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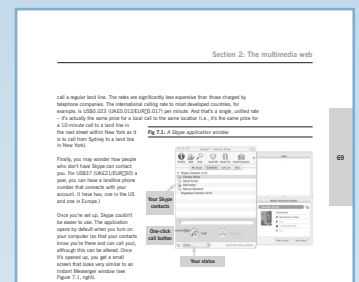
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Get practical answers to these questions:

- How do new technologies like RSS feeds, blogs and wikis work?
- What is considered best practice?
- How can I use these new tools for internal communication?
- What are the implications of new technologies for my business?
- How can new technologies improve the quality and reduce the cost of communication?

Examples



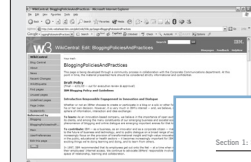
Section 1: Social software

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Examples of wikis on intranets

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Fig 2.4. The employee-produced 'blogging guidelines' site at IBM



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Case studies

Section 1: Social software

2 Web logs ("blogs")

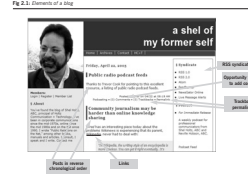
Blogs are the latest phenomenon to qualify as a major Big Thing on the Net, a feature that grows in popularity and will continue to do so. Blogs have had an impact beyond their own, another criterion required to qualify as a Big Thing. Consider some statistics:

- Nearly 30% of online American adults read blogs.
- 7% of online American adults write blogs.
- According to a blog search engine announced at the beginning of August 2005 that tracking more than 1.42 million blogs, a number that had almost doubled since 8/2004 (Yahoo! & Blogger 7.8 million). It suggests that a new blog is being created on a moment's notice.

Blogs played a significant role in major news events from Dan Rather's fall from grace following the "Meatloaf" scandal to US President George Bush's return to office and reporting and organizing relief efforts for the victims of the tsunami that devastated a swath of Asia in 2004. More news broke on blogs. Blogs also seemed to have been which news that broke elsewhere spreads.

What is a blog?
 The word "blog" is a nickname for "web log." The word applies both to the output of

Fig 2.5. Elements of a blog



Definitions

