



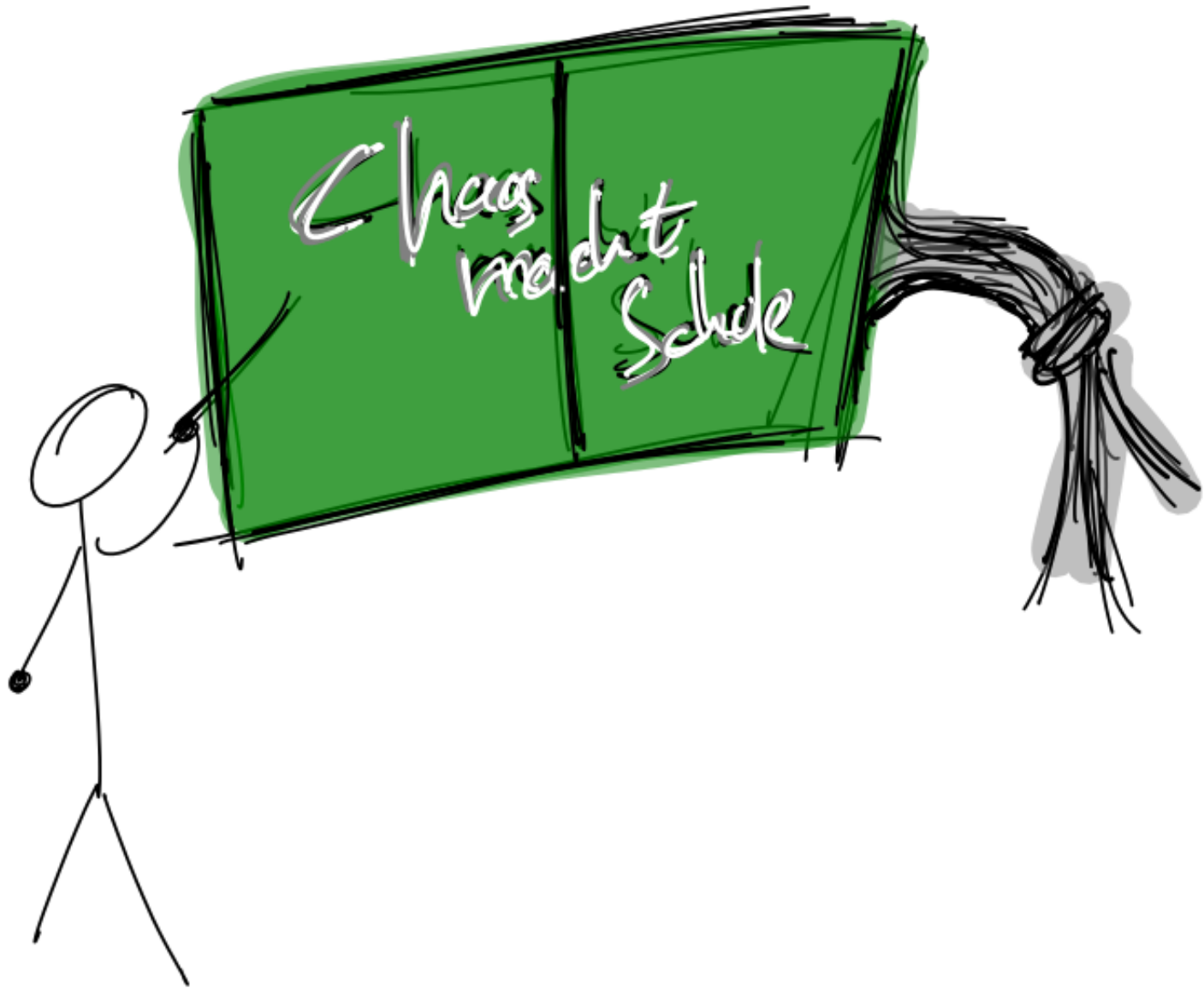
**Freie Bildung:
*Web2.0-Tools als Türöffner für
die Wirtschaft***

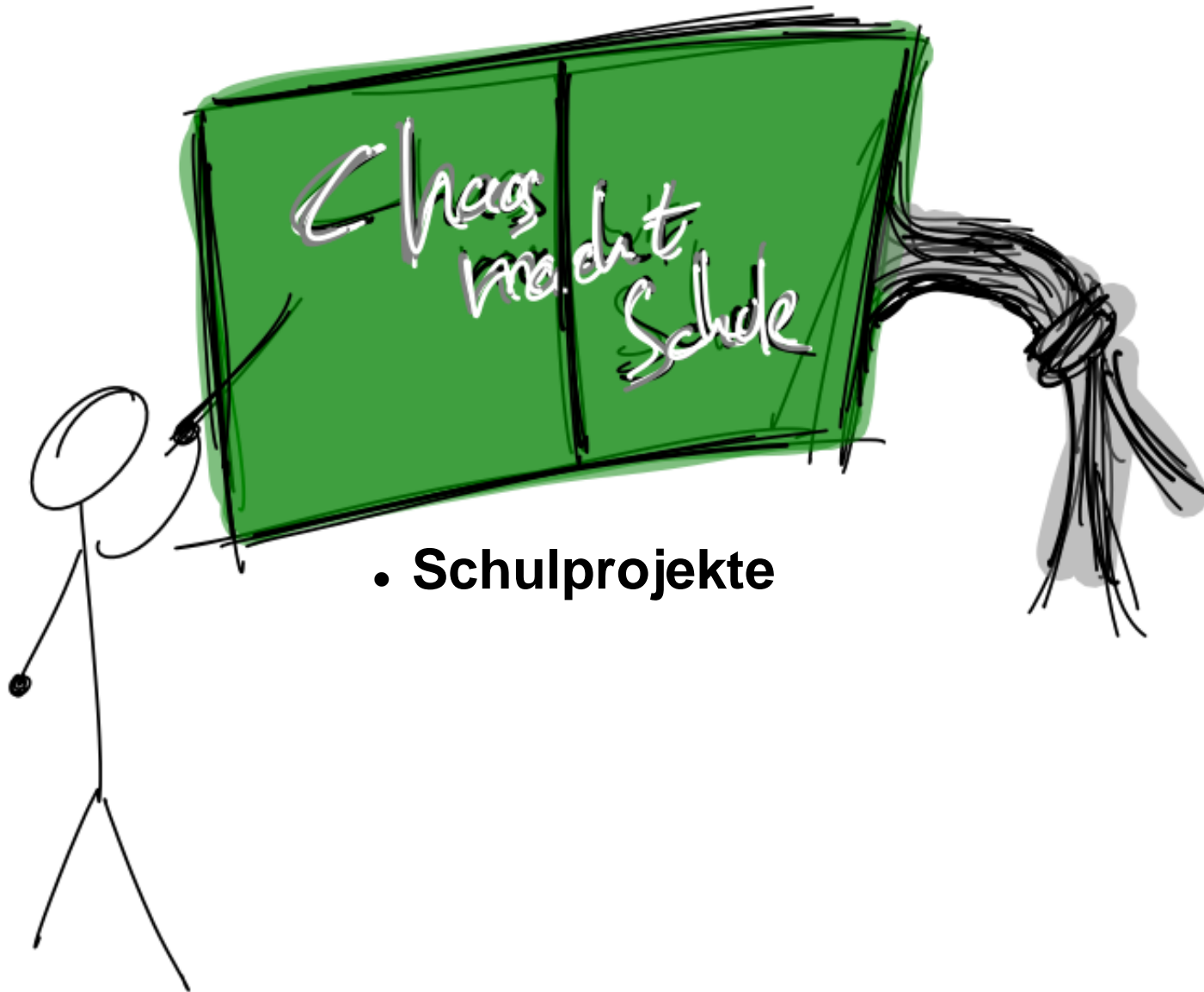
Referent:
Veranstaltung:

Boris Kraut <kraut@entropia.de>
GML² 2012

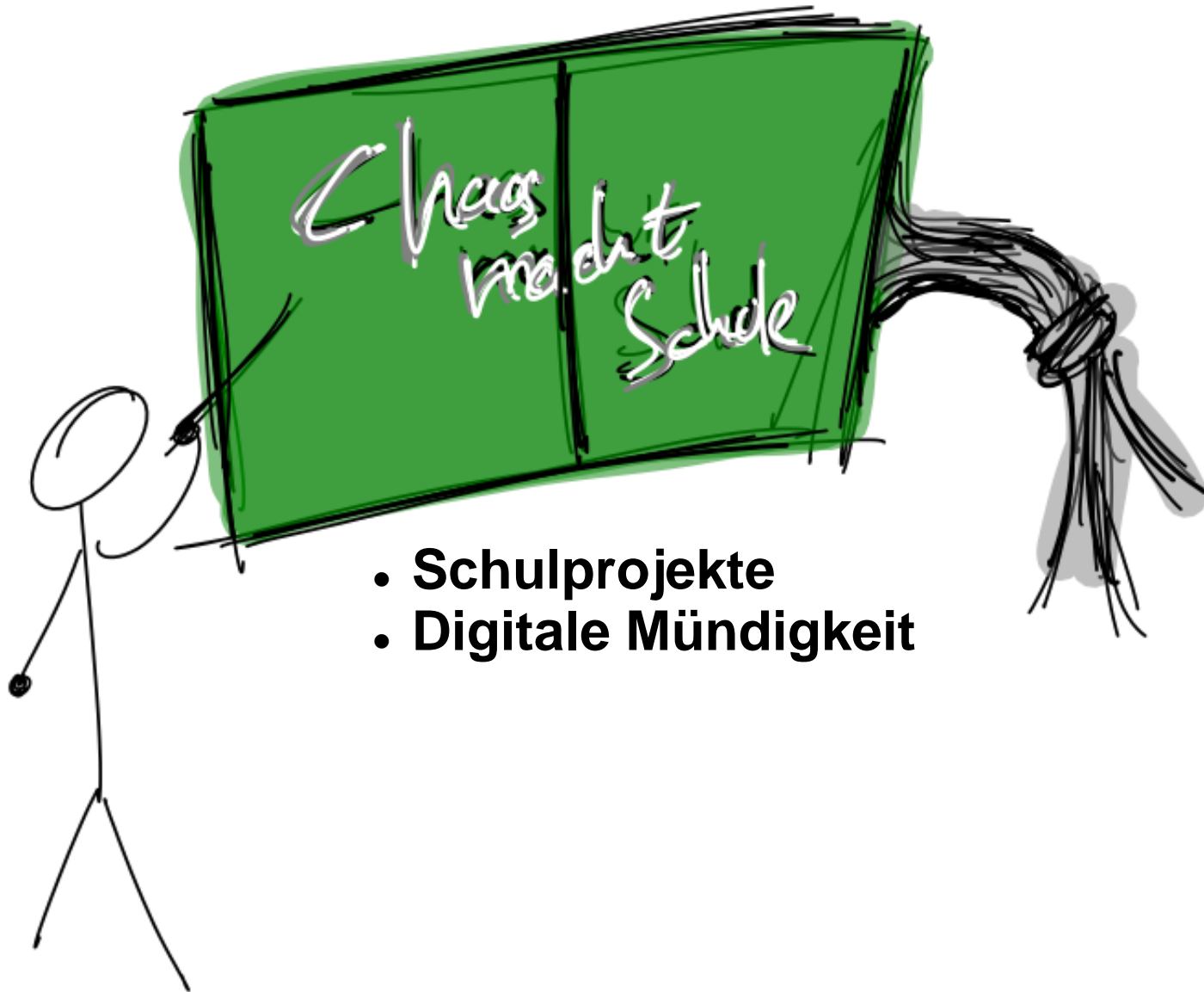
Datum:

Freie Universität Berlin
15.03.2012 16:30 Uhr

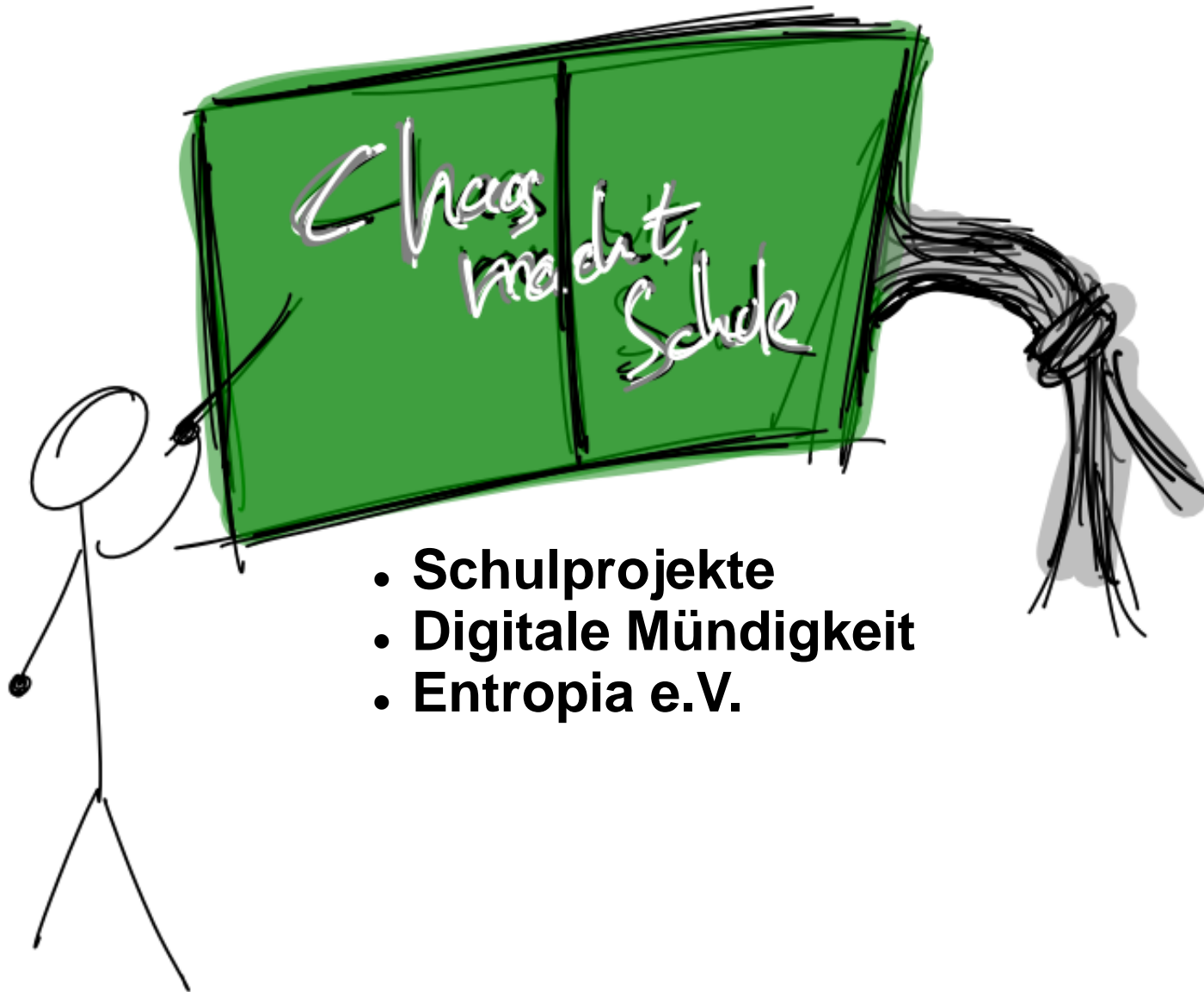




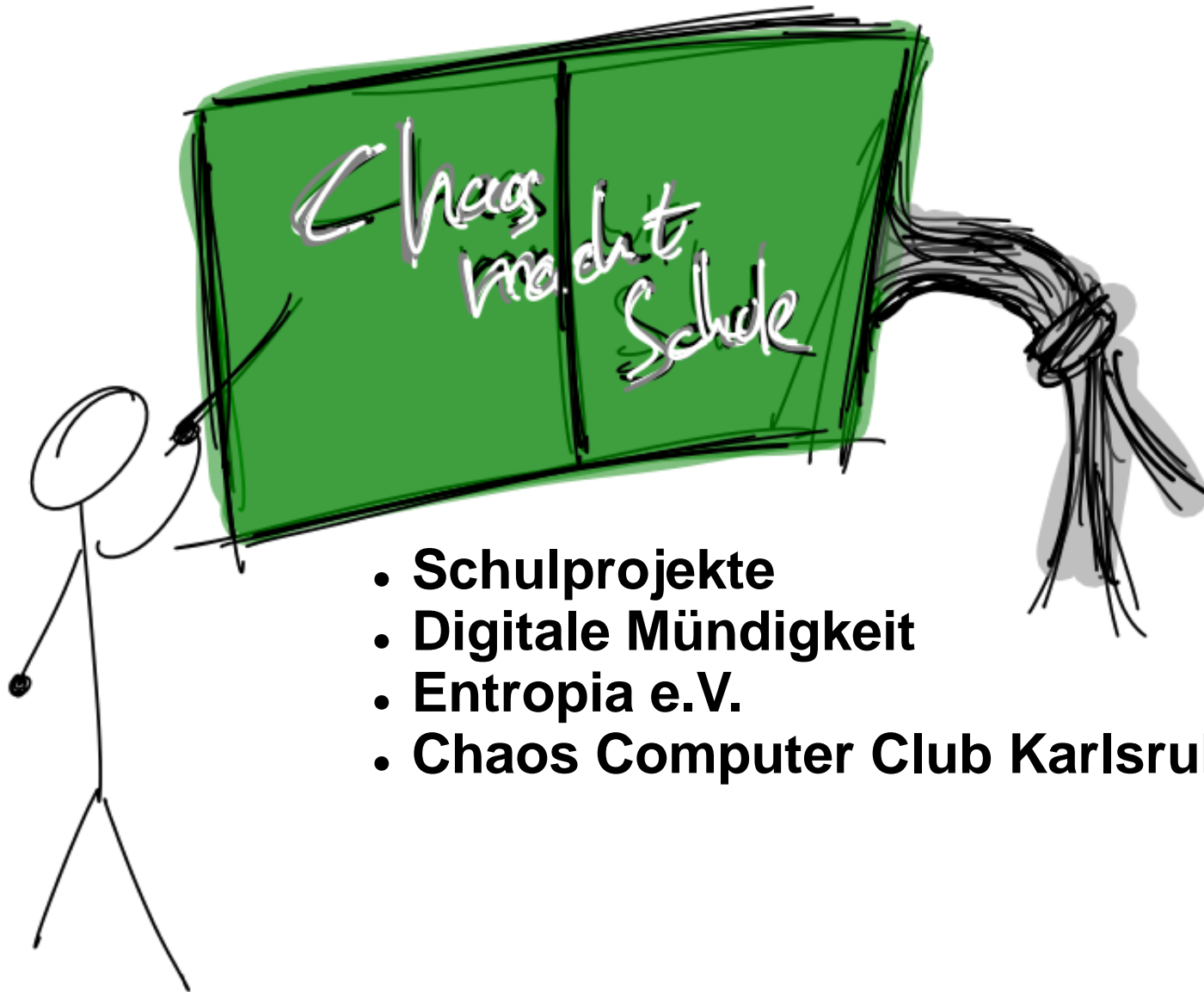
• Schulprojekte



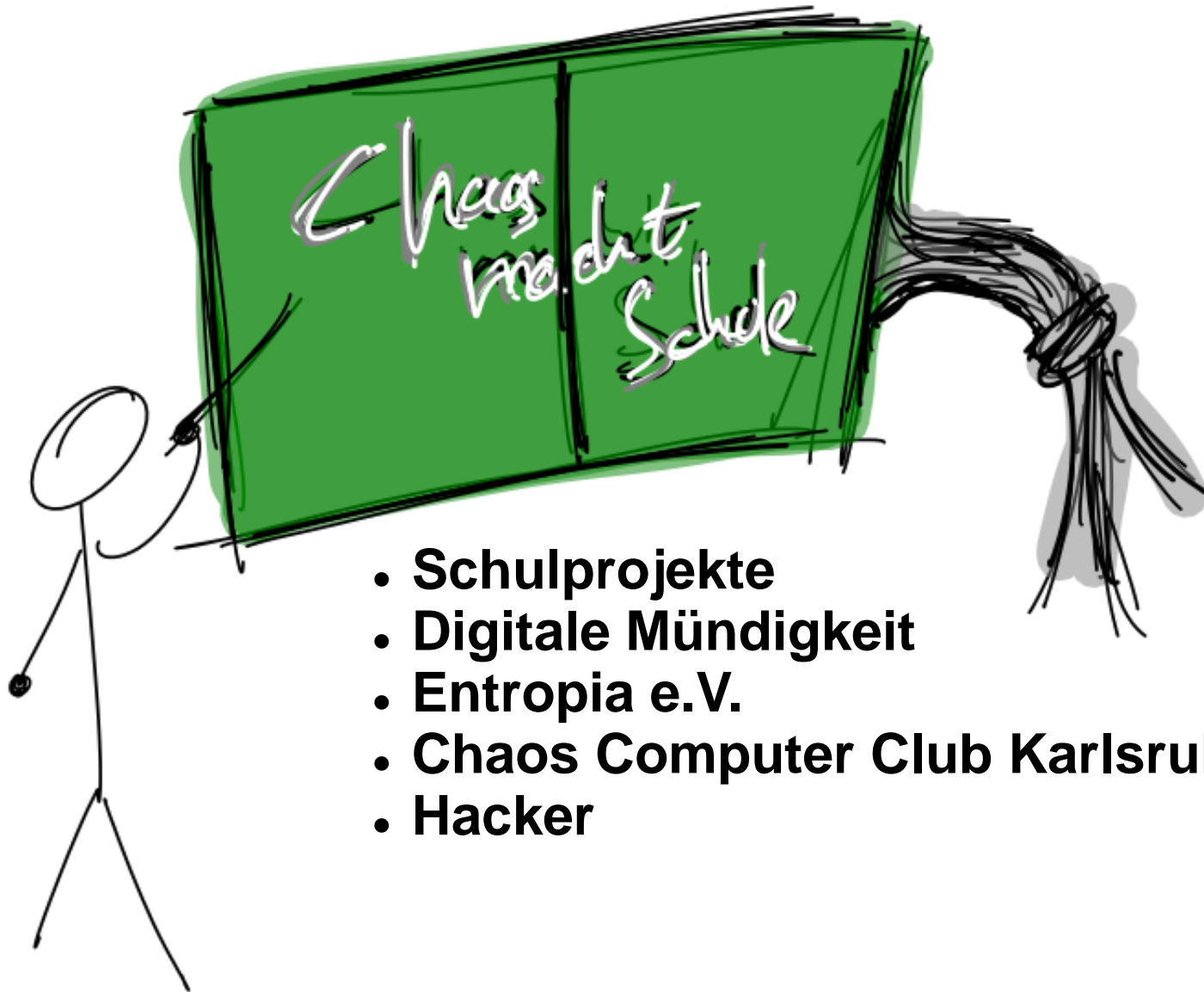
- Schulprojekte
- Digitale Mündigkeit



- **Schulprojekte**
- **Digitale Mündigkeit**
- **Entropia e.V.**



- **Schulprojekte**
- **Digitale Mündigkeit**
- **Entropia e.V.**
- **Chaos Computer Club Karlsruhe**



- **Schulprojekte**
- **Digitale Mündigkeit**
- **Entropia e.V.**
- **Chaos Computer Club Karlsruhe**
- **Hacker**

Hacker

Hacker

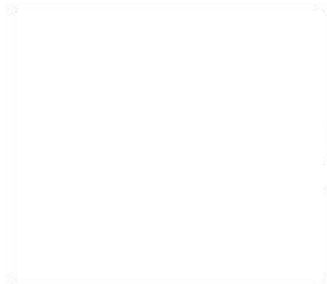
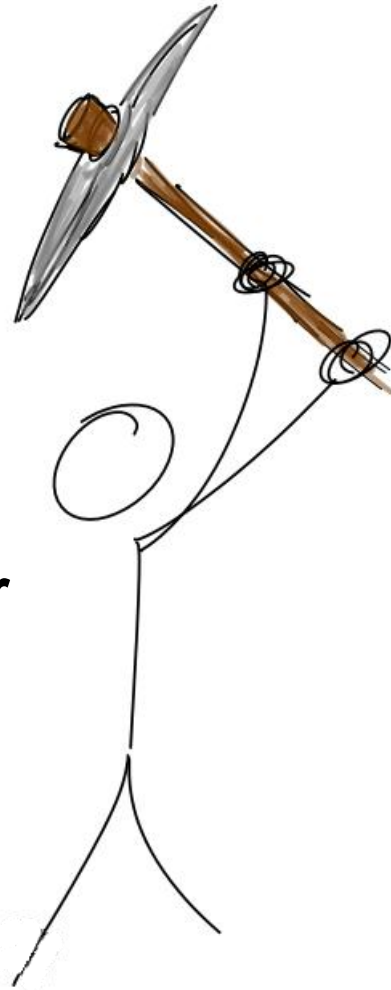


hack

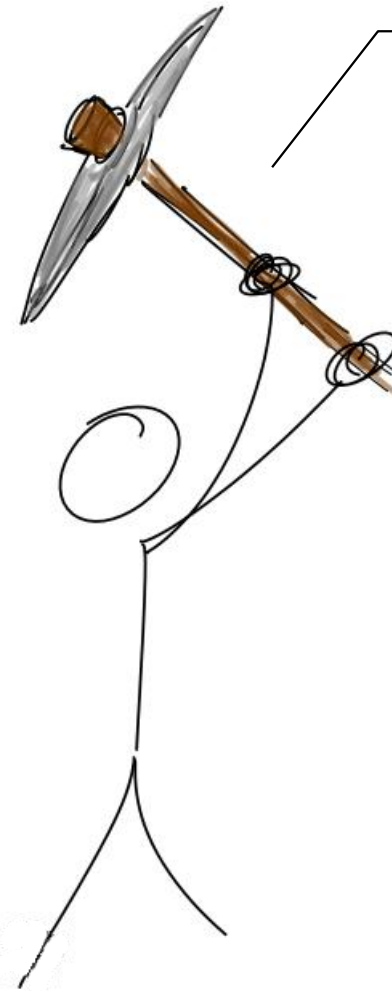
a clever solution to a tricky problem

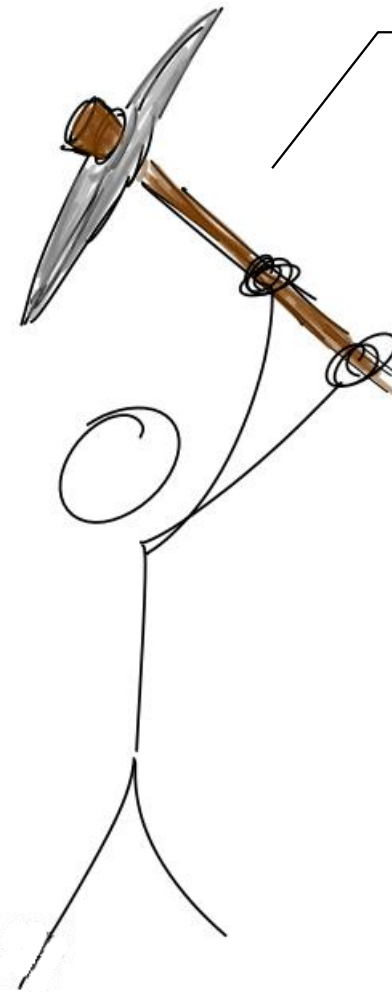
Hacker

Hacker



Werkzeug
Spitzhacke





Werkzeug

Spitzhacke

Pinzel

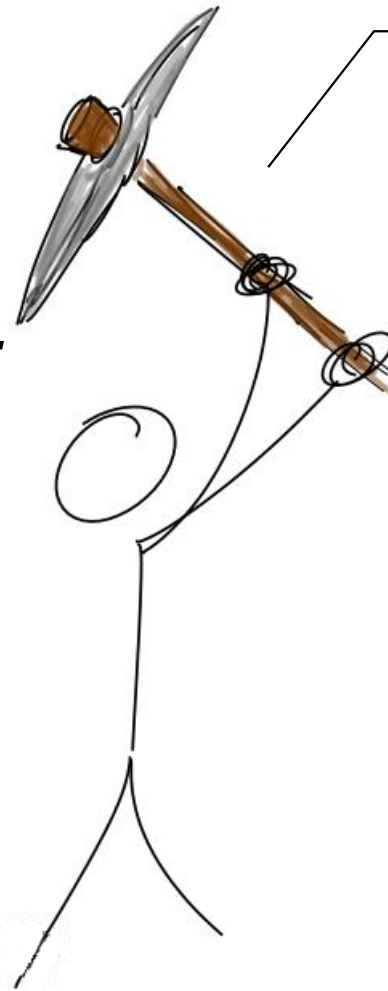
Hammer

...

Hardware
(Notebook, ...)

Software
(Blog-, ...)

*...a device that can be used to
produce an item or **achieve**
a task, but that is **not**
consumed in the process*



Werkzeug

Spitzhacke

Pinzel

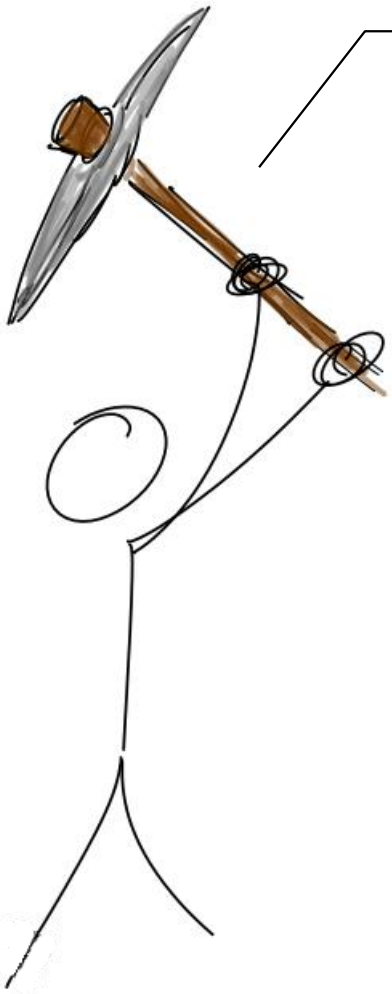
Hammer

...

Hardware
(Notebook, ...)

Software
(Blog-, ...)

...an item or implement used for a **specific purpose**. A tool can be a **physical** object [...] or a technical object such as a **web authoring tool** or software program.



Werkzeug

- Spitzhacke
- Pinself
- Hammer
- ...

Hardware
(Notebook, ...)

Software
(Blog-, ...)

A "tool" to me is a hammer:
something that lets you do **one
thing very well**. [...] would
we call our car a "tool"? That
would seem absurd [...] The word
diminishes what a car
means to people. [...]



Werkzeug

Spitzhacke

Pinzel

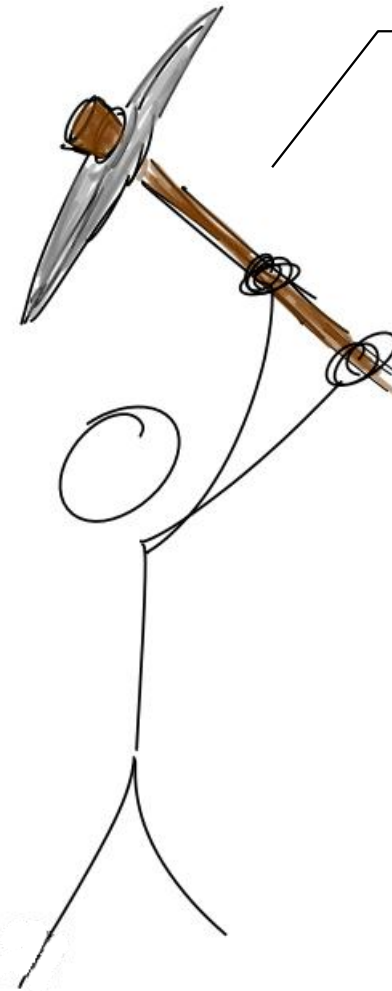
Hammer

...

Hardware
(Notebook, ...)

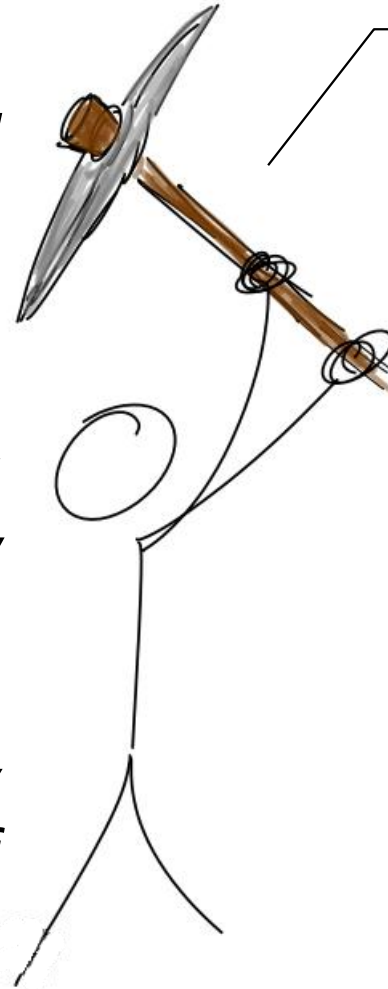
Software
(Blog-, ...)

Werkzeug??
ePortfolio



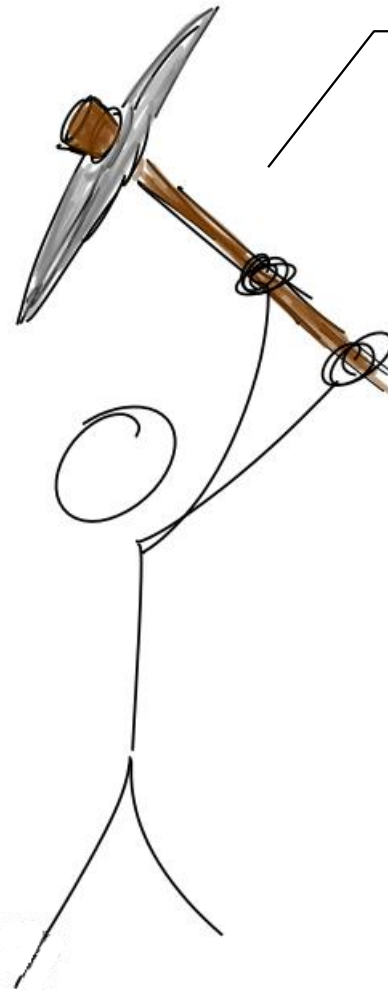
*Likewise with eportfolios: calling them a tool severely diminishes what they are. Using the word **mis-leads** [...] When seen through the lens of its capabilities, [...] eportfolio could never be thought of as a mere tool, a **one-dimensional technology** that has a single purpose.*

*We do not help ourselves by so diminishing the importance of our work through using an unfortunate **misnomer**.*



Werkzeug ? ?
ePortfolio

one-dimensional?
special purpose/one job?
very well?

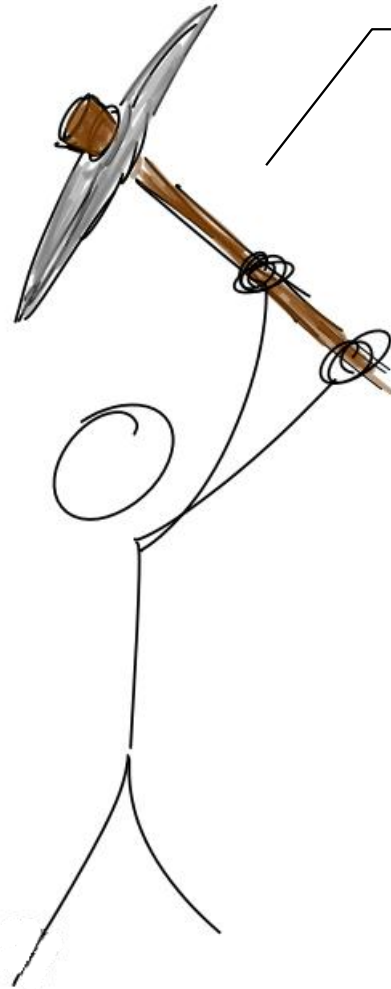


Werkzeug^{???}

Twitter
Slideshare
Prezi
YouTube
Blogger
Facebook
Wordpress
iPad
...

one-dimensional?
special purpose/one job?
very well?

misnomer!



Werkzeug???

- Twitter
- Slideshare
- Prezi
- YouTube
- Blogger
- Facebook
- Wordpress
- iPad
- ...

*Tool-Begriff ist verharmlosend:
Man will nur ein „dummes“ Tool,
um das man sich nicht kümmern,
das man nicht hinterfragen muss.*

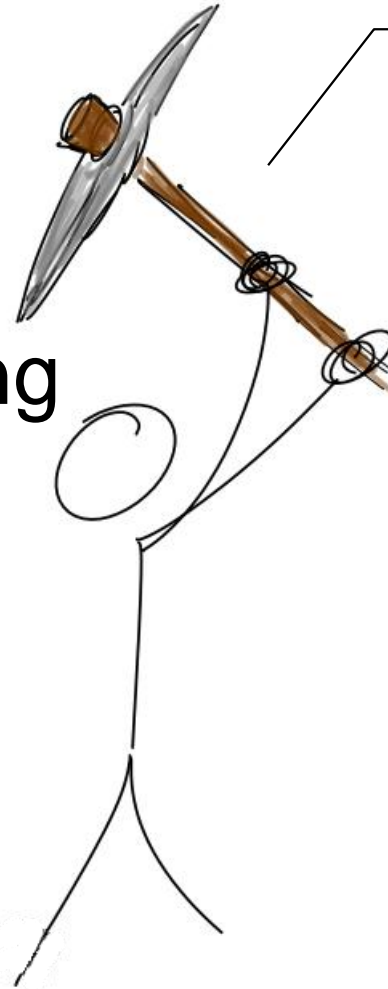


Werkzeug^{???}

Twitter
Slideshare
Prezi
YouTube
Blogger
Facebook
Wordpress
iPad
...

Blog
Software
ePortfolio
wp.com

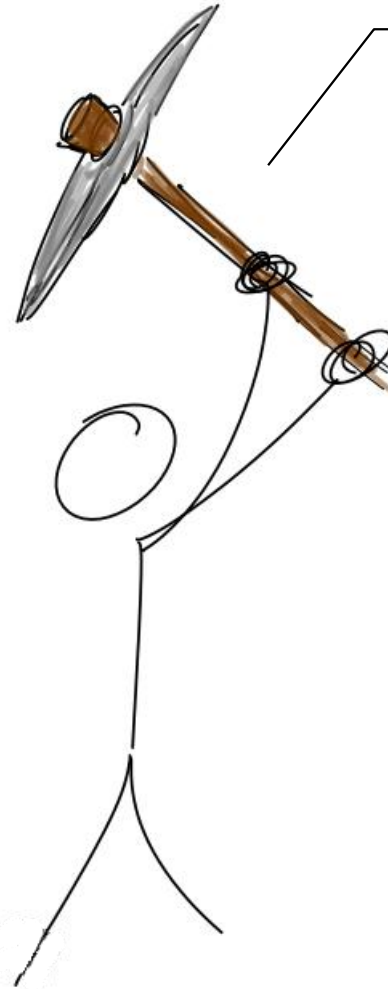
Idee, Begriff
Implementierung
Anwendung
Service



Werkzeug^{???}

Twitter
Slideshare
Prezi
YouTube
Blogger
Facebook
Wordpress
iPad
...

Service



Werkzeug???

- Twitter
- Slideshare
- Prezi
- YouTube
- Blogger
- Facebook
- Wordpress
- iPad
- ...

Einfluss wirtschaftlicher Interessen?

Vorbildfunktion

Verleite ich Schüler zur Unmündigkeit?

Inhaltskontrolle

Für wen arbeiten wir eigentlich?

Vendor-LockIn

Wem gehört das Produkt? **Appstore**

SaaS Service

AGB Wie und wer bezahlt?

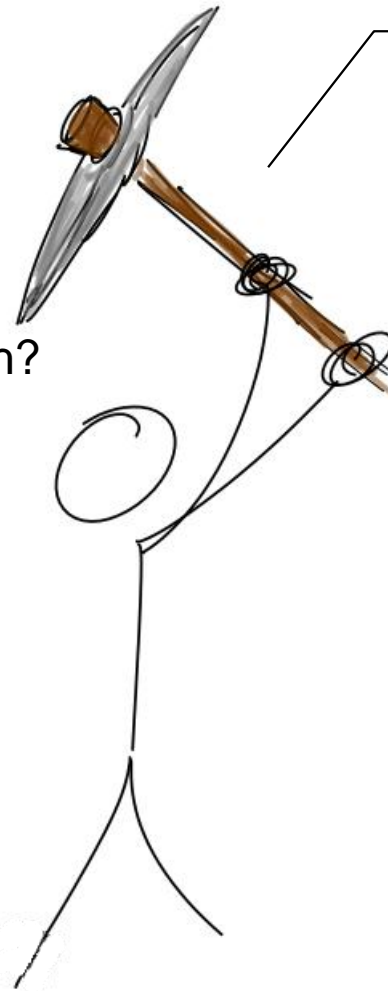
Was ist der Deal?

Abhängigkeit

Kann ich wechseln?

Portabilität

Verfügbarkeit



Werkzeug ? ?

- Twitter
- Slideshare
- Prezi
- YouTube
- Blogger
- Facebook
- Wordpress
- iPad
- ...

~~Werkzeug~~

Twitter
Slideshare
Prezi
YouTube
Blogger
Facebook
Wordpress
iPad
...

Einfluss wirtschaftlicher Interessen?

Vorbildfunktion

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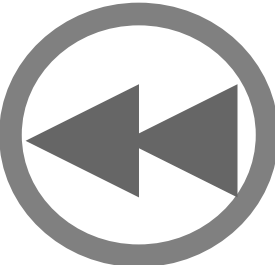
Abhängigkeit

Kann ich wechseln?

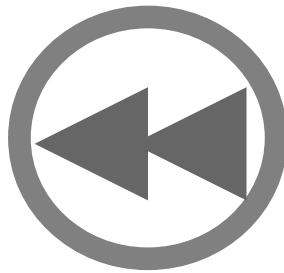
Portabilität

Verfügbarkeit

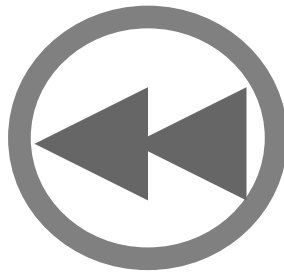




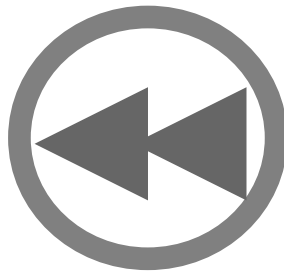
...



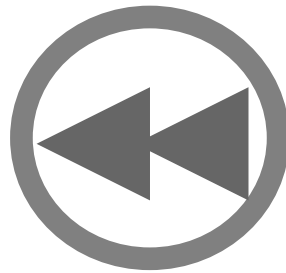
Freiheit
Offenheit
Mündigkeit



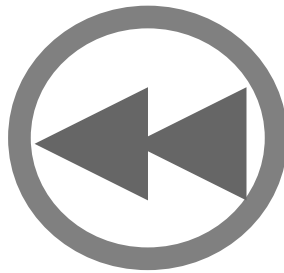
OS Wars



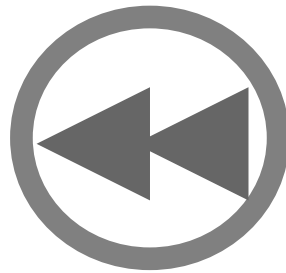
OS Wars
Office Wars



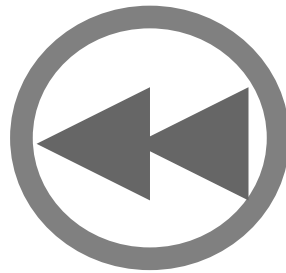
OS Wars
Office Wars
Browser Wars



OS Wars
Office Wars
Browser Wars
DRM Wars

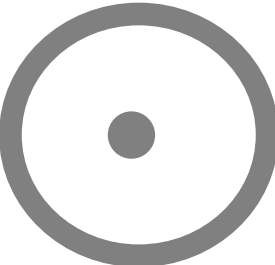


OS Wars
Office Wars
Browser Wars
DRM Wars



OS Wars
Office Wars
Browser Wars
DRM Wars

War on General Purpose Computation





Referent: Boris Kraut <kraut@entropia.de>
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