

Viral Triggers



Blogs

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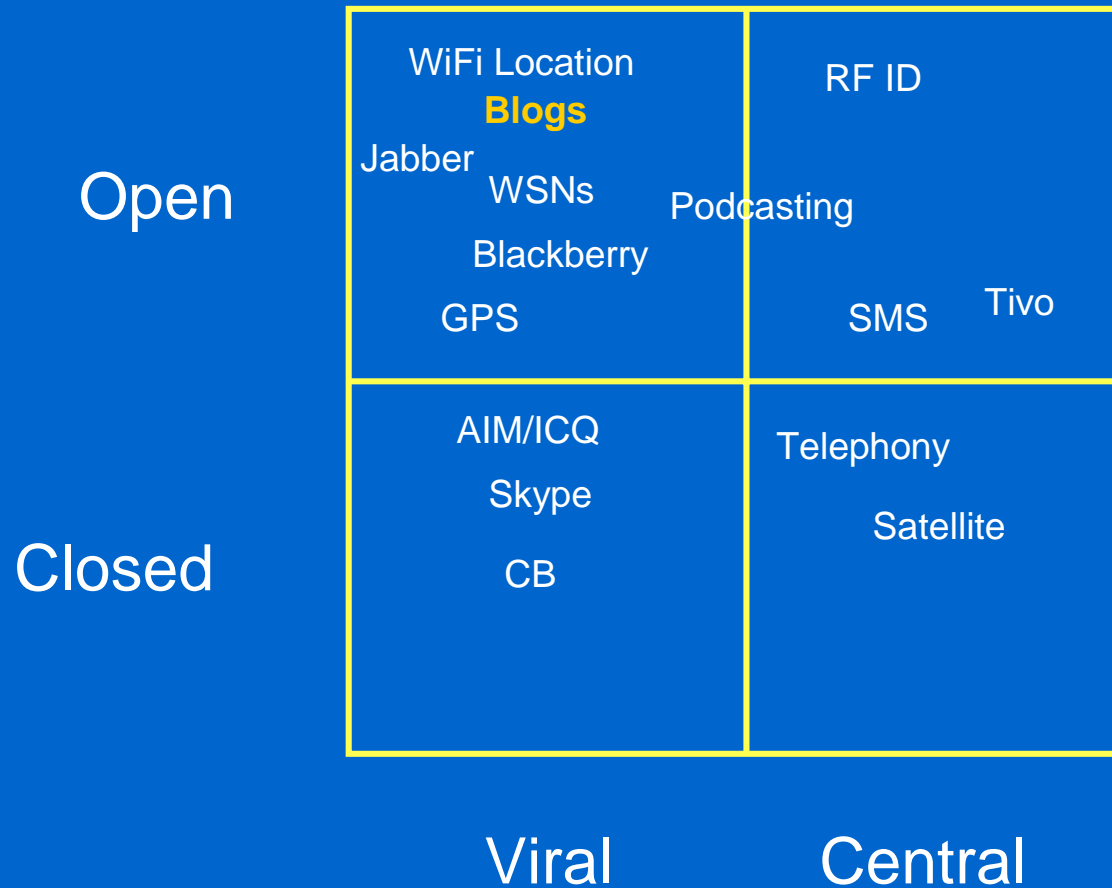
Frameworks

Architecture

Open	Blogs WiFi-Location	Podcasting Tivo Blackberry Jabber
Closed	CB Skype WSNs	RF ID Satellite GPS AIM/ICQ Telephony SMS
	Viral	Central

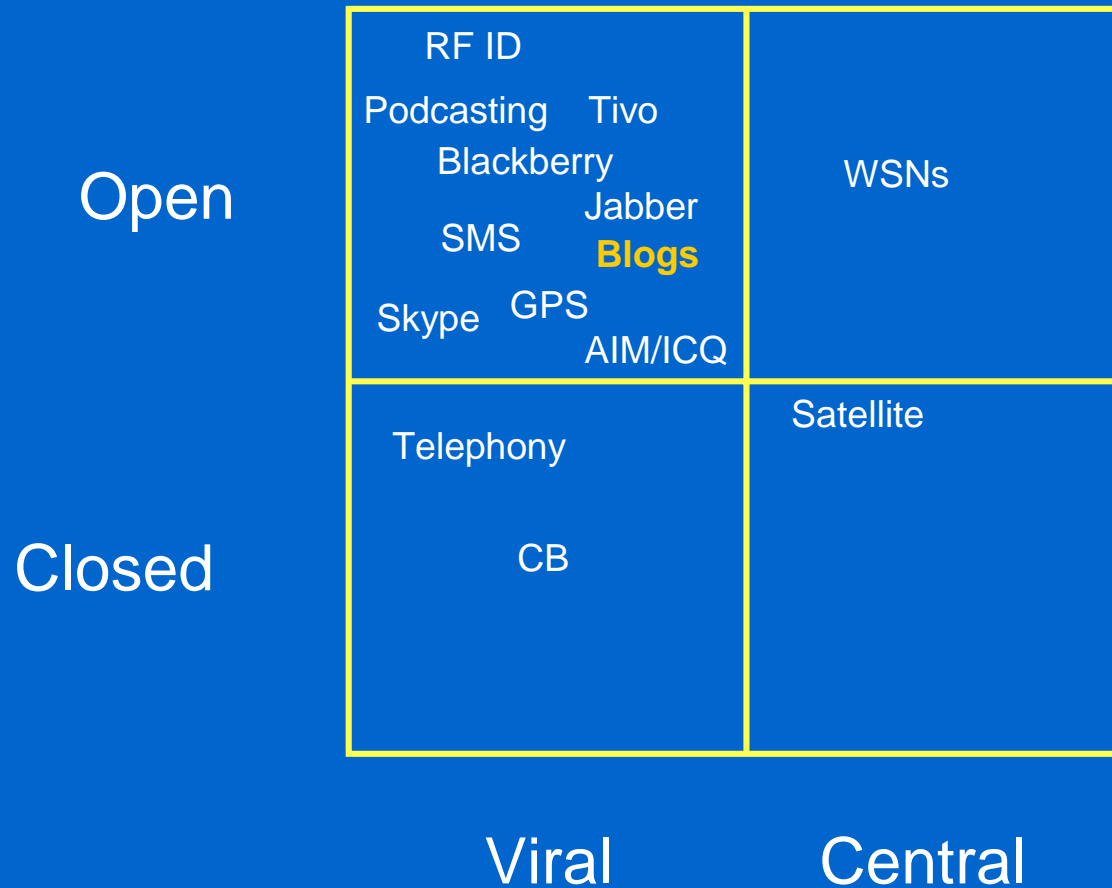
Frameworks

Interfaces



Frameworks

Marketing



About

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 a n audience, and there's also comraderie 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

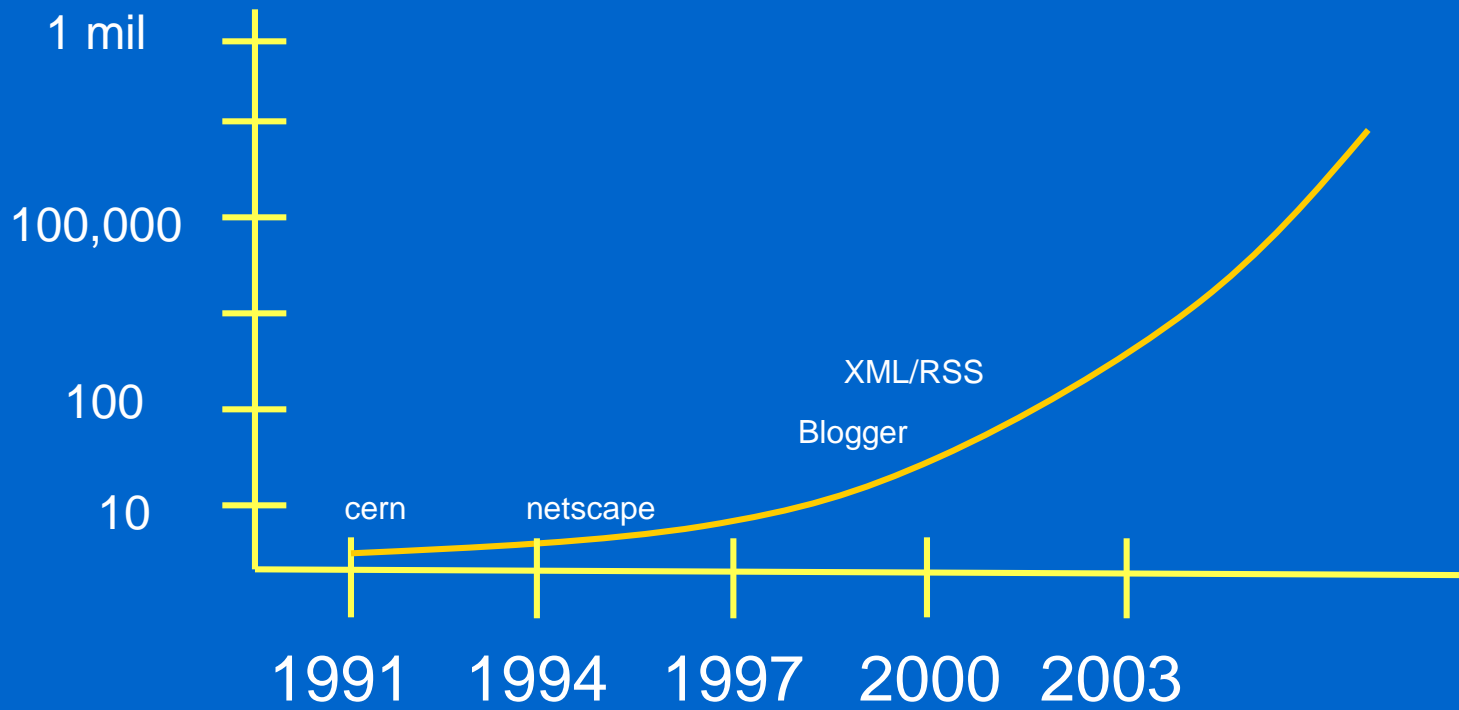
2000: exponential increase begins, >1000

2003: XML/RSS/XMLRPC

2005: estimated > 100,000 blogs

future: every user maintains a blog?

Blogs Growth



Every user a Blog?

Viral Triggers



Podcasting

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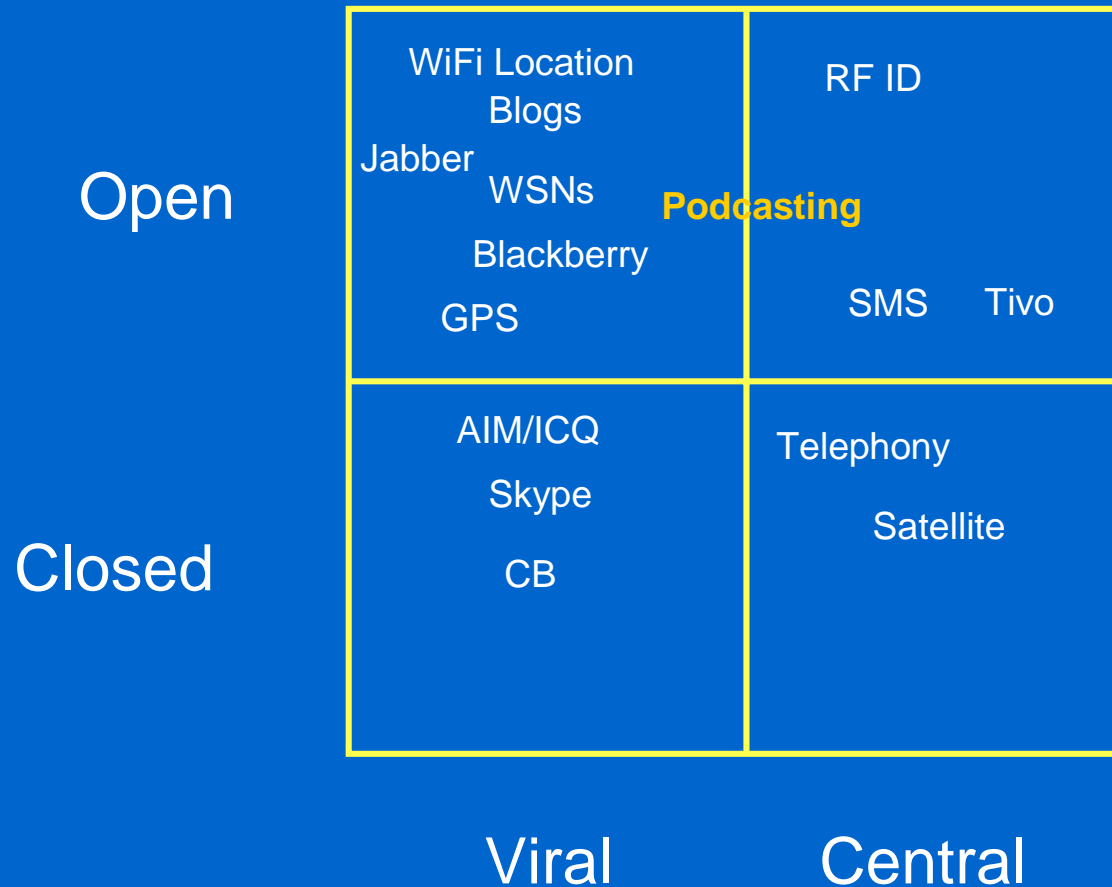
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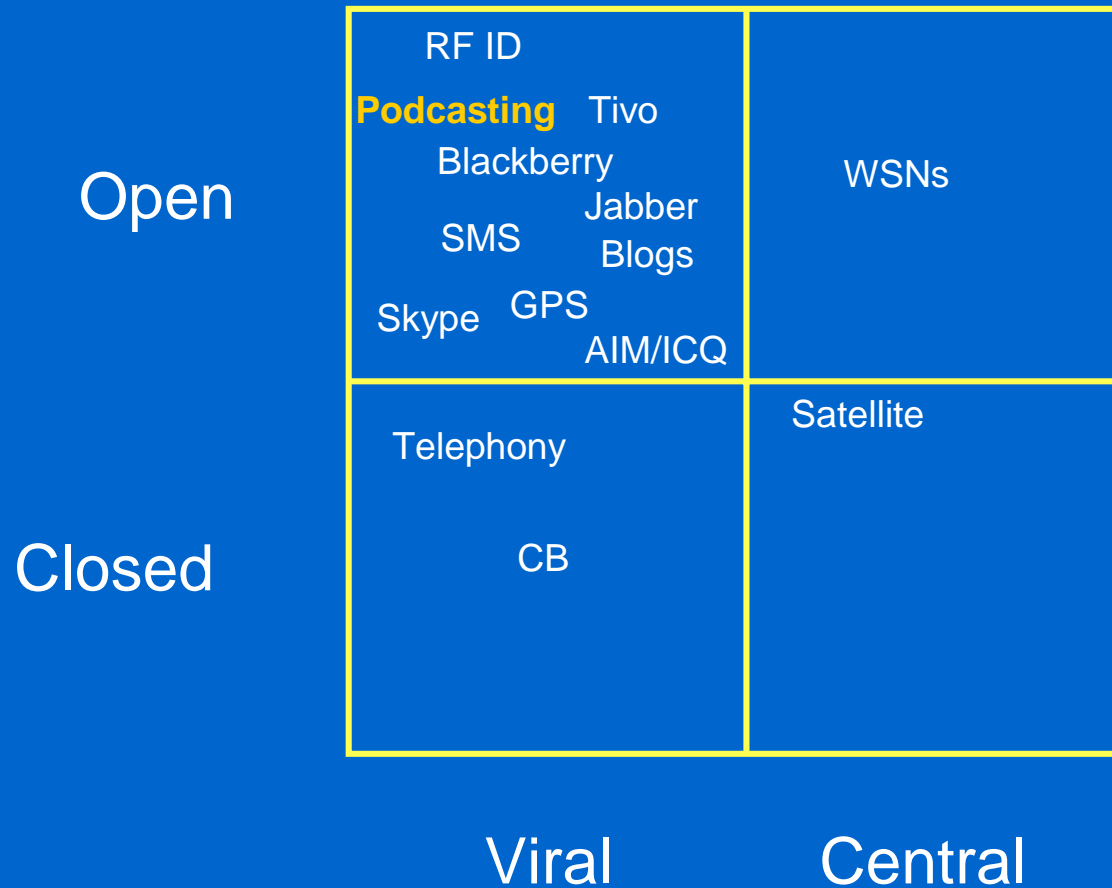
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About

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?