



Impulsvortrag Web 2.0

BGNW Beirat

Klaus Becker, BTAC

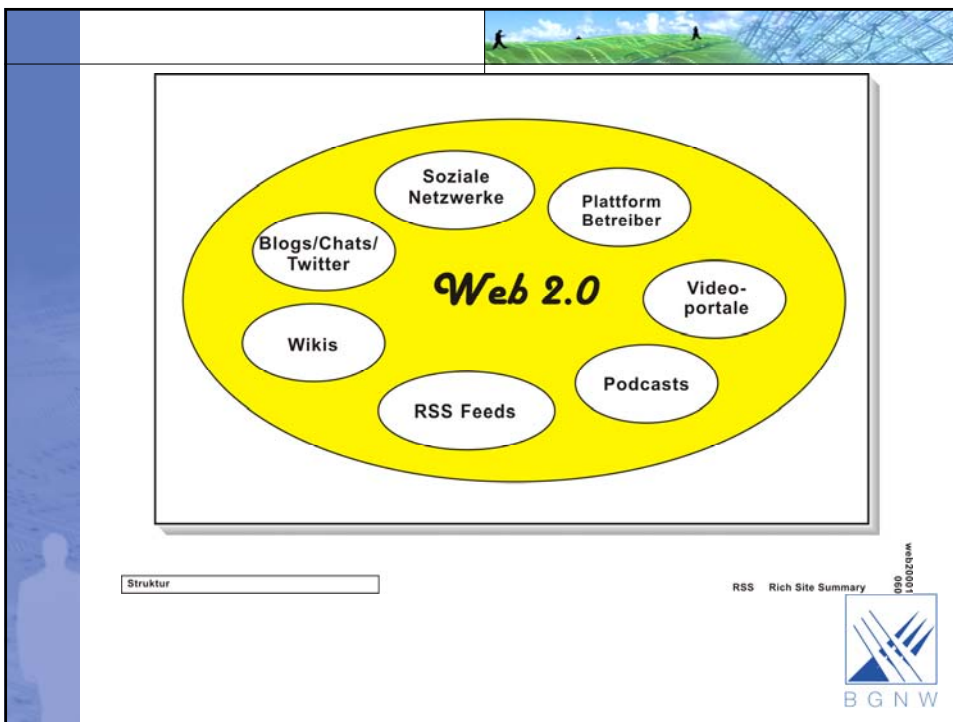
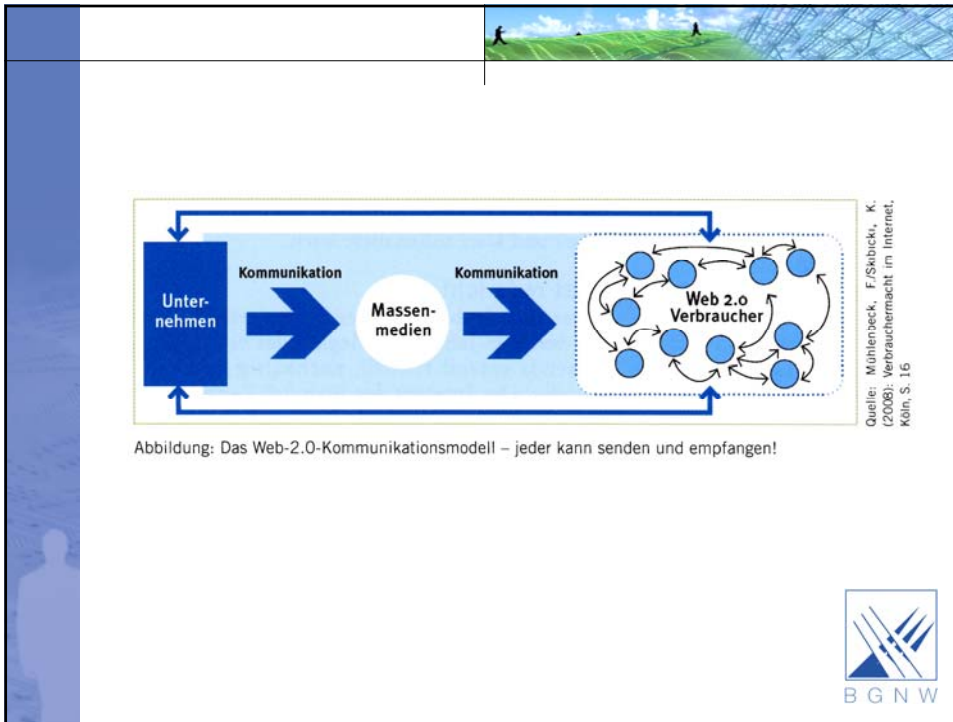
21.05.10, Enterasys, Frankfurt

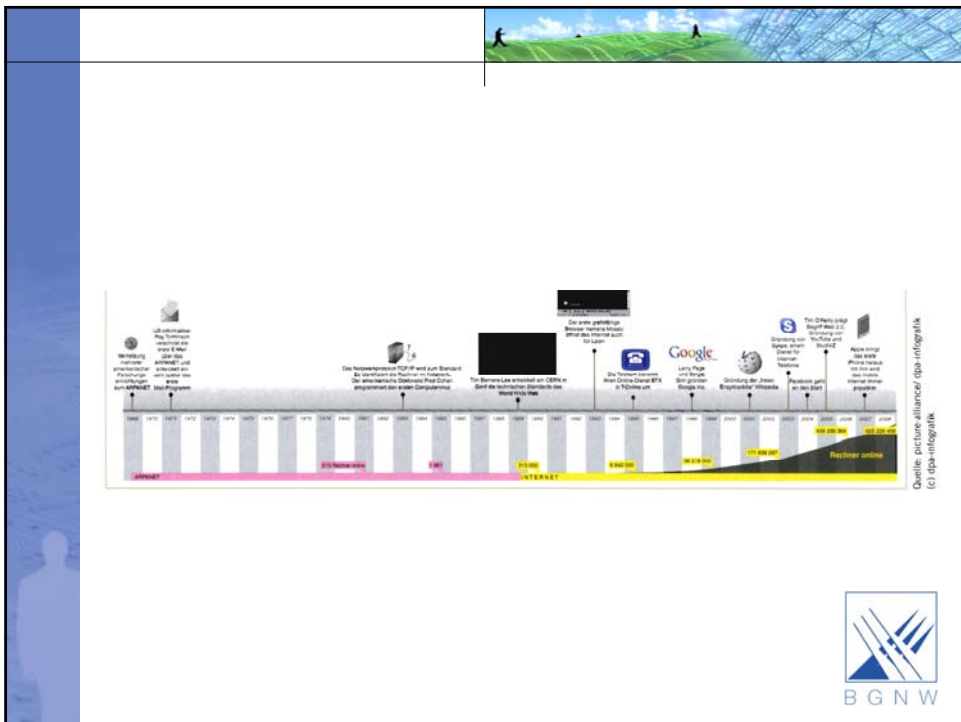
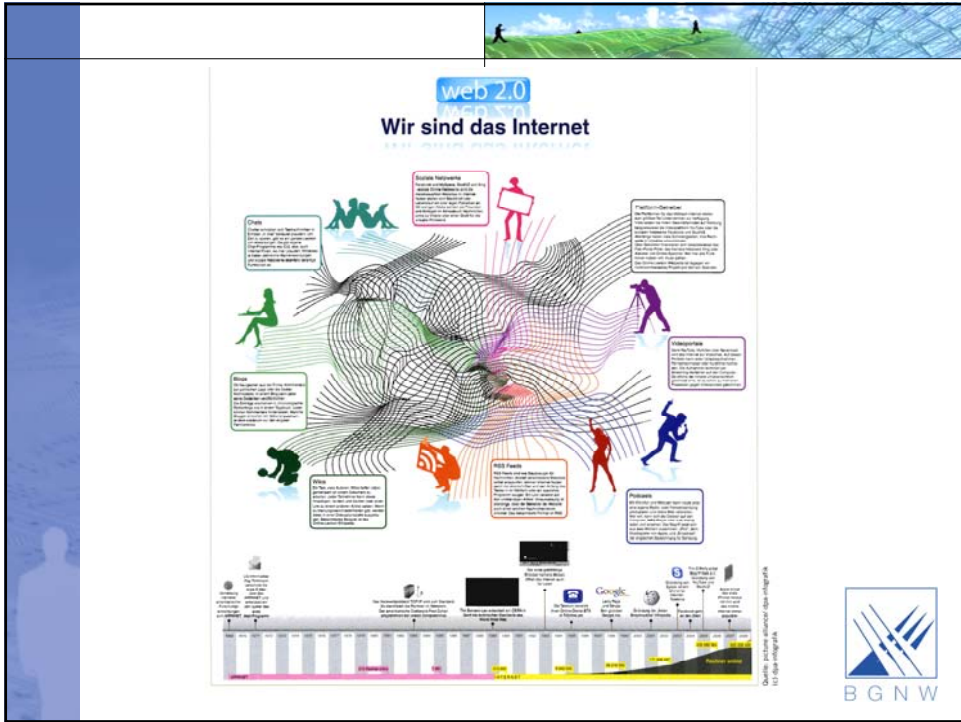



Quelle: Mühlenbeck, F./Schieck, K. (2008): Verbrauchermacht im Internet, Köln, S. 16

Abbildung: Das alte Kommunikationsmodell – Die Macht der Medien!







			
		Web 1.0	Web 2.0
		DoubleClick	Google AdSense
		mp3.com	Napster
		Britannica Online	Wikipedia
		Screen Scraping	Web Services
		Publishing	Participation
		Directories (taxonomy)	Tagging ("folksonomy")
		