



Cicli di vita dei social network (Italian Edition)

Arianna Fabbro

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Secondo una teoria biologica conosciuta con il nome di red queen hypothesis tutti gli organismi di questo pianeta gareggiano gli uni contro gli altri in una continua lotta evolutiva per la supremazia dell'habitat.

La stessa ipotesi può essere applicata alle nuove tecnologie e in particolare ai social network: Facebook, Myspace, Pinterest, quali sono le reti sociali destinate a sopravvivere internet nel prossimo futuro?

Attraverso l'analisi della curva di Hype Arianna Fabbro mostra le strategie evolutive e le innovazioni adottate dai social per garantirsi la supremazia del cyberspazio, da futuribili software capaci di riconoscere i volti delle persone e a risalire ai loro profili Facebook fino all'internet delle cose; i giganti sociotecnologici si battono a colpi di tecnologia, marketing, start up, e il loro scopo non è puramente evolutivo: in gioco ci sono interessi miliardari e, infine, la sopravvivenza del più forte.

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