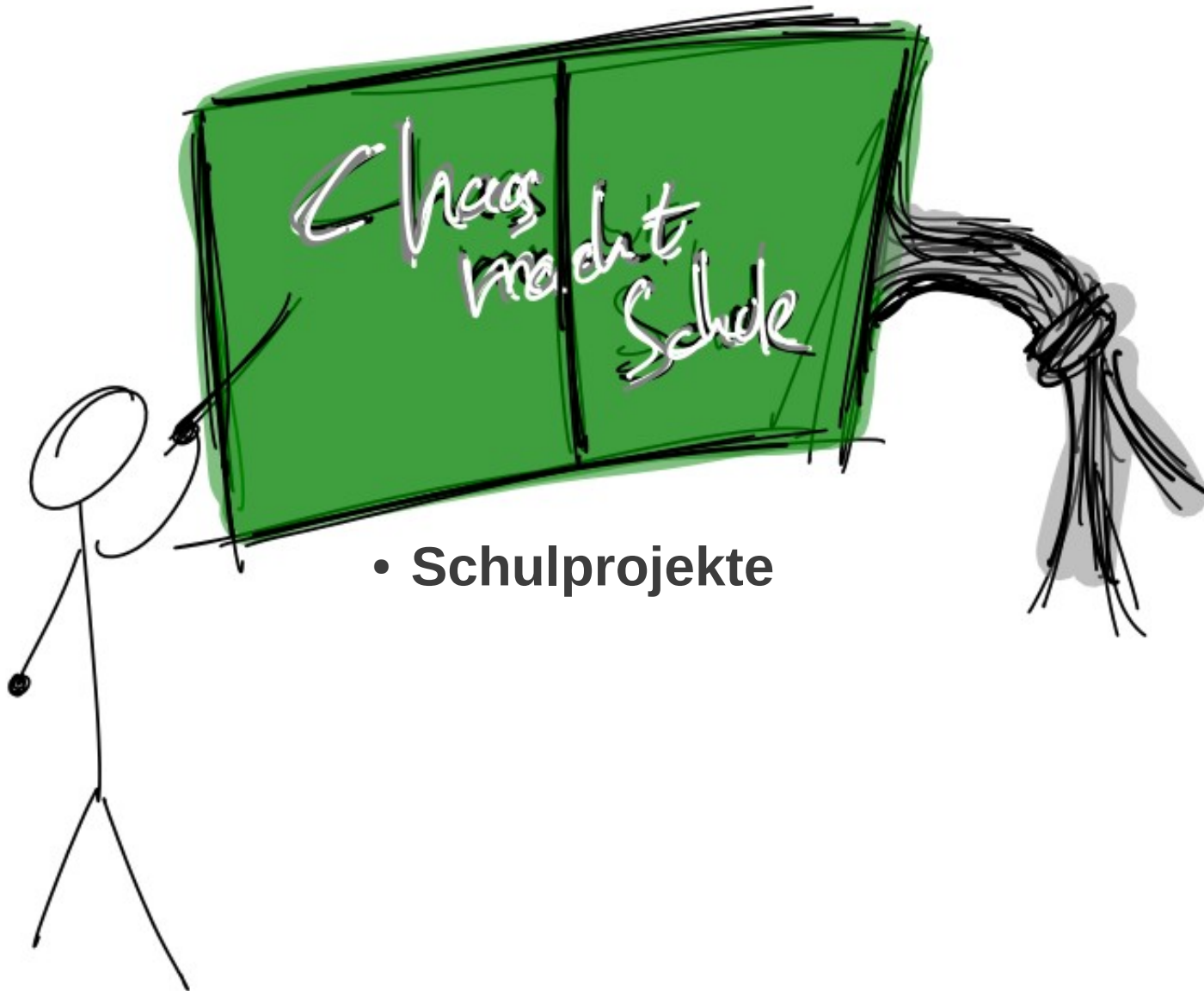




**Freie Bildung:
*Web2.0-Tools als Türöffner für
die Wirtschaft***

Referent: Boris Kraut <kraut@entropia.de>
Veranstaltung: GML² 2012
Freie Universität Berlin
Datum: 15.03.2012 16:30 Uhr

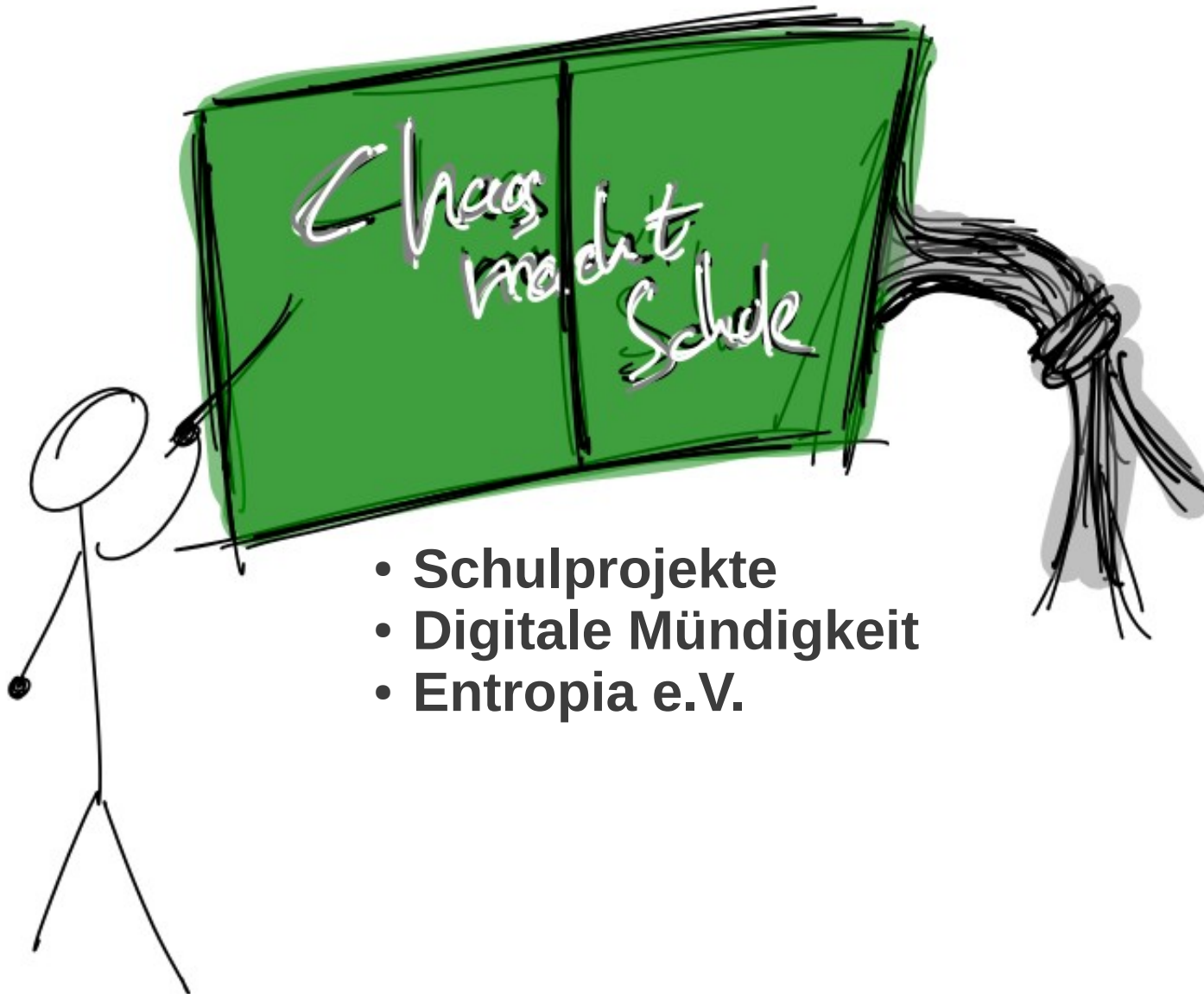




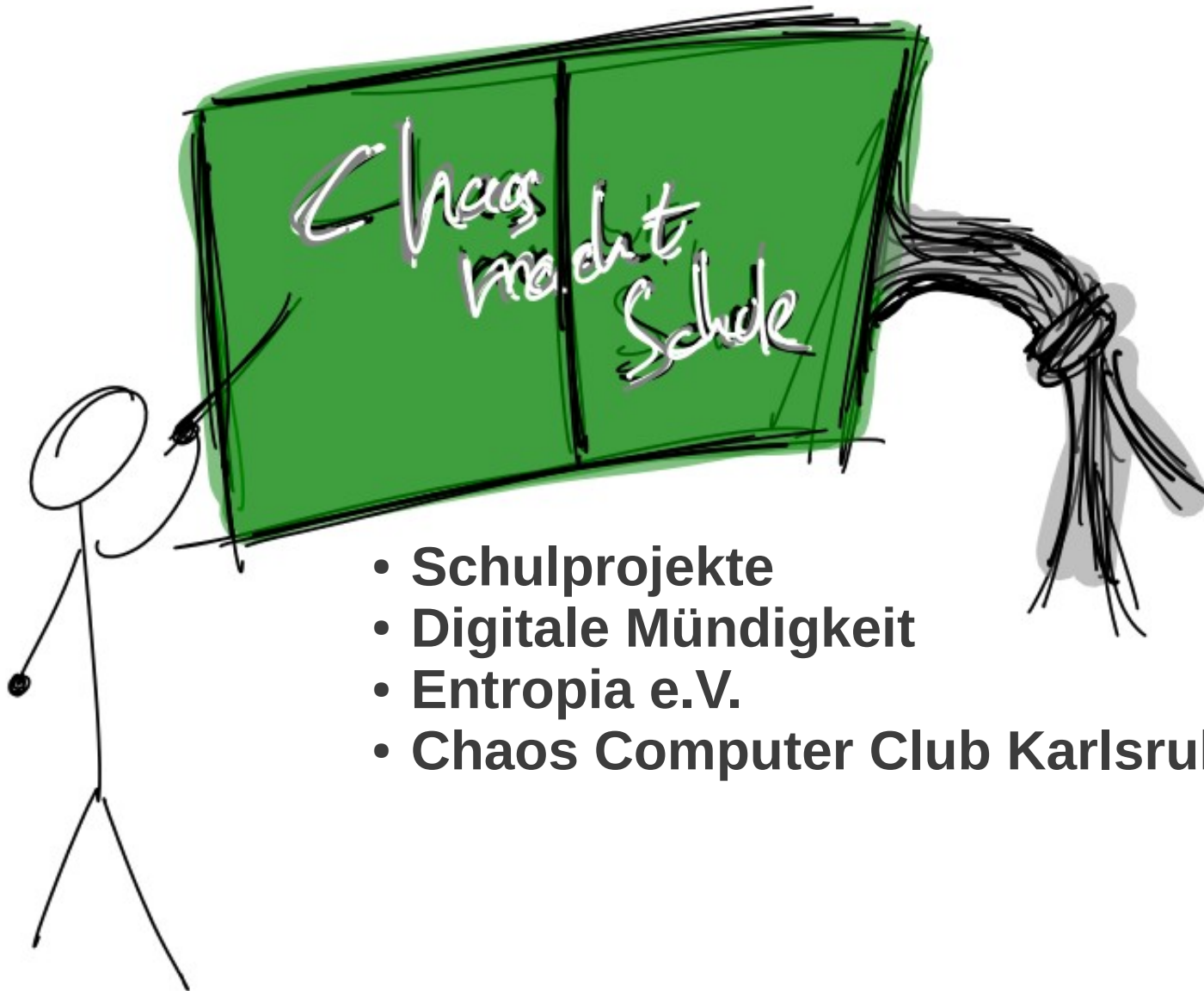
• Schulprojekte



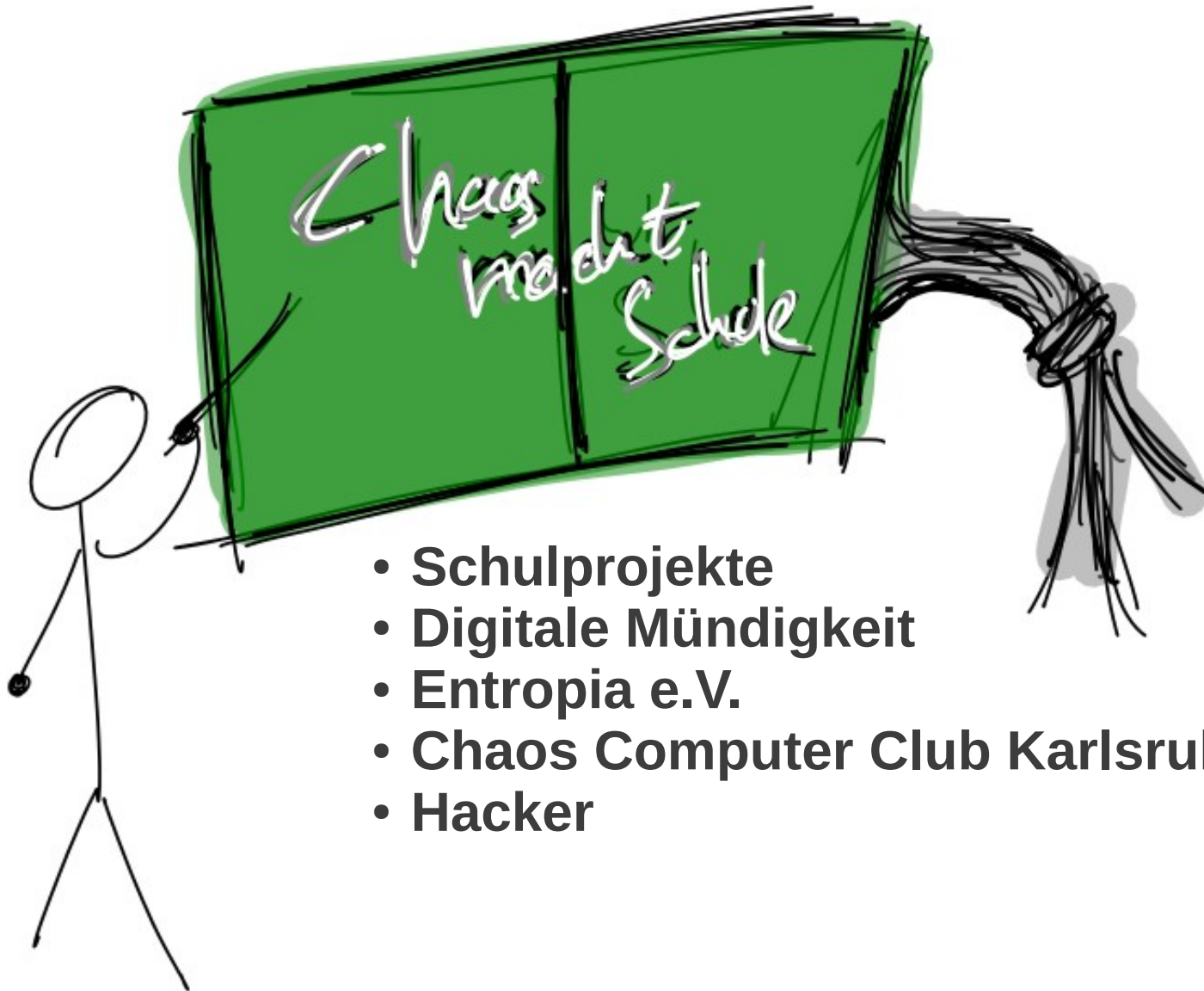
- **Schulprojekte**
- **Digitale Mündigkeit**



- **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



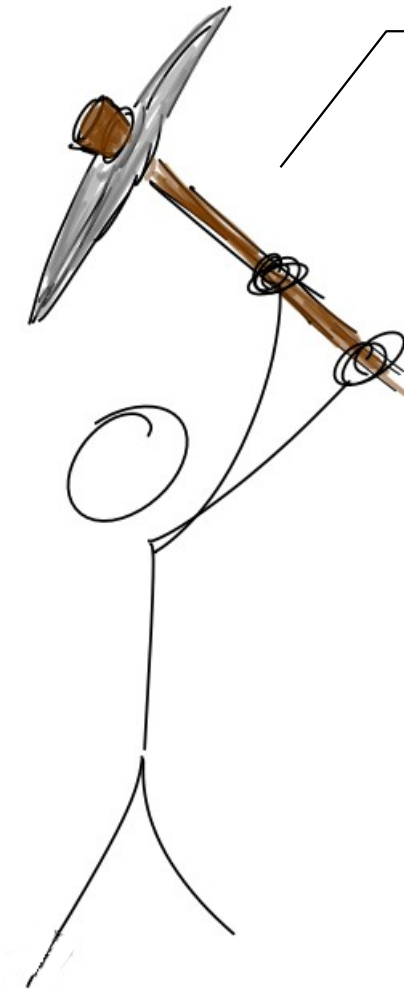
hack

a clever solution to a tricky problem

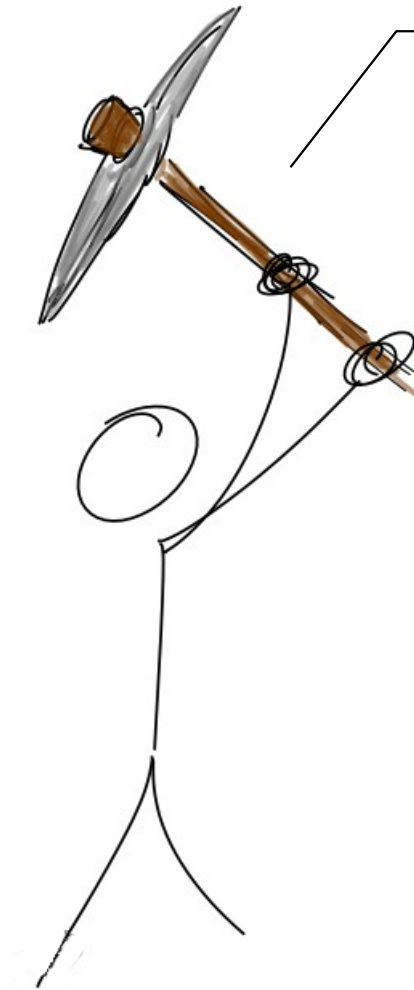
Hacker

Hacker





Werkzeug
Spitzhacke



Werkzeug

Spitzhacke

Pinzel

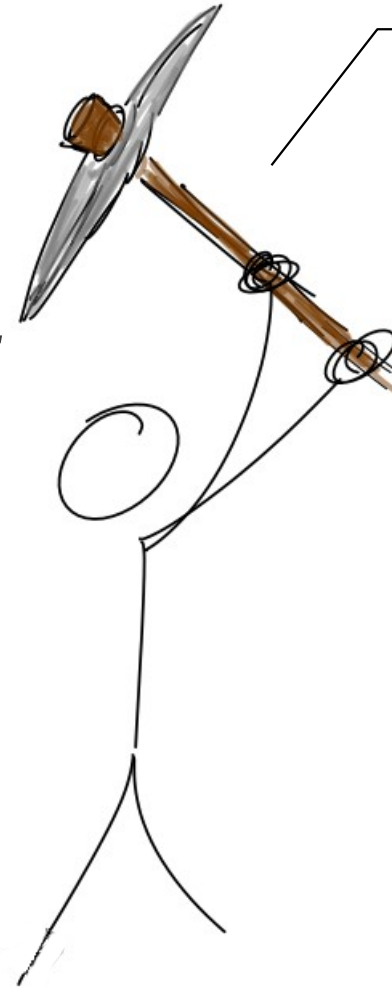
Hammer

...

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

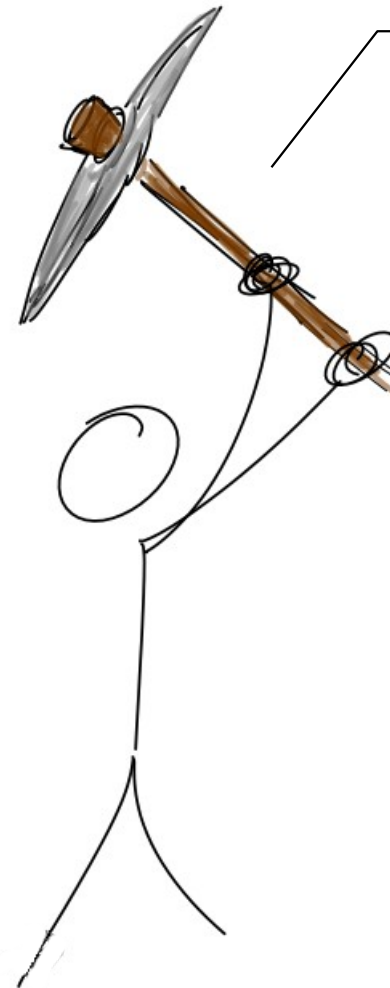
Spitzhacke
Pinzel
Hammer

...

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

Pinzel

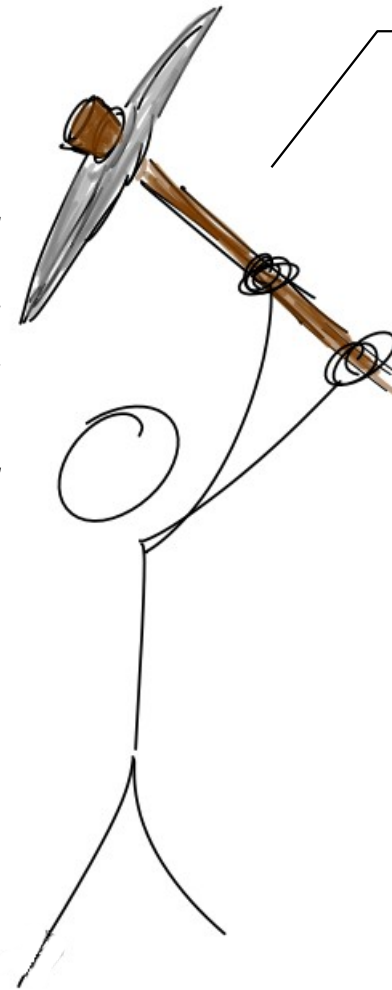
Hammer

...

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

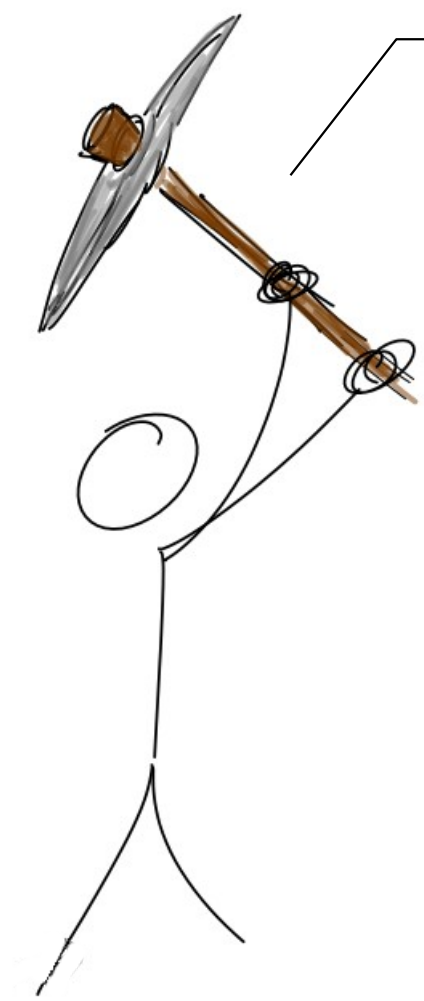
Pinzel

Hammer

...

Hardware
(Notebook, ...)

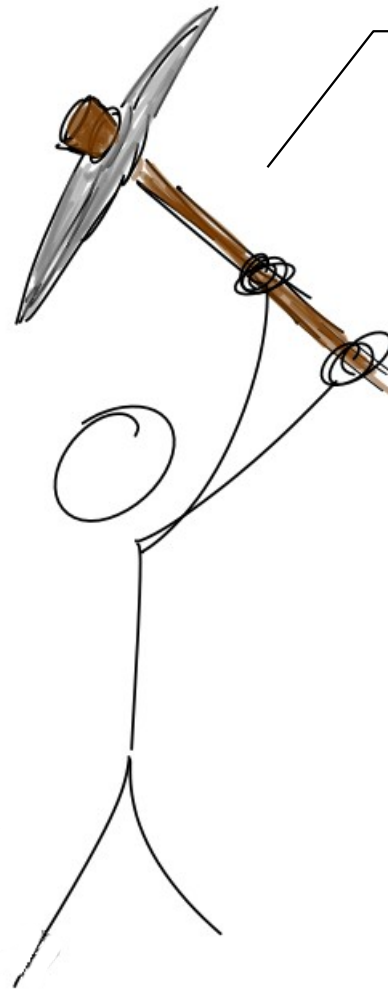
Software
(Blog-, ...)



Werkzeug^{???}
ePortfolio

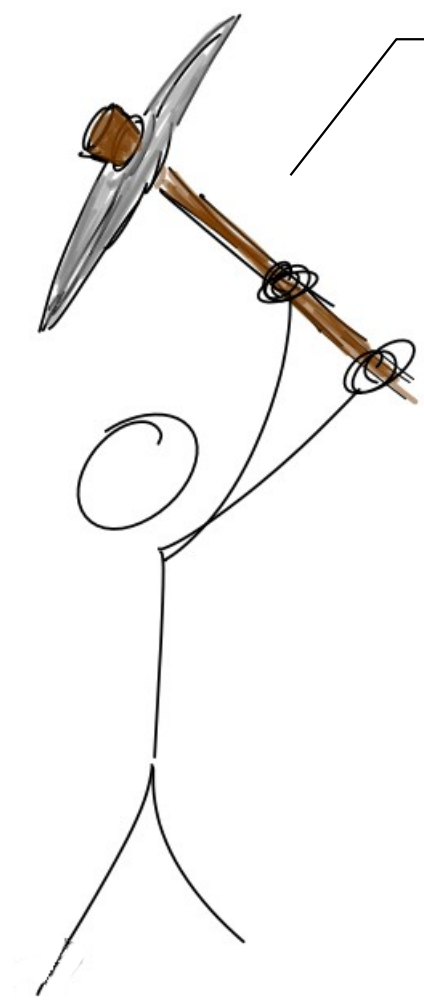
Likewise with eportfolios: calling them a tool severely diminishes what they are. Using the word **mis-leads** [...] When seen through the lens of its capabilities, [...] eportfolio could never be thought of as a mere tool, a **one-dimensional technology** that has a single purpose.

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?

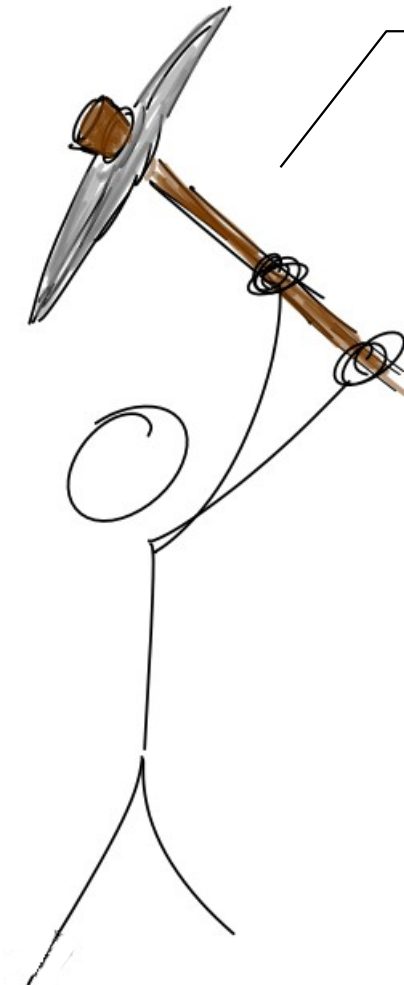


Werkzeug ? ? ?

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

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

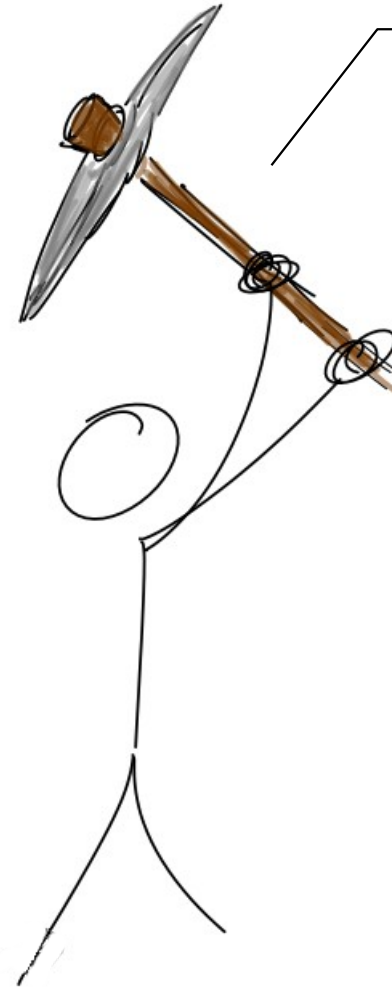
misnomer!



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.*



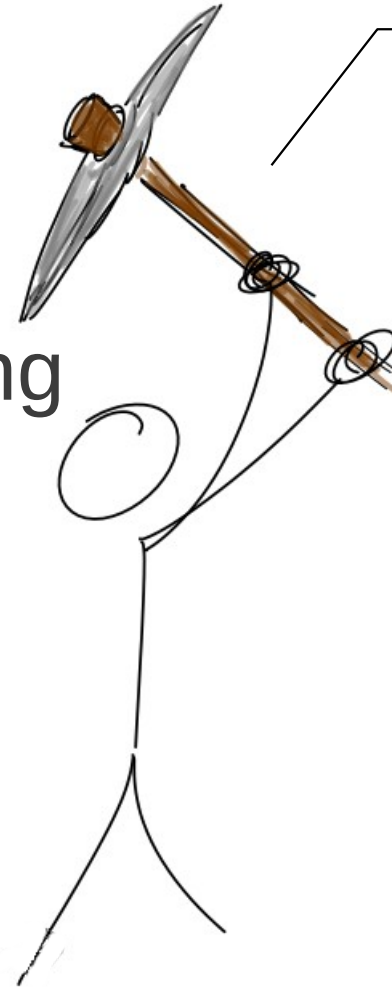
Werkzeug^{???}

Twitter
Slideshare
Prezi
YouTube
Blogger
Facebook
Wordpress
iPad

...

Blog
Software
ePortfolio
wp.com

Idee, Begriff
Implementierung
Anwendung
Service

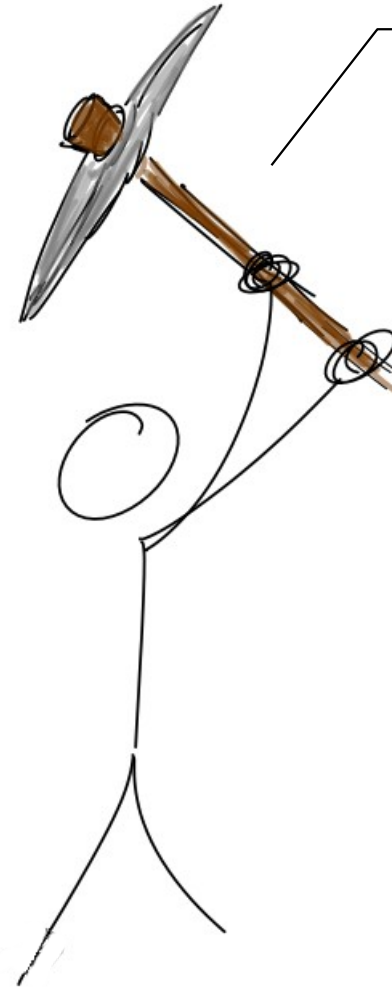


Werkzeug^{???}

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?

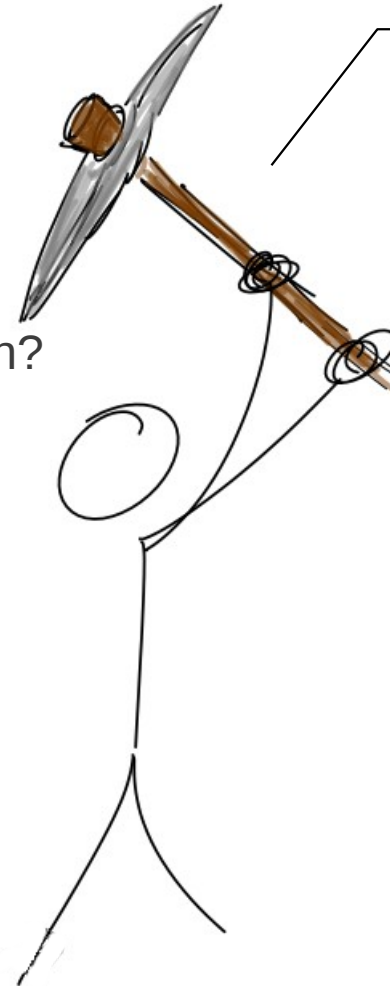
Was ist der Deal?

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

Verleite ich Schüler zur Unmündigkeit?

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Für wen arbeiten wir eigentlich?

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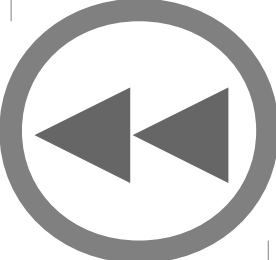
Abhängigkeit

Kann ich wechseln?

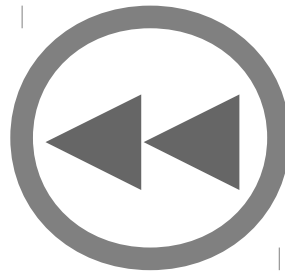
Portabilität

Verfügbarkeit

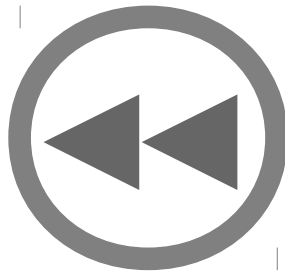




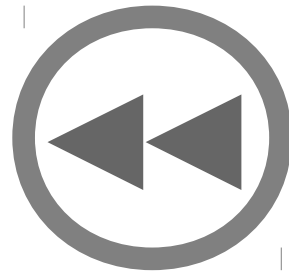
...



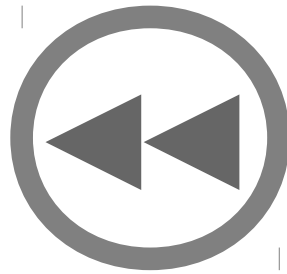
Freiheit
Offenheit
Mündigkeit



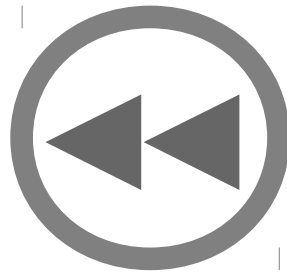
OS Wars



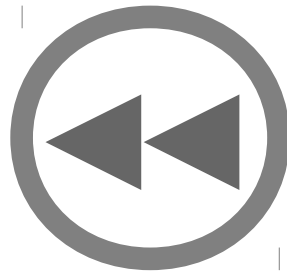
OS Wars
Office Wars



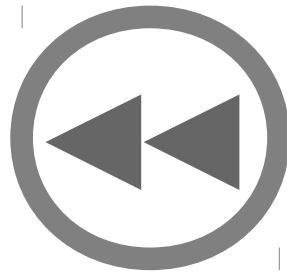
OS Wars
Office Wars
Browser Wars



OS Wars
Office Wars
Browser Wars
DRM Wars

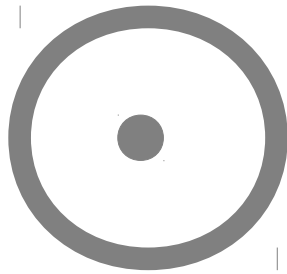


OS Wars
Office Wars
Browser Wars
DRM Wars



OS Wars
Office Wars
Browser Wars
DRM Wars

War on General Purpose Computation





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