



How did we get here?

- Blogs and RSS readers were training wheels
- Twitter is training wheels for ??
- These changes are affecting others, even Google

Power laws

- What are power laws?
- How do they affect Web strategy?
- Counterintuitive

Citizen Journalism

- Is it real?
- What are they attempting to do?
- many replace one.

Engagement

- Really just talking with people
- Publishing only doesn't make sense in a two-way environment.
- Don't just talk about yourself

Real Time Search

- Search is a big deal
- Search advertising is a big deal
- Bing and Google think it's a big deal
- Smaller guys
- What it means for journalism?

Back to real life

- 2008 Elections
- Letterman
- Real time syndication
- Has it helped?

Beware of . . .

- URL shorteners
- Centralized things in general
- Google

The Future. . .

"The news goes on for 24 hours a day."

The Future. . .

"The news goes on for 24 hours a day."

Citizen Kane - 1946

Tools and Links

@mterenzio

1 (707) Web-Live

mterenzio@gmail.com

Links: <http://tech.thehour.com/2009/10/30/real-time-links/>

Tools: <http://tech.thehour.com/real-time-tools/>

I'll continue adding to the tools page. . .