

A science of the web?

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The Web, developed by Berners-Lee „on aside“ (Berners-Lee 2009) in consideration of Ted Nelson’s Hypertext - but not to his satisfaction – has created an all-embracing metamorphosis. The term „Web“ is in its current diversification not tangible anymore. Nevertheless exists the attempt to derive a science (or sciences) from the Web. The focus is on interdisciplinarity. But will we find methods and theories that do justice to an own science?

The creation of an interdisciplinary, interuniversity Master’s program between the Johannes Kepler University, Linz and the University of Arts and Design Linz, first offered in winter term of 2011, seems to be successful. First students have already graduated. Based on feedback of students and analysis of teachers it is successful.



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Mag. Prof. Johann Mittendorfer studied Business Studies with an emphasis on Business Informatics. He has been university assistant at the Chair of Business Informatics and Manufacturing

Industries and since 1987 university teacher at the Department of Data Processing in the Social and Business Sciences of the Johannes Kepler University, Linz. 1995/96 he received a guest professorship at the HTW-Berlin and 1996 to 2001 a Professorship for the graduate programme „Multi Media Art“ at the Salzburg University of Applied Sciences. Since 1999 Johann is lecturer at the Paris Lodron University Salzburg for the department of Communication Science. His research topics include surveillance/privacy, teleworking, regional and tourism information systems, multimedia, eLearning, and use of media in higher education.

The Economics of Communication Communication in Business Cycles

Web and Internet technologies initiated the fourth industrial revolution in less than 20 years since their entry into mainstream communication scenarios, significantly changing economics and society. Digitization and mobile technologies speed up communication and provide the tools to control value chains of ever increasing complexity, that have long crossed the limits of single organizations or countries.

How can information and communication technologies help to establish fair and sustainable models of global and local economies and overcome serious disadvantages of current market forces?

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