

# **Webben – kortsiktiga och långsiktiga trender**

*Olle Olsson*

W3C  
SICS

Nackademin-060210



Svenska W3C kontoret



Page 1

## **Where are we?**

10 feb 2006

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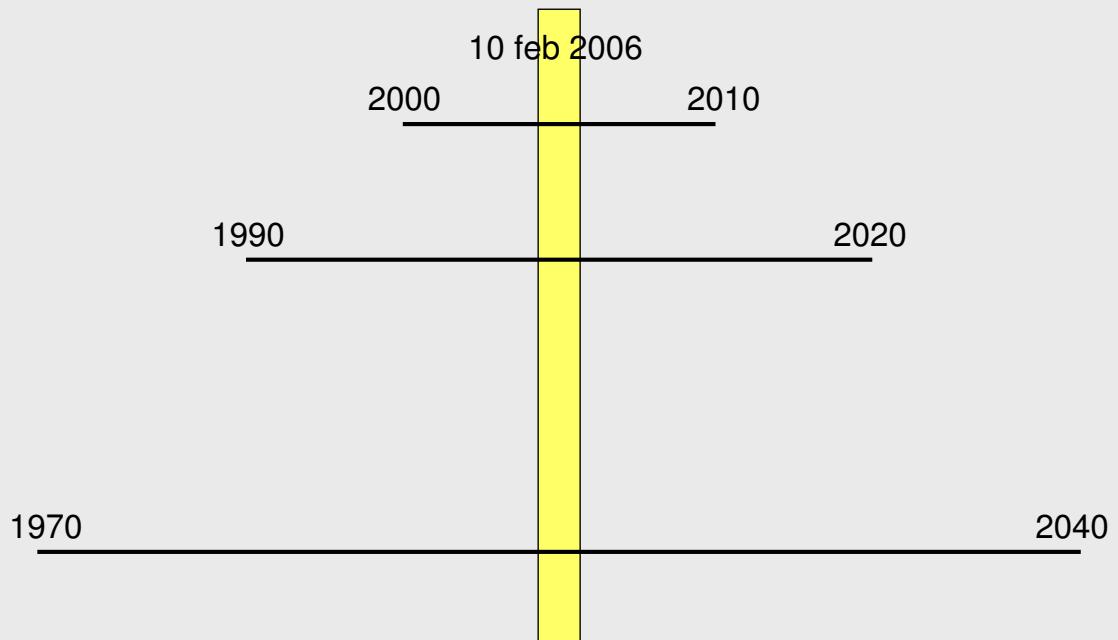


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## Where are we?

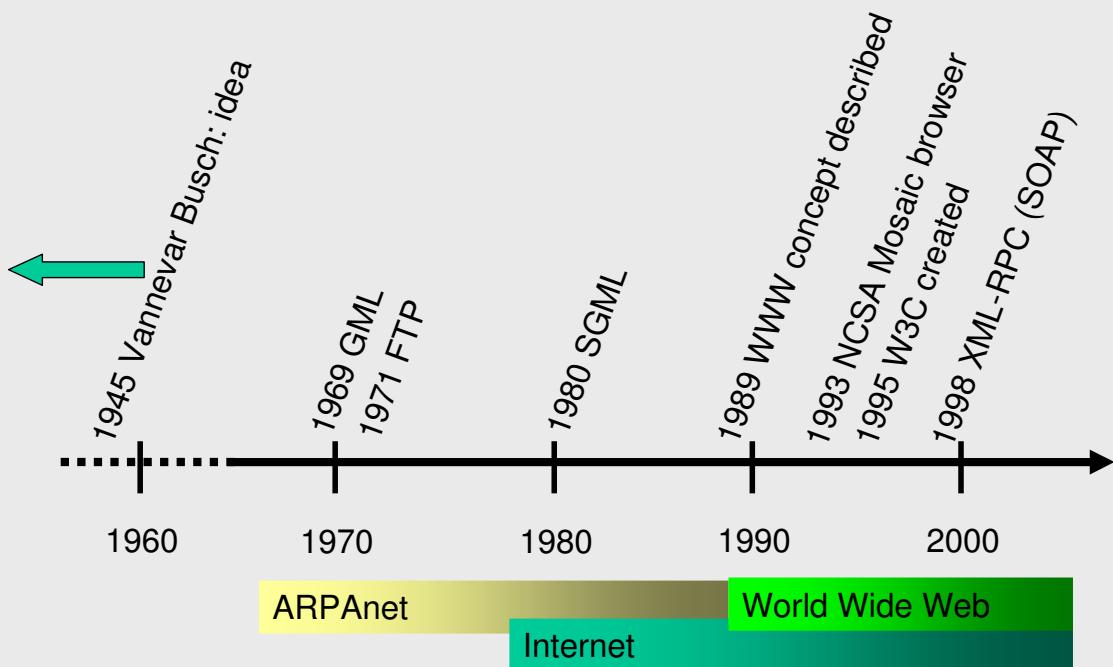


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## The Net - Timeline



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# The Future?

“Prediction is very difficult,  
especially about the future”

*Niels Bohr*

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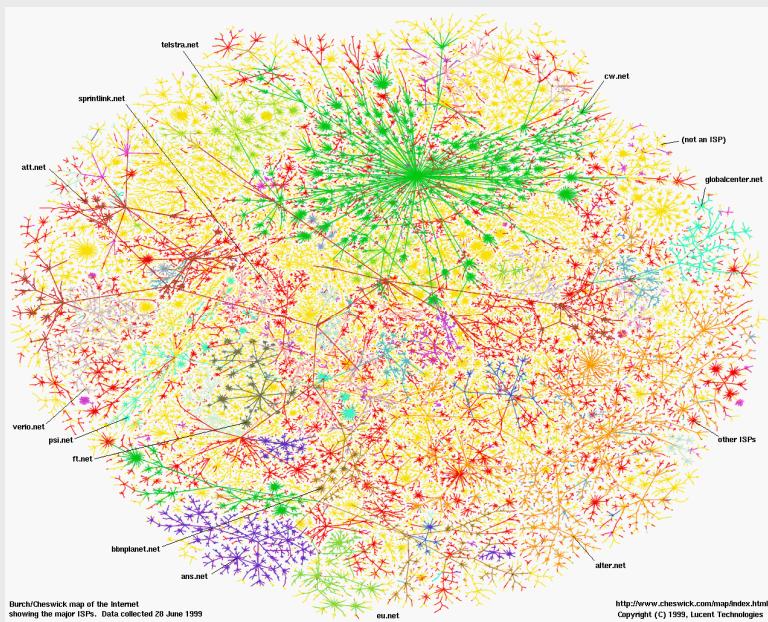
# The Web – What is it?

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# The Net



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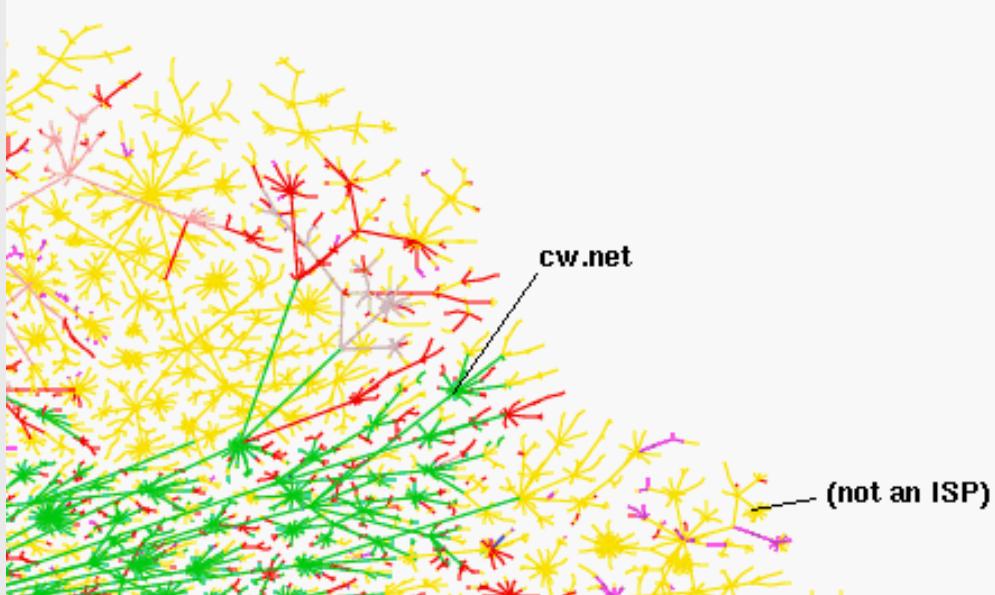
WORLD WIDE WEB  
c o n s o r t i u m .

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## The Net – a corner



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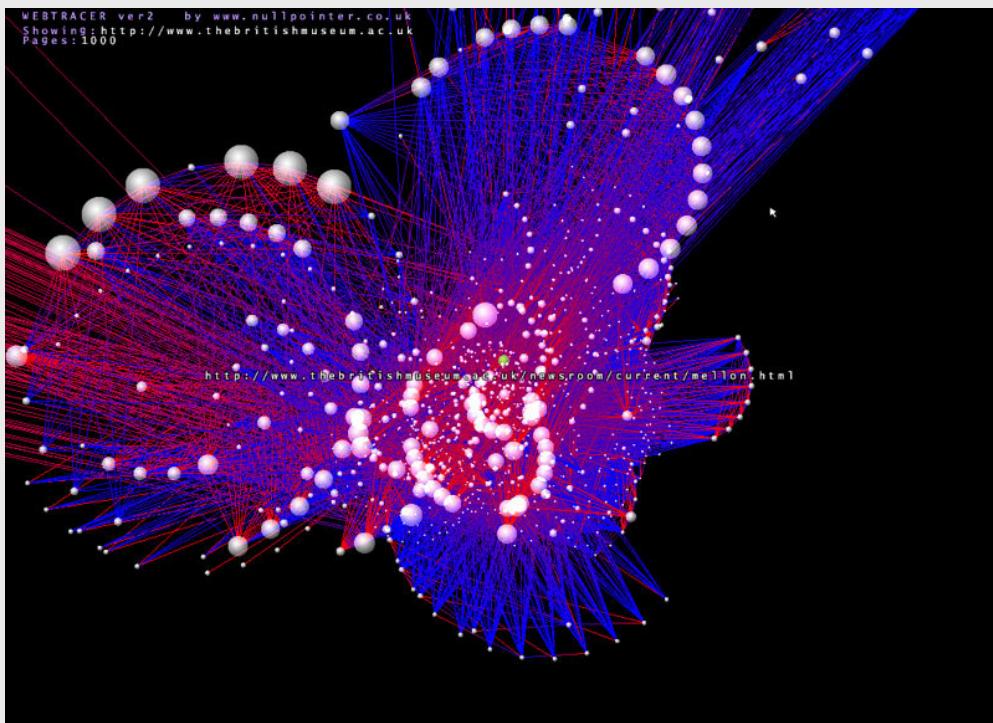
WORLD WIDE WEB  
c o n s o r t i u m .

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## The web – a web site

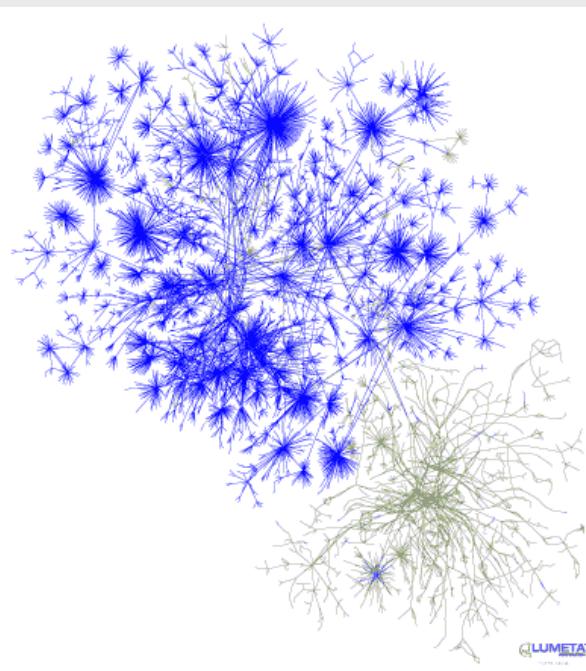


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## A Web Site and the Internet



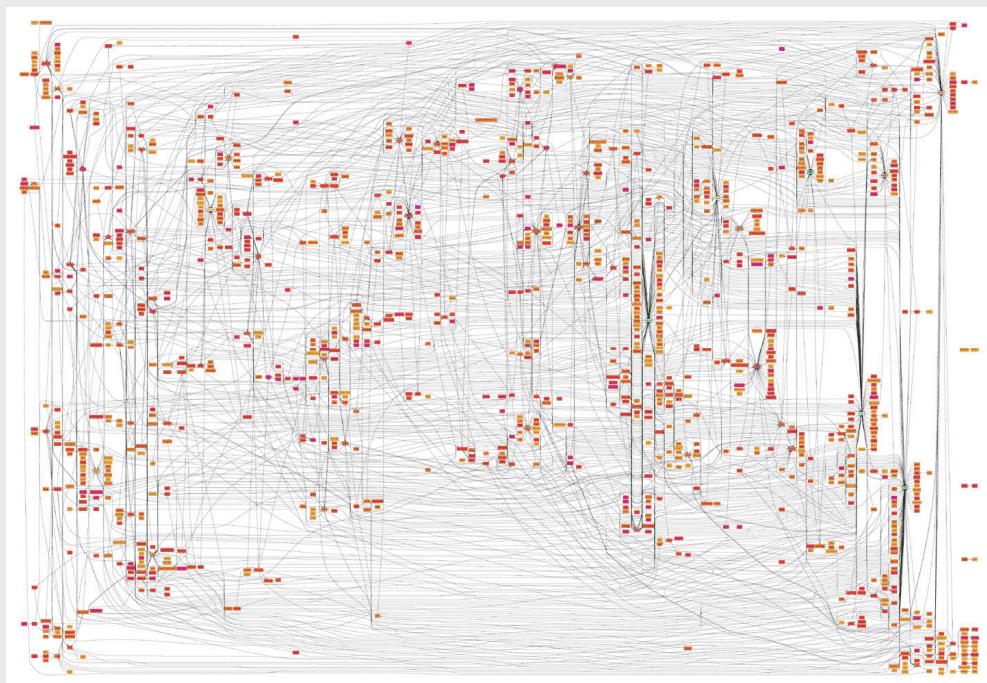
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# Social Relations in Virtual Space

MUD:  
LambaMOO



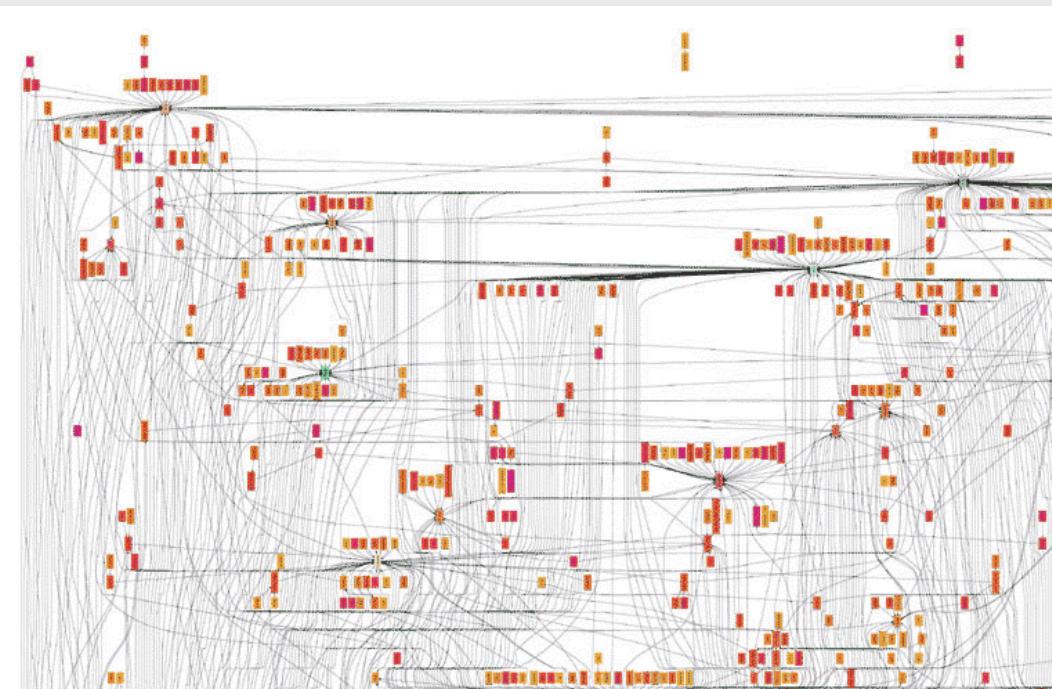
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**SICS**

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## Social relations – a Corner



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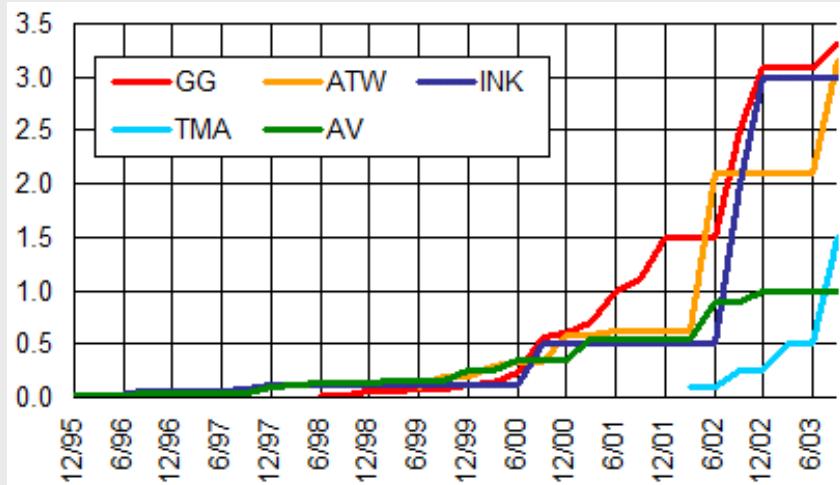
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**SICS**

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# The Size of the Web

- Billions Of Textual Documents Indexed,



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# The Size of the Web

Search Engine	Reported Size	Page Depth
Google	8.1 billion	101K
MSN	5.0 billion	150K
Yahoo	4.2 billion (estimate)	500K
Ask Jeeves	2.5 billion	101K+

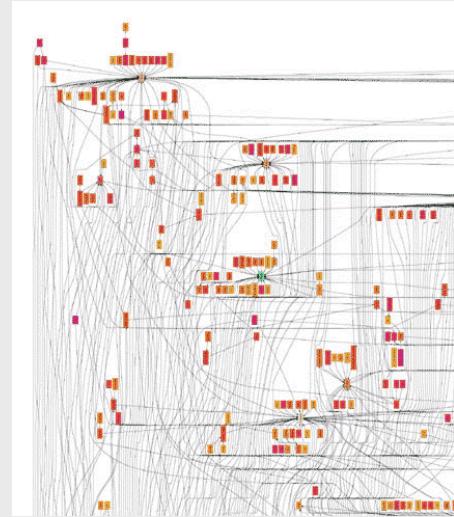
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# The Width of Networks

- Stanley Milgram
  - “six degrees of separation”
- Social networks
  - John knows Joe, who knows Tom, who knows Fred ...
- Try to get a message to Dr. George Smith in Boston.
- Average: six steps from source to destination



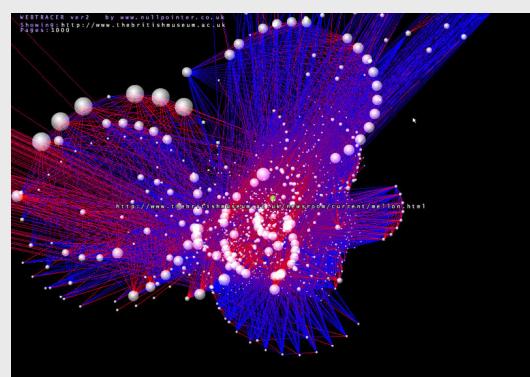
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# The Width of the Web

- Pages link to pages
- What is the average number of hops from some page to another?
- 19!
- Nineteen clicks to get what you want.



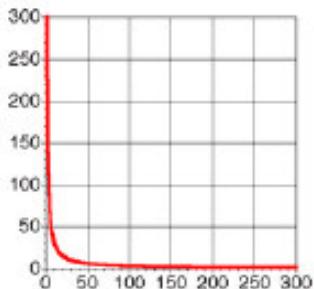
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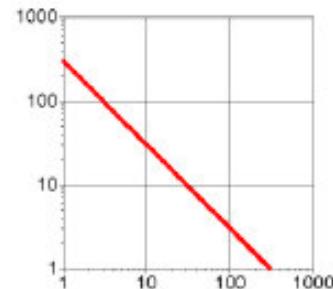
# Power-Laws

**Number**



**Size**

*Linear scales  
on both axes*



*Logarithmic  
scales on both  
axes*

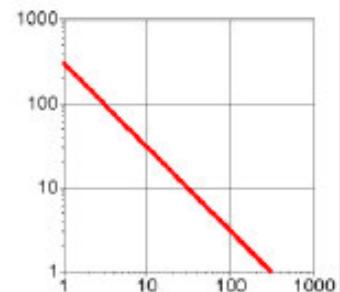
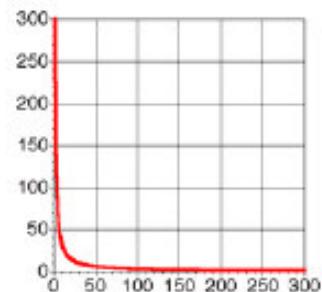
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## Sizes of Web Pages

- Page size
  - Power law
  - Mostly small
  - Some very large

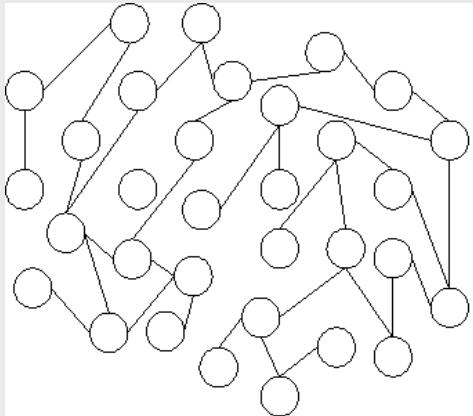


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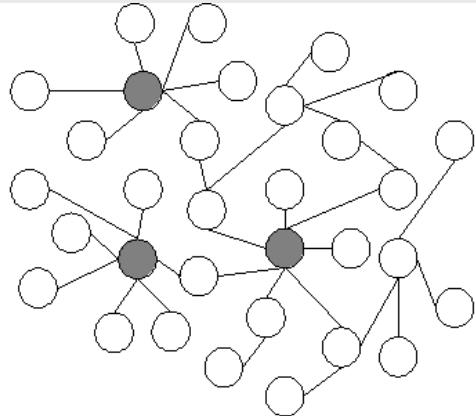


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# Links in the Web



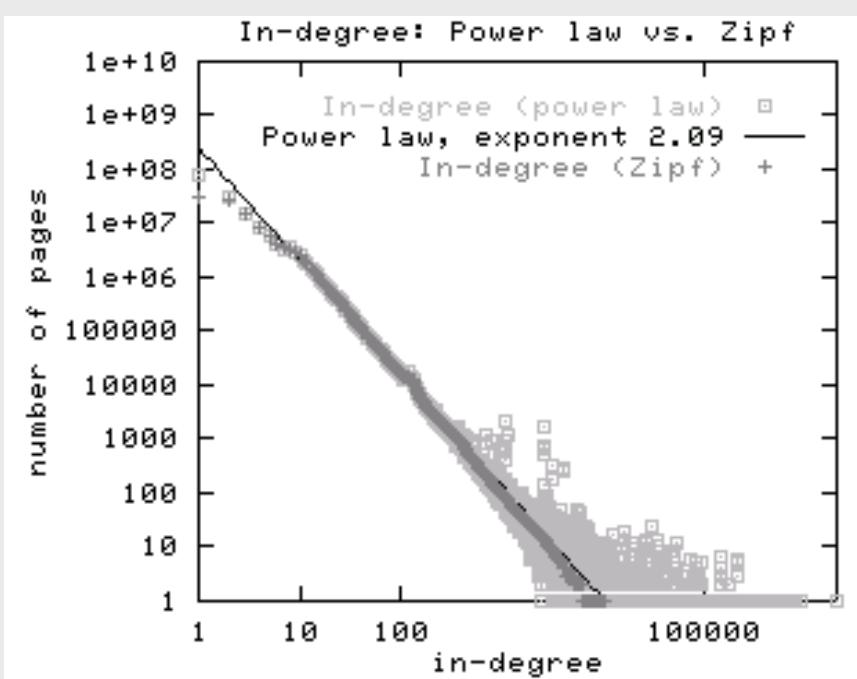
(a) Random network



(b) Scale-free network

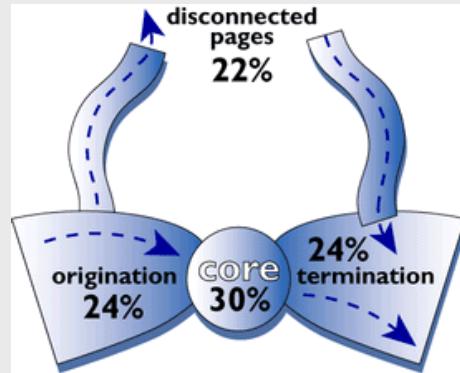
# Links in the Web

- Very few have large number of incoming links
- Most have no in-links
- “*The rich get richer*”



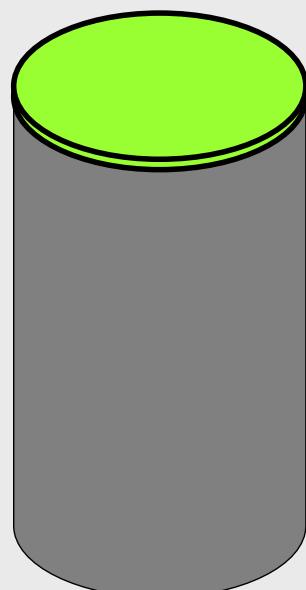
# Continents in the Web.

- Core with heavy cross-linking
- Entry-area leading to core
- Exit-area leading nowhere
- The "bow-tie" model



# The Invisible Web

- Invisible page
  - page that is not linked to from some public place.
- Invisible web:
  - all invisible pages.
  - Size is **500** times the size of the accessible web
  - largest growing category of new information on the Web.
  - 95% of it is publicly accessible information.



# Webb Technologies

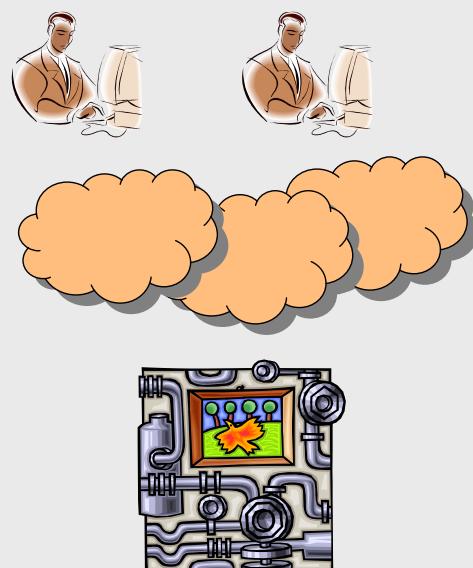
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## Two Levels / Two Cultures

- The web for everyone
  - what everyone observes
- The web as infrastructure
  - what is behind the curtain



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# World Wide Web Consortium

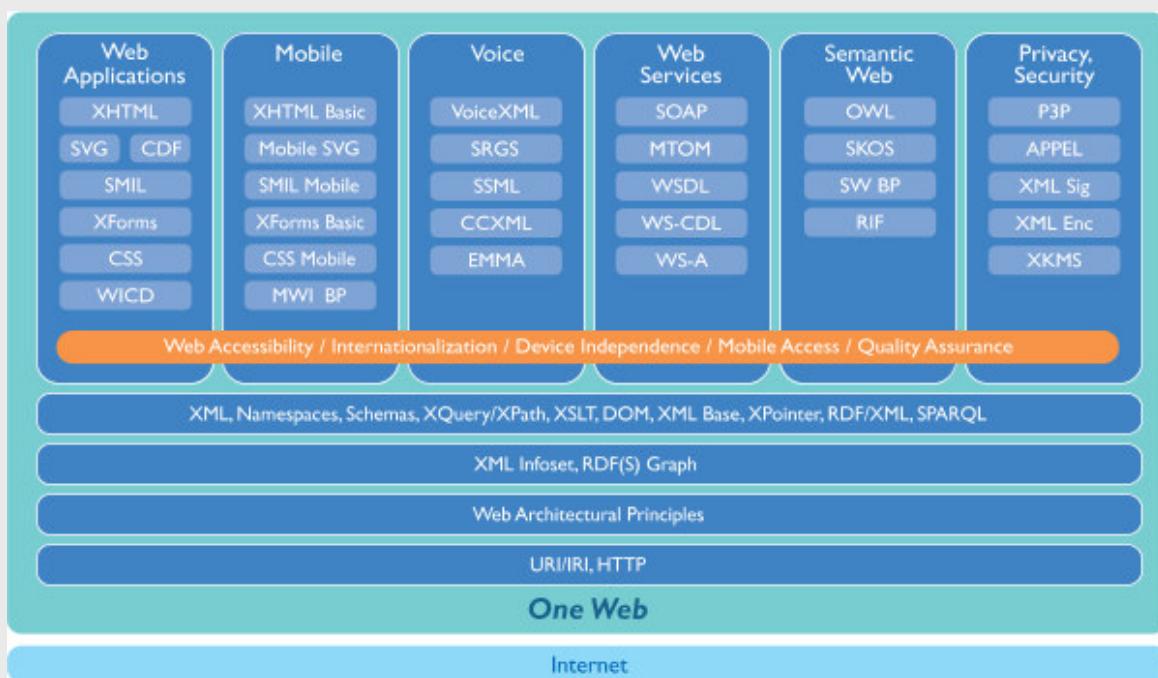
- **W3C** World Wide Web Consortium (1994- )
- Industrikonsortium – specificera webbstandarder
- Cirka 400 medlemmar – industri, samhälle, akademi
  - Global täckning
- Tar fram standarder ("W3C Recommendations") i en konsensusbaserad process
  - HTML, HTTP, XML, .....

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## Technology Stack



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# The Foundations



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# The Foundations

- *XML Infosets*, the basis for XML and its applications:
  - models strongly hierarchical (tree) structures
  - abstracts out from the syntax what XML is (it is a bit like numbers and numerals...)
  - *all newer XML based recommendations rely on Infosets*, separating the abstract concept from the syntax
- *RDF(S) Graphs*, the basis for Semantic Web:
  - models loose connections among Web resources
  - connections among URI-s are labelled (referred to as “properties” or “predicates”)

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# Web Applications



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# Web Applications

- Technologies for:
  - text documents (*XHTML, MathML*)
  - graphics, multimedia (*SVG, SMIL*)
  - interactive forms (*XForms*)
  - controlling presentation (*CSS*)
  - ...
- There are still challenges:
  - integration various XML formats seamlessly
  - Compound Documents
  - “Web Applications”

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# The Mobile Web



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# The Mobile Web

- Two directions of work:
  - Mobile Web Best Practice Working group:
    - develops a [Best practices document](#): practical advice on creating content for mobile devices
  - Device Description Working Group:
    - develop an infrastructure to make *independent* device descriptions available to all developers

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# The Web with Voice



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# The Web with Voice

- The W3C Voice Framework consists of:
  - *VoiceXML*: a simple dialog control
  - Speech Recognition Grammar Language (*SRGL*)
  - Speech Synthesis Markup Language (*SSML*)
  - Semantic Interpretation for Speech Grammar (*EMMA*)
  - Call Control Markup Language (*CCXML*)

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# Web Services

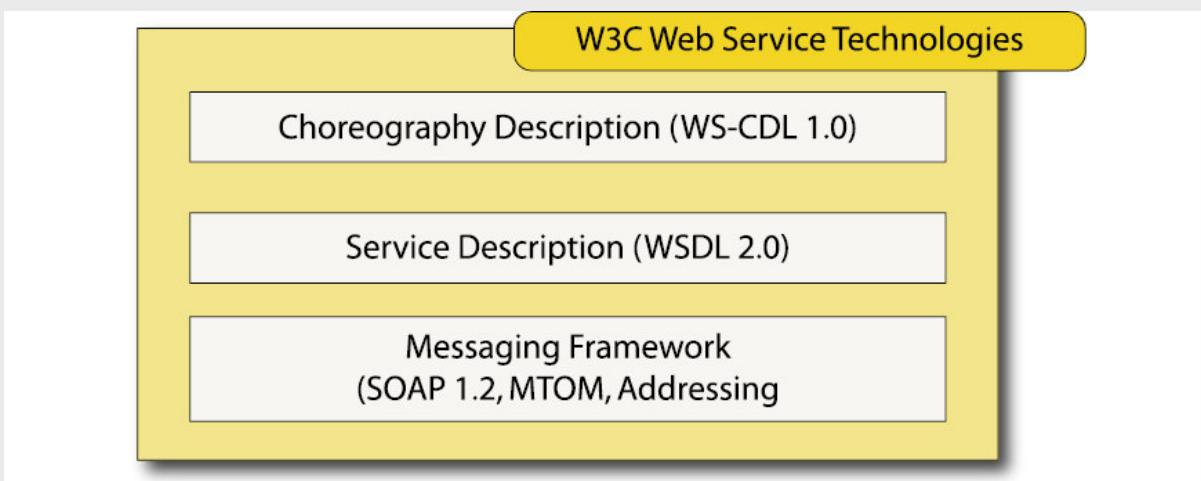


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# Web Services



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# The Semantic Web

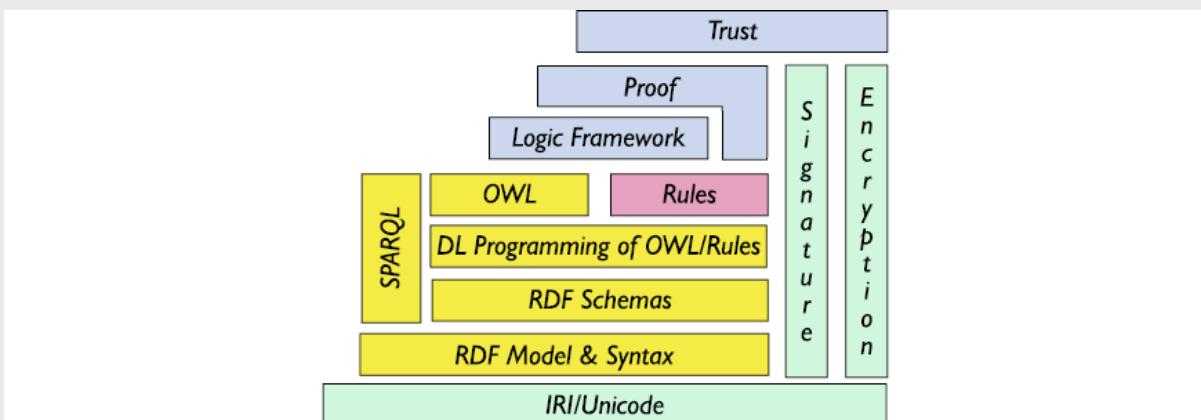


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# The Semantic Web



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# Privacy on the Web



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# Privacy on the Web

- *P3P* - a framework for automated privacy discussions
  - Web sites disclose their privacy practices in standard machine-readable formats
  - Web browsers automatically retrieve P3P privacy policies and compare them to users' privacy preferences
- W3C has defined the basic building blocks for Security in XML:
  - Digitally sign XML documents (*XML Signatures*)
  - Digitally encrypt/decrypt XML documents, or *parts of* XML documents (*XML Encryption*)
  - Protocols to maintain and exchange keys (*Key Management*)

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# Horizontal issues



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# Horizontal issues

- “horizontal” review of *all* W3C technologies:
  - internationalization, multimodality, accessibility, device independence, ...
  - specification can be “sent back” to the drawing board if problems occur!
- separate education and outreach activities:
  - tutorials, information for designers, quicktips, guidelines

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# **Hot topics**

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# **Fundamental technologies**

- Mobile Web
  - Beyond WAP
- Semantic search
  - Beyond Google
- Multimedia
  - Voice
  - Moving images
  - Synchronisation between media

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# Applications/services

- Collaborative tools and services
  - Recommendation systems
  - Tagging
- Community-building frameworks
  - Social networks
  - Tagging
- Emotions/attitudes/...
  - Emoticons, ...
- More desk-top-like look-and-feel
  - AJAX

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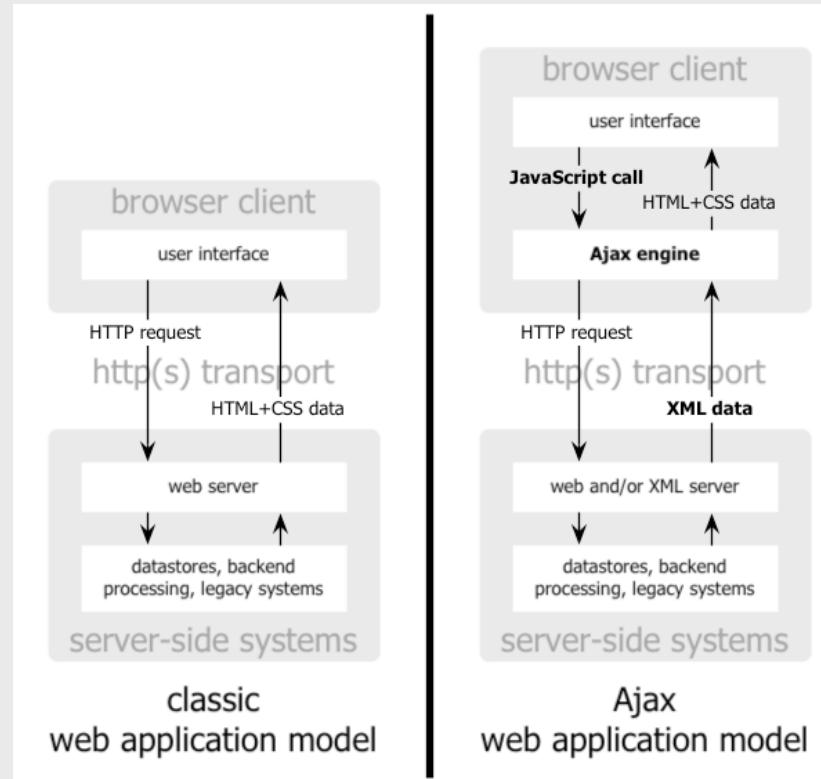
## AJAX

- AJAX:
  - "Asynchronous JavaScript and XML"
  - XHTML, CSS, JavaScript, XMLHttpRequest, ....
  - Existerande bastechnologier används på nytt sätt
  - Tangerar gränsen för nuvarande implementeringar
- W3C
  - *Rich Web Client Activity*: Web Application Formats WG, Compound Document Formats WG

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## Added value

# Available information

- ... rapid growth of all types of information
  - The web as a whole
- ... more producers
  - Blogs, wikis, tagging systems
- ... freshness
  - Blogs, tagging systems
- Web mining
  - Broad and deep information
  - Valuable for commercial actors
  - Experiments on-going

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**Web 2.0  
Vad nytt under solen?**



[V 1.1]

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# **Begrepp kring Web 2.0**



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# **Vad är gammalt / vad är nytt?**

- Webben vi vant oss vid ("Web 1.0")
    - Leverantörer av innehåll ... tjänster ...
    - Konsumenter
    - Enkelriktad informationsspridning
  - Web 2.0
    - Användare blir delaktiga ... producenter
    - Användare samarbetar
    - "communities" uppstår
    - Tekniken ger nya användarupplevelser
    - ...
    - och industrin: nya affärsformer ... IT-möjligheter

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# Exempel

- Aktivt deltagande – vem är producent & konsument
  - Bloggar
  - Wikis
  - Rekommendationer
- Pragmatisk semantik
  - Tagging
  - Fokuserad sökning
- Utnyttja dynamik i innehåll
  - Övervakning av förändring
- Anpassning av innehåll till användaren
  - Innehåll transformeras i webbläsaren

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## Personligt skapande - Bloggar

The screenshot shows a blog post titled "Het bedrijfsleven en Web 2.0 in 2005" posted on December 12, 2005. The post discusses the impact of Web 2.0 on business in 2005, mentioning Gartner's role in defining trends. It includes a small image of a person's face and a sidebar with a "Blog worth" calculator.

**Blogmania Business Blog**

**Het bedrijfsleven en Web 2.0 in 2005**

Geplaatst onder: nieuws, blogonomics, marketing, FEM, BusinessWeek, web2.0, gartner — Bertrand @ 11:32 am

2005 is voor de online wereld een heftig jaar geweest. Webloggen en podcasten zijn doorgebroken als breed media-uiting. Flinke overnames ([skype](#) bovenaan) hebben het belang van de nieuwe ontwikkelingen duidelijk gemaakt. Voor alle snelle en nieuwe ontwikkelingen zijn de namen Internet 2.0 en Web 2.0 dit jaar te voorschijn gekomen. Alle hype rondom de nieuwe trends (en weblogs versterken dit flink) hebben ook de aandacht van het bedrijfsleven gekregen. Aan het begin van het jaar meldde ik al op [Managementboek.web-log.nl](#) dat de Harvard Business Review webloggen als een van de belangrijkste trends van 2005 zag. [Gartner](#) was gedurende het gehele jaar nog sceptisch en terughoudend. Maar met een nieuw jaar in zicht is hun houding bijgesteld. Frank op Frankwatching laat in een uitgebreid stuk Gartner's signaal: [Top 10 voor internet 2.0](#) zien wat Gartners huidige opstelling is t.o.v nieuwe interactieve media ontwikkelingen. Gartner is een gerenommeerd ICT-trend en adviesbureau dat werkt met cycli van trends. Meestal duurt de opkomst van een trend een aantal jaren, tot het tot een mainstream

**Gartner**

My blog is worth  
\$16,371.66.  
How much is your  
blog worth?

POWERED BY  
Technorati

Main  
Home  
Over Blogmania  
Uw bedrijf in de blogosfeer  
Weblog starten  
De voorbereiding

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# Kollaborativt skapande - Wikipedia

The screenshot shows the Wikipedia article page for "Web 2.0". The page title is "Web 2.0" and it is from the English Wikipedia. The page content discusses the concept of Web 2.0, mentioning its transition from isolated information silos to a more interconnected and decentralized web. It lists several characteristics of Web 2.0, such as social networking, user-generated content, and real-time collaboration. The sidebar on the left contains links to the main page, portal, current events, recent changes, random article, help, contact us, and donations. The search bar at the top right includes "Go" and "Search" buttons. The footer of the page includes a "Sign in / create account" link and a message about continued donations.

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## Rekommendationer

- Individer ger värdering av objekt
- Sammanvägning ger kollektiv bedömning

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# Rekommendering - riffs

The screenshot shows the Riffs website interface. At the top, there's a logo with a thumbs-up icon and the word 'riffs™'. Below it, a banner says 'your social recommender riff on anything, riff on everything...'. A search bar contains 'web 2.0' and a dropdown menu set to 'All'. To the right, a message reads 'Who the hell made that guy president?'. Navigation links include 'chat', 'user search', 'realtime', and a red button 'it's free, sign up and start riffing! see how...'. Below the search bar is a 'Related tags' sidebar with links like 'electronics (115)', 'printers (28)', 'laser (24)', etc. The main content area shows '736 results for: "web 2.0" within All'. It lists items with small icons, titles, and thumbs-up/thumbs-down percentages. For example, 'Google Local' has 93% thumbs up and 7% thumbs down.

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## Taggning

- Sätta märken (taggar) på saker
    - Enkla ord/fraser
  - Hitta sina egna saker
  - Hitta *andras* saker
  - Lära sig nya begrepp
- 
- Taggning – flat begreppsvärld
  - Onotologier – strukturerad begreppsvärld

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# Taggning – del.icio.us

The screenshot shows a search results page for 'web 2.0' on del.icio.us. The results list various links related to Web 2.0 technology and resources. On the right side, there is a sidebar titled 'common tags' which lists numerous tags such as web, ajax, blog, business, design, internet, programming, software, tools, webdesign, blogs, javascript, css, rss, reference, technology, social, article, asp.net, .net, tutorial, socialsoftware, google, webservices.

Search results for web 2.0

showing 1 - 10 of about 3753

« previous | next »

[script.aculo.us - web 2.0 javascript](#)  
to javascript ajax programming web css ... and 7390 other people

[The Best Web 2.0 Software of 2005 \(web2.wsj2.com\)](#)  
to web2.0 software ajax web 2005 ... and 4425 other people

[O'Reilly: What Is Web 2.0](#)  
to web2.0 web oreilly internet article ... and 2393 other people

[Virtual Karma: Complete List of Web 2.0 Applications | Rian's blog](#)  
to web2.0 ajax web links internet ... and 2018 other people

[Web 2.0 Workgroup - A network of Web 2.0 resources](#)  
to web2.0 blog ajax web blogs ... and 1097 other people

[ProgrammableWeb: Web 2.0 API Reference](#)  
to api web2.0 programming reference web ... and 1704 other people

[Web 2.0 Workgroup - A network of Web 2.0 resources](#)  
to web2.0 blog blogs web technology ... and 770 other people

[\[ws\] Color Scheme Generator 2](#)  
to color design webdesign web tools ... and 4935 other people

I want to - a page of utilities that help you do stuff you want to

common tags

web, 2.0, web, ajax, blog, business, design, internet, programming, software, tools, webdesign, blogs, javascript, css, rss, reference, technology, social, article, asp.net, .net, tutorial, socialsoftware, google, webservices

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# Taggning – del.irio.us

## de.lirio.us

Social Bookmarking, Tagging, Blogging & Notes. Mmmmmm, Notes.

not logged in | entries

front | help | register | login | site blog/forum | code

search:

[rss](#) | [bloglines](#)

Welcome! De.lirio.us! Refugees!

[expand entry bodies](#)

[The Best Web 2.0 Software of 2005 \(web2.wsj2.com\)](#) | T | G | Y |

2005 ajax best bestof web2.0 web2.wsj2.com by fbg111 (created: 2006-01-09 23:40)  
(4 entries for this link)

[Information Management Now: Why Web 2.0 Matters](#) | T | G | Y |

Web WebDevelopment ajax culture information.architecture web2.0 by acracia (created: 2006-01-07 15:42)

[ProgrammableWeb: Web 2.0 API Reference](#) | T | G | Y |

ajax\_culture documentation information.architecture internet programming web2.0 webdev by acracia (created: 2006-01-07 15:40)  
(2 entries for this link)

[Backpack](#) | T | G | Y |

Great Web 2.0 Application  
ajax web by mwbllythe (created: 2006-01-04 06:42)

[Web 2.0 Label Lacks Meaning, Magic](#) | T | G | Y |

WEBApplication by jrzhou (created: 2006-01-03 16:07)

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# Taggning – Flickr - foto

Home | Sign Up  
Photos: Explore Flickr • Learn More

Sign In | Help

flickr<sup>BETA</sup>

View as slideshow  
(New window 

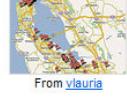
Tags / web20

Sort by:  
Most recent • Most interesting

**web20 clusters**  
NEW Explore and refine web20 photos with our brand new clustery goodness!

 From [loic hay](#)

 From [red&yellow](#)

 From [vlauria](#)

 From [vlauria](#)

 From [andlosers](#)

 From [andlosers](#)

 From [andlosers](#)

 From [hallymchoi](#)

 From [king76](#)

 From [andlosers](#)

 From [andlosers](#)

 From [andlosers](#)

Ads from Yahoo!  
8X DVD-R Blank Media  
as Low as \$0.22  
Generic 8x DVD-R,  
\$0.22 each. Ritek 8x  
DVD-R, \$0.40 each/  
Free shipping...  
[www.runtechmedia.net](http://www.runtechmedia.net)

DVD R R  
Find Deals on DVD R R  
and other Computer

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## Fokuserad sökning

- Söka viss typ av information
  - t.ex. produkter att köpa
- Fokuserad sökning begränsar träffbild till viss typ
- Jfr Google
  - bred sökning
  - Relevanta träffar kan drunkna i mängden

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# Fokuserad sökning – Dulance

Dulance

Shopping | SpamFree | Web | Advanced Search

Price range from: to:

Searched: 76 sites Results: 30

By price ▾ By relevance ▾

Minimal price: \$449.99 Median price: \$500

Comparing prices from over 1 million stores — virtually all in N. America

Like it? Bookmark Dulance!

Factory Refurbished Camera @RefurbDepot <a href="http://www.refurbdepot.com">www.refurbdepot.com»</a>	\$219.95	Refurbished products are always less expensive than newer items and have lower defect rates too! And many times they have the same manufacturer's warranty! Shop smart, shop RefurbDepot.com! Sponsored listing
Keh.com - The Photographer's Marketplace <a href="http://www.keh.com">www.keh.com»</a>	\$	KEH offers a wide selection of new and used digital, 35mm, medium and large format camera gear. Buy, sell, trade or repair your gear with a recognized market leader for over 25 years. Sponsored listing
camera at eBay <a href="http://www.ebay.com">www.ebay.com»</a>	\$	eBay - camera - 24494 used and new "Buy It Now!" items in Digital Cameras, Digital Camera Accessories priced at \$0.01 and up.
Bottle Cap Tripod for Digital Camera by Yodobashi (6 Colors) <a href="http://www.semsons-inc.com">www.semsons-inc.com»</a>	\$19.99	... Accessories Retractable Cable Digital Camera Cases Camera ... 1 Availability: Usually ships the next business day. Bottle-Tripod Regular price: \$21.99 Sale price: \$19.99 Color: Home   View Cart   Product Index   Info   Privacy ...
CameraWorld.com - Canon Nikon Minolta Panasonic Pentax Fuji Kodak ... <a href="http://www.cameralworld.com">www.cameralworld.com»</a>	\$449.99	... Need Help Deciding? Digital Cameras Digital Accessories 35mm Compact ... Digital Sale! Save \$100 + Free Russ Bear your price \$599.99 Canon - PowerShot SD550 Digital Camera - NEW! your price \$449.99 Nikon - D70s Bonus Outfit - Buy-a-Bundle ...

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## Övervakning av vad som sker

- Webbens innehåll förändras dynamiskt
  - Övervaka och informera om förändringar
- På webben finns information om händelser i den verkliga världen
  - Sammanställ information om annonserade evenemang

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# Förändringsövervakning - technorati

Currently tracking 26.9 million sites and 1.9 billion links.

Member Sign In | Sign Up | Help | About

**Technorati™**

Search Tags Blog Finder Explore

web 2.0 Search Options

What's this? This is a live search for web 2.0 with results sorted newest to oldest. Keyword Search Help >

130,851 posts contain:

**web 2.0** in All Blogs. Limit to blogs about:

All Blogs Web2.0 Web-20 Ajax Web Technology Tech

20 posts in the last 1 hour in All Languages

Welcome to Technorati!

- What's going on here? [Take the tour](#) to see how Technorati works.
- Do you blog? [Claim it](#) to get in here!
- Want more? [Become a member](#) to save searches in a Watchlist.

Mentions by Day

Posts that contain Web 2.0 per day for the last 30 days.

Technology Insights

Learn more about technology, the Web, and other random thoughts by Joff. [www.joff.com](http://www.joff.com)

Colgate-Palmolive: Ajax

Colgate.com is the online home of Colgate-Palmolive household care products, including Palmolive Oxy Plus®, Ajax®, and Murphy® Oil Soap. Visit our site for product info, savings and more. [www.colgate.com](http://www.colgate.com)

Buy Ajax at drugstore.com

We place over 25,000 products at your fingertips - from unique gifts to everyday basics. Plus, you will get 5% back and free shipping. See site for details. [www.drugstore.com](http://www.drugstore.com)

Oh yeah, finally more content! (100% more than...)

Technorati MINI

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# Händelseövervakning - eventful

eventful

home events venues calendars groups users Add Event

Discover, create and share events that matter to you.

Upcoming Events in chicago, il (Change location)

- Feb Art Institute of Chicago Daily Admission
- Feb Gallery Audio Guide
- Feb Storytime for Infants & Toddlers
- Feb Storytime Thursdays, 11 AM
- Feb Soft Science

More events in chicago, il

From the Eventful Blog

- » Free T-Shirt Offer, or, Ruby Developers Take Note: New Ruby API for EVDB
- » System Maintenance 9-11pm U.S. Pacific Time, 23 Jan 2006

Join a Group

Find others interested in the same kinds of events as you!

## Search for Events

What

concert, lecture, etc.

## Where

city, state or zip (optional)

## When

dec 31st, friday, next week, etc.

Search Eventful

## New to Eventful?

[Take a tour](#) to learn how Eventful works for you.

## Cool Tools

Eventful is full of useful tools and features. Check out some of our favorites:

- » Recently added events
- » Recently viewed calendars
- » User stickers
- » Developer API

## A Random Selection of Events



## Popular Event Tags

art arts barnesandnoble

books borders ca concerts family

games lionking meetup mlb moms

museums music newyork ny play

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# Anpassning av innehåll i webbläsare

- GreaseMonkey – transformeringsfunktioner i Mozilla
- Innehåll mottaget från webben kan transformeras till nytt mervärdesgivande form och innehåll

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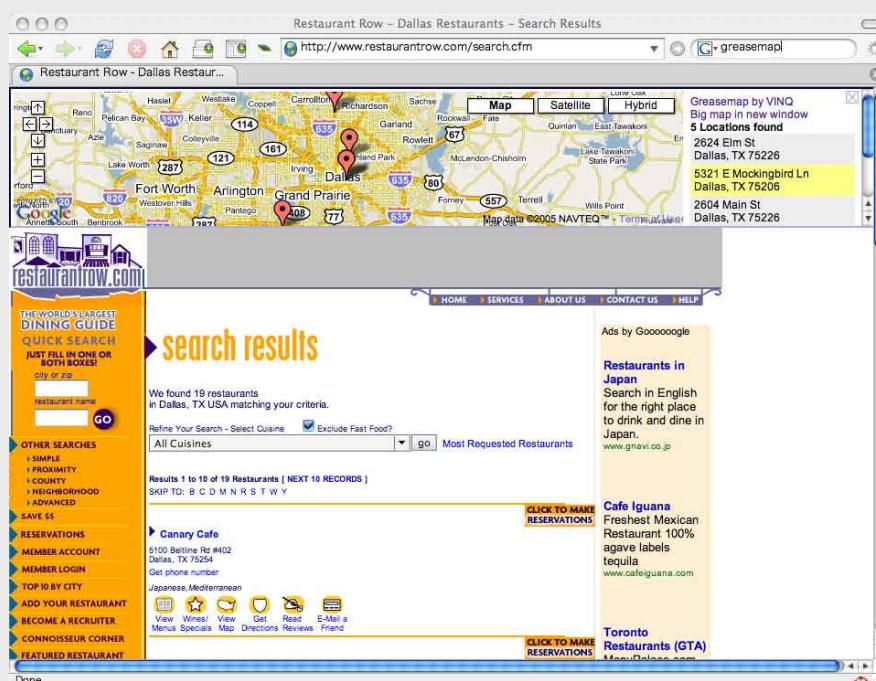


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## Adaptation - Greasemap



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# What's next?

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## Two views

- The web as a repository of information
  - Continuous innovation
  - Co-evolution of functionality and needs
  - *The sky is the limit*
- The web as technology
  - *The technology for interoperability*
    - Not only "the web"
  - The technology for information representation
    - Not only "the web"

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# **Slut...**

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**---end---**

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# Perspektiv

- Web 2.0 – hype eller ...?
- Web 2.0 – teknik
- Modell och exempel
- Nya former för kommersiell samverkan
- Nya möjligheter för industri/samhälle
- Vad kan vi nu göra?

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## Web 2.0 – hype, eller ...?

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# **"The future is already here. It's just not widely distributed yet"**

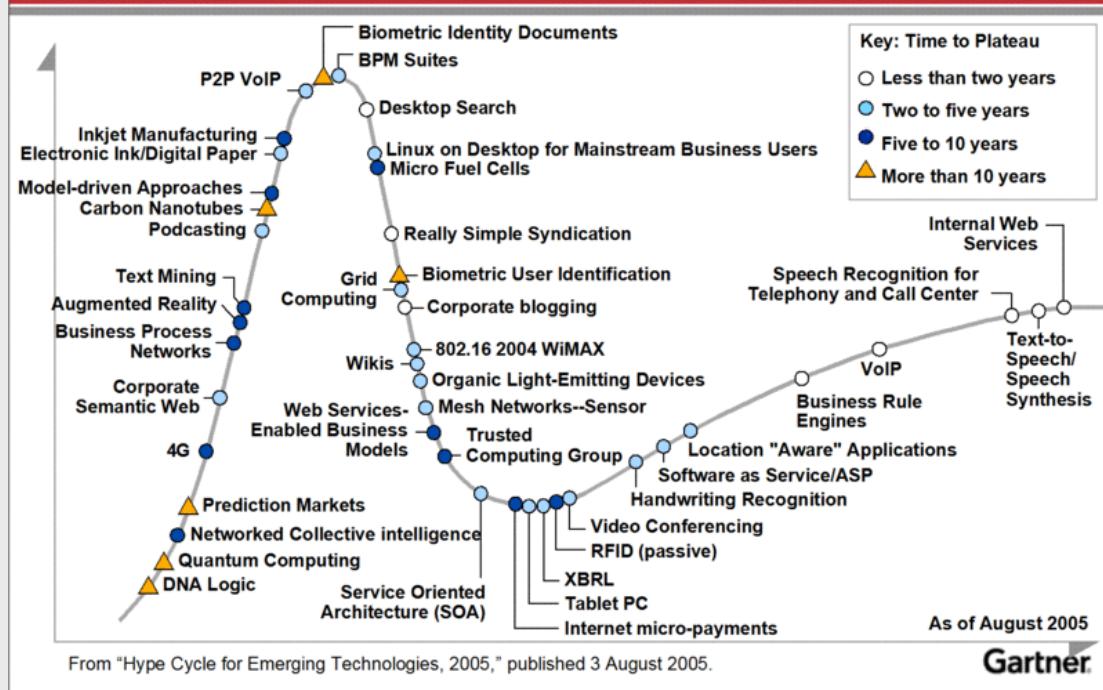
William Gibson (SciFi-författar, 1948- )

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## Emerging Technologies Hype Cycle 2005



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# Mervärdeskapande

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## Vad mervärdet baseras på

- Eget innehåll
  - Det som ligger i egen kärnverksamhet
- Sammansättning av andras innehåll
  - det som andra är bättre på
- Användares bidrag
  - Explicit bidrag
    - Amazon reviews
  - Implicit bidrag
    - Google-popularitet
    - Egna taggar

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# Nya former för kommersiell samverkan

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## Amazon - ekosystem

The screenshot shows the Amazon.co.uk homepage with a search bar containing 'Valentine's Day: don't you dare forget it'. A product page for 'Introduction to Metamathematics' by S.C. Kleene is displayed. The page includes a book cover image, a summary, availability information ('usually dispatched within 1 to 2 working days'), and a 'READY TO BUY?' section with a '2 used from £105.69' option. The sidebar on the left shows recently viewed items like 'The Cosmic Blueprint: New Discoveries in Nature's Creative Spirit'.

RECENTLY VIEWED ITEMS

The Cosmic Blueprint: New Discoveries in Nature's Creative Spirit

Books Info

At A Glance

Submit a Review

See more by these authors:

- S.C. Kleene
- Stephen Cole Kleene

E-mail a Friend About This Item

INTRODUCTION TO METAMATHEMATICS

S.C. Kleene

Availability: usually dispatched within 1 to 2 working days [2 Used & New](#) from £105.69

See larger photo

Edition: Hardcover

More Product Details

Publisher: learn how customers can search inside this book.

ISBN: 0444100881

Other Editions: Hardcover

Product Details:

- Hardcover (August 1971)
- Publisher: Elsevier Science Ltd

READY TO BUY?

2 used from £105.69

See all buying options

Have one to sell? Sell yours here

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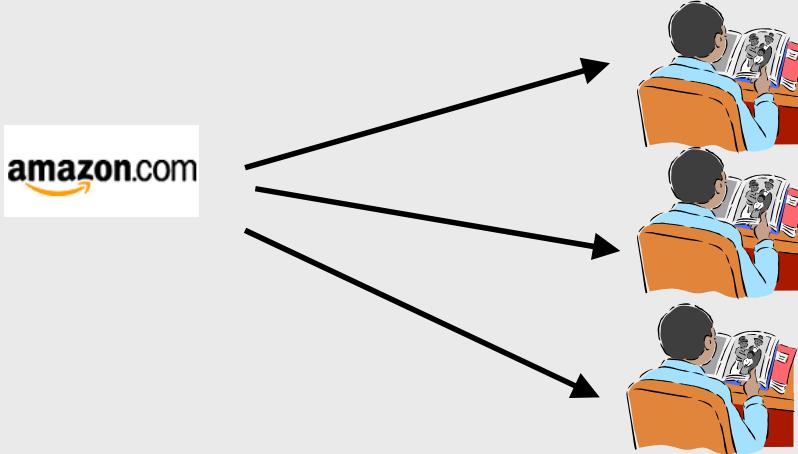


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# Amazon - ekosystem



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# Amazon - ekosystem

The screenshot shows a product page for 'Introduction to Metamathematics' by S.C. Kleene on the Amazon.co.uk website. The page includes a sidebar with 'BOOKS INFO' and 'RECENTLY VIEWED ITEMS'. The main content area displays the book cover, availability information ('usually dispatched within 1 to 2 working days'), and a 'READY TO BUY?' section. This section is highlighted with a large red circle and shows '2 used from £105.69' and a 'See all buying options' button. The page also features Valentine's Day promotional banners.

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# Amazon - ekosystem

1 to 2 of 2

Always pay through the Amazon.co.uk Shopping Basket or 1-Click. Learn more about [Safe Online Shopping](#). Items are usually dispatched in 1-2 business days and may take longer to arrive if dispatched from outside the UK-[see delivery information](#).

Price	Condition	Seller information
£105.69 <small>Low Price</small>	Acceptable	<b>Seller:</b> <a href="#">veritybooks</a> ( <a href="#">Safe buying guarantee</a> ) <b>Rating:</b> ★★★★☆ 76% positive ratings over the past twelve months (409 ratings) Seller has 409 lifetime ratings Dispatched from: United Kingdom International delivery available <a href="#">Learn more</a> about delivery destinations <b>Comments:</b> - Description: Some of our books may be posted from our store in the States. Please allow between 7 and 10 days for delivery. Books all shipped within 24 hrs.
£174.13	Very Good	<b>Seller:</b> <a href="#">royale_dispatch</a> ( <a href="#">Safe buying guarantee</a> ) <b>Rating:</b> ★★★★☆ 80% positive ratings over the past twelve months (2354 ratings) Seller has 2354 lifetime ratings Dispatched from: MO, United States International delivery available <a href="#">Learn more</a> about delivery destinations <b>Comments:</b> - Dispatched from the US. Please allow 10-14 days for arrival.

BROWSE BY TYPE: All New Used Collectable Sell yours here

Speed: 0 Where's My Stuff? Delivery and Returns Need Help?

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# Amazon - ekosystem

**veritybooks**  
[See other items from this seller](#)

[CONTINUE SHOPPING](#)  
[Return to product page](#)

**At a Glance**

**veritybooks**  
Feedback Rating: ★★★★☆  
4.3 stars over the past 12 months (409 ratings)

	30 days	90 days	365 days	Lifetime
Positive:	88%	86%	85%	85%
Neutral:	6%	4%	4%	4%
Negative:	6%	10%	11%	11%
Count:	50	200	409	409

[What do these mean?](#)

**A-to-z Safe Buying Guarantee Protection**  
Place your merchant order through the Amazon.co.uk Shopping Basket or 1-Click and your purchase is protected by the A-to-z Safe Buying Guarantee. Amazon.co.uk automatically transfers your payment to the merchant so you'll never need to pay a merchant directly. Our A-to-z Safe Buying Guarantee covers both the delivery of your item and its condition upon receipt...[read more](#)

**Marketplace Delivery Times**  
Sellers are expected to dispatch goods directly to the customer within two working days of the order being placed. Packages dispatched within the UK using Royal Mail generally arrive within 1-4 working days, depending on the postal service used. Packages dispatched to Europe by Airmail generally arrive within 10-14 working days. Packages dispatched to the US or the rest of the world using Airmail generally arrive within 7-12 working days.  
[See all delivery options](#)

**Recent Feedback:**  
[See all feedback](#)

5 out of 5: "Great thanks"  
Date: 2006/1/31 Rated by Buyer: dollanc

2 out of 5: "We"  
Date: 2006/1/31 Rated by Buyer: kh29667

4 out of 5: "Delivery took 5 days more than estimated but book was well packaged and as described. Recommended."  
Date: 2006/1/31 Rated by Buyer: Mr S.

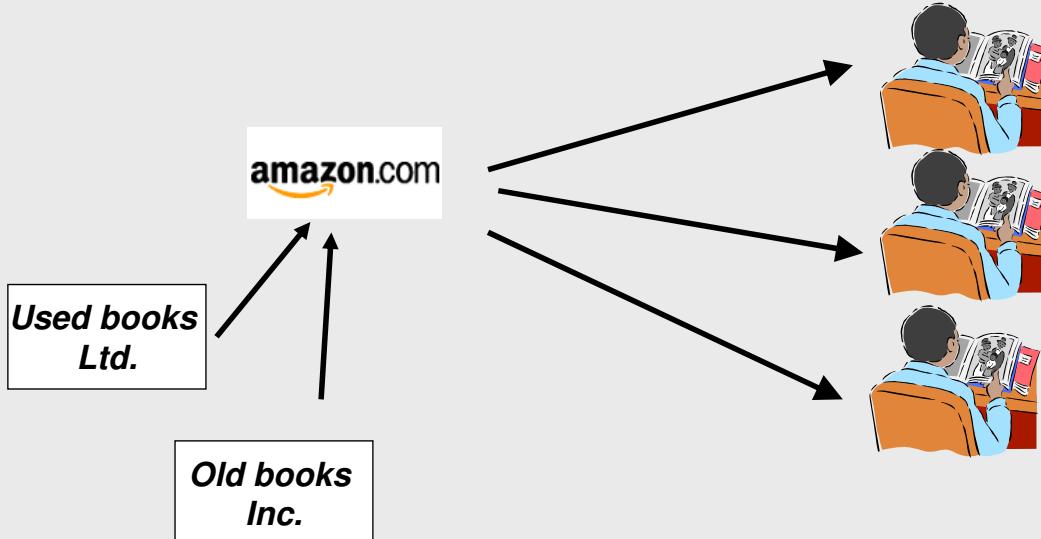
Speed: 0 4th

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# Amazon - ekosystem



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# Amazon - ekosystem

Introduction to Metamathematics  
S.C. Kleene, Stephen Cole Kleene

► Reviews, recommendations, and more: [View product details](#)

PRICE AT A GLANCE  
**Used** from £105.69 [Low Price](#)

BROWSE BY TYPE: All New Used **Collectable** Sell yours here

We're sorry. There are currently no collectable listings for **Introduction to Metamathematics**. However, you can:

- Buy it used from £105.69

Have one to sell? [Sell Yours Here](#)

BROWSE BY TYPE: All New Used **Collectable** Sell yours here

Where's my stuff?  
• track your [recent orders](#)  
• view or change your orders in [Your Account](#)

Delivery and Returns  
• see our [delivery rates and policies](#)  
• [thinking of returning an item?](#) (See our [Returns Policy](#))

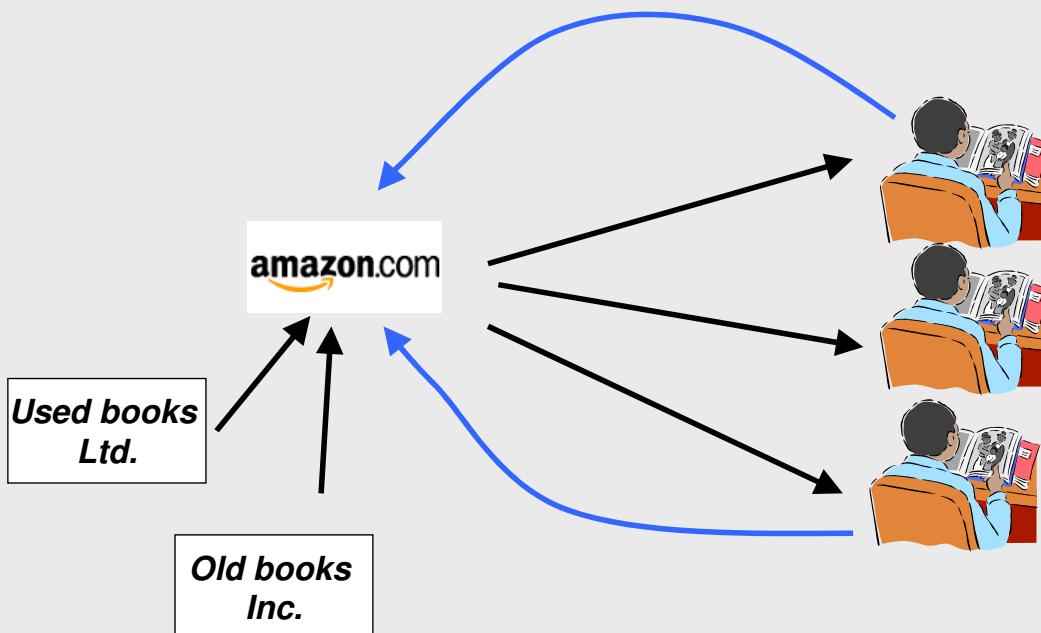
Need Help?  
• forgot your password? [Click here](#)  
• [redeem](#) or [buy](#) a gift certificate  
• still have questions? [Visit our Help Pages](#)

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The Amazon Associates program was the first online affiliate program of its kind when it launched in 1996. Today, it is the largest and most successful online affiliate program, with over 1,000,000 members world-wide. If you are a Web site owner, Amazon seller, or Web developer, you can start earning money today and earn up to 10% in referral fees.

How the Program Works

- Associates drive internet traffic to Amazon.com through specially [formatted links](#) that allow us to track sales and other activity.
- Associates earn [up to 10%](#) in referral fees on all qualifying revenue made through their links.
- We send quarterly payment to Associates.

Once you [join the program](#), we will give you access to Associates Central, our extranet exclusive to our Associates. This is the place where you will build your links, view your [traffic and earnings reports](#), and read about the latest news and opportunities available to you through the program.

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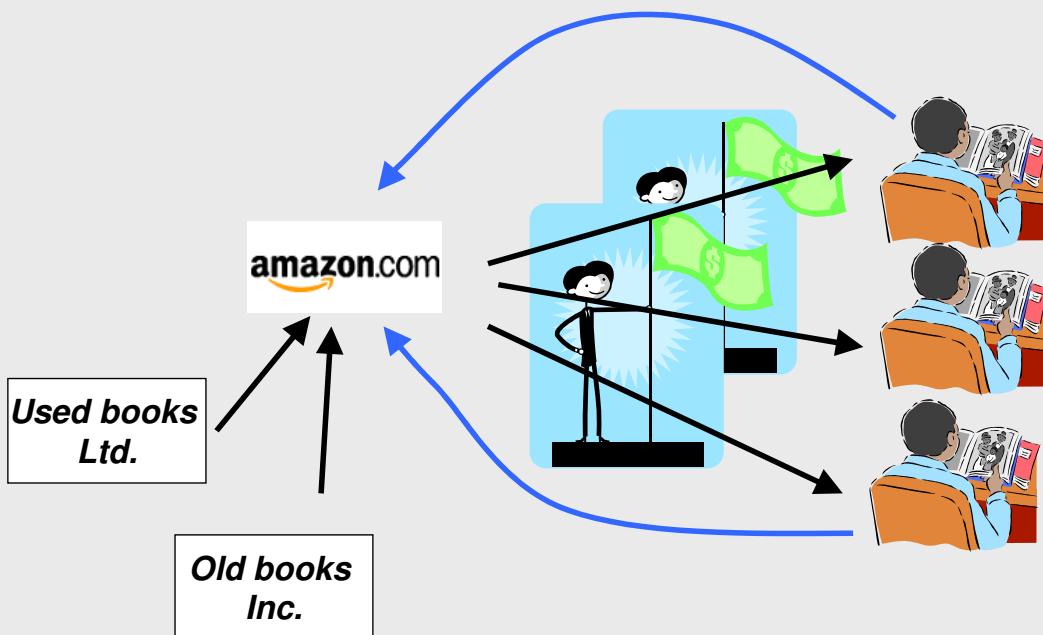


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## Nya möjligheter för industri/samhälle

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**SICS**

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# Industriell användning och nytta

- Bloggar
  - Källa för indikationer om heta nyheter
  - En kanal för informationsspridning
    - Personliga bloggar – individperspektiv
    - ”Corporate blogging” – del av marknadsföringen
- Wikis
  - För föränderlig intern information
- Rekommendation
  - Samlad intern bedömning av osäkra fall

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## Vad kan vi nu göra?

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# Forskningsfrågor

- Kritisk förutsättning finns
  - Mängder av samverkande användare
  - Framväxande "communities"
  - Massor av innehåll och beskrivningar (taggning)
- Forskningsmöjligheter, t.ex.
  - Ytterligare mervärde till användare – vad & hur?
  - Hur fungerar "communities" i det digitala rummet?
  - Hur utnyttja framväxande beskrivningar (taggar, ..) som grund för mer semantik?
  - Etc....

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**” I'm an inventor. I became interested in long-term trends because an invention has to make sense in the world in which it is finished, not the world in which it is started. ”**

Ray Kurzweil (uppfinnare, 1948- )

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