

Next Generation *Web* CONFERENCE

Mar. 13~14, 2006

2.0 – 2.0



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55 ()

04.7 TFT
05.5 50 ,

SnowRank™ 13

www.1noon.com (#3)

blog.1nooncorp.com ()

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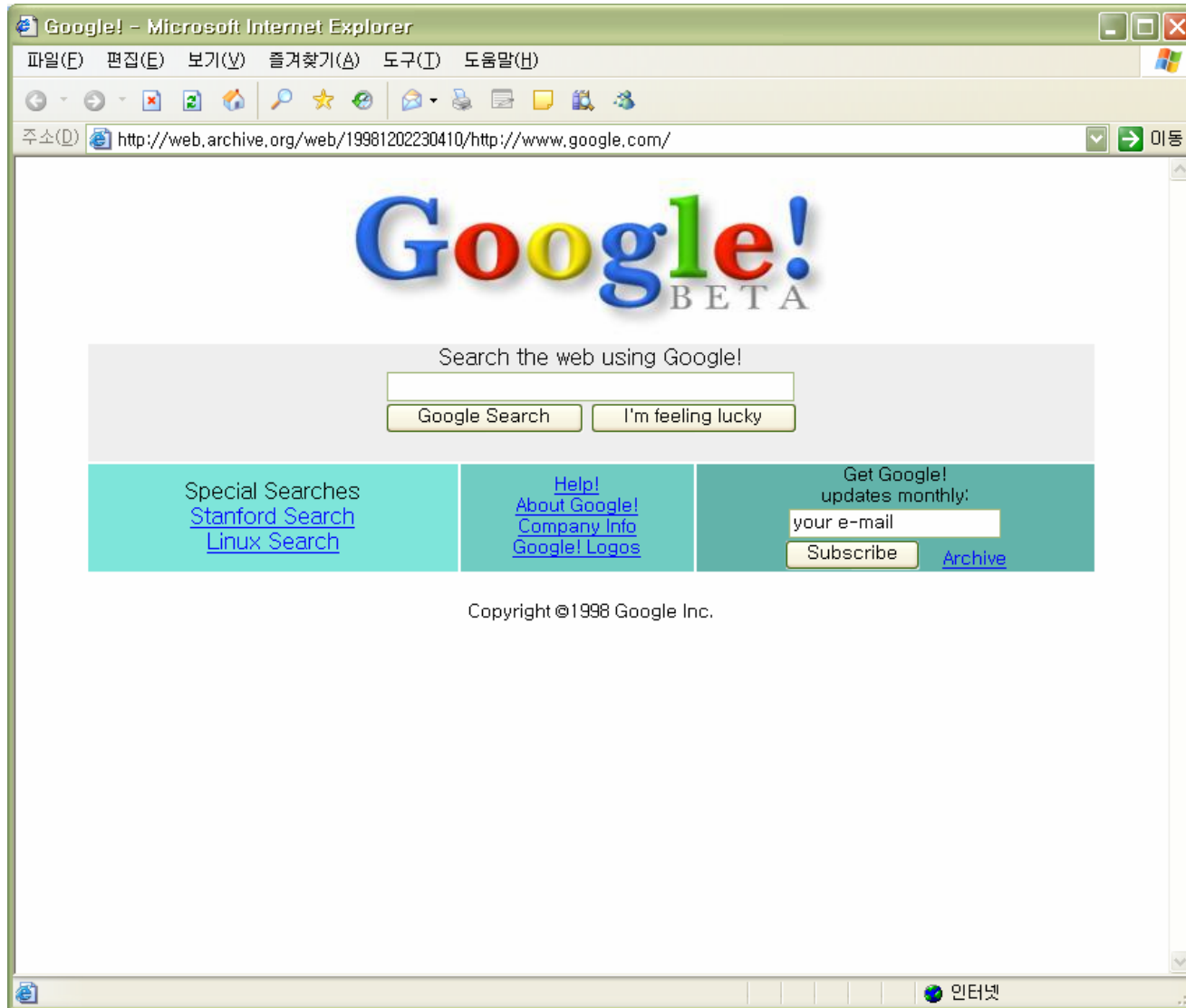
(情報検索)[] ,
.[] ,

2.0

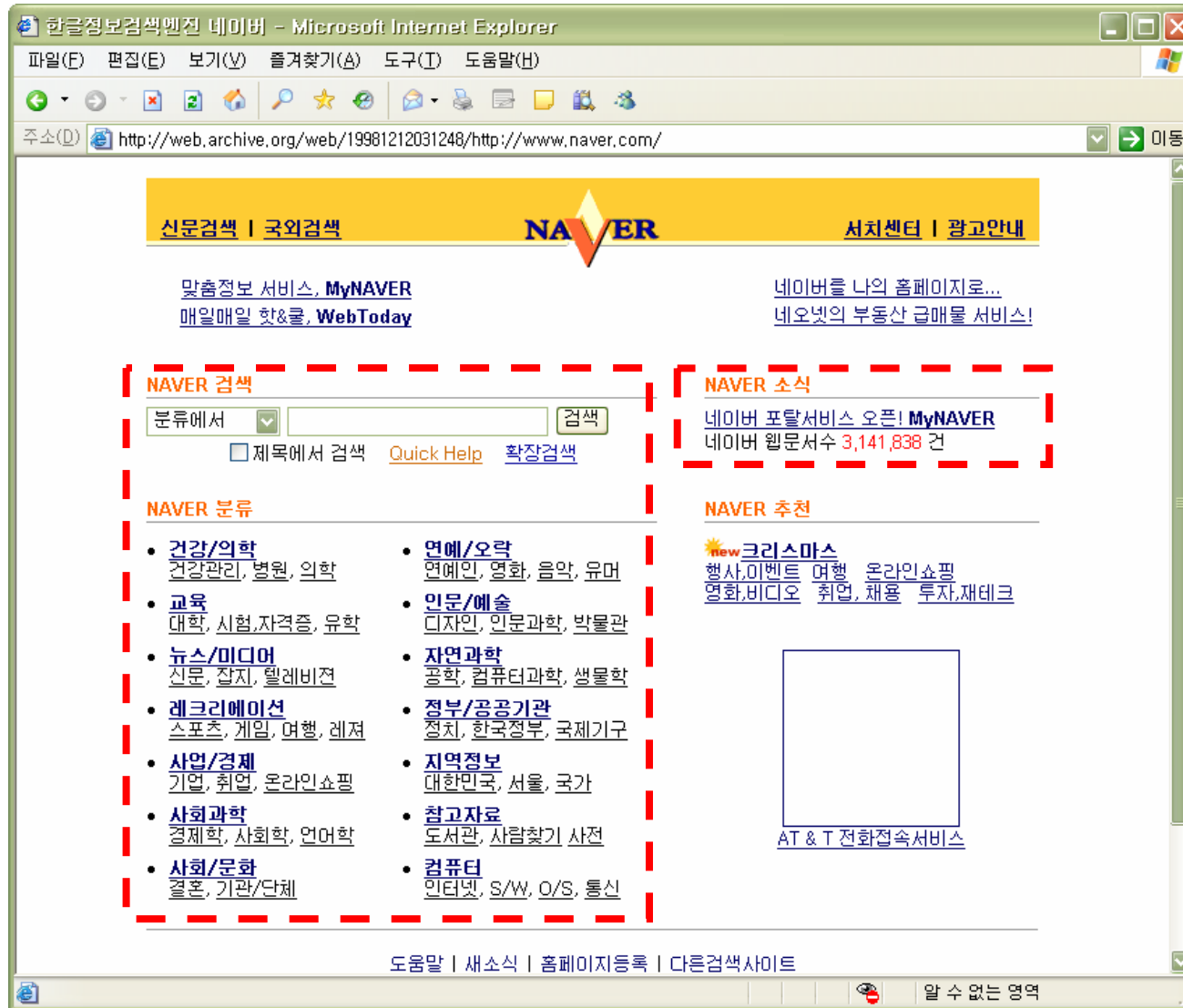
2.0 : 가?

2.0

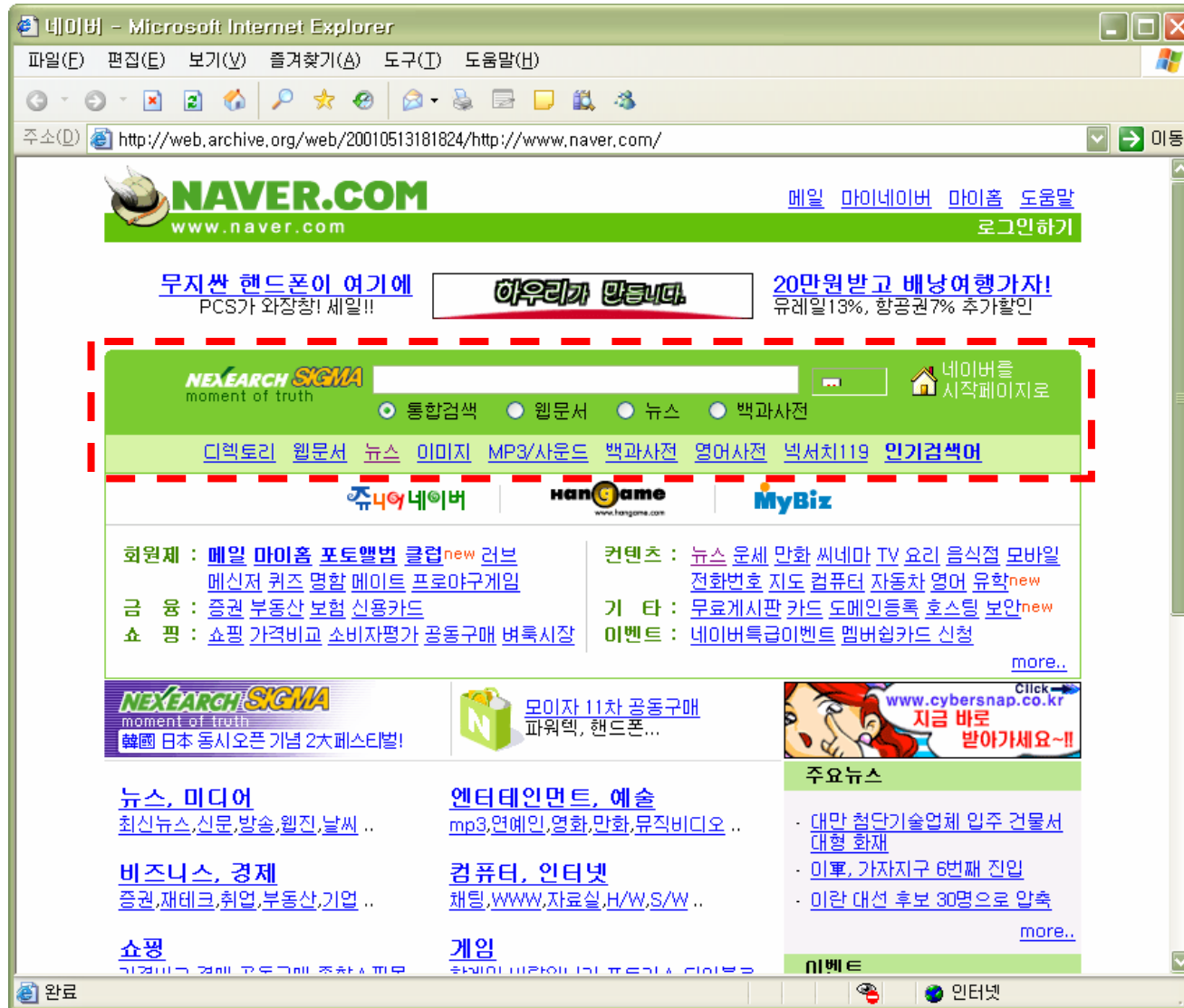
가 , 가 .[] ,

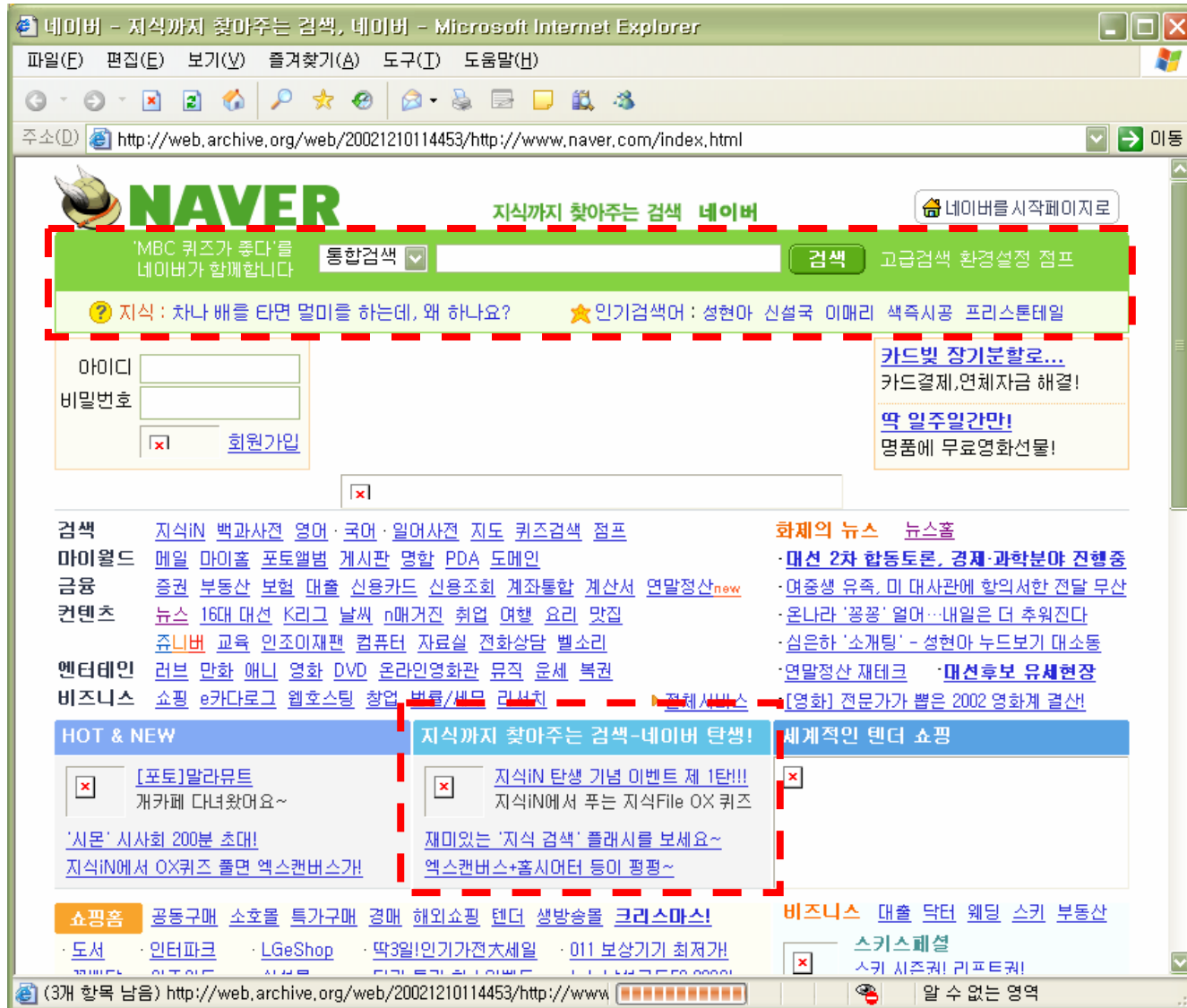


(95)	<ul style="list-style-type: none"> ▣ (DEC), (CMU), (1996, 1.77), (Stanford) ... ▣ (Jerry and David's Guide to the www)..
(~2000)	<ul style="list-style-type: none"> ▣ / , , .. ▣ : (1998, 96 \$), (97~8: 160 \$ vs 75 \$) : (1999, 125 \$) → (2004, 1 \$)
(~2002)	<ul style="list-style-type: none"> ▣ () : 2002 AOL
(~)	<ul style="list-style-type: none"> ▣ : (, , , : 2003) MS : (2003, underdog)



<p>(95)</p>	<ul style="list-style-type: none"> ▣ : (1995), / : (), (KT) ▣ (1997) : 5
<p>(~2000)</p>	<ul style="list-style-type: none"> ▣ (), (Art & Humanities:), ▣ (),
<p>(~2002)</p>	<ul style="list-style-type: none"> ▣ , , ▣
<p>(~)</p>	<ul style="list-style-type: none"> ▣ cash-cow (,) ▣ , , MSN

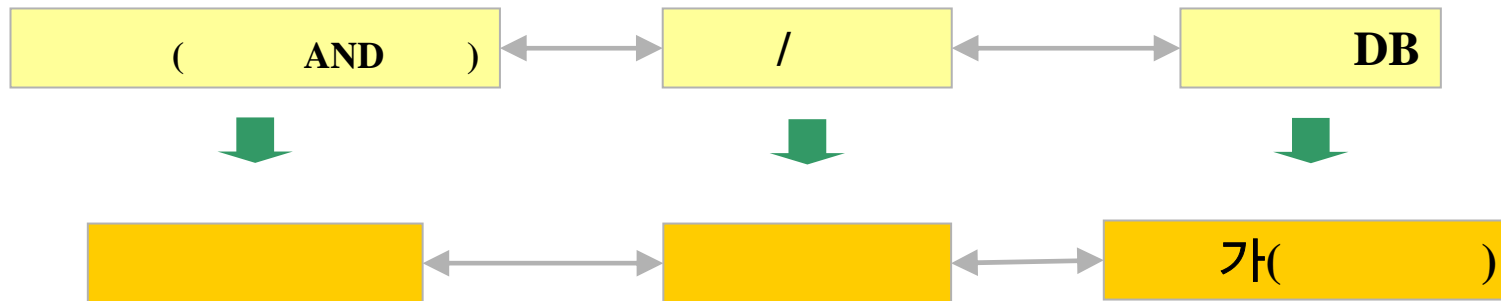




□ (情報檢索)[] ,
 , .[]

□ ‘ ... [ZDNet Korea]

□ “ ” ?
 ■
 ■ (DB)
 ■



- ▣ PageRank (1998) / ?

 - (linked) 가 가 () 가 ?

- ▣ (1999) / ?

 - 가 ?
 - 가 ?

- ▣ (2001) ?

 - ?

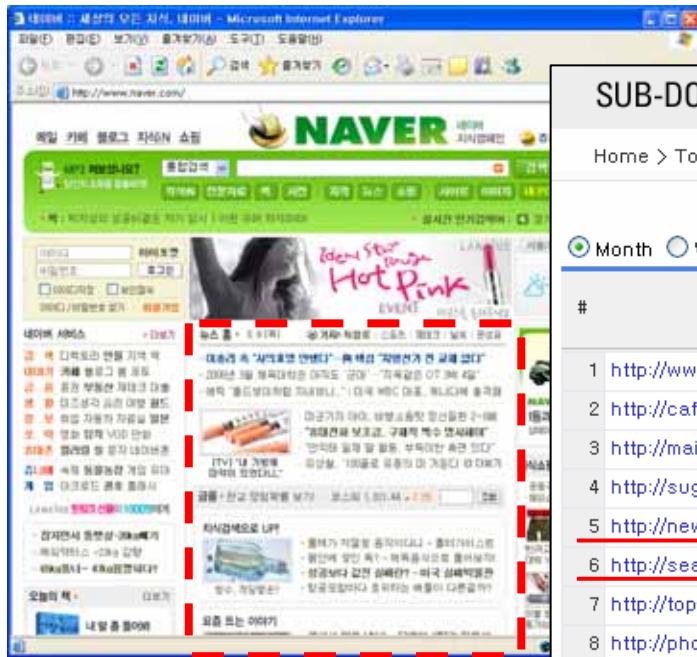
- ▣ (2001) ? → , ?

 - 가 ?
 - () ?

- ▣ (2003) / ? →

 - 가 ! DB ! 가?

□ vs. (navigation)



(, ' UP!' , ' 가?

SUB-DOMAIN & TRAFFICS daum.net

Home > Top Web Sites by D

Month Week 200510

#	Sub-domain
1	http://www.daum.net
2	http://cafe.daum.net
3	http://mail.daum.net
4	http://sug.search.daum.net
5	http://news.media.daum.net
6	http://search.daum.net
7	http://top-sc.daum.net
8	http://photo.media.daum.net
9	http://k.daum.net
10	http://blog.daum.net
11	http://dnshop.daum.net
12	http://feature.media.daum.net
13	http://log.search.daum.net
14	http://tv.media.daum.net

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SUB-DOMAIN & TRAFFICS naver.com

Home > Top Web Sites by Domain > Sub-Domain Traffics

Month Week 200510 Sort: Unique Visitor

#	Sub-domain	Unique Visitor	Reach(%)	UV composition (%)	Page Views
1	http://www.naver.com	26,056,607	88,79	94,62	2,278,650,381
2	http://search.naver.com	24,716,760	84,22	89,76	1,385,532,434
3	http://kin.naver.com	22,538,538	76,80	81,85	1,150,934,132
4	http://blog.naver.com	21,961,371	74,83	79,75	1,479,478,456
5	http://news.naver.com	20,016,762	68,21	72,69	2,732,660,177
6	http://rtquery.search.naver.com	18,907,140	64,43	68,66	176,595,478
7	http://cafe.naver.com	18,354,370	62,54	66,65	1,982,410,340
8	http://id.naver.com	13,992,976	47,68	50,81	105,940,275
9	http://image.naver.com	13,091,192	44,61	47,54	443,137,573
10	http://kin.search.naver.com	12,787,853	43,58	46,44	209,785,224
11	http://ia.www.naver.com	11,966,472	40,78	43,45	41,426,357
12	http://mail.naver.com	11,963,759	40,77	43,44	810,264,092
13	http://shopping.naver.com	10,214,471	34,81	37,09	315,550,621
14	http://local.naver.com	9,827,072	33,49	35,69	80,696,100

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☐ VS
 ■ : 70% vs 3% ()

☐ CP()
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☐ No.1
 ■ 가 ()
 ■ World-wide

☐ , DB() 가?
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(情報検索)[] ,
.[] ,

2.0

2.0 : 가?

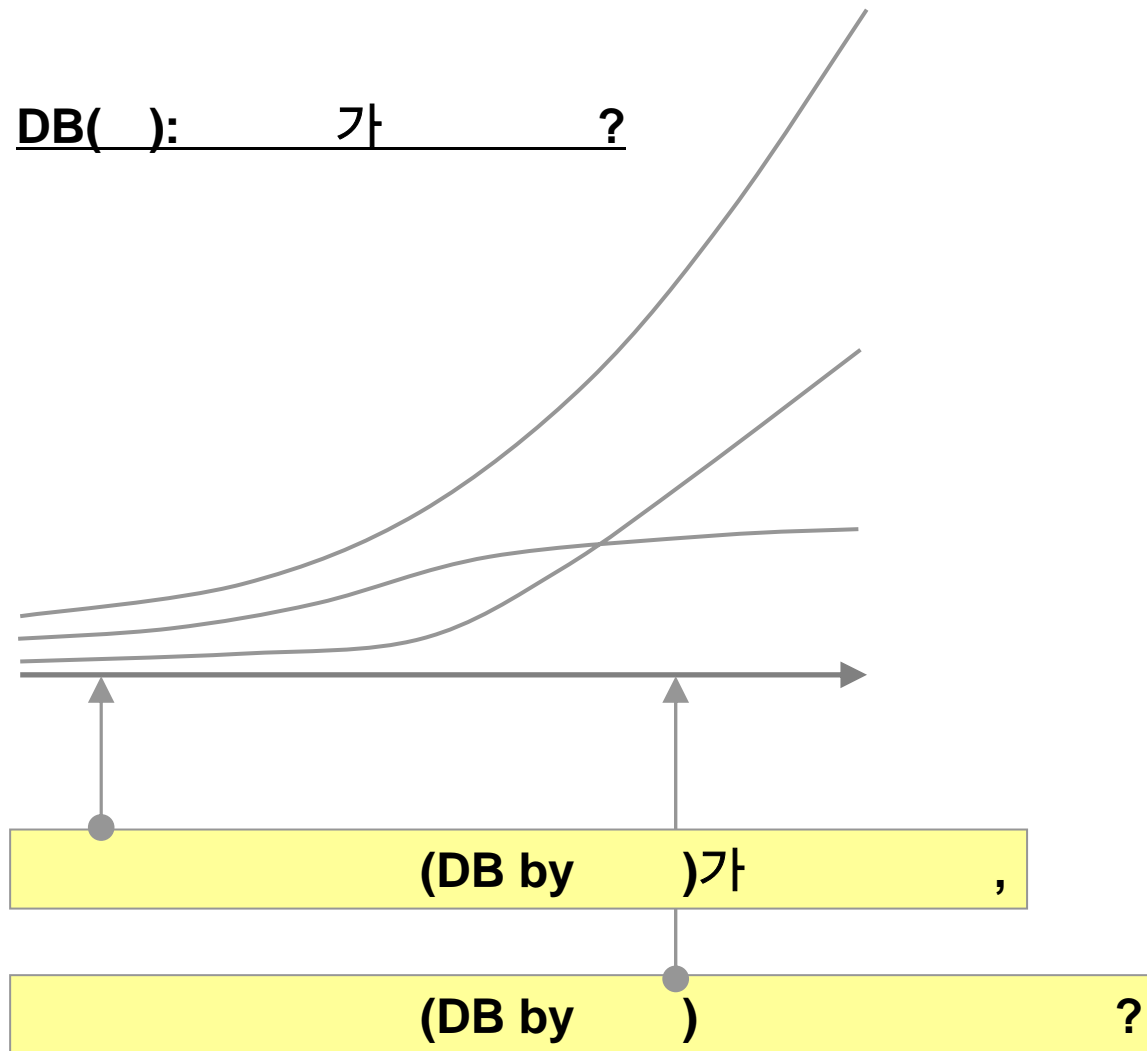
2.0

가 , 가 .[] ,

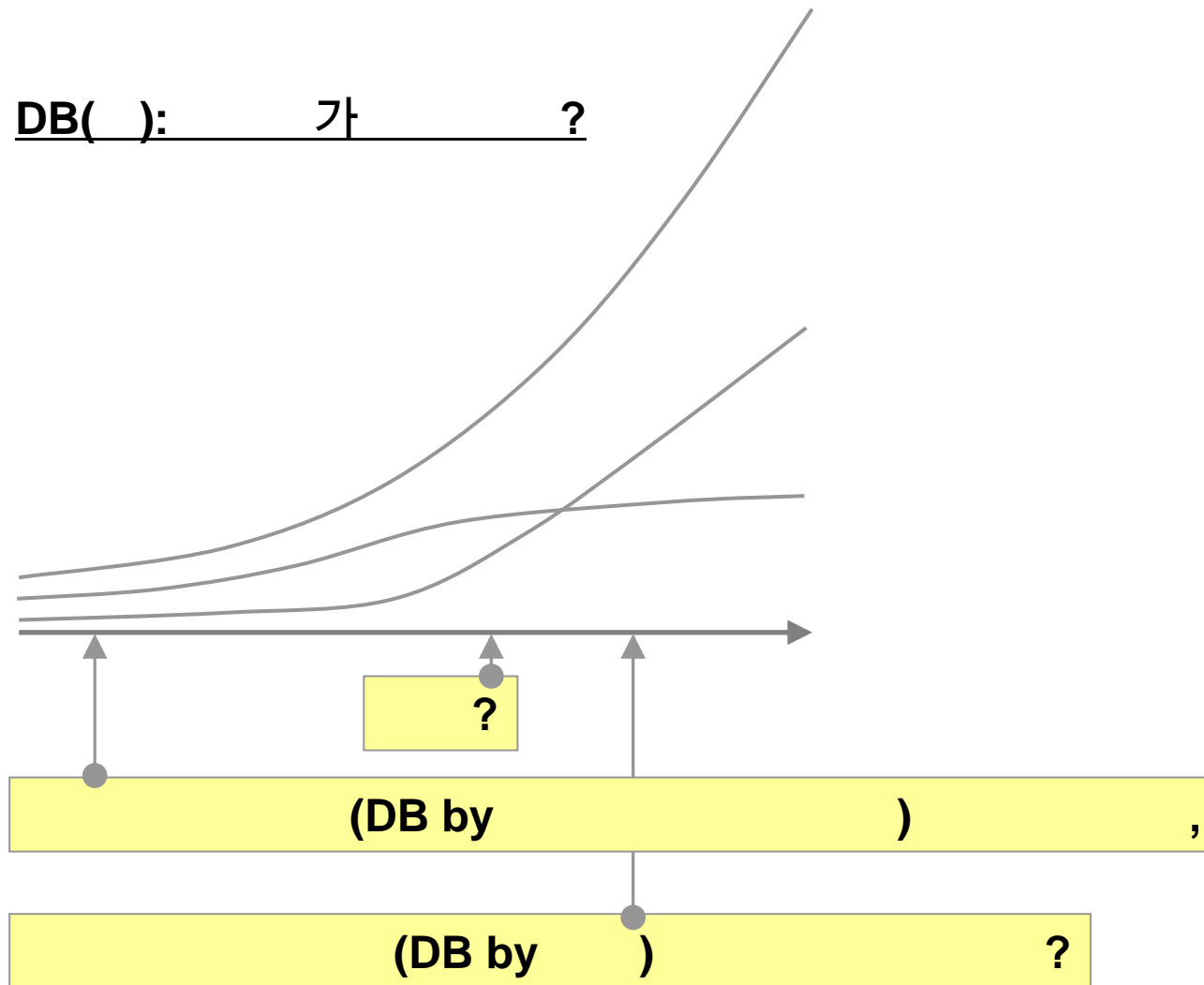
	(,)	(,)
(mashup, API)	-	O (controlled)
	-	O
DB	?	? (DB가 ?)

[2.0, Tim O'Reilly]

	-	PageRank
(mashup, API)	?	? (API , ...)
	-	0 ()
DB	() DB 有 (by)	() DB 有 (by)



	2.0 !!!	2.0 ???
	<p>O 가 / !</p>	<p>- []가 가[] . - ? .[2.0]</p>
(mashup, API)	-	-
	<p>O , ' ! 1 !</p>	<p>? ? / ?</p>
DB	DB 有 (by)	DB 有 (by)



□ 2.0 ?
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□ 2.0 ?
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□ 2.0 = + ?

□ 2.0 = + ?

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(情報検索)[] ,
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2.0

2.0 : 가?

2.0

가 , 가 .[] , ...
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vs



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(2004)



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MS가

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가

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가 , (?)



가 가



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- HTML <title>
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- HTML , 가



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(情報検索)[] ,
.[] ,
















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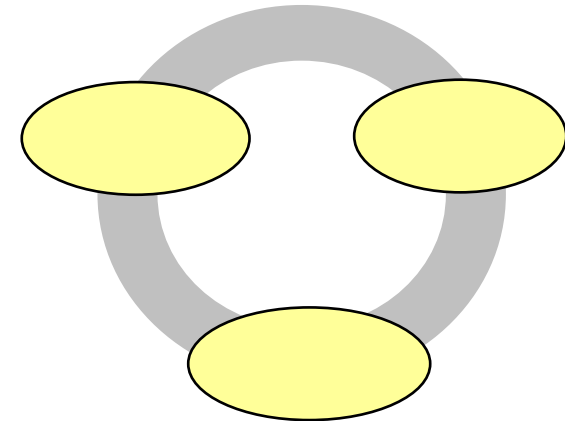
2.0 : 가?

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가 , 가 .[] ,

-  [Alerts](#)
Receive news and search results via email
-  [Answers](#)
Ask a question, set a price, get an answer
-  [Blog Search](#)
Find blogs on your favorite topics
-  [Book Search](#)
Search the full text of books
-  [Catalogs](#)
Search and browse mail-order catalogs
-  [Directory](#)
Browse the web by topic
-  [Froogle](#)
Shop smarter with Google
-  [Groups](#)
Create mailing lists and discussion groups
-  [Images](#)
Search for images on the web
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Search scholarly papers
-  [SMS](#)
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-  [Special Searches](#)
Search within specific topics
-  [University Search](#)
Search a specific school's website
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Search over billions of web pages
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Do more with search
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-  [Talk](#)
IM and call your friends through your computer
-  [Toolbar](#)
Add a search box to your browser
-  [Translate](#)
View web pages in other languages





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- _____ .
- _____ .
- _____ , _____ 가 _____ .



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... 밖의 지역에서 강남 8학군으로 통학하는 학생수가 2600 명이 넘는 것으로 나타났다. 조심스럽지만 위장전입 등 편법을 이용한 8학군 진입이 광범위하게 ... (매경 기사)

대표적 상업지역인 강남역 일대는 지하철을 이용한 하루 유입인구가 8만9000명 이었는데 반경 1km 지역에서 발생한 3대 강력범죄(살인·강도·강간)는 43건이었다. ... 유입인구와 범죄 발생 건수가 비례하는 것이다. (매경 기사)



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