

**“The usage of Web 2.0 Instruments for the knowledge
management and marketing in companies”**

Bachelor - Thesis

in order to obtain the academic Bachelor of Business and Economics (Bachelor)

Student: Sofia Geraniotaki
Birkenallee 50
15745 Wildau
Germany

Matriculation No.: 0102770041

Student: Makariti Alexandra
Birkenallee 50
15745 Wildau
Germany

Matriculation No.: 0102770042

University: Technische Hochschule Wildau (FH)
Technical University of Applied Sciences

Department of Business / Economic computer science

Lecturer: Prof. Dr. rer. nat. Tippe, Ulrike

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Abstract

One of the most popular topics lately in the field of internet and information technology is the evolution from traditional Web 1.0 to Web 2.0. The use of the internet in more and more human activities attaches great importance to this development. The users, whether individuals or businesses-organizations gradually are aware of the information and technologies that constitute the Web 2.0 and take advantage of it. The use of Web 2.0 tools through marketing offers to companies the opportunity to choose their target groups. The Web 2.0 tools give also a big advantage to companies to collect information for knowledge management.

This thesis is about the options which can be used for marketing with the help of the “new” Web 2.0 tools in the internet and what kind of Web 2.0 applications companies can use to optimize their knowledge management.

The German car manufacturers are one of the frontrunners in this field of marketing. This thesis considers the company “Adam Opel AG” and shows which Web 2.0 applications this company use.

A research will compare the Opel AG with other German car manufacturers in this sector and will discuss the relation between the marketing of Opel in Germany and Greece.

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1 Introduction

Social networking in the internet and in social networks on web were created and developed after the transition from the Web 1.0, where the user simply visited pages without large potential of his contribution. This development changed the structure and the growth of the web, called Web 2.0, in many ways with social networks to represent the biggest change.

As for any positive or negative impacts of the use and the participation in social networks of web at social level, experts note that we are still at the beginning of such sociological analysis. One of the first conclusions researchers have found, is that the networks seem to be reinforcing the "weak bonds" between people, that they have no family bonds.

Nowadays, the internet is becoming known as a computing and communicative platform of high importance. Because of the quick expand of the Web 2.0 websites and applications the development of the new desktop applications is compatible with any operation system which each user uses.

In that new form of the internet the most important is that users have the power to modify it. Especially, the users of Web 2.0 are freer to communicate, participate, create and exchange opinions and any other kind of content. So they focus more on the most important things and waste less time for the solution of technical problems or for the conservation of the software. The roles of the users of internet are "producer" and "consumer" of the content. These roles are more dynamic in comparison to the past. The result of the influence of Web 2.0 makes the internet becoming more democratic. The role of the powerful, traditional creators and publishers of content gets weaker. The interaction between the users and the content and the other users is becoming stronger.

2 Semantic approaches and historical information of Web 2.0

2.1 History of Web 2.0

The World Wide Web (WWW) or Web 1.0 was created by researchers at CERN, the European Laboratory for Particle Physics, to facilitate sharing research information in 1990. The World Wide Web is a system of internet servers which supports specially formatted documents. The documents are formatted in a script language called HTML (Hyper Text Markup Language) and they are called web pages. Because of the use of the HTML, the web pages support links to other documents, as well as graphics, audio and video files. In other words, the user is able to go from one document to another simply by clicking on hot spots. Servers are connected to the internet to allow users to traverse ("surf") the web by using a web browser.

The Web 2.0 includes changes and technologies in the way designers and users of information systems already use the internet. It includes changes between the meaning of the words interaction, dynamic content, corporation, community and contribution and social computing. It is used as a mean (platform) where applications and services are "running". Many of those were already running locally on computers. Therefore, Web 2.0 is not a new protocol of a new version of the web. [38]

2.2 Web 2.0 Definition

The term Web 2.0 describes the second generation of internet services which focuses on the ability of users to share information and collaborate on-line. The user is not considered as a spectator, a customer or a consumer but he participates actively and often altruistic in the formation and the management of web information. Users from different cultures can communicate without the need for specialist knowledge on computers and networks. The initial passive presentation of information constantly mutates. Meanings such as interactivity, dynamic content, collaboration, contribution and social computing are in the front place. [39]

2.3 Web 2.0 Applications

2.3.1 RSS (Read Simple Syndication) feeds

RSS feed is an exchange content format based on XML language. It is an alternative way where internet users can be informed about news and facts. All the information, in which the user is interested in, comes in his personal computer. RSS feeds solve a problem for people who regularly use the web. By using RSS, users can be informed about when the content of the sites is renewed. They can receive directly to their computer the titles of the latest news and the articles in which they are interested at the same time when they were published. The users can save time because they do not need to visit each site individually. [1] Also, they ensure their privacy because they do not need to join each site's e-mail newsletter. The update can be done in the browser of the user or in his mobile equipment (mobile phone, PDA, etc.). [2]



Figure 1 - RSS logo [21]

Each RSS feed can easily be identified by its name, which does not change as the individual news items within the feed change and often includes the author and the topic. Feeds usually include many items. Each item has a heading. The main body can contain the whole blog or website entry or it can be a short description with a link to the webpage. [3]

2.3.2 Podcasting

Podcasting is the uploading of digital media files (audio or video) by internet users on webpages. The most famous webpage for uploading and exchanging of such files is YouTube (www.youtube.com). There users upload and publish their personal videos or post comments to other videos that they watch. The podcasting refers to the storage of audio files (podcasts) and video files (podcasts or video podcasting) that can be searched by the users also through the use of RSS technology. These files can be stored locally in user's computer or in other portable devices (like iPods, MP3 players or mobile phones). The users have the opportunity to listen or watch them whenever and wherever they want. This is the most important feature and advantage of podcasts. [39]

2.3.3 Wikis

A wiki is web-based software that allows all viewers of a page to change the content. This means that every visitor of a wiki can create, modify, correct, add or delete the material if they desire with nothing more specialized than a web browser and access to the internet.

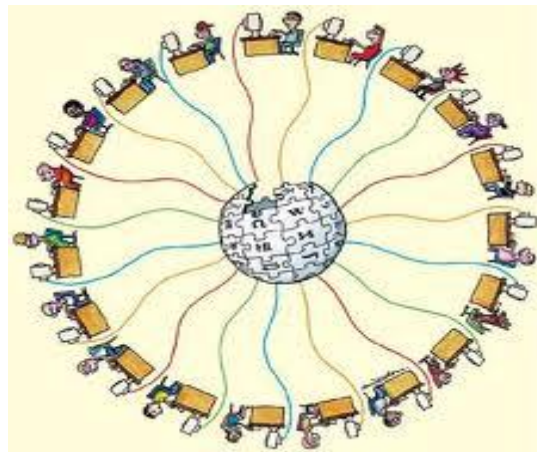


Figure 2 - Wiki logo [23]

This makes the wiki one of the simplest, easy-to-use and most effective web-based collaboration tool for cooperative work on texts and hypertexts. Wikis permit asynchronous communication and group collaboration across the internet. They provide author and editor privileges to all users. That encourages democratic use of the web and promotes content composition by nontechnical users. They became and still are becoming increasingly popular, because they are so easy to use.

The modification can be done in a very simple one-click way. Users simply click on the wikis page's "Edit" button to change the page content. A click of the "Save" button posts the changes back to the web site and updates the wiki.

Allowing such manipulation of the site's information carries some risks. Wikis are usually monitored to ensure that inappropriate language, spam and incorrect content are not allowed. As a result, many wikis often require authorization and only group members can modify the content. [4]

A typical example for wikis is Wikipedia (www.wikipedia.org) which is a free web-based encyclopedia with more than 17 million articles with definitions and information in many languages. The articles have been written collaboratively by users around the world. Wikipedia has 365 million readers and it is becoming more and more popular. [2]

2.3.4 Blogs

A blog is a type of website or part of a website which contains opinions, information, personal records (posts), links to other addresses, pictures and more. Most blogs are interactive and allow visitors to leave comments to each other via widgets on the blogs.



Figure 3 - Blogger logo [25]

This interactivity distinguishes them from other static websites. The entries are arranged in chronological order where the most recent appear first.

Blogs are very popular, mainly due to that they allow anyone to submit his comment about a blog entry. So they give the option to open a public online dialogue in which all the users are potential recipients. [4] In July of 2008 133 million blogs and 346 million blog readers were counted. [5] Due to their popularity and the sense of socialization among the participants, they are characterized as a new social phenomenon. [2]

2.3.5 Mash-ups

A mash-up is a web-based application which combines content and functionality from a variety of sources using technologies like RSS and AJAX (Asynchronous JavaScript and XML) and contribute to improving the functionality of web pages. [6] The main characteristics of the mash-ups are combination, visualization and aggregation.

Mash-ups are usually simple enough to be used and they do not require a programming degree. “A company will release an API (Application Programming Interface) which is the interface that allows for external requests to be made to whatever content the company is offering. Instead of it being just a rigid reproduction of information, there is a high degree of interactivity and for the developer/user to manipulate that data - hence its tie in with Web 2.0 concepts.” [6]

For example, web-sites for home renting use maps from other services (e.g. Google maps). The complete information is provided and users can see exactly where the locations are. [2]

2.3.6 Tagging

Tagging is the possibility to assign personal keywords (tags) to web-pages, images, text and any web content in general by users. This kind of metadata helps to describe an item and allows it to be found again by browsing or searching.

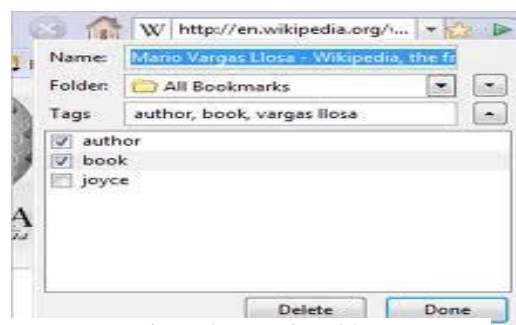


Figure 4 – Tagging [24]

The rise of social bookmarking web sites have skyrocketed tagging systems into the mainstream. The personal preferences and ratings of users, for anything in which they are interested in, can be classified and be available to others. For example, the popular web page Del.icio.us where users show and characterize their favorite web sites (bookmarks) or Flickr where users share photos and characterize them.

Thus, users organize much better their data and become socialized by meeting other people e.g. through the common characterizations of their photos. [2]

2.3.7 Social networking

Social networking is an on-line virtual community where users can build their own network of friends, colleagues, or people with common interests. Social media uses web-based technologies to turn communication into interactive dialogues. Interactivity is offered by many ways in every network like e-mail, instant messages, videos etc.



Figure 5 - Social networking [37]

Users can make their own web page in which they describe themselves and can upload photographs, videos and songs that they like. So they create a profile which is open to other users and anyone who wants can add this profile to their list of friends. This creates a kind of socialization among the members which has become a mainstream phenomenon, especially for young people. [10]

The 10 most popular social networking websites are:

Position	Web-sites	Unique monthly visitors
1	Facebook	550.000.000
2	MySpace	90.500.000
3	Twitter	89.800.000
4	LinkedIn	50.000.000
5	Ning	42.000.000
6	Tagged	30.000.000
7	Classmates	29.000.000
8	Hi5	27.000.000
9	MyYearBook	12.000.000
10	Meetup	8.000.000

Table 1- The 10 most popular social networking websites [8]

2.4 Web 2.0 Technologies

The Web 2.0 technologies with an analysis for every technology are listed below:

Rich Internet Applications-RIA use Flash, JavaScript and Ajax technology. Instead of loading the whole page again, just the new data, which are changed, is updated while the user is in the page. For example, in Gmail the calculation of the available storage space is updated in real time while in the whole page only this information is being changed.

CSS (Cascading Style Sheets) distinguishes information data about the format of a website. This offers flexibility in the presentation of data, because the user sees the data according to the CSS that they has. For example, data which are formatted with CSS can be displayed on a computer screen or can be sent directly to a printer who is not able to print the formatting. So data can be provided in the form of reading, for blind people or for converting into voice by using the appropriate software, independent of the format.

“Light” network protocols (SOAP and REST) use simple HTTP (Hyper Text Transfer Protocol) commands (GET, POST and PUT) to retrieve data from servers.

SOA (Service Oriented Architecture) architectures enable sharing and reuse of services applications by different software programs and SaaS (Software as a Service) where the applications are installed in a central server so that users can use them through a browser.

Use of Open software (E.g. Linux as an operating system, Apache as web server, MySQL as a database, PHP, Pearl, as programming languages)

Use of micro formats and semantic data describes the meaning of the data that are contained in these pages. In this way data are placed in categories and their quest becomes easier and more efficient.

Use of RSS feeds or Atom (Atom Syndication Format is an XML language used for web feeds). Web feeds allow software programs to check for updates published on a website. [2]

2.5 Difficulties which are arising by the use of Web 2.0

A very important problem that concerns the users mostly is the use of their personal data, such as those which are generated from their published preferences on the internet. For example, advertising companies (and other) can search the preferences, markets and the published opinions in blogs and forums of users. So they can send messages for various relative products to them. Through social bookmarking and tagging, they are able to form a profile for each user and use it for commercial purposes without the consent of the user.

The information which the user enters (keywords) to search engines compose personal data. Some of these search engines (e.g. Google) can theoretically sell the data to others, from the moment they started to store this data. The European Commission has told the companies to keep the data until six months, while Yahoo has committed for 18 months and Google for nine months.

The market of famous Web 2.0 sites from big companies like Google, Yahoo, Microsoft or News Corporation concern the society, causes concerns about who ultimately owns and how operates the data that users create. The possibility of loss due to security breaches of sensitive personal data of users (bank codes, medical records, etc.) can have very unpleasant consequences, as also the malicious data collection (e.g. political, social opinions on blogs, forums). Therefore, it is necessary the existence of a legal framework and the adoption of applications to protect users and ensure the safety of their personal data. At the same time checks should be made by specialized authorities to provide information on potential risk situations.

Also, usually the information which is provided through forums and blogs may not be accurate or true, so the users should always cross the information they get. Especially, in

matters of great importance (legal, health, etc.) the users should consult a competent. Additionally, the users should be very careful while they are using programs which are based in file sharing (e.g. Torrents, Rapidshare etc.) because the copyright infringement is considered as a criminal offence.

However, in the workplace, through Web 2.0 applications, the employees can even work while they are not "physically" in the company. Though, the companies must respect the rights of the employees and not take advantage of these applications in order to make the employers work overtime. [39]

2.6 Consequences for users

The traditional web has been the mean through which users had access to plenty of data on the web and had a first form of communication among them. The Web 2.0 is the evolution where the users formulate their own needs. There exists the need for easier and more effective communication, the need to change the services and the functions according to how they want to use the Internet, etc. It is the first time that users define the developments so much.

The users have the ability to use *applications that serve their interests and needs*. The use of "light" technology protocols (Representational State Transfer (R.E.S.T.)) and open source applications often designed with contribution and suggestions of the users. Simplicity in programmatic and operational design, by using PHP language instead of C# or Java and applications based on Ajax technology. Also the users have the possibility to configure pages according to user preferences (www.netvibes.com) and easier search of information through tagging. All these provide to users a better, more direct and more substantial experience of using the internet. In addition, the replacement of many traditional applications which until recently users had to buy (operating systems, programs, e-mail, Office, etc.) with the corresponding open source and web applications (Linux, Gmail, Google docs), has significant economic benefits for them.

New dimensions in communication between users are established through Skype and MSN Messenger applications which are offering to users, regardless of their geographical location, direct communication with text, voice and video with almost no cost. Moreover, the proliferation of blogs makes communication easier and more massive. Everyone can express his thoughts and views, having as recipients all internet users. With the use of social networking (e.g. with del.icio.us) users can find new people who have similar interests and they can communicate with them. Finally, the phenomenon of social networking (e.g. Facebook, Twitter, etc.) tends to be one of the dominant forms of socialization, especially among teenagers and young users.

Users have the right to *publish their skills free, to express their creativity and to promote opportunities*. Two of the websites which are constantly among the top ten worldwide in visits, are YouTube.com and Myspace.com. In these sites, except the video of general content, many users publish their skills having access to a wide audience that would not otherwise have. A typical example of the "MySpace generation artists" as it was called, is the British band Arctic Monkeys (www.myspace.com/arcticmonkeys) which became known primarily through the internet. They signed a contract with a record company and released their work on an album. They managed to become the group with the most sales (363.735 copies) in a week in the history of British music.

In many websites about news, the ability of the users to comment the news, to discuss on blogs and to disclose videos or photos which they made by themselves, offer another view of objective control of information. Users become "wiser" taking advantage of the information and the opinions which are inserted by others through blogs, wikis and forums in order to gain more objective information. The online community is surrounded by a variety of information. There is interesting information about opinions on consumer products and also advises on medical issues, offering knowledge and experience. The users seem to trust them more and more. Moreover, knowledge for scientific, practical and social issues is freely available. Sites like www.netmums.com demonstrated that they perform an important social project and replace traditional forms of social responsibility.

The users cultivate the *democratic sense, cooperativeness* and *contribution* through wikis, blogs and forums. Regardless of location and social, racial characteristics, they can join a community that deals with a topic that interests them. So they exchange views, cooperate and contribute to achieve a common goal. In particular, the voluntary contribution is so widespread among internet users, as perhaps no other area of life. The abolition of the traditional barriers, the interactive communication between user and companies or organizations and its impact, leads to conclusion that a new social revolution occurs. Through Web 2.0 applications, the opinions of users are published and according to how converge in a point they get so important that businesses, organizations and politicians are forced to take them into consideration.

Selecting a product from a *global market* via the internet, the ability to read the *opinion of users for a product* and *the easy way to compare prices*, strengthen the position of the user-consumer in their bargaining power in trade negotiations. Traditional advertising is not as effective as before and companies are forced to deal with customers more responsibly.

The handling of cases through the internet and the possibility of registration of the data of citizens to a common data form, serve the citizens and facilitate their daily transactions with public services. As a result, *users and citizens get a better service from agencies and organizations*. [39]

2.7 Web 1.0 vs. Web 2.0

In 1999 the Web 1.0 appears. The average internet user's role was limited only to reading the information which was presented to him. There was no active communication or information flow from consumer to producer of the information. The lack of active interaction of common user with the web led to the birth of Web 2.0 at 2004. With the new Web 2.0 even a non-technical user can actively interact and contribute to the web using different blog platforms.

On the table below lists the main differences between Web 1.0 and Web 2.0:

WEB 1.0	WEB 2.0
Read - only web	Read – write web
About companies	About communities
Use of client-server networks	Use of peer to peer networks
HTML	XML, RSS, Ajax – Dynamic change of the content of web pages
Homepages	Blogs
Directories-Taxonomy (controlled dictionaries)	Tags-Folksonomy (created by the user)
Owning	Sharing
Use of Netscape & Internet Explorer browsers	Use of Google Chrome, Firefox, Flock, Internet Explorer 8 browsers etc.
Web forms	Web applications
Network services provided through the WWW (on-line text with images, sound, hyperlinks)	Social software services - Social networking - Communities
Static	Networking and Automation
Products	Services
Relation site with other sites only via hyperlinks	Real-time enrichment of the site with content from other sites
organized, targeted, controlled "monologue"	Dialogue, collaboration, collectivity, interaction, trust
Relevant two-way communication and interactivity	Two-way communication, participation of the user
Portals	Completely customizable start page from the user
Personal or corporate website	Blog or wiki
CMS (Content Management System)	Wiki
Static advertisement (banner, flash, page views)	Cost per click, use of rich media (image, sound etc...), viral (targeted internet strategy of marketing)
On-line source of information (e.g. encyclopedia)	Creation of Wikis (e.g. Wikipedia)
Bookmarks/ Favorites	RSS feeds & Social book marking
Use of closed source software	Extensive use of open source software
Use of locally installed applications on the pc	Web platform- Common applications Web (Network as a platform) - Hybrid applications
Obligatory use of a particular pc and non-mobility of the user	Use of any computer, only requirements: the Internet connection and a browser
Storage data at the local disc	Online storage
Use desktop pc to access the web- cable connection	Use multiple means to access the web- wireless connection

Table 2 - Web 1.0 vs. Web 2.0 source [64]

2.8 The state of Web 2.0 in Greece

The technologies and the applications of Web 2.0 are used also in the European area. Except the fact that many companies integrate to their websites blogs, wikis, RSS feeds, etc. Also they made significant investments in creating websites and services **which** work with Web 2.0 tools, techniques and philosophy. According to data provided by Venture Source, Calibre One, during the year 2006 more than 211 million Euros invested in Web 2.0 projects from 54 European companies. The countries of origin of the 54 companies are UK, Sweden, Spain, Holland, Ireland, Denmark, Germany, France and Finland. This amount of investment is larger than in 2005.

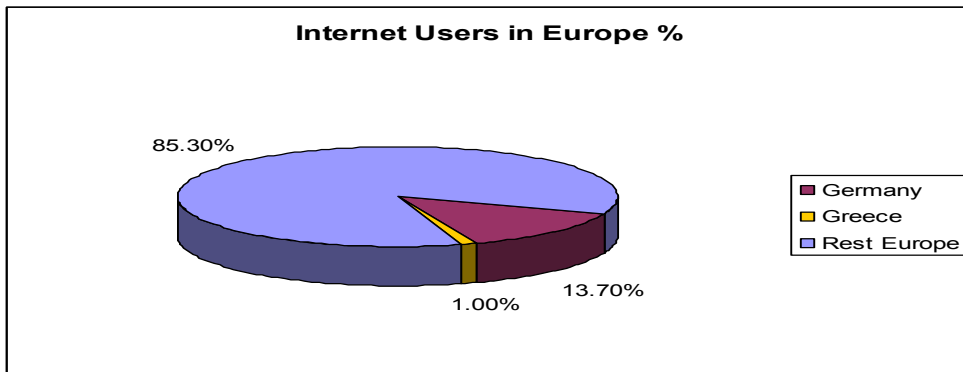


Figure 6 - Internet users in Europe in percent [63]

The use of Web 2.0 technologies in Greece may not be at the same level as technologically advanced countries in the rest of Europe, but because of the penetration of broadband the Web 2.0 technologies are becoming increasingly famous. The most popular uses of Web 2.0 applications are the blogs and forums.

Recently, the Greek media decided to create a topic in the Greek community bloggers for the reforestation of a mountain which was burned. Maybe it was the first time that became known to the general public the existence and the utility of the Web 2.0 applications. In sync.gr (website which collects various users' blogs) are 16.530 Greek blogs recorded. The number is increased 20 per day. By adding blogs from other popular sites (pathfinder.gr, mad.gr, etc.) the number of Greek blogs surpasses the 23.000.

Moreover, the applications of Web 2.0 are used commercially by companies such as the blog of Toyota Auris (www.aurisblog.gr). Also, the politicians recognize the potential of blogs and create their own personal one. There are also independent political blogs and forums which offer information for political dialogue.

Many blogs also incorporate modern technologies such as podcasts, RSS feeds, bookmarking, etc. In addition, in forums the visitors find valuable information on various topics. (E.g. the technological popular forum (<http://adslgr.com/forum>) has more than 17.000 active members for over 107.000 topics).

Websites like YouTube and MySpace are very high in the preferences of Greeks (3rd and 7th place respectively [62]). Over 250.000 people visit those sites. As for the communication programs are also famous (For example Skype, MSN Messenger (542.000 Greek users), Yahoo! Messenger (320000 Greek users)). There are also several websites of social bookmarking like Buzz, Checkit etc.

As for the Web 2.0 projects that have been developed by companies for commercial exploitation, indicatively is mentioned the case of DocASSET as an application for office organization and the case of skrouz.gr for comparing the prices of the products among on-line shops.

Furthermore, some efforts are made individually by users for creating Web 2.0 applications or by companies. Some famous Greek Web 2.0 sites are gathered in the following website: <http://www.selid.es/web20/solve.htm>.

In conclusion, the habits of the Greeks, in relation to their daily exposure to the media, have changed significantly the last three years. The Web 2.0 has made the users stronger by offering them tools that will allow them to participate actively in the various productive processes of information. Technology gives the opportunity to the users not to be passive recipients of messages, but also to select and shape the information in the way they want. [2]

2.9 The state of Web 2.0 in Germany

The internet has become an indispensable part in the lives of many citizens and businesses. Considering that 12.6 million connections were created in 2008, almost one third of German households have broadband Internet access. [41]

Germans spend more and more time online. Each year the use of the internet is increased and almost everything can be found online. According to an online survey of the channels ARD and ZDF, every adult in Germany spent average 58 minutes online on per day, in 2008. That is four minutes more than in 2007. The use of television (225 minutes per day) and radio (186 minutes) remain firmly in position 1 and 2, respectively. However, only the internet showed significantly increase.

Development of online usage in Germany from 2003 to 2010

	2003	2004	2005	2006	2007	2008	2009	2010
in%	51,5	52,6	56,7	57,6	60,7	64,3	64,7	68,1
in millions	33,1	33,9	36,7	37,4	39,5	41,7	42,0	48,1
Growth in%	17	2	8	2	6	5	1	15

Figure 7 – Development of online usage in Germany from 2003 to 2010 [49]

The latest developments in the use of internet refer particularly to people aged 14 to 19 years and 60 to 79 years. The young people spend 120 minutes per day more time online than watching television (100 minutes) or listening to radio (97 minutes). 92 percent of the young people download video and multimedia applications and watch live or delayed TV broadcasts on the network. The internet became a complement to traditional media and it reflects the increasing individualizing of the use of media.

29% of the older generations are active in using the internet. Of all adults in Germany, 65.8% has a connection to the internet (= 42.7 million people). While young people aged 14 to 29 years have almost all (96%) access to the internet. The expansion of the internet among 30 to 49 years is 83% and among 50 to 59 years is 66%.

Many people believe that WEB 2.0 in Germany is based on copy-paste innovations from the USA. [53] The “LinkedIn” is used only in business life. Nearly 23 million members have their profile on their sites where they give information about their education and professional experience and ensure existing and new business contacts. “XING” is the German alternative and characterized also as “StudiVZ for adults”, because in contrast with LinkedIn the members do not distinguish business from personal contacts. These profile pages are visited by company headhunters¹ and accurately they are transferred and encrypted into databases. Especially, since the financial crisis many new members have registered who hope to find the perfect job. The German StudiVZ connects millions of

¹ Headhunters help companies which are looking for employees and give advises to people who want to change their career.

students. With photos and information about their personal interests, users present their best side and sometimes they meet the man or woman with whom they will spend the rest of their life.

The table below shows the differences between the U.S.A. terminology about Web 2.0 and the social networks and the German terminology.

In the U.S.	In Germany
Web 2.0	Web Zwei Null
YouTube	Sevenload, MyVideo
MySpace	UndDu
Flickr	Sevenload, Photocase
del.icio.us	Mister Wong
Yelp	Qype
Facebook	StudiVZ
Digg	WebNews, Yigg
Blogger, LiveJournal	blog.de, twoday.net
Meebo	Mabber
Etsy	Dawanda
Cafepress	Spreadshirt
Slide	imageloop
Flixster	MoviePilot
Twitter	Frazr, Wamadu, Sloggen, ...

Table 3- U.S.A. terminology about Web 2.0 and social networks and the German terminology [53]

Moreover, often investors are hesitant to invest in ideas that “have not been proven in the USA yet” but there are several other factors which play an important role: Germany is generally more risk-averse, the bureaucracy is more cumbersome and the entrepreneurial networks are not as strongly developed.

2.10 Web 3.0 – Semantic Web

Like Web 2.0, the Semantic Web is not a single piece of technology or software. It is the collection of ways in which *information is made understandable to our computers*. The Semantic Web is a way to describe information in the way computers can start to understand the relations between concepts, topics and objects. Semantic Web frameworks can be applied throughout the enterprise by using the means afforded by Web 2.0 technology. [42] While Web 2.0 brings people closer together with information through machines, the Semantic Web brings machines closer together with the information. The result of this

deeper three-way unity of people, machines and information is a business that can operate smarter, quicker, with more agility and with greater success than ever before. In important factor that users must continue to keep in mind is that the transition to Web 2.0 from Web 1.0 took approximately ten years. Given the same time frame, this next transition will not be complete until around the year 2015.

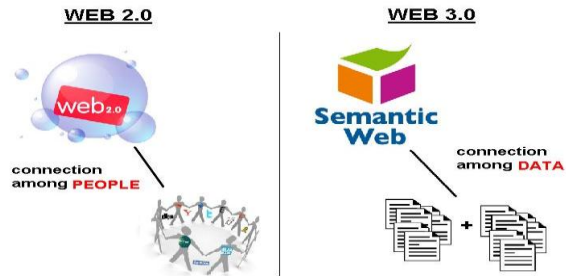


Figure 8 - Web 2.0 and Web 3.0

In many ways, Web 2.0 and the Semantic Web are complete *opposites*. If Web 2.0 is fundamentally about connections among *people*, the Semantic Web is fundamentally about connections among *data*. More specifically, it is about the relations between data-lots of data, large sets of heterogeneous and distributed data.

For example, imagine that Web 2.0 is a big collection of stamps and it had made for every stamp a document with their characteristics. [43] The users of the web are the “stamp collectors”. If the “collector” wants to search a specific stamp in the collection, he uses a search engine, for example Google. The words of all the documents with the characteristics of the stamp are indexed, so that the “collector” can search for *keywords*. If the “collector” makes a search about “Red stamps” he gets plenty of results (Red stamps, Stamps from Cambodia (Khmer Rouge), Stamps from the Red Sea, Stamps from the 140th anniversary of the Red Cross, Stamps with red dragons, etc.). But not all of them are relevant with his query.

Therefore, the “collector” has to structurally describe that a “stamp” is a stamp and “Red” is a color. For the answer of this query the search engine has to connect different databases: a) a database with stamps, b) a database with countries, c) a database with colors and d) a database with stamp traders. That is how Web 3.0 works. Web 3.0 creates a big collection of databases which can be connected on demand. Agreements are made on the structure of data and the way data is described. The location of the data is irrelevant. "Linking data is the power of Web 3.0. So, if the “collector” wants to make a search about “all the red stamps, designed in Europe, but used in the U.S.A., between 1980 and 1990” in Web 3.0, then the result he gets is the stamp that he was looking for from the begging.

2.11 The evolution from Web 2.0 to Web 3.0

Web 1.0 is known as “*the read only web*”, Web 2.0 is known also as “*the read-write web*”, but for Web 3.0 this characterization is not valid. Web 3.0 is “*the portable personal web*” because it offers to the users a fast broadband connection to the internet, always and everywhere.



Figure 9 - Web evolution [60]

It focuses on the individual on the contrary with Web 2.0 which focuses on communities. The evolution of the web is more obvious because Web 3.0 uses life stream instead of blogs and consolidating dynamic content. The use of widgets, small applications which can be installed and executed within a web page by the user, provides an easier and quicker environment for the user.

Also Web 3.0 gives the opportunity to the users to create their own homepage and keep them up to date every time by checking that homepage through *iGoogle* and *NetVibes*. Differing from cost per impression or click through rate models, a *Cost per Engagement* model means advertising impressions are free and advertisers pay only when a user engages with their ad unit. Engagement is defined as a user interacts with an advertisement in any number of ways, including playing a game, taking a poll, rolling over an ad unit for a specified amount of time or taking a product tour. [44]

3 Marketing

3.1 Marketing definition

Marketing is the management process through which goods and services move from concept to the customer. As a philosophy, it is based on thinking about the business in terms of customer needs and their satisfaction. As a practice, it consists in coordination of four elements called 4P's: (1) identification, selection and development of a Product, (2) determination of its Price, (3) selection of a distribution channel to reach the customer's Place and (4) development and implementation of a Promotional strategy. [45]

3.2 Web 2.0 and marketing

3.2.1 User's Opinion

A very important Web 2.0 innovation that brings about changes in market's philosophy is the possibility of disclosure of users' opinion about a product or service. Companies that exploit the contribution of users in the evaluation of products or services (e.g. books, hotels) have significant benefits. For example, a big part of the popularity of the website www.amazon.com is owned to the online publicly available opinions and to users' rates for its products. Users' opinion has made this website a reference source for bibliographic information for consumers, librarians and even academics.

Users seem to trust each other's opinion more and more. The traditional advertising and product selection by brand's name is not as effective as before. [2]

3.2.2 Social media marketing

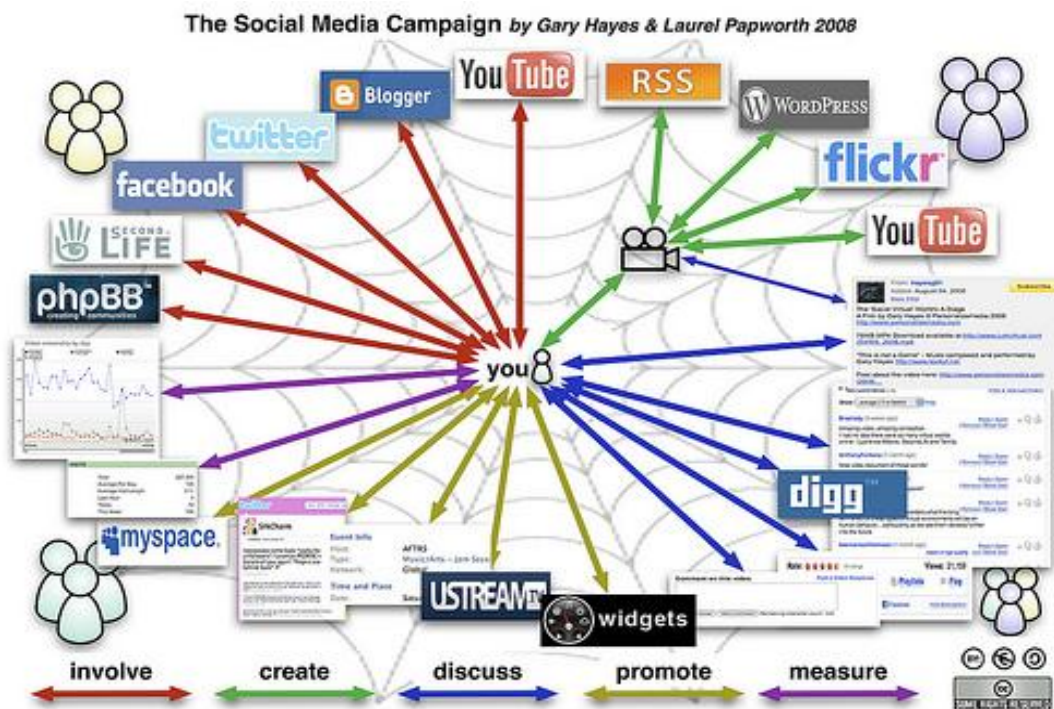


Figure 10 - Social media [26]

Social media marketing is the use of social bookmarking and social networking, generally speaking almost all the social media on the internet to expose a business, brand or specific products to potential customers with the intention to increase sales, notability and channels for people to reach the products and the brands. It is based on combination of many different

trends. Social media marketing became popular probably because of the uprising of the usage of the World Wide Web and the social media. [28]


Social media involves blogs, forums, social networks like Hi 5, Facebook, Twitter or MySpace and sharing web sites, like YouTube and Flickr. They may have started as fun diversions for the high tech crowd, but they are fast becoming co-opted by commercial entities and other large organizations. This is because they allow interaction within specific groups at a level which is not often achieved through other media. These sites present many opportunities such as advertising, recruiting and fostering internal communications. More than ever before, marketing tools are available for businesses. Networks like Facebook and Twitter are a good starting point for small businesses because they allow businesses to stay in touch with the costumers easily and they build business loyalty.

The most important is the presence extension of a business in the online environment, followed by a raise of traffic and new opportunities requests. The internet is a good way for companies to find new customers because it is a good way to market their products or services as it can reach millions of customers. Marketers never had an opportunity like this, where so much information is available about customers. They have a big opportunity to use these technologies to share the value of their products and services not with the general public, but with people who are very likely to be interested. For the company a big advantage of being relevant in social media is having a direct line of communication to the people who use the products. It affords the company the opportunity to ask questions and get answers. [11]

RSS and marketing

RSS existed before blogs, but RSS owes its expansion to blogs' popularity. Companies use RSS feeds to bring customers back to their blogs or web-sites. Users can subscribe to all blogs they are interested in and they can easily see all the latest entries by opening their RSS reader.

RSS feeds are a way to advertise. Companies can create RSS feeds to feed their customers new information and to attract new customers. Benefits and the features of the products or services and the updates of the existing ones can be content of RSS feeds, just as in an advertisement. Other interesting contents for RSS feeds are stories, testimonials, information about the company and its accomplishments and special deals. When owner publishes new content then he writes the title and the full content, a short description and the link to the blog entry encourage people to click it. By including links, companies can increase traffic in their blogs.

For example, Amazon offers RSS feeds for their "Bestsellers", "Hot New Releases", "Most Gifted", "Most Wished" and for "Movers & Shakers" lists. These feeds are updated as frequently as they are on their website. Users can subscribe to these by navigating to the list page that they are interested in and clicking on the subscription link next to the RSS Feed symbol ()

Amazon.com: Hot New Releases in Books (10 unread, 10 total)

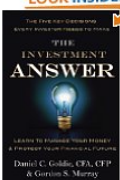
Read Delete Update View Search for mail

From	Subject	Published	Size	Labels
Amazon.com: Hot New Releases in Books	#1: The Investment Answer	Today 6:28:16 μμ	3,2 KB	No label
Amazon.com: Hot New Releases in Books	#2: Battle Hymn of the Tiger Mother	Today 6:28:16 μμ	3,0 KB	
Amazon.com: Hot New Releases in Books	#3: The Map: Finding the Magic and Meaning in the Story of Y...	Today 6:28:16 μμ	3,1 KB	
Amazon.com: Hot New Releases in Books	#4: One Thousand Gifts: A Dare to Live Fully Right Where You...	Today 6:28:16 μμ	3,1 KB	
Amazon.com: Hot New Releases in Books	#5: How to Write a Sentence: And How to Read One	Today 6:28:16 μμ	2,9 KB	
Amazon.com: Hot New Releases in Books	#6: The Hidden Reality: Parallel Universes and the Deep Laws ...	Today 6:28:16 μμ	3,1 KB	
Amazon.com: Hot New Releases in Books	#7: Sexy Forever: How to Fight Fat after Forty	Today 6:28:16 μμ	3,1 KB	
Amazon.com: Hot New Releases in Books	#8: We: How to Increase Performance and Profits through Fu...	Today 6:28:16 μμ	3,0 KB	
Amazon.com: Hot New Releases in Books	#9: Dead Reckoning (Sookie Stackhouse, Book 11)	Today 6:28:16 μμ	2,7 KB	
Amazon.com: Hot New Releases in Books	#10: Tick Tock (Michael Bennett)	Today 6:28:16 μμ	3,2 KB	

#1: The Investment Answer Τετάρτη, 26 Ιανουάριου

From Amazon.com: Hot New Releases in Books

LOOK INSIDE! [The Investment Answer](#)
by [Daniel C. Goldie](#), Gordon S. Murray
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Publication Date: January 25, 2011



Buy new: \$18.00 \$9.67
25 used & new from \$9.00

(Visit the [Hot New Releases in Books](#) list for authoritative information on this product's current rank.)

Figure 11 - RSS feeds of www.amazon.com

Whenever someone asks a question, the company can create an RSS feed with the answer because many other people may have the same questions.

Companies can go to RSS directory sites and register their feeds. RSS directories are websites that maintain lists of feeds. These collect the feeds not only by the registrations, but also by using programs to search for feeds. People can find the feeds that they are looking for in RSS directory sites and then visit the blogs. These people otherwise would not visit them. [3]

RSS feeds and e-mails

E-mail newsletters have some disadvantages. Many internet users do not sign up for the companies' newsletters because they already get too many e-mails. Sometimes the users who have signed up never see the newsletters because some of the e-mail is rejected as spam. Also, users do not have an easy way to find information from newsletter issues. E-mails can get lost in the shuffle of many other e-mails. People cannot realize easily that newer information from a company has arrived and look to older e-mails. Moreover, for companies creating newsletters and sending them out is time consuming.

A RSS feed does not have the problem of an e-mail and can bring users back to the company's site repeatedly. It does not end up in the spam folder. Users can choose exactly what they want to receive. Whenever users open their RSS readers, they can see the company's newest sale items. Another difference is the fact that the users do not have to read RSS. They can just skim through the titles. They do not have to worry about deleting an important article by making a mistake like in the case of an e-mail. Users are essentially in control.

Companies which want to send updates to their customers often, such as once a week or once a month, prefer RSS more than e-mail. On the other hand some companies may feel that they need to use e-mail because they depend on small sales to the general public.

If a company uses e-mail newsletters it does not mean that the RSS has to replace it. RSS can complement the newsletter so that the customers can choose between them. Some customers may prefer newsletters because they do not know what RSS is or how to use it. [3]

Facebook

Facebook is a free social network service launched in February 2004. Users can create a profile with their personal information, photos and videos, add other users as friends and communicate with them through private or public messages and a chat feature. It is a real-time communication channel for friends to communicate with each other. Also, users can join common interest user groups and fan pages. Everyone who is at least 13 years old can be a user. [12]

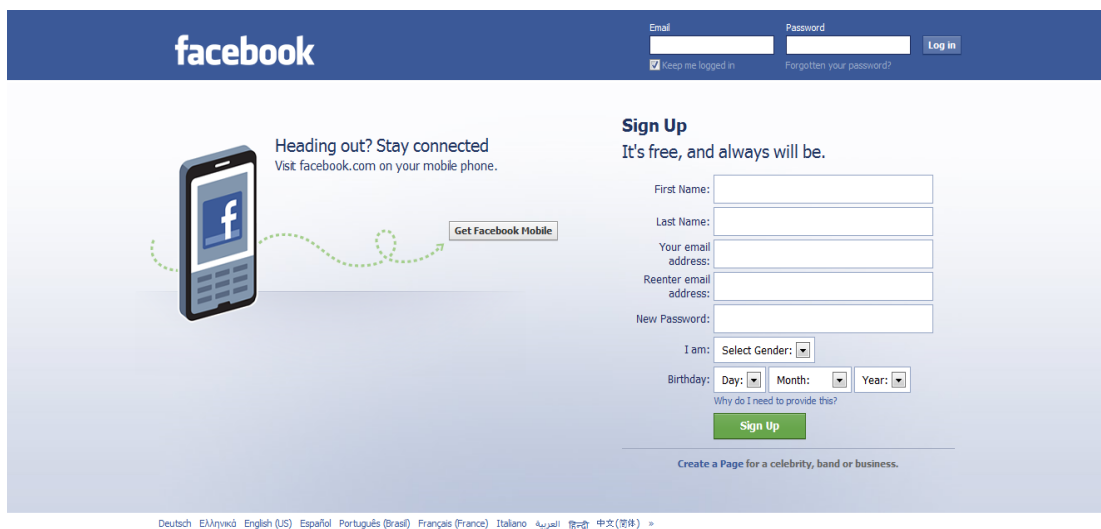


Figure 12 - registration page of Facebook

Facebook's popularity

Over the last few years, Facebook has shown the fastest growth. In eight months, Facebook went from 100 million to 200 million users. People spent 1.7 billion minutes in April of 2008 and in April of the next year they spent 13.9 billion minutes for a stunning annual growth rate of 699 percent. [13] Facebook has become the biggest social networking site. In January 3rd 2011 it was estimated to have 550 million unique monthly visitors. Most of them login almost every day. [8] It has clearly become a mainstream phenomenon as it reaches an estimated 29.9 percent of the global internet user community. [13]

Facebook marketing

If marketers use Facebook properly, they can have a new and exciting way to reach their customers. They can use Facebook to improve efficiency and in any customer or internal corporate communication. By using Facebook marketers can understand who their customers are and what they want or do not want from the company. Personas are a way to humanize a customer segment by making some generalized assumptions about how individuals in certain segments live, what they do, how they think, etc. Marketers first define the audience on which they are focusing their efforts. The next step for marketers is to determine what the goals and objectives are for their Facebook presence. After that, they

create a page, in which users can interact socially with other people who have similar interests. This provides the companies with a vehicle where the companies can directly market to a captive audience. The companies get traffic and attention from the customers.

For example, Threadless is nurturing her own audience (more than 234.000 Facebook users) in her fan page. It has created a place where people talk about the company's products and socialize. [13]



Figure 13 - Facebook fan page of Threadless

Facebook advertising

Facebook offers several options and features for marketing a product or company. One of the challenges with advertising on Facebook when the platform first introduced ads was the relatively low response rates from users. Although Facebook's pay-per-click model of advertising offers competitive rates, Facebook users have been consistently obstinate when it comes to responding to advertising on its profile pages. Marketers have plenty of options in Facebook advertising. As with most sites, the user can purchase standard IAB (Interactive Advertising Bureau) ad units across the Facebook.com domain. People who make ads on Facebook can expect a click-through rate of anywhere between 4 percent and 26 percent, according to Forester Research. Companies also have the option of creating Facebook Ads that are self-serve advertisements which allow users to make their own custom-designed ads on Facebook at low prices. Users have the option of creating Facebook Ads on either a cost-per-click (CPC) or cost-per-thousand (CPM) model.

Marketers can create an advertisement by going to <http://www.facebook.com/advertising> and click creates an advert. Then they can design their advertisement, while on the right side of the screen they can see how their ad will appear. There are firm limits. 25 characters are allowed for the title and 135 characters for the body text. After that they enter criteria of Facebook users that they would like to target for their advertisement and Facebook shows automatically the number of the users who may see the advertisement. They can set their daily budget and they can schedule their ad campaign. Facebook gives two options for payment, click-through advertising or impression-based advertising. After they pay for the ad, it is reviewed by Facebook personnel and if it is accepted it starts running automatically. [13]

2. Targeting Advert targeting FAQ

Location

Country: [?]

Everywhere
 By City [?]

Demographics

Age: [?] -

Require exact age match [?]

Gender: [?] All Men Women

Likes & interests

[?]

Advanced demographics

Birthday: Target people on their birthdays

Interested in: [?] All Men Women

Relationship: [?] All Single Engaged
 In a relationship Married

Languages: [?]

Education & work

Education: [?] All University Graduate
 At University
 Attended school

Estimated reach

14,232,960 people

■ who live in **Germany**

Figure 14 - Targeting in creating an Ad on Facebook

Fan pages-Groups

Today, Facebook fan pages and groups are preferred by marketers who want to establish a corporate presence on Facebook and keep consumers informed.

Groups are an effective opportunity for companies which want to communicate exclusively with premium customers, sales targets and so on. It is a mean to exclude certain Facebook users rather than including all who show interest as with a Facebook fan page. Group members can write on the group's wall and leave topics and posts on the discussion board. One advantage of groups is the feature that allows users to send out bulk invites. Users can create a group by going to www.facebook.com/grouphome.php and clicking the Create A Group button in the upper-right corner of the page.

Fan pages have many more options for customization and personalization. Like groups, fan pages have a wall and a discussion board but they can also contain Facebook applications, Flash and HTML code. Facebook fan pages are for real entities to broadcast great information to fans in an official, public manner. They can be enhanced with applications that help the entity communicate and engage with their fans and that capture new audiences virally through their fans' recommendations to their friends. Fan pages are visible for unregistered people, they can be indexed by search engines, they allow the inclusion of Facebook applications, they give the ability to create event listings and they give access to user and visitor statistics. The wall of a fan page can contain official announcements from the company, links and images which have been posted and comments from fans. Also, fan pages are built to be compatible with small businesses that need to promote themselves via social media. Third-party applications such as reviews, polls and others can extend the fan page to include more functions of interest to the business. [12]

Create a Page

Community Page
Generate support for your favourite cause or topic by creating a community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Page name:
(examples: Elect Jane Smith, Recycling)

[Create community Page](#)

Official Page
Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

Local business
 Brand, product or organisation
 Artist, band or public figure

Page name:
(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.
[Review the Facebook Terms](#)

[Create official Page](#)

Figure 15 - create a Facebook page

An ideal situation for companies that have a lot of web traffic to an official company home page, a blog, or a product page is to use fan boxes, because they allow page administrators to publish a summary of the fan page to a widget that can run on websites outside Facebook. It is important, because if the marketer is active and the company has enough fans, it shows that the brand is modern and makes the company more approachable and more personable.

Most companies opt to create a Facebook fan page while monitoring the activity of groups. In some situations marketers use a group and a fan page at the same time to communicate with segments of their audience. They may want on their fan page as many fans as they can get, but they may also have a group in which they invite specific fans to be part of an exclusive small community, to foster information sharing, product announcements and special events, only open to a select few. [13]

Facebook Insights

The most comprehensive set of internet marketing data that Facebook provides is a specific feature called Facebook Insights. Insights include a summary of the activity over the last week as measured by interactions, likes, comments and wall posts, the Post Quality metric, which is a measurement of how engaging posts are over the last seven days. It includes also a graph of interactions over time along with data on the demographics of fans that have interacted on the fan page and a chart of the total number of fans that the fan page had over time, along with demographics details on the fans as a group.

Facebook Insights is a privilege that only companies which use fan pages have. With the metrics that Facebook Insights provides, marketers can learn about their most active fans and all other visitors. They learn about who they are, where they live, their age groups and so on. [13]

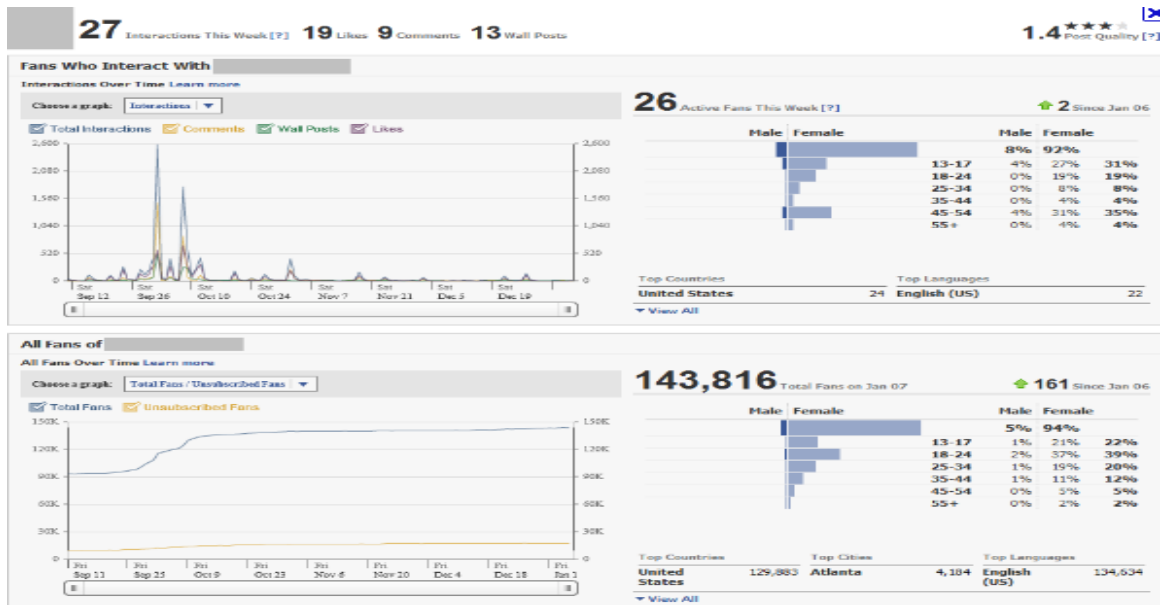


Figure 16 - Fan page's statistics in Facebook [55]

Twitter

Twitter is a real-time social networking and micro blogging service, launched in March 2006 that allows users to share 140-character messages (known as tweets) with other Twitter users (known as tweeps). Tweets can be viewed at any time by anyone with an internet connection. Twitter's public accessibility is an important difference from other social networking websites. Twitter allows users to *follow* other users' tweets. In every user's profile page there is a *follower count*, which is the number of people following someone and a *following count*, which is the number of people someone follows. Users can socialize with friends, customers, the media, companies and generally anyone with whom they might want to be in touch regularly. Some people use Twitter to find new friends easily or to connect with others who have similar interests and discuss the latest news and trends.

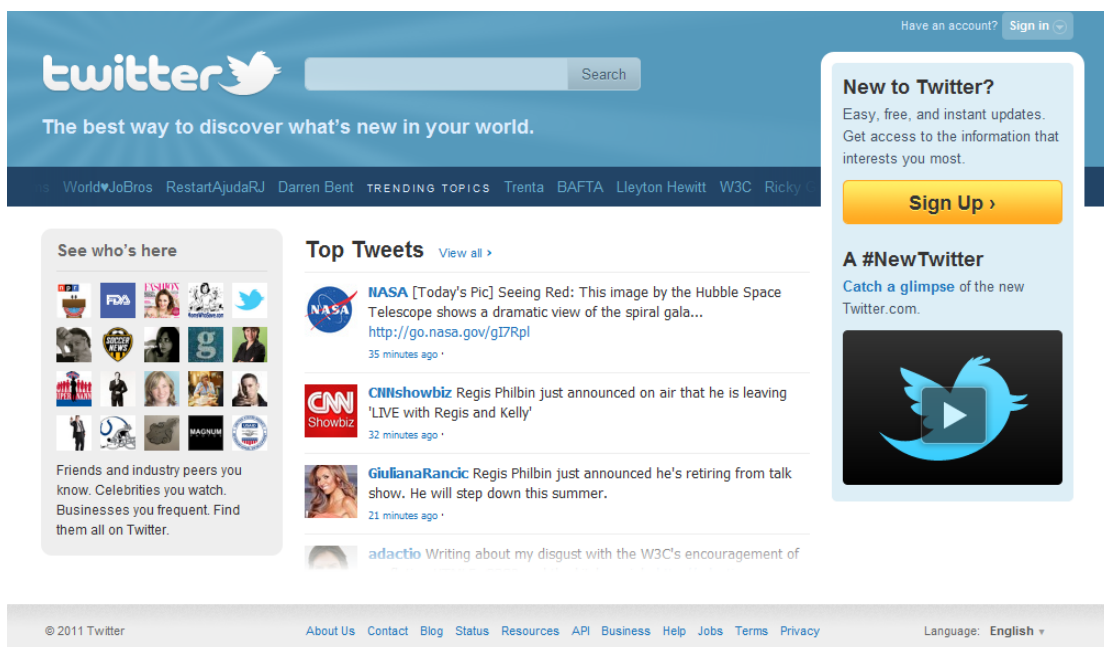


Figure 17 - main page of Twitter

Twitter's popularity

Twitter had a 1.382 percent growth rate between February 2008 and February 2009. It leaped from 475.000 to 7 million unique monthly visitors in the span of one year. Wikipedia has over three million articles which include Twitter. [14] It increased its users by 400 percent over the first few months of 2009. [13]

Twitter has become wildly popular in the mainstream media as many celebrities have become Twitter users. In April 2009 Oprah (@oprah) signed up for Twitter live on her show with the popular actor and producer Ashton Kutcher (@aplusk) in the role of guide. That brought 76.000 followers to her account within less than 15 minutes of her first tweet and may have brought more than one million new users to Twitter. [14].

In September 2010, there were 175 million users who had registered on Twitter and were making 95 million tweets per day. [15] In January 3rd 2011 it was estimated that Twitter has 89.8 million monthly visitors which ranks it as the third largest social network, behind Facebook and MySpace. [8]

Twitter marketing

Twitter is a very invaluable branding and business marketing tool because it has given the public unprecedented direct access to companies in a way that has not previously been seen. For companies it is a place for research, for customer service, for product promotion, to distribute news, to build customer loyalty and to get ideas.

Twitter enables unfettered and immediate direct access to the masses. Companies can have many followers by producing great content, by being engaged with their community and by seeking out those with like-minded interests. This kind of interaction will help to support their brand, as many consumers like to follow the companies that matter to them and connect with brands on a more personal level.

On Twitter a company's spokesman appears as an individual representing the company. Customers get to know the face behind the company, which can be very helpful in building a brand. Twitter makes it possible to monitor and measure what is being said about the companies in real time because most tweets do not have problem to tell what they like and do not like. On Twitter, brands and people intermingle, talk to each other in an open forum and build mutually beneficial relationships. In June 2009 a study found that 15 percent of marketers follow more than 2.000 Twitter users, while only 0.29 percent of the rest of the Twitter users follow more than 2.000 people. [14]

Small businesses

For many small or home-based companies marketing and business development is not easy, because they may not have big budgets to do national advertising or know how to market their business. Twitter is probably the most important marketing tool for small businesses because it gives everyone the chance to have an equal voice and the small business's owner can network to the degree that he feels comfortable. By using Twitter they can generate foot traffic and ultimately sales. According to Marketing Profs, a popular marketing resource site in May 2009, 84 percent of primarily small businesses expected their use of Twitter to

increase over the next six months and 46 percent expected this increase to be significant and 41 percent of them say that Twitter is more valuable for their businesses than Facebook.

Wendy's Piersall Company became company because of Twitter. In 2006 she began a blog as hobby, named eMoms at Home. In March 2007 she joined Twitter and she built a Twitter community, which was teaching others how to run home-made businesses. Her community found success grew and attracted people who wanted to do the same and two years later she renamed her company into Sparkplugging (www.sparkplugging.com). [14]



Figure 18 - sparkplugging website

Local businesses

Local businesses such as real estate agents and restaurants have benefited very much from Twitter. By using tools such as TwitterSearch, TwitterLocal and LocalTweeps (that help users find other users in their area local) businesses can find Twitter users to whom they can market, with big precision.

1st Mariner Bank (www.1stmarinerbank.com) is a local community bank which used Twitter to connect with consumers in their area and to promote local events. In January 2009 they opened a Twitter account (@1stMarinerBank) and started by following other local businesses and connecting with them. The adoption of Twitter was very successful for the bank as it connected positively to the community and could directly tie new banking relationships and many issue resolutions to its Twitter account. [14]

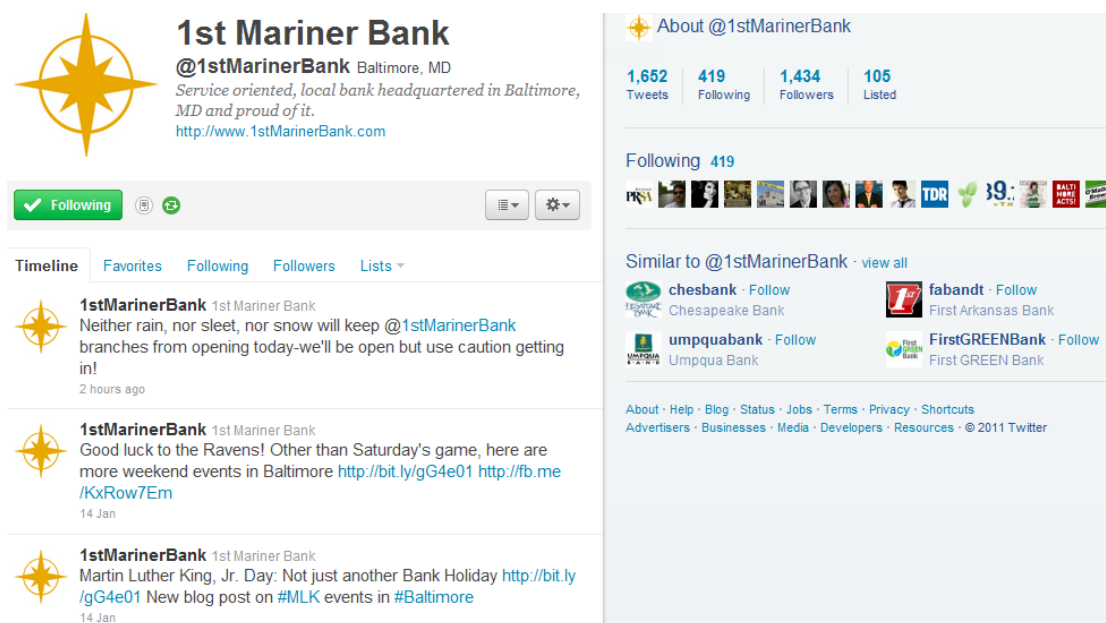


Figure 19 - Twitter account of 1th Mariner Bank

Account creating

To create a Twitter account is free and easy. An account can be created by going to (<http://twitter.com>) and click the “Sign Up” button. Companies usually use the name of the company for their account name. In the “More Info” URL field companies enter the URL of the company’s website, blog or Facebook account. In the “One-Line Bio” field companies can tell something about themselves. For image pictures usually brands display logos or other branded images. Companies can change the look of their Twitter page, as they can incorporate their branding or marketing message into their profile by changing the background. Also, in their background they can have their contact information, additional details about the company and photos of the business.

For some businesses one single account suffices. Some other businesses create multiple accounts. Sometimes this is a necessity for companies which want to have one Twitter account solely for customer service and another for official company news and for corporations that want to segregate Twitter efforts by department or region. [14]

Example: CakeMail

CakeMail is a small startup e-mail marketing platform which wanted to promote an open API solution to agencies and web developers. In July 2008 the company started to run three Twitter accounts for the brand (@cacemail), the CEO (cacemail_ceo) and the sales director (@stevesmith_cake).

For the brand account they used Twitter search tools to find targets and started following them and they used the account to promote blog posts and to field general questions. The company used an introductory messages policy for all branded account followers. The tweets were being kept discreet and informative. The accounts of the CEO and the sales director were used for exchanges with the developer community, such as offering and soliciting advice.

It is estimated by CakeMail that at least five percent of its business is owed to the use of Twitter. [14]

Example: JetBlue

In summer of 2009, JetBlue’s Airways flat-fee “All You Can Jet Pass” offer was spread rapidly on and offline by a single tweet. The press received the offer and soon it was all over the media, so the offer sold out 36 hours earlier than the date it was to end. Obviously, Twitter can not only generate brand sales but also feed them.

Also, the airline industry uses Twitter to inform its 175.550 followers for the instant flight update and the last-minute flight deals to fill seats, which are called by JetBlue “Cheeps”. [14]



Figure 20 - "Cheeps" in JetBlue's Twitter account

Blog marketing

For companies, blogging is a marketing technique with which they can interact directly with the customers one-to-one. It is a way to spread the word about what the company has to offer to its customers and to gain immediate feedback.

Businesses of all stripes use the revolutionary power of blogs to create positive experiences with their customers which can change the way that customers view the company. The more a company values its customers, the more positive experiences are increasing and the more successful the business will be because a happy customer will bring more customers to the company by sharing the experiences with friends and associates. By this way the brand is extended. Blogs are an effectively form of free advertising that the customers want because every reader is reading the blog and interacting with it by choice. This powerful way of communication can build trust and creates customer evangelists who love the company and its products. Passionate company evangelists are a powerful marketing tool because they can inform and empower other customers to carry the brand's message to others. [16]

Example: Microsoft

Microsoft launched a blog, named Channel 9 (<http://channel9.msdn.com>), to influence developers. Channel 9 gave a true inside look at the company through daily video profiles of important figures in each product group. The response to this blog surprised Microsoft as the blog community grew to more than 53.000 members and it is one of the largest developer communities. [16]

Example: Stonyfield Farm

Even for small companies, creating a blog can have a huge effect on company's profile and the way customers think about the company and its products.

Stonyfield Farm (<http://stonyfield.typepad.com/bovine>) is a yogurt company which began blogging in April 2004. Stonyfield provides five blogs. Some are targeted at farmers and some at parenting and health living. The company focused on healthy living, the environment and family values which make an extra cost per purchase. The views of the blog are more than 191.000. [16]



Figure 21 - Stonyfield's blog

Example: General Motors

General Motors (<http://fastlane.gmblogs.com>) started blogging in January 2005, allowing customers to engage with the company directly about products and services. In five months the blog became very popular, as it was one of the most important unfiltered voices on the Internet because the company expressed itself through the blog and the customers learned that their voices were heard. Nowadays it has more than 3.600 users. The team behind the blog and hundreds of car enthusiasts with their posts and comments create a passionate community. [16]

Example: English Cut

Some companies, such as English Cut, use blogs only for marketing. Thomas Mahon is one of the most well publicized tailors thanks to his blog (<http://www.englishcut.com>). The blog talks about how Mahon's very expensive custom-made suits are made. The blog gives not only precious information, but also gives away suits occasionally. Readers can say that Mahon loves tailor's craft that is why the blog keeps their interest. [16]



Figure 22 - English Cut's blog

2010 social media marketing industry report

A marketing industry report about how marketers are using social media to grow their businesses was made by Michael A. Stelzer, founder of www.SocialMediaExaminer.com in April of 2010.

According to the research, 91% of marketers were using social media for marketing purposes. A significant 65% of marketers have just started or have been using social media for only a few months. Also, a significant 76% of marketers are spending at least 4 hours every week for social media marketing.

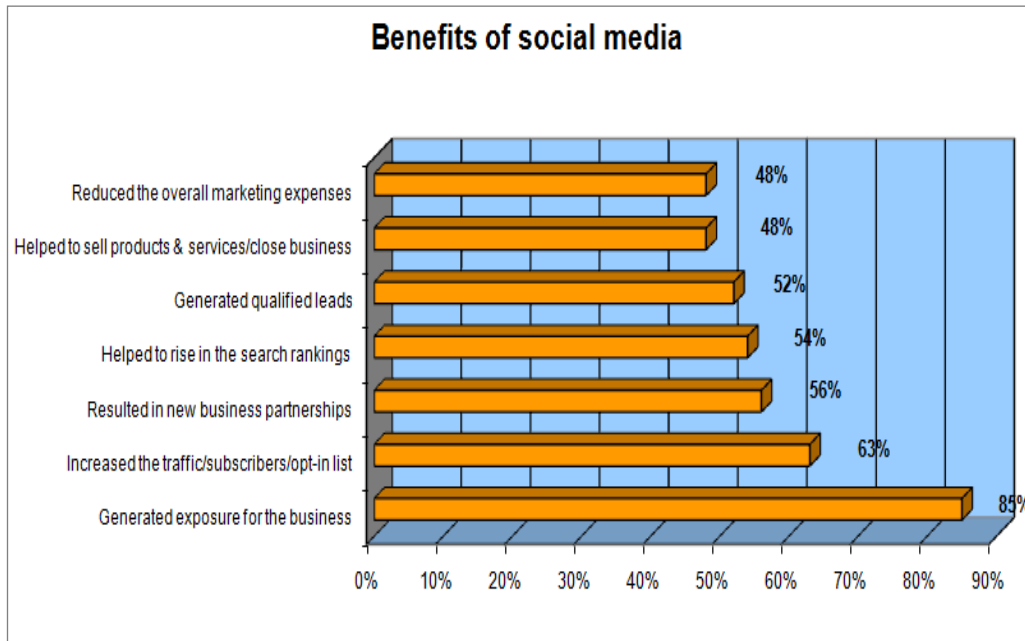


Figure 23 - Benefits of social media [17]

The number-one benefit is the generated exposure for the business. More than half of marketers believe that one of the benefits of social media marketing is a rise in search engine rankings and more than half of marketers found social media generated qualified leads.

73.8% of marketers who have been using social media for years report it has helped them to close business. 78% or more of marketers indicated the use of social media for marketing increased exposure for their business. At least 2 out of 3 marketers that took part in the research found that spending as little as 6 hours for social media marketing increased traffic.

Twitter, Facebook, LinkedIn and blogs are the tools that marketers use mostly. Twitter is used by 96% of marketers who have been using social media for years and Facebook 91%. At least, 67% of marketers plan on increasing their use of blogs, Facebook, YouTube, Twitter and LinkedIn. Facebook is the winner. By using it marketers feel that they can achieve substantial results. Only 4% of marketers do not plan to use Facebook. A significant 73% of marketers plan on increasing their YouTube or video marketing. 71% of marketers plan on increasing their use of Twitter to further their marketing objectives. [17]

2008 Cone Business in Social Media Study

The 2008 Cone Business in Social Media Study was conducted in September 2008 by the Opinion Research Corporation. It was an on-line survey among 1,092 American adults, 525 men and 567 women.

According to the survey, American social media users believe that companies should:

- Have a presence in social media (93%)
- Not only have a presence but also interact with customers via social media (85%)
- Use social networks to solve their problems (43%)
- Solicit feedback on their products and services (41%)
- Develop new ways for consumers to interact with their brand (37%)
- Market to consumers (25%) [18]

4 Knowledge management

4.1 Knowledge management (KM) definition

Knowledge management is the creation, storage and collaborative sharing of employee information within the business environment. Through sharing and collaboration, an organization's efficiency, productivity and profitability is enhanced. Knowledge management is supported by advanced Information Technology tools and methods. [60]

4.2 Knowledge management 2.0

Knowledge management 2.0 is the change of technology-centric knowledge management into people-centric where companies use Web 2.0 tools like wikis, blogs, social networks etc. to communicate with customers, partners and to collaborate internally. [19]

The web and company intranets have boosted the potential for electronic knowledge acquisition and sharing. The technology has been used to facilitate electronic knowledge sharing and reuse for customer relationship management and knowledge management in virtual organizations. [56]

4.2.1 Enterprise knowledge management

The goal of enterprise knowledge management is the extraction of value from knowledge-based assets and in particular from assets based on tacit knowledge. Tacit knowledge does not reside in web pages, FAQs², or enterprise content management systems. Rather, it resides in individuals or communities and it brings value when made available to other individuals or communities. Therefore, knowledge management is fundamentally concerned with the networks that exist within and among corporations. So the question is how the structures and tools of social networks can be applied to solve real problems in the domain of knowledge management.

The abstract network of interest in the field of knowledge management contains multiple entity types including at the very least web pages, e-mails, documents, organizations, communities, domains of knowledge or expertise and people. The relationships between these nodes may represent acquaintance, membership, organizational hierarchy, geographic proximity, etc.

There are fundamental procedural questions of interest to the knowledge management community that require understanding of the relevant networks and that have no satisfactory answers to date:

- How does a corporation share knowledge effectively and what quantitative measures does it capture?
- How can the impact of a particular knowledge management approach be measured?
- How can the influence of knowledge on traditional measurable performance variables be gauged? [57]

4.2.2 Wikis for knowledge management

Although wikis they were first intended for software development. Nowadays they can be used for a variety of knowledge management applications.

² Frequently Asked Questions

168 corporate wiki users were surveyed by Majchrzak, Wagner and Yates to understand how and why wikis are used. According to this survey, most of the wikis are used for knowledge management in software development, project management, technical support, sales and marketing and research and development areas. There are three benefits from the use of wikis. The first is that it makes their work easier. The second is that it supports collaboration and improves processes and the third is that it enhances their reputation. Wiki contributions are categorized in three main categories. The first category is *adding content to existing or new pages*, the second is *organizing and rewriting existing content* and the third is *adding comments and making corrections*. [19]

4.2.3 Internal social networks

The figure below shows a partial view of a social network inside a company. It is basically a system that receives documents from the users and has a set of recommender systems for delivering relevant information to the users. The social network is built by analyzing the personal web pages. However, resources like report or document authorship, participation in projects, hierarchical structure if the company or organization, sharing of virtual recourses such as newsgroups and IRC channels might be used as well. [57]

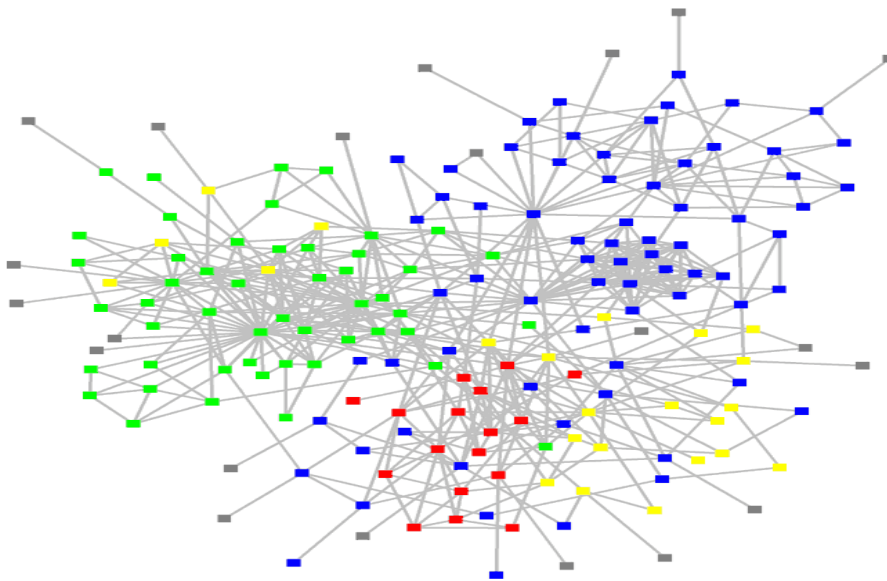


Figure 24- This figure shows a partial view of the undirected social network. [58]

4.2.4 Blogs for knowledge management

Blogs offer to business executives new opportunities for communication and exchange of views even if they are not in the same physical space. The cooperation through blogs does not only strengthen the connections between them but it also has practical outcomes in resolving various issues. [61]

4.2.5 Examples

The company IBM encourages their employees to share their knowledge with others and uses blogs and wikis successfully (<http://ibm.com/developerworks/community>) as 50 percent of the employees wrote more than 143.000 entries in 8.800 wikis and 15 percent of IBM's employees run their own internal or public blog.

In 2006, IBM organized the biggest collaborative online brainstorming session, called InnovationJam (www.collaborationjam.com) where more than 150.000 employees, customers and business partners of IBM were discussing about IBM Work experiences and practical solutions for everyday changes in online forums for three days.

The German company Synaxon AG collects enterprise knowledge, such as the documentation of all projects and the explanation of technical terms in wikis with more than 5.200 entries (www.soc.wiki.synaxon.de). Company's employees give feedback and staff can make suggestion for improvements. Additionally, Synaxon uses blogs (<http://blog.synaxon.de>) and a social network (<http://synaxon.ning.com>).



Figure 25 - Wiki of Synaxon [27]

The software company Serena encourages their employees to use social software tools like Facebook to get to know each other and collaborate. Internal Facebook groups were built for communication between Serena's employees, where only employees can share information and exchange documents. [19]

4.2.6 Success factors in Knowledge Management 2.0

Compared with traditional knowledge management system, companies that use the new possibilities of Web 2.0 tools in knowledge management can be benefited more. There are four groups of success factors for companies that use knowledge management 2.0. These groups are: *individual aspects*, *technical support*, *organizational context* and *management support*.

1) Individual aspects: how much employees contribute with their knowledge. If employees take part voluntarily because they have a strong motivation to use knowledge management 2.0, they will persuade other employees. It is important individuals to be motivated to have

trust and to know how useful the use of knowledge management 2.0 is. The number of active participants divided with the number of employees participating in knowledge management is the rate of knowledge management activity.

2) Technical factors: ease of use, usability and functionality are important. A wiki has to stay useable over the years. For this reason it has to be administrated regularly. If the wiki syntax is not simple and if it is not easy to find the right information in them, employees will not easily adopt them.

If employees use Web 2.0 tools in their leisure activities, such as social networks to connect with friends, blogs to express their opinion about interesting topics or Wikipedia to find and share information, they will be likely to use them in their work as well, because it is easier for them to use these than learn how to use new software tools.

3) Organizational context: It is very important the company management to encourage knowledge exchange between employees. By this way they are willing to give their knowledge in order to become an expert. Also, the management should give them many opportunities and plenty of time to connect and communicate.

4) Management support: is related to the organizational context and culture. Employees are encouraged to blog by corporate executives because they believe that the employees can create relationships with other employees and customers. [19]

5 Research

5.1 Aim of the Research

The aim of the research is, whether the company “Adam Opel AG” has integrated Web 2.0 tools in its German website and how they are differentiated between Germany and Greece?

The above aim is formulated in the following research questions:

- How much is the Opel integrated into social media in comparison with other German car manufacturers?
- How is the usage of Web 2.0 tools of the Opel differentiated between the countries Germany and Greece?

5.2 Methodology

The methodology that was used for the collection of data in order to prove or to dispute is the analysis of a case (case study). Case study is a tool of the qualitative research. The term qualitative method means the measurement and recording of variables whose values are not numbers. For example: the sex, the team of blood etc. [46]

Through qualitative research, data were collected which describe problems and concepts from the lives of people. The data can come from interviews, observations, participant observation, histories, interactions, case studies, personal experiences, life stories, files analysis, visual material and endoscopies.

Qualitative research has two main unique features. The first is that the researcher is the mean by which the research is carried out and the second is that the main purpose of the research is to explore some aspects of the social system which is studied. Both of these features are integral parts of the process and they consider the researcher as the one that structures the knowledge and not as simple receiver of this. The researcher collects data which he translates and interprets through analysis of information. This information, when they are implemented and used repeatedly in practice in different social situations, becomes knowledge. [47]

The methodology of a case study is based on only one case and the researcher tries to understand it and to describe it as better as he can. A case study is an intensive study of a specific individual or specific context. A key strength of the case study method involves using multiple sources and techniques in the data gathering process. The researcher determines in advance what evidence to gather and what analysis techniques to use with the data to answer the research questions. The collected data are usually largely qualitative, but it may also be quantitative. The tools to collect data may include surveys, interviews, documentation review, observation and even the collection of physical artifacts. [48]

It is possible in a case study to begin a data collection method and gradually change the method or to add other methods. The use of several methods for collecting data for a phenomenon can enhance the validity of the findings of a case study, through a process called “*triangulation*”. Through the triangulation the reliability of the sources, the information, the evidence and the general validity of the data are ensured. All major research methods (quantitative and qualitative) can be used in a case study (*Statistical techniques, sampling, testing and self-reports, questionnaires, structured interviews, observation and*

analysis content). The last five methods are used mostly in case studies. However, the interview and the analysis of the content of information sources have the highest frequency. [52]

5.3 Tools for data collection

The research methodology includes a number of quantitative and qualitative research tools. The qualitative and quantitative approaches have many in common. Both are trying to gather accurate information about social phenomena, but they have also differences regarding the type of information and the way to collect them. In the research were used: 1) Semi-structured interview-based on questionnaire, 2) Open interview. (Appendix for interview questions)

5.4 Method of data collection

For the data collection, it has been used the method of *semi-structured interview based on questionnaire, open interview and analysis of the content*. More specifically, about the interview, open and closed questions, multiple choice questions and questions of range were addressed to the respondent.

The interview method is based on interaction and communication between persons led by researcher or questioner aiming to get information related to the subject of the research. [50] The interviews are divided into structured, unstructured, direct or indirect, repeated and in-depth. In structured interviews it is asked by the respondent to answer to predetermined questions which have a specific content. On unstructured interviews a discussion takes place that is free regarding the nature of the discussion, the subject and the level of the questions. At the direct and indirect interviews the segregation which is made by the researcher and therefore by the respondent is important and it refers to the purpose of the interview.

Repeated interviews are usually carried out in groups of people and are called "Panels". They are called like this because they need to be repeated several times until the researcher collects data and comes to the conclusions. The persons who are selected have some commons which are either social or financial characteristics. The direct interview is presented as in-depth interview. The in-depth interview refers to a set of general questions on issues that the researcher has defaulted, but they are not in a specific order. The respondent has the "leading" role and the researcher can only help and guide the discussion discreetly.

Also, the interviews have disadvantages with which the researcher must be able to cope. One of the major disadvantages is the risk of last-minute questions from the researcher, resulting inaccurate or misleading information. The researcher should always consider the impact of his behavior which can take him away more or less from his subject.

Content analysis is a research tool focused on the actual content and internal features of media. It is used as a standard method which leads to a systematic codification of written and spoken language and therefore corresponds to the quantification of the responses to open questions of the questionnaires and the content of non-standardized interviews. [51] There are two general categories of content analysis: conceptual analysis and relational analysis. Conceptual analysis can be thought of as establishing the existence and frequency of concepts in a text. Relational analysis builds on conceptual analysis by examining the relationships among concepts in a text.

Content analysis offers several advantages to researchers who consider using it. In particular, content analysis looks directly at communication via texts or transcripts and hence gets at the central aspect of social interaction. Content analysis also can allow for both quantitative and qualitative operations. Another advantage of content analysis is that it is an unobtrusive mean of analyzing interactions and when it is done well it is considered as a relatively "exact" research method.

However, content analysis has also some disadvantages. A disadvantage of content analysis is that it can be difficult to automate or computerize. Also, often the content analysis can be extremely time-consuming. Another disadvantage is that content analysis is a subject to increase error, particularly when relational analysis is used to attain a higher level of interpretation. [65]

5.5 Data processing

The processing of the data had been done by the use of the methodology of triangulation in relation to data collection. In other words, the data were collected by the usage of three mainly methods (*questionnaire*, *interview* and *analysis of the content*) which are referring to the same aspect of the researching phenomenon which is formulated already by the research questions. The comparison of the data which are collected by the different methods gives the ability to the researcher to check the validity of the research.

5.6 Opel Research I – Opel in web 2.0

5.6.1 RSS

All of the websites and blogs of Opel have RSS feeds. The RSS feeds of the blogs are the new articles of the blogs and the RSS feeds of the webpages are the new articles of the webpages. This means that the RSS feeds of Opel are about news about the company's products and generally news about Opel. All of the feeds have a title, a small text that describes the content of the article and the link to the website or blog where the article is written. People can subscribe to the websites and blogs of Opel that they are interested in.

When Opel makes a new feed in the blogs or websites, the people who have subscribed to them get it in their RSS reader exactly the same time that Opel publish it. So, they do not need to visit the websites and the blogs to see if they are updated or if they have new interesting for them content. They get informed about Opel's last news whenever they open their RSS reader. Opel makes new RSS feeds very often, sometimes every day. If someone had subscribed to the RSS of the German website in March 13th 2011 then the same time he got in his RSS reader 48 feeds from Opel in German language.

Von	Betreff	Veröffentlicht	Größe	Labels
GM Medi...	Gemacht für den Motorsport: 30 Jahre Opel Manta 400	Freitag 00:00:00	1,9 KB	Kein Label
GM Medi...	GM Announces CFO Transition	Donnerstag 00:00:00	1,8 KB	
GM Medi...	Opel präsentiert Europa-Tournee von Katie Melua	Dienstag 00:00:00	1,7 KB	
GM Medi...	Opel Magazin als „Opel iMag“ digital auf dem iPad erleben	07.03.2011	1,7 KB	
GM Medi...	„Erfolg hat einen einfachen Grund: Unsere Fahrzeuge“	01.03.2011	1,8 KB	
GM Medi...	Opel definiert Mobilität neu: Vom Ampera zum Zafira Tour...	01.03.2011	1,7 KB	
GM Medi...	Weltpremiere: Opel Zafira Tourer Concept, die Lounge auf ...	25.02.2011	1,8 KB	
GM Medi...	Opel bestätigt Produktion des neuen Cabrios	25.02.2011	1,8 KB	
GM Medi...	Vor 100 Jahren: Opel geht in die Luft	18.02.2011	1,7 KB	
GM Medi...	Serienversion des Opel Ampera: Weltpremiere auf Genfer ...	17.02.2011	1,9 KB	
GM Medi...	Dynamisches Crossover-Modell mit zahlreichen Neuerungen	15.02.2011	1,8 KB	
GM Medi...	Project Earth: Prominente loben Opel-Initiative	15.02.2011	1,8 KB	
GM Medi...	Opel ruft „Project Earth“ auf Cinema for Peace-Gala ins Leb...	14.02.2011	1,8 KB	
GM Medi...	Mit dem Opel Ampera emissionsfrei auf Ganovenjagd	14.02.2011	1,8 KB	

Gemacht für den Motorsport: 30 Jahre Opel Manta 400 Freitag, 11. März 2011 00:00:00

Von [GM Media News](#)

Rüsselsheim. Auf dem Genfer Automobilsalon 1981 präsentiert Opel das neue Modell für den Motorsport, den Manta 400 ...

Zum Beitrag:

- http://media.gm.com/content/media/de/de/news/news_detail.html/content/Pages/news/de/de/2011/OPEL/03_11_30_jahre_opel_manta

Figure 26 - RSS feeds on the German website of Opel

5.6.2 Podcasting

Opel has a website whose name is opel.tv (www.opel.tv). In this website there are two tabs: “VIDEO” and “AUDIO”. The “VIDEO” tab provides video podcasts and the “AUDIO” tab provides audio podcasts.

There are 261 video podcasts ordered in 12 categories. For example, there exist the categories products, events, trailers, etc. Either they are in English language or nobody speaks through the video and they have only music. People can see which of the video podcasts have only music and which are in English language because the video podcasts that are in English language have the flag of Great Britain on them.

There are also 15 audio podcasts. The content of these audio files consists of interviews of Opel experts about Opel’s products. Three of them are in German language, eight in English language and four in Spanish language.

Opel uploads new video podcasts, almost every week. People can watch or listen to the podcasts while they are in this website or they can download the podcasts on their computer while they are connected to the internet and watch or listen to them from their computer or other devices like MP3 players or their mobile phones whenever they want, even if they are not connected to the internet. People can publish the podcasts that they like in their personal accounts in social networks or blogs and by this way they can share them with their friends or people who have the same interests. (In this case one of the interests can be the cars.)

5.6.3 Blogs

Opel provides eight different blogs for cars and other information. Five of these blogs are no longer up to date and their information is old.

In the blogs supervisors, designers, experts or developers post information about new products, new developments and techniques. The blog entries are easy and interesting written with a lot of high quality pictures about Opel’s products, so that the readers become affected and interested in these. Users and customers can comment all entries and get feedback from the blog members. The provided materials are exclusive.

The supervisors urge the customers to feel free to leave comments and make questions. The comments and the feedback help Opel to get information about the wishes of the users of their products and of the consumers. Opel gets a view about things that people like or do not

like. They also get proposals and new ideas from them. It is very simple for the subscribers to leave a comment; they just have to write a name and their e-mail (in some blogs the e-mail is optional).

Every blog entry gives the possibility to the users to publish the entry on his personal account. Therefore a user only have to click a small button to post the blog entry on Facebook, Twitter, MySpace, etc. or send it by e-mail to a friend. Opel provides, believe it or not, 343 different ways to publish the blog entry. This provision is a great option and chance for marketing. Users which trust each other tell other users about interesting things they found on Opel's website. So Opel becomes more and more famous. This kind of marketing is called viral marketing. The big advantage of this kind of marketing is that it is free for 100% for Opel.

Some of the blogs are connected with Twitter, YouTube and Flickr. That means that people can read the last news, watch Opel videos and see Opel pictures without changing website. This connection of different social networks into the blogs is very comfortable and helpful for the users.

Tags are an important instrument to make the content clear and bring it into structure. Visitors can filter the content into their field of interest. In all blogs there is a tag cloud included. A tag cloud is a collection of important keywords. By clicking one of the tags all articles which belong to this tag will be showed. The more important a tag is, the bigger it appears into the tag cloud.



Figure 27 - Banner of Opel blogs [29]

These are the three blogs which are still active and which provide the newest updates of information: "Opel Astra Blog", "Opel Ampera Blog" and "Behind the Scene"

Opel Astra Blog

www.astra-blog.com

The Astra blog is not only about the Opel Astra family. It is like a diary for new models or case studies of Opel. The name "Das Opel Entwickler-Tagebuch" [35] (in English: the diary of Opel's developers) shows that the blog is built like a diary. It opens a view behind the scene which people normally does not see. Next to the presentation of articles about Opel Astra this blog provides information about other projects from other co-workers.

The Astra blog started in March of 2009. It has many different categories. These categories include design, development, marketing, Technique, tests or videos. Currently there exist 116 articles which are written by 13 bloggers of Opel. (March 03, 2011) These people come from all fields of departments. The blog is written only in German language.

Opel Ampera Blog

www.opel-ampera.com

The Opel Ampera Blog is a blog for the new electric car of Opel. In this blog Opel introduce consumers to all aspects of the Ampera. Its language is English because for Opel it is important to do global marketing especially for this car because it is a new invention which shows that Opel investigates also in new developments.

The blog is new because the car Opel Ampera is new. (March 03, 2011) It has six articles which are categorized in four categories which are development, engineering, general and Q & A. The first article was published in February 03, 2011. The articles are written by the assistant vehicle chief engineer of Opel and by a member of the management board. The blog is in English language.

Behind the Scene

opel.posterous.com

The Opel Behind the Scenes is a blog that offers the customers real-time updates from Opel and Vauxhall auto shows and events across Europe.

The blog started in February 25, 2010 and it is often updated with new articles. For this reason it has 23 pages. The articles are written by four contributors. The blog is in English language.

Opel Meriva Blog

www.meriva-blog.de

The Opel Meriva Blog is a blog for the Opel Meriva B car. The Meriva B is the first (and only) car in the MPV class (Minivan type) to have hinged on the trailing edge rear doors, which Opel call 'FlexDoors'. The blog was doing marketing for this model not only when the model came into production and consumers could buy it but also five months before the car came into production. The blog started in January of 2010 and the Opel Meriva B came into production in June of 2010.

The Meriva's blog was completed in February 17, 2011 after thirteen months since it started. It had nine bloggers who made 61 posts. The comments to these posts are nearly 1.000. The posts are categorized in eight categories. One of them is "marketing". The blog is in German language.

Opel Insignia Blog

www.insignia-blog.de

The description of the blog says that the test engineers are not allowed to speak about their findings, feelings and impressions about their projects. They were not allowed to publish information, especially on the internet. For the new Opel Insignia (the seventh model) two engineers talk about their everyday life in their work. These engineers are especially interested in the reactions and in the questions from "outside" about Insignia development.

The last blog update of the blog for Opel Insignia was made in March of 2009. The blog started in April of 2008. There were 77 stories made by the bloggers with 180 images and videos. The discussions were growing fast and becoming big. These were about test drives of the new Insignia in Dolomites, in England and in Sweden and about intelligent lights, intelligent warning sounds, colors and shapes of cars. The comments in the Opel Insignia blog are over 3.000. The blog is in German language.

OPC Racecamp Blog

www.opc-blog.de

The OPC (Opel Performance Center) Racecamp Blog is a blog about the Opel Racecamp and they are searching eight people for the “24 hour race” in the Nordschleife (Nürburgring, Germany). The blog shows pictures of the training but it provides also background knowledge about technique. The main intention of the blog is to give an impression about the races and the casting. It is not a blog about Opel products like the others, but it is a good advertisement for Opel because the blog readers sympathize with Opel.

The blog started in January of 2007 and the last article was made in May of 2010. The 272 articles of the blog are categorized in 15 categories. There are 32 articles about pictures, 7 about videos and one article about a podcast for the OPC Racecamp which people can download. The blog is in German language.

Astra Sommertour 2007

opelsommertour.trnd.com/category/allgemeines

This blog was made for the cars, Opel Astra TwinTop and Opel Astra GTC. Opel made a tour to present the two cars in Germany. The blog provides information about when which car will be in which city. People who wanted to test these cars had their chance in one of the cities where the cars stopped. Some of these people made blog entries about their experiences. The most important fact for this blog is that all entries about tests with their text, pictures and videos were made by amateurs. More than 30 people wrote about their experiences with the cars.



Figure 28 - Sommertour 2007 [30]

There were 247 articles made, between June of 2007 and May of 2008. The blog is in German language.

Corsa Blog

derneueopelcorsa.trnd.com

This blog is for the new Opel Corsa. In the introduction of the blog Opel says that this blog is for marketing, especially open source marketing. That means that customers and people who are interested take part in the blog. The difference between the Opel Corsa blog and the Astra Blog is that the Corsa Blog is only about the Opel Corsa car marketing. Also, in this blog Opel made a contest in which people should make a video clip that presents the new Opel Corsa. The best ten clips won a t-shirt and the winner got a video camera and an i-pod or a navigation system.

The Opel Corsa blog was being updated for five months, from June until October of 2006. There were 68 articles made. The blog is in German language.

5.6.4 Facebook

Opel is also included into the biggest community in the world, Facebook. So, Opel has many official Facebook pages. There exists one big international “main page” for Opel. The other pages are specific pages for some countries. For example these pages are for Opel Germany, Opel Italy, etc. Two of the official pages of Opel are different. These two pages are for the Opel Ampera and the Opel Project Earth and they are in English language.

In the “Info” of the pages, Opel provides basic information about Opel, about what they do and about websites and links where more information can be found.

In Facebook people can show to their friends that they like a page. In the case of Opel it is great viral marketing because the pages become more and more famous. Viral marketing is marketing which uses social networks and Medias to get attention with information and background messages. This marketing is equal with the word of mouth method. The users trade the information for the company, in this case Opel. The big advantage is that this kind of marketing cost no money. The use of Facebook, Twitter, etc. is for free.

If a person “likes” a page of Opel and Opel publish new entries on the pages, then this information appears on the person’s Facebook news feed. So the subscribers become informed daily without looking on the Facebook pages of Opel.

People can make comments in the posts of Opel and give their opinion about the published information. They can also make their own posts on the “walls” of the pages. These posts can be pictures, videos, links, questions or general thoughts about Opel’s products. This is important feedback for Opel. Opel gets an impression about what customers like and do not like. The comments of people can be evaluated by Opel’s managers.

Opel International

www.facebook.com/Opel

This is the page of Opel which has the most fans. In March 8th 2011 there were more than 66.000 persons who liked this page.

There is a big gallery with 4.700 uploaded photos. There are also 62 uploaded videos. In the “discussions” people can read many discussions about Opel and its products take part in them or start a new topic. The topics are more than 50.



Figure 29 - Profile picture of Opel in Facebook [31]

In the “About” tab Opel says that it uses Facebook to inform fans and drivers about Opel’s news and give a look behind the scenes of Opel, but the most important is that it is a space for people to write their comments in the posts of Opel or make their own posts. Opel also says that people can write their concerns on the wall or in the discussion tab and the customer service will answer.

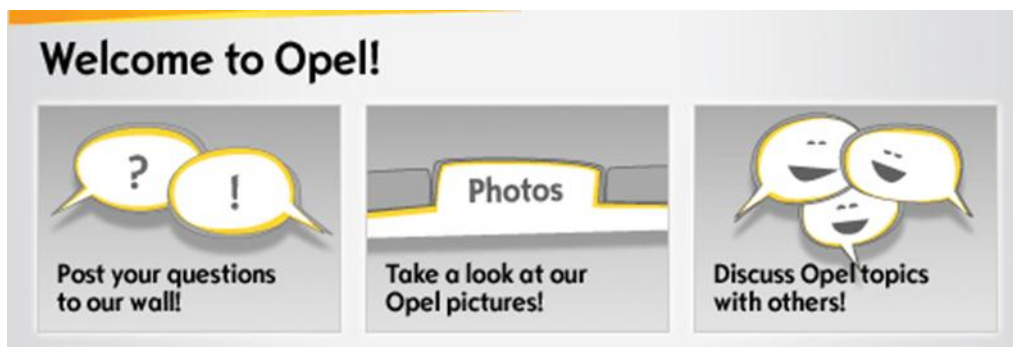


Figure 30 - Welcome buttons on Opel's Facebook page

Opel also does marketing by saying “Opel vehicles are characterized by sculptural & precise design, innovative technologies and environmental friendliness. In 2011 the company will launch the Ampera, the first electric vehicle with an extended range.” [36]

The “Geneva 2011” tab is about the Geneva Motorshow 2011 that is a marketing show where Opel presents the new Opel electric car Opel Ampera.

In the “Opel Corsa” tab people can be connected with an interesting 3D application. People can download this application and see the new Opel Corsa car in 3D, spray paint it in the colors they like and add some decals.

The “Likes” of this page points other official Facebook pages which are in connection with Opel. These pages are the Opel pages for official countries, the Opel Ampera or the Opel Project Earth. There is also a “Like” to Lena Meyer-Landrut who won the Eurovision Song Contest (ESC) in 2010. She does marketing for Opel and people can see her in the German Opel TV Spots.

Opel Deutschland

www.facebook.com/OpelDE

The Opel Deutschland is the official Facebook page of Opel for Germany and it is in German language. In March 8th, 2011 there were more than 14.830 Germans who liked this page.

The page has 26 photo albums that are uploaded by Opel and more than 520 photos that are uploaded by others. There are six videos that are uploaded by Opel and three by others. In the “discussions” of the page there are 32 discussions.

The “Über Opel” tab has the same content like the “About” tab of the international page, but it is in German language.

Opel Ampera

www.facebook.com/OpelAmpera

This page is special because it is the only official Facebook page about a car of Opel. All the other pages that are about Opel products are not official and are made by fans and other persons. This page is made to promote the new electric car of Opel, the Opel Ampera, internationally. It shows and says about all the aspects of this car. In March 8th 2011 there were more than 4.000 people who liked this page. It is very interesting the fact that the page started in October of 2010, while the car will be available for the customers at the end of 2011. This shows that it is very important for Opel to promote this car as much as it can because Opel expects that Ampera will have great future.



Figure 31 - Facebook profil picture of Opel Ampera [32]

In this page Opel has uploaded 11 photo albums and six videos and other people have uploaded 10 photos, all about Ampera. In the “discussions” of the page there are 10 topics about Ampera.

In the “Info” of the page, except of the usual basic information about Opel that there is in every official page of Opel, Opel provides the links of the websites for the Ampera, like the international website, the German etc.

Opel Project Earth

www.facebook.com/OpelProjectEarth

Opel made this Facebook account about the Project Earth, which aims to raise the environmental awareness. It has nothing to do with cars and selling. The page started in February of 2011 and until the 8th of March of the same year more than 470 people liked the page.

With the Project Earth, Opel becomes likeable to the people because they see that the company cares about the environment and does important things for it.

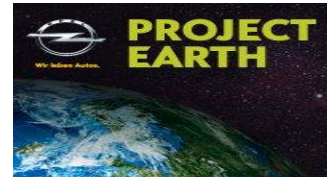


Figure 32 - Facebook profil picture of Opel Earth Project [33]

5.6.5 Twitter

Like in Facebook Opel has a big availability in Twitter.

Opel has a “main” Twitter account which is included into the blogs of Opel. Therefore Opel called this account OPELblog (www.twitter.com/OPELblog). The old account for the Opel Astra Blog (www.twitter.com/astrablog) is no longer in use. It changed to OPELblog. There is also another Twitter account, for the Opel service team.

OPELblog

twitter.com/OPELblog

This account is the main Twitter account of Opel. The published tweets give information about new blog entries, persons or events which Opel sponsors and other interesting news. Before this account started the Twitter account for Opel Astra had the task to inform the people. The tweets from Opel are in German language. So the target group of interest is in Germany. But there are also responses written in English language. The main topic of the tweets is the new Opel Ampera (March 9th, 2011). It seems like this car is Opel’s most important development.

In this account people can see the pictures of the people that write the tweets. This is friendlier and more personal. So, Opel wants to appear closer to its community.

In March 9th, 2011, 1.393 people were following this Twitter account.

OpelnewsDE

twitter.com/OpelnewsDE

OpelnewsDE is the official twitter account for Germany. Here Opel publishes daily information. For example there are tweets with information about the marketing with Lena Meyer-Landrut, prices which Opel won for its quality or statistics about how many cars Opel was selling. But the number of followers is very low. Only 360 people are following the tweets. (March 9th 2011)

Opel Service De

twitter.com/opel_service_de

There is also a special Twitter account for Opel services in Germany. People shall get informed about news and get help about technical cars issues or other problems. But the content of the most of the tweets is spam. People are posting “Hello”, “Good morning” and “Good night”. The sense of this account got lost. This twitter account has also a less number of followers (subscribers). Only 590 people are following this account.

5.6.6 YouTube

Opel has a channel (www.youtube.com/user/astrablog) in the world's biggest video sharing website. The name of the account is "astrablog" and it is connected with the main blog of Opel, the Opel Astra.

Opel has uploaded in this channel 76 videos, since March of 2009 that joined YouTube. Most of the videos are in English and in German language. The channel has more than 4.600 views and the total upload views are more than 336.000. Although the channel exists for one year the subscribers of the channel are only 67. (March 14th, 2011)

People can see about every video when it was uploaded, how many views it has, in which blog or website of Opel the video exists and the comments that other people made or make their own comments. Also, people can download the videos or publish them on their accounts in social networks or blogs. Almost every video belongs to a category and has tags.

5.6.7 Flickr

Opel is also included in the world's biggest photo community. All Flickr accounts of Opel belong to the associated blog. The pictures which are provided are connected with the content of the blogs.



Figure 33 - One of Opel's picture in their Flickr account [34]

The old Flickr account for the Opel Astra blog has currently 321 different pictures. (March 9th, 2011)

www.flickr.com/photos/opelblog is the new Flickr URL which connects the new Opel blogs with the pictures. It has fewer elements than the old account (169 pictures in March 9th, 2011) but the pictures are more ordered into categories so that the viewer's get a fast access to the topics where they are interested in. Some picture categories are: Behind the Scene, Movano, Meriva, Corsa.

But also like the Twitter accounts of Opel, the Flickr account is not well accepted from the people. The reason is that there are no comments for the pictures which Opel has uploaded into Flickr. A reason for that could also be that the Flickr account "opelblog" started in February 2011.

5.7 Opel Research II - Opel in comparison with other German car manufacturers

5.7.1 Survey

Germany is famous for its cars. This country is the home of many famous companies who build cars: BMW, Mercedes, Daimler, Ford, Audi, Volkswagen (VW) and also Opel are brands which everybody knows. This chapter compares the Adam Opel AG with the most important of the other German manufacturers of cars. The chosen companies are: Audi, Ford, VW and BMW.

Because of the existence of so many companies in Germany the market penetration is very high. So for Opel it is important to use all possible and the most important options for doing marketing and to be up to date. Of course the social media aspect is one of the most important, because this market has the most participants all over the world. Only a good organized and attractive marketing in this sector can bring the best success.

That comes to the following questions:

In which social media networks is Opel included?

How good does the social media marketing of Opel works?

How big is the difference in the field of social media from Opel to the other companies?

Opel is included into all important and famous social media. The following table gives an overview about which of the companies use which social media.

	Blogs	Facebook	Twitter	YouTube	Flickr	StudiVZ ³
Opel	X	X	X	X	X	
Audi	X	X	X	X	X	X
Ford	X	X	X	X	X	
VW	X	X	X	X	X	
BMW	X	X	X	X		

Table 4- Which social media the car manufacturers use

The marketing of every company includes social media. Almost every car manufacturer uses the biggest networks and blogs. An exception is BMW which has no account for the Photo community Flickr. So it is not interesting to find out which company uses which kind of network. However, it is interesting to find out how deep each company is integrated into each network. Therefore it is necessary to quantify the integration of the companies into the social media. A value for the quantification is the number of pages or accounts in the social networks and blogs which belong to the companies. But also the number of people, who subscribe, read and follow them, is a value which gives information about how deep is the company included into the network.

For an example Facebook is chosen. To quantify the integration into this network it is necessary to examine how many official Facebook pages a company has. Another and more important aspect in Facebook, is the number of people who “like” the pages. What the

³ StudiVZ is a social network community for German students and people like Facebook.

“likes” are in Facebook, are the followers in Twitter, the subscribers of a channel in YouTube and the number of comments in blogs.

This table gives an overview of the number of the official pages and accounts of Opel and the other manufacturers into social media.

	Blogs	Facebook	Twitter	YouTube	Flickr	StudiVZ	all
Opel	8 (3 in use)	>10	3	1	1		>23
Audi	>2	2	>15	>5	1	1	>26
Ford	>1	>10	3	>15	>5		>34
VW	6	19	4	1	1		>31
BMW	1	53	2	>3			>59

Table 5- Number of the official pages and accounts of the car manufacturers into social media

The table shows that Opel uses the same networks like other companies. Also the numbers are located in the mid-table. There are no big differences between the other companies. An interesting aspect is that Opel is the only company which has five blogs which are no longer in use.

But this table does not give an overview about the quality of the marketing. It only shows how deep the Opel and other companies are integrated. The most important fact which gives information about the quality is the number of readers and subscribers. The next chapters examine this kind of aspect for Opel in comparison with the other companies.

5.7.2 Blogs

It is difficult to find a value which gives information about how good this blog works. There are only two important values which provide information about that.

The first value is the number of comments. It shows how many people take part in the conversations. It is difficult to compare this aspect with other blogs because the number of comments depends on many facts. Of course the most important fact is the size of the community and the blog readers. But the quality of the blog entries is also important. Blog entries with a lot of information and interesting facts have more comments and potential for discussions. On the other side, blog entries with boring content and less information get less feedback. Therefore it is necessary to compare the quality of the blog entries if you want to compare the number of the comments.

The second value is the number of page views. The problem of the second value is that every page calculates its number of page views in a different way. The most important value is the time in which an IP⁴ address can be count again. If the counter blocks the IP address of a visitor for 1 hour, then the page view counter raise up faster than a counter which blocks the IP address for 24 hours. A problem is also the date when the blog started. Pages which started earlier have more page visits than younger pages.

A positive aspect of the Opel blogs is that they can be found easily. The blogs of the other companies are not so public and it is more difficult to be found, even with the help of Google search. Some blogs of Opel’s rivals are only liked on other communities like

⁴ Internet Protocol Address

Facebook. So a big advantage for Opel is that the blogs of Opel can be found easily. That is the reason why they are so popular. The main blog is the Opel Astra Blog, which is not only made for this car. The estimated average number of comments for each entry is between 20 and 50. In comparison with the blog of BMW (www.bmwblog.com) Opel's blog has a bigger community than BMW. The estimated average comments for each blog entry of the BMW blog is about 0 to 10.

For this fact, Opel's market penetration in the field of blogs in social media is better than in the other companies. Opel's blogs can be found easily, they have a clear structure and a big community which contribute many comments. But the big disadvantage is that the Opel Astra Blog is only in German language. So Opel's target group of readers is only in Germany. The blog of BMW is written totally in English (international) language.

But generally it is not easy to compare the blogs of Opel with the blogs of its rivals. It is easier to compare Opel with the other companies in social networks like Facebook.

5.7.3 Facebook

Facebook, the biggest community in the world, is one of the main targets of Opel. It is important to make a big community here. So it is important that Opel presents itself very well.

A comparison with the main page (the page which appears if someone clicks the link) shows that other present themselves more than Opel. Opel's main page shows the "wall" of Facebook. The other companies have main pages which are designed with a lot of effort. They are attractive to the members.

The following pictures compare the Facebook main pages of Opel, Audi and BMW.



Figure 34 - Facebook main pages of Opel, Audi and BMW

To have a better comparison about the popularity of all companies in Facebook it is necessary to compare the number of "likes". The more "likes" a page has, the more people get the information which the company publishes on the wall of this page.

The following table gives an overview about the “likes” of the most important Facebook pages of Audi, BMW, VW, Ford and Opel.

Company	Facebook	Likes (March 12 th 2011)
BMW	http://www.facebook.com/BMW	4.633.670
Audi USA	http://www.facebook.com/audi	2.940.077
VW	http://www.facebook.com/VW	703.448
Ford	http://www.facebook.com/ford	558.464
Audi Deutschland	http://www.facebook.com/AudiDE	111.074
Opel	http://www.facebook.com/Opel	66.702
Opel Ampera	http://www.facebook.com/OpelAmpera	4.366

Table 6- Likes of the most important Facebook pages of the car manufacturers

In comparison with its biggest rival (BMW), Opel has a very small Facebook community. The Facebook page of Opel has only the 1.4% of the “likes” of the BMW page. Also in Comparison with the other companies Opel is the bottom-placed club. All the Facebook pages of BMW, Audi, VW and Ford have more than 500.000 “likes”. Opel did not even reach the 100.000 (March 3rd 2011).

5.7.4 Twitter

The big advantage of Twitter is that it is global and that it is almost available and popular in every country. But this fact is also a big problem of Twitter. Every country and every region in the world has different language. Generally the main language for global conversations is English. But it is an important fact to provide information in other languages if you want to get more attention.

Most of Opel’s tweets are in German language. So Opel is definitely not global represented in Twitter. The main market is in Germany.

A good example for a global representation in Twitter is Audi. Audi has a Twitter account especially for Japan (<http://twitter.com/AudiJapan>), France (<http://twitter.com/AudiFrance>), Finland (<http://twitter.com/audifinland>) or even the Philippines (<http://twitter.com/audiPH>). In the Japanese twitter the users can write and discuss there in Japanese signs and words even if they do not know German or English language. Audi has two main accounts. Audi USA is for the English readers and the “Audi_online” account is for persons who speak German.

The following table compares the number of the persons who follow the twitter accounts of the chosen companies. The result is that Opel has very less followers in its Twitter accounts. Almost every other of the chosen car manufacturers are more accepted in Twitter. The number of the followers of OPELblog account is only 2.4% of the number of the followers of the official Twitter account of Ford.

Company	Twitter	Followers (March 9 th 2011)
Ford	http://twitter.com/ford	58.959
Audi USA	http://twitter.com/audi	32.057
VW	http://twitter.com/VW	14.124
Audi	http://twitter.com/Audi_online	13.948
VWGroup	http://twitter.com/vwgroup	9.739
OPELblog	http://twitter.com/OPELblog	1.393
Opel Service DE	http://twitter.com/opel_service_de	590
BMWkarriere	http://twitter.com/bmwkarriere	413
OpelnewsDE	http://twitter.com/opelnewsDE	360
BMWjob_aFE	http://twitter.com/BMWjob_aFE	41

Table 7- Number of the followers that follow the Twitter accounts of the car manufacturers

This table shows that other German car builders are more integrated into social marketing with Twitter than Opel is. The Twitter accounts of Ford and Audi have more than 10.000 followers. These are the leaders. In comparison to that, Opel has very less people who follow the tweets. In this field Opel has to change to get more subscribers and to do more marketing.

5.7.5 Conclusion

Opel is a company which is good included into the Web 2.0 sector. Its marketing in this field is on a high level. That means that Opel uses many web tools and applications like Blogs, Facebook, Twitter, Flickr, etc. For example there are many official Facebook sites of Opel, almost one page for every important country in Europe. So Opel has a big internet, or better Web 2.0 community, with a lot of fans. The most important part of Opel's social media marketing is the part of blogs. Here Opel is ahead of its rivals. But the biggest disadvantage is that the main blog is only for the German community.

But the quality of this kind of marketing is not so high developed like in Opel's competitors. The critical fact for that are the numbers. All the other companies which are chosen for this comparison have bigger communities than Opel with which they can interact. In the most aspects Opel is very small in the social media sector in comparison with its rivals.

It is useless for the knowledge management if you publish the most interesting and exciting information in social networks there are no persons to read it. For Opel the solution must be to concentrate on a qualitative high content and to come closer to its community.

Of course, the numbers of the "likes", followers and subscribers for Opel depends on the general popularity of a company. But Opel has a high status in the world (not even in Germany).

5.8 Opel Research III – Opel's Web 2.0 Tools in Germany and Greece

5.8.1 Survey

To answer the question about a comparison of Opel's Web 2.0 marketing it is necessary to compare the individual tools. The following chapters show which of the Web 2.0 tools are used in Germany and which are used in Greece.

5.8.2 Blogs

Opel does not have any blog in Greek language. That means that the Greek people cannot read and comment the blogs of Opel if they do not speak English. Even the Greeks that speak English can interact only with the two international blogs, the Opel Ampera blog and the Opel behind the Scenes. But the Opel Ampera blog is only about a specific product of Opel, which is the Opel Ampera car and the Behind the Scenes blog is only about shows and events of Opel. The main and most important blog of Opel is the Opel Astra, which is about all the products of Opel. This blog is only in German language. Only German people or people who speak German can interact with this blog. Most of the Greek people do not speak German. For this reason the Opel Astra blog, the main blog of Opel, is useless for them. On the other hand, this blog is very useful for the German people because there they can read about Opel's products in their language.

5.8.3 Social networks

According to the German site of Opel it is obvious that they are active in that field. More specifically, Opel has a Facebook page in German language and also 3 Twitter accounts. Two of them are in German language and one in English and German language. There is also one Flickr account in German language. On the other hand the Greek site of Opel is not so active in social networking. Actually it is not active at all, having zero number of official accounts in every social networking platform. This fact makes the German site of Opel to be in front compared with the Greek site.

The customers of the German site feel more familiar to express their opinion on the Facebook page "*Opel Deutschland*" because they know that the company hears their wishes and answer to their problems in less than 24 hours without moving from their home and costless. For example, in the picture below, there is a customer who is complaining about a problem that she has with her Opel car and she asks for a help because as she mentions her car-dealer is not able to help her.



Figure 35- Facebook page of Opel Deutschland – complaining customer

Then Opel responded to her comment in less than 1 day, giving her a solution to her problem making the customer to trust the company and be loyal to Opel as we have already mentioned at the part 1. Another example is that Opel is taking advantage of the number of Facebook users, who "like" its page, carries out a survey about "mobiles apps in cars" and how useful it is according to the users by making a post and a link with the address of the

survey page (figure 1.2). So, again costless and without spam Opel makes target marketing to the concerned customers and with quick results since it is easy for the customers to answer the multiple choice questions of the survey.



Figure 36- Facebook page of Opel Deutschland – post and link for the survey

On the Twitter social networking platform, things are a bit different in comparison with the Facebook platform. As it has been already mentioned, there are two Twitter accounts in German language and one international account with responses in German and English language. These platforms are not as interactive as Facebook where the users can interact with each other. The posts are usually about the latest news of the company. At the Twitter account “Opel Service DE” there is also a post for the same survey which is carried out and has been posted on Facebook. Moreover, at the same account of Twitter Opel Service DE and at the international account “OPELblog” there are standing the pictures of the responders. That makes the users to feel more familiar to express their opinion and also have a sense of trust because they know for sure that somebody is there to read their post and answer if it is necessary.

5.8.4 Wikis

Both companies, the German and the Greek, are using an internal wiki for communication among their employees. They gather information on a Wiki and they create topics with a variety of contents, accessible from all the employees. The purpose of the Wiki is that they can share their knowledge and make comments on it.

5.8.5 Podcasting

By podcasting, the German Opel company can achieve popularity and advertisement by people who publish one or more audio podcasts as a post on their personal account in social networks. The Greek Opel company does not offer any podcast in Greek language.

5.8.6 YouTube

German Opel has also a YouTube channel named “Opel opelblog's Channel”. In this channel Opel attracts also the German speaking users of YouTube by doing marketing and promoting its new products without cost. Under the window of the video player the users have the chance to comment the video, share it through other social media and rate it as *like* or *dislike*. Opel can save and use these data at the departments of marketing, communication, human resources, research and development, customer service andc

consulting and turn them through a procedure called KDD (Knowledge Discovery in Database) into knowledge.

It is obvious that the Greek website of Opel does not use any of the social media, except of a wiki which is used for knowledge management inside the company and not for the customers, to interact with them. (Appendix - Graphic 1.0) Although they are familiar with the social media they are not using them. That is the reason why the customers of the Greek Opel are not so satisfied by the limited ways that Opel offers for contacting (via phone, e-mail and filling a formula of request). On the other hand the customers of German Opel are satisfied by the big variety of ways for contacting and that makes them loyal customers. However, in the near future, Opel of Greece is planning to join actively the field of social media.

5.8.7 RSS

The German Opel website and the Greek Opel website use both RSS. With this Web 2.0 tool they are able to know how many people are really interested in the company and want to keep up to date. The information of the persons who want to receive an RSS feed are collected in a database. The department of marketing mostly handles that database to promote the new products of the company to those persons according to the interview.

5.8.8 Conclusion

There are many differences in the usage of Web 2.0 tools between Greece and Germany. Even though the employees of the Greek Opel have the knowledge to use them, the customers are not so familiar with them. As it has been already said at the beginning of the thesis, the habits of the Greek users have changed at the last three years, by exposing themselves to the media and the new technologies. [2]

It is difficult to give background and internal information about Opel Germany because the German headquarter of the Adam Opel AG in Rüsselsheim gave no response to e-mails or calls. But considering that Germany is the homeland of Opel, it becomes clear that Germany is the most important location in Web 2.0 marketing for Opel. Next to the official pages, blogs, etc. which are also written in English language, there are also websites which are only written in German language.

The rate of acceptance and adoption of a new technology in Greece is slower than that in Germany. The reasons differ as Greek people over 45 years old are not so familiar with the new technology. So a big target group is eliminated from the customers of Opel. Another reason is also that not all Greek people are able to read the English language. English is an international language and most of the social media are written in English because they refer to an international target group. So if a social media is successful in English then it will be translated in languages which have priority (like French, German, Spanish, etc.) and then to Greek.

Nonetheless, in the case of Germany, usually they make their own version of the English social media to German language. So the Germans can have easily access to the new technology in a familiar environment. [53] Also, Germany is a country which hosts innovations and new technologies in many fields in comparison to Greece which lends the new technologies and innovations from other countries.

However, from generation to generation those facts are changing and the rate of acceptance and adoption of a new technology in Greece is getting quicker. More and more people are learning English and they realize how much they can achieve by using the new technologies. That is why Opel in Greece plans to use more the Web 2.0 tools on the website and because the benefits from using them are many. They hope that the big gap between the behavior of the customers in Germany and Greece will get eliminated.

5.9 Proposals

Some proposals which refer to Opel in relation with the use of Web 2.0 tools can be found below. In particular:

- Opel Greece should be more active to the social media, so they can satisfy and please their customers and as a result to make them loyal to the company and to its products. For example, a Facebook account in Greek language should be created, like many other countries have one.
- Opel Greece should use more ways of communication with their customers. By using social media, it will attract more future customers. Also, that will help them understand their customers and predict their wishes. So the customers will feel more familiar with the company and the levels of their trust will grow.
- Opel should update their Twitter accounts more often and should have a bigger view for useful content. There exist too many “spam” messages. The users lose their interest and stop following the page or they do not click to follow the page.

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8 Appendix

1. Interview questions
2. Graphic 1

INTERVIEW QUESTIONS

Which of the following types of Web 2.0 does Opel of your country currently use?

- Social Networking
- Online Video
- Blogging
- Wikis
- Podcasting
- RSS
- Mash-ups
- Tagging
-

How satisfied are you with the use of the Web 2.0 tools in Opel and why? Consider that 0 is not at all, 1 is minimum, 2 is moderate, 3 is much, 4 is tremendously and 5 is absolutely.

- 0 1 2 3 4 5
-
-
-

Main benefits of using Web 2.0 tools:

- Customer engagement
- Direct customer communication
- Speed of feedback/results
- Learning customer preferences
- Low cost
- Information about competitors' products and activities
- Market research
- Customer service
-

How familiar are you with the following social media and how much do you use them?
Consider that 0 is not at all, 1 is minimum, 2 is moderate, 3 is much, 4 is tremendously and 5 is absolutely.

- social networking: 0 1 2 3 4 5
- blogging: 0 1 2 3 4 5
- podcasting: 0 1 2 3 4 5
- wikis: 0 1 2 3 4 5

How important are these social media technologies for your business/ marketing strategy and why?

important unimportant

.....
.....
.....

Which departments of Opel are using Web 2.0 tools?

- Marketing
- Communication department
- Human Resources
- Research and Development
- Customer service
- Consulting
-

Which Web 2.0 tools (e.g. wikis, blogs, social networks, etc.) do you use for knowledge management and how?

.....
.....
.....

Does the websites and social media of German Opel company have some differences with the Greek Opel company websites and social media in the usage of Web 2.0 tools?

.....

If yes, which are these and why do these differences exist?

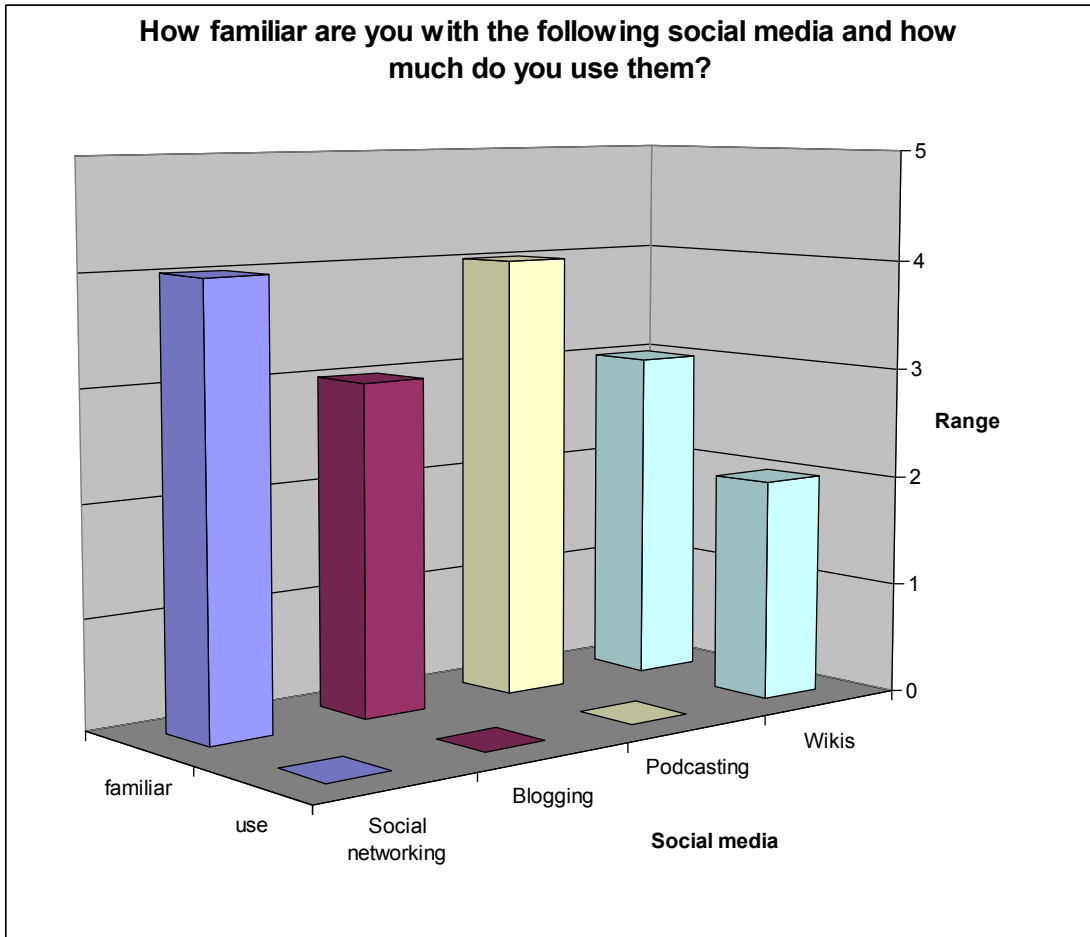
.....
.....
.....

What is the affect to the customers of Opel, the usage of Web 2.0 tools in your website?

.....
.....
.....

Thank you for your time

Graphic 1



Graphic 1- How familiar is Opel of Greece with the social media and how much do they use them by the interview

9 Declaration: Sofia Geraniotaki and Makariti Alexandra

We state that the presented Bachelor-Thesis was made by us without the use of other aids as they were named. The thoughts taken from foreign works are marked and can be found in the references. The table below presents which of the tasks was made by whom.

Sofia Geraniotaki	Alexandra Makariti
2.3. Web 2.0 Applications	2. Semantic appr. and historical information of web 2.0
2.3.1. RSS (Read Simple Syndication) feeds	2.1. History of Web 2.0
2.3.2. Podcasting	2.2. Web 2.0 Definition
2.3.3. Wiki	
2.3.4. Blogs	
2.3.5. Mash-ups	
2.3.6. Tagging	
2.3.7. Social networking	
2.4. Web 2.0 Technologies	
	2.5. Difficulties which are arising by the use of Web 2.0
	2.6. Consequences for users
	2.7. Web 1.0 vs. Web 2.0
	2.8. The state of Web 2.0 in Greece
	2.9. The state of Web 2.0 in Germany
	2.10. Web 3.0 – Semantic Web
	2.11. The evolution from web 2.0 to web 3.0
3. Marketing	
3.1. Marketing definition	
3.2. Web 2.0 and marketing	
3.2.1. User's Opinion	
3.2.2. Social media marketing	
4.2. Knowledge management 2.0	
4.2.2. Wikis for knowledge management	
4.2.4. Blogs for knowledge management	
4.2.5. Examples	
4.2.6. Success factors in Knowledge Management 2.0	
	4. Knowledge Management
	4.1. Knowledge Management (KM) definition
	4.2. Knowledge management 2.0
	4.2.1. Enterprise knowledge management
	4.2.3. Internal social networks
	5. Research Study
	5.1. Aim of the Research
	5.2. Methodology
	5.3. Tool for data collection
	5.4. Method of data collection
	5.5. Data processing
5.6. Opel Research I – Opel in web 2.0	
5.6.1. RSS	
5.6.2. Podcasting	
5.6.3. Blogs	
5.6.4. Facebook	
5.6.5. Twitter	
5.6.6. YouTube	
5.6.7. Flickr	
5.7. II - Opel in comparison with other German car man.	
5.7.1. Survey	
5.7.2. Blogs	
5.7.3. Facebook	
5.7.4. Twitter	
5.7.5. Conclusion	
	5.8. III – Opel's Web 2.0 Tools in Germany and Greece
	5.8.1. Survey
	5.8.2. Blogs
	5.8.3. Social networks
	5.8.4. Wikis
	5.8.5. Podcasting
	5.8.6. YouTube
	5.8.7. RSS
	5.8.8. Conclusion
5.9. Proposals	5.9. Proposals

Location, Date

Student Signature

Student Signature