# Für Sie gesurft – Neue (und alte) Tipps aus dem WWW

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Gottfried Vossen, Universität Münster

In dieser Rubrik möchte ich Ihnen wieder ein paar Websites vorstellen, die mir in letzter Zeit selbst oder mit fremder Hilfe aufgefallen sind. Ich weise vorab wieder darauf hin, dass die Inhalte sämtlicher hier beschriebenen Webseiten urheberrechtlich geschützt sind, allerdings ist nach einschlägiger Meinung das Copyright nur relevant für die Verwendung in anderen Webseiten bzw. wenn Gestaltungselemente für andere Designs übernommen würden, was beides nicht der Fall ist. Insofern betrachte ich das Beschreiben von Seiten in der hier vorgenommenen Form weiterhin als Werbung für diese.

Ich möchte heute etwas von der Web 2.0 berichten, einer im Oktober in San Francisco abgehaltenen Entwickler-Konferenz, bei der viele Ideen hinsichtlich der Weiterentwicklung oder nächsten Generation des Web und des Umgangs mit dem Web präsentiert wurden. Als Startpunkt sei die Homepage der Konferenz genannt: **http://www.web2con.com/**
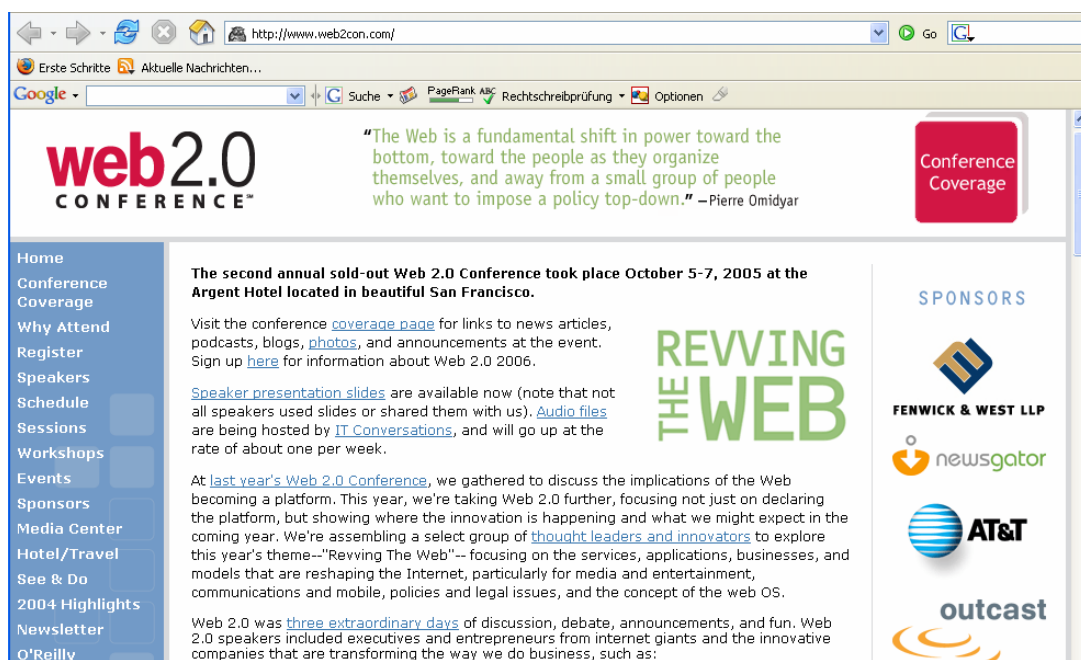
Einmal dort gelandet, findet man eine Fülle höchst interessanter Entwicklungen, von denen ich hier nur einige exemplarisch nennen will. Ich beginne mit **http://www.flickr.com/** (sprich: Flicker), einer Seite, die auf den ersten Blick aussieht wie eine von vielen, auf denen man im Web Bilder ablegen kann. Flickr ist da etwas anders, denn: „Flickr is a way to get your photos to the people who matter to you. With Flickr you can:

  * Show off your favorite photos to the world
  * Blog the photos you take with a cameraphone
  * Securely and privately show photos to your friends and family around the world
  * ... and much, much more!
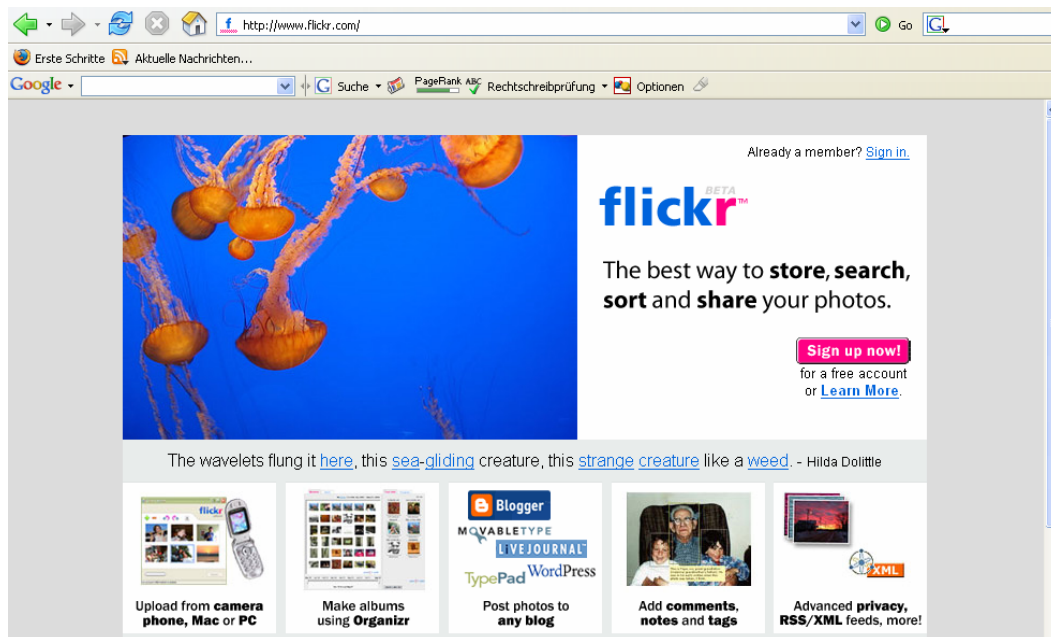
Basically, Flickr is what butters the borders between your photos to the people you want to see them. And basic accounts are free!"

Am besten sehen Sie sich die weiteren Features selbst an, und wahrscheinlich werden Sie sich dann gleich für einen Account dort anmelden.

Flickr ist ein typisches Beispiel für das, was in San Francisco unter „Web 2.0" verstanden wurde: Das Web wird interaktiv, es nimmt zunehmend Information auf, die seine Benutzer ihm liefern, und bezieht diese ein in Suchvorgänge, Informationsbereitstellung, Seitenorganisation usw.

Ein anderes typisches Beispiel für diese Generation von Tools ist PubSub: **http://www.pubsub.com/** Auch hier geht es um Informationsbereitstellung, aber der selbstbewusste Slogan lautet „Search the future": „PubSub is a matching service that instantly notifies you when new content is created that matches your subscription. Using a proprietary Matching Engine, PubSub is able to read millions of data sources on your behalf and notify you instantly whenever a match is made. The heart of the PubSub service is a powerful, proprietary Matching Engine that makes it possible, for the first time, to match millions of

search queries against thousands of new pieces of information every second. Traditional search stores data and then allows you to find documents within that store of data. PubSub operates by first storing your subscription query, and then watching for new information that matches it. Your query will be checked against every piece of new information passing through our Matching Engine. Today, PubSub reads over over 18 million weblogs, more than 50,000 internet newsgroups and all SEC (EDGAR) filings. In the coming months, we'll be adding many more streams of data, so stay tuned! The PubSub service is compatible with any information delivery system that can be accessed from the Internet - including email, SMS, PDA/mobile devices and Instant Messaging networks - allowing you to select where, when, and how you want to receive your information. PubSub allows you to create, edit and manage subscriptions with ease, and stopping a subscription requires only a single click. Let PubSub work on your behalf. You only need to tell us what you're looking for and how you want your information delivered and PubSub will do all the work."

Ein weiteres Beispiel für neue Ansätze zum Suchen im Web ist TransparenSee, zu finden unter **http://transparensee.com/**. Das Produkt dieser Firma heißt Discovery Search Engine, basiert auf SQL-strukturierter Suche und unterstützt einen "Slider", der Suchergebnisse je nach Ziel sortieren hilft. Im Web wird dies wie folgt beschrieben: „Search with Transparensee's Discovery Search Engine™ is the most effective way for users to explore data and find relevant results quickly and efficiently. The Discovery Search Engine helps users by putting the results of search, navigation, and analytics into a context that enables them to more easily find satisfying results. Most customers don't know precisely what they want when they begin a search. And most search engines aren't much use in helping customers figure this out. That's where Transparensee comes in. Transparensee's Discovery Search Engine understands the relationship between the items in your database. If a customer asks for an item that fits a certain profile and it is unavailable, the Discovery Search Engine

can present him with the most similar items in the database. And if a customer finds something he likes, Transparensee can recommend other items that may also be of interest. This gives customers a whole new way to browse content. By showing users items related to what they want – or related to things they've shown interest in in the past – we open up a new world of search possibilities."
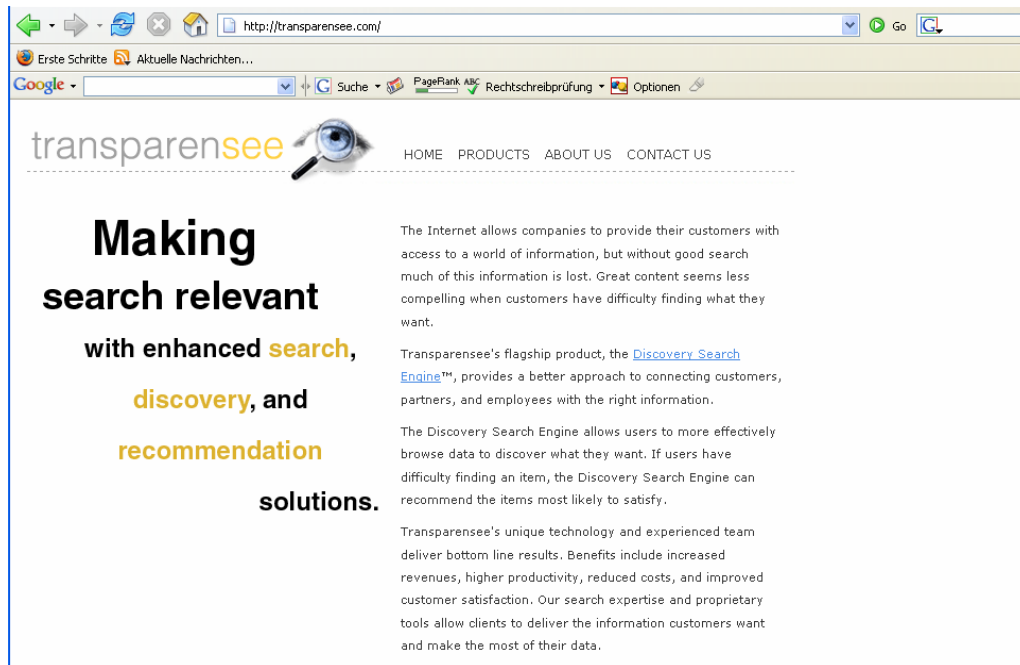
Noch eine Steigerung erlebt das Suchen bei Rollyo, was eine Kurzform ist für „roll your own": **http://www.rollyo.com/** Der Slogan lautet „yahoo! Provided the engine, we provide the steering wheel". Auf der Webseite heißt es da: "Are you tired of wading though thousands of irrelevant search results to get to the information you want? Ever wish you could narrow your search to sites you already know and trust? With Rollyo, you can easily create your own custom search engines, and explore and save those created by others. Rollyo puts the power of Yahoo! Search in your hands, by giving you the tools to create your own personal search engines - with no programming required. All you have to do is pick the sites you want to search, and we'll create a custom search engine for you.

What else can you do with Rollyo?

Share Your Searchrolls
You can explore and save searchrolls created by the community of Rollyo users and share your knowledge on a particular set of topics.

Search Your Top News Sites
Rollyo searches for the latest news articles, giving you up-to-the-minute search results from the news sources you know and trust when it comes to a particular topic or area of interest.

High Rollers
Rollyo launches with a several high profile, High Rollers: Debra Messing, Arianna Huffington, Rosario Dawson, Brian Greene, Diane Von Furstenberg, our friends at PBS Frontline and many top bloggers have all rolled custom search engines. You can be a High Roller too if your searchroll becomes popular with the Rollyo community. Think of it as our version of Star Search.

Single Site Search

If you're always going back to the same site over and over again like Dictionary.com, Amazon or Ebay, you can create a searchroll that includes just that single site so all your searches are in one place.

Web Search

With Rollyo, you can always expand any search to include the whole Web and receive a complete set of Yahoo! search results. With Rollyo you can search one site, the whole web, and everything in between. "


Das Blogging ist ja mittlerweile zu einer Art Breitensport geworden, aber Web 2.0 macht daraus brauchbaren Inhalt. Als Beispiel sehe man sich **http://del.icio.us/** an (man muss diese URL laut lesen, dann sieht man, was gemeint ist): „del.icio.us is a collection of favorites - yours and everyone else's. Use del.icio.us to:

- Keep links to your favorite articles, blogs, music, restaurant reviews, and more on del.icio.us and access them from any computer on the web.
- Share favorites with friends, family, and colleagues.
- Discover new things. Everything on del.icio.us is someone's favorite - they've already done the work of finding it.

The primary use of del.icio.us is to store your favorites online, so you can access them from anywhere. del.icio.us is an open-ended system. You decide how you want to use it. Here are some examples:

- Research - writing an article? Researching an industry? Slaving away on your dissertation? Use del.icio.us to keep track of all your source materials and commentary that you find online.
- Wishlist - go to any commerce site, find what you like, post it to del.icio.us and tag it as "wishlist". Then just tell people to check it out at http://del.icio.us/username/wishlist.

- Podcast - want to hear some great podcasts? Visit del.icio.us/tag/system:filetype:mp3+podcast and start listening. del.icio.us also offers RSS feeds that you can import directly into iTunes. Are you a podcaster? Start posting your mp3 files to del.icio.us and we will create an RSS feed for you.
- Vacation - planning a trip? Post links for hotels, activities, and transportation to del.icio.us and use tags like "travel", "vacation", "tovisit". Collaborate with friends and family by using the "for:username" tag."
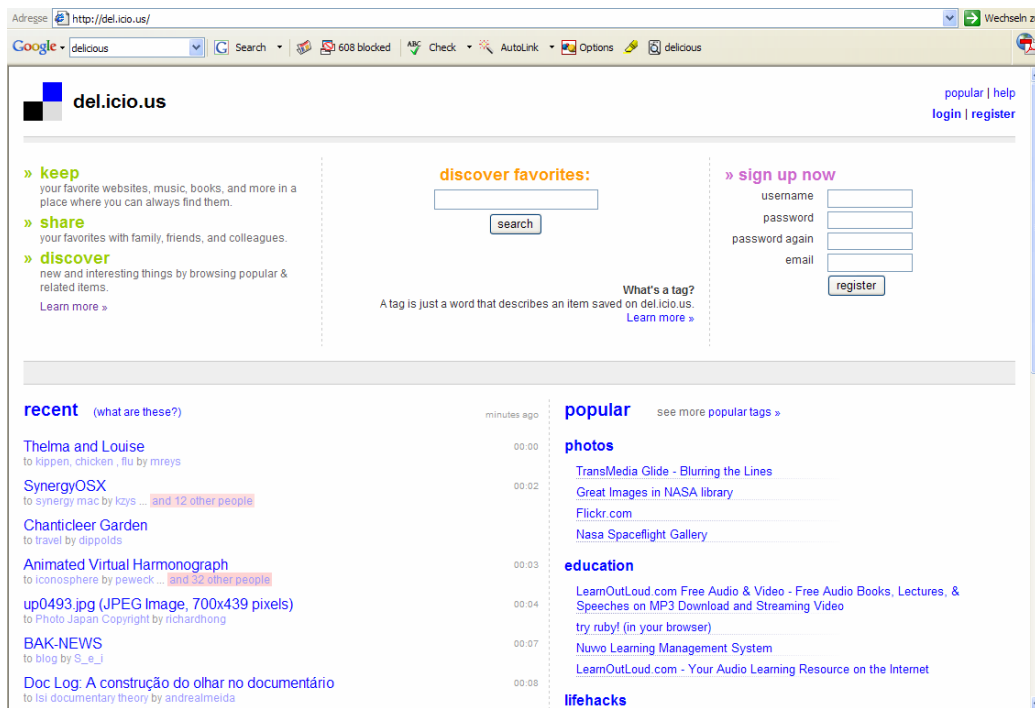
Vielleicht setze ich die Berichterstattung von Web 2.0 in Zukunft noch fort, dann mit dem, was dort präsentiert wurde, ließe sich ein ganzes EMISA-Heft füllen.

Mein letzter Hinweis für heute kommt aus einem ganz anderen Bereich. In Amsterdam gibt es seit einiger Zeit ein interessantes Projekt zum Semantic Web mit dem doppeldeutigen Namen Obelix: http://www.cs.vu.nl/~obelix/. Da die Webseite graphisch nicht leicht zu reproduzieren ist, belasse ich es ausnahmsweise bei einem textuellen Hinweis: „The OBELIX project sets out to be the first and premier e-business ontology project in the world. OBELIX focuses on researching and providing smart scaleable integration and interoperability capabilities needed in the coming e-business stage of dynamic value constellations, characterised by much more complex products and services, supply chains and value networks, and associated electronic market transactions. To this end, it will develop the OBELIX ontology tool suite for smart collaborative e-business."