

Gliederung

- Einleitung
 - Informations- und Wissensmanagement,
 - Web 2.0
- Erfolg von Blogs, Wikis & Co.
- Projekt Styleguide-Web
- Fragen & Diskussion

Erfolg von Blogs, Wikis & Co.

- Content-Management-Systeme
 - Blogs > „Nachrichten“ & Pers. Bezug
 - Wikis > „Collaborative Community“

Erfolg von Blogs, Wikis & Co

Wenn man sich über ein Thema näher informieren möchte ...



Basis: Gesamtdeutschland, Bevölkerung ab 14 Jahre

Quelle: Allensbacher Markt- und Werbeträgeranalysen (AWA) 1999 und 2003

© IGD-Allensbach

Erfolg von Blogs, Wikis & Co

Wenn man sich über ein Thema näher informieren möchte ...

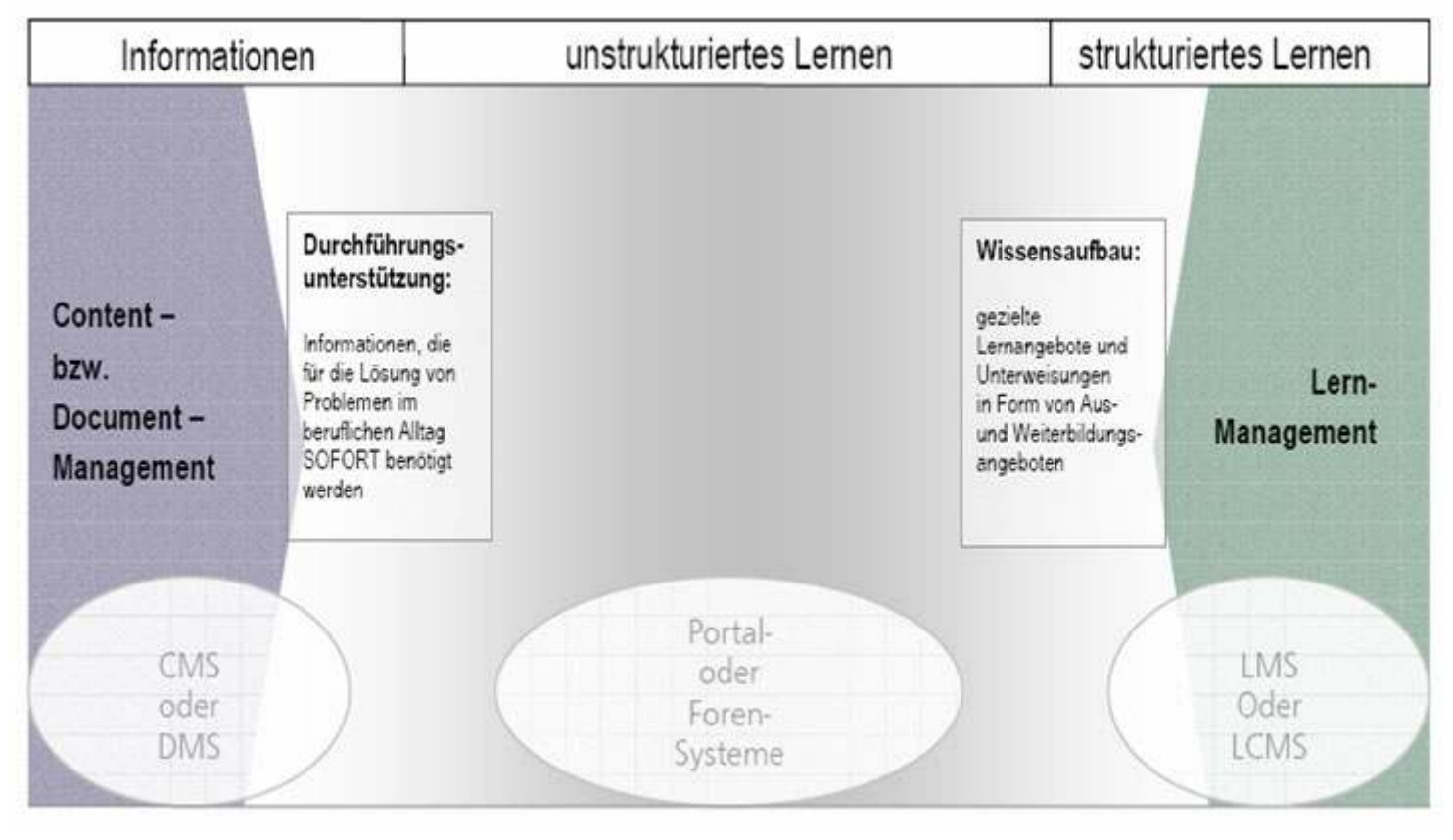


Basis: Gesamtdeutschland, Bevölkerung ab 14 Jahre

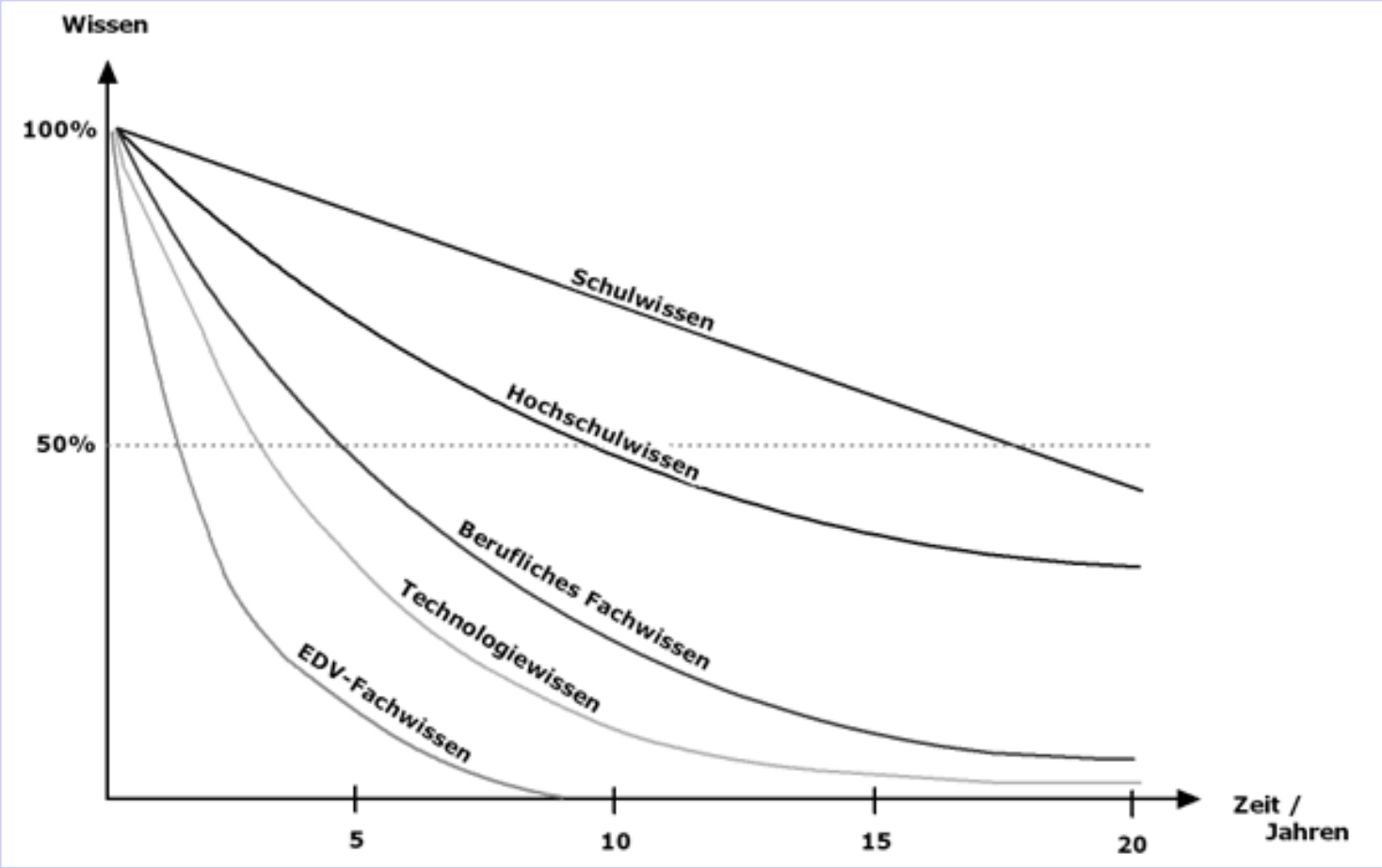
Quelle: Altenbacher Markt- und Werbeträgeranalysen (AWA) 1999 und 2003

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Informations- und Wissensmanagement



Halbwertzeiten



Web 2.0



Was ist „Web 2.0“ ?



"The accretion of tiny hacks can numb us to the arrival of the stupendous" - Kevin Kelly - [We Are the Web](#) - Wired 13.08

Web 2.0 is an term referring to the ongoing transition to a full participatory Web, with participation including both humans *and* machines. Web 2.0 is characterized by the following themes:

The Read/Write Web: In which the Web is seen as a two-way medium, where people are both readers and writers. The main catalyst for this is social software, allowing communication and collaboration between two or more people.

The Web as Platform: In which the Web is seen as a programming platform upon which developers create software applications. The main catalyst for this is Application Programming Interfaces, or APIs, allowing communication between two or more software applications.

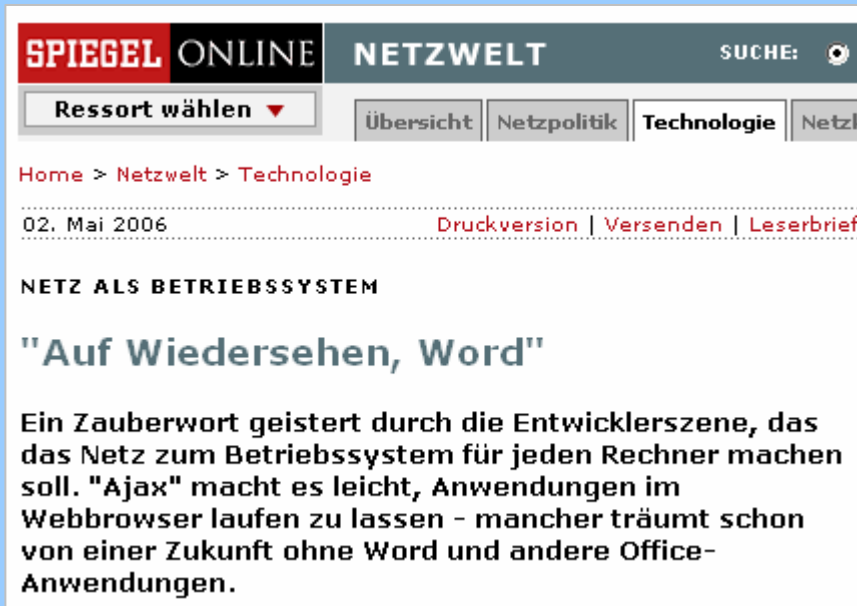
It is important to recognize, however, that "Web 2.0" is not anything other than the evolving Web as it exists today. It is the same Web that we've had all along. But the problems, issues, and technologies we're dealing with are in many ways different, and so using the term "Web 2.0" is a recognition that the Web is in a constant state of change, and that we have entered a new era of networked participation.

The term Web 2.0 was coined by [Dale Dougherty of O'Reilly Media](#).

Web 2.0 was a trendy way to indicate an improved form of the **World Wide Web**, and the term has been **in occasional use** for several years

Web 2.0 is a [buzzword](#), incorporating whatever is newly popular on the Web (such as [tags](#) and [podcasts](#)), and its meaning is still in flux.

Was ist „Web 2.0“ ?



SPIEGEL ONLINE NETZWELT SUCHE: 🔍

Ressort wählen ▾ Übersicht Netzpolitik **Technologie** Netzk

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02. Mai 2006 [Druckversion](#) | [Versenden](#) | [Leserbrief](#)

NETZ ALS BETRIEBSSYSTEM

"Auf Wiedersehen, Word"

Ein Zauberwort geistert durch die Entwicklerszene, das das Netz zum Betriebssystem für jeden Rechner machen soll. "Ajax" macht es leicht, Anwendungen im Webbrowser laufen zu lassen - mancher träumt schon von einer Zukunft ohne Word und andere Office-Anwendungen.



SPIEGEL ONLINE NETZWELT SUCHE: 🔍

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UNTER DRUCK
MEDIEN IN ZEITEN DES UMBRUCHS

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13. April 2006 [Druckversion](#) | [Versenden](#) | [Leserbrief](#)

WEB 2.0

Zerreiß mich, kopier mich

Von *Christian Stöcker*

Revolution im Web: Der Schaukasten wird zum Baukasten. Flickr und Youtube waren nur der Anfang. Nachrichten, Musik, Bilder, Videos - alles taugt zum Remix. Werkzeuge gibt's online. Willkommen im Zeitalter der "MashUps!"

Web 2.0 = 95 % Google ?



The screenshot shows the Google Code website in a Microsoft Internet Explorer browser window. The browser's address bar displays "http://code.google.com/". The page features the Google logo and the "Google Code" title. On the left, there is a navigation menu with links for "Google Code Home", "Developer FAQ", "Organizations", "Summer of Code", "Google APIs", "AdWords API", "Blogger API", "Data APIs", "Desktop SDK", "Earth HTML", "Enterprise APIs", "Homepage API", "Maps API", "Related Links", "Sitemaps", "Talk XMPP", "Toolbar API", "Web Search API", "Open Source Projects", "AdWords API Clients", "AjaxSLT", "CoreDump", "ExploreCamera", "Gooey", "Gtags", "Kangaroo", "Lilyjigs", "mNaim", "Performance Tools", "Sitemap Generator", and "Sparse Hash".

The main content area is divided into three columns:

- Enhance your web site**: Includes links for [Google Maps API](#) (Embed Google Maps), [Google Related Links](#) (Display dynamic content links), [Google Sitemaps](#) (Optimize search coverage), and [Google AdSense](#) (Earn money with ads).
- Reach Google users**: Includes links for [Google Homepage API](#) (Write custom modules), [Google Desktop SDK](#) (Write UI and query plugins), [Google Earth HTML](#) (Create and share content), and [Google Toolbar API](#) (Create custom buttons).
- Integrate with Google**: Includes links for [AdWords API](#) (Manage account programmatically), [Google Data APIs](#) (Read and write data), [Blogger API](#) (Create, read, update, and delete blog posts), and [Google Talk XMPP](#) (Federate with Google Talk).

Below these columns is the "Featured Projects" section, which includes:

- Frappé**: Author: [Diana Concents](#). Google APIs used: [Maps API](#). Other APIs used: [Slide](#).
- USGS Earthquakes HTML**: Author: [USGS](#). Google APIs used: [Earth HTML](#).

At the bottom, there is a "Google Code Blog" section with a "Subscribe" button. The latest post is titled "SoC 2006 is on..." dated May 01, 2006, by Leslie Hawthorn. The next post is "New Project: Google Ctemplate" dated Apr 24, 2006, by Jan Trowbridge.

Web 2.0 = 95 % Google ?



Homepage Content Directory

Web 2.0 – Datenkrake Google

- „Homo Googleiensis“
- Marktmacht:
 - USA: 48,5 % der Suchanfragen
 - D: 83,2 % der Suchanfragen
- Neue Dienste / Software im Wochentakt



Web 2.0 – Ohne Google ?

WikiHome
Welcome, **guest** [[Login](#)]

Edit Page ▾
Attach
Create Page ▾
[More Actions...](#)

Feeds | [Revision 133](#)

Toolbar [Edit](#) [« Hide](#)

- [Getting Started](#)
- [Watch Tutorials](#)
- [View FAQ](#)
- [Ask a Question](#)

Help Quick Links

- [FAQ](#)
- [Tutorials](#)
- [Developer Info](#)
- [User Docs](#)
- [Wiki Markup Guide](#)
- [Wiki Edit Styles](#)
- [Terms Of Service](#)

Customize these links by editing the [HelpBox](#) page.

Installed Applications

Application	Ver.
BlogApp	3.0.13
book1App	1.0
dicApp	1.0
FFFApp	1.0
Life EarningsApp	1.0
putchtestApp	1.0

- [Browse Application Gallery](#)
- [Create application from Excel](#)

People Online

[clawim](#)

WSFinder.com | The Wiki for Finding Web Service and Open APIs

[WSFinder Blog](#) | [Map of the Web 2.0 World](#) | [Web 2.0 Discussion](#) | [Email Me](#) | [SF Web Innovators Network](#)* NEW

Welcome! This is a community effort to create a list of **all APIs and web services that are publicly available** for people to play with.

We've seen the great things that people have done with Open APIs. We hope to encourage more cool stuff to get built and for more companies and developers to open up their APIs. We think that the Web 2.0 world is approaching quickly and that this will accelerate it.

Check out our [WSFinder Blog](#) for thoughts, updates and conversation. If you've contributed a lot are interested in helping with the site or want a guest post on our blog please [email Paul Martino](#).

165 APIs total with 42 mashups as of 4/17/2005 1:35 PM

Advertising (4)	Fax (2)	Outline Generation	RSS Management (5)
Analytics	Graphing	Package Shipping/Tracking (2)	Shopping (2)
Auctions	Identity (6)	Payment (2)	Storage and Distribution (2)
Bible Information	Jobs	Personal Organization + Calendar (9)	Travel (5)
Blogging (3)	License	Photos (7)	URL Information (3)
Blog Search (4)	Maps and Geography (23)	Podcast (2)	Video (4)
Communication	Medical (5)	Product Search (4)	Weather
Desktop Search	Miscellaneous (2)	Queue Service	Web Search (6)
Desktop Widgets (4)	Mobile/SMS (6)	Recommendations	Web Bookmark Lists (9)
Email List Management	Music (6)	Recruiting	Wiki (4)
Enterprise Search	News (8)	Reviews (2)	Wishlist
Events (3)	Office Applications	Sponsor (1)	Sponsors (2)

This wiki is completely editable (except this front page has some restrictions). So please add, update, or expand on anything you see. If you would like to add a new category, please [email me](#).

Edit Page ▾
Attach
Create Page ▾

StatCounter

JotSpot: [[Index](#) | [Recent changes](#)]
Welcome, **guest** [[Login](#)]

[FAQ](#) | [Submit Feedback](#) | [Developers](#) | [About JotSpot](#)

Office 2.0 – Just Web 2.0

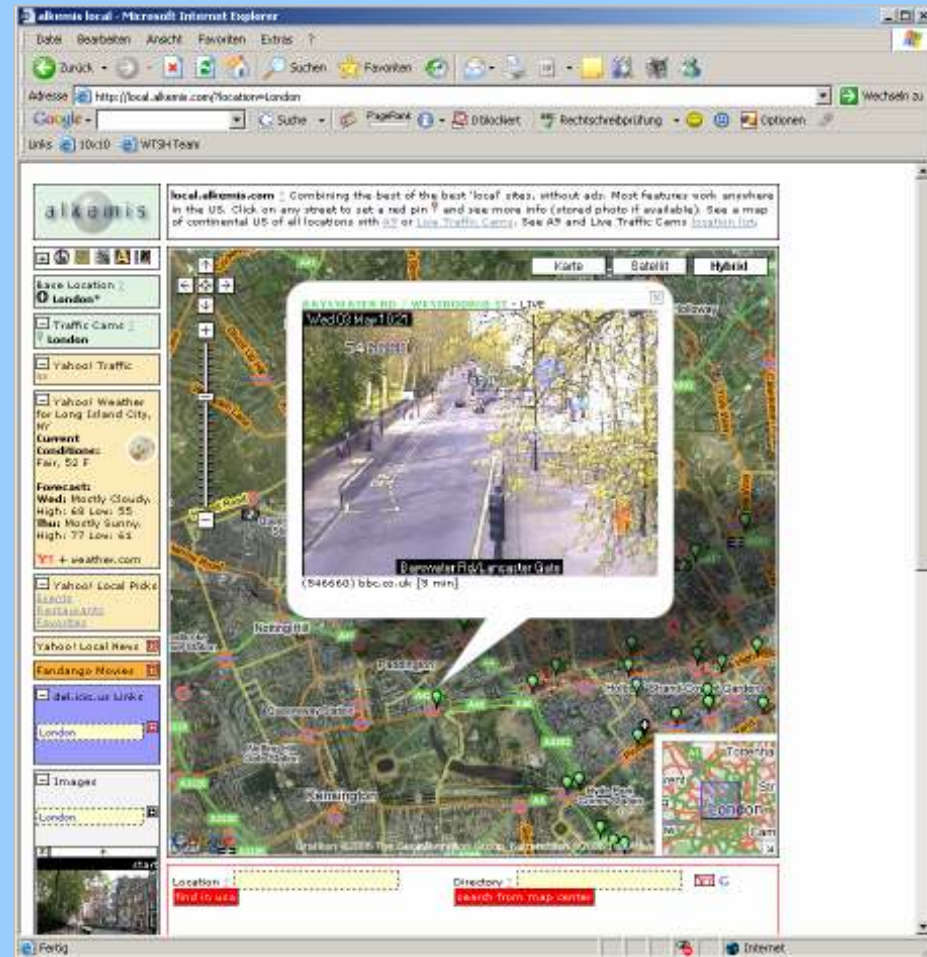


My Office 2.0 Setup

Web 2.0 – Beispiel **MashUps**

MashUps sind Internetseiten, die durch das Vermischen, Verknüpfen oder neu konfigurieren vorhandener Inhalte entstehen. Häufig werden beispielsweise Ortsinformationen aus Google Maps mit anderen Inhalten, etwa Lexikon- oder Branchenbuch-einträgen verknüpft. Auch Flickr und del.icio.us sind beliebte MashUp-Zutaten. Viele Web-Unternehmen stellen Hobbyentwicklern für solche Projekte sogar ihre "application programming interfaces" (APIs) zur Verfügung.

(Quelle: Spiegel Online)



Web 2.0 – Beispiel **MySpace.com**



MySpace.com ist die populärste unter den **Community-Plattformen**, mit über 60 Millionen registrierten Nutzern. Wie auch Facebook.com, Xanga.com oder Friendster.com bietet MySpace den Nutzern die Möglichkeit, **Profileseiten** anzulegen und mit **Bildern und Videos** zu dekorieren, **Musik und Text** auf die Seite zu stellen und ihre persönliche Profileseite mit der von Freunden und Bekannten zu **verknüpfen**. MySpace ist sehr beliebt bei Nachwuchsmusikern und verhalf auch den britischen **Arctic Monkeys** zu ungeahntem Erfolg. In die Kritik geriet das Angebot, weil es von Pädophilen benutzt wurde, um Kontakt zu Minderjährigen aufzunehmen.

(Quelle: Spiegel Online)

Blogs

The screenshot shows the Blogger website interface. At the top left is the Blogger logo, and at the top right is the text 'Push-Button Publishing'. Below the header is a navigation bar with icons for help, writing, comments, images, and a green exclamation mark icon. The main content area is divided into two columns. The left column is titled 'Nutzer meinen...' and contains three user testimonials. The right column is titled 'Los geht's' and contains a green exclamation mark icon, followed by introductory text about blogging, a paragraph about what happens next, and a paragraph about the cost and support of Blogger. At the bottom of the right column are two buttons: 'ZURÜCK' (Back) and 'BLOG ERSTELLEN' (Create Blog). At the very bottom of the page is a footer with links for 'Startseite', 'Info', 'Buzz', 'Hilfe', 'Sprache', 'Entwickler', 'Zubehör', 'Datenschutz', and a copyright notice for 1999-2006 Google.

Blogger™ Push-Button Publishing

Nutzer meinen...

“I love Blogger - it has been a great addition to my life online!”
- Roseanne

“You guys do a wonderful job... Thanks for the exemplary service in pioneering mass, user-friendly, web logs on the internet. Seriously... I, along with thousands of other users, definately appreciate the service you provide.”
- Josh

“Thanks, your system is perhaps the easiest content management application I've ever seen... It simply amazes me how easy it is, and I've been working with computers for 20 years.”
- Michael

Los geht's

Das Bloggen versteht man am schnellsten, wenn man es ausprobiert. Wir haben uns sehr bemüht, es wirklich einfach für Sie zu machen. Klicken Sie kurz unten auf den Link und Sie werden in **weniger als fünf Minuten** Teil eines Phänomens, das durch die Beteiligung so vieler Leute das Internet und die Medien nachhaltig verändert.

Und was passiert dann? Wer weiss das schon? Aber es kann durchaus lustig werden.

Und vergessen Sie nicht: Blogger ist absolut kostenlos. Und bei Problemen klicken Sie einfach in irgendeinem Fenster auf die Hilfe-Schaltfläche. Sie finden dort alle Antworten, nach denen Sie suchen – oder wenden Sie sich einfach an unseren User Support.

ZURÜCK **BLOG ERSTELLEN**

[Startseite](#) | [Info](#) | [Buzz](#) | [Hilfe](#) | [Sprache:](#) | [Entwickler](#) | [Zubehör](#) | [Datenschutz](#) | Copyright © 1999 - 2006 Google

Bloggings's Six Pillars –

An Excerpt from *Naked Conversations*:

Publishable.

Anyone can publish a blog. You can do it cheaply and post often. Each posting is instantly available worldwide.

Findable.

Through search engines, people will find blogs by subject, by author, or both. The more you post, the more findable you become.

Social.

The blogosphere is one big conversation. Interesting topical conversations move from site to site, linking to each other. Through blogs, people with shared interests build relationships unrestricted by geographic borders.

Viral.

Information often spreads faster through blogs than via a newsservice. No form of viral marketing matches the speed and efficiency of a blog.

Syndicable.

By clicking on an icon, you can get free "home delivery" of RSS-enabled blogs into your e-mail software. RSS lets you know when a blog you subscribe to is updated, saving you search time. This process is considerably more efficient than the last-generation method of visiting one page of one web site at a time looking for changes.

Linkable.

Because each blog can link to all others, every blogger has access to the tens of millions of people who visit the blogosphere every day.

Blogs

- France has in proportion more bloggers than the USA
 - USA: 3% der Bevölkerung
 - F: 4,9% der Bevölkerung
 - D: 0,2% der Bevölkerung



Blogs = Medienrevolution ?

SPIEGEL ONLINE WIRTSCHAFT SUCHE:  Art

Ressort wählen ▼ Aktuell Börse Depot Fonds Derivate

Home > Wirtschaft > Unter Druck - Medien in Zeiten des Umbruchs

UNTER_DRUCK
MEDIEN IN ZEITEN DES UMBRUCHS 

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14. März 2006 [Druckversion](#) | [Versenden](#) | [Leserbrief](#)

KÄUFLICHE BLOGGER

Schwitzende Swinger

Von *Marc Pitzke*, New York

Blogger rühmen sich, die Anti-Elite der Medienbranche zu sein. Doch längst haben die Revoluzzer begonnen, sich mit Konzernen zu arrangieren. Schon gibt es erste Fusionen der einstigen Todfeinde.

New York - "Time"-Chefredakteur Jim Kelly hatte geladen, und die Crème de la crème der Presseszene war angetanzt. Schulter an Schulter drängten sie sich in Kellys Apartment, Bierflaschen und Cocktailgläser im Anschlag: Bill Keller, der Herr der "New York Times", Hendrik Hertzberg vom "New Yorker", CNN-Quotenretter Anderson Cooper und andere.

Der Ehrengast war ein anderer: Andrew Sullivan, der konservativ-schwul-katholisch-HIV-positive Blog-Pionier, der nach fünf Jahren Einzelkampf im Internet seine **Web-Wallungen** jetzt an "Time" verkauft hat.

Blogs - Suchmaschinen

TechCrunch

TOOLS

[New Blog Search Engine Sphere Launches](#)

Tuesday, May 2, 2006

New blog search engine [Sphere](#) launched just moments ago and has also announced a [\\$3.75 million round of venture financing](#). In addition to covering the launch of Sphere here, we have a [podcast interview with CEO Tony Conrad and advisor Toni Schneider over at TalkCrunch](#).



Sphere, which follows in the footsteps of previous blog search engines like Feedster, Technorati and IceRocket, as well as offerings from Google and Yahoo, is doing things quite a bit differently than its predecessors (and its evolved dramatically since our [first look at it](#) back in October).

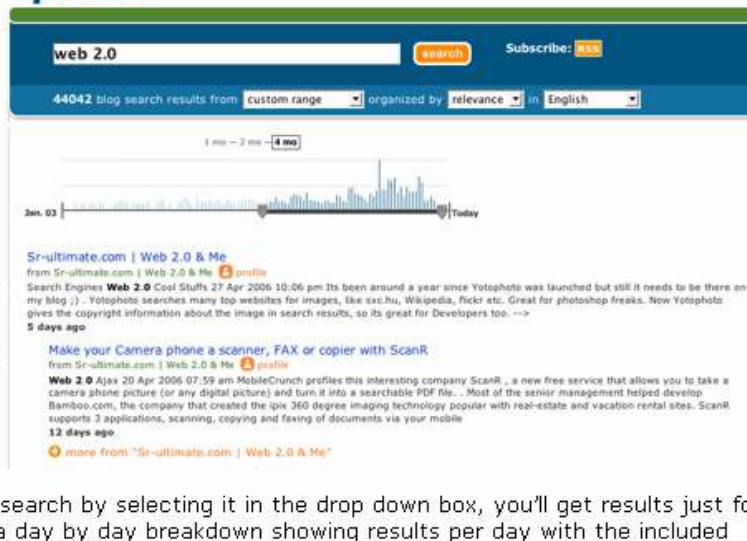
Sphere's design, by the way, was created by Adaptive Path. See their essay on the project [here](#).

The site is segmented into three main areas: blog search results, featured blogs, and related media.

Blog Search Results

Sphere [search results](#) can be viewed by date, relevance or a combination of both. Unlike Technorati, which determines a blog's relevance based on the total number of unique links into that blog, Sphere is taking an algorithmic approach. For Sphere, "relevance" is based on three key factors: links in/out of blog; meta data around the blog (average length of posts, post frequency, etc; and a semantic analysis of the posts themselves). In our tests Sphere blog relevance is very good. We'll do a more in depth review and comparison at a later date.

Another feature is a "custom date search". In addition to preset date selections, if you do a custom date search by selecting it in the drop down box, you'll get results just for that date range and you'll also see a day by day breakdown showing results per day with the included



The screenshot shows the Sphere search engine interface. At the top, there is a search bar containing the text "web 2.0" and a "search" button. To the right of the search bar is a "Subscribe" button with a "RSS" icon. Below the search bar, it displays "44042 blog search results from" followed by a dropdown menu set to "custom range", "organized by" set to "relevance", and "in" set to "English". Below this is a bar chart showing search results over time, with a date range from "Jan 03" to "Today". The chart shows a significant spike in results around the time of the search. Below the chart, there are several search results listed, including one from "Sr-ultimate.com" about "Web 2.0 & Me" and another about "ScanR".

Blogs – Suche „Usability“

Currently tracking 38.5 million sites and 2.4 billion links. [Member Sign In](#) [Sign Up](#) [Help](#) [About](#)

Technorati™ Search Tags Blog Finder Explore

Usability Search Options

2,910 German (Deutsch) posts contain:

Usability in All Blogs. Limit to blogs about:

All Blogs **Your Favorites** Design Web Accessibility

Posts in German (Deutsch) with any authority (all results).

SPONSORED LINKS - RESULTS CONTINUE BELOW

Professional Engineering Psychologists
Userthink's professional engineering psychologists will have a solution for you - whether you need a full-scale **usability** study, a simple heuristic evaluation, or a custom solution. www.userthink.com

Quantitative/Qualitative User Research
Since 1987 Alucid Solution has specialized in lab testing, field studies, **usability**, group discussions, technical writing and user-centered **design** training. Consultants in US and abroad. alucid.com

First Insights Usability Testing
Specializing in lab based **usability** testing to improve **Web** sites, Intranets and UI prototypes. www.firstinsights.com

Meta-Tags, Tagging und Tagclouds zur...
In [Templaterie Blog](#) 1 day ago
Meta-Tags, Tagging und Tagclouds zur Sitestrukturierung Silke Schäffmann wrote this 12:16: Webspacken, wie die Spammer und "Marketing-" bzw ... ursprünglichen Sinne wiederentdecken. Dieser Beitrag handelt z.B. von **Usability** und dessen Kumpel

CSS-Rebooter: Ika Ray — Zu Schön zum Lesen
In [Templaterie Blog](#) 2 days ago
CSS-Rebooter: Ika Ray ä□□ Zu Schön zum Lesen Silke Schäffmann wrote this 20:00: [CSS-Reboot (ikaray zu schön zum lesen) ... Schaden der **Usability** aus und damit nicht gemeint, dass im IE dem Nutzer auch nicht Möglichkeit zu

Discount Usability

Text Link Ads

What's this? This is a live search for posts in German (Deutsch) about **Usability** with results sorted newest to oldest. [Keyword Search Help »](#)

Welcome back!

- Do you blog? [Claim it](#) to get in here!
- Want more? [Become a member](#) to save searches in a Watchlist.

Mentions by Day

German (Deutsch) posts that contain **Usability** per day for the last 30 days.

Charts sponsored by **Text Link Ads**

Add **Technorati This!** to your browser's toolbar and see who's blogging about any web page!

Who's Blogging about **Usability**

Blogs – The Return of the USER ?



The screenshot shows the Gizmodo website interface. At the top, the Gizmodo logo is visible. Below it, there's a navigation bar with the date 'THU 04 MAY 2006'. The main article title is 'Silent MacBook Pro Battery Recall'. The article text discusses a recall of MacBook Pro batteries, mentioning that Apple is acknowledging a problem with the first set of MacBook Pro batteries. There are several images: one showing the battery pack, another showing a person's face, and a third showing a person's face. The article also includes a sidebar with a search bar and a 'CLICK HERE TO READ MORE' button.

Thermal Greasy: Apple Sics Lawyers on Something Awful

READ MORE: APPLE, LAPTOPS, MAC, MACBOOK PRO, COPYRIGHT, LAWYERS, SOMETHING AWFUL, THERMAL GREASE



After a Something Awful denizen took apart his MacBook Pro and discovered that Apple had slathered on far too much thermal grease, he found that using a more modest amount dropped his MacBook Pro's temperatures by several degrees. Now the forum has received a threatening letter from Apple's legal staff, requesting a link to this image (pictured above) be removed because "The Service Source manual for the MacBook Pro is Apple's intellectual property and is protected by U.S. copyright law."

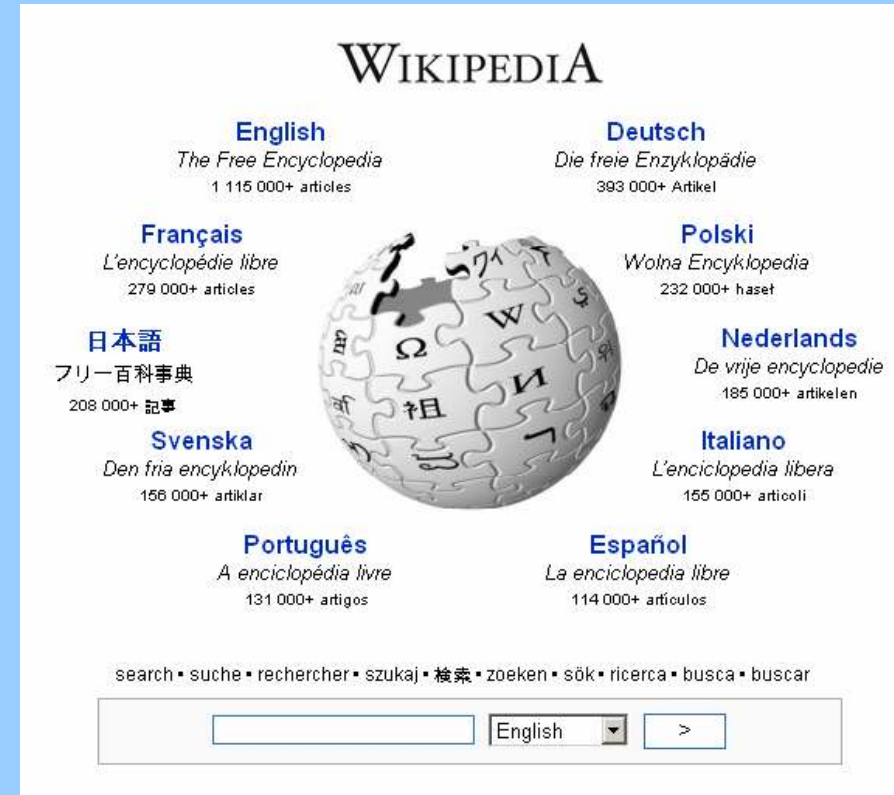
Of course the real problem isn't the single excerpted page being linked from Something Awful, but instead the fact that the image shows the extremely sloppy manufacturing process that is causing the MacBook Pro to run at temperatures as high as a 95 degrees Celsius under full load. (A temperature so high that the processor is at risk of malfunctioning.) Rather than addressing the problem of the shoddy workmanship, documented not only by those who purchased Apple's \$2,000 laptop but by Apple's own service manual, Apple is trying to silence those from the Macintosh community who are trying to help other Mac users fix Apple's mistake.

My MacBook Pro has the problem with the whining screen, too. Perhaps I'll wait until they acknowledge the sloppy application of the thermal grease before I go in to request repair. In the meantime I will keep telling people how much I love using my Mac while silencing questioning my devotion to a company who would rather use the law than service to assuage their customers' complaints.

24 comments Latest by adriano

Wikis – Schnell, Schnell...

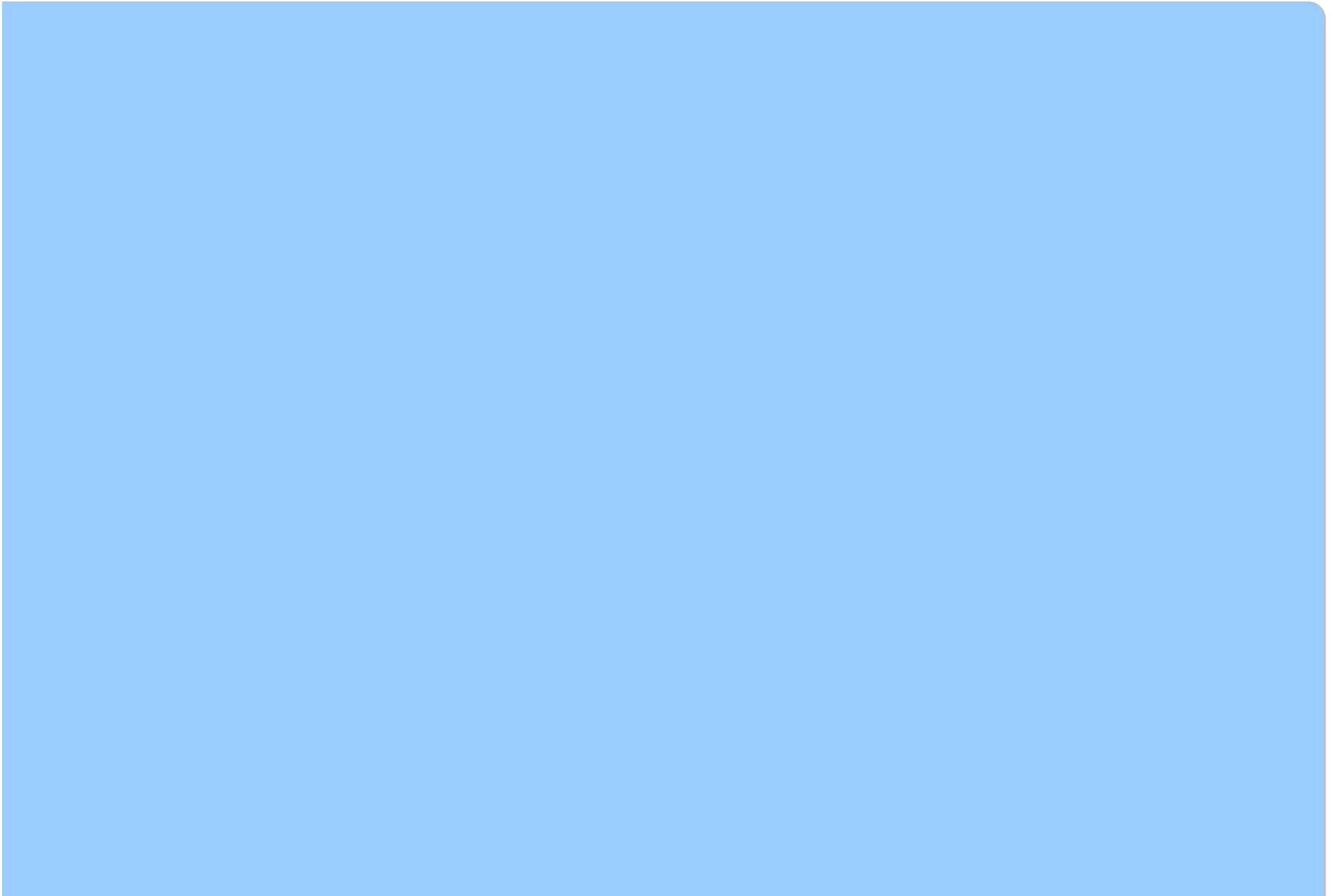
- Wikipedia
 - Prinzip „Jeder darf“
 - Versionierung




- Wiki-Tour-Bus:

<http://www.usemod.com/cgi-bin/mb.pl?TourBus>

CMS



CMS – Typo3

TYPO3 

Go to:

Search:

Home About Customers Support Contribute Press

Enabling people to communicate

photo by kontraframe.com

News

Wed, 19 Apr 2006 10:50:00
[2nd TYPO3 conference, Call For Papers](#)

Fri, 07 Apr 2006 10:00:00
[TYPO3 - Version 4.0 launched](#)

Thu, 23 Mar 2006 17:51:00
[CeBIT 2006: TYPO3 past forward](#)

Thu, 02 Mar 2006 16:06:00
[TYPO3 at CeBIT 2006](#)

Wed, 15 Feb 2006 14:52:00
[T3BRAND: Website Relaunch](#)

About TYPO3

TYPO3 is a **free Open Source content management system** for enterprise purposes on the web and in intranets. It offers full flexibility and extendability while featuring an accomplished set of ready-made interfaces, functions and modules.

Evaluation Center

Choosing a CMS is a daunting task. These are the main sections dedicated to helping you assess TYPO3.

- [Highlights](#)
- [Screenshots](#)
- [References](#)
- [Press reviews](#)
- [Feature list](#)
- [License](#)
- [Case Studies](#)

TYPO3 – Version 4.0 launched; Setting a new standard in appearance and function

The new version of the Open Source Content Management Framework impresses with focused branding, standards compliant templating and versioning.
[Read more...](#)