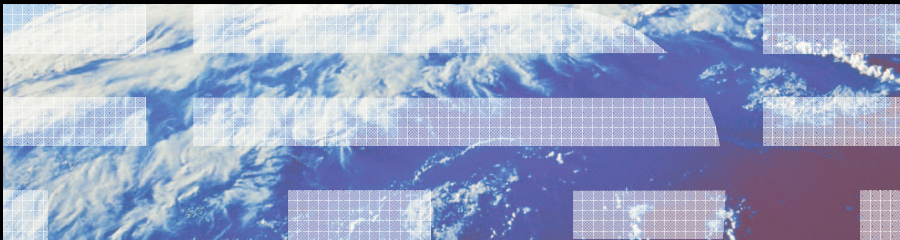


## Generatie 2.0

Evolutie naar andere manieren  
van communicatie en  
samenwerken

Martin Jurgens

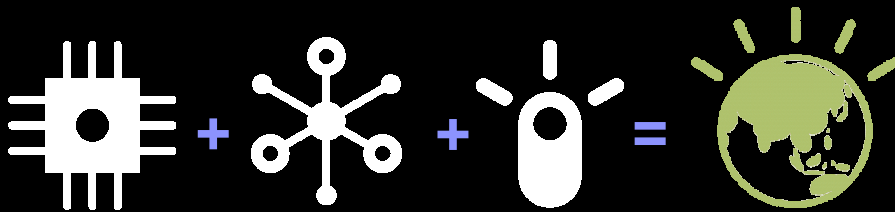
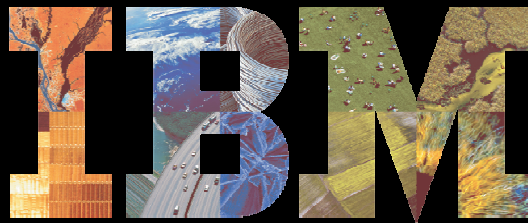


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Ideeën delen



De wereld is platter geworden.....



Instrumented + Interconnected + Intelligent = Smarter Planet



We kunnen werken aan een **slimmere wereld**!



Smarter traffic systems



Smarter oil field technologies



Smarter food systems



Smarter healthcare



Smarter energy



Smarter Work



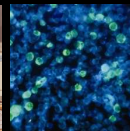
Smarter water management



Smarter supply chains



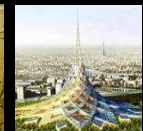
Smarter Education



Smarter weather systems



Smarter regions



Smarter cities

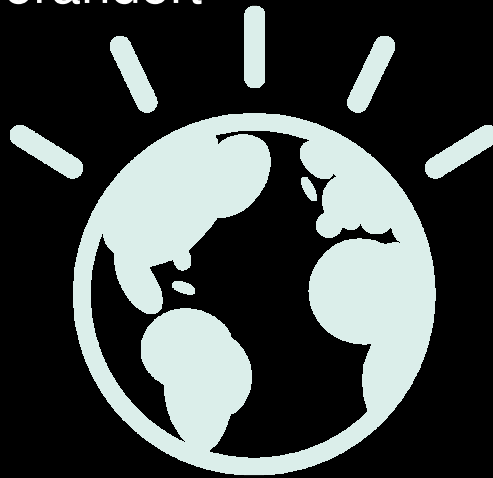
5

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Working on a smarter planet



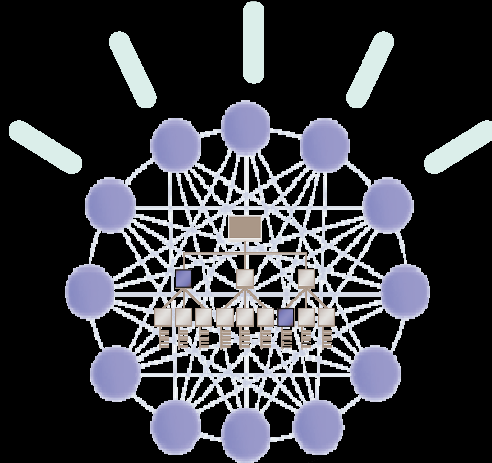
De wijze waarop de wereld **werkt** verandert



6

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# De wijze waarop de wereld samenwerkt verandert



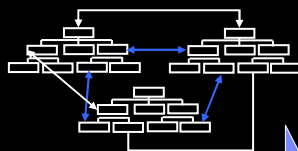
**Werken**  
=  
**9 tot 5**

**Werken**  
=  
**Kantoor**

**Samenwerken**  
=  
**Zelfde locatie**

**Leiding geven**  
=  
**Aanwezigheid**

**Contacten**  
=  
**Gestructureerd**



**Werken**  
=  
**Tijdsonafh.**

**Werken**  
=  
**Iedere plek**

**Samenwerken**  
=  
**Communities**

**Leiding geven**  
=  
**Resultaat&afstand**

**Contacten**  
=  
**Multidisciplineerd**

Het  
*World Wide Web*  
heeft ons gebracht in een  
*Wide Webbed World*

*De 2.0 generatie is gewend aan het op andere wijze met elkaar communiceren, het gebruik van informatie uit verschillende bronnen, het gebruik van verschillende hulpmiddelen en ..... gebruikt dat alles door elkaar heen.*



## Waarom gebruikt men dit?

- Om informatie te delen – plezier te hebben
- Om contacten te leggen / anderen te “ontmoeten”
- Om een dialoog te voeren en “erbij te horen”
- In contact te zijn – het gaat meer om “hen” dan om jou
- Ervaringen van anderen te zien
- Om te leren wat experts ideeën en adviezen zijn
- Kennis te verzamelen
- Zoveel mogelijk kennis uit te wisselen



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## Generatieverschillen

	Veterans 1922 - 1945	Baby Boomers 1946 - 1964	Generation X 1965 - 1980	Generation Y 1981 - 2000
<b>Work ethic and Values</b>	Hard work Respect authority	Workaholics Question authority	Self-reliance Sceptical	What's next Entrepreneurial
<b>Work is . . .</b>	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
<b>Core Values</b>	Respect for authority Conformers	Optimism Involvement	Scepticism Informality	Confidence Extreme fun
<b>Interactive Style</b>	Individual	Team player Loves to have meetings	Entrepreneur	Participative
<b>Communications</b>	Formal Memo	In person	Direct Immediate	Email Voice mail
<b>Feedback and Rewards</b>	Satisfaction in a job well done	Money Title recognition	Freedom is the best reward	I want it NOW Meaningful work
<b>Messages that Motivate</b>	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	Work with bright, creative people
<b>Communication Media</b>	Rotary phones Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Email



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# Sociale Media

## Contact / Netwerken

## Informatie

## Volgen en gevolgd worden

## Tagging

### Sociale media

### Wie...?

- Heeft een SmartPhone/BB/iPhone?
- Heeft een Hotmail / Gmail / Yahoo Account?
- Zoekt iets op met Google?
- Stelt vragen op "Durf te vragen"?
- Zoekt iets op met Wikipedia?
- Draagt bij op Wikipedia?
- Gebruikt review sites?
- Draagt bij op review site?
- Heeft een Hyves account?
- Heeft een Facebook account?
- Heeft een Twitter account?
- Is wel eens in "Virtuele werelden"?
- Wie laadt er wel eens filmpjes op YouTube?
- Gebruikt Flickr / Picasa
- Gebruikt LinkedIn / Xing / Plaxo
- Gebruikt Delicious / Digg / Foxear
- Weet hoe je Lotus Connections of MS SharePoint gebruikt?
- Leest blogs?
- Reageert op een blog?
- Heeft een blog?
- Gebruikt RSS-feed readers?
- Gebruikt Instant messaging?
- Gebruikt VOIP?
- Heeft geen idee wat het bovenstaande allemaal is?**
- Heeft leerlingen die bovenstaande zaken begrijpen en gebruiken?**

## Andere structuren....



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## Sociale media



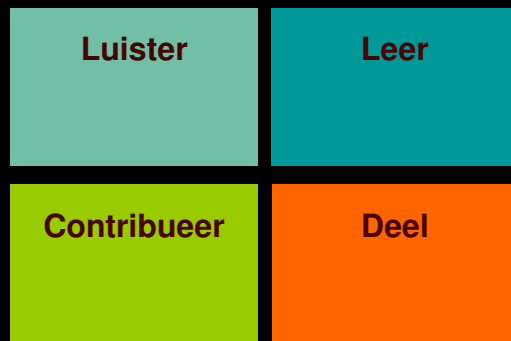
- Verkleinen de drempel tot communicatie en informatie
- Structureren

16

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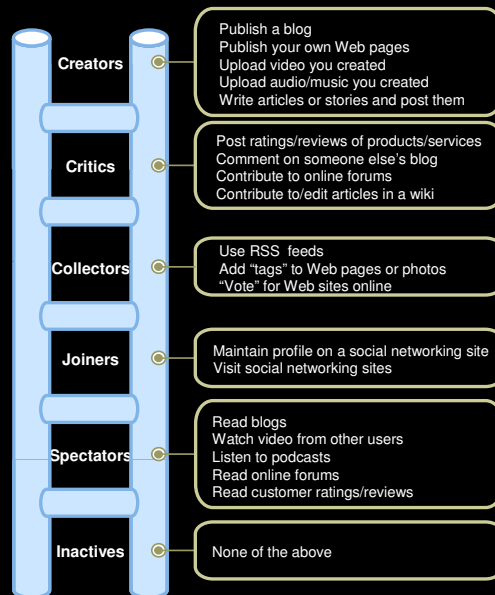


## Sociale Media



## Sociale media in het bedrijfsleven

Model Audience propensity to use social media in business decision making/adoption activity

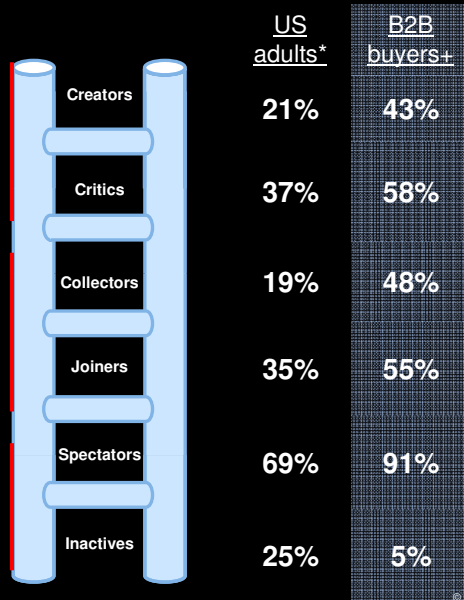


## The Social Technographics® ladder of business buyers

Groups include people participating in at least one activities while working on behalf of their businesses.

\*Source: Forrester's North American Media & Marketing Online Survey, Q2 2008, 5,002 respondents

+Source: Forrester global survey of business decision makers and influencers, Q4 2008, 1217 respondents



## The Social Technographics® ladder of business buyers: by technology category

	Overall	Hardware	Software	Services	Network and telecom
Creators	43%	47%	43%	38%	46%
Critics	58%	58%	57%	55%	60%
Collectors	48%	49%	48%	46%	51%
Joiners	55%	49%	58%	58%	57%
Spectators	91%	88%	92%	92%	89%
Inactives	5%	6%	5%	4%	6%

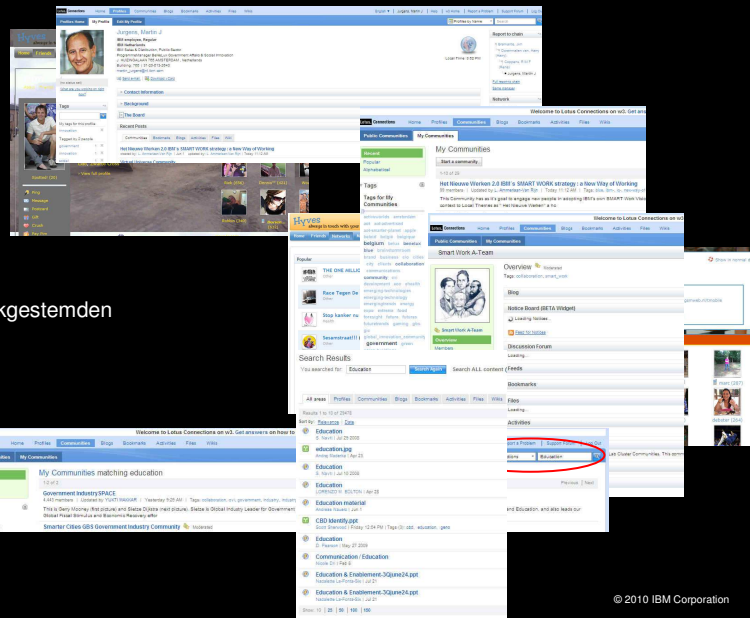
Base: 1217 technology decision-makers at firms with 100 or more employees

Source: North American and European B2B Social Technographics® Online Survey, Q4 2008

Groups include people participating in at least one of the activities monthly.

## Contact / Netwerken

- Profiel als spil



- Groepering gelijkgestemden

- Zoeken

Is het gebruik van Social Media alleen maar een  
 hype ?

De belangrijkste informatie bronnen van waarop  
 “men” vertrouwt zijn geen bedrijven of instellingen,  
 maar .....

*...mensen als u en ik!*

## Informatie

**Per dag** wordt **15 Petabyte** aan nieuwe informatie gegenereerd. Dit is meer dan 8 keer zoveel als alle informatie in de gezamenlijke US bibliotheken bij elkaar. **80% daarvan is ongestructureerde data.**

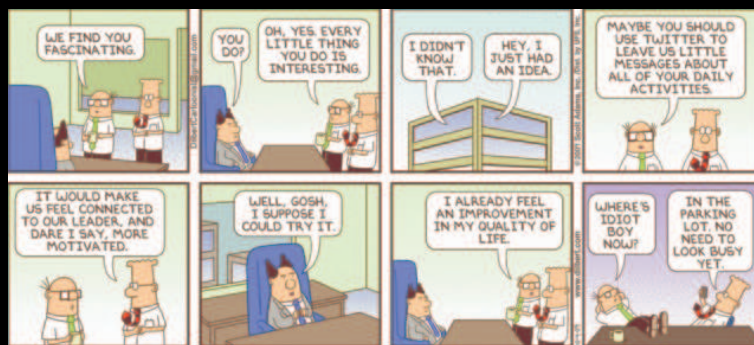


In totaal is t/m 2010 **988 Exabyte** aan informatie gegenereerd. Als je dit in een normaal formaat boek afdrukt en die opstapelt vormt dat een stapel van de zon tot Pluto en weer terug.

Veeftvouden van bytes					
SI-voortvoegsels		Historisch gebruik		Binaire voortvoegsels	
Symbol (naam)	Waarde	Symbol	Waarde	Symbol (naam)	Waarde
KB (kilo-byte)	$1000^1 = 10^3$	KB	$1024^1 = 2^{10}$ KIB (kibibyte)		$2^{10}$
MB (megabyte)	$1000^2 = 10^6$	MB	$1024^2 = 2^{20}$ MiB (mebibyte)		$2^{20}$
GB (gigabyte)	$1000^3 = 10^9$	GB	$1024^3 = 2^{30}$ GiB (gibibyte)		$2^{30}$
TB (terabyte)	$1000^4 = 10^{12}$	TB	$1024^4 = 2^{40}$ TiB (tebibyte)		$2^{40}$
PB (petabyte)	$1000^5 = 10^{15}$	PB	$1024^5 = 2^{50}$ PiB (pebibyte)		$2^{50}$
EB (exabyte)	$1000^6 = 10^{18}$	EB	$1024^6 = 2^{60}$ EiB (exbibyte)		$2^{60}$
ZB (zettabyte)	$1000^7 = 10^{21}$	ZB	$1024^7 = 2^{70}$ ZiB (zebibyte)		$2^{70}$
YB (yottabyte)	$1000^8 = 10^{24}$	YB	$1024^8 = 2^{80}$ YiB (yobibyte)		$2^{80}$

**De kunst is te weten hoe en waar je de juiste informatie kunt vinden.**

## Volgen en gevolgd worden



*”enhancing person-plant communication”*

**pothos**

### You didn't water me enough

29 days ago from web

Previous With Others

- URGENT! Water me! 01:19 PM April 21, 2008 from web
- Water me please 01:18 PM April 21, 2008 from web
- Thank you for watering me! 05:27 PM April 13, 2008 from web
- You didn't water me enough 04:30 PM April 10, 2008 from web
- URGENT! Water me! 07:19 PM April 09, 2008 from web
- Water me please 05:23 PM April 06, 2008 from web
- You didn't water me enough 03:04 PM April 04, 2008 from web
- URGENT! Water me! 02:39 PM April 04, 2008 from web
- Water me please 02:39 PM April 04, 2008 from web
- Thank you for watering me! 06:31 PM February 22, 2008 from web
- URGENT! Water me! 06:29 PM February 22, 2008 from web
- Water me please 06:27 PM February 22, 2008 from web

RSS



[twitter.com/andy\\_house](https://twitter.com/andy_house)

Power  
Water  
Phone  
Security  
Lights/Electrical  
Environment

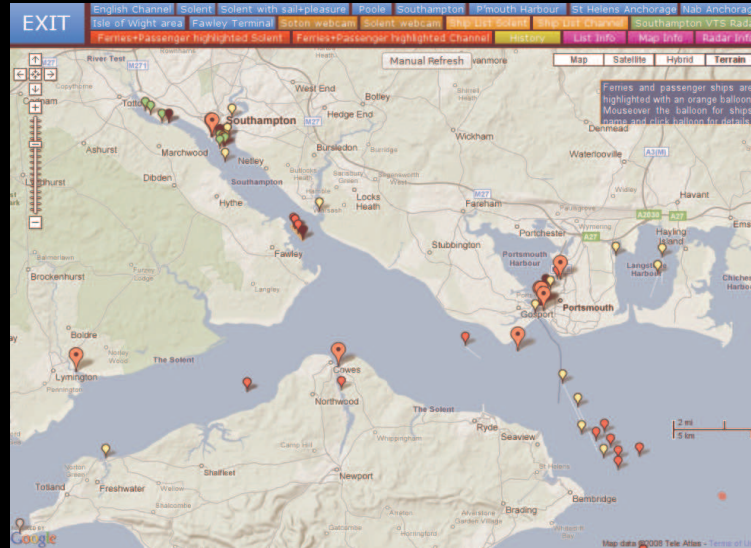
### the phone is ringing (Isle of Wight)

about 6 hours ago from web

Previous With Others

- fountain turned off 06:07 PM May 18, 2008 from web
- fountain turned on 06:06 PM May 18, 2008 from web
- the phone is ringing (mobile) 02:22 PM May 18, 2008 from web
- outside lights turned off 11:26 PM May 17, 2008 from web
- outside lights turned on 11:25 PM May 17, 2008 from web
- outside lights turned off 11:22 PM May 17, 2008 from web
- outside lights turned on 11:21 PM May 17, 2008 from web
- the phone is ringing (Isle of Wight) 01:01 PM May 17, 2008 from web
- electricity meter reading: 31650 KWH 12:48 PM May 17, 2008 from web
- outside lights turned off 10:26 AM May 17, 2008 from web
- outside lights turned on 10:26 AM May 17, 2008 from web
- fountain turned off 10:26 AM May 17, 2008 from web
- fountain turned on 10:26 AM May 17, 2008 from web
- the phone is ringing (Isle of Wight) 10:03 AM May 17, 2008 from web
- £30 of electricity used so far this month 10:03 AM May 17, 2008 from web
- electricity meter reading: 31700 KWH 09:18 AM May 16, 2008 from web
- fountain turned on 09:11 AM May 16, 2008 from web
- £25 of electricity used so far this month 06:22 AM May 16, 2008 from web
- outside lights turned on 09:44 PM May 15, 2008 from web
- bathroom heater turned on 09:23 PM May 15, 2008 from web

## Live Ferry Tracking



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Pervasive Messaging Technologies

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**redjets**  
[twitter.com/redjets](https://twitter.com/redjets)  
 Follow

00:40 - Red Jet 3 has arrived at Southampton  
 about 2 hours ago from web

**wightlink\_lym**  
 Follow

00:18 - Red Jet 3 is leaving West Cowes about 2 hours ago from web  
 00:14 - Red Jet 3 has arrived at West Cowes about 2 hours ago from web  
 23:49 - Red Jet 3 is leaving Southampton about 2 hours ago from web  
 23:38 - Red Jet 3 has arrived at Southampton about 2 hours ago from web  
 23:17 - Red Jet 3 is leaving West Cowes about 2 hours ago from web  
 23:09 - Red Jet 3 has arrived at West Cowes about 2 hours ago from web  
 22:47 - Red Jet 3 is leaving Southampton about 2 hours ago from web  
 22:39 - Red Jet 3 has arrived at Southampton about 2 hours ago from web  
 21:38 - Red Jet 1 has arrived at Southampton about 2 hours ago from web  
 21:08 - Red Jet 3 has arrived at Southampton about 2 hours ago from web  
 20:19 - Red Jet 3 is leaving Southampton about 2 hours ago from web  
 20:17 - Red Jet 1 is leaving West Cowes about 2 hours ago from web  
 20:14 - Red Jet 1 has arrived at West Cowes about 2 hours ago from web

15:20 - Cenwulf has arrived at Southampton about 10 hours ago from web  
 14:45 - Cenred has arrived at Southampton about 10 hours ago from web  
 14:44 - Cenred is leaving Lynnhurst about 10 hours ago from web  
 14:34 - Cenred has arrived at Southampton about 10 hours ago from web  
 14:00 - Cenwulf is leaving Lynnhurst about 11 hours ago from web  
 13:34 - Cenwulf has arrived at Southampton about 11 hours ago from web

**red\_ferries**  
 Follow

16:02 - Red Falcon has arrived at East Cowes about 4:02 PM Feb 3rd from web  
 15:58 - Red Osprey has arrived at Southampton about 3:58 PM Feb 3rd from web  
 15:48 - Red Eagle has arrived at Southampton about 3:49 PM Feb 3rd from web

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**RED FUNNEL**

Sign Up | E-Mail Address | Go | Service Status | Quick Navigation

Why Choose Us | Buy Online | **Ferry Travel** | Travel Connections | Places to Stay | Isle of Wight Guide | Freight and Parcels | Corporate | My Red Funnel

Search Website | Go | Your Basket is Empty | Login to My Red Funnel

Home > Ferry Travel > Red Jet Hi-Speed service > Red Jet Hi-Speed Timetable

### Red Jet Hi-Speed Timetable

Red Jet Hi-Speed service

- Timetable
- Fares/Offers to the IoW
- Fares/Offers from the IoW
- Ticketing & Check-in
- Terminal Facilities
- Luggage, Pets & Bicycles
- Hazardous Goods, Parcels
- Accessibility Information
- Smoking Policy
- Hi-Speed Fleet
- Vehicle Ferry service
- Service status
- Frequent travellers
- Corporate/Business Travel
- Cosch & Group Travel
- Schools Groups and Clubs
- Travel Agents & Multiples
- Isle of Wight Travel Trade

**Red Jet Timetable - Southampton <-> West Cowes (Isle of Wight)**

**Current Live Positions**

redjets: 19:48 - Red Jet 4 is leaving West Cowes  
 redjets: 19:42 - Red Jet 4 has arrived at West Cowes  
 redjets: 19:38 - Red Jet 3 has arrived at Southampton  
 redjets: 19:19 - Red Jet 4 is leaving Southampton

**From Southampton T2**

	1 Mar to 27 Mar 09	28 Mar to 30 Oct 09	31 Oct to 23 Dec 09	Christmas Eve 24 Dec 09	Bonny Day 26 Dec 09	27 Dec to 30 Dec 09	New Year's Eve 31 Dec 09	New Year's Day 1 Jan 10	2 Jan to 4 Jan 10
0900hrs	0545sw	0545sw	0545sw	0545		0545sw	0545		0545sw
0600hrs	0615sw	0615sw	0615sw	0615		0615sw	0615		0615sw
	0645	0645	0645	0645		0645	0645		0645
0700hrs	0715sw	0715sw	0715sw	0715		0715sw	0715		0715sw
	0745	0745	0745	0745		0745	0745		0745

**More Summer Sailings**

From Mon 30 March the Red Jet service will run every 30 mins during the day, 7 days a week, making it the most frequent high speed service across the Solent.

**Fastest route to/from London Waterloo**

The Red Jet Hi-Speed service and CityLink bus service are timed to connect with SW Trains London Waterloo services

**Rail connections**

**CityLink FREE Bus**

In Southampton the FREE CityLink service runs every 15

## Volgen en gevolgd worden

Sametime Contacts

Day At A Glance

My Widgets

Twitter

LinkedIn

Bluetwit

Twitter

Bluetwit

LinkedIn

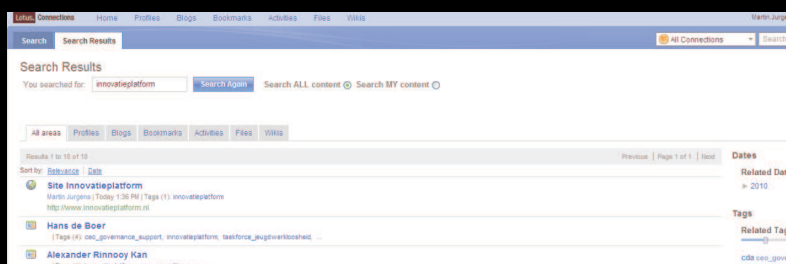
30

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## Tagging

- ✓ Een **tag** is een **niet-hierarchisch trefwoord** of term gekoppeld aan informatie (zoals een internet bookmark, digitale foto, of computerbestand).
- ✓ Dit soort **metadata** helpt een item te markeren en maakt het mogelijk het te vinden bij zoekopdrachten.
- ✓ Tags kunnen **informeel** en **persoonlijk** worden toegekend door de auteur of een "reviewer" (afhankelijk van de software).
- ✓ Het tagging mechanisme is ook bekend als **folksonomy** en is tegengesteld aan gefixeerde categorieën of taxonomie.

## Tagging



## Tagging is belangrijk!



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## Keuzes maken...





TechCrunch ARE YOU INTO IBM

What's Hot: Android | Apple | Facebook | Google | Microsoft | Twitter | Yahoo | Zynga

### Bill Gates: In Five Years The Best Education Will Come From The Web

by MG Siegler on Aug 6, 2010 148 Comments Like 2,400 Buzz 444 retweet 28

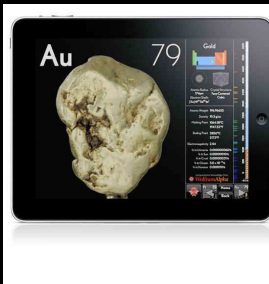
**Bill Gates** thinks something is going to die too. No, it's not **physical books like Nicholas Negroponte** — instead, Gates thinks the idea of young adults having to go to universities in order to get an education is going to go away relatively soon. Well, provided they're self-motivated learners.

"Five years from now on the web for free you'll be able to find the best lectures in the world," Gates said at the **Techonomy** conference in Lake Tahoe, CA today. "It will be better than

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## Andere media.....



### The Elements

Hiermee tover je alle 118 elementen van het periodiek systeem op je grote iPad-display. Met één vervoerreging laat je ze 360 graden draaien, zodat je ze van alle kanten kunt bekijken. Vervolgens kun je het verhaal achter een element lezen. Invoorbeeld wat de oorsprong is, hoe het is ontdekt en welke rol het element in het universum speelt. En als je een 3D-3D helix, kun je ze zelfs in 3D bekijken. Vanuit 'The Elements' kun je rechtstreeks verbinding maken met de Wolfram|Alpha-zoekmachine. Je beschikt dus altijd over de allerbeste gegevens.



Language: English  
 Author: Ronald Bell  
 © 2010 Ronald Bell  
 Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad  
 Requires iPhone OS 3.1.2 or later

Customer Ratings

### App Store > Education

- Books
- Business
- Education
- Entertainment
- Finance
- Games
- Healthcare & Fitness
- Lifestyle
- Medical
- Music

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

#### Popular Apps

Dictionary.com - Dictionary & Thesaurus	WordSearch Unlimited HD Free	*FREE! Grammar Up
Wisconsin	The Chemical Touch: Lite Edition	Toddler Teasers Quizzing
10,500+ Cool Facts	Guide To Sex Toys	210 Human Body Facts
Dictionary!	1074Crosswords	S&S: Historical Documents
Planets	Thesaurus	Source Images
FREE! Spanish Tutor	Honey Moon of World	Blind Student 13
Holy Bible	Emoji icons FREE - My Emotions Ka	BrainPOP Featured Movie
Wikipedia Mobile	Moren Quiz Lite	Discover: The American Museum
NASA App	Search for iPhone Lite	Big Bird Speller - by Duck Duck Me
Graphing Calculator	AMNH Explorer	World Countries ALL-IN-ONE Free
Brain Tutor Lite (Free)	KhanGen® Beginner - Music & Ear Tr	Translate - Ultimate List
What's Your IQ?	Manual for the United States of Am	Backboard Mobile™ Learn for iPhone
Clear Colours	Whisks on the Bus	Toddler Counting Lite - Preschool n
3,3000+ Repeat Quotes Free	Books: 20,458 classics to go	Formulas Free - Formulas for Calcul
My Colours Book Free	Gravitas	Baby Phonics Tracker (Lite)

### Idioms Study Buddy By Ronald Bell

to buy and download apps.



#### Description

Spanish Idioms Study Buddy is a fun and effective Spanish study tool designed to help you learn basic Spanish vocabulary.

Spanish Idioms Study Buddy Support

#### iPhone Screenshots

