

Social Media, Web 2.0

was tut sich so im Internet ...

Till Hänisch
DHBW Heidenheim (c) 2011

Web 2.0:

Technik
(Web Services,
Semantik Web)

Web für Menschen → Web für Computer

Mitmach-Web

Web für Spezialisten → Web für alle
Social Media

Technik
(Web Services,
Semantik Web)

Web für Menschen → Web für Computer

Mitmach-Web

Web für Spezialisten → Web für alle
Social Media

Mitmach-Web

Web für Spezialisten



Web für alle
Social Media

Mitmach-Web

Web für Spezialisten



Web für alle
Social Media

Social Media boomt !

Portale

Suchmaschinen,
SEO

Social Web

2000

2005

2010



Portale

Suchmaschinen,
SEO

Social Web

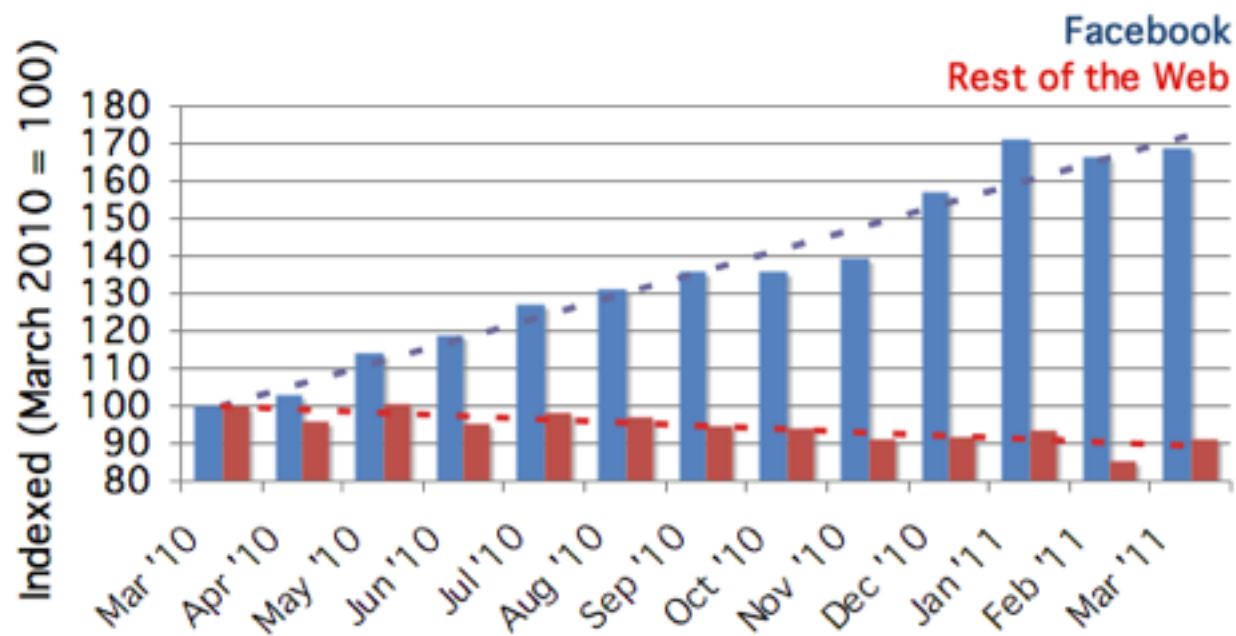
2000

2005

2010

Why Media Companies Must Embrace Facebook

Consumption in Total Minutes of U.S. Web Use (Indexed)



Source: Ben Elowitz, Wetpaint / comScore

[<http://allthingsd.com/20110623/the-web-is-shrinking-now-what>]

Portale

Suchmaschinen,
SEO

Social Web

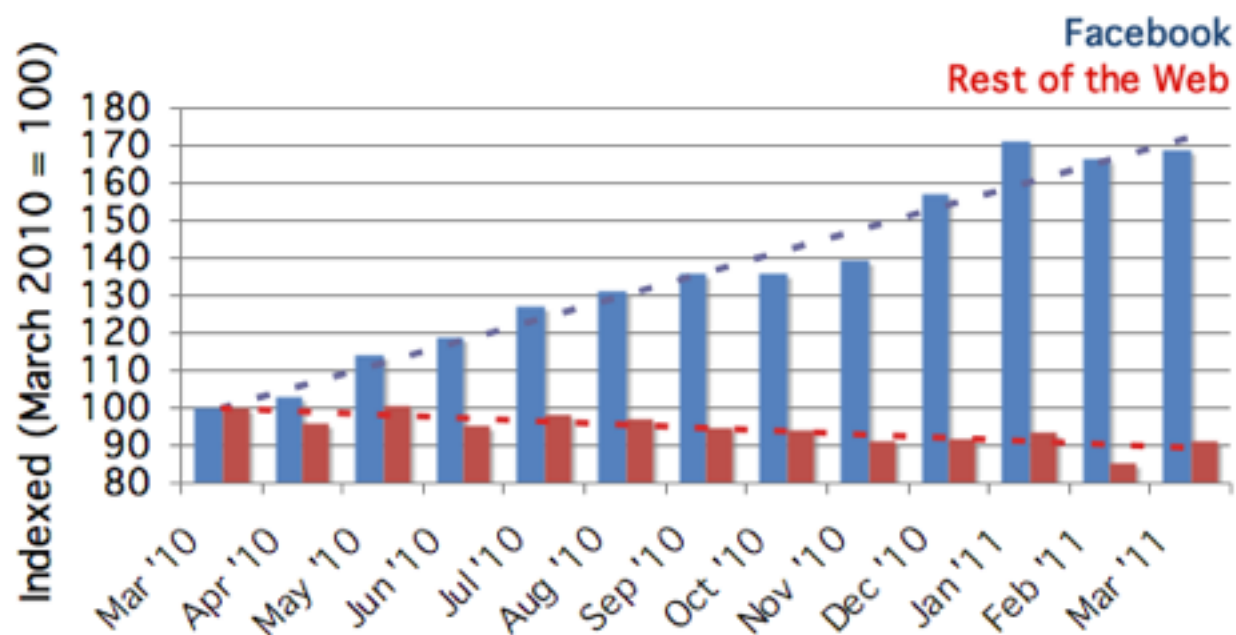
2000

2005

2010

Why Media Companies Must Embrace Facebook

Consumption in Total Minutes of U.S. Web Use (Indexed)



Source: Ben Elowitz, Wetpaint / comScore



[<http://allthingsd.com/20110623/the-web-is-shrinking-now-what>]

facebook & Co: Social Networks

Angemeldet bleiben Passwort vergessen

[Registrieren](#) **Angela Merkel ist bei Facebook.**
Registriere dich für Facebook, um mit Angela Merkel in Verbindung zu treten.



Angela Merkel

[Pinnwand](#) [Info](#) [Fotos](#) [Veranstaltungen](#) [Video](#) [YouTube Box](#) [»](#)

[Angela Merkel](#) Nur Fans



Angela Merkel widmet sich heute den zweiten Deutsch-Israelischen Regierungskonsultationen in Berlin. // is participating in the second German-Israeli government consultations in Berlin today. Live stream of the press conference at ca 3 pm CET:



Bundeskanzlerin | Deutsch-Israelische Regierungskonsultationen: Gemeinsame Presseunterrichtung durch
www.bundeskanzlerin.de
www.bundesregierung.de ist ein Internetangebot des Presse- und Informationsamtes der Bundesregierung. Die Website bietet umfangreiche Informationen zur Bundesregierung Deutschlands, zu Aufgaben, Funktionen und Personen, zum Bundespresseamt sowie zu allen aktuellen politischen Themen.

 vor 20 Stunden

 Peter, Natalya, ANA und 89 anderen gefällt das.

 [Alle 46 Kommentare anzeigen](#)



Angela Merkel sagte in einem Interview für CDU.TV: "Wir haben viele Chancen, die CDU als große Volkspartei weiter zu entwickeln. Das bedeutet, dass wir uns auf alle Wurzeln stützen." // said in an interview: "We have the great opportunity to further develop the CDU as a people's party - drawing on all our roots."

www.youtube.com
www.youtube.com

 Fr um 07:10

 Ivana, Romy, Dominic und 102 anderen gefällt das.

Informationen

Land:
Germany

Aktueller Arbeitsplatz

Amt:
Bundeskanzlerin,
Parteivorsitzende der CDU //
Chancellor of Germany, party
leader

Wahlkreis:
Nr. 015, Stralsund –
Nordvorpommern – Rügen

Partei:
Christlich Demokratische Union
Deutschlands (Christian
Democratic Party)

blogs: CEO



RANDY'S JOURNAL

January 2010

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-------------------|--------------------|-----|--------------------|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

Initial airworthiness

We've reached our first 787 flight test milestone this week, completing what's known as "initial airworthiness" testing. I imagine no one is happier about that than our flight test engineers.

What this milestone means is a couple of things. It makes way for more Dreamliners to enter the flight test program, and more crew members (those flight test engineers) to take part in the flights.



We've logged nearly 60 flight hours on the 787 – combining both of the first

Search



Welcome

This is the home page of Randy's Journal, hosted by [Randy Tinseth](#), vice president, marketing for Boeing Commercial Airplanes in Seattle.

Navigation

- [Home](#)
- [Archives](#)
- [About Randy Tinseth](#)
- [Guidelines](#)

Boeing Links

- [Boeing Commercial](#)

All Things Distributed

Werner Vogels' weblog on building scalable and robust distributed systems.

Expanding the Cloud - Amazon EC2 Spot Instances

By Werner Vogels on December 13, 2009 11:00 PM | [Permalink](#) | [Comments \(11\)](#)

Today we launched a new option for acquiring [Amazon EC2](#) Compute resources: [Spot Instances](#). Using this option, customers bid any price they like on unused Amazon EC2 capacity and run those instances for as long their bid exceeds the current "Spot Price." Spot Instances are ideal for tasks that can be flexible as to when they start and stop. This gives our customers an exciting new approach to IT cost management.

The central concept in this new option is that of the *Spot Price*, which we determine based on current supply and demand and will fluctuate periodically. If the maximum price a customer has bid exceeds the current Spot Price then their instances will be run, priced at the current Spot Price. If the Spot Price rises above the customer's bid, their instances will be terminated and restarted (if the customer wants it restarted at all) when the Spot Price falls below the customer's bid. This gives customers exact control over the maximum cost they are incurring for their workloads, and often will provide them with substantial savings. It is important to note that customers will pay only the existing Spot Price; the maximum price just specifies how much a customer is willing to pay for capacity as the Spot Price changes.

[Spot Instances](#) are ideal for Amazon EC2 customers who have workloads that are flexible as to when its tasks are run. These can be incidental tasks, such as the analysis of a particular dataset, or tasks where the amount of work to be done is almost never finished, such as media conversion from a Hollywood's studio's movie vault, or web crawling for a search indexing company. For most of these tasks their completion is not time critical and as such they are ideal targets for additional cost savings.

Economies of scale

Spot Instances are an innovation that is made possible by the unparalleled economies of scale created by the tremendous growth of the AWS Infrastructure Services. The broad Amazon EC2 customer base brings such diversity in workload and utilization patterns that it allows us to operate Amazon EC2 with extreme efficiency. True to the Amazon philosophy, we let our customers benefit from the economies of scale they help us create by lowering our prices when we achieve lower cost structures. Consistently we have lowered compute, storage and bandwidth prices based on such cost savings.

This massive scale also enables new innovative purchasing models such as Spot Instances that empower our customers to gain even more control over the cost-effectiveness of their IT infrastructure. A highly efficient purchasing model such as Spot Instances is another way in which Amazon EC2 customers benefit from the unique economies of scale found in AWS Infrastructure Services.

Different Purchasing Models



Contact Info


Werner Vogels
CTO - Amazon.com

werner@allthingsdistributed.com

Other places

Follow werner on [twitter](#) if you want to know what he is current reading or thinking about. At [werner.ly](#) he posts material that doesn't belong on this blog or on twitter.

Syndication

 [Subscribe to this weblog's atom feed](#) or [rss feed](#)

Search

blogs: Tagebuch

[Cleantech](#) [Tech Insider](#) [Gadget Gurus](#) [Online Video](#) [Open Source](#) [Web Life](#) [Research](#) [Live Events](#) [About](#) [Contact](#)

 [SIGN UP NOW](#)

WHO DO YOU T

 [articles](#) [forums](#) [archives](#) [reviews](#) [research](#) [submit](#)

What I Think I Know About the Apple Tablet

Written on January 18, 2010 by [Patrick Hunt](#) and [8 people](#) have commented

I'm a writer for a blog that focuses on Apple and its products, including Macs, iPods and iPhones. So I have a duty and an obligation to write one or more posts about the highly anticipated, much discussed, and completely unknown Apple Tablet device expected to be announced on [January 27](#). But based on the last few years, I have a bit of a unique perspective on the tablet, why Apple might create one, and why you might want to buy one if it does.



Almost four years ago — about 9-10 months before the iPhone was first announced in January 2007 — I decided to give up a rather successful user experience consulting practice to follow a dream. I created a company to build and monetize a product of my own making, rather than continue to provide services to others. After some extensive research, a small

[Twitter](#) [Facebook](#) [RSS](#)

Sign up for our daily email:

[Sign Up](#)

 [Advertising Info](#)

 [Write for The Apple Blog!](#)



Quicksilver: The Guide

[Popular Posts](#)

und mobil



New to Twitter? [Sign up now](#) Have an account? [Sign in](#)

twitter™ Share and discover what's happening right now, anywhere in the world.

See what people are saying about...

Haiti OR #haiti [Search](#)

Haiti is a popular topic on Twitter right now. ?

A 7.0 magnitude earthquake struck 10 miles off the coast of Port-Au-Prince on Jan. 12. People are tweeting news from the area or ways to donate to relief efforts.

Realtime results for Haiti OR #haiti

85 more tweets since you started searching.

-  **digitalbids** Stars to auction off Golden Globe outfits for Haiti relief
half a minute ago from API
-  **krawan** NBA Stars raise \$800 for Haiti – I wonder how much the team owners contributed? <http://ping.fm/drOJl>
half a minute ago from Ping.fm
-  **thatsMsB2u** RT @kylawayans: Just finished cleaning out my closet for #haiti ... They need it more than I do!<<<that's really good. Donate people!!!
half a minute ago from Echofon
-  **cafenuba** "I Am Haiti" Solidarity Fundrzzr – Denver 1/23
<http://www.facebook.com/group.php?gid=75716807906&ref=ts#/event.php?eid=406884675510&ref=mf>

Trending topics

- #nowplaying
- Haiti
- #donttalktome
- #iseeyou
- #UselessFacts
- Goodnight
- #ihaveadream
- Shannon Brown
- #musicmonday
- IPL

Search tip
Use **until**: immediately before a specific date to find tweets sent before and until that date.
Example: `ftw until:2009-07-16` will find tweets containing "ftw"

und mobil

New to Twitter? [Sign up now](#) Have an account? [Sign in](#)

twitter™ Share and discover what's happening right now, anywhere in the world.

See what people are saying about...

Haiti OR #haiti [Search](#)

Haiti is a popular topic on Twitter right now. ?

A 7.0 magnitude earthquake struck 10 miles off the coast of Haiti. People are tweeting news from the area or ways to donate to relief efforts.

Realtime results for **Haiti**

85 more tweets

on off Golden Globe outfits for Haiti

from API

Trending topics

- #nowplaying
- Haiti
- #donttalktome
- #iseeyou
- #UselessFacts
- Goodnight
- #ihaveadream
- Shannon Brown
- #musicmonday
- IPL

Search tip

Use **until**: immediately before a specific date to find tweets sent before and until that date.
Example: `ftw until:2009-07-16` will find tweets containing "ftw"

that'sMsB2u RT @kylawayans: Just finished cleaning out my closet for #haiti ... They need it more than I do!<<<that's really good. Donate people!!!
half a minute ago from Echofon

cafenuba "I Am Haiti" Solidarity Fundrzzr - Denver 1/23
<http://www.facebook.com/group.php?gid=75716807906&ref=ts#/event.php?eid=406884675510&ref=mf>

2000% Wachstum 2009!

So ?

The image shows a screenshot of Barack Obama's Twitter profile page. At the top, the Twitter logo and a search bar are visible. The profile header includes a profile picture of Barack Obama, his name "BarrackObama", his handle "@BarrackObama", and his location "Washington, D.C." with the title "President of the United States of America". Below the header, there are buttons for "Folgen" (Follow) and a text follow option. A navigation bar shows "Updates" as the active tab, with other options like "Favoriten", "Following", "Follower", and "Listen". The main content area displays a list of tweets from Barack Obama, including humorous remarks about Tony Danza's rehab, the GOP field for 2012, Guinness, and a CNN interview. On the right side, there is a blue sidebar with a call to action to follow Barack Obama, a question about who he follows, and statistics: 85 Tweets, 1 Following, 43,717 Followers, and 339 Geistes. At the bottom of the sidebar, there are links for "Über uns", "Hilfe", "Blog", "Handy", "Status", "Jobs", "AGB", "Sicherheit", "Inserenten", "Unternehmen", "Medien", "Entwickler", and "Quellen", along with a copyright notice for 2011 Twitter. The background of the sidebar features a blue pattern of stars and the motto "E PLURIBUS UNUM".

twitter Hast Du bereits ein Konto? [Einloggen](#)

BarrackObama
@BarrackObama Washington, D.C.
President of the United States of America

[+ Folgen](#) [Text follow BarrackObama to your carrier's shortcode](#)

Updates [Favoriten](#) [Following](#) [Follower](#) [Listen](#)

BarrackObama BarrackObama
Tumescent Tony's going to rehab? Rehab? To recover from what? Please, never mind. Dont' tell me.
12 Juni

BarrackObama BarrackObama
The GOP field of presidential candidates for 2012 is looking mighty interesting, like a Stephen King - John Waters collaboration, in fact.
28 Mai

BarrackObama BarrackObama
I can tell you with confidence that the Guinness is better over there. Oh, yes, indeed.
27 Mai

BarrackObama BarrackObama
CNN wanted to interview Marty Feldman but discovered he was dead, interviewed Bachmann instead, who was almost as funny & almost as handsome
27 Jan.

BarrackObama BarrackObama
So, Gov. Palin, was this - <http://tinyurl.com/38wp7nt> - the kind of reloading you were talking about?
9 Jan.

Folge BarrackObama auf Twitter
Verpasse keine Updates von BarrackObama. Melde dich heute an und folge deinen Interessen!

[Anmelden »](#)

Fragst du dich, wie BarrackObama Twitter nutzt?
[Entdecke, wem @BarrackObama folgt](#)

Über @BarrackObama

| | | | |
|---------------------|-----------------------|---------------------------|-----------------------|
| 85 Tweets | 1 Following | 43.717 Follower | 339 Geistes |
|---------------------|-----------------------|---------------------------|-----------------------|

[Über uns](#) [Hilfe](#) [Blog](#) [Handy](#) [Status](#) [Jobs](#) [AGB](#) [Sicherheit](#)
[Inserenten](#) [Unternehmen](#) [Medien](#) [Entwickler](#) [Quellen](#)
© 2011 Twitter

E PLURIBUS UNUM

oder so ?

twitter Hast Du bereits ein Konto? [Einloggen](#)

DHBW Stuttgart
@dhw_stgt Stuttgart, Germany
Offizieller Tweet der DHBW Stuttgart (ehemals Berufsakademie Stuttgart); hier twittert Andrea Pöss von der Hochschulkommunikation.
<http://www.dhw-stuttgart.de>

[+ Folgen](#) [Text follow dhw_stgt to your carrier's shortcode](#)

Updates Favoriten Following Follower Listen

dhw_stgt DHBW Stuttgart
DHBW Stuttgart: News: Am 8. Juni 2011 besuchten Vertreter der Technology Innovation Agency (TIA) und der Universität...
<http://bit.ly/j8GPDc>
28 Juni

dhw_stgt DHBW Stuttgart
DHBW Stuttgart: News: Vom 4. bis 7. Oktober 2011 findet in Berlin zum 5. Mal der Workshop „Emotion & Computing –...“
<http://bit.ly/kzszE0>
28 Juni

dhw_stgt DHBW Stuttgart
DHBW Stuttgart: News: Am 9. Juni 2011 fand im Zentrum für E-Mobilität in Stuttgart die vom Zentrum für empirische...
<http://bit.ly/l4iCbJ>
24 Juni

dhw_stgt DHBW Stuttgart
DHBW Stuttgart: News: Im Rahmen der Gartenschau „Horb blüht“ wird vom 18. Juli bis zum 13. August 2011 am Campus...

Folge DHBW Stuttgart auf Twitter
Verpasse keine Updates von DHBW Stuttgart. Melde dich heute an und folge deinen Interessen!

[Anmelden »](#)

Fragst du dich, wie DHBW Stuttgart Twitter nutzt?
[Entdecke, wem @dhw_stgt folgt](#)

Über @dhw_stgt


| | | | |
|----------------------|-------------------------|------------------------|-----------------------|
| 670 Tweets | 213 Following | 531 Follower | 35 Gelistet |
|----------------------|-------------------------|------------------------|-----------------------|

[Über uns](#) [Hilfe](#) [Blog](#) [Handy](#) [Status](#) [Jobs](#) [AGB](#) [Sicherheit](#)
[Inserenten](#) [Unternehmen](#) [Medien](#) [Entwickler](#) [Quellen](#)
© 2011 Twitter

So !

The image shows a screenshot of a Twitter profile page for Chris Anderson (@chr1sa). The page is in German. At the top, there is a search bar with the text 'Suchen' and a magnifying glass icon. To the right, it says 'Hast Du bereits ein Konto? Einloggen'. The profile header includes a profile picture of Chris Anderson, his name 'Chris Anderson', and his handle '@chr1sa' with 'Berkeley' listed as his location. Below this, there is a bio: 'Wired EIC, Long Tail, FREE, DIY Drones, 3D Robotics, GeekDad, etc. (five kids in there, too)' and a website link 'http://www.longtail.com/'. There are two buttons: a green '+ Folgen' button and a grey button with a mobile phone icon and the text 'Text follow chr1sa to your carrier's shortcode'. Below the header, there are tabs for 'Updates', 'Favoriten', 'Following', 'Follower', and 'Listen'. The main content area shows a list of tweets. The first tweet is from 'andrew_zolli' (Andrew Zolli) retweeted by chr1sa, dated June 29, 2011, with the text: 'Interested in #socent, #publichealth, and product design? Read @tgoetz' GREAT @wired piece on feedback loops: http://popte.ch/ihjREy'. The second tweet is from 'adafruit' (adafruit industries) retweeted by chr1sa, dated June 24, 2011, with the text: '@Adafruit Limor Fried – The D.I.Y. Revolution with Tabitha Soren @bloombergnews http://adafru.it/b15789'. The third tweet is from 'chr1sa' (Chris Anderson) dated June 25, 2011, with the text: '"The Web is Shrinking. Now What?" - AllThingsD bit.ly/msXjUE'. The fourth tweet is from 'chr1sa' (Chris Anderson) dated June 22, 2011, with the text: 'Shark attacks robot. Robot "slowed down". No word on shark. bit.ly/iKKTu2'. On the right side of the profile, there is a grey box with the heading 'Folge Chris Anderson auf Twitter' and the text: 'Verpasse keine Updates von Chris Anderson. Melde dich heute an und folge deinen Interessen!'. Below this is a yellow 'Anmelden »' button. Another grey box below that has the heading 'Fragst du dich, wie Chris Anderson Twitter nutzt?' and a button that says 'Entdecke, wem @chr1sa folgt'. At the bottom right, there is a section titled 'Über @chr1sa' with statistics: 1.797 Tweets, 328 Following, 59.605 Follower, and 4.518 Gelistet. At the very bottom of the page, there are links for 'Über uns', 'Hilfe', 'Blog', 'Handy', 'Status', 'Jobs', 'AGB', 'Sicherheit', 'Inserenten', 'Unternehmen', 'Medien', 'Entwickler', and 'Quellen', along with the copyright notice '© 2011 Twitter'.


oder so !

twitter  Suchen  Hast Du bereits ein Konto? [Einloggen](#) 





Lady Gaga



@ladygaga New York, NY
mother monster
<http://www.ladygaga.com>



[+ Folgen](#)  Text follow ladygaga to your carrier's shortcode



[Updates](#) [Favoriten](#) [Following](#)  [Follower](#) [Listen](#) 

2 neue Tweets

 **ladygaga** Lady Gaga 
The single most special moment of my career. Naoto Kan, thank you for the honor. I'll miss you Japan: My Teal Rose
<http://twitpic.com/5j112a>
30 Juni

 **ladygaga** Lady Gaga 
TEAL AMBITION performance of BORN THIS WAY in Paris: bit.ly/mocM2d I love it! The Edge of Glory at piano: bit.ly/kdpu9l
30 Juni

 **ladygaga** Lady Gaga 
SMAP SMAP REVENGE. BORN THIS WAY TATOO TUXEDO MEETS TARANTINO NINJA. <http://twitpic.com/5ii6gm>
29 Juni

 **ladygaga** Lady Gaga 
INTERVIEW IN JAPAN: GAGAPANDA! PART 1: tinyurl.com/3e6tpyj PART 2: tinyurl.com/6ypg4lo
28 Juni


Folge Lady Gaga auf Twitter

Verpasse keine Updates von Lady Gaga. Melde dich heute an und folge deinen Interessen!

[Anmelden »](#)

Fragst du dich, wie Lady Gaga Twitter nutzt?

[Entdecke, wem @ladygaga folgt](#)

 Über @ladygaga

| | | | |
|----------------------|-----------------------------|-------------------------------|----------------------------|
| 917 Tweets | 142.812 Following | 11.334.158 Follower | 203.565 Gelistet |
|----------------------|-----------------------------|-------------------------------|----------------------------|


[Über uns](#) [Hilfe](#) [Blog](#) [Handy](#) [Status](#) [Jobs](#) [AGB](#) [Sicherheit](#)
[Inserenten](#) [Unternehmen](#) [Medien](#) [Entwickler](#) [Quellen](#)
© 2011 Twitter

Bilder, Filme und Geschichten !

You Tube Suchen | Kategorien | Video

Lady Gaga - Born This Way on Taratata

[ladygagaofficial](#) 77 Videos



3:20 / 5:07 360p

108.728

Hochgeladen von [ladygagaofficial](#) am 29.06.2011

Lady Gaga performs "Born This Way" on Taratata.

Gefällt 1.949, gefällt 49 nicht

Auch zu sehen auf:
[TweetMeme](#)

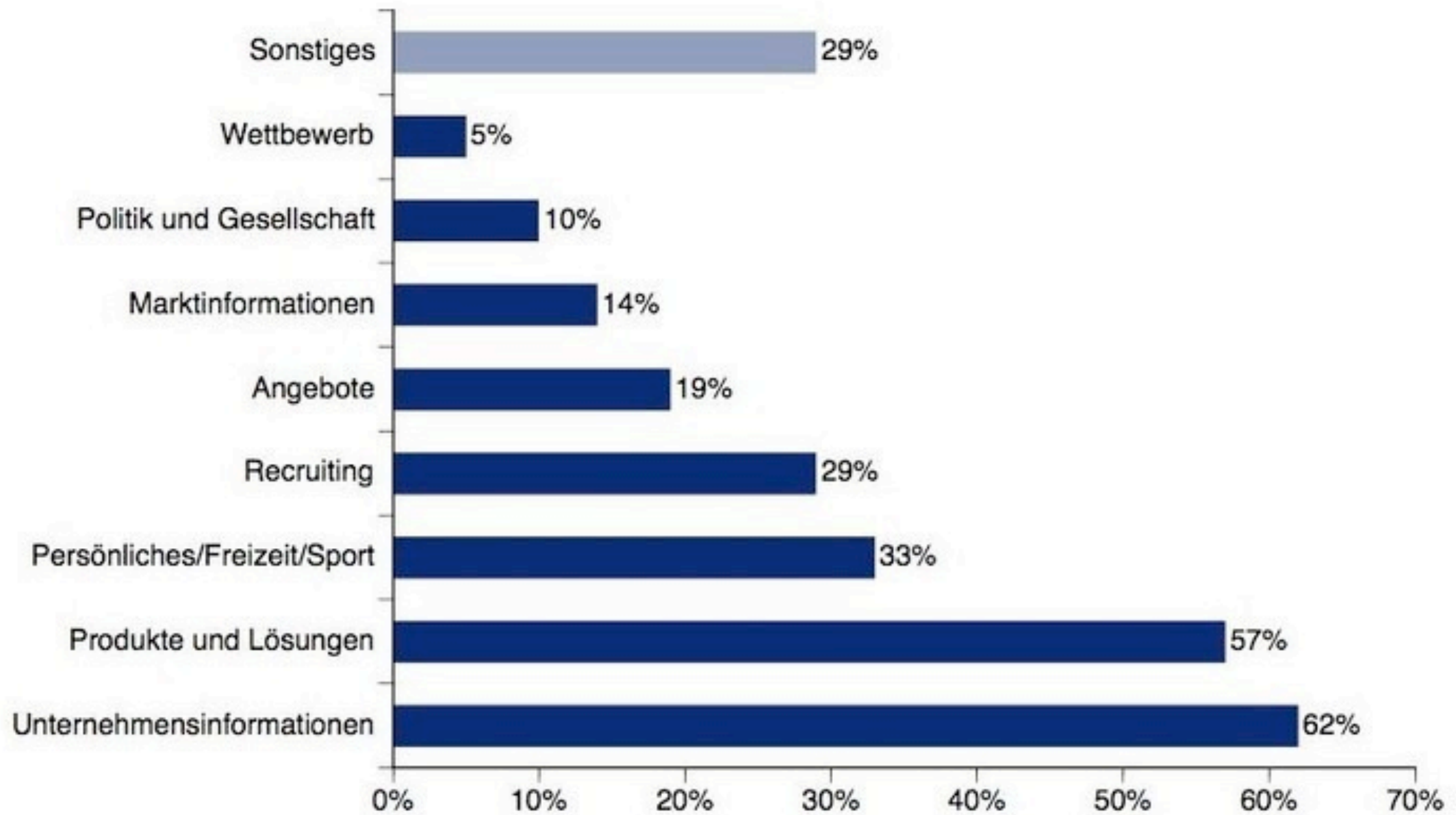
Weitere anzeigen

interessant

aktuell

Viel Arbeit !

Inhalte



Informationen, die Dax-Unternehmen über Social-Media-Plattformen kommunizieren

Quelle: PR-COM, Oktober 2009

ZDNet.de

Die Anfänge: del.icio.us

The screenshot shows the del.icio.us website interface. At the top left is the 'delicious' logo and a navigation menu with 'Home', 'Bookmarks', 'People', and 'Tags'. On the top right, there are links for 'Join Now!', 'What's New?', 'Learn more', 'Help', and 'Sign In', along with a search bar containing 'Search Delicious' and a 'Search' button. Below the navigation is a section titled 'Explore Everyone's Tags' with a sub-header 'See what's popular, or delve into your own interests.' and a search input field labeled 'Tag' with the placeholder 'type a tag'. A button 'Save a new bookmark' is visible on the right. The main content area features a 'Tag Cloud: Popular' section with a 'Sort: Alphabetically | By size' link. The tag cloud contains various terms such as .net, 2008, 3d, advertising, ajax, and animation, with 'art', 'blog', 'design', 'development', 'javascript', 'programming', 'reference', 'software', and 'video' being notably larger. At the bottom, there is a footer with links for 'delicious', 'about', 'blog', 'terms of service', 'privacy policy', 'about our ads', 'copyright policy', 'forums', and 'support', followed by the 'a YAHOO! company' logo.

user generated content

- Anbieter stellt (nur) Plattform, Nutzer liefern Inhalte
- exotisch ?
- Beispiel: google

user generated content

- Anbieter stellt (nur) Plattform, Nutzer liefern Inhalte
- exotisch ?
- Beispiel: google

Google™
Deutschland

Voith|

| | |
|---------------------------|-------------------|
| voith turbo | 96.300 Ergebnisse |
| voith heidenheim | 66.200 Ergebnisse |
| voith paper | 89.300 Ergebnisse |
| voith industrial services | 42.400 Ergebnisse |
| voith hydro | 84.400 Ergebnisse |
| voith crailsheim | 19.800 Ergebnisse |
| voith ravenburg | 11.600 Ergebnisse |
| voith kiel | 19.000 Ergebnisse |
| voith paper krefeld | 5.960 Ergebnisse |
| voith ermo | 5.560 Ergebnisse |

[Erweiterte Suche](#)
[Sprachtools](#)
[Schließen](#)

Trend oder Hype ?

| Rang | Site |
|------|---------------|
| 1 | google.com |
| 2 | facebook.com |
| 3 | youtube.com |
| 4 | yahoo.com |
| 5 | live.com |
| 6 | wikipedia.org |
| 7 | blogger.com |
| 8 | baidu.com |
| 9 | msn.com |
| 10 | yahoo.co.jp |
| 11 | qq.com |
| 12 | twitter.com |
| 13 | google.co.in |
| 14 | myspace.com |
| 15 | google.cn |
| 16 | sina.com.cn |
| 17 | google.de |
| 18 | amazon.com |
| 19 | wordpress.com |
| 20 | microsoft.com |

weltweit

| Rang | Site |
|------|----------------------|
| 1 | google.de |
| 2 | google.com |
| 3 | youtube.com |
| 4 | ebay.de |
| 5 | facebook.com |
| 6 | wikipedia.org |
| 7 | amazon.de |
| 8 | yahoo.com |
| 9 | spiegel.de |
| 10 | web.de |
| 11 | gmx.net |
| 12 | studiverzeichnis.com |
| 13 | bild.de |
| 14 | twitter.com |
| 15 | blogger.com |
| 16 | t-online.de |
| 17 | wer-kennt-wen.de |
| 18 | live.com |
| 19 | xing.com |
| 20 | chip.de |

Deutschland

user generated

search engines

Messaging Portale Provider

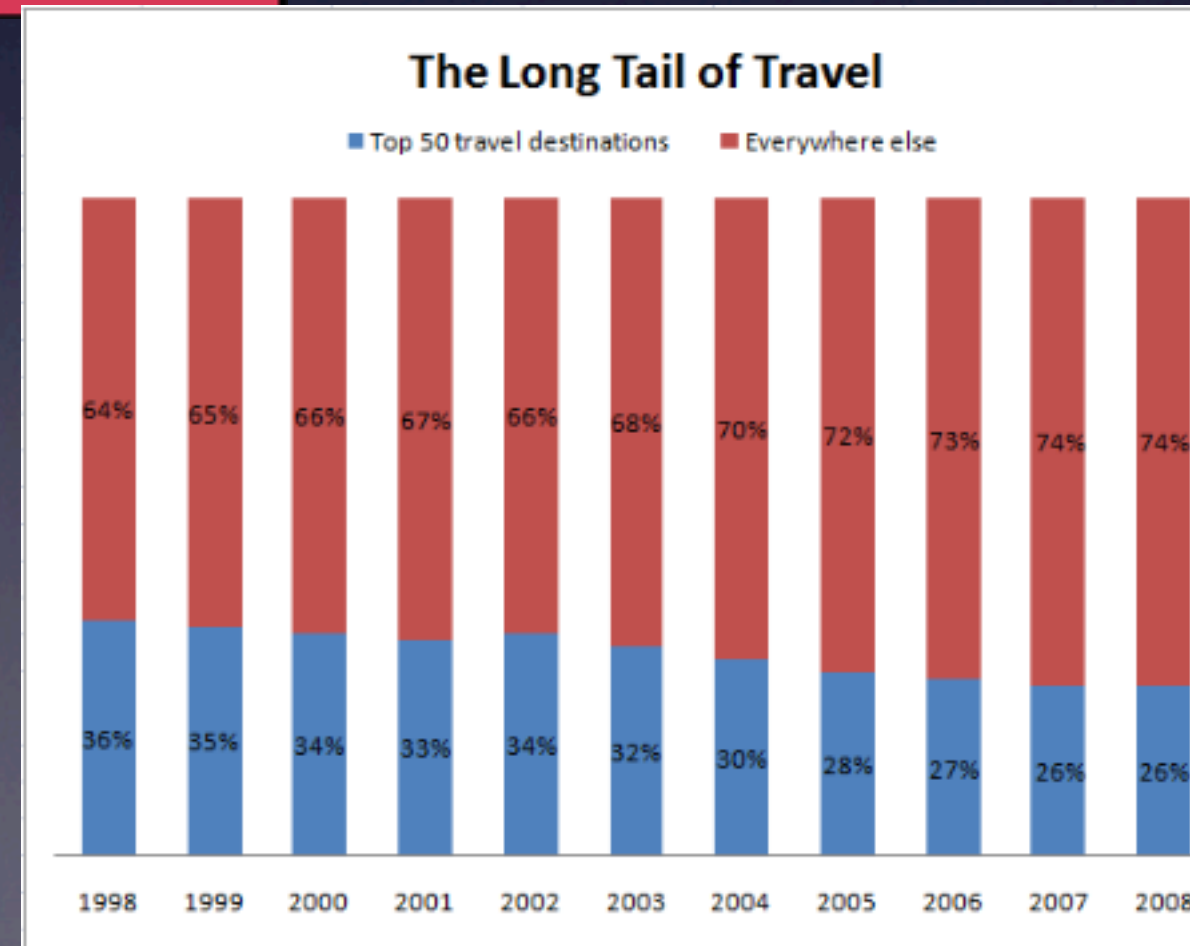
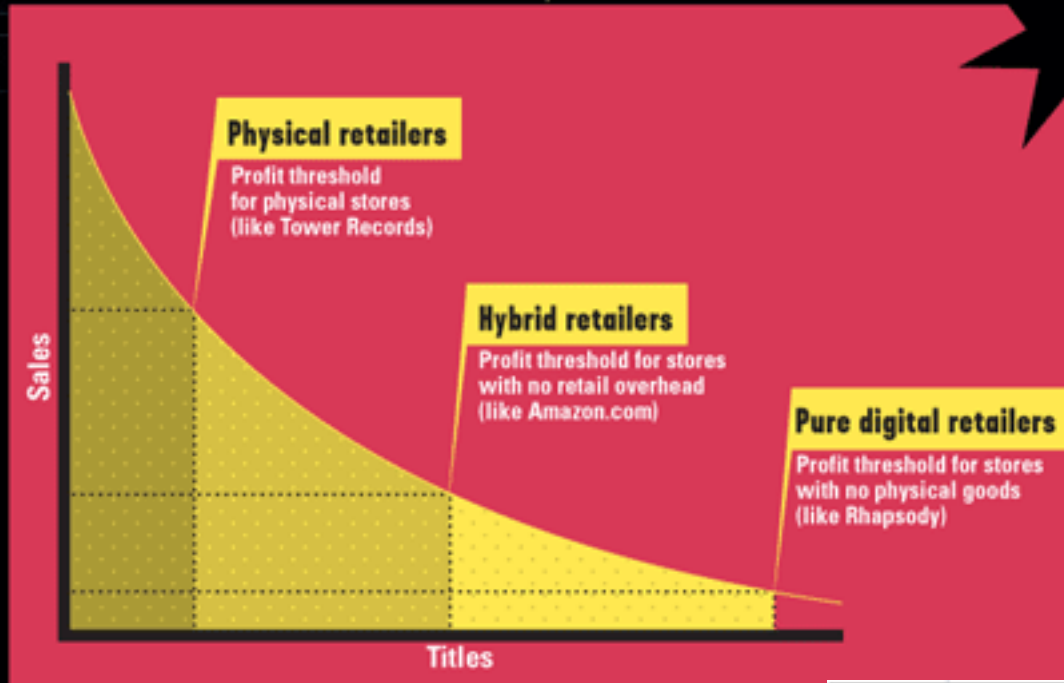
THE LONG TAIL

Chris Anderson's blog

THE BIT PLAYER ADVANTAGE

Beyond bricks and mortar there are two main retail models – one that gets halfway down the Long Tail and another that goes all the way. The first is the familiar hybrid model of Amazon and Netflix, companies that sell physical goods online. Digital catalogs allow them to offer unlimited selection along with search, reviews, and recommendations, while the cost savings of massive warehouses and no walk-in customers greatly expands the number of products they can sell profitably.

Pushing this even further are pure digital services, such as iTunes, which offer the additional savings of delivering their digital goods online at virtually no marginal cost. Since an extra database entry and a few megabytes of storage on a server cost effectively nothing, these retailers have no economic reason not to carry *everything* available.



[http://longtail.typepad.com/the_long_tail/]

Der Weg

Gartner expects that managing users' transition from a file-orientation to Web 2.0 approach will be a major challenge for organisations.

“There are fundamental differences between working styles that are file-oriented and document-based and those that are Web 2.0 and browser-based,”

Jeff Mann, research vice president at Gartner.

via gartner.com

Neues Kommunikationsmedium muß erst erlernt werden
vergleiche email, Intranet !

Noch Fragen ?

haenisch@dhbw-heidenheim.de

