

sociala medier

intro

A screenshot from a video conference. On the left, a man with a mustache stands next to a computer monitor displaying a presentation slide. In the center, a woman with glasses sits at a desk. On the right, another man is partially visible. The slide contains text about Richard Gatarski's background: "har två barn och sambo", "ekonomie doktor, marknadsföring", "konsult / lärares / talare", "analys och IT-utveckling", "konversationsstrategier", "skolan och marknaden". Below the text is the name "Richard Gatarski".

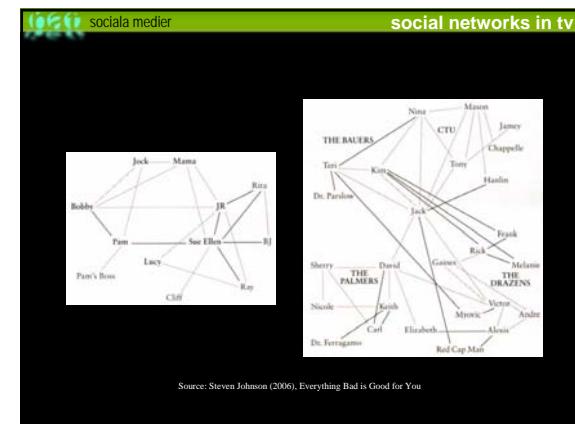
sociala medier

härligt svårt val

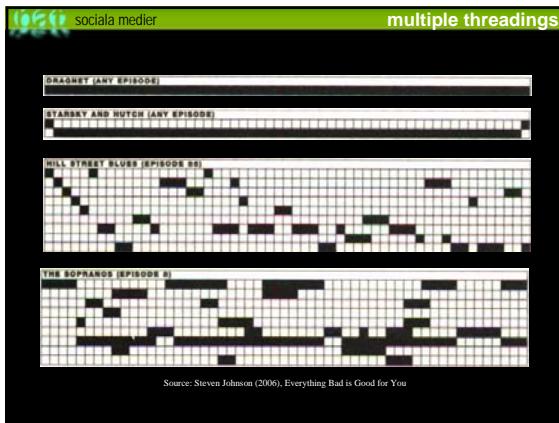
A screenshot of a game interface titled "Resmålshittaren". The screen shows a tropical resort with palm trees and a swimming pool. There are several icons representing different activities: "SOLIGA", "STORMIGA", "VINDIGA", "VÄRMAD", "KOLD", "STRANER", "HÖG", "SEGLARHETEN", and "SNÄGG". A pink banner at the top right says "VING" and "Biljetter 1.000:-". Below the banner, there are icons for "Paketresa", "Elastisk flyg", "Elastisk hotell", "Sista minuter", "Vings aktier", and "Min Vingsida".

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onda goda saker

An image of the book cover for "Everything Bad Is Good For You" by Steven Johnson. The cover features a red and black design with a central figure. Below the book cover, there is text: "Think sleeper curve", "Pop culture makes us smarter", "Games force us to make decisions", and "Social networks & multiple threads".

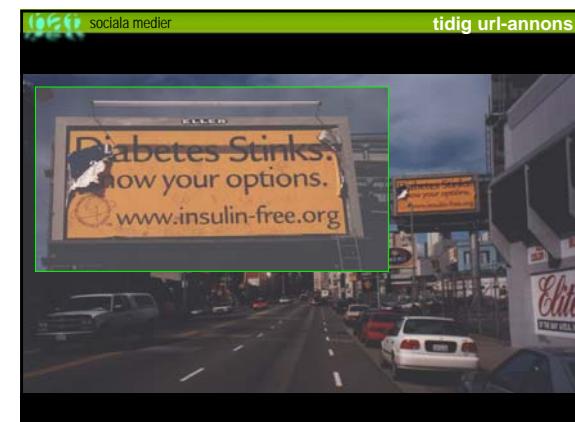
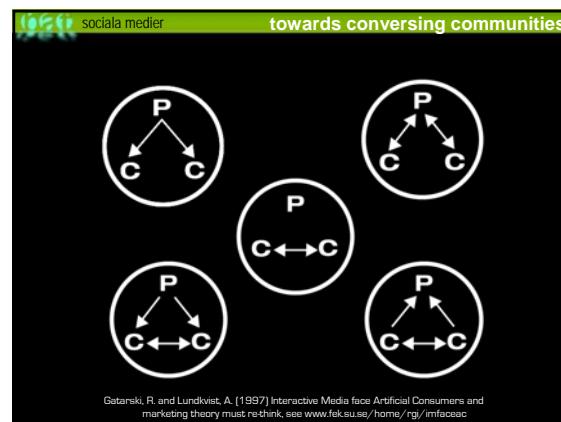
Source: Steven Johnson (2006), Everything Bad is Good for You




sociala medier utgångspunkt

vi kunder / medborgare / konsumenter är
bildade
uppkopplade
konversanta

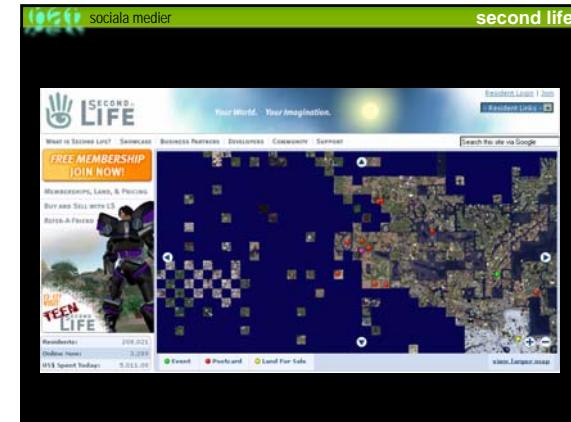
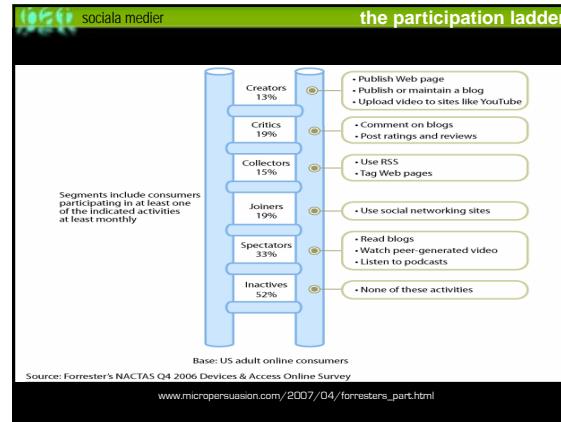
vi
vet mer än jag!



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innovative inventions

The screenshot shows the InnOcentive website with a green header. It features sections for "Current InnoCentive Challenges" and "Awarded Challenges". Under "Current Challenges", there's a "Featured Challenge" for "CONTINUOUS REACTION" with a deadline of August 26, 2007. Under "Awarded Challenges", there are two entries: "SOLVED" for "INNOVATION IN THE FERTILIZATION OF PLANT SEEDS" and another "SOLVED" entry for "ANALYSIS OF POLY(3,4-DIHYDROPHENYL) AMINE DERIVATIVES BY BIOLOGICAL ASSAY". Both have a "view all challenges" button.



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a real country

The screenshot shows the DN.KULTUR website with a green header. A news article titled "Svensk ambassad i Second Life" is displayed, stating that Sweden will open its first virtual embassy in Second Life. It includes a small image of a building and links to "Tidigare artiklar" and "Svenska ambassader i världen".

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the pr effect

The screenshot shows the researcher.se website with a green header. A news article titled "Sverige bygger varumärke" discusses Sweden's efforts to build a brand in Second Life. It mentions the opening of a virtual embassy and the creation of a virtual magazine. The page includes a sidebar with "Information" and "Sök på researcher".

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the trygg-hansa strategy

The screenshot shows the Trygg-Hansa Kundservice website with a green header. It features a "TRYGG-HANSA" logo and a "kundservice" section. A live chat window is visible on the right side of the screen, showing a user interaction with an agent named "Hans".

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Alternatives To Second Life - Uber Edition
April 12th, 2007

 by Onder Skall

What follows is a measurement of comparability with Second Life. By naming these priorities "Onder's Big Three", I'm taking ownership of the fact that what follows is purely my opinion. The big three pivotal points of SL-likeness:

1. **Real money must move in and out of the "virtual" economy freely.** RMT (Real-Money Trading) is designed in, not forbidden by TOS.
2. **Users must be able to create unique content and retain ownership over it.** Things like scripting and accepting uploads are important here. Multimedia is a bonus. We must be able to control the rights to our content.
3. **The world must be persistent, and the users able to change it.** Residents like being able to build the world themselves, and don't need somebody stepping in and erasing their work.

slgames.wordpress.com/2007/04/12/alternatives-to-second-life-uber-edition/



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Nielsen//NetRatings
THE 21ST CENTURY UK DIGITAL CONSUMER
Part 1: Drawing a picture of today's UK digital and online consumer

HELP - WE DON'T UNDERSTAND! Although just over half (52%) of Britons online believe online and digital technology does make their life easier, half (50%) say they can't keep up with it all

10 least-heard terms relating to online and digital technology

Rank	Term / Acronym	% of Britons online who have never heard of it*	What it is
1	VOD	75%	Acronym for 'video-on-demand'
2	Wikis	70%	Collaborative technology for editing websites
3	IPTV	69%	Acronym for 'Internet Protocol Television'
4	Really Simple Syndication	69%	Automatic news feeds
5	PVR	68%	Acronym for 'Personal Video Recorder'
6	Web 2.0	67%	Term for user-generated content phase of Internet
7	RSS	67%	Acronym for 'Really Simple Syndication'
8	Triple-play	66%	Internet, TV & phone in one broadband subscription
9	VoIP	59%	Acronym for 'Voice over Internet Protocol'
10	IM	57%	Acronym for instant messaging

Source (edited): http://www.nielsen-netratings.com/pr/PR_100306_UK.pdf (UK October 3, 2006)



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Google [Nätet](#) [Biljetter](#) [Goppen](#) [Nyheterna](#) [Destinasjoner](#)
[Sök](#) [Sök webben](#) [Sidor på svenska](#) [Sidor från Google](#)
Nätet Personalized Resultat 1 - 10 av ungefär 3 320 000 vid sökning efter vattenfall. (0,67 sekunder)
Vattenfall [www.vattenfall.se](#) Beställ elrädd till lägt pris ruf 0 kr i fast avgift. Tälj jämförande.
Vattenfall - Vattenfall.se Vattenfall erbjuder tjänster inom el, fast telefoni, mobiltelefoni, garnvärme och breddband. [www.vattenfall.se](#) [www.vattenfall.se/privat/privat_och_arbete](#)
 Priser och aktier - [www.vattenfall.se/privat/privater_och_arbete](#)
 Kundservice - [www.vattenfall.se/privatkundservice/](#)
 Mått och priser - [www.vattenfall.se/privat/matt_och_priser](#)
 Lägesrapport - [www.vattenfall.se/gemensam/lägesrapport/lägesrapport.asp](#)
 Eler resultat från [www.vattenfall.se](#).
Index of /om_vattenfall/venergikunskap
 [DIR] Parent Directory - [DIR] index - 10-Apr-2007 18:46 - [DIR] biobransle/ 10-Apr-2007 14:39 -
 [DIR] energi/ 10-Apr-2007 14:39 - [DIR] jordgas/ 10-Apr-2007 14:57 -
[www.vattenfall.se/om_vattenfall/venergikunskap/](#) ...
 Cached - [Licenser.se](#) - [Hitta en detta](#)
Vattenfall - Wikipedia, den fria encyklopédien
 Vattenfall kallas en plats där rönande vatten ej kunnat erodera ner marken lika mycket som vattenflödet har rönt ut sig. Detta är en typiskt företeelse för vattenfall. [www.wikipedia.org/wiki/Vattenfall](#) - 1% - Cached - [Licenserade sidor](#) - [Hitta en detta](#)
Vattenfall AB - Wikipedia, den fria encyklopédien
 Vattenfall AB, producer av el och fjärrvärmeverksamhet och elstativare, ett av Europas ledande energibolag, helägt av Sveriges staten. ...
[www.wikipedia.org/wiki/Vattenfall](#) - AD - 29% - Cached - [Licenserade sidor](#) - [Hitta en detta](#)

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citizen generated content

Vattenfall AB, producent av elkraft, fjärrvärmeverk och värmevärmare, ett av Europas ledande energibolag, helägt av Svenska staten. Företaget äger ett flertal kraftverk i olika länder. I Sverige står kärnkraft och vattenkraft för en stor del av företagets elproduktion medan man i Tyskland och Polen satsat mycket på kolkraft. Man har även produktion i Finland och Estland.

Vattenfall AB har numera även etablerat sig som leverantör av tele-, internet- och mobiltelefonijsjänster. För sina mobiltelefonijsjänster används man sig av TeliaSonera GSM-nät.

VD (2005) är Lars G. Josefsson.

Innehåll (grund)

- 1 Historia
- 2 Av Vattenfall Agta trafikverk (unrat)
 - 2.1 Vattenfall
 - 2.2 Agta
 - 2.3 Konsult
- 3 Extern länk

Gå till Start

vadgångslista

- Se för att spara hit
- Anslur på angivande sidor
- Ladda upp filer på

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the idea of a wiki

"Howard Cunningham" redirects here. For the fictional character, see the article on Happy Days.

Howard G. "Ward" Cunningham (born May 26, 1949) is the American computer programmer who invented the wiki. A pioneer in both design patterns and Extreme Programming, he started programming the software WikiWikiWeb in 1994 and installed it on the website of his software consultancy, Cunningham & Cunningham (commonly known by its domain name, c2.com), on March 25, 1995, as an add-on to the Portland Pattern Repository. He currently lives in Beaverton, Oregon.

Ward Cunningham at Wikimania 2006

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en definition

"wiki, en webbplats där sidorna kan redigeras av besökarna själva"

alltid redigerbar
webbredigering
öppenhett
sidhistorik
diskussionsida
sidbevakning

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ett didaktiskt poddrama

John Seigenthaler Sr. in a joint appearance on CNN with Jimmy Wales, 5 December 2005.

Room 208
2005 - 2006

skolmat.se/skolmarknad.info

28 Referensartiklar
ETT DIDAKTISKT PODDAMA, 2006-02-28 (27:30)
En metodutveckling av en didaktisktark i skolmarknaden. Ett poddama med de huvudaktörer:
Klasens docent (Jesper Jönsson), David Wankle, Correct Learning, Avhörlit.se
och Språketekniken BE BY AB, avsnitt 2.0
Klassens docent, 4 februari 2006

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jeff – the case

This article is being considered for deletion in accordance with Wikipedia's deletion policy. You can share your thoughts on the talk page. Please leave the article if notable, but the article must not be deleted, and the article must not be removed, until the discussion is closed. For more information, particularly on merging or moving the article during the discussion, read the guide to deletion.

Jeff Macpherson (Alias: Reginald Homstein) is one of the most charismatic actors on IPTV.

An editor has expressed a concern that the subject of the article does not satisfy the notability guideline or one of the following guidelines for inclusion on Wikipedia: Biographies, Books, Companies, Fiction, Music, Performers, Numbers, Web content, or several proposals for new guidelines.

If you are in agreement with the subject-matter, please edit the article to establish its notability. The best way to address this concern is to reference reliable, third-party sources whose authority cannot be questioned; the article is more likely to be considered for deletion, per Wikipedia's Guide to deletion. (See also Wikipedia:Notability.)

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product wiki

Moving Into Your Q

- Introduction
- Q Diagram
- Start Menu
- Use and Care
- Modes and Menus
- Getting Started
- Customizing
- Advanced Calling
- Feature Reference
- E-mail Set-up and Use
- Personal and

Introduction

The Motorola Q is a Windows-based mobile phone and e-mail device that fits in your pocket. Fully tricked-out, it can duplicate many of the functions of a computer, including MS document processing, handling business and personal e-mail, accessing the Internet, playing music and more.

Because the possible applications for the Q will always expand, the "ideal" user guide would also be able to grow and change. This wiki is an attempt to do that. It's a place to capture and share the knowledge of the greater community of Q users. If, for example, you have added a new application to your Q, you could post instructions on how you did it here, for the benefit of all Q users.

This site has been established by Motorola for the use of Q users. It has been seeded with the contents of the in-box user guide. Additional content will be provided by Q users as they explore the Q's capabilities.

sociala medier student generated content

Main Page

Welcome To The Stanford Wiki

Life is More than Studying

- How Bad is the Food on Campus - don't be shy!
- Events Board, Regular Events, Events Calendars
- Ways to Eat for Free
- Entertainment, Night Time, Music Scene, The Arts
- Study Spots, Outdoor Activities
- Volunteer Opportunities, Memorials
- Photos
- Good Ideas For Dates, Singles Scene
- Greek Life

Academics

- Faculty Reviews, Class Reviews, Majors
- Campus Buildings, Dorms, Administration
- Spots And Places, Sleeping On Campus
- Campus Art
- Student Instruction
- Colleges, Professional Schools, Research & Development
- Recycling
- Orientation

Orientation

- Town History, Weather, Glossary, Breaking

Ads by Google

Stanford Admission Help

Our Admissions team will maximize your chances of acceptance to Stanford.

Business or M&M degrees

working for you in business school, even while you learn

www.SanFrancisco.edu

Qorum Review

Your trusted PPR Partner Welcome to Qorum Study Advantage

www.QorumStudy.com

stanford.wikia.com

sociala medier hate site 2.0

The New Old Pain

FEELING CINGULAR

THE MUSIC VIDEO

Love lost. Hate destroyed. "Feeling Cingular," the anti-iPhone ad from a Cingular/AT&T customer's tragic experience with their GSM network's RF interference. You may never want to use your phone again until you switch to a CDMA carrier.

WATCH THE VIDEO

The iPhone! Unfortunately On AT&T, the New Old Pain.

Cingular Has the Most Blown Speakers of Any National Network.

Switch to Cingular and Regret It for the Next Two Years of Your Life

Don't let us be left. But please don't call us on our Cingular/AT&T phone because we can't take it down here on a 120 carrier. They might hear us complain.

feelingingular.com

sociala medier free data

TED Ideas worth spreading

Talks Hans Rosling: Debunking third-world myths with the best stats you've ever seen

Hans Rosling & gapminder.org

Filed Feb 2006. Posted Apr 2007

About This Talk

Hans Rosling's talk presented the facts, logic, theory and empiricism of a statistician, Hans Rosling, debunks myths about the so-called "developing world" using extraordinary amounts of data. The presentation uses the software he developed, The Trendalyzer software (initially acquired by Google), which displays global trends via lively animation, making data sets of often overwhelming complexity easy to understand. The grid – between better infant health and wealth; Animafund – saving animals in Africa; the world's tallest woman and tallest man; In developed countries, gender income – life expectancy, child mortality, poverty rates – become clear, including a new paper for UNFPA. Download the talk at [filet00](#).

About Hans Rosling

As a doctor and researcher, Hans Rosling identified a new paradigm, disease induced by Hunger in fact. [more](#)

About our Sponsor

BMW supports TED's belief in the power of ideas, and underscores the importance of open dialogue.

www.ted.com/index.php/talks/view/id/92

sociala medier corporate world meet web 2.0

Flickr.com/photos/gtmcknight/198311028

sociala medier swedish web 2.0

Skaffa dig en sushing.nu Xindesk wishlistr lwanarstorm mobilblogg.net torget SUPERSTART menumo intressant... Sovrat.se Podradio kloudberry vigillar.se ebento knuff.se rärskpressad DIGGA CITYKOLLEN.se bubblare.se BIOTIDER.se nylingen.se Berunda Googlecloud

www.cubma.com/madeinsweden20

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what is a blog ?

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pre-blogging

The screenshot shows a diary entry titled "Content February 97" uploaded by Richard Gatarski on 1997-02-27 at 14:30 local time. The entry discusses meeting Bob Bryan and Dewey Reed, and includes a photo of them. The site has a "Final diary from my exploration tour" header.

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modeblogging

The screenshot shows a blog post by Anna Klar Sigg from June 3, 2007, titled "VITA PLASTISAR". It features a photo of a plastic bag and discusses its use in summer. The sidebar includes links to "VECKANS VÄSKA" and "KOMMENTARER".

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oväntad trafik

The screenshot shows a product page for a bikini on the website "knoppokropp.se". It includes a photo of a woman in a bikini, a price of 500 kr, and payment options like MasterCard and Visa.

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main stream media (msm)

The screenshot shows a blog post from Stockholm Blogforum 2004. It features a photo of a person at a computer and discusses the challenges of being a blogger in Sweden.

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blogged event

The screenshot shows a blog post from "Kommenterat" about a blog forum. It includes a photo of a person speaking at a podium and a photo of a mobile phone displaying a blog post.

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at gnomedex and forrester

The screenshot shows a blog post from "Voices on the Consumer Forum blog" about Forrester's Consumer Forum 2006. It includes a photo of a conference room and a quote from Chloé Strömberg.

Stockholm MediaWeek live

ICA:s reklamfilmer är värdeflösa

Får det jag hela tiden sagt bekräftat: Folk kommer inte ihåg vad ICA verkligen säljer i sina reklamfilmer som nulla flera år på tv. Vi minns de roliga karaktärenna men vi ser inte produkterna och varumärkena som presenteras där.

- Filerna är värdeflösa i ordets rätta bemärkelse. De ger inget värde till produkterna. De bygger varumärket ICA men de säljer inte varumärkena i sig, säger Håkan Gustafsson, Mediaedge:CIA (tidigare Procter & Gamble).

paul

smwlive.wordpress.com

grey matter

GREY MATTER: FROM THE WRITERS OF GREY'S ANATOMY

Allan Heinberg on "What I Am"

Original Airdate: 10-12-06 October 13, 2006 in Allan Heinberg | Permalink | Comments (1318)

So, here's the thing: you people terrify me. You're passionate, you're insightful, you're bravely outspoken. You know Grey's Anatomy and its characters better than anyone, except maybe Shonda Rhimes. And I don't know if you realize this, but the way you write about the show, debate it, love and/or hate it carries an enormous amount of weight in the Writers Room.

All of which makes the experience of blogging here for the first time absolutely terrifying.

www.greyswriters.com/2006/10/allan_heinberg_.html

APPLETV HACKER

THIS IS MY MOSTLY FOR FUN BLOG - I'M INTERESTED IN DOODLING AROUND WITH APPLETv, SEEING WHAT I CAN DO WITH IT AND TO IT AND RUM THROUGH IT. MY WORKDAY SITE IS HD FOR INDIES, I WRITE ABOUT HIGH DEFINITION MOVEMAKING OVER THERE AND DO CONSULTING IN THAT FIELD. CONTACT ME AT MIKE [AT] HOFORINDIES [DOT] COM.

SUNDAY, MARCH 25, 2007

Mike's Hands on Report: Step By Step How To Rip DVDs for AppleTV with MediaFork

Hey all -

so I sat down and doodled some more with my AppleTV last night and today, and here's what I learned.

BLOG ARCHIVE

March 2007 (40)

OVERVIEW:

examples are abound

ACCAbuzz

Air Conditioning Contractors of America

Vive la Difference

But not in the workplace. Sexual harassment lawsuits against discrimination have apply to companies with 15 or more employees, state and local statutes may cover those with as few as one. Some ways to protect yourself: have clear, written guidelines and post them, conduct annual seminars for employees, document performance.

Posted by Janet Parkow at 09:40 AM in [ACC Marketing & Management](#) | [Feedback](#) (0)

Speaking of Blogs

If you're casting about for a fast, easy way to get the word out about your business, consider a blog. (You're reading one now!) More and more small businesses are finding the value of this communication tool. Check out these resources for more information: acca.blogs.com/accabuzz/

blogs have impact

RANDY'S JOURNAL

Vice-President Margot Wallström

my blog

JOHN EDWARDS 08

DN DEBATT

Olof Vilken Debatt

Carl Bildt

Alla dessa dagar

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intrawiki

IBM Blogging Policy and Guidelines

Introduction
Responsible Engagement in Innovation and Dialogue

Whether or not an IBMer chooses to create or participate in a blog or a wiki or other form of online publishing or discussion is his or her own decision. However, it is very much in IBM's interest – and, we believe, in each IBMer's own – to be aware of this sphere of information, interaction and idea exchange:

www-03.ibm.com/developerworks/blogs/page/jasnell/entry--blogging_ibm

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organized blogging

HILL&KNOWLTON

Welcome to Collective Conversation about 1 year ago 199 posts

Most Recent | Team blogs

Blog	Last Post	Posts	Comments	Trackbacks
netteam	Collective Conversation: 2007 Round Up	24	402	145
Breakfast!	"	1	1	0
TestFlight	"	1	1	0
netborax	"	1	1	0
Consumer	Watch people decide what makes them "	21	34	5
Entertainment	Change & Internal	152	179	31
ALL THINGS CORPORATE	Saxo's Wistfully: Holidays are hard	15	17	6
Technology	Virtual Parents - your time has come	8	10	2
Arcade	Media consumption: surfing web officially	15	17	6
Sally Custeron	Scary Tales & That's	11	66	4
ReadHall	"	11	66	4

blogs.hillandknowlton.com/blogs

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nonhuman bloggers

PIGEONBLOG

about archive categories members documentation technology

Test Flight (Jun '06)

Technology

athenaeum base build pdf (download)

microcontroller

arduino integration google map integration sensor

www.pigeonblog.mapyourcity.net/index.php

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mikropublicering

Hacking Netflix.com

Netflix News & Info.

HOW TO CONTACT NETFLIX

x Post Increase Summit | Main | 79% Prefer Free to Paying for Movies

NETFLIX CHANGES RECOMMENDATIONS TO SUGGESTIONS

Technorati

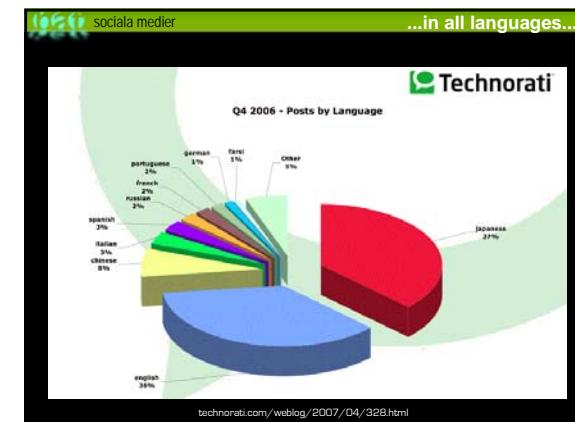
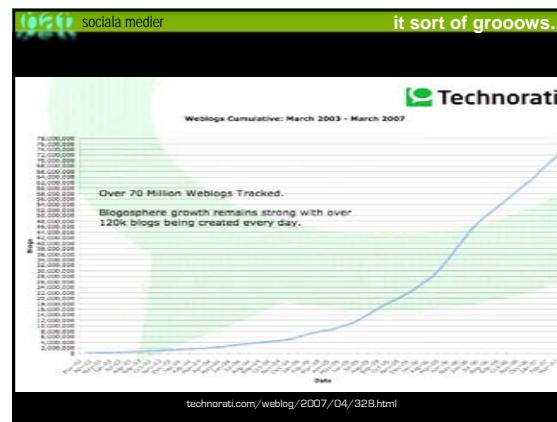
Over 70 Million Weblogs Tracked...

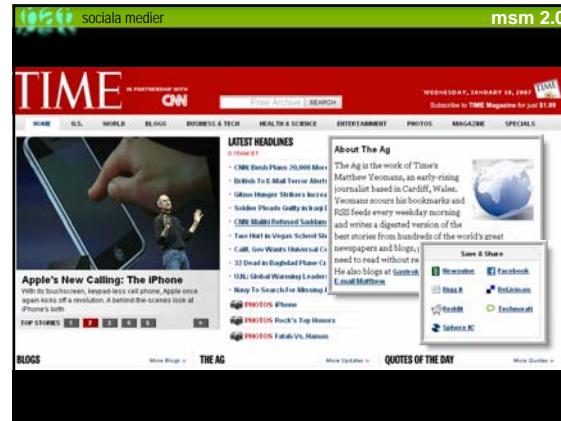
Technorati Cumulative: March 2003 - March 2007

Over 70 Million Weblogs Tracked...

Technorati.com/weblog/2007/04/328.html

The Chris Pirillo Show





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jaiku #pod

This screenshot shows a social media interface for 'jaiku #pod'. The main area displays a feed for the '#pod Podcamp Europe' channel. Posts include a link to a presentation, a comment about finishing a morning presentation, and a note about a new blog post coming soon. On the right, there's a sidebar with feeds for 'Jaiku on channel #pod' and 'Jaiku members (15)'.

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rss – en rad nya tjänster

This screenshot shows the 'rss – en rad nya tjänster' (RSS – a row of new services) page from Circuit City. It features a large image of a man using a laptop. The page lists various RSS feeds available, such as 'CircuitCity.com's latest promotions', 'Circuit City corporate news releases', and 'InFocus (digital photo apps)', among others. A sidebar provides tips for using RSS feeds.

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and over to

really simple syndication

A large orange RSS feed icon is centered. Below it, the text 'feed ° channel ° kanal' is displayed, followed by 'xml, atom, rdf'.

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rss, below the surface

A diagram showing the flow from 'content management system' to 'feed' to 'ping'. Below this, a screenshot of a web page for 'PVBlogg' shows a circled link in the footer.

```

<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
    xmlns:dc="http://purl.org/dc/terms/"
    xmlns:vocab="http://purl.org/rss/1.0/modules/vocabulary/"
    xmlns:admin="http://purl.org/rss/1.0/modules/admin/"
    xmlns:content="http://purl.org/rss/1.0/modules/content/"
    xmlns:dc:rights="http://purl.org/dc/rights/"
    xmlns:dc:type="http://purl.org/dc/type/">
    <channel rdf:about="http://www.pvblogg.com/pvr/">
        <title>PVBlogg</title>
        <link>http://www.pvblogg.com/pvr/</link>
        <description>How-to articles, News, and Reviews of all things TiVo, ReplayTV and Digital Video Recorder.</description>
        <dc:language>en-US</dc:language>
        <dc:creator>PVR</dc:creator>
        <dc:date>2005-10-18T10:28:41-07:00</dc:date>
        <admin:generatorAgent rdf:resource="http://www.typepad.com/tv=1.0"/>
        <content:atomLink href="http://www.pvblogg.com/pvr/atom.xml" />
    

```

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rss hos er

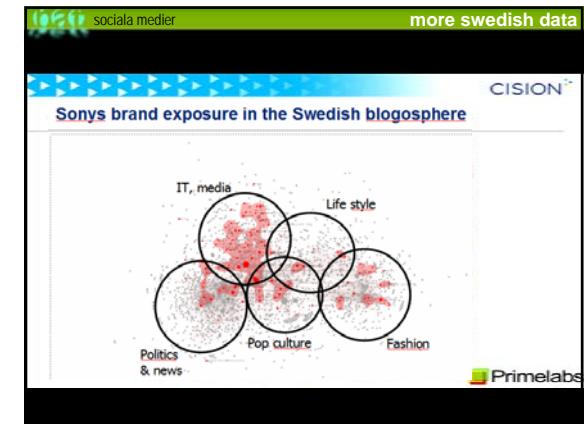
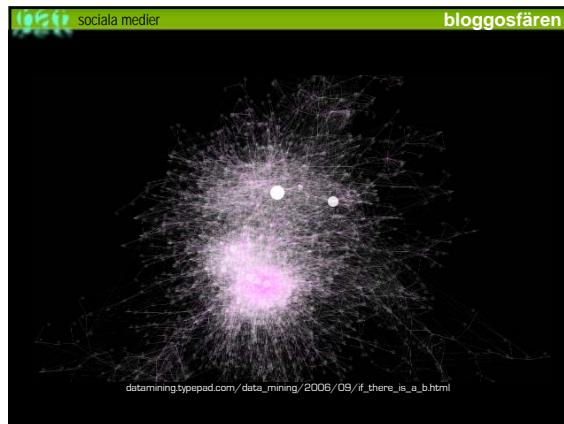
This screenshot shows the Vattenfall website. It features a woman reaching up towards a light fixture. A banner at the top says 'Nu slarpar vi den fasta årsavgiften på alla våra elhandelsavtal till privatkunder!'. Below this, there are sections for 'Privat', 'Företag', and 'Om Vattenfall', along with a 'Logga in' (Log in) form.

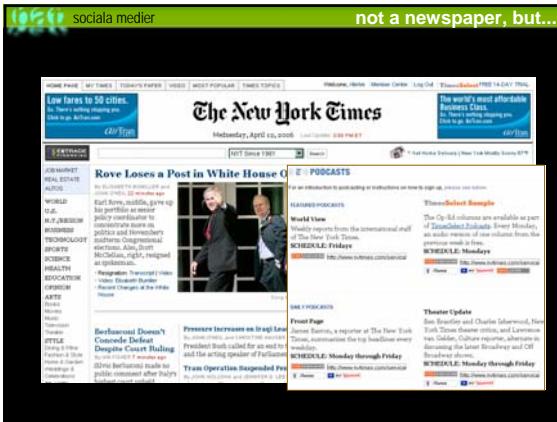
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mabry middle school

This screenshot shows the Mabry Middle School website. It features a banner 'Making Learning Irresistible for Over 25 Years'. Below this, there are sections for 'The 5th Period Mabry ELA' and 'Under The Hood of Our New Website ...'. A sidebar on the right lists teacher blogs and their activity counts.

Teacher's Name (click)	# Posts	Updated On	Categories
Teacher Blogs	1	Aug 9, 2005	Wellcomes (1)
Mrs. Abrams	406	Oct 31, 2006	Aerobics of the Mind (4), Book Chat (6), Content (4)



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not a newspaper, but...

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snabbpodd

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söka i poddsändningar

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let go


några råd
börja blogga

1. lyssna varsamt
2. ojdu in att konversera
3. stöd andras konversationer
4. skapa egna sociala medier

tänk om?!