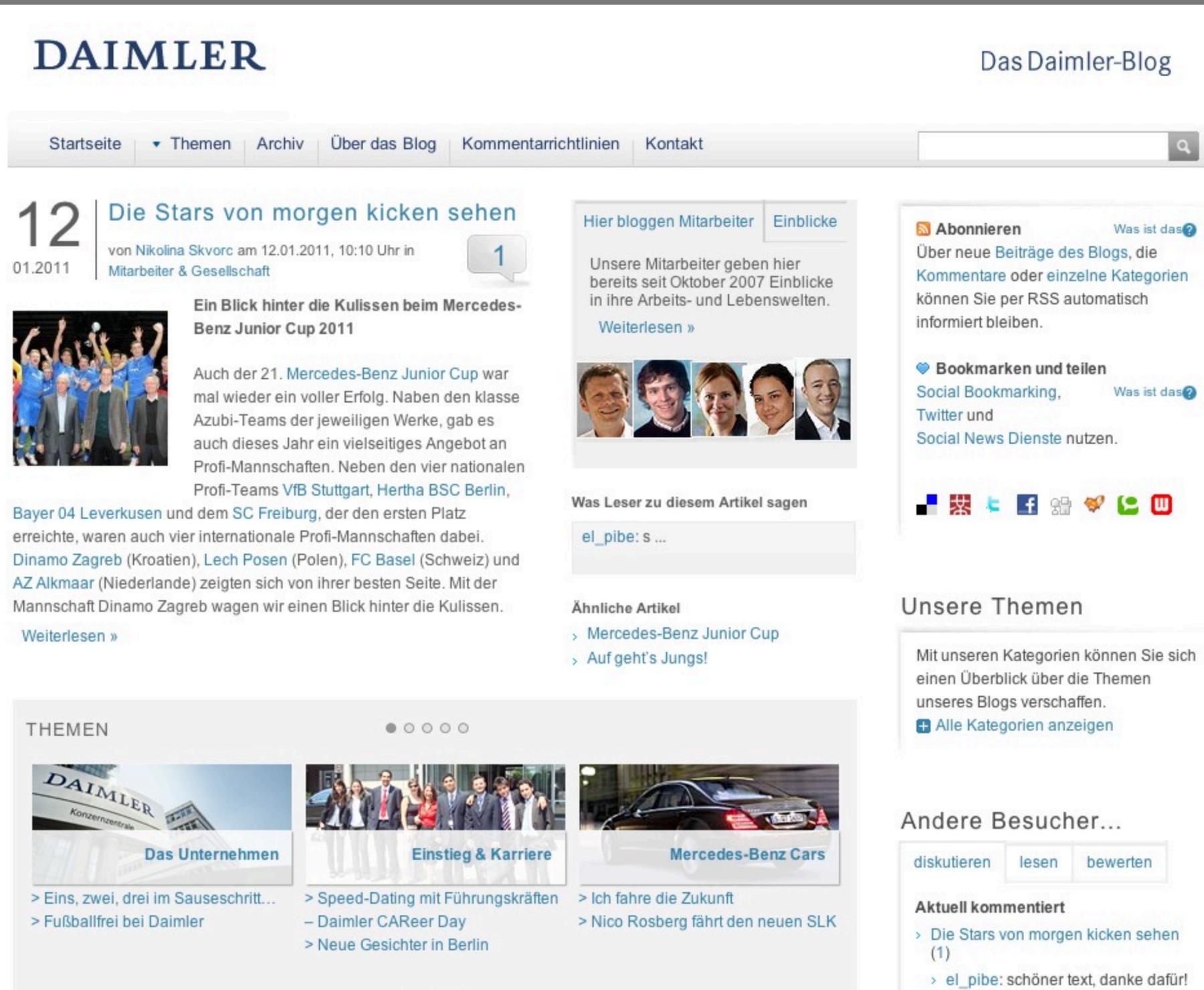
<http://www.boingboing.net>

Recent: [Sarah Palin and Blood Libel: Doin' ...](#)

Technorati
Auth: 849

»Blogosphäre«

- Netztagebücher
- Expertenblogs/Themenblogs
- Watchblogs
- Journalistische Blogs
- Corporate Blogs und Unternehmensblogs
- Lernblogs



The screenshot shows the Daimler corporate blog interface. At the top, the Daimler logo is prominent. Below it is a navigation menu with links for 'Startseite', 'Themen', 'Archiv', 'Über das Blog', 'Kommentarrichtlinien', and 'Kontakt'. A search bar is located on the right side of the navigation menu.

The main content area features a featured article titled '12 Die Stars von morgen kicken sehen' by Nikolina Skvorc, dated 01.2011. The article includes a photo of a group of people celebrating and a brief introduction. Below the photo, there is a 'Weiterlesen »' link.

To the right of the main article, there is a section titled 'Hier bloggen Mitarbeiter Einblicke' with a 'Weiterlesen »' link and a row of five small profile photos of employees.

Below the main article, there is a section for 'Was Leser zu diesem Artikel sagen' with a comment from 'el_pibe: s ...'. Below that, there is a section for 'Ähnliche Artikel' with links to 'Mercedes-Benz Junior Cup' and 'Auf geht's Jungs!'.

At the bottom of the main content area, there is a 'THEMEN' section with three featured topics: 'Das Unternehmen', 'Einstieg & Karriere', and 'Mercedes-Benz Cars', each with a list of related articles.

On the right side of the page, there is a sidebar with several sections: 'Abonnieren' (Subscribe), 'Bookmarks und teilen' (Social bookmarking and sharing), 'Unsere Themen' (Our topics), and 'Andere Besucher...' (Other visitors...).

Beispiel: Saftkellerei Walther 1

- Familienbetrieb
- Ende 2005: 80% des Umsatzes mit Kunden im Umkreis von 20 Kilometern
- Einsatz von Blogs:
 - ▶ Einträge über biologischen Obstanbau
 - ▶ Gesunde Ernährung
 - ▶ Produktionsprobleme
 - ▶ Regionalpolitik...

The screenshot shows the website interface for Walther's. At the top, there is a navigation bar with 'MEIN SAFTLADEN' and 'KONTAKT'. Below this are four buttons: 'Willkommen', 'Saftladen', 'Saftplausch', and 'Kellerei Walther'. A search bar is located on the right. On the left side, there is a sidebar with a menu: 'Saftfreunde', 'Saftblog', 'Saftkanal', 'Saftpresse', and 'Saftkunden'. Below the menu are three buttons: 'Kirstins kleine Saftkunde', 'Saftabo', and 'Schnellbestellung'. The main content area features a blog post titled 'Konsum Dresden und Social Media?' by Kirstin Walther, dated 04.01.2011. The post discusses the company's history and its focus on freshness and regional products. A photo of a staff member in a kitchen is included. On the right side, there is a 'Kategorien' (Categories) list with various tags and their counts. At the bottom right, there is a 'KLAPPE!' (Collapse) button.

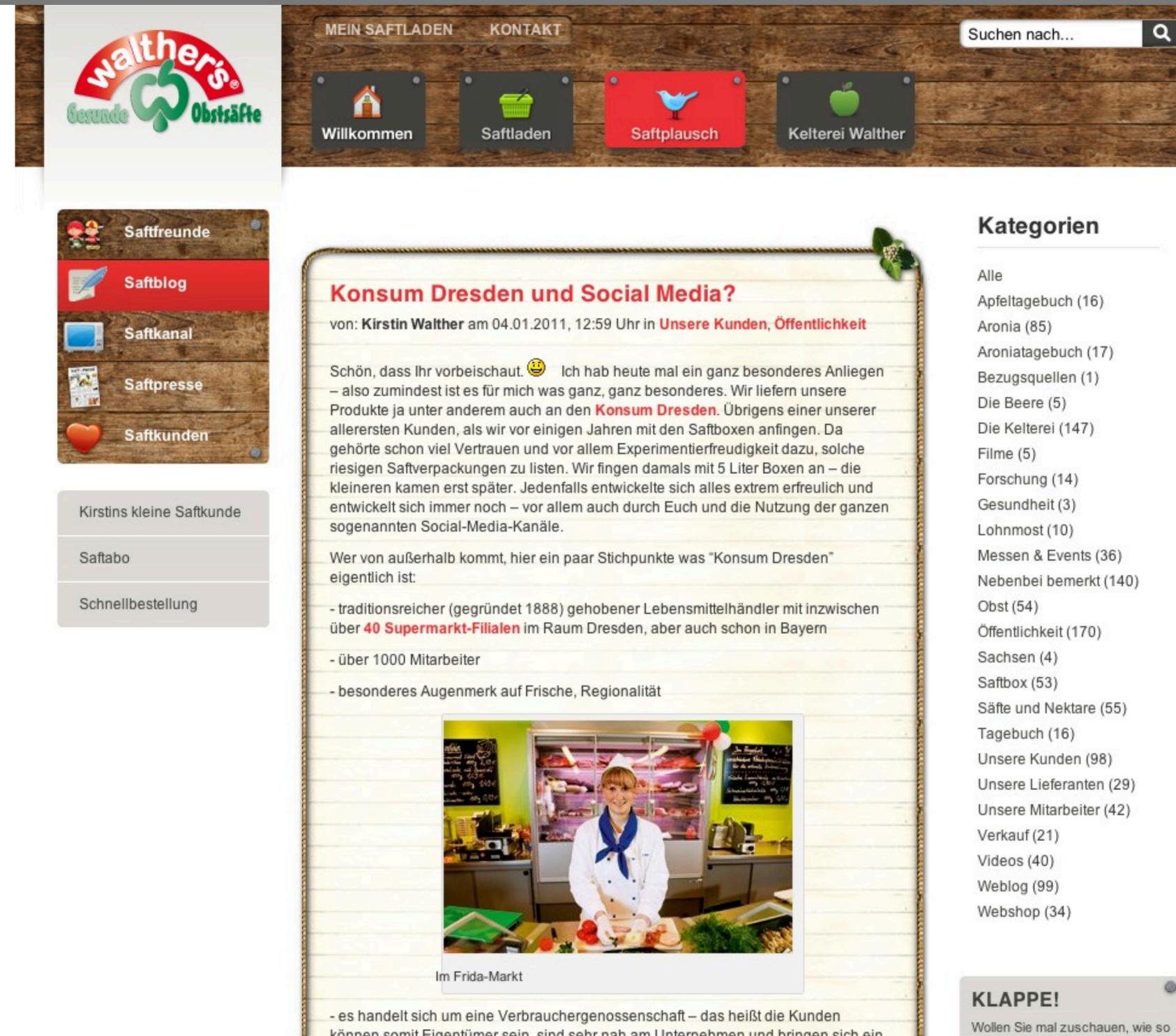
Kategorien

- Alle
- Apfeltagebuch (16)
- Aronia (85)
- Aroniatagebuch (17)
- Bezugsquellen (1)
- Die Beere (5)
- Die Kellerei (147)
- Filme (5)
- Forschung (14)
- Gesundheit (3)
- Lohnmost (10)
- Messen & Events (36)
- Nebenbei bemerkt (140)
- Obst (54)
- Öffentlichkeit (170)
- Sachsen (4)
- Saftbox (53)
- Säfte und Nektare (55)
- Tagebuch (16)
- Unsere Kunden (98)
- Unsere Lieferanten (29)
- Unsere Mitarbeiter (42)
- Verkauf (21)
- Videos (40)
- Weblog (99)
- Webshop (34)

KLAPPE!
Wollen Sie mal zuschauen, wie so

[www.walthers.de]

- Blog-Besucherzahl innerhalb eines Jahres von 50 auf 2.000 pro Tag
- Von Suchmaschinen registriert
- Empfehlungen anderer Blogverfasser
- Starke Nachfrage
 - ▶ Unternehmenswachstum 30%
- Gründung eines Online-Shops
- 80% des Umsatzes überregional



The screenshot shows the website for 'Walther's Gesunde Obstsaft'. The top navigation bar includes 'MEIN SAFTLADEN' and 'KONTAKT'. Below this are four buttons: 'Willkommen', 'Saftladen', 'Saftplausch', and 'Kelterei Walther'. A search bar is located on the right. On the left side, there is a sidebar with a 'Saftfreunde' section containing links to 'Saftblog', 'Saftkanal', 'Saftpresse', and 'Saftkunden'. Below this are three buttons: 'Kirstins kleine Saftkunde', 'Saftabo', and 'Schnellbestellung'. The main content area features a blog post titled 'Konsum Dresden und Social Media?' by Kirstin Walther, dated 04.01.2011. The post discusses the company's history and its focus on freshness and regional products. A photo of a staff member in a kitchen is included, with the caption 'Im Frida-Markt'. On the right side, there is a 'Kategorien' section listing various categories and their counts, such as 'Apfeltagebuch (16)', 'Aronia (85)', and 'Gesundheit (3)'. A 'KLAPPE!' button is visible at the bottom right.

Blogs innerhalb von Unternehmen

- Flexibles Online-Tagebuch, um Arbeit zu dokumentieren
- Wichtige Informationen speichern
- Mehrwert entsteht, wenn andere die Einträge lesen dürfen, kommentieren und ihrerseits auch Blogs führen
- Gegenseitiger Profit von Erkenntnissen
- Neue Netzwerke können entstehen
- Information in Blogs ist (im Gegensatz zu Mailbox) recht sicher verwahrt

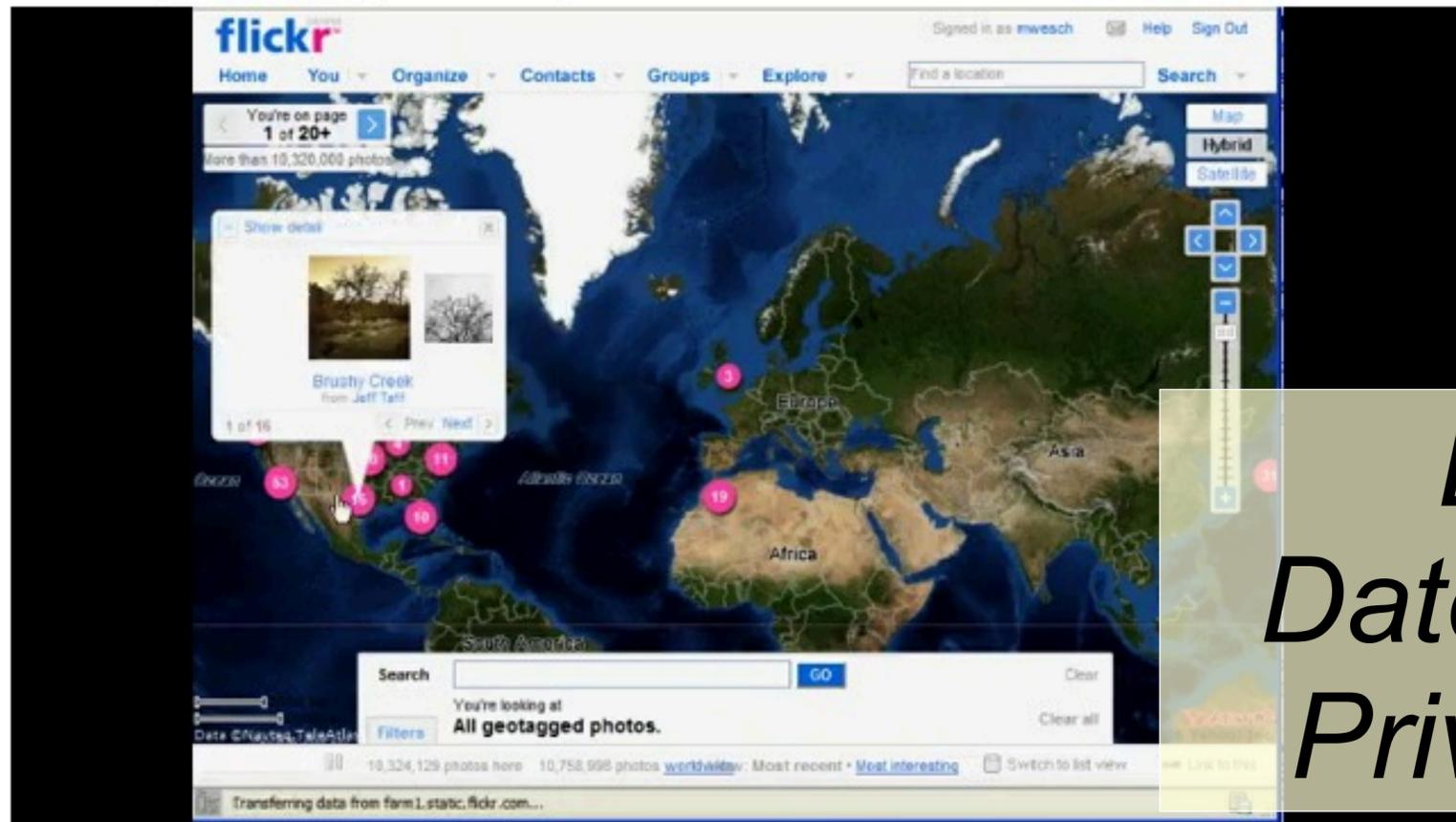


User-generated Content: U-Tube



The Machine is Us/ing Us (Final Version)

mwesch 12 Videos Abonnieren



Das Netz wird zum privaten Datenspeicher. Grenzen zwischen Privat & Öffentlich verschwinden.



mwesch | 8. März 2007 | Gefällt 5.386, gefällt 448 nicht
"Web 2.0" in just under 5 minutes. <http://mediatedcultures.net> Thi...

Vorschläge



Social Bookmarking: del.icio.us

- Social Bookmarking ist kein Konzept des Web 2.0
 - ▶ 90er Jahre: Fab, Knowledge Pump, Pharos mit wenig Erfolg

The image shows a screenshot of the del.icio.us website. The main content area displays search results for the term 'grouwi'. The results list various bookmarks with their titles, authors, and save dates. For example, 'Social Software' is listed as saved by 7 other people 4 hours ago, and 'Netvibes' is listed as saved by 15174 other people 2 minutes ago.

Overlaid on the bottom right is a browser window showing the 'save' form for a bookmark. The form fields are filled with the following information:

- url: <http://www.fastcompany.com/online/38/ideazone.html>
- description: Community Standards
- notes: (empty)
- tags: grouwi

The browser window title is 'http://del.icio.us - tietschla's bookmarks on del.icio.us - Mozilla Firefox'. The status bar at the bottom of the browser window shows 'Fertig' and 'Proxy: None'.

Mash-Ups: Plazes.com

- Daten aus verschiedenen Anwendungen werden zusammengeführt (Mash up)
- In Webseiten, Blogs oder Apps eingefügt
 - ▶ z.B. die letzten 10 Bilder aus flickr
- Twitter
 - +Geotagging
 - +Points of Interest
 - +Social Networking

PLAZES
Right Place, Right Time

Login Groups Radar Join

Search for ...

Where at?
Plazes is your social web to go

Sign up

Empire State Buildi...
5 Ave, West 32 Street
New York, , US
Jump to radar

Share your **location** and stay connected with your friends.

Add **people** you trust and you want to be your contacts.

See who's crossing your path and **what's** happening nearby.

The Plazer is your autopilot for Plazes It conveniently checks you in and keeps you updated on your contacts' whereabouts directly on your desktop.

You don't need a fancy phone to use **Plazes** on your mobile. Simply text your location and we will plaze you there!

NOKIA
PLAZES

"Nokia has acquired the services provided through plazes.com. Together with the Plazes team, Nokia will work on further improving and developing this service for you. See more on location based services at www.maps.nokia.com"

fire eagle Plazes works with the services that you love to use.

Kollaborative Intelligenz: Amazon

amazon.de Hallo, Michael A. Herzog. Wir haben [Empfehlungen](#) für Sie. ([Ausloggen](#)) Winter-Angebote bis -60%

[Michaels Amazon](#) | [Sonderangebote](#) | [Wunschzettel](#) | [Gutscheine](#) | [Geschenke](#) Mein Konto | [Hilfe](#) | [Impressum](#)

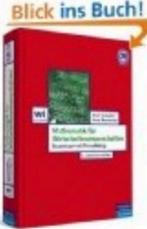
Alle Kategorien ansehen

[Mein Amazon](#) | [Ihre persönliche Seite](#) | [Ihre Empfehlungen](#) | [Diese Artikel bewerten](#) | [Verbessern Sie Ihre Empfehlungen](#) | [Gutscheine](#) | [Mein Profil](#) | [Mehr dazu](#)

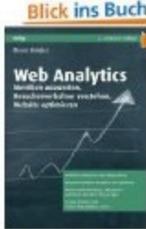
Michael, willkommen bei Amazon.de (Wenn Sie nicht Michael A. Herzog sind, [klicken Sie bitte hier.](#))

Heutige Empfehlungen für Sie

Hier sind einige der Ihnen empfohlenen Artikel. Klicken Sie hier, um [alle Empfehlungen anzuzeigen](#). Seite 6 von 88 (Zum Anfang)



Mathematik für Wirtschaftswiss... (Gebundene Ausgabe) von Peter Hammond
★★★★☆ (16) EUR 49,95
[Diese Empfehlung korrigieren](#)



Web Analytics: Metriken auswer... (Taschenbuch) von Marco Hassler
★★★★★ (5) EUR 29,95
[Diese Empfehlung korrigieren](#)

Verbessern Sie Ihre Empfehlungen

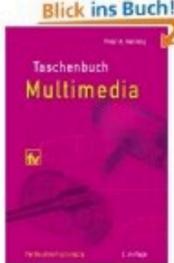
The Long Tail: Nischenprodukte statt Massenmarkt Das Geschäft der Zukunft 

Diesen Artikel bewerten
x) ★★★★★

Nicht für Empfehlungen berücksichtigen

[Von Ihnen gekaufte Artikel](#) (15)
[Von Ihnen bewertete Artikel](#) (11)

Von Ihrer Wunschliste



Taschenbuch Multimedia. (Gebundene Ausgabe) von Peter A. Henning

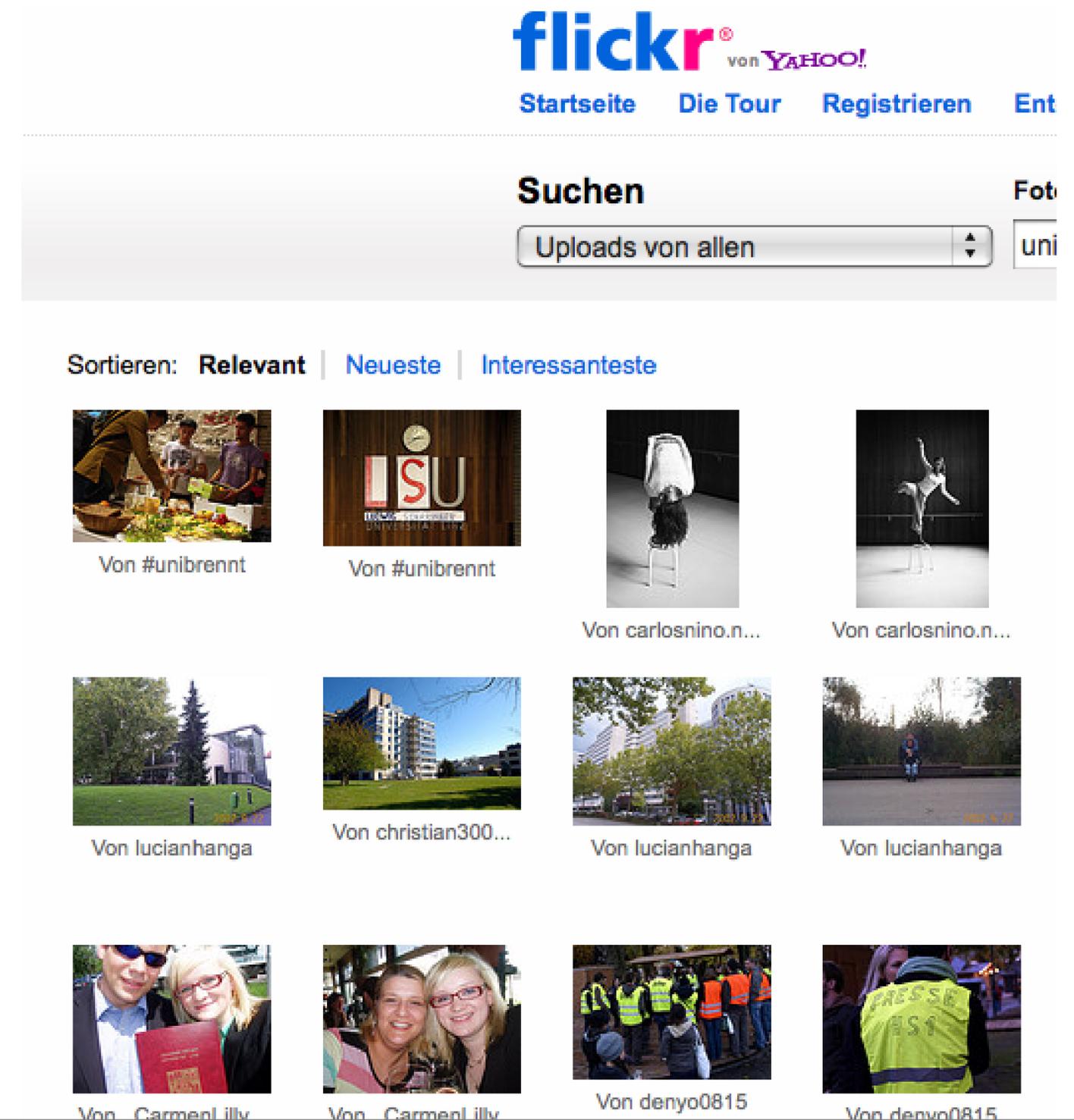
Neu für Sie

Seite 1 von 2

Ein Dienst wird umso besser, je mehr Leute ihn nutzen.

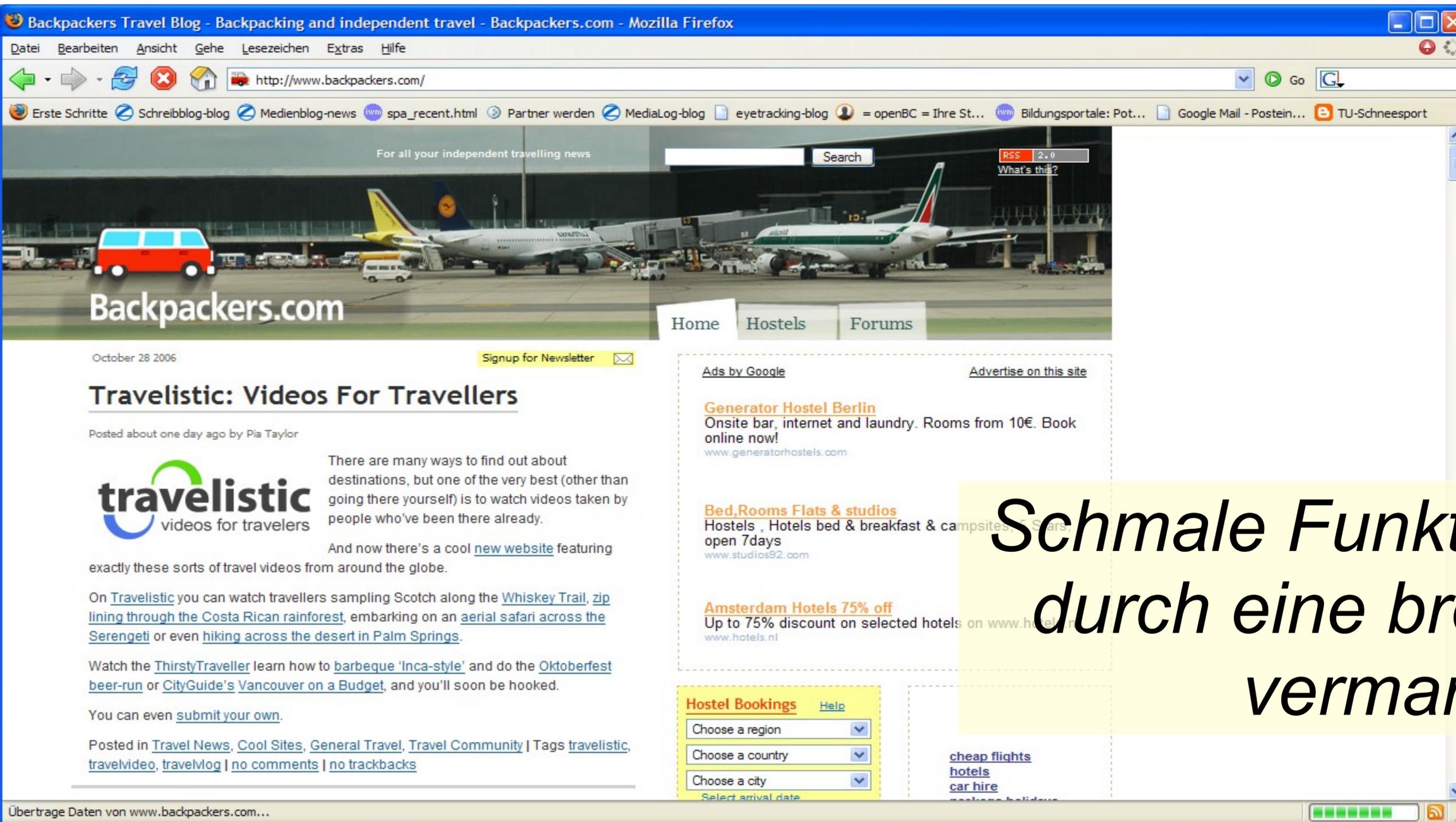
- Fokus: Archiv für Bilder
 - ▶ Integration von Gruppenbildung
- Hintergrund
 - ▶ Klassifikation von Bildern durch Menschen ist effektiver und natürlicher als durch Suchmaschinen

Von Ahn und Dabbish (2004)



The screenshot shows the Flickr website interface. At the top right is the Flickr logo with 'von YAHOO!' and navigation links: 'Startseite', 'Die Tour', 'Registrieren', and 'Ent'. Below the logo is a search bar with the text 'Suchen' and a dropdown menu showing 'Uploads von allen'. To the right of the search bar is a partial view of a search result with the text 'Fot' and 'uni'. Below the search bar are sorting options: 'Sortieren: Relevant', 'Neueste', and 'Interessanteste'. The main content area displays a grid of 12 image thumbnails. Each thumbnail has a caption below it: 'Von #unibrennt', 'Von #unibrennt', 'Von carlosnino.n...', 'Von carlosnino.n...', 'Von lucianhanga', 'Von christian300...', 'Von lucianhanga', 'Von lucianhanga', 'Von CarmenLilly', 'Von CarmenLilly', 'Von denyo0815', and 'Von denyo0815'.

„The long Tail“: Google AdSense



Backpackers Travel Blog - Backpacking and independent travel - Backpackers.com - Mozilla Firefox

For all your independent travelling news

Backpackers.com

October 28 2006

Travelistic: Videos For Travellers

Posted about one day ago by Pia Taylor

There are many ways to find out about destinations, but one of the very best (other than going there yourself) is to watch videos taken by people who've been there already.

And now there's a cool [new website](#) featuring exactly these sorts of travel videos from around the globe.

On [Travelistic](#) you can watch travellers sampling Scotch along the [Whiskey Trail](#), [zip lining through the Costa Rican rainforest](#), embarking on an [aerial safari across the Serengeti](#) or even [hiking across the desert in Palm Springs](#).

Watch the [Thirsty Traveller](#) learn how to [barbeque 'Inca-style'](#) and do the [Oktoberfest beer-run](#) or [CityGuide's Vancouver on a Budget](#), and you'll soon be hooked.

You can even [submit your own](#).

Posted in [Travel News](#), [Cool Sites](#), [General Travel](#), [Travel Community](#) | Tags [travelistic](#), [travelvideo](#), [travelMog](#) | [no comments](#) | [no trackbacks](#)

Übertrage Daten von www.backpackers.com...

- Werbeflächen-Angebote werden aufgenommen und Anzeigen auf die Werbeflächen verteilt

Schmale Funktionen werden durch eine breite Nutzung vermarktbar.

<http://www.google.com/adsense/>

Moodle Demonstration Site

http://demo.moodle.net/

Sie sind nicht angemeldet (Login) Deutsch (de)

> moodle.org > moodle.com

Moodle Demonstration Site

Navigation

Startseite
> Kurse

License



All content on this site is made available under a [Creative Commons Attribution-Share Alike 3.0 License](#), unless otherwise stated.

Welcome!

This site is for you to explore features in Moodle 2.0, our most recent stable release.



Here are some demo accounts for you to use:

- Administrator - username *admin*, password *demo*
- Manager - username *manager*, password *demo*
- Teacher - username *teacher*, password *demo*
- Student - username *student*, password *demo*

The database and files are erased and restored to a clean state every hour on the hour, so don't worry if you make a mess.

Also please note that you might not be the only person using one of the demo accounts at the same time, so you may see unexpected things happen occasionally.

Kurse

- Arabic
 - الأنشطة
- Bulgarian
 - Moodle Demo
- Dutch
 - ICT en samenleving

Login

Anmeldename

Kennwort

Login

[Neuen Zugang anlegen?](#)

[Kennwort vergessen?](#)

Moodle News



Upcoming MoodleMoots in 2011
Moodle 2.0.1 released.
Mt Orange School Demo site now available!
Changes in Moodle HQ development practices
Moodle 2.0 videos

[Quellseite ...](#)

Kommentare

[Moodle 2.01]

[M.Wesch, Mar 2007
<http://mediatedcultures.net>]



- Offenheit der Daten (APIs, Web Services)
 - ▶ API= Anwendungsschnittstellen, Datenaustausch mit anderen Anwendungen
- Web Standards (CSS, XHTML, DOM Scripting)
 - ▶ Trennung von Form und Inhalt,
 - ▶ XML als Grundlage;
 - ▶ SAX/DOM=> standardisierte Programmierschnittstellen für Zugriff auf (HTML-, XML-, ...) Dokumente
- RSS
 - ▶ Abonnieren von neuen Inhalten
- Dynamische Webserver (Ajax...)
 - ▶ innerhalb einer HTML-Seite wird eine HTTP-Anfrage durchgeführt, ohne die Seite neu zu laden.
- ...



- Dynamische Entwicklung: „perpetual beta“
- „The long tail“: schmale Funktion, breite Nutzung
- Dezentralisierung: P2P, APIs
- Folksonomie: Tagging statt Taxonomie
- Daten statt Funktionen
- „Rich User Experience“ statt Technikzentrierung
- „Radical Trust“: Social Software, Partizipation
- Konstanter Remix
 - ▶ Mash-Ups, iFrames
 - ▶ „some rights reserved“
- Desktop im Netz

What's up next?

Web 3.0, Web 4.0?



	Driver	
Web „syntactic web“	Media Owner	Extend into Internet
Web 2.0 „social web“	User	User Generated Content
Web 3.0 „semantic web“	Content	Semantic Network

F. Brody: Zwischen Web 2.0 und Web 3.0, MP2007 Berlin



- The Semantic Web?
- Virtual Reality?
- The Social Web?
- The Mobile Web?

- Web meets World

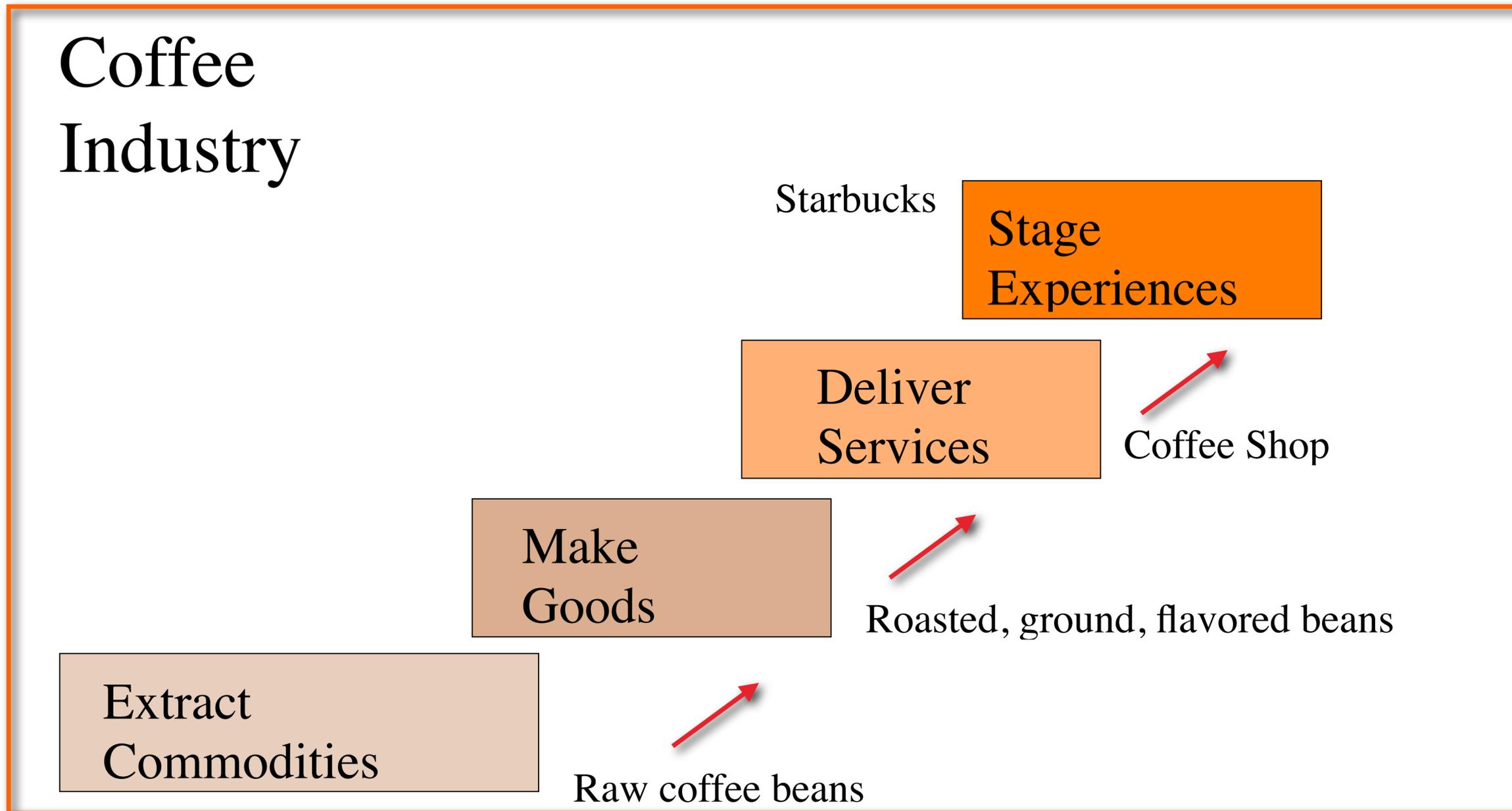
[Tim O'Reilly and John Battelle, 2009
<http://www.oreillynet.com/pub/e/1358>]

Differentiated

Life Changing

Competitive Position

Relevancy to Customers



Undifferentiated

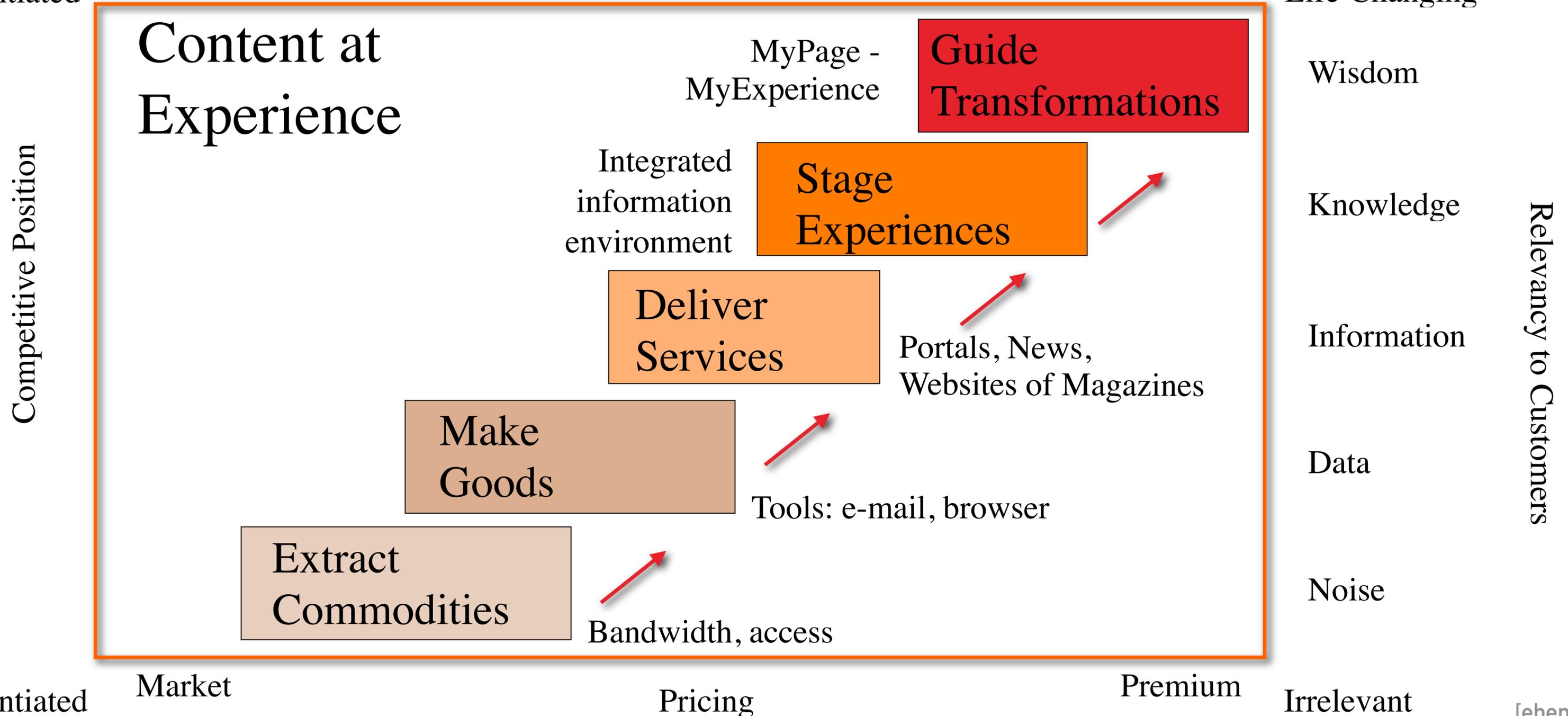
Market 1 c 10 c \$ 1 \$ 4 Premium Irrelevant

Pricing

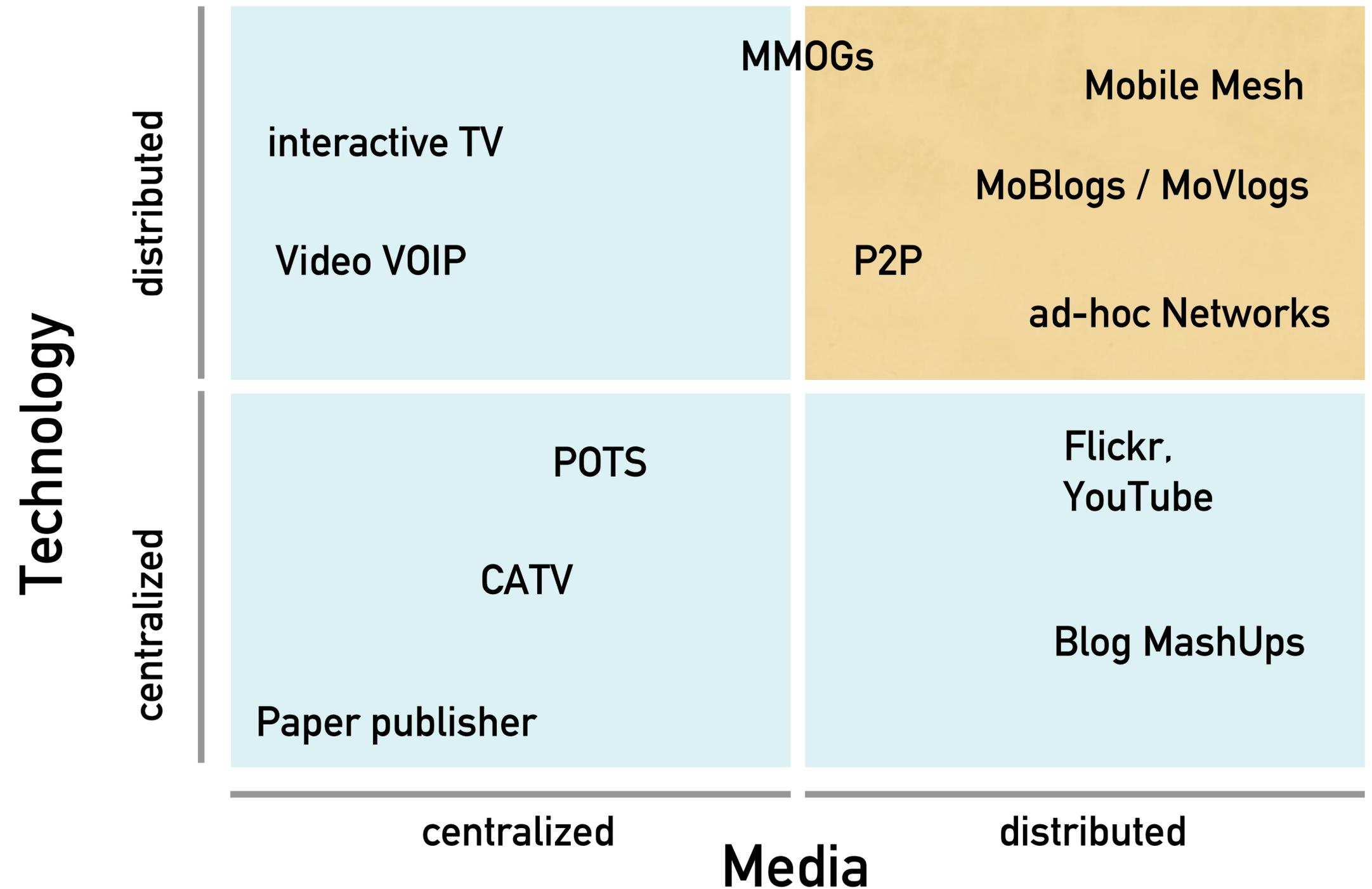
F. Brody: Zwischen Web 2.0 und Web 3.0, MP2007 Berlin

Differentiated

Life Changing



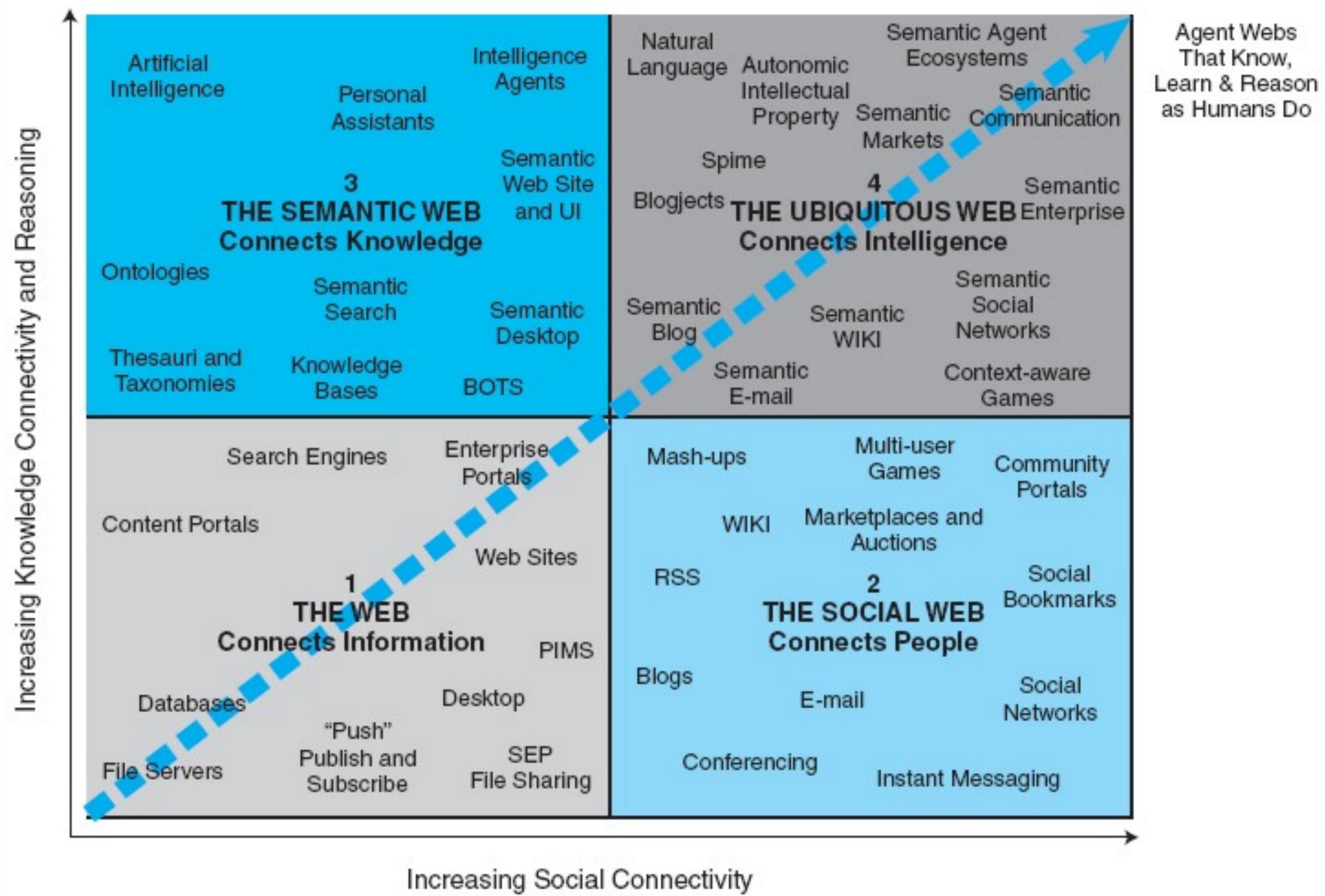
[ebenda]



- **Mobiles Internet**
 - ▶ immer dabei, immer an
 - ▶ RealTime
- **Geoinformation: „The Web meets the real World“**
 - ▶ Augmented Reality
 - ▶ 3D Geomodelle als Interface zu den Informationen
- **Automatische Verknüpfung und Visualisierung von Informationen**
 - ▶ Mustererkennung
- **Sensoren und Aktuatoren**
- **Selbständig kooperierende Datensysteme verschiedenster Hersteller**
 - ▶ Cloud
 - ▶ Smart Metering



Quelle: wiktude, Salzburg



[Turban 2010, Fig. 9.8]

Original: M. Davis, Semantic Wave 2008, projectX.com

LEGO Universe : The Massively Multiplayer Online Game - LEGO Universe

http://universe.lego.com/en-us/splash/default.aspx

LEGO Home Products Games Create & Share Shop

Change Region Search LEGO ID Sign Up Sign In

GAME INFO COMMUNITY MEDIA PARENTS HELP MY ACCOUNT

UNIVERSE

MASSIVELY MULTIPLAYER ONLINE GAME

Join the amazing online adventure today!
Available in stores now!

Frostburgh

About LEGO U

"Best New MMO" - E3

How to start playing?

About News! Screenshots Videos Shop Subscription

[http://universe.lego.com, Jan 2011]