

etrends questions WS 2010/2011

- Nicola Guarino
 - Describe the difference between a good and a service.
 - Why is a service always performed in a socio-technical context?
 - Explain the notion of "commitment" regarding the definition of "service".
- Ulrike Gretzel
 - What is online consumer behavior? What are fundamental research fields online consumer behavior involved?
 - Name some of factors based on which consumers build their trust. What does CGM stand for?
 - What are deviant behaviors?
- Erich Schweighofer
 - What do you think are the main motivations for customers "befriending" companies (on facebook)?
 - How much do users trust in other users (user generated content)? How much do they trust in professionals (marketers) not abusing social media? What can increase trust?
 - What is the idea of a rational customer? How tolerant are customers when something goes wrong?
- Dieter Fensel
 - Explain the terms "Web 2.0", "Semantic Web" and "Internet of Services".
 - What is meant by *transaction costs* and *limited rationality*?
 - What is a Value-Added Network in the context of the "Internet of Services"? Can you give an example?
- Lora Aroyo
 - What did the CHIP project achieve by using semantics?
 - What are the Getty Thesauri?
 - Which of the 11 identified semantic relationships proved to provide the most accurate recommendations, while also being of most interest to the users?
- Nigel Shadbolt
 - Web Science: Why is it important to study the web? Which disciplines play a role in the interdisciplinary field? And why? What do you know about the shape and the structure of the Web?
 - Which examples were given in the talk for the power of open data? Which reasons are there for governments, local authorities and cities to release data?
 - What is public data? What are the public data principles? What are the challenges?