



Università  
degli Studi  
di Ferrara



# INFORMATICA

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Laurea Triennale in Economia  
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# Sviluppo del corso

Modulo II e Modulo III



Le due cose più importanti non compaiono nel bilancio di un'impresa: la sua reputazione ed i suoi uomini.

*Henry Ford*

## ▣ Modulo II

- Dato e informazione: capire per comprendere – le relazioni
- IoT (Internet Of Things), BYOB e BYOT
- Data WareHouse e Big Data
- **Tecnologia: cambiamenti organizzativi e sociali**

## ▣ Modulo III

- Algoritmi di ricerca e posizionamento
- Distribuzione e ricerca di Informazioni
- Posizionarsi in Rete, Rete e i Social come luogo di Marketing
- Blockchain: significato, importanza e rischi

# Panorama dei Social Media

## Social Media Landscape 2017



**Publishing:** Diffusione di letteratura, musica o informazioni, l'attività di mettere le informazioni a disposizione del pubblico in generale

**Piattaforme blog:** *WordPress, Blogger, TypePad, Medium, Wix, Weebly, Ghost, SquareSpace*

**Wikis:** Wikipedia, Wikia

Ibridi **publishing / sharing** *Tumblr o MySpace e Mastodon* (piattaforma decentralizzata)

**Sharing** video (YouTube, Vimeo, Dailymotion), live video (Twitch, Periscope), documenti (SlideShare, Scribd...), dati (data.world), foto (Instagram, Flickr, Imgur, Giphy, 500px...), vari (Pinterest, Behance, Dribbble...), music (Spotify, Deezer, Pandora, SoundCloud...)

**Messaging** (WhatsApp, Facebook Messenger, SnapChat, iMessage, BBM, Android Message, Allo, Duo, Telegram, Signal, Skype, Kik, Viber, Tango...), visual messaging (Tribe, TapTalk) e messaggistica classica – webmails, milioni di utenti (Gmail, Outlook, Yahoo Mail)

**Discussing/Collaborating** (Github, Reddit, Facebook, Groups, 4chan, Tapatalk...), comment systems (Disqus, Muut, Discourse, GraphComment...), e collaborating FAQ (Quora, StackExchange, Ask...)

# Panorama dei Social Media

## Comunicazione personale

### «Esposizione del Brand»

### Traffico verso il sito

### SEO (Search Engine Optimization)

**THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE**  
 2010 IS THE YEAR CMOs WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

**GOOD! OK. BAD!**

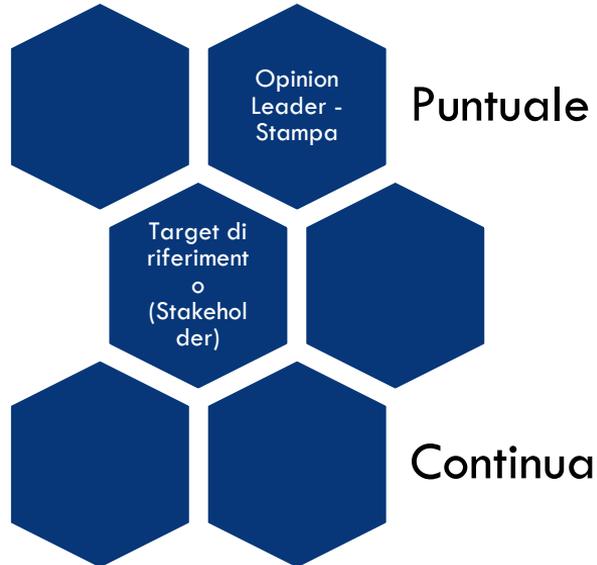
WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEO
<b>LinkedIn</b> A marketing tool that enables users to connect with other professionals or businesses.	Use LinkedIn to engage people who like your brand, visit your site, and participate in promotions and contests.	Facebook brand pages are great for brand exposure. They start with three members through the platform to help you grow your brand presence.	Provided you're large, but promoted on a list from Twitter, you'll have a high volume of followers, but expect massive numbers of inactive visitors to go to your site.	Visit to your site's SEO is better, but lower will rank higher than it would - same as for your competitors and lead-time, though Facebook likes are an extra benefit.
<b>Facebook</b> A social networking site where users post photos, videos, and messages and build their own profiles.	Use Facebook to engage people who like your brand, visit your site, and participate in promotions and contests.	Facebook brand pages are great for brand exposure. They start with three members through the platform to help you grow your brand presence.	Traffic is decent and on the rise thanks to share buttons and virality, but don't expect massive numbers of unique visitors to go to your site.	Little to no value, aside from those who use and bookmark your profile links, but worth the time expenditure.
<b>Flickr</b> A social networking site for sharing and commenting on photos.	Use Flickr to engage people who like your brand, visit your site, and participate in promotions and contests.	Participation in industry-related groups might get your photos, and thus your brand, noticed by people with similar interests, but returns will be small.	Brand-related content is a photo opportunity for your site, click through rates among the lowest overall.	Heavily related to social networking, positive links and page likes will help improve your ranking in Google Images and in building related links.
<b>LinkedIn</b> A social networking site for business professionals.	Use LinkedIn to engage people who like your brand, visit your site, and participate in promotions and contests.	Effective for personal branding and demonstrating your organization's professional network. Encouraging employees to interact can help build your brand's reputation.	Useful to show any significant traffic to your site, though you may not see it. This might be from a partner, a customer, or a customer.	Very high page rank - almost guaranteed on the first page of search results for your company name or individual employees, but that's about it.
<b>YouTube</b> A video sharing website where users upload and watch videos.	Use YouTube to engage people who like your brand, visit your site, and participate in promotions and contests.	One of the most powerful branding tools on the Web when you build your brand. Content is high-quality, viral, and used your way.	Traffic goes to the video, if the goal is to get traffic, but to get the most traffic, you need to have a video that does not just get traffic, but also converts with video views.	Very good for building links to your site, but low value overall. High rank, but a bad link that does not get traffic to your site.
<b>Digg</b> A social news site that allows users to discover and share content.	Use Digg to engage people who like your brand, visit your site, and participate in promotions and contests.	Opportunities are huge, especially for promoting objective, professional content. However, if you don't have a high-quality video, you may not see it.	The potential of viral content is huge, especially if you have a high-quality video. However, if you don't have a high-quality video, you may not see it.	Very good for building links to your site, but low value overall. High rank, but a bad link that does not get traffic to your site.
<b>StumbleUpon</b> A social news site that allows users to discover and share content.	Use StumbleUpon to engage people who like your brand, visit your site, and participate in promotions and contests.	Participation in industry-related groups might get your photos, and thus your brand, noticed by people with similar interests, but returns will be small.	Brand-related content is a photo opportunity for your site, click through rates among the lowest overall.	Very good for building links to your site, but low value overall. High rank, but a bad link that does not get traffic to your site.
<b>Y!b</b> A social news site that allows users to discover and share content.	Use Y!b to engage people who like your brand, visit your site, and participate in promotions and contests.	Participation in industry-related groups might get your photos, and thus your brand, noticed by people with similar interests, but returns will be small.	Brand-related content is a photo opportunity for your site, click through rates among the lowest overall.	Very good for building links to your site, but low value overall. High rank, but a bad link that does not get traffic to your site.
<b>Reddit</b> A social news site that allows users to discover and share content.	Use Reddit to engage people who like your brand, visit your site, and participate in promotions and contests.	Participation in industry-related groups might get your photos, and thus your brand, noticed by people with similar interests, but returns will be small.	Brand-related content is a photo opportunity for your site, click through rates among the lowest overall.	Very good for building links to your site, but low value overall. High rank, but a bad link that does not get traffic to your site.
<b>Del.icio.us</b> A social bookmarking site that allows users to discover and share content.	Use Del.icio.us to engage people who like your brand, visit your site, and participate in promotions and contests.	Participation in industry-related groups might get your photos, and thus your brand, noticed by people with similar interests, but returns will be small.	Brand-related content is a photo opportunity for your site, click through rates among the lowest overall.	Very good for building links to your site, but low value overall. High rank, but a bad link that does not get traffic to your site.

# WEB Reputation

*Insieme di commenti e opinioni degli utenti pubblicati su Internet (o comunque in rete) su persone, aziende, prodotti e servizi.*

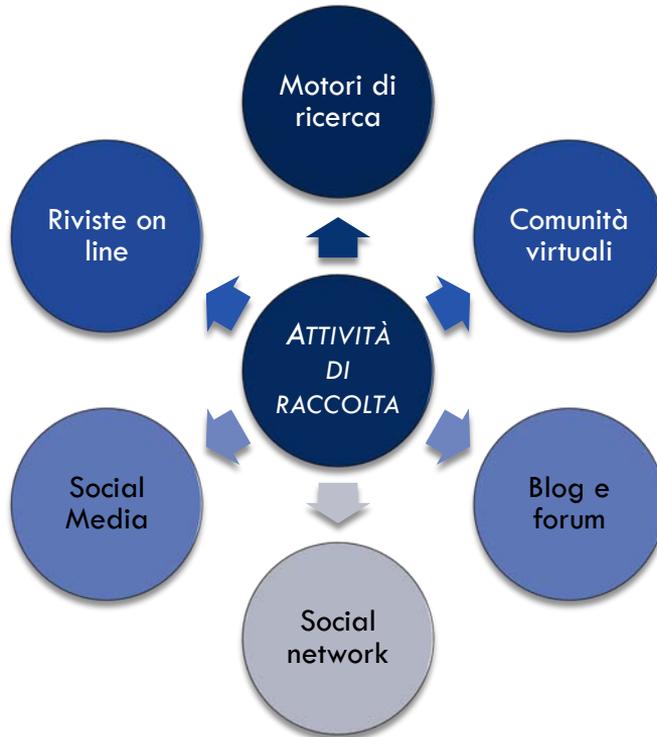


Attività di raccolta e monitoraggio di tutto quanto viene detto on line riguardo a un determinato prodotto, servizio, progetto o evento.



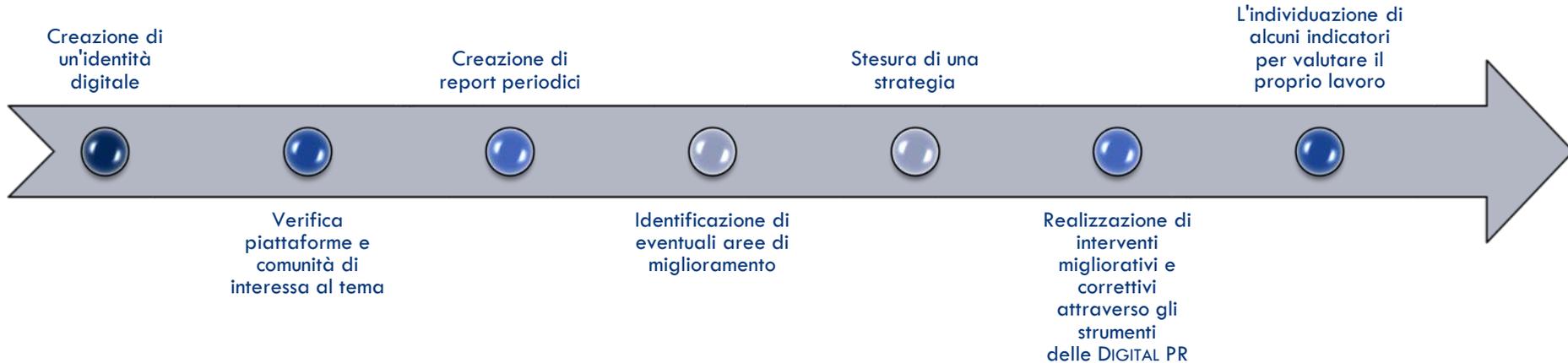
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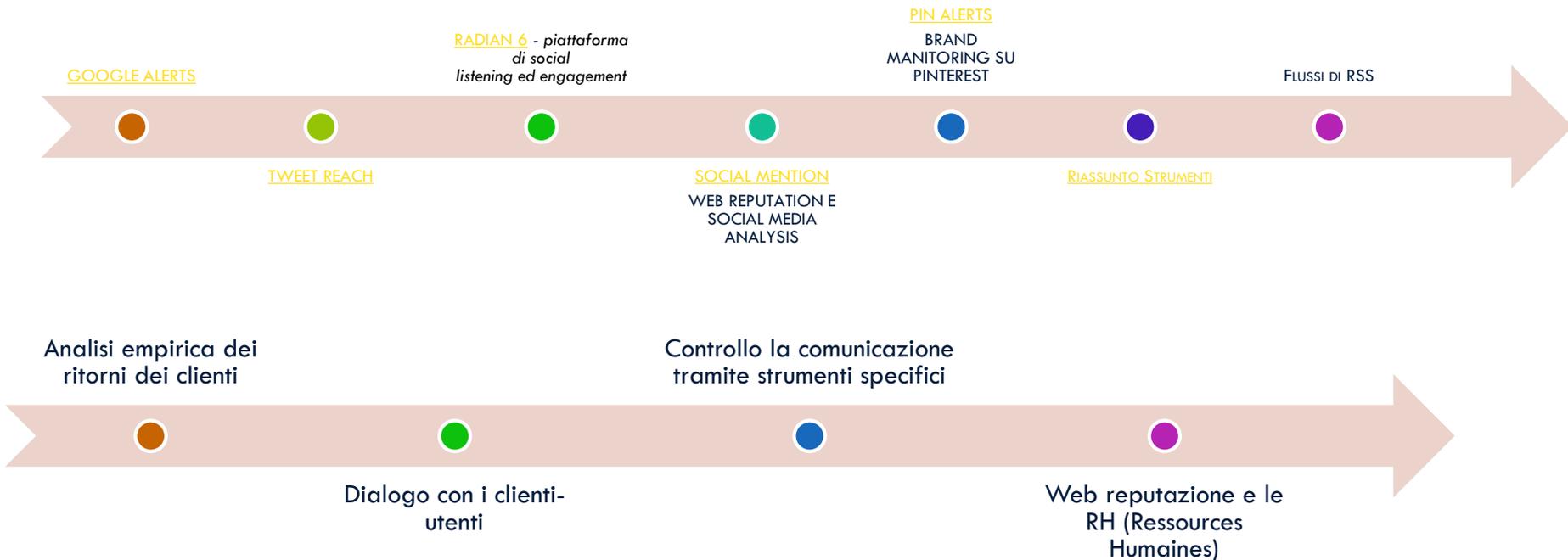
# WEB Reputation

Processo



# WEB Reputation

Processo



Colui che perde la reputazione per gli affari, perde affari e reputazione. (*Francisco De Quevedo – Scrittore 1600*)

