

Anleitung für Web 2.0

2.0?

1.0?

2.0?

3.0?

2.0

Web 2.0

Genese

Web 2.0

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What Is Web 2.0

Design Patterns and Business Models for the Next Generation of Software

by [Tim O'Reilly](#)
09/30/2005

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This article is an attempt to clarify just what we mean by Web 2.0.

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web2.0 CONFERENCE

"Truly great companies aren't built by the greedy, but by the passionate." -William Gurley

October 5-7, 2004
Hotel Nikko
San Francisco, CA

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The Web 2.0 conference was held October 5-7, 2004 at the Hotel Nikko in San Francisco.

Attendees joined leaders of innovative start-ups and industry titans at the first-ever second-generation internet business conference. Jeff Bezos, Mark Cuban, John Doerr, Mary Meeker, Craig Newmark, and dozens more lead three-days of high-level discussions around the theme "The Web as Platform".

If you weren't able to attend or if you want to touch up your notes from the conference, [presentation files](#) from some of the sessions and tutorials are available online. And don't miss our [conference coverage](#), including news, weblogs, and photos from the show floor.

Web 2.0 Speaker Line-up – The Web's Foremost Leaders and Influencers



Benioff Bezos Cuban Doerr

Also speaking at Web 2.0

- Marc Andreessen
- George Conrades
- James Currier
- Cory Doctorow
- Bill Gross
- Bill Gurley
- William H. Janeway
- Brewster Kahle
- Lawrence Lessig
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1. Dynamik des Software-Marktes



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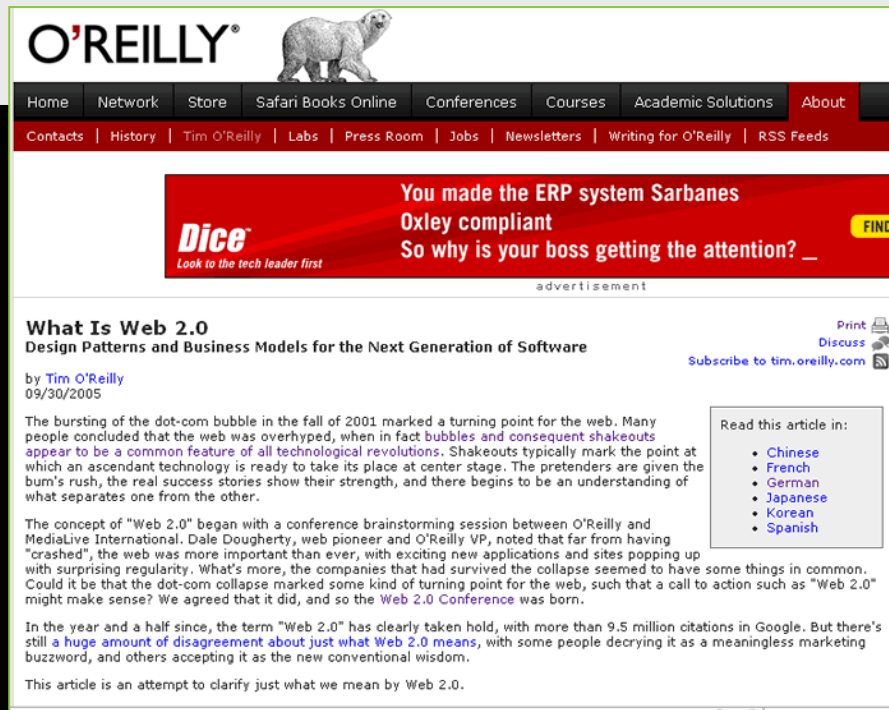
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1. Dynamik des Software-Marktes

2. Bedeutung der Daten



The screenshot shows the O'Reilly website with the following elements:

- Header:** O'REILLY logo with a bear illustration.
- Navigation:** Home, Network, Store, Safari Books Online, Conferences, Courses, Academic Solutions, About.
- Secondary Navigation:** Contacts, History, Tim O'Reilly, Labs, Press Room, Jobs, Newsletters, Writing for O'Reilly, RSS Feeds.
- Advertisement:** A red banner for Dice.com with the text: "You made the ERP system Sarbanes Oxley compliant. So why is your boss getting the attention? _". Includes a "FIND T" button and the Dice logo with the tagline "Look to the tech leader first".
- Article Title:** "What Is Web 2.0" with subtitle "Design Patterns and Business Models for the Next Generation of Software".
- Author:** by Tim O'Reilly, dated 09/30/2005.
- Text:**

The bursting of the dot-com bubble in the fall of 2001 marked a turning point for the web. Many people concluded that the web was overhyped, when in fact bubbles and consequent shakeouts appear to be a common feature of all technological revolutions. Shakeouts typically mark the point at which an ascendant technology is ready to take its place at center stage. The pretenders are given the bum's rush, the real success stories show their strength, and there begins to be an understanding of what separates one from the other.

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- Interactions:** Print, Discuss, and Subscribe to tim.oreilly.com buttons.
- Language Options:** A box titled "Read this article in:" with links for Chinese, French, German, Japanese, Korean, and Spanish.

1. Dynamik des Software-Marktes
2. Bedeutung der Daten
3. Nutzung kollektiver Intelligenz



The screenshot shows the O'Reilly website header with the logo and a bear illustration. The navigation menu includes Home, Network, Store, Safari Books Online, Conferences, Courses, Academic Solutions, and About. A secondary menu lists Contacts, History, Tim O'Reilly, Labs, Press Room, Jobs, Newsletters, Writing for O'Reilly, and RSS Feeds. A red advertisement banner for Dice is visible, with the text: "You made the ERP system Sarbanes Oxley compliant. So why is your boss getting the attention? _". Below the ad, the article title "What Is Web 2.0" is displayed, along with the author "Tim O'Reilly" and the date "09/30/2005". The article text discusses the dot-com bubble and the emergence of Web 2.0. A sidebar offers to read the article in Chinese, French, German, Japanese, Korean, and Spanish. The footer of the article states: "This article is an attempt to clarify just what we mean by Web 2.0."

1. Dynamik des Software-Marktes
2. Bedeutung der Daten
3. Nutzung kollektiver Intelligenz
4. Geräteübergreifende Software



The screenshot shows the O'Reilly website header with the logo and a navigation menu. Below the header is a red advertisement for Dice.com with the text: "You made the ERP system Sarbanes Oxley compliant. So why is your boss getting the attention? _". The main content area features an article titled "What Is Web 2.0" by Tim O'Reilly, dated 09/30/2005. The article discusses the dot-com bubble and the emergence of Web 2.0. To the right of the article is a sidebar with a "Read this article in:" section listing links for Chinese, French, German, Japanese, Korean, and Spanish. The article text includes: "The bursting of the dot-com bubble in the fall of 2001 marked a turning point for the web. Many people concluded that the web was overhyped, when in fact bubbles and consequent shakeouts appear to be a common feature of all technological revolutions. Shakeouts typically mark the point at which an ascendant technology is ready to take its place at center stage. The pretenders are given the bum's rush, the real success stories show their strength, and there begins to be an understanding of what separates one from the other." and "The concept of 'Web 2.0' began with a conference brainstorming session between O'Reilly and MediaLive International. Dale Dougherty, web pioneer and O'Reilly VP, noted that far from having 'crashed', the web was more important than ever, with exciting new applications and sites popping up with surprising regularity. What's more, the companies that had survived the collapse seemed to have some things in common. Could it be that the dot-com collapse marked some kind of turning point for the web, such that a call to action such as 'Web 2.0' might make sense? We agreed that it did, and so the Web 2.0 Conference was born." and "In the year and a half since, the term 'Web 2.0' has clearly taken hold, with more than 9.5 million citations in Google. But there's still a huge amount of disagreement about just what Web 2.0 means, with some people decriing it as a meaningless marketing buzzword, and others accepting it as the new conventional wisdom." and "This article is an attempt to clarify just what we mean by Web 2.0."


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2. Bedeutung der Daten
3. Nutzung kollektiver Intelligenz
4. Geräteübergreifende Software
5. Individualisierbare Dienste



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2. Bedeutung der Daten
3. Nutzung kollektiver Intelligenz
4. Geräteübergreifende Software
5. Individualisierbare Dienste
6. Service- statt Produktorientierung



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WEB 2.0 zum Mitmachen

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 Das Mitmach-Web: Medienrevolution oder Seifenblase?

Benutzername Benutzername Angemeldet bleiben?
 Kennwort

Registrieren FAQ Benutzerliste Heutige Beiträge Suchen

ANTWORTEN Seite 1 von 10 1 2 3 > Letzte

Themen-Optionen Thema durchsuchen

13.04.2006, 12:16 #1

sysop
 Administrator

Registrierungsdatum:
 08.03.2005
 Beiträge: 1.540

Das Mitmach-Web: Medienrevolution oder Seifenblase?

Der Begriff "Web 2.0" steht für die Verheißung, Leser als Macher ins Medium Internet einzubinden. Von Blogs über Podcasts, Flickr bis zu Mashups entstehen beeindruckende Projekte. Werden die das Web und die Medien wirklich nachhaltig verändern - oder ist das alles nur eine Mode?

Deutsche Bank Research



Medienwirtschaft vor größtem Umbruch seit Gutenberg

12. September 2006

Der Medienkonsument auf dem Weg zum Medienmacher



Innovative Technologien verändern das Geschäft der Medienwirtschaft. Der technische Fortschritt reformiert das klassische Medienmodell, bei dem die Information ausschließlich von der professionellen Medienredaktion hin zum passiven Medienkonsument fließt.

Neue elektronische Angebote verbessern den Kontakt zwischen Medienmacher und Medienkonsument. Insbesondere überregionale Zeitungen, Radio- und TV-Sender wollen mit ständig aktualisierten Internet-Artikeln, Audiobeiträgen sowie interaktiven und personalisierten Angeboten ihre Anteile im dynamischen Medienmarkt sichern.

Trotz Personalisierung verschwindet die Werbung nicht aus den Medien; allerdings wandelt sich die Form der Werbung grundsätzlich. In der Phase des Wandels kommen die Werbeeinnahmen unter Druck. Angesichts sinkender

10.11.2006

Ergebnisse 1 - 10 von ungefähr 622.000.000 für web 2.0. (0,26 Sekunden)

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Web 1.0?

Web 1.0? Web 2.0?



Beispiel

Web 1.0?

Web 2.0?

Statische HTML-Seiten



Web 1.0!

Web 2.0?

Statische HTML-Seiten



Dynamische Angebote



Web 1.0!

Web 2.0!

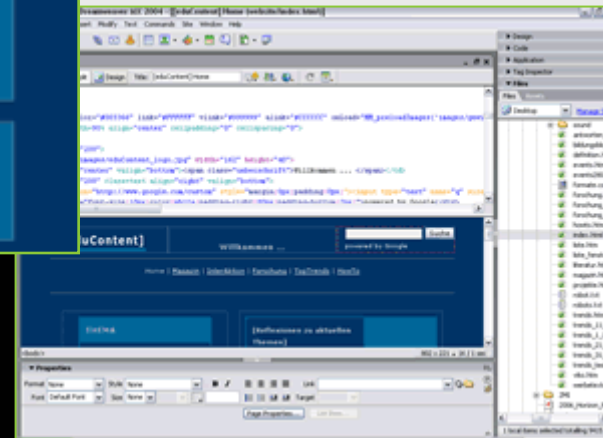
Was ist der Unterschied?

Statische HTML-Seiten



Web 1.0!

Statische HTML-Seiten



Web 1.0!

Dynamische Angebote



Web 2.0!

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[images]	<DIR>		06.11.2006 13:35 -755	
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[wp-content]	<DIR>			
[wp-includes]	<DIR>			
.htaccess				
index	php			
license	txt	15.		
liesmich	html	10.		
readme	html	8.		
wp-atom	php	2.		
wp-blog-header	php			
wp-comments-post	php	2.		
wp-commentsrss2	php	3.		
wp-config	php			
wp-config-sample	php			
wp-feed	php			
wp-links-opml	php	2.		
wp-login	php	10.		
wp-mail	php	5.		
wp-pass	php			
wp-rdf	php	2.201	29.10.2006 12:35 -644	
wp-register	php	5.741	29.10.2006 12:35 -644	
wp-rss	php	1.372	29.10.2006 12:35 -644	
wp-rss2	php	2.181	03.11.2006 10:49 -644	
wp-settings	php	7.846	29.10.2006 12:35 -644	
wp-trackback	php	3.201	29.10.2006 12:35 -644	

ne Angebote



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[wp-includes]	<DIR>			
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readme	html	8.		
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wp-comments-post	php	2.		
wp-commentsrss2	php	3.		
wp-config	php			
wp-config-sample	php			
wp-feed	php			
wp-links-opml	php	2.		

The screenshot shows a blog post on the 'eduFutureBlog' website. The post title is 'O'Reilly zum zweiten'. The content discusses a book by John Muzer titled 'Why Web 2.0 Matters and How You Can Make the Most of It: Insight and Practical Tools for Success'. The text includes a quote and a list of points related to Web 2.0. The blog header features the 'eduFutureBlog' logo and a search bar.

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Name

Mail (will not be published)

Website

Submit

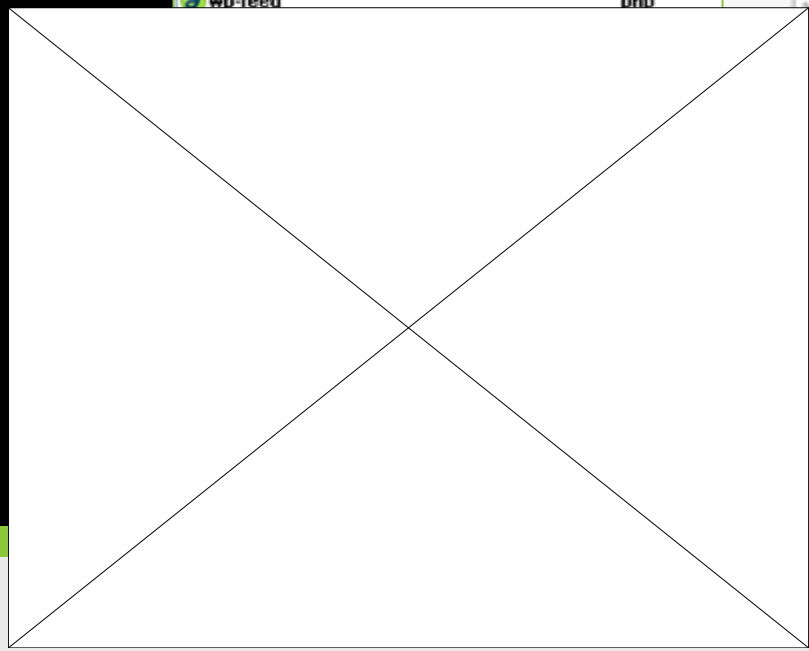
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readme	html	8.		
wp-atom	php	2.		
wp-blog-header	php			
wp-comments-post	php	2.		
wp-commentsrss2	php	3.		
wp-config	php			
wp-config-sample	php			
wp-feed	php			

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Web 2.0!



Web 2.0?

Schlagwörter

Blogoshere

Folksonomy

Social Networks

Read-Write-Web

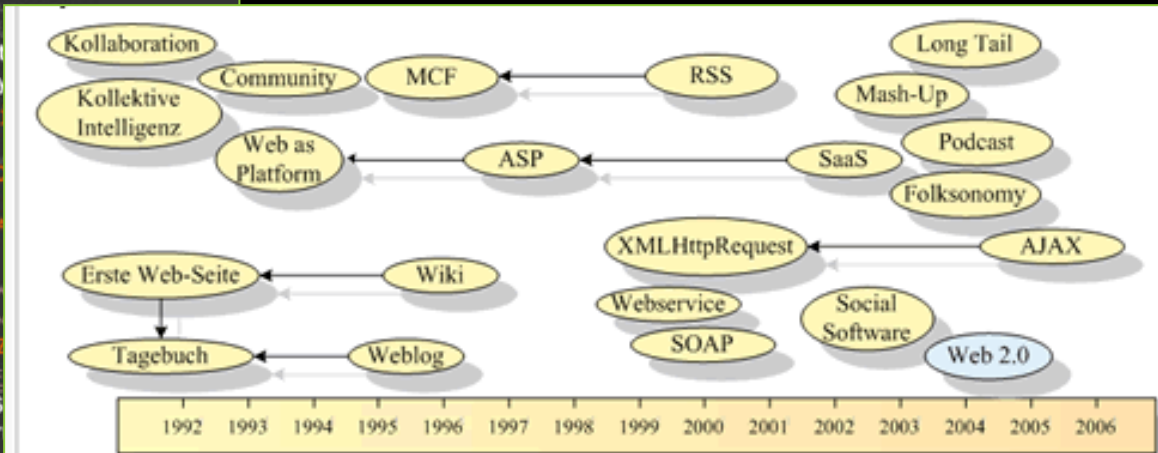
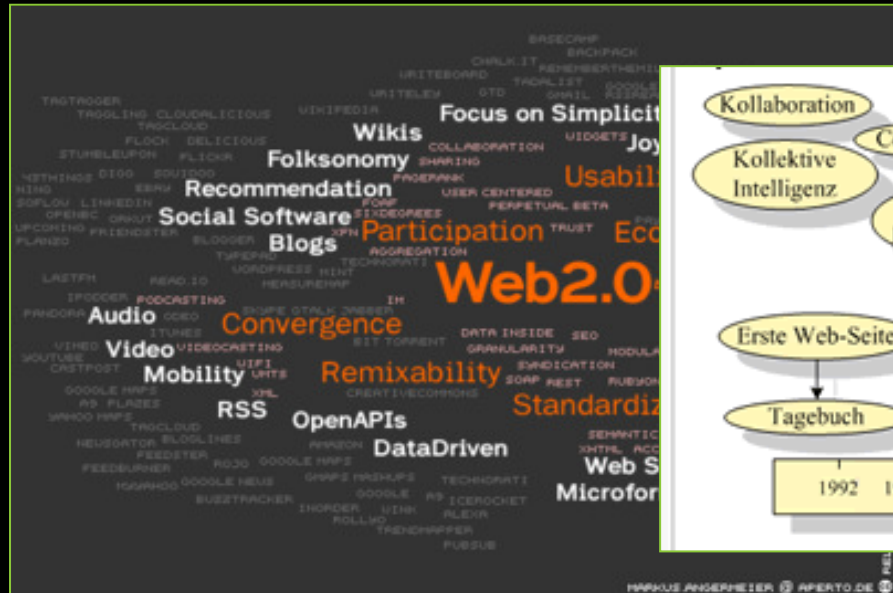
Semantic Web

Intelligentes Web

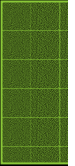
Perpetual Beta

Mashups

Lifestyle



MARKE ANGEHEIMER APERTO DE



Web 2.0?

Charakteristika

Technologie

Technologie

Interaktion

Social Bookmarking

Videoblogging

Fotosharing

Instant Messaging

Newsfeeds

Wikis

Weblogs

Podcasting

Technologie

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Google-Plex

Social Book



Fotosharing

Instant Messaging

Newsfeeds

Wikis

Weblogs

Podcasting

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Video



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Video



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Instant Messaging



Bloglines



Wikis



Podcasts



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Video



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Instant Messag



Bloglines



Pod



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Technolo

Web 1.0	Web 2.0	Anwendung
DoubleClick	Google AdSense	Werbung
Ofoto	Flickr	Fotoalben
Akamai	BitTorrent	Inhalte/Daten verbreiten
MP3.com	Napster	Musik online erwerben
BritannicaOnline	Wikipedia	Enzyklopädien
persönliche Webseite	Weblogs	persönlicher Webauftritt/Präsentation
Evite	upcoming.org und EVDB	Veranstaltungen
Domainnamen uneindeutig	Suchmaschinen-Optimierungen	Bekanntmachungen
Seitenbesuche	Kosten pro Klick	Bezahlwerbungs-Einheiten
Newsgroups	Webforum	Soziales Netzwerk Forum
Screen Scraping	Web Services	Inhaltsverbreitung
veröffentlichen	teilnehmen	Inhaltsverarbeitung
Content-Management-Systems	Wikis	Content Management
Ordner (Taxonomie)	Tags („Folksonomy“)	Klassifizierung von Inhalt
einzelne Artikel	Verbreitung von Artikeln	Interoperabilität

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Web 2.0 Thinking Game

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Web 2.0: Rating.

Web 1.0: Karma Points.

Web 2.0: Diggs.

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Web 2.0: Technorati.com.

Web 1.0: Tags.

Web 2.0: "Tags."

Web 1.0: Bookmarking.

Web 2.0: Bookmark sharing.

Web 1.0: Pointless Flash widgets.

Web 2.0: Pointless "Ajax" widgets.

Now you try it!

Tap: [web2.0](#), [games](#), [economist](#)

Filed under: [industry](#), [memes](#), [marketing](#)

582 Responses to "Web 2.0 Thinking Game"

ESSENTIALS

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FAVELETS

RSS FEEDS

AN EVENT APART

Boston 2007

March 26-27, 2007

Eight Great Speakers!

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Shiny happy people

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Tags: [aneventapart](#), [austin](#), [design](#), [conferences](#), [events](#)

The Polling Place Photo Project

A nationwide experiment in citizen journalism.

An Event Apart Austin: Details, Details

An Event Apart Austin. Everything you wanted to know about parking, Wi-Fi, lunch, laptops, cocktails, freebies, and Flickr.

Monday breakfast links

Yummy, yummy!

IE7 CSS tweak show and tell

What hacks have you jettisoned, and with what have you replaced them?

IE7 Bugs and Fixes. Part I

Holy hackery.

Better community through printing

The care and feeding of online communities; providing a print preview option that supports web standards and user expectations.

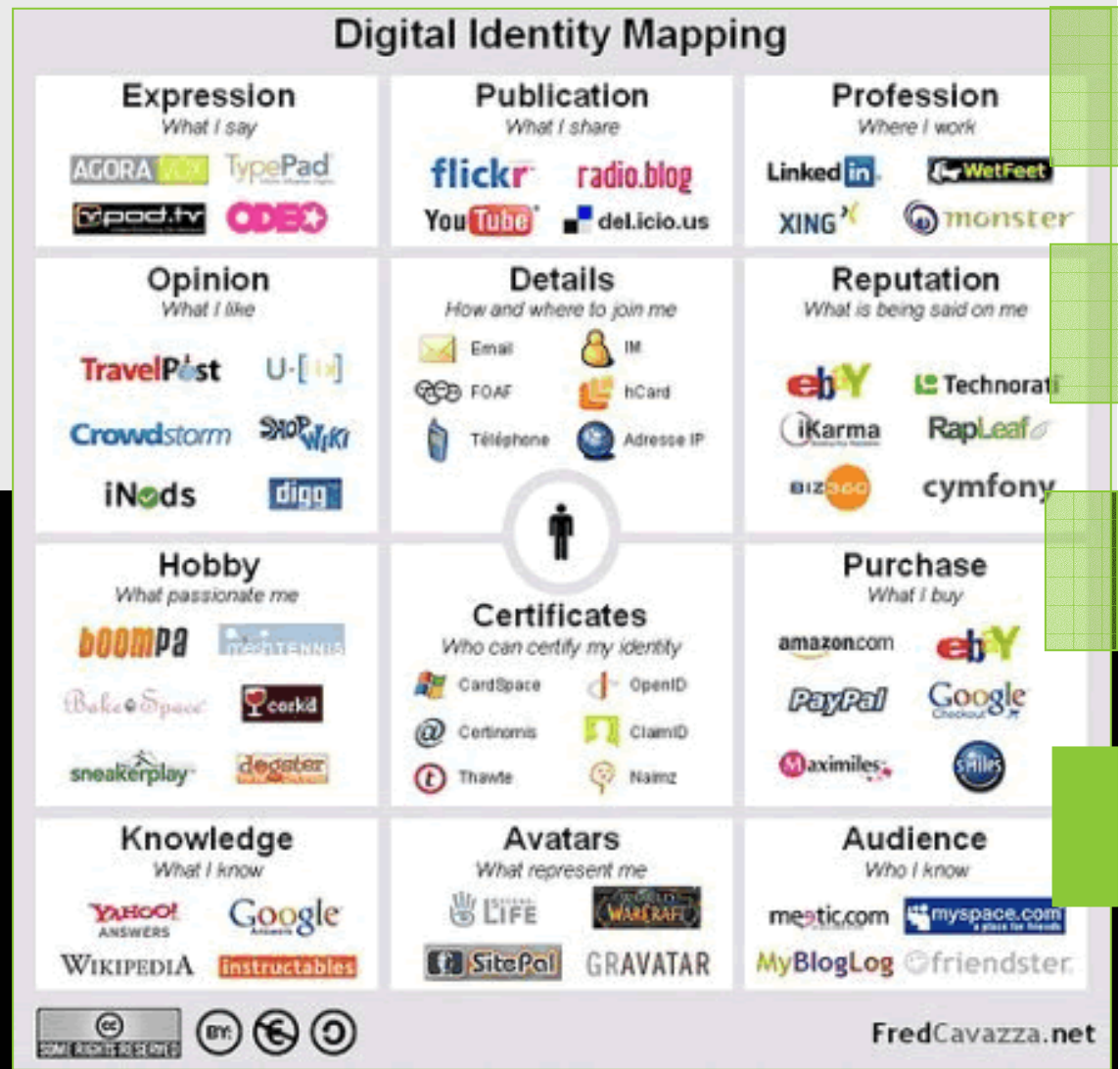
Web 2.0 Thinking Game

Come and play. It's fun!

A Jewish King

Kids say the darndest things.

Technologie





Interaktion

Ergebnisse 1 - 10 von ungefähr 622.000.000 für web 2.0. (0,26 Sekunden)

10.11.2006

Interaktion

Technorati™

Search for web 2.0

in blog posts

Search

Advanced search

Home / Search / Results for web 2.0

489,156 results from

all blogs



with

any authority



in

all languages



View results in Mini · Subscribe

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152,725 results from all blogs with any authority in all languages

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Technorati™

Search for web20

in blog posts

Search

Advanced search

Home / Search / Results for web20

4,398 results from

all blogs

with

any authority

in

all languages

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Technorati™

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Search

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489.156

10.11.2006

Interaktion

O'REILLY RADAR

By the second quarter of 2006, **50 million blogs** were created - new ones were added at a rate of two per second

 Technorati™

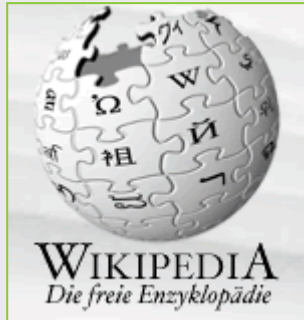
646.819 Blog-Postings zu Web 2.0 / Web2.0 / Web2

 Google™

675.000.000 Resultate zu Web 2.0

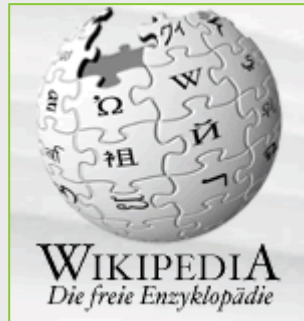
Interaktion

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The screenshot shows the Wikipedia article for 'Web 2.0'. At the top, there are navigation tabs: 'Artikel', 'Diskussion', 'Seite bearbeiten', and 'Versionen/Autoren'. The article title 'Web 2.0' is prominently displayed. Below the title, a summary paragraph states: 'Web 2.0 ist ein Oberbegriff für die Beschreibung einer Reihe neuer interaktiver Techniken und Dienste des Internets – speziell des WWW – und einer geänderten Wahrnehmung des Internets. Der Begriff wurde durch den O'Reilly Verlag und Konferenzveranstalter MediaLive International (heute CMP Technology) für die gleichnamige Konferenzreihe geschaffen.' Below this is a table of contents titled 'Inhaltsverzeichnis (Verbergen)' with a list of sections: 1 Web 2.0 als Inbegriff eines neuen Netzwerkverständnisses, 2 Hintergrund, 3 Entstehung des Begriffs, 4 Technologien (with sub-sections 4.1 Abonnementdienste and 4.2 Web Service), 5 Vergleich mit Semantic Web, 6 Kritik, 7 Quellen, 8 Weblinks, and 9 Presseartikel. Below the table of contents is a sub-heading 'Web 2.0 als Inbegriff eines neuen Netzwerkverständnisses [bearbeiten]' followed by two paragraphs of text. The first paragraph discusses the concept of Web 2.0 as a change in perception and use of the WWW, mentioning organizational aspects like Wikis and Weblogs. The second paragraph discusses its role as a marketing instrument and its relationship to public opinion, noting that it is not a specific software version but a result of synergistic effects.

Interaktion



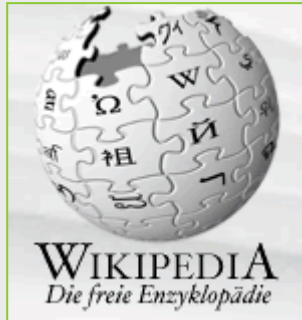
Contents [hide]

- 1 Introduction
- 2 Characteristics of Web 2.0
- 3 Technology overview
- 4 Innovations associated with "Web 2.0"
 - 4.1 Web-based communities
 - 4.2 Web-based applications and desktops
 - 4.3 Rich Internet applications
 - 4.3.1 Server-side software
 - 4.3.2 Client-side software
 - 4.4 RSS
 - 4.5 Web protocols
- 5 Criticism
- 6 Trademark controversy
- 7 See also
- 8 References
- 9 External links
 - 9.1 Supportive
 - 9.2 Critical

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Interaktion



Web 2.0

From Wikipedia, the free encyclopedia

[Revision history](#)

[View logs for this page](#)

([Latest](#) | [Earliest](#)) [View](#) ([previous 500](#)) ([next 500](#)) ([20](#) | [50](#) | [100](#) | [250](#) | [500](#)).

Web 2.0

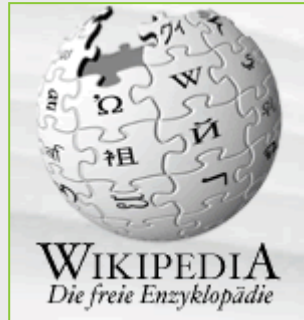
[Frühere Versionen](#)

[Logbücher für diese Seite anzeigen](#)

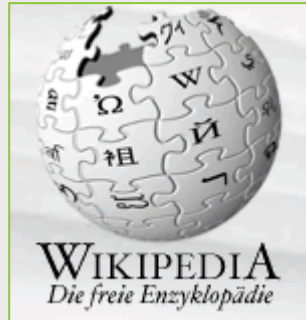
([Neueste](#) | [Älteste](#)) [Zeige](#) ([vorherige 500](#)) ([nächste 500](#)) ([20](#) | [50](#) | [100](#) | [250](#) | [500](#))

Interaktion

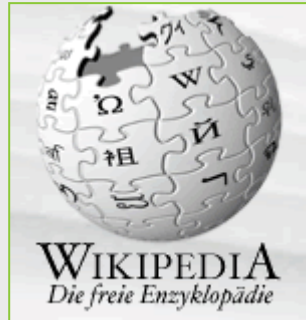
Web 2.0?



Die Trennung von
lokaler und zentraler
Datenhaltung
schwindet



Die Trennung von
lokalen und netzbasierten
Anwendungen
schwindet

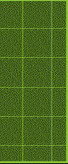


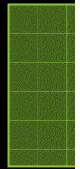
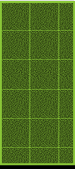
Die Trennung von
Editoren und
Nutzern
schwindet



Die Trennung
zwischen
einzelnen Diensten
schwindet

Mit anderen Worten:
Social Software
fördert die Kommunikation
zwischen allen Menschen.





Anforderungen

SELBSTORGANISATION

SELBSTKONTROLLE

KOOPERATION

ROLLENWECHSEL

HETEROGENITÄT

Web 2.0?

Statische Seiten
werden mit interaktivem
Potenzial angelegt.

Statische Seiten
werden mit interaktivem
Potenzial angelegt.

Leave a Reply

Name

Mail (will not be published)

Website

Submit

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Now you try it!

Tags: [web2.0](#), [games](#), [economist](#)

Filed under: [industry](#), [memes](#), [marketing](#)

582 Responses to "Web 2.0 Thinking Game"

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RSS FEEDS

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March 26-27, 2007
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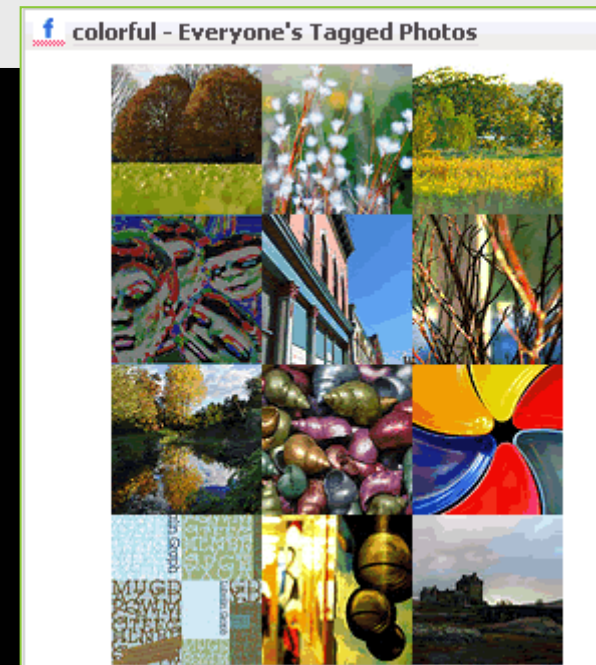
Dynamische Angebote
ermöglichen
kollaborative Teilhabe.

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2.0 3d active ajax animation Apple architektur Art audio
ba/ma beratung berlin betrieb bibliothek bilder bildung
bildungstechnologie blended blended_learning blog
blogs bmbf books boote browser bscw business cedis change chi
classroom CMS collaboration company conference Cool
COURSES d-elan design deutsch dictionary didaktik
digital_gap dini distance downes download e-Assessment e-Content
e-learning e-Portfolios education eduCommerce
elearning eLecture english eportfolio europe
evaluation evideo film finanz flash forschung fraunhofer
free game German google hci hochschule
innovation interface journal kommunikation kunst
learning lll lms magazine media medien mp3 music
narration netzwerk news online open-source
open_content OpenContent OpenSource PLE
podcast powerpoint padagogik radio research search
second_life social socialsoftware software sprache
stiftung streaming studien suche technology texte tips
tools usability video videokonferenz vlog web
web2.0 webcast webdesign weiterbildung
wiki wissensmanagement wörterbuch ■

I am acw on del.icio.us
Add me to your network

Dynamische Angebote
ermöglichen
kollaborative Teilhabe.



Dynamische Angebote
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The screenshot displays a dashboard with several widgets:

- Aufgabenliste**: A list of tasks including 'EUG-Community?', 'Filen', 'Workflow Aufzeichnung?', 'Stefan Audio?', and 'Neue Aufgabe'.
- AWE eLearning**: An agenda for the week and month, listing events like 'eLearning-Kolloquium' and 'e-Learning-Meeting' with dates and times.
- Blog Suche**: A search bar for 'Blog Suche' with a search button and a list of search results under 'Technische...'.
- AWE eLearning | Activity (3)**: A list of activities such as '20 Open Access Journale', 'Digitale Identitäten', and 'Kolloquiumbeitrag online'.
- ace | Activity**: A list of activities including 'Ein Vortrag in Dual-Publikum-Mode', 'Start ace's ePortfolio', and 'eVideo - Kurs 4'.
- eVideoBlog (3)**: A list of video-related activities like 'Videos mit Creative Commons', 'Alles was Recht ist: Urheberrecht und Datenschutz im eLearning', and 'Learning 2006 Orientation'.
- edufutureBlog (3)**: A list of blog posts such as 'Orbity zum posten', '3. web 2.0 conference', and 'Emerging e-Learning Technologies'.
- Webseite**: A section titled 'Web 2.0 ist eine tolle Sache ()' with a list of tags and articles, including 'Rights info - Urheberrecht in der digitalen Welt' and 'The CMS Matrix - cmsmatrix.org - The Content Management Comparison Tool - CMS im Vergleich'.
- Video Suche**: A search bar for 'Video Suche' with a search button and a video player showing a person presenting.

Praktisch sind
viele Menschen
überfordert.

Praktisch sind
viele Menschen
überfordert.



Web 2.0?

Kommunikation

Kommunikation

Kollaboration

Kommunikation

Kollaboration

Organisation

eLearning

Stay tuned!

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Berlin, 10. November 2006

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music by

lukewarmtragedy: Archer Montagne

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