

# ADVANTAGES OF WEB 2.0 IN BUSINESS AND MARKETING

(SHORT VERSION )



Prof. Dr. Walter Ruf



Hochschule  
Albstadt-Sigmaringen  
Albstadt-Sigmaringer University

# Agenda

2

1. Introduction
2. Feeds (RSS feed; XML feed)
3. Weblog (Blog)
4. Social software
5. Risks of web 2.0
6. Web 3.0?

# 1. Introduction

3

- In the EU, 51% of all households have access to the internet
- In the EU, approximately 93% of all companies have access to the internet
- An exact separation of Web 1.0 and Web 2.0 is not impossible
- The term “Web 2.0” implies a change of version, which has not taken place
- The term “Web 2.0” was created during a conference (Tim O’Reilly)

# Basic changes in Web 2.0

4

- Web 2.0 is an electronic platform. In Web 1.0 only very few people had the opportunity to publish information.
- The “power” is in the hands of a large number of users and not exclusively in the hands of a few dominant users
- Only by the input of many users great benefit can be created (e.g. Wikipedia Web 2.0 – Britannica Online Web 1.0)
- New business models arise (e.g. eBay as an exchange service)
- Use of collective intelligence

# 1.2 Attempt of a Web 2.0 definition

5

- Web 2.0 describes the current transformation of the World Wide Web from a collection of websites to a complete computer platform which offers web applications for the users.

# 1.3 What made Web 2.0 possible?

6

- Improvement of computer networks
- Prices of provider services dropped
- Web 2.0 applications are often based on
  - ▣ Extensive databases

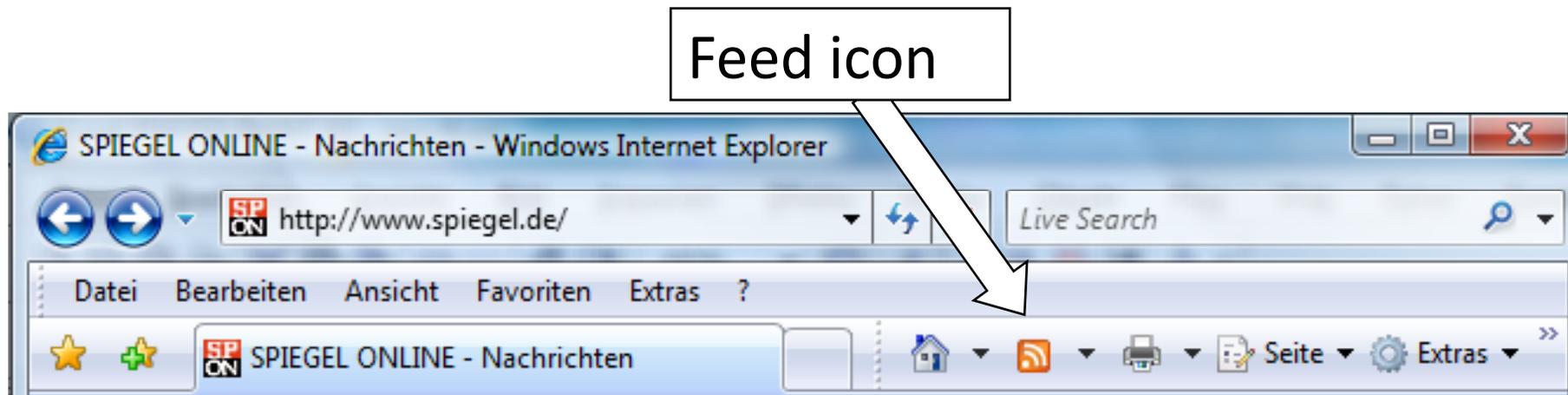
## 2. RSS-Feed (Statements)

7

- Problem: Websites are being changed regularly
- RSS feeds mark the areas of a website which have been changed
- RSS feeds are part of the website via a hyperlink
- RSS feeds indicate what has been changed
- RSS feeds can be subscribed to
- Subscribers are automatically notified by e-mail of changes on the website

# How is a RSS feed indicated on a website?

8



# 2.1 Difference between feeds display and web display

9

## Web display

The screenshot shows the TIME website homepage in a browser window. The browser address bar displays "http://www.time.com/time". The page features a red header with the "TIME" logo, "IN PARTNERSHIP WITH CNN", and a search bar. The date "MONDAY, FEBRUARY 25, 2008" is shown in the top right corner. Below the header is a navigation menu with categories like HOME, U.S., WORLD, BLOGS, BUSINESS & TECH, GLOBAL BUSINESS, HEALTH & SCIENCE, ENTERTAINMENT, MULTIMEDIA, MAGAZINE, and SPECIALS. The main content area includes a "LATEST HEADLINES" section with a list of news items such as "Coens, Bardem, Cotillard Win Oscars" and "Raul Castro Becomes Cuba's Leader". A featured article titled "Political Stars Rate Oscar Dresses" is prominently displayed. Other sections include "TOP STORIES", "WEEK IN REVIEW" with "Cartoons of the Week", "THE PAGE" featuring a quote from Hillary Clinton, and "QUOTES OF THE DAY" with a quote from Barack Obama. The page also contains several "Subscribe now and get your FREE gift!" banners.

# Feed display

10

The screenshot shows a web browser window with the address bar displaying `http://feeds.feedburner.com/time/topstories`. The browser's menu bar includes 'Datei', 'Bearbeiten', 'Ansicht', 'Favoriten', and 'Extras'. The address bar also contains a 'Live Search' button. The browser's toolbar shows a star icon, a plus icon, and the text 'TIME: Top Stories'. The main content area features a yellow box with the title 'TIME: Top Stories' and a description: 'Der aktuelle Feed enthält Inhalte, die häufig aktualisiert werden. Wenn Sie einen Feed abonnieren, wird dieser zu der gemeinsamen Feedliste hinzugefügt. Aktualisierte Inhalte des Feeds werden automatisch auf den Computer heruntergeladen und können in Internet Explorer und anderen Programmen angezeigt werden. Weitere Informationen über Feeds'. Below this is a 'Feed abonnieren' button with a plus icon. The right sidebar contains a 'Momentan angezeigt:' section with a search box and a list of items, currently showing 'Alle' with a count of 18. Below that is a 'Sortieren nach:' section with a dropdown menu showing 'Datum' and 'Titel'. The main content area lists three items: 'Timor's Turmoil', 'Milan's Fashion Week', and 'Huckabee's Long Goodbye on SNL', each with a timestamp 'Heute, 25. Februar 2008, vor 11 Minuten' and a right-pointing arrow.

# Comparison: web display and feed display

11

**TIME** IN PARTNERSHIP WITH **CNN**

HOME U.S. WORLD BLOGS BUSINESS & TECH GLOBAL BUSINESS **New!** HEALTH & SCIENCE ENTER

**LATEST HEADLINES**  
UPDATED: 3:10AM ET

- Coens, Bardem, Cotillard Win Oscars
- Raul Castro Becomes Cuba's Leader
- Nader Running For President
- South Korean President Sworn In
- Hillary: 'Shame on You, Barack'
- NY Philharmonic Arrives in N Korea
- Shiite Pilgrims Targeted in Attacks
- Closer Ties for US and Indonesia
- Huckabee's Long Goodbye on SNL
- Yahoo Sued for Spurning Microsoft
- Civil Rights Icon Johnnie Carr Dies

**Political Stars Rate Oscar Dresses**  
Forget Joan Rivers. TIME's Joe Klein and Mark Halperin dish out their first ever red carpet fashion reviews  
• And the Not-Oscar Goes to...

TOP STORIES 1 2 3 4 5

**BLOGS** More Blogs >>

**TUNED IN**  
**Oscars Defeat Jon Stewart**  
By JAMES PONIEWOZIK  
The writers' strike is over, right? That's what I'm reading in the papers, and Jon Stewart made his first joke of the night about it.

**SWAMPLAND**  
**Huck on SNL**  
By KAREN TUMULTY  
Republican candidate Mike Huckabee appears on SNL to explain why he hasn't conceded to McCain.

**THE PAGE** Visit the site >

**Clinton: Nader May Be Seeking Attention**  
Clinton says Nader's 2000 Green Party candidacy cost the United States "the greenest president we could have had." Get details and all your political news on The Page

**POSTCARD FROM...** More Postcards >

CAIRO

## TIME: Top Stories

Der aktuelle Feed enthält Inhalte, die häufig aktualisiert werden. Wenn Sie einen der gemeinsamen Feedliste hinzugefügt. Aktualisierte Inhalte des Feeds werden automatisch heruntergeladen und können in Internet Explorer und anderen Programmen angezeigt werden über Feeds

 [Feed abonnieren](#)

## Timor's Turmoil

Heute, 25. Februar 2008, vor 11 Minuten →

## Milan's Fashion Week

Heute, 25. Februar 2008, vor 11 Minuten →

## Huckabee's Long Goodbye on SNL

Heute, 25. Februar 2008, vor 11 Minuten →

## Nader Running For President

Heute, 25. Februar 2008, vor 11 Minuten →

Ralph Nader is launching a third-party presidential campaign

## The Clinton-Obama Rodeo Lassoes Texas

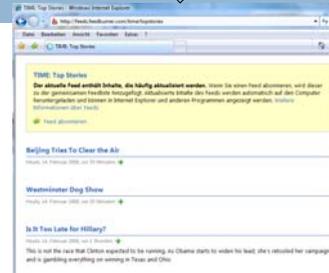
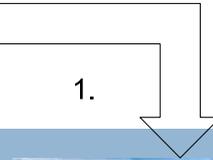
Heute, 25. Februar 2008, vor 11 Minuten →

A state that didn't expect to have a role in the 2008 primaries is now the crucial test. Any of it

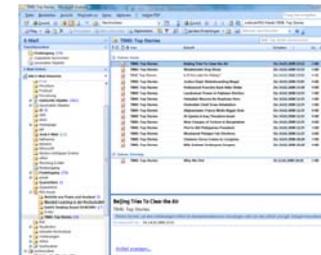
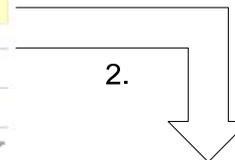
# How can RSS feeds be subscribed to as an e-mail service?



1.  
Website mit RSS-Feeds



2.  
Feed abonnieren



3.  
Darstellung der Änderungen als E-Mail



Link in E-Mail verzweigt zur geänderten Website



# Outlook as a feed reader

13

The image shows two side-by-side screenshots. The left screenshot is of Microsoft Outlook, displaying a news feed from stern.de. The right screenshot is of Windows Internet Explorer, displaying the same news feed from stern.de.

**Outlook Screenshot:**

- Window title: Stern.de - Microsoft Outlook
- Address bar: outlook:RSS-Feeds\Stern.de
- Feed list (dated 'Heute'):
  - stern.de Kündigung: Die Ratten verlassen die sinkende Brit...
  - stern.de Privatisierung: Union will Bahn-Reform reformieren
  - stern.de Amsterdam: "Bei allen ist eine Schraube locker"
  - stern.de US-Politiker: Gott wegen Terrorismus angezeigt
  - stern.de Irak: Lizenzzug für US-Sicherheitsfirma
  - stern.de PS-Monster: Durch die Schallmauer
  - stern.de Schleswig-Holstein : Stegner geht - Koalition geret...
  - stern.de Abschuss von Flugzeugen: Befehlsverweigerung a...
- Selected item: Kündigung: Die Ratten verlassen die sinkende Britney
- Content area: stern.de. Clicken Sie hier, um den vollständigen Artikel im Standardwebbrowser anzuzeigen oder um den Artikel und ggf. Anlagen herunterzuladen. Bereitgestellt am: Di 18.09.2007 10:01

**Internet Explorer Screenshot:**

- Window title: Stern.de - Windows Internet Explorer
- Address bar: http://www.stern.de/standard/rss.php?channel=all
- Notification: Sie haben diesen Feed abonniert! Aktualisierte Inhalte können in Internet Explorer und anderen Programmen angezeigt werden, die die gemeinsame Feedliste verwenden. Eigene Feeds anzeigen
- Feed list:
  - Alle 10
  - Neu 10
- Sortieren nach: Datum, Titel
- Selected item: Kündigung: Die Ratten verlassen die sinkende Britney
- Content area: Heute, 18. September 2007, vor 43 Minuten → Normalerweise feuern Stars ihr Management - und nicht umgekehrt. Doch was ist bei Britney Spears schon normal. Ihr Manager hat die Zusammenarbeit aufgekündigt - angeblich wegen "äußerer Umstände".

# Google as a feed reader

14

The screenshot shows the Google Reader interface within a Windows Internet Explorer browser window. The browser's address bar displays the URL: <http://www.google.com/reader/view/#directory-search/Hochschule%20Albstadt%20Sigmaringen//0>. The browser's menu bar includes 'Datei', 'Bearbeiten', 'Ansicht', 'Favoriten', and 'Extras'. The Google Reader interface features a search bar with the text 'All items' and a 'Search' button. On the left side, there is a navigation menu with options: 'Home', 'All items (40)', 'Starred items', 'Shared items', 'Trends', 'Add subscription', and 'Browse »'. Below the menu, it shows 'Show: updated - all' and a 'Refresh' button. A list of subscriptions is visible under 'Magazine (10)', including 'Stern.de (10)', 'idw - Hochschule Albs... (10)', 'Johannes (21) - männl... (10)', and 'PC Magazine Tips and ... (10)'. The main content area displays three feed items from 'idw - Hochschule Albstadt-Sigmaringen'. The first item is titled 'idw - Hochschule Albstadt-Sigmaringen' and includes a description: 'Hochschule Albstadt-Sigmaringen. Link Pressemitteilungen Link Veranstaltungen ... 72488 Sigmaringen Deutschland, Baden-Württemberg ...' and a link to <http://idw-online.de/pages/de/eventsrss>. The second item is titled 'HS Hochschule Albstadt-Sigmaringen Ingenieur- und ...' and includes a description: 'Hochschule Albstadt-Sigmaringen Ingenieur- und Wirtschaftswissenschaften HS Standort Albstadt Jakobstraße 6 72458 Albstadt Telefon: 07431/579 -233 EM.' and a link to <http://www.business-podium.com/boards/external.php?type=RSS2>. The third item is titled 'HS Hochschule Albstadt-Sigmaringen Ingenieur ...' and includes a description: 'HS Hochschule Albstadt-Sigmaringen Ingenieur- und Wirtschaftswissenschaften in Sigmaringen Studentensekretariat Anton-Günther-Straße 51 72488.' and a link to <http://www.business-podium.com/boards/external.php?type=RSS2>. Each item has a 'Subscribe' button.

# 3. Weblog (Blog)

15

- 3.1 Blogs as a new communication phenomenon
- 3.2 Companies and blogs
- 3.3 How to find a blog on the internet?
- 3.4 How to create a blog?

# 3. What is a blog?

16

- “A blog is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. Memos to the world.
- Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules.”

# 3.1 Blogs as a communication phenomenon

17

- approx. 30 million blogs existed in the US in 2006
- approx. 75.000 new blog entries are created every day
- The number of blogs doubles every 6 months
- Germany:
  - approx. 880.000 internet users write blogs
  - approx. 1.600.000 internet users comment on blogs

Source:

Zerfaß, Ansgar; Swaran, Sandhu: CEO-Blogs: Personalisierung der Onliene-Kommunikation als Herausforderung für die Unternehmensführung

Alby, Tom: Web 2.0,

Klein, A.: Blogs im Unternehmenseinsatz

# 3.1.1 Terms and functions of blogs

18

- Blogger
- Blogosphere
- Blogroll
- Creation of entries (Posts)
- Categories
- Comment function
- RSS feeds in blogs
- Permalink
- Calendar/ storage (filing)

# Expl

19

The screenshot shows a browser window with the URL <http://blog2007a.wordpress.com/uber/>. The page title is "IT und mehr" and the subtitle is "In diesem Blog sollen ausgewählte Themen aus den Bereichen Informationsmanagement, IT-Projektmanagement und dem Web 2.0 diskutiert werden." The main content area features a post titled "Web 2.0" with the text "In diesem Teil erfahren Sie mehr über das Web 2.0. Vor allem Marketingaspekte stehen im Vordergrund." Below the post is a comment by "Müller sagt:" dated "Februar 12, 2008 um 8:48 vormittags" with the text "Viele denken, dass Web 2.0 das Marketing nachhaltig verändern wird." The right sidebar contains sections for "Seiten", "Archiv:", "Kategorien", "Blogroll", "Magazin", and "Meta:". Annotations with arrows point to various elements: "Name of the blog and Permalink" points to the title; "Name of the site" points to the subtitle; "Comment about the site" points to the comment; "Senior entries" points to the "Web 2.0" post; "Post a new comment" points to the comment form; and "Diese Seite durchsuchen" points to the search box.

# Dan Gillmor on Grassroots Journalism, Etc.

A conversation about the future of journalism "by the people, for the people" -- and occasional other thoughts.

header

sidebar



## ABOUT

Email Me

Powered by TypePad

## CATEGORIES

## RECENT COMMENTS

Scott on Backfence Launches

Dan Gillmor on Pure Speculation Makes 'News'

Wangden Kelsang on Operating Systems and Recent History

« Pure Speculation Makes 'News' | Main

May 05, 2005

## USA Today and Churchill Club Put Public in Dark

Tom Foremski, over at [Silicon Valley Watcher](#), notes that the Churchill Club teamed up with USA Today on [an event](#) about the future of media -- and [barred the press](#). I enjoyed Tom's humorous call for assistance (I LOL at the picture he posted), but unfortunately found out about this travesty too late to weigh in before the event.

As Tom put it, "How quaintly dictatorial. No press, no lunch, no questions."

[USA Today](#) calls itself the "nation's newspaper." It should be embarrassed to be a part of such a thing. I hope Kevin Maney, the moderator of the program (and someone I like and admire), isn't planning to write a story or column off of this no-press-allowed event.

The Churchill Club expansively tells us its mission is about [information, individuals, ideas](#) -- and then pulls an absurd move like this.

Absurd how? Here's how. If there was a non-journalist blogger in the room, he or she is under no obligation to keep what was said a secret.

The Wall Street Journal learned about the new world two years ago, at the first "D: All Things Digital" conference. The gathering was officially off the record (and working journalists were asked to agree to this in advance), but that didn't stop bloggers from [ably covering the thing](#). The Journal changed its policy the next year.

Back to the Churchill Club silliness: I'm hoping that we'll see a report soon on a blog. And if anyone who was attending wishes to be a guest blogger here, I'll be happy to [accommodate you](#).

12:23 PM | [Permalink](#)

permalink

## HIGHLIGHTS

**The Gathering Storms Over Speech**  
How an arrogant Apple Computer, cynical election law enforcers and well-meaning legislators are threatening tomorrow's journalists.

**Where Newspapers Can Start the Conversation**  
On the Editorial Page, of course...

**Newspapers: Open Your Archives**  
Maybe there's more money in "free" search than paid archives. There's certainly more community value.

**The End of Objectivity**  
If objectivity is unattainable, let's replace it with something better.

## RECENT POSTS

**USA Today and Churchill Club Put Public in Dark**

**Pure Speculation Makes 'News'**

**PR Blog Interview**

**Casting the Blog Movie (Or Getting Bloggers to Point to Your Page)**

**Operating Systems and Recent History**

**Dave Winer: A Toast**

CATEGORIES

RECENT COMMENTS

- Scott on Backfence Launches
- Dan Gillmor on Pure Speculation Makes 'News'
- Wangden Kelsang on Operating Systems and Recent History
- Dan Gillmor on PR Blog Interview
- Nick Lewis on Pure Speculation Makes 'News'
- Robert "kebernet" Cooper on Operating Systems and Recent History
- Simon Pole on Operating Systems and Recent History
- Anspar Jonte on Pure Speculation Makes 'News'
- Anna on PR Blog Interview
- Robert "kebernet" Cooper on Operating Systems and Recent History

MAY 2005

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				

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12:23 PM | [Permalink](#)

TrackBack

TrackBack URL for this entry:  
<http://www.typepad.com/t/trackback/2402194>

Listed below are links to weblogs that reference [USA Today and Churchill Club Put Public in Dark](#)

Comments

Post a comment

Name:

Remember personal info?

Email Address:

URL:

*RSS feed signup*

*Comment links and comment space*

*blogroll*

RECENT POSTS

- USA Today and Churchill Club Put Public in Dark
- Pure Speculation Makes 'News'
- PR Blog Interview
- Casting the Blog Movie (Or Getting Bloggers to Point to Your Page)
- Operating Systems and Recent History
- Dave Winer: A Toast
- Backfence Launches
- Newspapers Aren't in Free Fall, But Readership is Dropping Fast
- Listening Too Much to the Readers?
- Fueling the Bubble

Syndicate this site (XML)

GRASSROOTS THINKING

- Alan Mutter
- Chris Locke
- Dave Winer
- David Weinberger
- Doc Searls
- Ed Cone
- Evan Williams

# Trackback / Pingback

22

- Links between two blogs can be set via trackback. This helps to call attention to the own blog within an external blog. It is necessary that both blogs support the trackback function.

# Ping

23

- When a blog entry is changed blog systems create a ping.

## 3.2 Business and blogs (Corporate Blogs)

24

- Spheres of influence of blogs:
  - ▣ To detect changes in the environment of the company
    - Market developments
    - Innovation
    - Common risks
  - ▣ Blog Monitoring
    - Customer needs
    - Product difficulties
    - Individual possibilities of product application

## 3.2.1 Blogs in company organisation

25

- Corporate Blog
- CEO Blog
- Employee Blog
- Project Blog

# Corporate Blog: Cisco

□ [http://blogs.cisco.com/sp/2008/02/are\\_you\\_a\\_network\\_uberuser.html](http://blogs.cisco.com/sp/2008/02/are_you_a_network_uberuser.html)

Are you a network uber-user? - Cisco Service Provider Blog - Windows Internet Explorer

http://blogs.cisco.com/sp/2008/02/are\_you\_a\_network\_uberuser.h

Datei Bearbeiten Ansicht Favoriten Extras ?

Are you a network uber-user? - Cisco Service Pro...

**SP360**  
Insight into **Service Provider**  
Trends and Technology

**CISCO**

« [Paradigm Shift in IP Mobility \(CMIP to PMIP\)](#) | [Main](#)

February 11, 2008

**Are you a network uber-user?**

We just kicked off a new marketing campaign, focused on the [uber-users of the network](#), to act as a run-up to a major announcement we are planning in a few weeks time. Instead of taking a traditional approach of interviewing enterprises and providers as to the challenges they are facing with network, we directed our questions to the likes of Santa Claus, the Stork, Cupid, the Easter Bunny, and a Unicorn, all of which face some daunting operational issues which must be addressed by the network.

Such an approach is a bit different for Cisco. Admittedly, we are showing our fun side which many of our customers and constituents have encouraged (at dinners with analysts, I've heard "why are you always so serious in briefings...

**network über-users**  
Uber User  
What challenges do you face?  
on March 4th, Cisco unveils a breakthrough innovation that will improve the network for everyone

SEARCH THIS BLOG

SEARCH

EMAIL SUBSCRIPTIONS

FEBRUARY 2008						
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	

# Corporate Blog: CTK

<http://blog.ctk.at/blog/index.php>

CTK BLOG - Windows Internet Explorer  
http://blog.ctk.at/blog/index.php

Datei Bearbeiten Ansicht Favoriten Extras ?

CTK BLOG

## CTK BLOG

Aus dem Leben eines Fachhändlers

**Montag, 11. Februar 2008**

### CTK Freesurf Statistik 01-2008

Einwahlvorgänge: 423  
Dauer Gesamt: 109 Stunden, 43 Minuten Gesamt  
Durchschnittliche Dauer einer Einwahl: 4 Minuten

Geschrieben von [Thomas Karer](#) um [20:53](#) | [Kommentare \(0\)](#) | [Trackbacks \(0\)](#)

Tags für diesen Artikel: intern

**Freitag, 8. Februar 2008**

### my-phone Lockanrufe?

Es häufen sich die Beschwerden und Anfragen bezüglich eines Anbieters namens "my-phone", (siehe auch [hier](#)) der offenbar versucht im Namen der Telekom Austria Kunden zu Ködern.

Das Rezept ist einfach:  
Man nehme ein paar möglichst junge, vollbusige und leichtgekleidete Mädels und platziert diese an Einkaufszentren.  
Das Ziel dieser [Sirenen](#) sind vornehmlich ältere Personen (Männer), welche mit einem Gutschein von 15 EUR dazu animiert werden Ihre Unterschrift auf das Zettelchen zu setzen.

Mit dieser Unterschrift schliesst das Opfer einen Vertrag mit dem Geldgeber der Mädels und lässt seinen Anschluss auch gleich noch Preselecten.

Natürlich beraten wir unsere Kunden gerne in dieser Situation.

Geschrieben von [Thomas Karer](#) um [07:01](#) | [Kommentar \(1\)](#) | [Trackbacks \(0\)](#)

### KALENDER

**FEBRUAR '08**

Mo	Di	Mi	Do	Fr	Sa	So
				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		

### IMPRESSUM:

Thomas Karer  
Stadtplatz 22  
4710 Grieskirchen  
TEL 0660 3450001  
Email: [thomas@ctk.at](mailto:thomas@ctk.at)

### KOMMENTARE

bernhard zu [my-phone Lockanrufe?](#)  
Fr, 08.02.2008 15:57  
na da bin ich doch froh, dass man voip anschlüsse nicht pres electen kann.

lois zu [Asus EeePC lagernd](#)  
Fr, 08.02.2008 08:41  
Hallo, Wieviel Stück habt ihr noch. Ich hätte starkes Interesse an einem. LG lois

thomas zu [Asus EeePC lagernd](#)  
Mo, 04.02.2008 21:56  
Hallo Sascha! Melde dich doch bitte einfach per Mail bei mir oder direkt in der Firma! lg tom

Sascha zu [Asus EeePC lagernd](#)  
Mo, 04.02.2008 21:43  
Huhu Thomas, schreib doch mal was dazu... ich hätte ernsthaftes Interesse daran, dir so ein Ding abzukaufen!



# CEO Blog (Bob Lutz GM)

- [http://fastlane.gmblogs.com/archives/2008/02/one\\_more\\_thing\\_1.html](http://fastlane.gmblogs.com/archives/2008/02/one_more_thing_1.html)

Datei Bearbeiten Ansicht Favoriten Extras ?

GM FastLane Blog:

GM FastLane Blog

Pontiac G8

February 1, 2008

**Turnabout and Fair Play**

By Bob Lutz  
GM Vice Chairman

Before I get to the point, I just want to mention that I think it's a great and useful dialogue going on in the space below about [fuel efficiency](#) and petroleum dependence. Dave Lancaster of GM Powertrain is making some outstanding and very important points, especially about the benefits of E85, and if you haven't read through them I encourage you to do so.

Speaking of reading, I am compelled to point out that I read a tremendous piece in The Wall Street Journal last week. From time to time I have berated the media, in this space and elsewhere, for a variety of reasons, and so when they print something favorable and accurate, it's only fair that I recognize that, too.

Jeff Sabatini's [article](#) in the Journal comparing the Chevrolet Malibu and the Honda Accord was really a milestone piece for us, in terms of getting the word about

Syndicate this site (RSS 2.0)

Syndicate this site (Atom)

MY YAHOO!

BLOGLINES

newsgator

what am I doing...

Alicia: Cool Corvette Mako II Shark  
<http://tinyurl.com/2en3yw>

13 days ago

follow GMBlogs at <http://twitter.com>

Search

Search this site:

Search

# CEO Blog

29

- The management has to communicate:
  - ▣ Communication of visions, business objectives , strategies and operational instructions
  - ▣ External and internal presentation of the company

# CEO Blog Jonathan Schwarz (Sun Microsystems) [english](#)

30



## Jonathan's Blog

Select a Language

English

### COMMUNITY



### BLOGROLL

Chief Gaming Officer  
DD's Eco Notes  
Greg Papadopoulos  
Mike Dillon (General Counsel)  
JavaPosse  
MaryMary  
MonkChips  
Morning Snowman  
Product Reviews  
Simon Phipps  
Sin Yaw in China  
tecosystems  
The Aquarium  
Tim Bray  
ZDNet Blog

### NEWS

CNET News.com  
eWEEK.com  
NY Times  
The Economist  
The Register

### COOL STUFF

Flight Conditions (US)  
Flight Routes  
OpenSolaris  
OpenSolaris Brazil  
OpenSPARC  
opentable.com

[Main](#) | [Next page](#) »

### ABOUT ME

[Biography](#)  
[Sun Executive Perspectives](#)

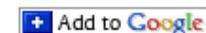
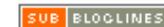
### ARCHIVES

« February 2008

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

Today

### SUBSCRIBE



### SEARCH

### PROGRAMS

MONDAY FEB 04, 2008

### Communities, Then Customers (Forrester on OpenSolaris)

As you're probably aware, we've been working very hard to rebuild the community, and the momentum, around all our software assets at Sun, most notably the Solaris operating system.



Why notably Solaris? As a systems company, the operating system (OS) is among the most important lenses through which our microelectronics, software, systems and service innovations are seen by the marketplace - if the lens is cloudy, you can't see much. As is the case with few other products, our overall market is defined by how big a community of skills, applications and developers we can build around Solaris (and its younger

sibling, OpenSolaris) - and only then, by how many customers we can generate.

The work to rebuild that developer community was begun in earnest in January of 2005 - the date on which we made the first source code to Solaris available under a [free software](#) license. But the investment in innovation (the main reason people care about source code, after all) [began far earlier](#), with projects like [ZFS](#) and [DTrace](#) beginning about seven (yes, **seven**) years ago. Other enhancements were more recent - like our embrace of the [Postgres](#) community (who delivered a [fantastic new 8.3 release](#) into OpenSolaris today), the evolution of [Glassfish](#) (which has a similarly long history), and even the inclusion of [CIFS](#) (which allows Solaris to be a first class file server for Microsoft Windows machines).

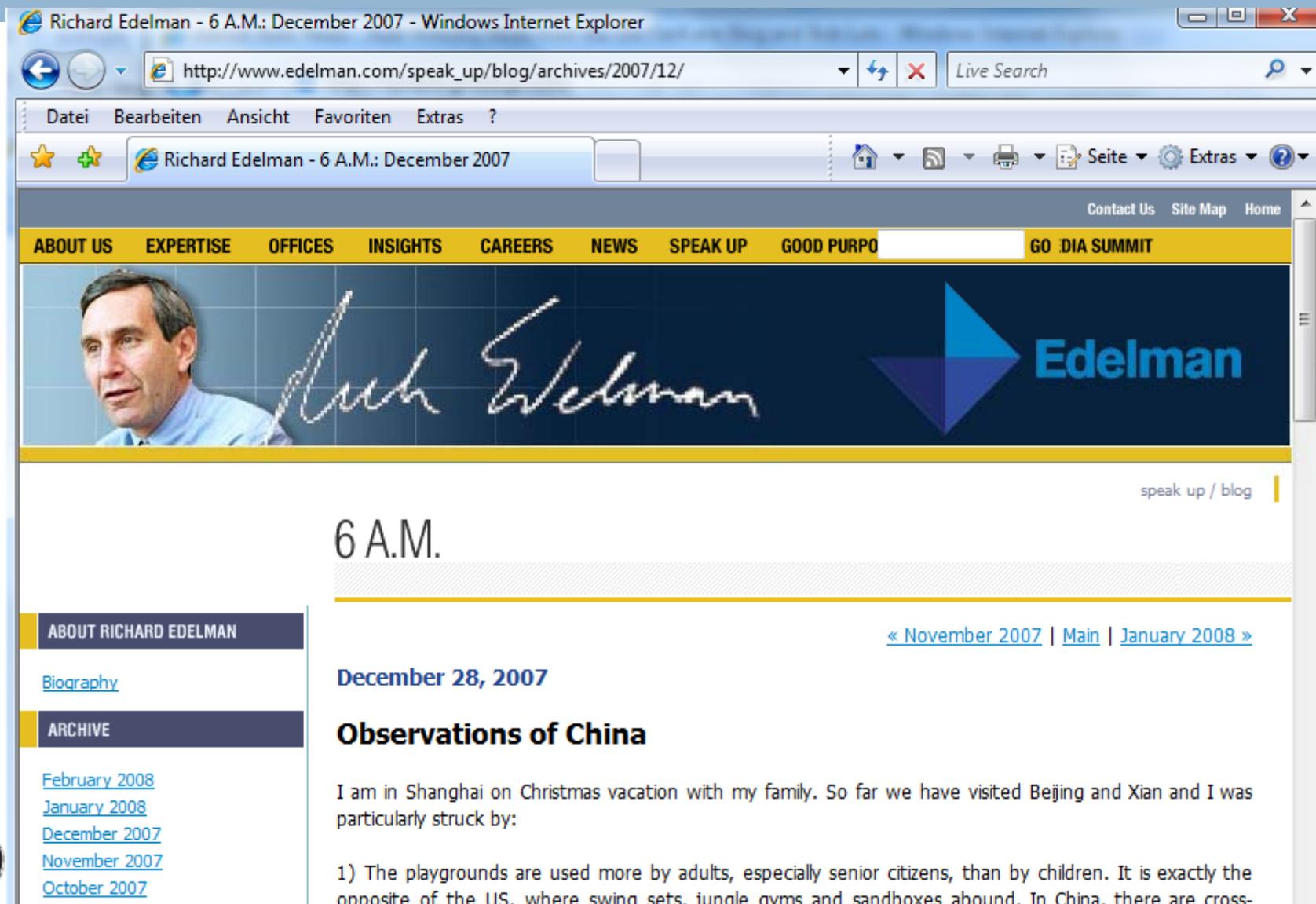


The developer community surrounding Solaris - as opposed to the user community - is best measured by OpenSolaris. Like its brethren in the Linux community, OpenSolaris is always the most up to date



# Example of a CEO Blog of a small enterprise

31



The screenshot shows a Windows Internet Explorer browser window displaying a blog post on the website [http://www.edelman.com/speak\\_up/blog/archives/2007/12/](http://www.edelman.com/speak_up/blog/archives/2007/12/). The browser title is "Richard Edelman - 6 A.M.: December 2007". The website header includes navigation links: ABOUT US, EXPERTISE, OFFICES, INSIGHTS, CAREERS, NEWS, SPEAK UP, GOOD PURPOSE, and GO DIA SUMMIT. A banner image features a portrait of Richard Edelman, his signature, and the Edelman logo. The blog post is titled "6 A.M." and is dated "December 28, 2007". The post title is "Observations of China". The content begins with "I am in Shanghai on Christmas vacation with my family. So far we have visited Beijing and Xian and I was particularly struck by:" followed by a list item: "1) The playgrounds are used more by adults, especially senior citizens, than by children. It is exactly the opposite of the US, where swing sets, jungle gyms and sandboxes abound. In China, there are cross-".

Richard Edelman - 6 A.M.: December 2007 - Windows Internet Explorer

http://www.edelman.com/speak\_up/blog/archives/2007/12/

Live Search

Datei Bearbeiten Ansicht Favoriten Extras ?

Richard Edelman - 6 A.M.: December 2007

Contact Us Site Map Home

ABOUT US EXPERTISE OFFICES INSIGHTS CAREERS NEWS SPEAK UP GOOD PURPOSE GO DIA SUMMIT

Richard Edelman

Edelman

speak up / blog

6 A.M.

« November 2007 | Main | January 2008 »

December 28, 2007

**Observations of China**

I am in Shanghai on Christmas vacation with my family. So far we have visited Beijing and Xian and I was particularly struck by:

1) The playgrounds are used more by adults, especially senior citizens, than by children. It is exactly the opposite of the US, where swing sets, jungle gyms and sandboxes abound. In China, there are cross-

ABOUT RICHARD EDELMAN

Biography

ARCHIVE

February 2008

January 2008

December 2007

November 2007

October 2007



# Employee blog in feed display (IBM)

<http://www.ibm.com/developerworks/Blogs/rss/MartinPacker?flavor=rssdw>

32

Martin Packer - Windows Internet Explorer

http://www.ibm.com/developerworks/blogs/rss/MartinPacker?flavor=rssdw

Datei Bearbeiten Ansicht Favoriten Extras ?

Martin Packer

**Martin Packer**

Der aktuelle Feed enthält Inhalte, die häufig aktualisiert werden. Wenn Sie einen Feed abonnieren, wird dieser zu der gemeinsamen Feedliste hinzugefügt. Aktualisierte Inhalte des Feeds werden automatisch auf den Computer heruntergeladen und können in Internet Explorer und anderen Programmen angezeigt werden. [Weitere Informationen über Feeds](#)

Feed abonnieren

**Coupling Facility Async / Sync Thresholds - They Are A'Changin'**

Samstag, 13. Oktober 2007, 12:13:06 | Martin Packer →

APAR OA21635 is one of a rare breed: A change to the thresholds for z/OS's automatic CF Request conversion. (I'm told this has only happened once before.)

If you recall z/OS Release 2 (in 2001) introduced a very nice function that automatically converts Coupling Facility requests from Sync to Async, based on thresholds. The purpose of this is to minimise the CPU cost for a **coupled** z/OS system, while still providing reasonable request response times:

- With a synchronous request the requesting z/OS CPU (engine) actively spins, waiting for the request to complete. So a longer request service time would lead to a higher CPU cost for the coupled z/OS system.
- With an asynchronous request the requester does **not** spin. But the response time is longer.

When I say response time I mean **CF request** response time, which may have little to do with actual **application** response times. But the two aren't totally divorced.

Momentan angezeigt: 15 / 15

Sortieren nach:

- ▼ Datum
- Titel
- Autor

## 3.2.2 Blogs in selected departments

33

- Marketing Blog
- Support Blog / Service Blog
- Specialist Blog / Developer Blog

# 3.2.2.1 Blogs in marketing

34

- Blogs for advertisement
- Blogs for PR (Public Relations)
- Campaign Blogs
- Product Blog

# Example: Blog for advertisement

35

amazon.com Hello. Sign in to get personalized recommendations. New customer? Start here. Need it last minute? Try Prime for FREE

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Shop All Departments Search Amazon.com GO Cart Your Lists

Your Amazon.com Your Browsing History Recommended For You Rate These Items Improve Your Recommendations Your Profile Learn More

## Amazon Earworm's Blog

« Older Posts

### And The Winner Is...

12:20 AM PST, February 25, 2008, updated at 12:28 AM PST, February 25, 2008

In what was likely an artifact of the infamous writer's strike, this year's Academy Awards ceremony felt oddly short to me, but I was certainly pleased by the deserving winners in the two music categories.

 Dario Marianelli's lush and dynamic score to [Atonement](#) came away with the prize in it's category beating out it's fellow nominees in what may have been the biggest grab-bag category of the year...

 while "[Falling Slowly](#)" from small Irish indie film [Once](#) grabbed the best song award. [Glen Hansard and Marketa Irglova's](#) acceptance speech was cut off before Marketa got to say a word, provoking groans and protest in the group of watchers I was with. Luckily, gracious host Jon Stewart brought the Czech singer/songwriter back to the stage to finish her speech cementing his position as the best awards show host any of us had seen in ages. What did you think of the music at this year's awards?

--Alan

**In topics:** On the Cover, Music Awards, Soundtracks, Indie, Digital Music, Pretty People, Best of 2007, Red Carpet

1 Comment

Go to Amazon Daily  
RSS Feed for Amazon Earworm  
What is a Blog?

### About this blog



The Amazon Music Editorial team:

Gabi Knight  
Amanda MacKinnon  
Renata Sadunas  
Lucas Hilbert  
Jeff Reguilon  
Alan Wiley  
Jason Kirk

Though she's fascinated by all kinds of music, GABI KNIGHT'S current and future preferences can be summed and projected with this handy questionnaire: Beatles or \*\*Stones\*\* / \*\*Lennon\*\* or McCartney / \*\*Syd Barrett\*\* or Roger Waters / \*\*Public Enemy\*\* or NWA (TOUGH one!) / Britney or \*\*Christina\*\* / \*\*John Prine\*\* or Kris Kristofferson (Prine, baby! All the way!)

Some of RENATA SADUNAS's musical preferences have stood the test of time better than others. Her first 45 was "My Sharona" by the Knack, arguably still a good song. Her first CD was Milli Vanilli's "Girl You Know It's True", and, unfortunately, girl, that IS true. First digital download: "Gold Lion" by the Yeah Yeah Yeahs. Her present musical tastes range from international pop stars to music

# Sony (Campaign Blog)

<http://news.sel.sony.com/electronicblog/?p=41>

36

Warning: integration of  
Flickr Page



## Final Countdown to CES

Jan. 3, 2008 6:17pm



As some of you may know, the International [Consumer Electronics Show](#) (better known as CES) begins this Monday in Las Vegas. But for me and my team it really gets going on Sunday afternoon when we will be hosting a press conference for some 700 journalists and industry analysts from around the world at our exhibit booth in the Las Vegas Convention Center. Drafts of the speeches and

presentations are written, so we are all set to go (minus any late breaking news developments).

CES is the world's largest trade show for electronics, with well over 100,000 attendees. At Sony, we will have a host of new products, technologies and other innovations to unveil, so they won't go away disappointed. A few clues include new display technology, wireless video transfer, audio entertainment/amusement, and higher high-definition. If you want to get the news first, go to our news and information website for the press at [www.sony.com/news](http://www.sony.com/news) on Sunday at 7:30 p.m. EST (4:30 p.m. PST).

Over the next week, the Sony Electronics blog will be bringing you the latest from CES. Colleagues and I will be blogging frequently about our experiences, the coolest products, hot technologies, celebrity sightings, the Vegas scene, and anything else CES related

SEARCH POSTS

About

[About Sony Electronics Blog](#)  
[About Rick Clancy](#)

Subscribe

[RSS](#)  
 [Email](#)

Photo Album



[www.flickr.com](http://www.flickr.com)



# Blog with integrated video

37

[http://fyi.gmblogs.com/2008/01/video\\_project\\_driveway\\_familie.html](http://fyi.gmblogs.com/2008/01/video_project_driveway_familie.html)

The screenshot shows a web browser window displaying a blog post. The address bar shows the URL: [http://fyi.gmblogs.com/2008/01/video\\_project\\_driveway\\_familie.html](http://fyi.gmblogs.com/2008/01/video_project_driveway_familie.html). The browser's menu bar includes "Datei", "Bearbeiten", "Ansicht", "Favoriten", and "Extras". The page title is "GM FYI Blog: VIDEO: Project Driveway Families A...".

The blog header features the "GM FYI Blog" logo on the left and the "GM Blogs" logo on the right, set against a background image of a road stretching into the distance under a blue sky with clouds.

The main content area contains a navigation link: « Photo of the Day: Corvette ZR1 Reveal | Main | From the Archive: 1965 ».

The featured post is titled "VIDEO: Project Driveway Families Announced" and includes a video player. The video shows a man in a suit speaking at a podium with a Chevrolet logo in the background. The video player has a progress bar at 0:09 and a "menu" button.

Below the video, the text reads: "Check out this video from last week's press days at the [Washington Auto Show](#) where Project Driveway was launched. -Alicia Dorset, blog editor".

On the right side of the page, there are several social and utility widgets:

- A "SUB BLOGLINES" button.
- A "news-gator" button.
- A "MY YAHOO!" button.
- Two RSS syndication links: "Syndicate this site (RSS 2.0)" and "Syndicate this site (Atom)".
- A purple box titled "what am I doing..." containing a message: "Check out the February gmblogs.com calendar at <http://tinyurl.com/253854>". It also indicates "11 days ago" and a "follow GMblogs at <http://twitter.com>" link.
- A "Search" input field at the bottom.

# 3.2.2.2 Support Blog / Service Blog

<http://news.sel.sony.com/electronicblog/?p=30>

38

March 01, 2008

SONY

Sony Electronics Blog

## A700 Firmware Upgrade

Oct. 30, 2007 2:22am

To all of our Alpha enthusiasts,

I want to let you know we've been reading all of your comments and considering your ideas and thoughts for future product models. We truly appreciate them.

Today I'm writing to let you know about a performance upgrade for the new DSLR-a700 camera.

As part of our efforts to provide the best product experience, we make efforts to reach out to customers not only before but also after making a purchase. At Sony Electronics' customer support web site at [www.sony.com/support](http://www.sony.com/support), people can get the latest information on their products.

SEARCH POSTS

vaio

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[Email](#)

Photo Album



# 3.2.2.3 Specialist Blog / Developer Blog

39

developerworks Blogs - Windows Internet Explorer

http://www.ibm.com/developerworks/blogs/rss

Datei Bearbeiten Ansicht Favoriten Extras ?

IBM developerworks Blogs

**developerworks Blogs**

**Der aktuelle Feed enthält Inhalte, die häufig aktualisiert werden.** Wenn Sie einen Feed abonnieren, wird dieser zu der gemeinsamen Feedliste hinzugefügt. Aktualisierte Inhalte des Feeds werden automatisch auf den Computer heruntergeladen und können in Internet Explorer und anderen Programmen angezeigt werden. [Weitere Informationen über Feeds](#)

Feed abonnieren

**Lotus Forms in Composite Applications**

Heute, 17. Oktober 2007, vor 2 Stunden | Niklas Heidloff →

As we always say composite applications are all about integrations of different component types. We've primarily talked about NSF components, Eclipse components and portlets so far but it doesn't stop there. Integrations of arbitrary web applications and integrations of native applications are also possible and I'd like to provide more out of the box capabilities to do this in future releases.

Another example is [Lotus Forms](#). Check out [this demo](#) that shows how Lotus Forms can be used in Lotus Expeditor and technically also in Lotus Notes.

[http://demos.dfw.ibm.com/on\\_demand/Demo/IBM Demo Lotus Expeditor and Lotus Forms-Sep07.html](http://demos.dfw.ibm.com/on_demand/Demo/IBM Demo Lotus Expeditor and Lotus Forms-Sep07.html)

http://localhost:4493/com.ibm.xpd.forms.int/launchForm?newForm=external%3Dwire%3Dtransfer

File Tools Help

Launch JK Bank

http://localhost:4493/c...

100%

External Wire Transfer Request

Wire Form Disclosure Summary

(standalone version)

Pending Account Lookup

**Momentan angezeigt:** 15 / 15

Alle 15

**Sortieren nach:**

Datum  
Titel  
Autor

**Nach Kategorie filtern:**

Books 1  
General 14

# 3.2.3 Viral effects of blogging

40

## □ Viral Marketing is:

- “a communication and distribution concept that relies on customers to transmit digital products via electronic mail to other potential customers in their social sphere and to animate these contacts to also transmit the products.”

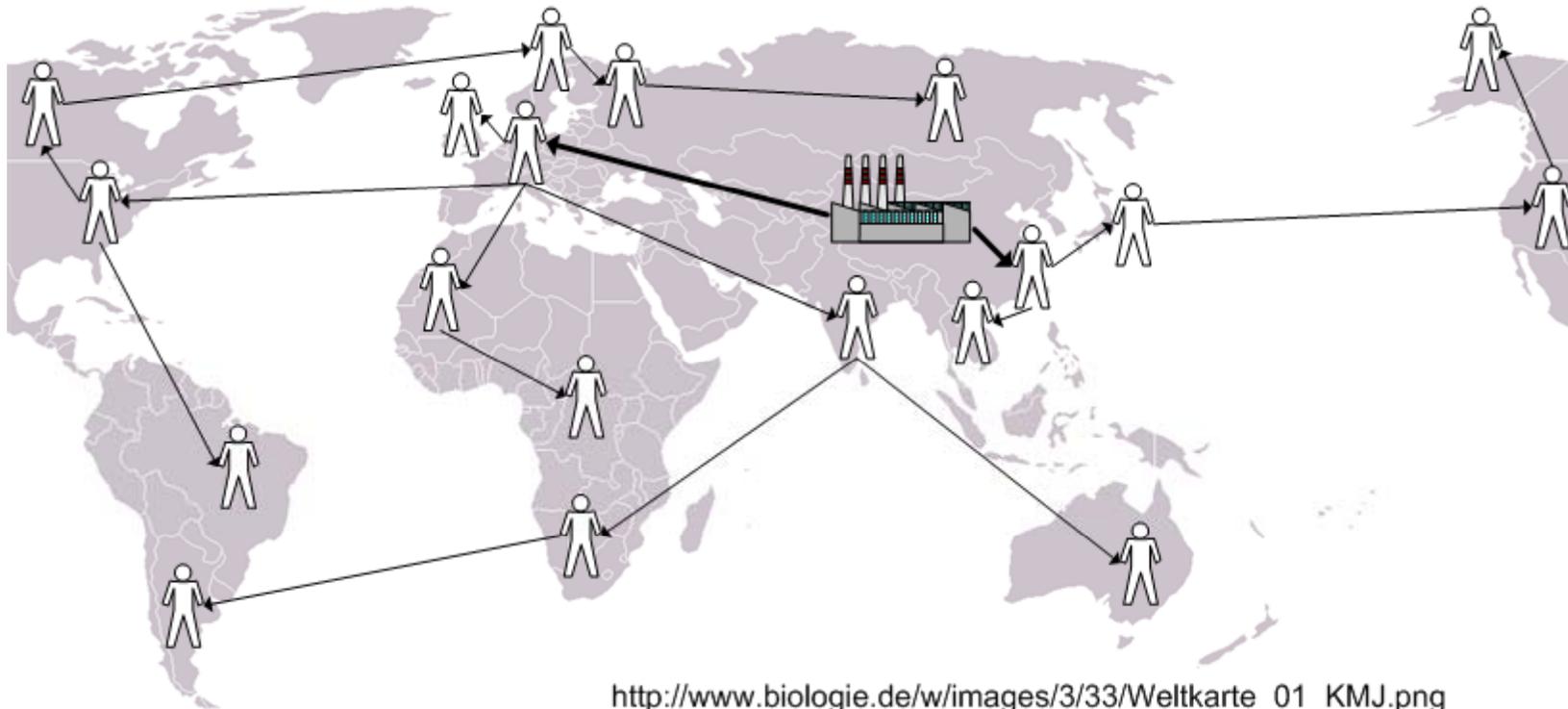
- [http://www.ciadvertising.org/sa/fall\\_05/adv392/jodilisa/Paper1/diagnosis.html](http://www.ciadvertising.org/sa/fall_05/adv392/jodilisa/Paper1/diagnosis.html)

## □ Success factors for viral marketing:

- Noticeable benefit for the transfer of information
- Free transfer of information
- Easy transfer of information
- Selection of first transmitters

# Viral marketing: spreading pattern

41



# Frosta website (example for viral marketing)

42



# Website **Frosta** (example of viral marketing)

43

**FRoSTA**

## FRoSTA Blog

100% frei von Farbstoff- und Aromazusätzen

[Startseite](#) [Blog-Info](#) [Blog-Autoren](#) [Blog-Charta](#) [Kontakt](#) [Datenschutz](#) [Impressum](#) [FRoSTA](#)

### Essen tunen

Geschrieben von Sebastian Hanoldt in [Internes](#) am Freitag, 8. Februar 2008

Gerade habe ich für uns alle Mittagessen gekocht. Meistens gibt es eigene Produkte, manchmal testen wir auch gemeinschaftlich die der Wettbewerber. Heute gab es Kartoffelpuffer mit Apfelmus und ein paar FRoSTA-Gerichte.

Die Steakhouse-Pfanne schmeckt mir am besten mit einem ordentlichen Klecks SourCreme. Hähnchen-Geschnetzeltes kann man wunderbar verfeinern, indem man am Ende einen Schuß Sahne hinzugibt.

Frische gehackte Petersilie gehört für mich auch immer dazu. Wie tunt Ihr Euer Essen? Bin gespannt auf Kommentare und Anregungen.

[14 Kommentare »](#)

### Umfrageergebnis "natürliches Aroma"

Geschrieben von Friederike Ahlers in [Deine Meinung zählt!](#), [Reinheitsgebot](#) am Montag, 4. Februar 2008

Vor einen paar Tagen hatten wir gefragt, was sich laut Lebensmittelrecht hinter einem "natürlichen Aroma" verbergen kann. Die richtige Antwort:

*Ein "natürliches Aroma" darf laut Lebensmittelgesetz auch im Labor aus anderen Substanzen hergestellt werden, solange der Herstellungsprozeß "natürlich" ist.*

Fast 90% haben die Antwort gewußt, unsere Leser kennen sich also gut aus! Deshalb hier gleich die nächste Frage, hoffentlich machen wieder so viele mit!

**Herzlich Willkommen!**  
Das FRoSTA-Blog ist ein V von FRoSTA-Mitarbeitern. V diese Weise offen, ehrlich u Hand über die Marke FRoS und mit Ihnen über aktuelle dem Bereich Ernährung dis [Hier weiterlesen...](#)

**Themen / Rubriken**  
[Aktuelles](#)  
[Aus dem Supermarkt](#)  
[Aus der Zeitung](#)  
[Berichte über uns](#)  
[Bistro Hamburg](#)  
[Brigitte-Diät](#)  
[Deine Meinung zählt!](#)  
[Ein bißchen Spaß muß s](#)  
[Essen im Büro](#)  
[Finanzen & Verwaltung](#)  
[Forschung & Entwicklung](#)  
[Frage der Woche](#)  
[FRoSTA Bistro](#)  
[Historisches](#)  
[Internationales](#)  
[Internes](#)

Bisherige Beiträge in der Rubrik: Brigitte-Diät

### TV-Spot Brigitte-Diät

Geschrieben von Jens Bartusch in [Brigitte-Diät](#), [Werbung & Marketing](#), [Aktuelles](#) am Freitag, 7. Dezember 2007 14:50

Es geht wieder los. Zum Jahreswechsel wird es TV-Werbung für FROSTA Gerichte geben. Wir starten mit einer Kampagne für unsere [Brigitte-Produkte](#). Wir kennen das ja fast alle - man nimmt sich nach den feisten Feiertagen vor etwas mehr auf die Figur zu achten. Da passt die Brigitte-Diät ziemlich gut in die Zeit.

Hier nun vorab schon mal der Spot - aber nicht weitersagen, damit es im TV auch eine Überraschung ist ;-)):

FROSTA - "Peters frischer Fisch"



#### Schicke dieses Video an einen Freund!

Name des Absenders:

Name des Empfängers:

E-Mail-Adresse des Empfängers:

Ihre Nachricht:

Weiterleiten

Wiederholen



Link: [de.sevenload.com](http://de.sevenload.com)

Und wie gefällt er Euch?

[29 Kommentare »](#)



## 3.2.4 Advantages of blogs

45

- ❑ Overcome the distance to the customer
- ❑ Possibility of internal corporate communication
- ❑ Minor technical premises
- ❑ Easy handling of blogs
- ❑ Fast creation of blogs
- ❑ Integration of technologies for the fast spreading of blogs
- ❑ Feedback channel between sender and recipient
- ❑ Using blog entries on mobile equipment

# Disadvantages of corporate blogs

46

- Additional time need for the preparation of blog entries
- Blogs have to be updated regularly
- Integration into the marketing and communication system of a company
- Success has to be controlled regularly
- Risk of revealing internal information
- Mistakes in blogs can lead to legal problems
- Negative postings can cause damage to the company

# 3.3 How to find a blog

47

- Google Blog search
- Bloglines
- Icerocket
- ...

# Example: Google Blog Search

The image displays two overlapping browser windows from Windows Internet Explorer. The background window shows the main Google Blog Search page with the search bar containing 'Content Management System' and buttons for 'Search Blogs' and 'Search the Web'. The foreground window shows the 'Advanced Blog Search' options page, which includes various filters for search results.

**Google Blog Search - Advanced Options**

Find posts with **all of the words**  10 results

with the **exact phrase**

with **at least one** of the words

**without** the words

with these words **in the post title**

**In blogs** with these words **in the blog title**

at **this URL**

**By Author** blogs and posts **written by**

**Dates**

posts written:

posts written between    and

**Language** posts written in:

**Safe Search**  No filtering  Filter using [SafeSearch](#)

# Example: Blogline

**Bloglines**  Welcome apete@web.de  | [Account](#) | [Help](#) | [Log Out](#)

Feeds | Blog | Clippings | Playlists | Forums | **Search**

Search for Posts  Search 

Search for Posts  
Search for Feeds  
Search for Citations  
Search the Web  
Subscribe to URL

Show 10 Results

### Search Options

**Search for**  Posts  Feeds

**With**

All of these words	<input type="text" value="IT Projektmanagement"/>	Anywhere
Any of these words	<input type="text"/>	Anywhere
None of these words	<input type="text"/>	Anywhere
The exact phrase	<input type="text"/>	Anywhere

[+ Add an entry](#)

**Language**  English  
 Any language  
 A specific set of languages

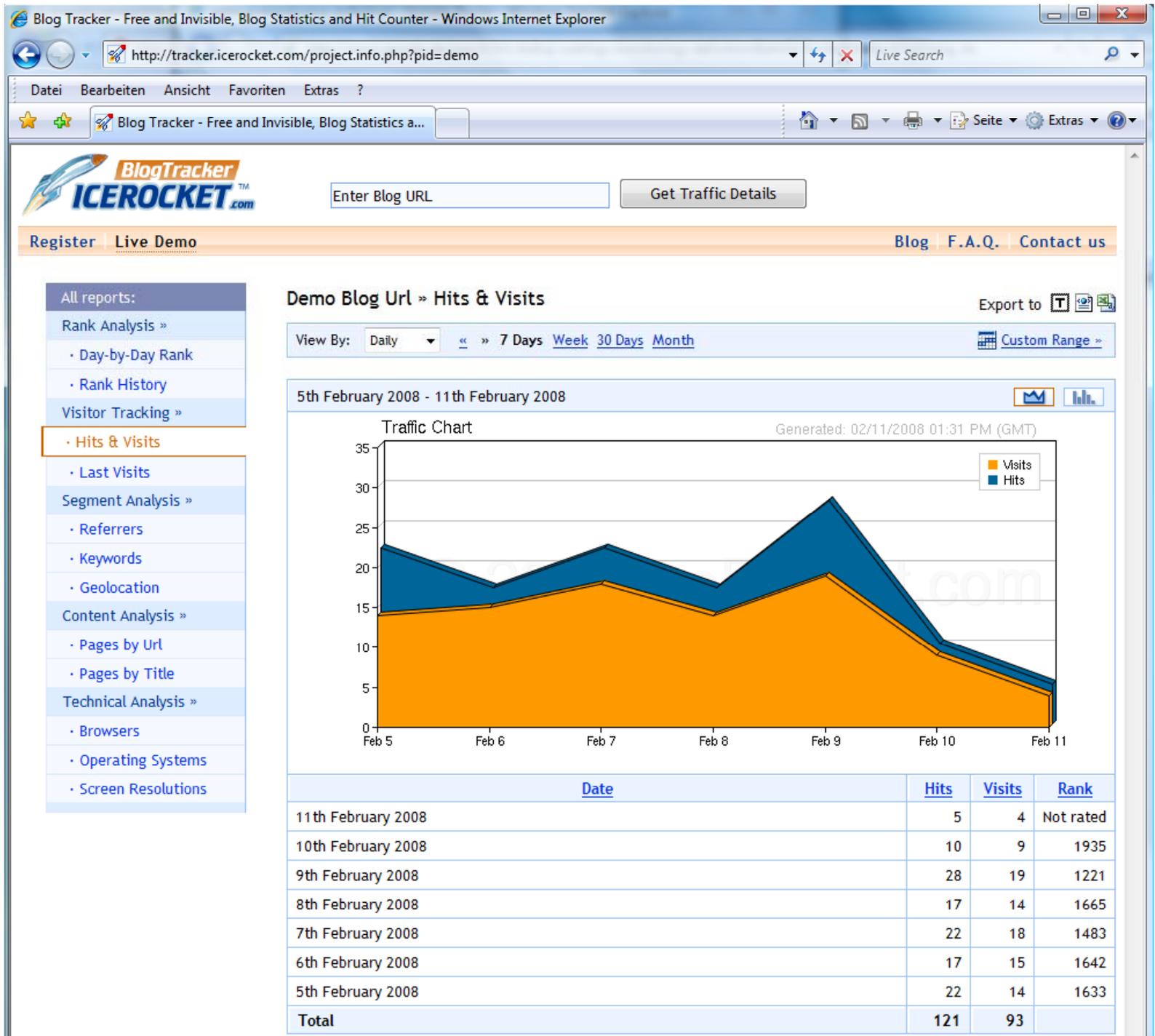
**Limits**  No Limits  
 Search only My Feeds  
 Search Bloglines excluding My Feeds  
 Search the public feeds of this Bloglines user

**Date Posted**  Anytime  
 During the last   
 Sometime within    
 Between    and

**Sort by**  Relevance  
 Date, filtered by Feed Popularity   
 Popularity

**News**  Include News  
 Exclude News  
 Only News

# Example: Icerocket (access statistics)



# 3.4 How to create a blog

51

- Self-owned server (Self hosting)
- Hosted server (Blog service)

# Creation of blogs with blog service (example: Wordpress)

The screenshot shows the WordPress 'Beitrag schreiben' (Write Post) interface. The browser address bar shows 'IT und mehr > Neuen Beitrag erstellen — WordPr...'. The site title is 'IT und mehr (Site ansehen >>)'. The navigation menu includes 'Dashboard', 'Schreiben', 'Verwalten', 'Kommentare', 'Blogroll', 'Themes', 'Benutzer', 'Einstellungen', and 'Upgrades'. The 'Beitrag schreiben' sub-menu is active, showing 'Beitrag schreiben' and 'Seite schreiben'.

The main content area includes:

- Titel**: A text input field for the post title.
- Beitrag**: A rich text editor with 'Sichtbar' and 'Code' tabs. The 'Sichtbar' tab is active, showing a toolbar with bold, italic, text color, background color, bulleted list, numbered list, link, unlink, image, video, audio, code, and more options.
- Path**: A text input field for the post path.
- Tags**: A text input field for tags, with the instruction 'Tags (trenne mehrere Tags mit Kommata: Katzen, Tierfutter, Hunde)'. Below it is a link: 'Questions about how to use tags? Look [here!](#)'.
- Anzahl Wörter**: 0
- Zwischenspeichern** and **Speichern** buttons.
- Veröffentlichen** button.

The right sidebar contains several widgets:

- Kategorien**: A widget for selecting categories. It includes a 'Hinzufügen' button and the instruction 'Mehrere Kategorien mit Kommata trennen.' Below are checkboxes for categories: '1', 'Blogroll', 'IT\_PM Controlling', 'IT\_PM Kostenschätzung', 'Magazin', and 'Sonstiges'.
- Diskussion**: A widget for discussion settings. It includes checkboxes for 'Erlaube Kommentare' (checked) and 'Erlaube Pings' (checked).
- Beitrags-Passwort**: A widget for setting a password for the post.
- Titelform**: A widget for setting the title format.

The bottom section includes:

- Hochladen** tab, with sub-tabs 'Alle ansehen', 'Videos', and 'Diashows'.
- Datei**: A text input field for the file name, followed by a 'Durchsuchen...' button and supported file types: 'jpg, jpeg, png, gif, pdf, doc, ppt, odt only. [Enable more file types](#)'.
- Titel**: A text input field for the file title.
- Beschreibung**: A text input field for the file description.

# 3.4.3 Hardware for blogs

- PC / Notebook
- Mobile equipment
  - PDA
  - MVP  
(e.g. iPod)
  - Hand phone
  - Game consoles  
(e.g. Sony Play Station)



## 3.4.4 Rules for Blogging

54

- ❑ Formulate blog entries carefully
- ❑ Use pseudonym
- ❑ Avoid conflicts with employer
- ❑ Respect the copyright of others
- ❑ Deactivate the ping function in the test stage
- ❑ Respect rights of third parties

# 4. Social software

55

- 4.1 Picture portals
- 4.2 Tagging / Social bookmarking
- 4.3 Wiki
- 4.4 Podcasting
- 4.5 Real time communication
- 4.6 Social networks
- 4.7 Software as a service
- 4.8 Video platforms
- 4.9 Mashup
- 4.10 Virtual watchdog

# 4. Social software

56

- Characteristics of social software
  - Interaction between people via internet based software
  - Interaction concerning communication, co-operation and data exchange
  - Development of a community
- Examples
  - Picture portals (e.g. Flickr)
  - Video platforms (e.g. Youtube)
  - Social bookmarking (e.g. Technorati)
  - Podcasting (e.g. iTunes)
  - ...

# 4.1 Picture portals

57

- Own Pictures can be uploaded to the internet
- Pictures are available to the community
- Flickr:
  - ▣ growth: more than 3000 picture per minute (12.10.2007)
  - ▣ is owned by Yahoo
- Additional picture portals:
  - ▣ piqs.de
  - ▣ imageloop

# Flickr

58

The screenshot shows the Flickr homepage in a Windows Internet Explorer browser window. The browser title is "Willkommen bei Flickr - Fotosharing - Windows Internet Explorer" and the address bar shows "http://www.flickr.com/". The page features the Flickr logo, a navigation menu, and a main banner with the text "Zeigen Sie ihre Fotos. Sehen Sie der Welt zu." and a search bar. Below the banner, there are statistics and four main sections: "Zeigen & in Kontakt bleiben", "Hochladen & organisieren", "Gedrucktes und mehr...", and "Entdecken...". At the bottom, there is a language selection menu and a copyright notice.

Willkommen bei Flickr - Fotosharing - Windows Internet Explorer

http://www.flickr.com/

Datei Bearbeiten Ansicht Favoriten Extras ?

Willkommen bei Flickr - Fotosharing

Seite Extras

**flickr**

Anmelden

**Erstellen Sie Ihren Account**

Es dauert nur einen kleinen Moment mit Ihrer Yahoo!-ID

**Zeigen Sie ihre Fotos.  
Sehen Sie der Welt zu.**

SUCHEN

3.087 Fotos, die [vor einer Minute](#) hochgeladen wurden • 9.230 Fotos mit dem Tag [Fenster](#) • 2,4 Millionen Fotos mit [Geotags](#) in diesem Monat • [Tour ansehen](#)

Add George as a contact?

**Zeigen & in Kontakt bleiben** **Hochladen & organisieren** **Gedrucktes und mehr...** **Entdecken...**

**Tour ansehen** Entdecken Sie den [Flickr Blog](#), die [Weltkarte](#), die [Kamerasuche](#) oder interessante Fotos aus [den letzten 7 Tagen](#).

Sprache auswählen: [繁體中文](#) • [Deutsch](#) • [English](#) • [Español](#) • [Français](#) • [한글](#) • [Italiano](#) • [Português](#)

[Flickr Blog](#) • [Über Flickr](#) • [AGB](#) • [Datenschutz](#) • [Richtlinien für Urheberrecht und geistiges Eigentum](#) • [Community-Richtlinien](#)

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a YAHOO! company

# Flickr

59

## □ Audi R8

Audi R8 auf Flickr - Fotosharing! - Windows Internet Explorer

http://www.flickr.com/photos/c-s-n/899742516/

Datei Bearbeiten Ansicht Favoriten Extras ?

Audi R8 auf Flickr - Fotosharing!

**flickr** LOVES YOU <sup>TM</sup>

Startseite Die Tour Registrieren Entdecken

### Audi R8



The Audi R8 is a mid-engined sports car released by the German automaker Audi. The R8 was officially launched at the Paris Auto Show on September 30, 2006.

The European Audi R8 will be the first production vehicle to feature all-LED headlights - you can see the reflection in the window..

Audi is a sponsor of the football club FC Bayern München. Therefore you can find the car in the so called "Markenwelt" (World of Brands), a shopping mall inside the Allianz Arena, home of the two professional Munich football clubs FC Bayern München and TSV 1860 München.



# Flickr: Examples of companies

schule  
adt-sigaringen  
in-sigaringen  
University

flickr flickr LOVES YOU  
Startseite Startseite Startseite Die Tour Registrieren Entdecken

Sie sind  
Alle Fotos d

## My | Ne Pelikan



Hochgel  
von Mik

Fotost  
Moto

Dieses Foto

Fountai

Fountai

Tags

- fountain
- pen
- pelikan
- souverar
- city serie
- tortoise
- fountain
- inkyfinge

As titl  
every

Kon

flic

Note

It's a  
other

Do y  
The  
So y

I had  
ones  
about

### Kommentare

 **Green Pilgrim** sagt:  
What model of pen is this?  
-GP  
Geschrieben: vor 9 Monaten. ( [Permalink](#) )

 **Mikey Moto pro** sagt:  
Pelikan Souveran 400 White Tortoise Shell on top.  
The nib and cap on bottom are the Pelikan Piazza Navona from the "cities

# Negative publicity in Flickr concerning Microsoft



# 4.2 Tagging / Social bookmarking

62

- Idea: Favorites in the Browser
  - Problem:
    - only local access on one computer
    - Interesting websites of other users are not viewable
- Tags are key words which describe interesting websites. These key words are saved as favorites (= bookmarks) on a website
- Social bookmarks are favorites which are public bookmarks of internet users.
- Advantages of tags
  - Tags are „labels“ which mark interesting websites.
  - Evaluation of interesting websites is done by many users

# Social bookmarking (steps)

63

1. Choose page



2. Choose symbol with link



4. Definition of tags



3. Registration on a bookmarking platform



5. Bookmarks are accessible to private / public use



# Support: Social bookmarking

The screenshot shows a web browser window with the URL <http://www.pelikan.com/pulse/Pulsar/.../Store.displayStore.2134.contentId.9335./majesty-m7000-fountain-pen>. The browser's address bar shows the page title "Majesty M 7000 - Pelikan". The website content includes the Pelikan logo, a navigation menu with items like "Home", "Fine writing instruments", "Products", "Newsletter", "Craftsmanship", "Handwritten", and "Penexchange". A search bar is present with the text "Search for: Enter search terms" and radio buttons for "all pages", "products", and "retailers". Below the search bar, there are dropdown menus for "region" (Pelikan International) and "country" (English Site). At the bottom of the page, there is a section titled "Bookmark this page at:" with icons for various social bookmarking services: Google, Yahoo!, MySpace, Digg, and Facebook.

# Tagcloud

65

MISTER WONG

websites Tags

suchen

## News im Blog:

Die Februar Charts sind online!  
Buddys haben die besten Bookmarks

Übersicht Charts Spotlight Registrieren Einloggen Gruppen Stuff Hilfe Blog

4.068.147 Bookmarks

## Aktuell populär



**Encyclopedia Britannica**  
wissen lexikon nachschlagewerke datenbank englisch  
speichern

Was kann, hat  
und macht  
Mister Wong? »

## Spotlight



**Ole Leifels**  
Fotograf, Menschenaffe  
und kreativer Voll-  
pfeosten bei Kubikfoto®.  
[Zu den Bookmarks](#)



**Vector Magic | Precision Bitmap to Vector Conversion On ...**  
grafik icons vektorisierung webdesign  
speichern



**Downloadpedia**  
download software free opensource free\_software  
speichern

[mehr ...](#)

## Top Themen

Tagcloud gesamt

ajax apple art berlin bilder  
blog blogs business cms  
community computer  
css design deutsch  
deutschland download firefox  
flash forum foto fotografie  
fotos free freeware fun  
games gesundheit google  
howto html inspiration  
internet java javascript  
kostenlos kunst linux mac  
marketing medien mp3 music  
musik nachrichten news  
online opensource  
photoshop php politik  
programming reisen schule  
seo shop shopping social

## Neue Bookmarks

**Homöopathie**  
Homöopathie und Globuli. Sehr interessante Informationen zu vielen Themengebieten.  
hahnemann homöopathie mittel globuli kügelchen  
von misch1 vor 30 Sekunden, 9 Benutzer, [mehr Info](#) [speichern](#)

**scummVM.plaaay.de - ScummVM Games**  
scumm emulator komplettlösung island scummvm  
von misch1 vor 1 Minute, 8 Benutzer, [mehr Info](#) [speichern](#)

**Info-Holzspielzeug.de - Die große Welt des Holzspielzeu ...**





## 4.3 Wiki

67

- „the simplest online database that could possible work. Wiki ist a piece of server software that allows users to freely create and edit Web page content using a Web browser.“

<http://www.wiki.org/wiki.cgi?WhatIsWiki>

- is one of the most popular websites

# Wiki application in companies

68

- Project management
- Development of new products
- E-Learning platforms
- Support of virtual communities
- Marketing
- Technical documentation
- Employee suggestion system
- Glossaries
- Brainstorming events
- Team work

# 4.4 Podcasting

69

- iPod + Casting = Podcasting
- Use of media files:
  - ▣ Audio, Video, Text



# Use of Podcasting: Steps

70

1. Use of a Podcatcher (e.g. iTunes)
2. Choose a Podcast (via Store)
3. Loading of an episode (download from the internet to a PC)
4. Choose a subscription to load the Podcast regularly



# Podcatcher (iTunes)

71

The screenshot shows the iTunes application window with the Podcasts section selected. The interface includes a menu bar (Datei, Bearbeiten, Steuerung, Anzeigen, Store, Erweitert, ?), playback controls, and a sidebar with 'MEDIATHEK' (Musik, Filme, Fernsehsendungen, Podcasts, Radio, Klingeltöne) and 'STORE' (iTunes Store, WIEDERGABELLISTEN). The main content area displays search results for podcasts, including a 'HERAUSGEBER' list and a 'PODCASTS' grid. A table at the bottom lists the following data:

	Titelname	Interpret	Genre	Preis	Beliebtheit
1	Chaos TV	Chaos Computer ...	Technology	Kostenlos	ABONNIEREN
2	PC-WELT.tv - Tests und Tipps au...	PC-WELT	Technology	Kostenlos	ABONNIEREN
3	Chaosradio	Chaos Computer ...	Technology	Kostenlos	ABONNIEREN
4	Chaosradio Express	Chaos Computer ...	Technology	Kostenlos	ABONNIEREN
5	Digital Planet	BBC World Service	Technology	Kostenlos	ABONNIEREN
6	Chaosradio Express International	Chaos Computer ...	Technology	Kostenlos	ABONNIEREN
7	/dev/radio	CCC Erfa Ulm	Technology	Kostenlos	ABONNIEREN
8	Chip.TV: WebTV-Radio - Newscas...	ChipTV, Marcel Acker...	Technology	Kostenlos	ABONNIEREN
9	The Web 2.0 Show	Josh Owens and Ada...	Technology	Kostenlos	ABONNIEREN
10	bel étage - der Medien-Podcast d...	Handelsblatt.com	Technology	Kostenlos	ABONNIEREN
11	43 Folders	Merlin Mann	Technology	Kostenlos	ABONNIEREN
12	SAP INFO Podcast	Alan Joch	Technology	Kostenlos	ABONNIEREN
13	CNN SHOWandTEFI (video)	CNN	Technology	Kostenlos	ABONNIEREN

# Podcasting in companies

72

- Communication of a corporate strategy (CEO Podcast)
  - Application procedures
  - Technical documentation
  - Project management
- ➔ The application is similar to the application of blogs!

# 4.5 Real-time communication

73

- Intended use:
  - ▣ Exchange of voice messages, video conferencing etc. via internet
- Use of messenger systems:
  - ▣ Windows Live Messenger
  - ▣ Skype
  - ▣ Yahoo Messenger

# 4.6 Social networks

74

- Social networks are suitable for establishing social contacts
- Functions in social networks
  - ▣ Users describe themselves with name, picture, hobbies, interests etc.
  - ▣ Apart from audio and videoconferencing, chatting, exchange of pictures or collective listening to music is possible

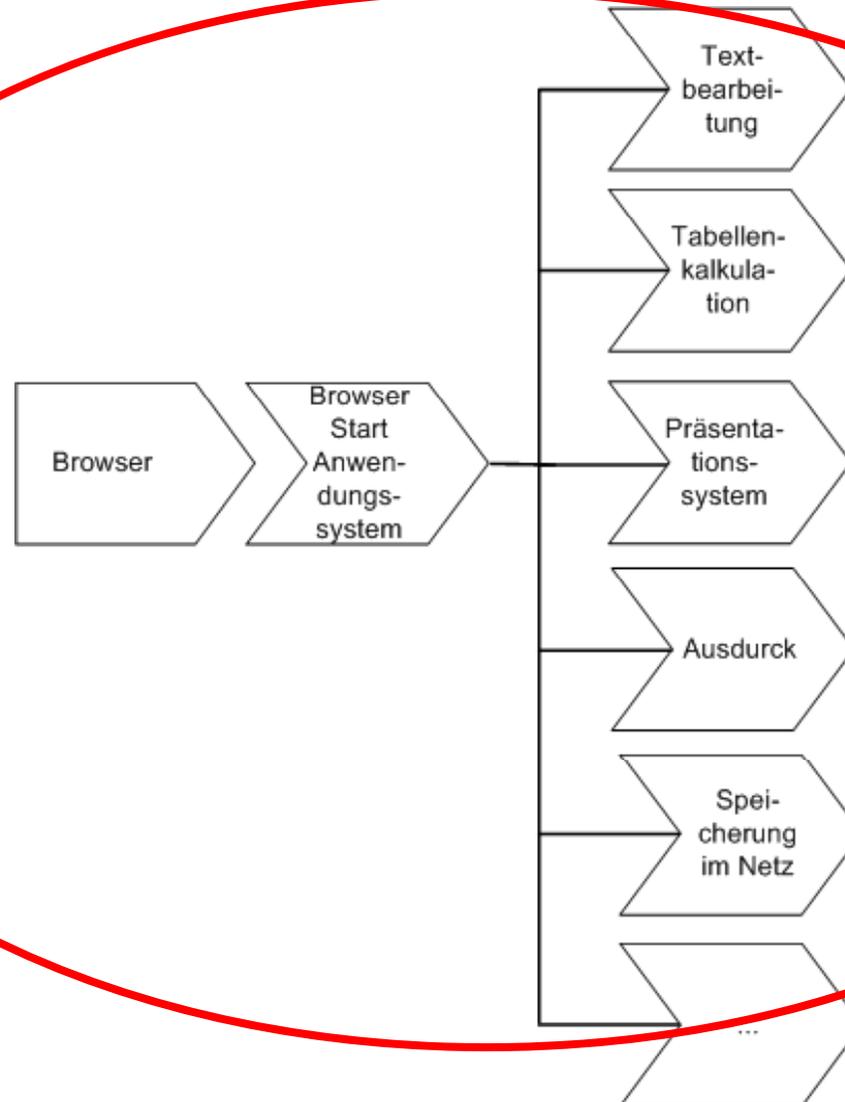
# Examples for social networks

75

- MySpace
- Xing
- StudiVZ
- Stayfriends
- Twitter

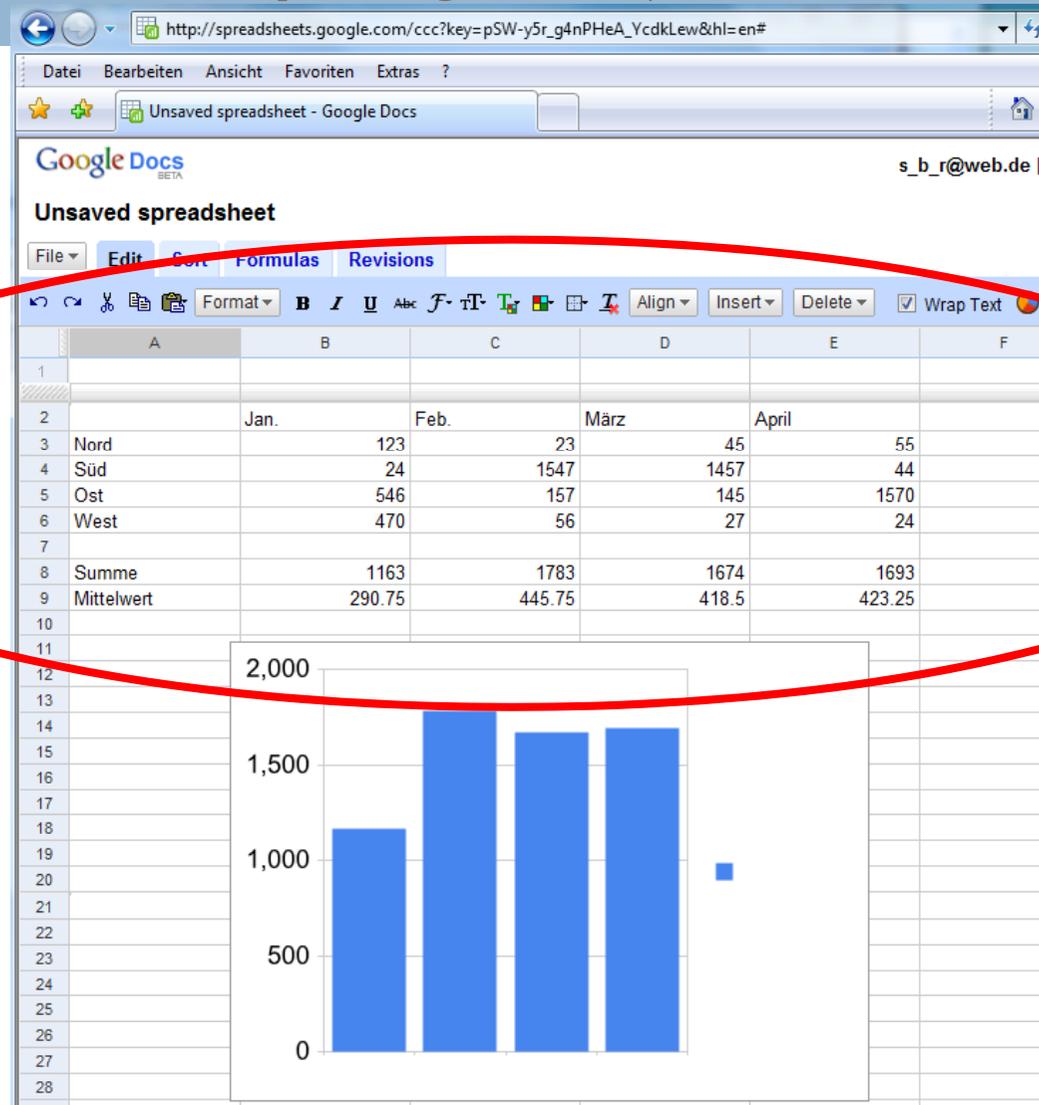
# 4.7 Software as a Service / Browser with application software functions

76



# Example: Google Docs (spreadsheet program)

77



# Example: J. Watson Typewriter

78

## □ Erfolgsfaktoren - Fallstricke - Praxistipp

Jedes IT-Projekt birgt andere Risiken in sich. Zu jedem Projekt sollten die wesentlichen Risiken und eine Bewertung der Eintrittswahrscheinlichkeit aufgelistet werden.

Ähnlich wird ein Projekt in DIN 69901 verstanden als „Vorhaben, das im Wesentlichen durch Einmaligkeit der Bedingungen in ihrer Gesamtheit gekennzeichnet ist, wie z. B.:

- Zielvorgabe
- zeitliche, finanzielle, personelle oder andere Bedingungen
- Abgrenzungen gegenüber anderen Vorhaben
- projektspezifische Organisation“.

[New](#) [Save](#) [Word count](#) [Send it](#) [Download](#) [Print](#) [Prefs](#) [Help](#) [About](#)

« Page 1 of 1 »

Document	Modified	Size	Delete	Shared
□ Erfolgs...	a moment ago	1k	[X]	No

[Writer's block?](#)

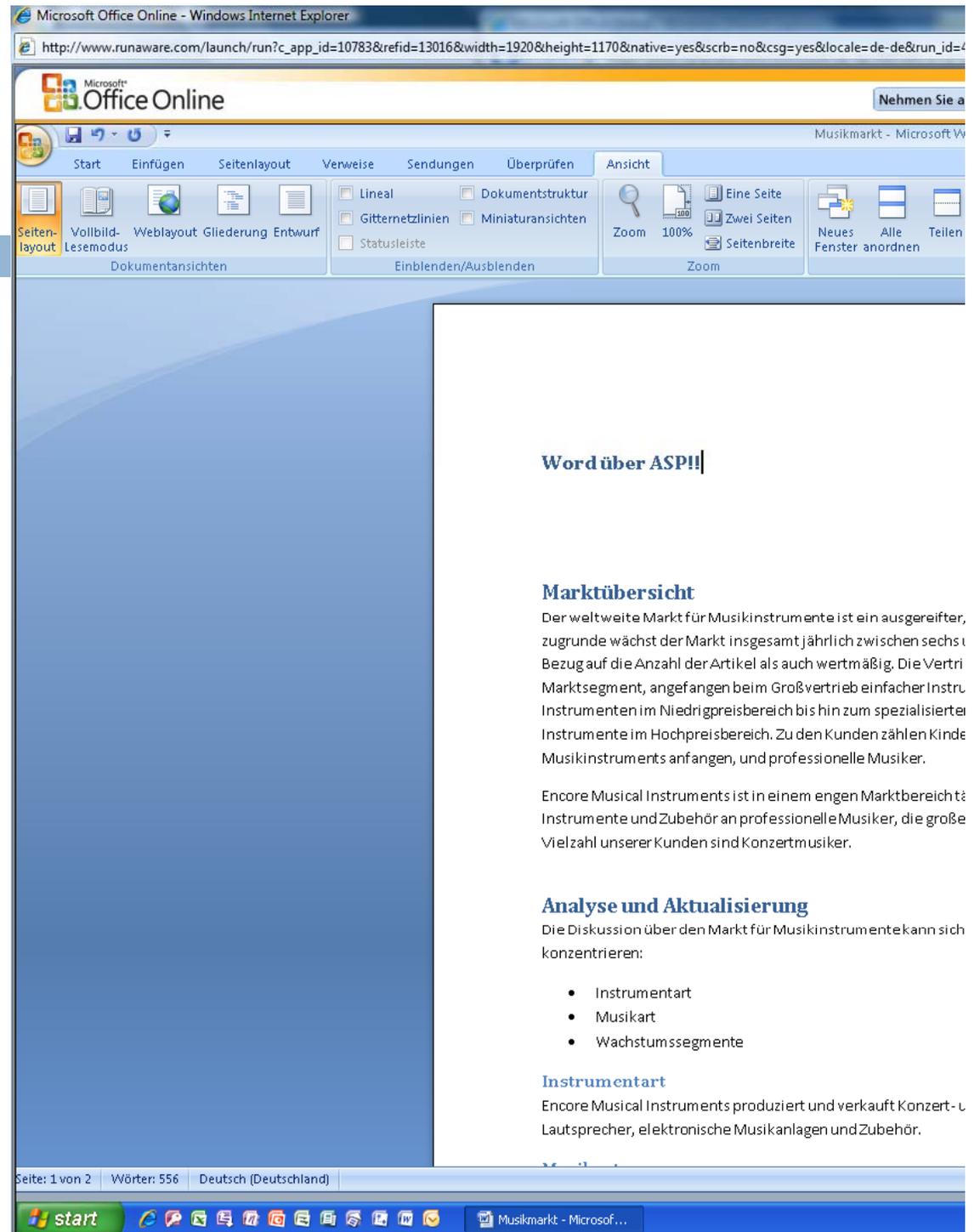
[Lost your documents?](#) | [Login or create account](#)

[Terms of use](#) / [Privacy policy](#)

[BigHugelabs.com](#) / [John Watson](#)

Help support Writer by [making a donation](#).

# Microsoft Office (ASP)



Microsoft Office Online - Windows Internet Explorer

http://www.runaware.com/launch/run?c\_app\_id=10783&refid=13016&width=1920&height=1170&native=yes&scrb=no&csg=yes&locale=de-de&run\_id=4

Microsoft Office Online

Nehmen Sie a

Musikmarkt - Microsoft W

Start Einfügen Seitenlayout Verweise Sendungen Überprüfen Ansicht

Seitenlayout Vollbild- Lesemodus Weblayout Gliederung Entwurf Dokumentansichten

Lineal Gitternetzlinien Statusleiste Dokumentstruktur Miniaturansichten Einblenden/Ausblenden

Zoom 100% Eine Seite Zwei Seiten Seitenbreite Neues Fenster Alle anordnen Teilen

**Word über ASP!!**

**Marktübersicht**

Der weltweite Markt für Musikinstrumente ist ein ausgereifter, zugrunde wächst der Markt insgesamt jährlich zwischen sechs t Bezug auf die Anzahl der Artikel als auch wertmäßig. Die Vertri Marktsegment, angefangen beim Großvertrieb einfacher Instru Instrumenten im Niedrigpreisbereich bis hin zum spezialisierter Instrumente im Hochpreisbereich. Zu den Kunden zählen Kinde Musikinstrumenten anfangen, und professionelle Musiker.

Encore Musical Instruments ist in einem engen Marktbereich t Instrumente und Zubehör an professionelle Musiker, die große Vielzahl unserer Kunden sind Konzertmusiker.

**Analyse und Aktualisierung**

Die Diskussion über den Markt für Musikinstrumente kann sich konzentrieren:

- Instrumentart
- Musikart
- Wachstumssegmente

**Instrumentart**

Encore Musical Instruments produziert und verkauft Konzert- u Lautsprecher, elektronische Musikanlagen und Zubehör.

Seite: 1 von 2 Wörter: 556 Deutsch (Deutschland)

start Musikmarkt - Microsof...

# 4.8 Video platforms

80

- ❑ Users can upload videos to a website
- ❑ Videos are described with key words
- ❑ Visitors of the website may comment on the videos
- ❑ New entries on the website can be received via RSS feeds

# YouTube Video „Will it blend“

<http://www.youtube.com/watch?v=B8H29jU8Wrs>

YouTube

Broadcast Yourself™

Home

Videos

Channels

Videos

Will It Blend? - iPod



Views

[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

Rate: ★★★★★  
11106 ratings

Views: 4,895,254





[Sign Up](#) | [Account](#) | [Hi](#)

Home

Videos

Channels

Community

Videos ▾

Search

### Will It Blend? - iPhone



[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

Rate: ★★★★★  
9122 ratings

Views: 3,579,933

Comments: [11,873](#) Favorited: 8,599 times Honors: [1](#) Links: [5](#)

 From: [Blendtec](#)  
Joined: 1 year ago  
Videos: 64

▶ **About This Video**  
Everybody knows that the iPhone c  
Added: July 10, 2007

Embed  
<object width="425" height="355"><pe

#### ▶ More From: Blendtec

#### ▼ Related Videos

-  [iPhone vs Wind for Business](#)  
10:11 From: [lock](#)  
Views: 62,620
-  [iPhone Hacks](#)  
07:44 From: [lock](#)  
Views: 47,155
-  [My iPhone Diary](#)  
05:47 From: [ther](#)  
Views: 1,120,84
-  [A Closer Look](#)  
04:25 From: [CBS](#)  
Views: 8,088,67



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**totalblender**



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[commercial.blendtec.com](http://commercial.blendtec.com)

**BRAWN. BRAINS. BLENDTEC.**

### HealthyLiving



Blendtec's Fine Living Products

#### Robyn's Green Smoothie

Robyn at [greensmoothiegirl.com](http://greensmoothiegirl.com) has provided this recipe to get greens into your daily diet without loading up on dressing!



Submit Recipe

### Videos



#### Will It Blend?

See the videos everybody is talking about at [WillItBlend.com](http://WillItBlend.com)



#### Demonstrations

We'll show you how to get the best results from your blender by taking you through some delicious recipes!



#### Installation

Thinking about getting a Connoisseur, our in-counter blender? See how easy it is to install!



### Contact Us

**800-253-6383**

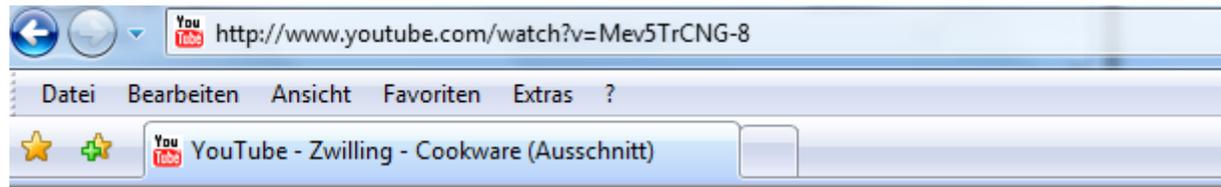
Customer service and sales are available from 8:00 am to 5:30 pm (MST) Mon-Fri. [Email Us](#)

Sign up and receive e-mail from Blendtec.com:



# Zwilling Cookware

<http://www.youtube.com/watch?v=Mev5TrCNG-8>



## You Tube

Broadcast Yourself™

Home

Videos

Chan

### Zwilling - Cookware (Ausschnitt)



[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

Rate: ★★★★★

Views: 416



□ <http://www.youtube.com/watch?v=JB-KPZVPhps>

YouTube  
Broadcast Yourself™

Home Videos Channels Community

Search

### Fissler Blue Point Pressure Cookers

no steam

01:48 / 02:00

From: [125west](#)  
Joined: 1 year ago  
Videos: 16

**About This Video**  
Use the power of pressurized steam  
Added: December 31, 2007

Embed

**More From: 125west**

**Related Videos**

- [Fissler Cook](#)  
00:35 From: [1](#)  
Views: 138
- [Fissler](#)  
05:29 From: [K](#)  
Views: 482



# YouTube

86

- Two men steal a laptop in Austria.
- The video of the security camera is published on YouTube.
- Quelle: <http://www.stern.de/computer-technik/internet/588165.html?q=Weblog>



# 4.9 Mashup

87

- Matchups are web services which are composed of other services.
- Examples for Mashups:
  - Google Maps (map service)
  - Weather services
  - YouTube (videos)
  - Flickr (Pictures)
  - Notepad
  - Calendar

# Real estate disposal via Mashup-Websites

([www.housingmaps.com/](http://www.housingmaps.com/))

88

The screenshot shows a web browser window displaying the HousingMaps website. The browser's address bar shows the URL <http://www.housingmaps.com/>. The website's navigation menu includes links for "For Rent", "For Sale", "Rooms", and "Sublets". A search filter section is visible, with a "City:" dropdown menu set to "\*\*\* Choose a city \*\*\*", a "Price:" dropdown menu set to "\$1500 - \$2000", and buttons for "Show Filters", "Refresh", "About / Feedback", and "Powered by craigslist and Google Maps". The main content area features a map of the United States with numerous green location pins placed over various cities. A legend in the bottom right corner of the map area shows a red pin, a yellow pin, and a green pin, corresponding to the text instructions on the right. The map also includes a scale bar (500 Meilen / 500 km) and a copyright notice for 2008 LeadDog Consulting.

Drag the map with your mouse, or double-click to center.

Click on an  icon to select a city.

In each city, click on the  and  icons to see listings. You can also click the  and  icons next to each listing.

Yellow icons have pictures.

Set the price range using the drop-down menu above.



# Combination: information about real estate and geographical position (<http://www.housingmaps.com/> )

89

City: Miami Price: \$250 - \$750 Show Filters Refresh Link

Powered by [craigslist](#) and [Google Maps](#)  
(this site is in no way affiliated with craigslist or Google)

[About / Feedback](#)

Map view: Karte, Satellit, Hybrid

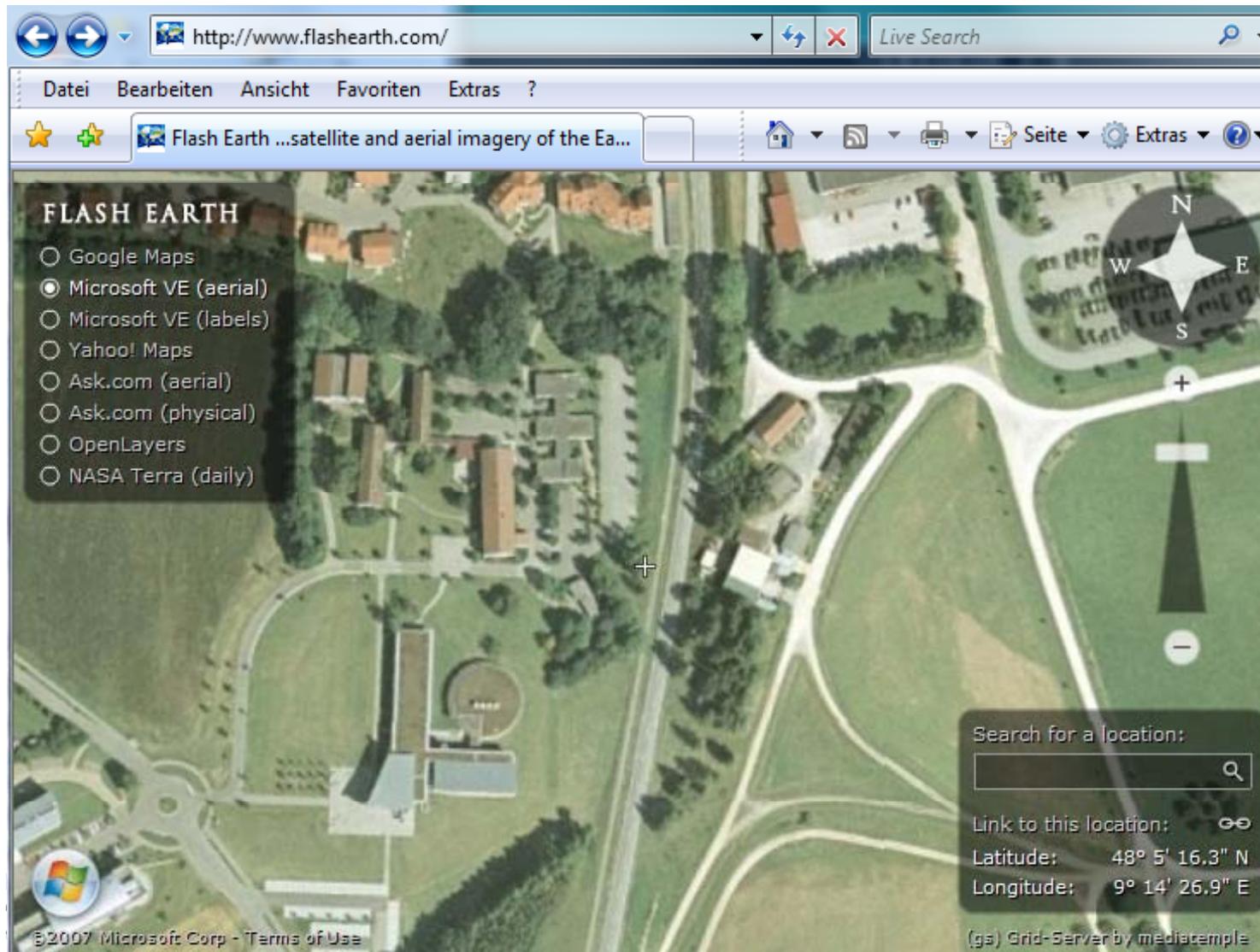
**\$650**  
**Share 3BR House Close To Fiu -**  
15390 Ne 16th Ave  
Miami  
786-280-1471 / [email](#)

pics	price	description	city	date
	\$600	<a href="#">Room Mate Needed -</a>	Miami	2/20
	\$400	<a href="#">Room for rent inside 2/2 apartment Jackson hospital area -</a>	Miami	2/20
	\$425	<a href="#">Habitacion amueblada! -</a>	Hollywood	2/19
	\$700	<a href="#">Amazing view in downtown -</a>	Miami	2/19
	\$399	<a href="#">1Room in condo for rent at Venetian Gardens, Keys Gate! Pool, cable + -</a>	Homestead	2/19
	\$700	<a href="#">Penhouse room with private bath -</a>	Miami	2/19
	\$700	<a href="#">Busco Roommate para 2/2 condo Pembroke Pines -</a>	Hollywood	2/19
	\$650	<a href="#">Share 3BR House Close To Fiu -</a>	Miami	2/19
	\$450	<a href="#">Roommate Wanted -</a>	Miami Beach	2/19
	\$475	<a href="#">Furnished room for rent in spacious house for Female near Fiu -</a>	Miami	2/19
	\$475	<a href="#">Room for rent in spacious house for Female near Fiu -</a>	Miami	2/19
	\$600	<a href="#">2/2 spacious apartment to share -</a>	Miami	2/19
	\$450	<a href="#">Busco Roommate -</a>	Miami Beach	2/19
	\$625	<a href="#">3 Bedroom Apartment For Rent, Design District -</a>	Miami	2/19
	\$700	<a href="#">Beautiful Room With Balcony* -</a>	Opa-Locka	2/19
	\$500	<a href="#">Male Roommate Needed -</a>	Miami	2/19
	\$600	<a href="#">2/1 To share In the Grove -</a>	Miami	2/19



# Integration of different satellite picture services (www.flashearth.com)

90



# Individual welcome page with weather forecast, calendar services, news etc. [www.pageflakes.com](http://www.pageflakes.com)

91

The screenshot displays a web browser window with the URL <http://www.pageflakes.com/>. The browser's address bar shows the URL, and the page title is "Pageflakes - Get it Together". The dashboard features several widgets:

- Willkommen auf Pageflakes:** A welcome message in German, stating "Willkommen auf www.pageflakes.de - Ihrer persönlichen Startseite. 'Module' auf dieser Seite können frei verschoben, editiert oder gelöscht werden. Weitere Module können hinzugefügt werden (einfach auf den gelben Pageflakes Button klicken - oben rechts). Bei Fragen können Sie sich jederzeit an uns wenden: [info@pageflakes.com](mailto:info@pageflakes.com). Viel Spaß auf Pageflakes!"
- Mein Wetter:** A weather forecast for Marina Del Rey, CA, showing conditions for Wednesday (14°/8° Few Showers), Thursday (15°/8° Partly Cloudy), Friday (14°/8° Rain), and Saturday (15°/9° Partly Cloudy). It is powered by weather.com.
- Nachrichten aus Deutschland:** A news section with articles such as "Ist Obama hart genug fürs Weiße Haus?", "Kubanische Hoffnungen - Netzeitung", and "Unicef verliert Spendensiegel - Hamburger Abendblatt".
- Sudoku spielen:** A 9x9 Sudoku grid with some numbers filled in.
- Mein Kalender:** A calendar for February 2008, showing the days of the week and dates.
- Meine Terminliste:** A task list with columns for "Task", "Due in", and "Done?". It includes sample tasks and an "Add Task" button.
- Videosuche:** A video search bar with a "Search" button.

# 4.10 Virtual watchdog

92

- Observation of changes in the internet
- Permanent observation of the cyberspace
- Analysis of competitors
- Changes in newsletters
- Changes in search engines for prices
- Observation of blog entries
- Changes on video platforms
- Picture sharing systems
- Observation of mashups

# 5. Risks of Web 2.0

93

- Invasion of personal privacy
  - ▣ The creation of personal profiles is easily possible
  - ▣ It is almost impossible to change statements once they are published
- Beta versions are getting standard
- No contracts between service provider and service user

# 6. Web 3.0?

94

- What might be the innovations of Web 3.0?
  - Semantic web
  - Mobile web
  - Second life