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

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Social Media

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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

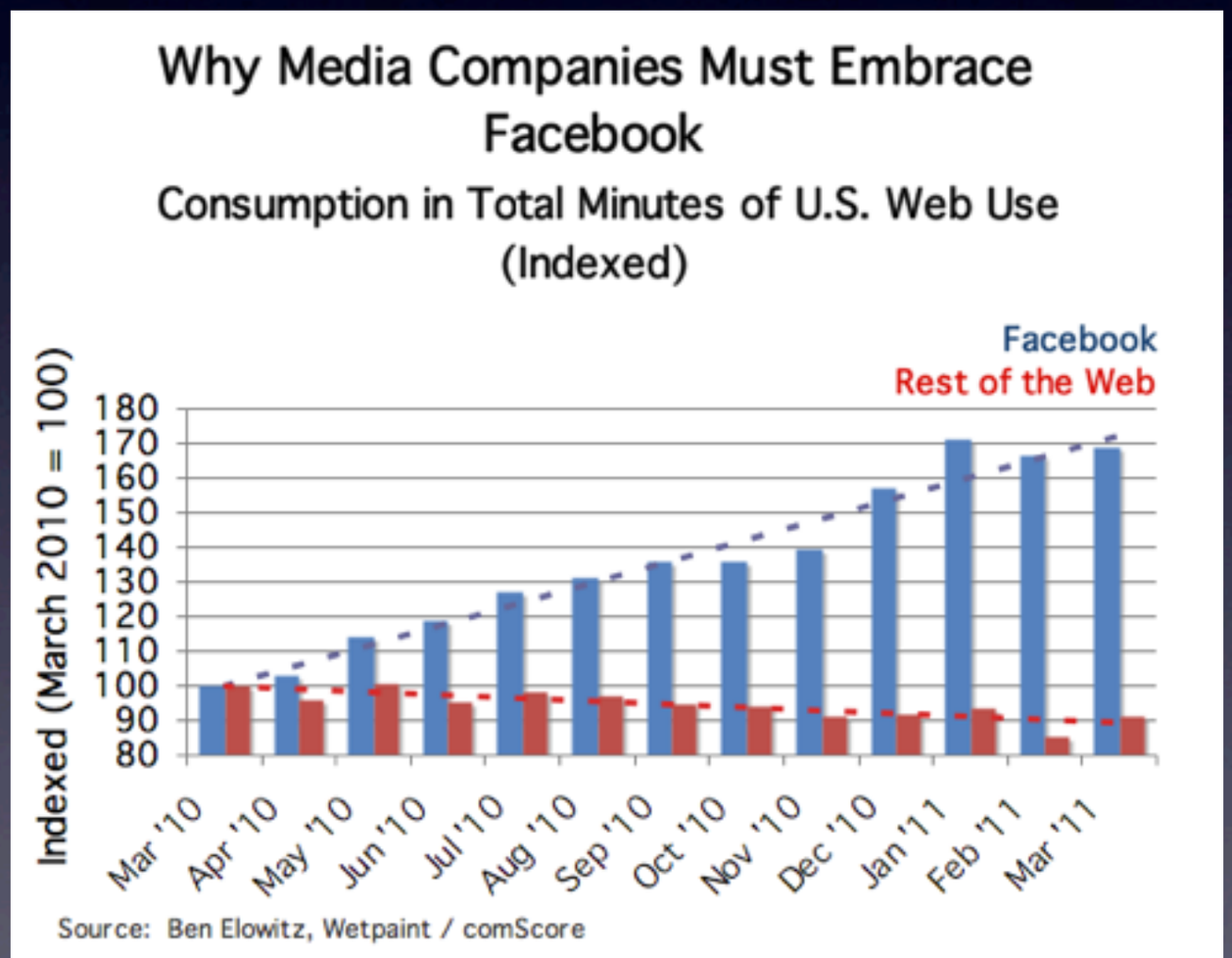
Suchmaschinen, SEO

Social Web

2000

2005

2010



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

Portale

Suchmaschinen, SEO

Social Web

2000

2005

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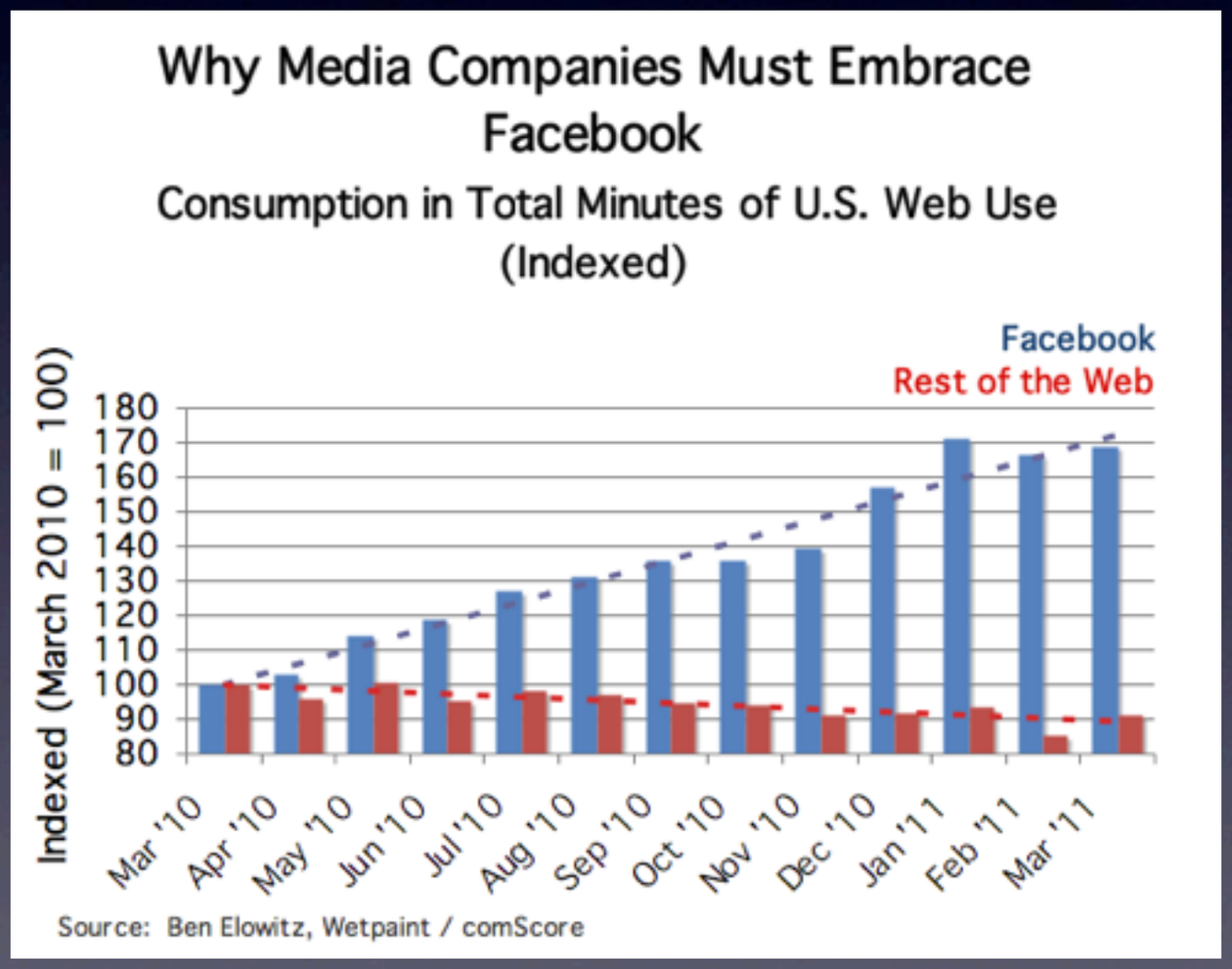


[http://allthingsd.com/20110623/the-web-is-shrinking-now-what]

facebook & Co: Social Networks

facebook

Angemeldet bleiben Passwort verges

E-Mail Passwort

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 zurBundesregierung Deutschlands, zu Aufgaben, Funktionen undPersonen, 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

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

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						

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

blogs: Guru

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

Search

blogs: Tagebuch

Cleantech | Tech Insider | Gadget Gurus | Online Video | Open Source | Web Life | Research | Live Events | About | Contact

GIGAOM PRO
WHO DO YOU T
SIGN UP NOW

theAppleBlog

articles forums archives reviews research submit

Search theAppleBlog

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:
you@example.com
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 Fundrzr - 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 ....

2000 % Wachstum 2009 !

So ?

twitter Suchen 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	1	43.717	339
Tweets	Following	Follower	Gelistet

Über uns Hilfe Blog Handy Status Jobs AGB Sicherheit
Inserenten Unternehmen Medien Entwickler Quellen
© 2011 Twitter

oder so ?

twitter Suchen Hast Du bereits ein Konto? Einloggen

DHBW Stuttgart

@dhbw_stgt Stuttgart, Germany

Offizieller Tweet der DHBW Stuttgart (ehemals Berufsakademie Stuttgart); hier twittert Andrea Pöss von der Hochschulkommunikation.

http://www.dhbw-stuttgart.de

Folgen | Text **follow dhbw_stgt** to your carrier's shortcode

Updates | Favoriten | Following | Follower | Listen

dhbw_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

dhbw_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

dhbw_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

dhbw_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 **@dhbw_stgt** folgt

Über @dhbw_stgt

670	213	531	35
Tweets	Following	Follower	Gelistet

Über uns Hilfe Blog Handy Status Jobs AGB Sicherheit
Inserenten Unternehmen Medien Entwickler Quellen
© 2011 Twitter

So !

twitter Suchen Hast Du bereits ein Konto? Einloggen

Chris Anderson

@chr1sa Berkeley

Wired EIC, Long Tail, FREE, DIY Drones, 3D Robotics, GeekDad, etc. (five kids in there, too)

http://www.longtail.com/

Folgen

Text **follow chr1sa** to your carrier's shortcode

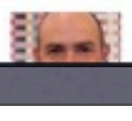
Updates | Favoriten | Following | Follower | Listen

andrew_zolli Andrew Zolli von chr1sa
Interested in #socent, #publichealth, and product design? Read @tgoetz' GREAT @wired piece on feedback loops: http://popte.ch/ihjREy
29 Juni

adafruit adafruit industries von chr1sa
@Adafruit Limor Fried – The D.I.Y. Revolution with Tabitha Soren @bloombergnews http://adafru.it/b15789
24 Juni

chr1sa Chris Anderson
"The Web is Shrinking. Now What?" - AllThingsD bit.ly/msXjUE
25 Juni

chr1sa Chris Anderson
Shark attacks robot. Robot "slowed down". No word on shark. bit.ly/iKKTu2
22 Juni



chr1sa Chris Anderson

Folge Chris Anderson auf Twitter

Verpasse keine Updates von Chris Anderson. Melde dich heute an und folge deinen Interessen!

Anmelden »

Fragst du dich, wie Chris Anderson Twitter nutzt?

Entdecke, wem **@chr1sa** folgt

Über @chr1sa

1.797	328	59.605	4.518
Tweets	Following	Follower	Gelistet

Über uns Hilfe Blog Handy Status Jobs AGB Sicherheit Inserenten Unternehmen Medien Entwickler Quellen

© 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

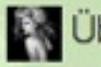
Folge Lady Gaga auf Twitter

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



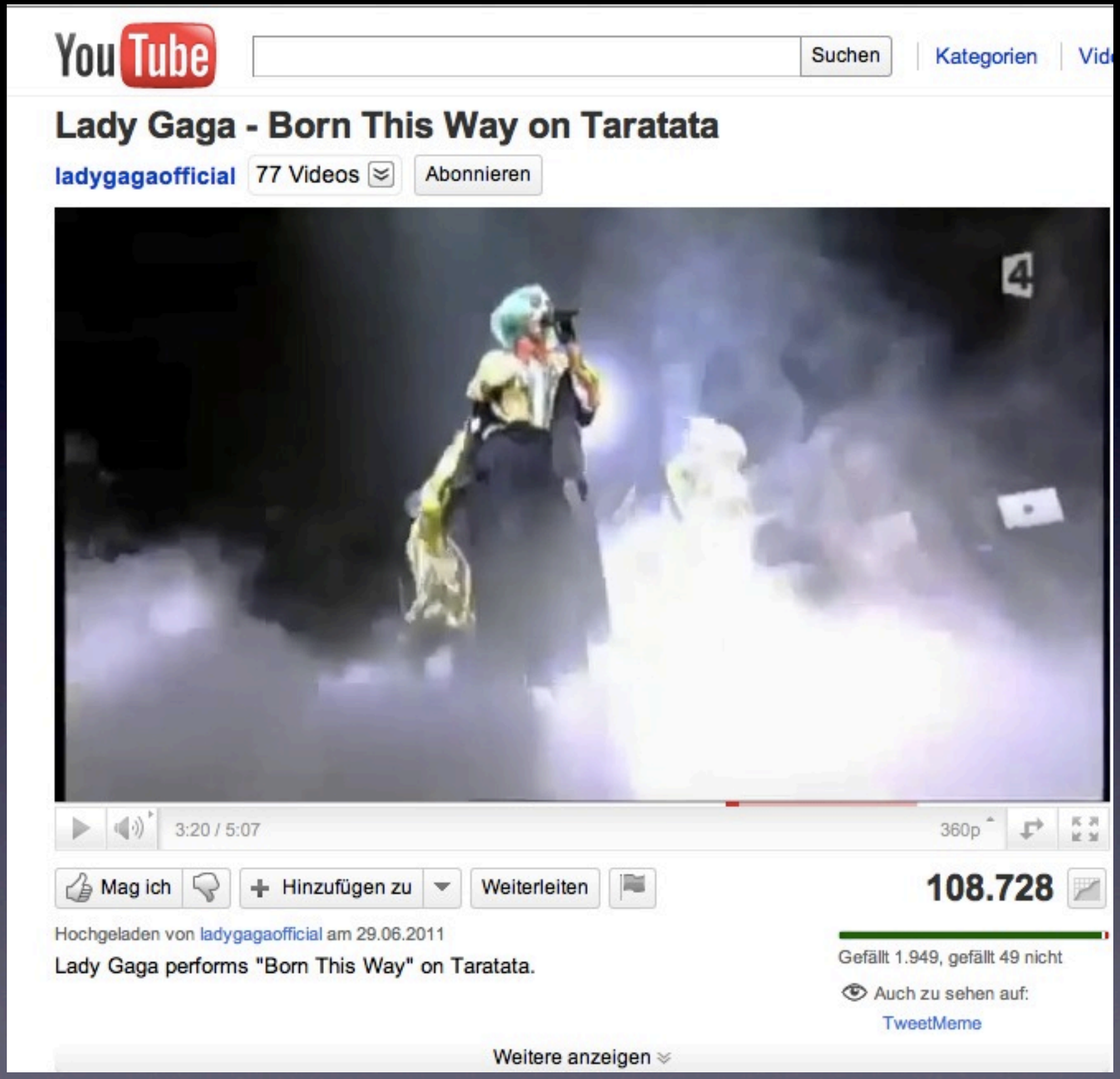
Über @ladygaga

917	142.812	11.334.158	203.565
Tweets	Following	Follower	Gelistet

Über uns Hilfe Blog Handy Status Jobs AGB Sicherheit Inserenten Unternehmen Medien Entwickler Quellen

© 2011 Twitter

Bilder, Filme und Geschichten !

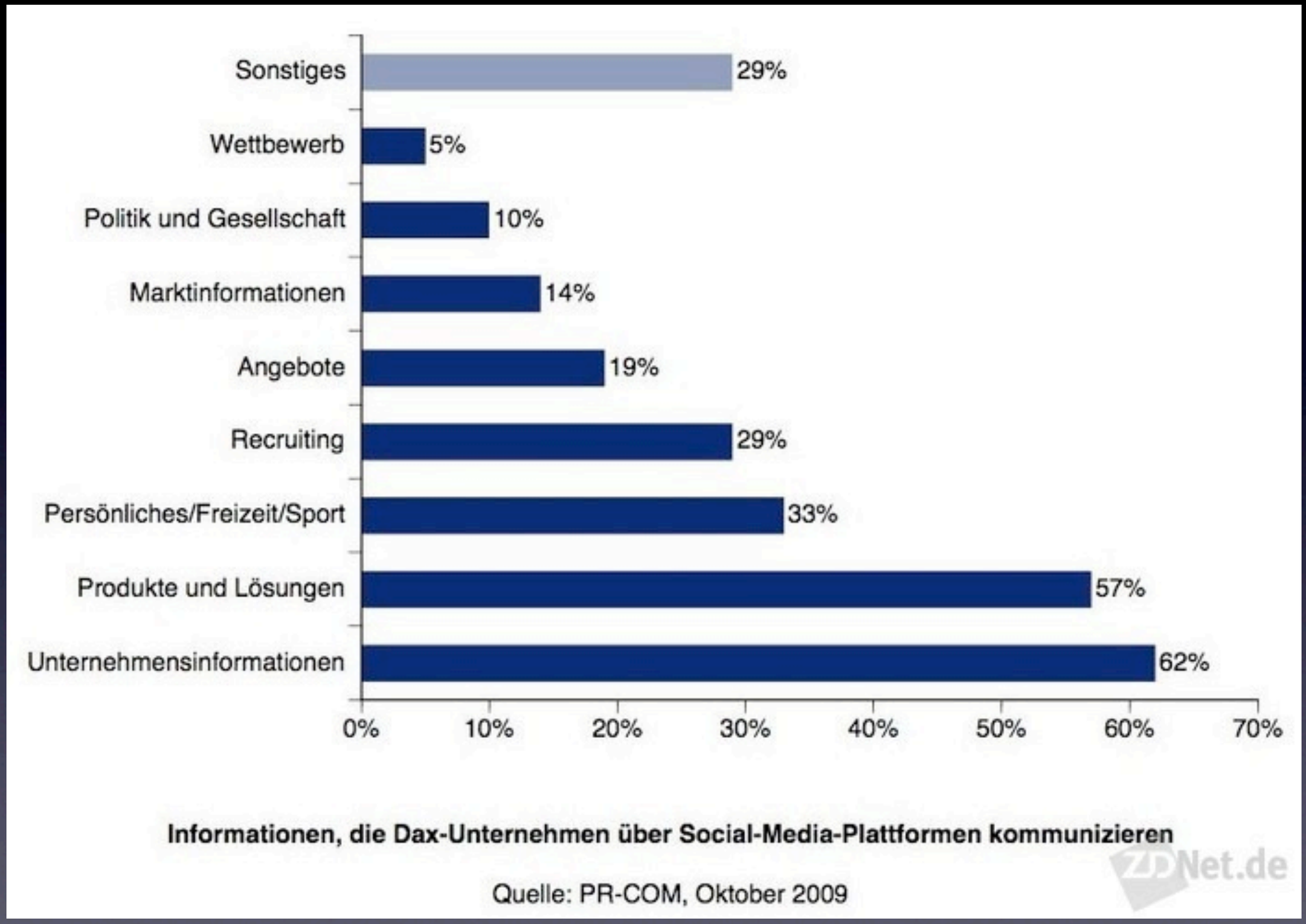


interessant

aktuell

Viel Arbeit !

Inhalte

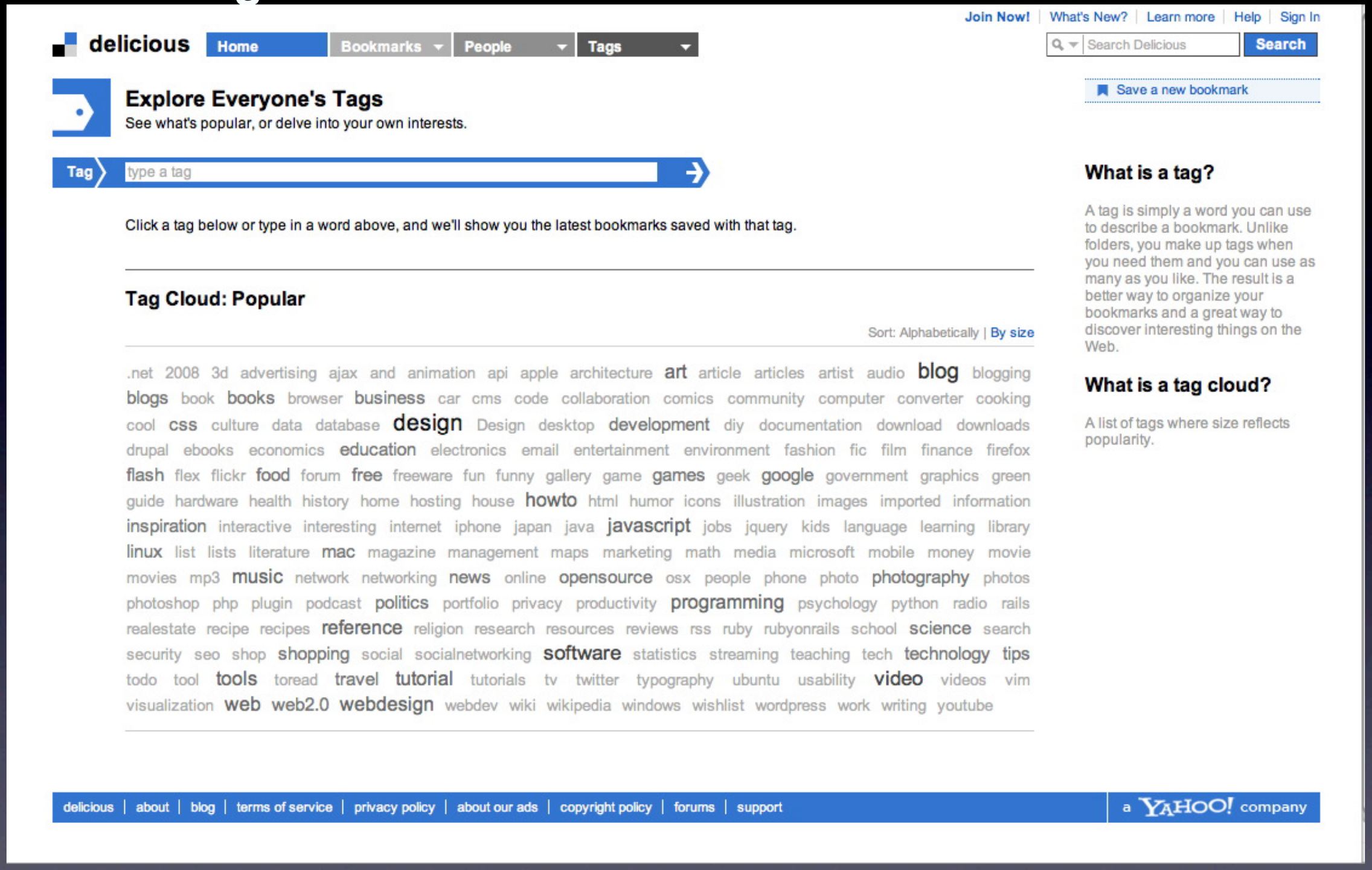


Informationen, die Dax-Unternehmen über Social-Media-Plattformen kommunizieren

Quelle: PR-COM, Oktober 2009

ZDNet.de

Die Anfänge: del.icio.us



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

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

[alexa.com] 01/10

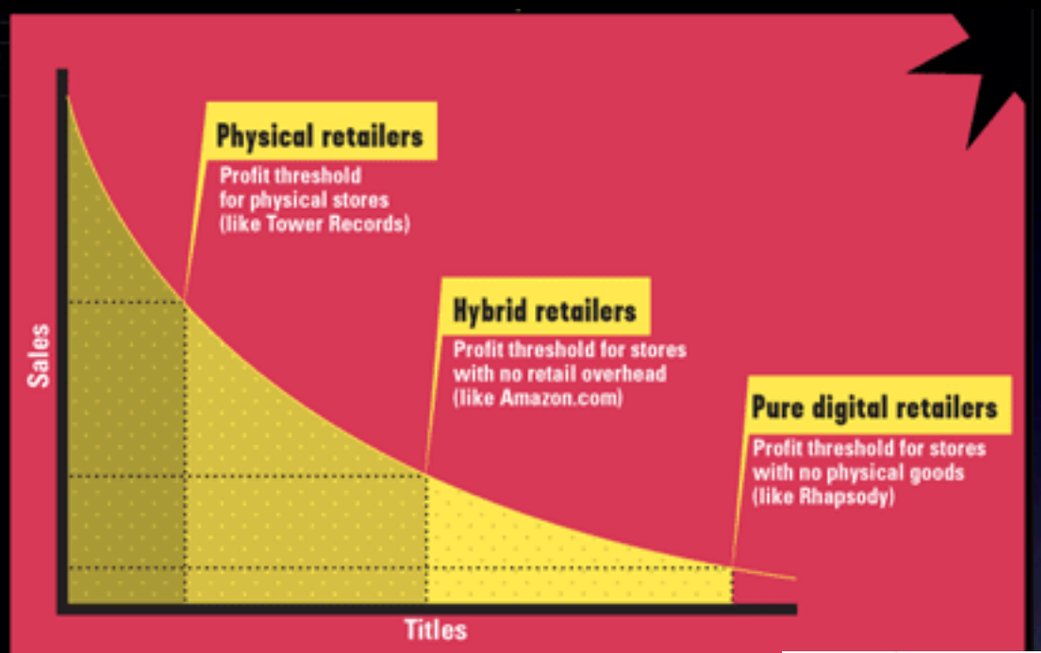
The Long Tail

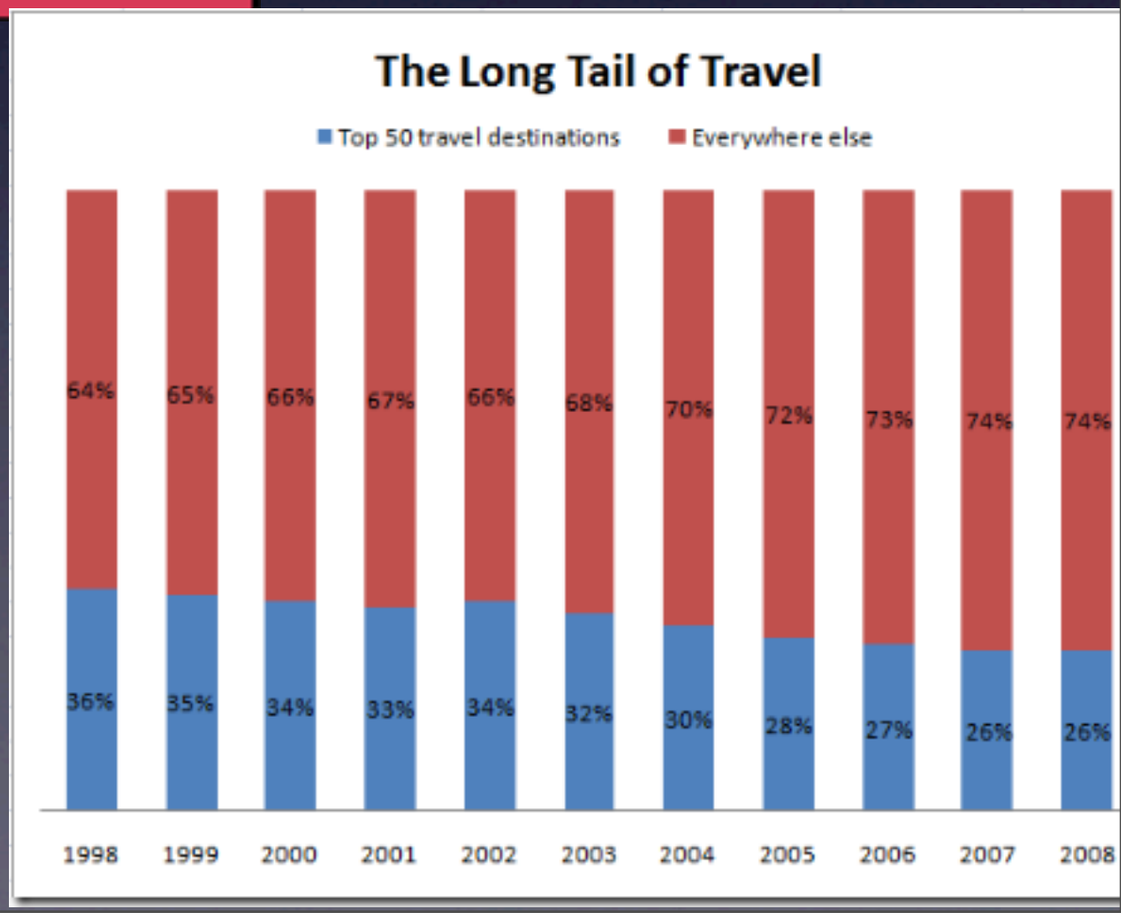
Chris Anderson's blog

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