



Diffusion of information

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Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push
 - ◆ Active diffusion of selective information for targeted people
- ◆ Information pull
 - ◆ free and available information so that the "customer who seeks" finds "easily"

Diffusion of information

- ◆ information is not confidential any more: it is a weapon

- ◆ Information push

- ◆ Passive push

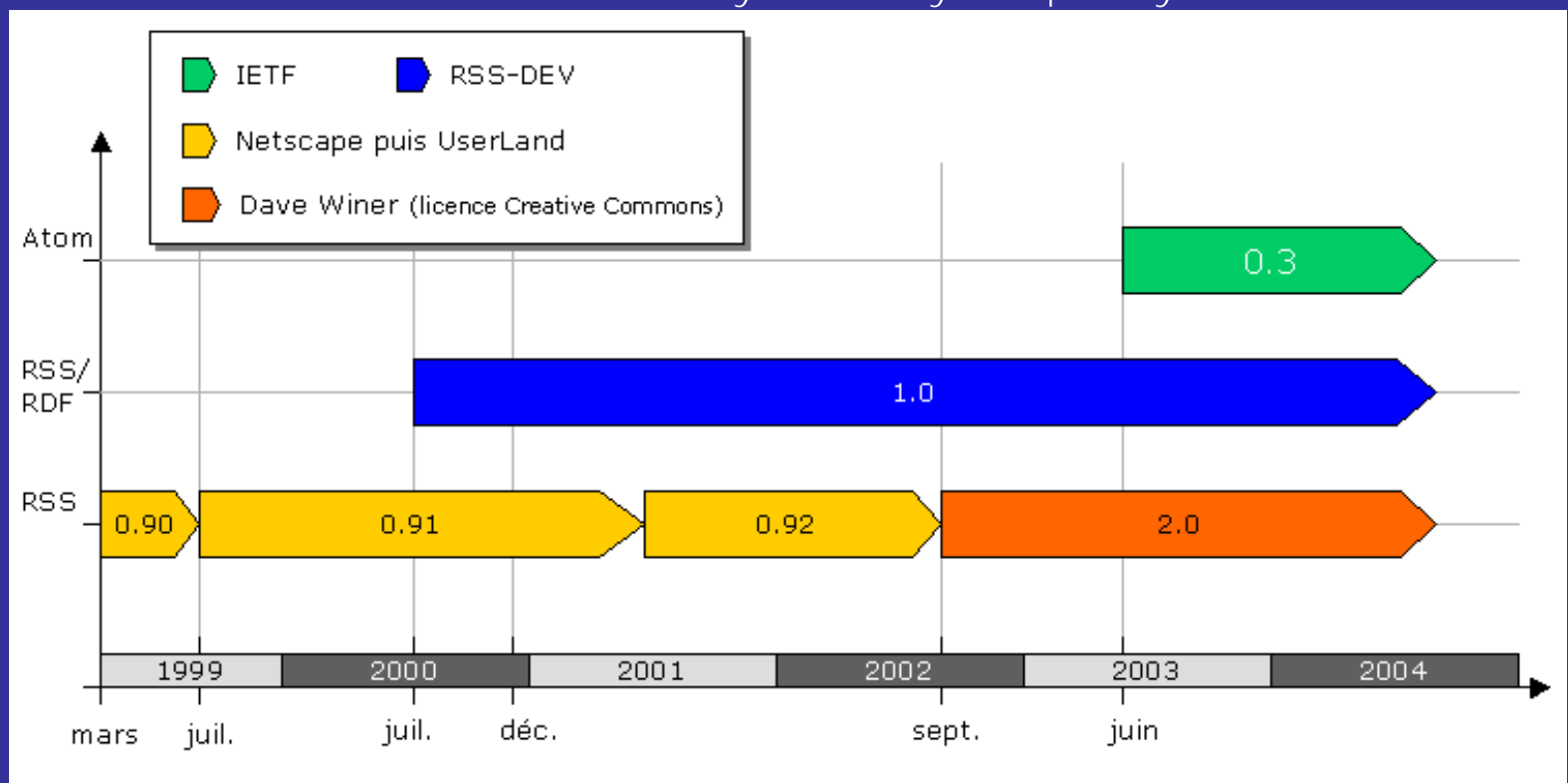
- ◆ push for the persons that choose to receive
 - ◆ Problem: the persons have to know

- ◆ Active push

- ◆ Push for the persons that have to receive
 - ◆ Possibility to ask to stop receiving

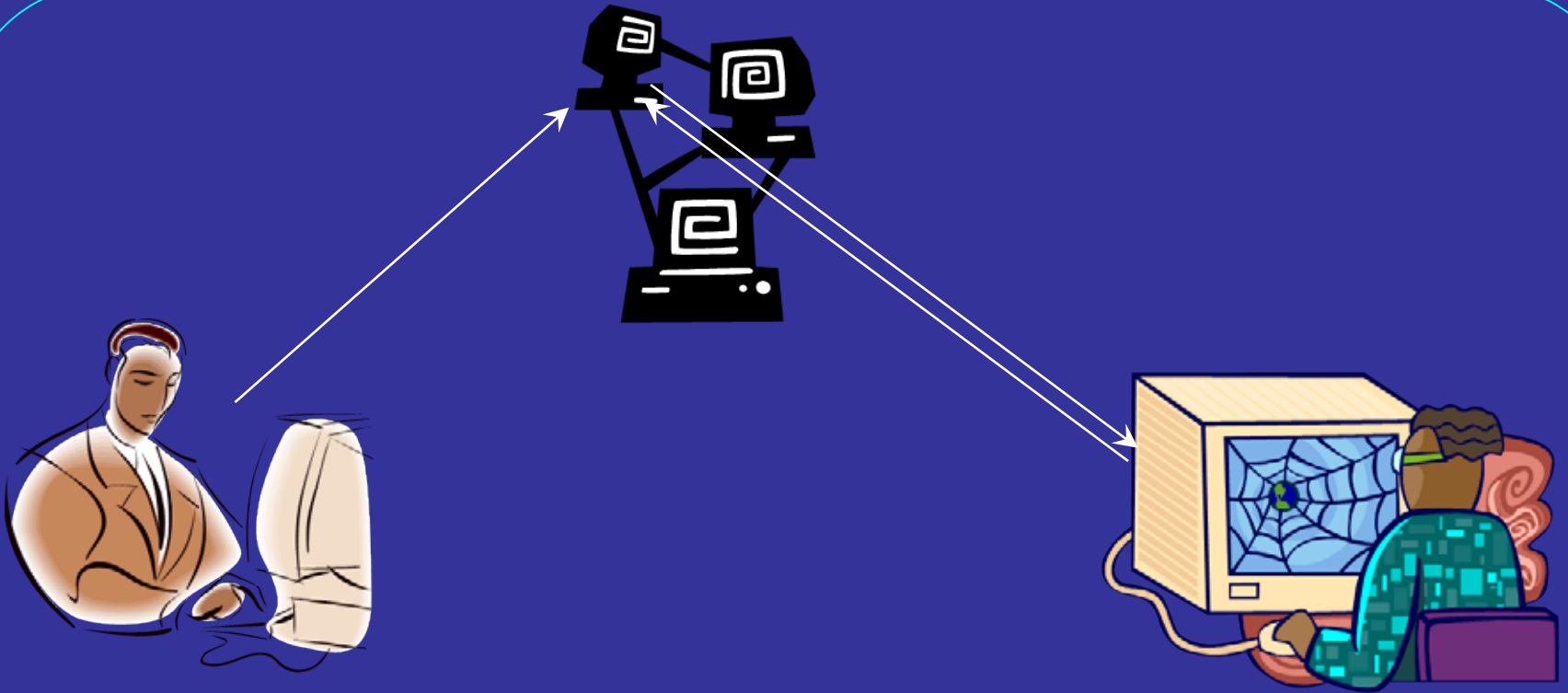
Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push: Passive push
- ◆ RSS feeds: Rich Site Summary or Really Simple Syndication



Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push: Passive push



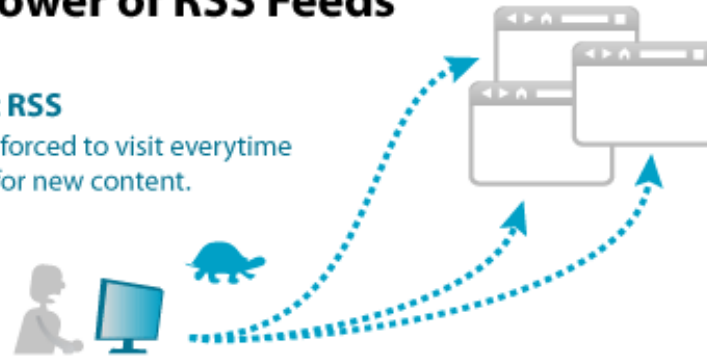
- ◆ Problem: Must know the existence of the feed

RSS Feeds

The Power of RSS Feeds

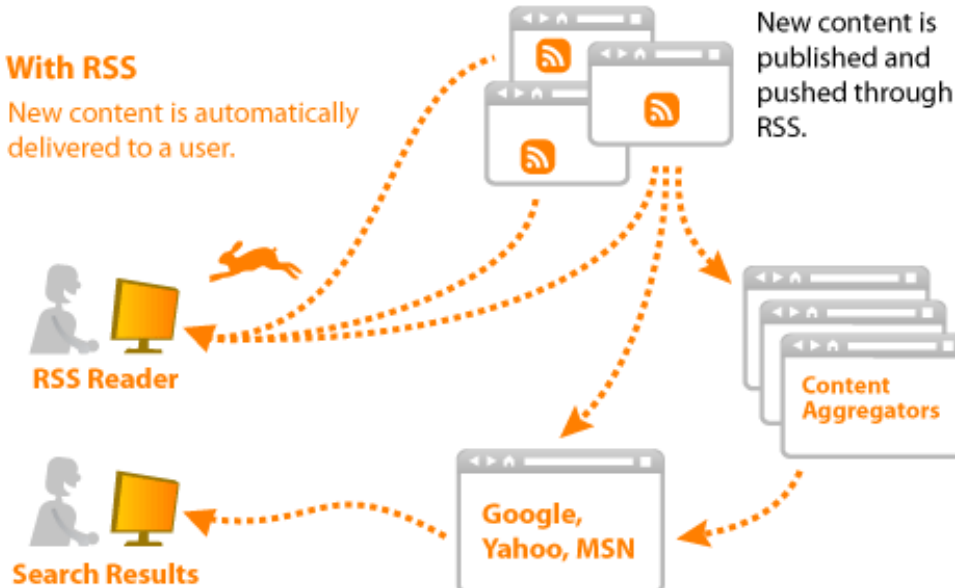
Without RSS

Users are forced to visit everytime to check for new content.



With RSS

New content is automatically delivered to a user.



If optimized, RSS feeds can show on a search results page.

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push: Passive push
 - ◆ Looking for feeds
 - ◆ <http://www.lamooche.com/>
 - ◆ <http://www.google.com/reader/>

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- ◆ Information push: Passive push

- ◆ Reading feeds

- ◆ <http://www.google.com/reader/>

- ◆ Thunderbird

- ◆ RSS Wiss (extension for Firefox): mémoriser

- ◆ <http://www.newsgator.com/>

- ◆ <http://www.lamooche.com/fiche-utils.php?appverid=6>

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push: Passive push
 - ◆ Saving feeds
 - ◆ RSS Wiss (extension for Firefox): mémoriser
 - ◆ Sharing feeds
 - ◆ OPML files
 - ◆ <http://www.google.com/reader/>

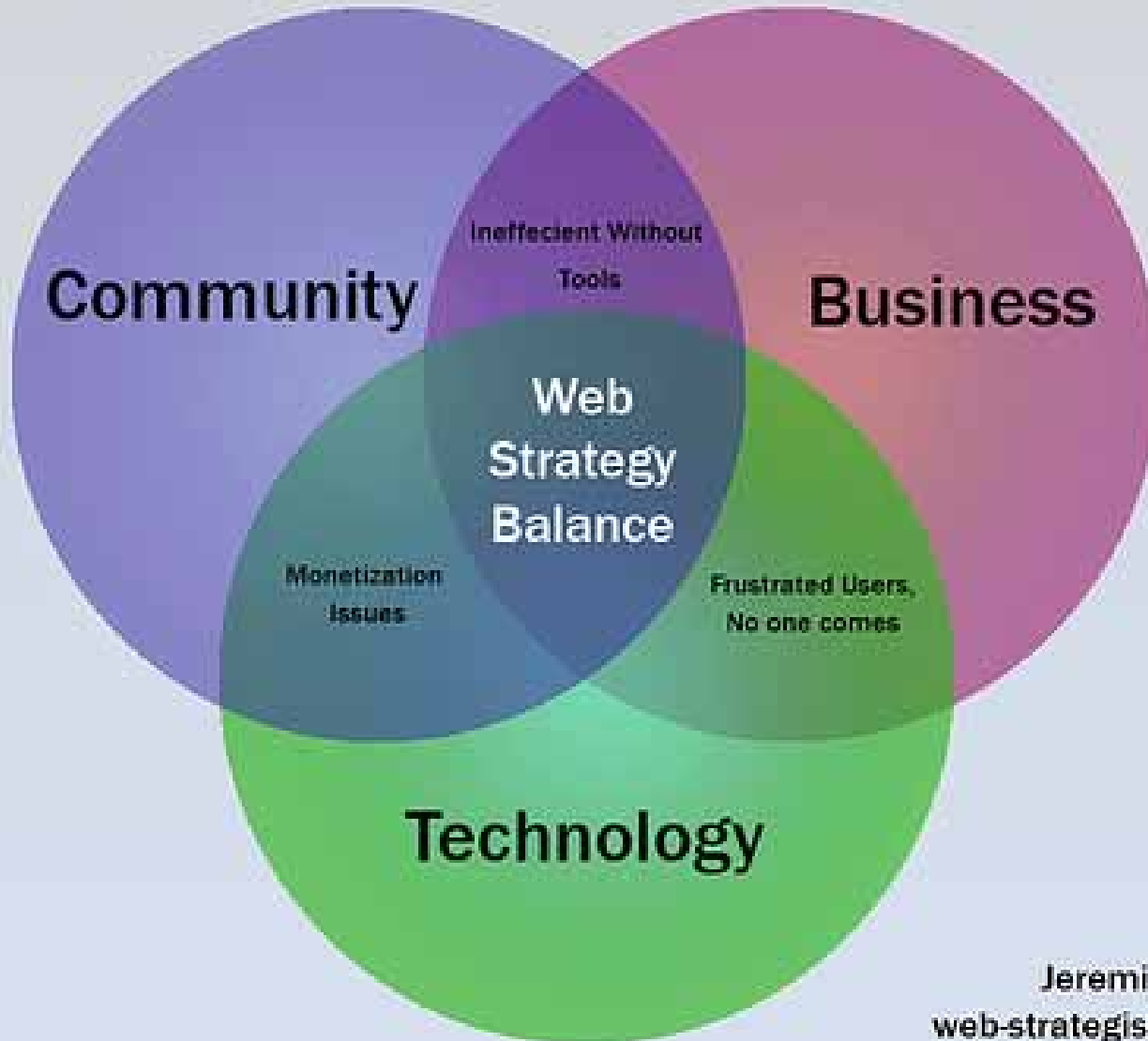
Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push: Active push
 - ◆ Client identification: those that have to be inform even if they do know that they have to be inform
 - Advance email extractor
 - ◆ Push for them with the needed frequency
 - ◆ If external they must have the possibility to stop to receive
 - Mail list controller

Web strategy

Three Spheres of Web Strategy

FOR SUCCESS, THE LONG TERM PLANNING OF A WEBSITE MUST BALANCE EACH SPHERE



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