

ZEW Workshop on

Web 2.0 and its implications for firms and private users

December, 11-12, 2008 in Mannheim, Germany

This workshop aims at interdisciplinary exchange of research on Web 2.0. The goal is to analyze the implications of the prevalence of Web 2.0 for firms and private users.

The relationships between Web 2.0 and firms' characteristics and performance as well as individual behaviour and human capital formation will be in the focus of the workshop. In addition, issues of privacy, security and intellectual property are considered. Thereby, the workshop provides a forum for discussion among economists, sociologists, psychologists, lawyers and practitioners.

Topics of Interest:

- Social Software, knowledge management and innovation
- Web 2.0 and firm behavior
- Web 2.0 and private user
- Digital Interactions (e.g. facebook, studiVZ, wer kennt wen, Xing)
- Social capital and network effects
- Socio-economic background, usage behaviour and leisure activities
- Web 2.0 access and human capital formation
- Collective intelligence and wisdom of crowds
- Web 2.0 and Public Policy (in particular, privacy, security, intellectual property)

ZEW

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