



Technologie und Instrumente des Web 2.0 (German Edition)

Harula Zitaki

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Akademische Arbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,1, Hochschule Darmstadt, Sprache: Deutsch, Abstract: Das Internet ist das „weltweit größte Computernetzwerk, das aus miteinander verbundenen Netzwerken besteht“. Ein Netzwerk ist ein „Verbund von Computern, die über verschiedene Leitungen verbunden sind und sich gemeinsame Ressourcen, wie Daten und Peripheriegeräte teilen“.

Aktuelle Gespräche, die im Zusammenhang mit dem Internet und dessen Anwendungen geführt werden, beziehen sich zu großen Teilen auf eine Entwicklung, die unter dem Leitwort „Web 2.0“ zusammengetragen wird. Es existiert für den Begriff „Web 2.0“ noch keine allgemein gültige Definition. Die Suchmaschine „Google“ fand dazu 401 Millionen Einträge. „Web 2.0“ wird oftmals mit den verschiedenen Technologien, die auf Social Software beruhen, umschrieben.

In dieser Arbeit werden die Begriffe „Internet“ und „Web 2.0“ deshalb mit ihren Werkzeugen definiert und näher erläutert. Dies soll zum Verständnis des Medium Internet und des Schlagworts „Web 2.0“ beitragen.

Aus dem Inhalt:

- Software Lizenzen
- User generated Content
- AJAX, PHP, API, RSS

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