Viral Triggers

Blogs
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Frameworks

Open

Blogs
WiFi-Location

Podcasting
Tivo
Blackberry
Jabber

Closed

CB
Skype
WSNs

RF ID
Satellite
GPS
AIM/ICQ
Telephony
SMS

Viral

Central

Framework Central
Frameworks

Open

Interfaces

WiFi Location
Jabber
WSNs
Blackberry
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Telephony
Satellite
D. Winer:
"Weblogs are often-updated sites that point to articles elsewhere on the web, often with comments, and to on-site articles. A weblog is kind of a continual tour, with a human guide who you get to know. There are many guides to choose from, each develops an audience, and there's also camaraderie and politics between the people who run weblogs, they point to each other, in all kinds of structures, graphs, loops, etc."

In short, personal journalism
(personal web publishing communities)
History

1992: cern web page: first blog, containing links to new web pages
1993-96: NCSA/netscape what's new
1999: 23 known blogs
1999: the term 'blog' is coined by Peter Merholz
1999: Blogger
2000: exponential increase begins, >1000
2003: XML/RSS/XMLRPC
2005: estimated >100,000 blogs

future: every user maintains a blog?
Blogs Growth

Every user a Blog?
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- WiFi-Location

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Closed

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Marketing

WSNs
About

Podcasting involves the recording of internet radio or similar internet audio programs. These recordings are then made available for download to portable digital audio device. You can then listen to the podcast internet radio program while you are away from your computer or at a different time than the original program was broadcast.

Sibling of Blogging
Which means...

Dave Winer: "Think how a desktop aggregator works. You subscribe to a set of feeds, and then can easily view the new stuff from all of the feeds together, or each feed separately. Podcasting works the same way, with one exception. Instead of reading the new content on a computer screen, you listen to the new content on an iPod or iPod-like device. Think of your iPod as having a set of subscriptions that are checked regularly for updates."

User-initiated Broadcasting!
Will it take off?

2000: i2go mp3 player with podcast (went under)
2004: podcasting possible with most mp3 players

It has not taken off yet. Will it take off? It has similarities to the other triggers, but also depends on the whims of hardware manufacturers. Maybe the future is user-initiated TV broadcasting?