



# Internet'te Pazarlama

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# Pazarlama Taktikleri

- Halkla ilişkiler
- Reklâm
- Doğrudan posta
- Telepazarlama
- Internet



# Internet - Büyüklük

## ❖ Kullanıcı sayısı

❖ 665 milyon (International Telecommunications Union, 2002)

❖ 888 milyon (Internet World Stats, 2005)

❖ 1.1 milyardan fazla (Internet World Stats, 2007)

❖ 1.4 milyardan fazla (Internet World Stats, 2008)

❖ 1.7 milyardan fazla (Internet World Stats, 2009)

## ❖ Ev sahipliği yapan bilgisayar sayısı

❖ 489.774.269 (Internet Systems Consortium, 2007)

## ❖ Adreslenebilir Web sayfası sayısı

❖ 8 milyardan fazla (Google-2005)



« [Organic SEO or Pay-Per-Click Advertising, Which Should You Choose?](#)

[Search Engine Marketing Services: Trends and Predictions](#) »

## The Google Goal Of Indexing 100 Billion Web Pages

September 20th, 2006

By *Danny Wirken*

### Google's Goal of Quality Search

In their paper 'The Anatomy of a Large-Scale Hypertextual Web Search Engine' it is very evident that Google's goal has always been to be one of the best search engines there is in terms of the quality of the results it gives. Sergey Brin and Lawrence Page, however knew that in order to do this, Google needed to be able to store information efficiently and cost effectively and to have excellent crawling, indexing, and sorting methods or techniques. Google not only aimed to give quality results but to produce the results as fast as possible.

Google started as a high quality search engine and continues to be the best search engine today. It has managed to stay true to its original intent to be a search engine that not only crawls and indexes the web efficiently but also a search engine that produces more satisfying results in comparison to other existing search engines. To stay true to the goal of providing the best search results, Google knew right from the start that it had to be designed so that the search engine could catch up with the web's growth. According to Brin and Page "In designing Google we have considered both the rate of growth of the Web and technological changes. Google is designed to scale well to extremely large data sets. It makes efficient use of storage space to store the index". They knew that they needed much space to store an ever growing index.

Google's index size, which started out as 24 million web pages, was large for its time and has grown to around 25 billion web pages, still keeping Google ahead of its competitors. However, Google is a company that doesn't settle for just beating the competitors. They truly aim to give their users the best service there is and that means as a search engine they want to give users access to all or at least most of the quality information that is available on the web.

### Google's New System for Indexing More Pages

As mentioned earlier, Google aims to give access to even more information and has been devoting time and much effort to realize this goal. It seems that the new patent entitled 'Multiple

# Internet Users in the World Growth 1995 - 2010

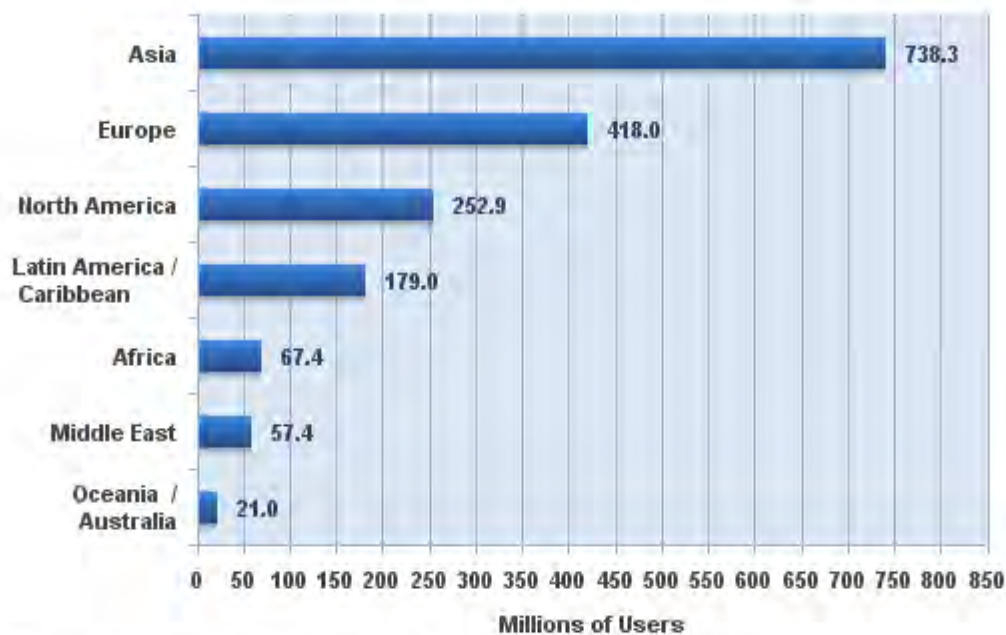


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## Internet Users in the World by Geographic Regions



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Estimated Internet users are 1,733,993,741 for September 30, 2009  
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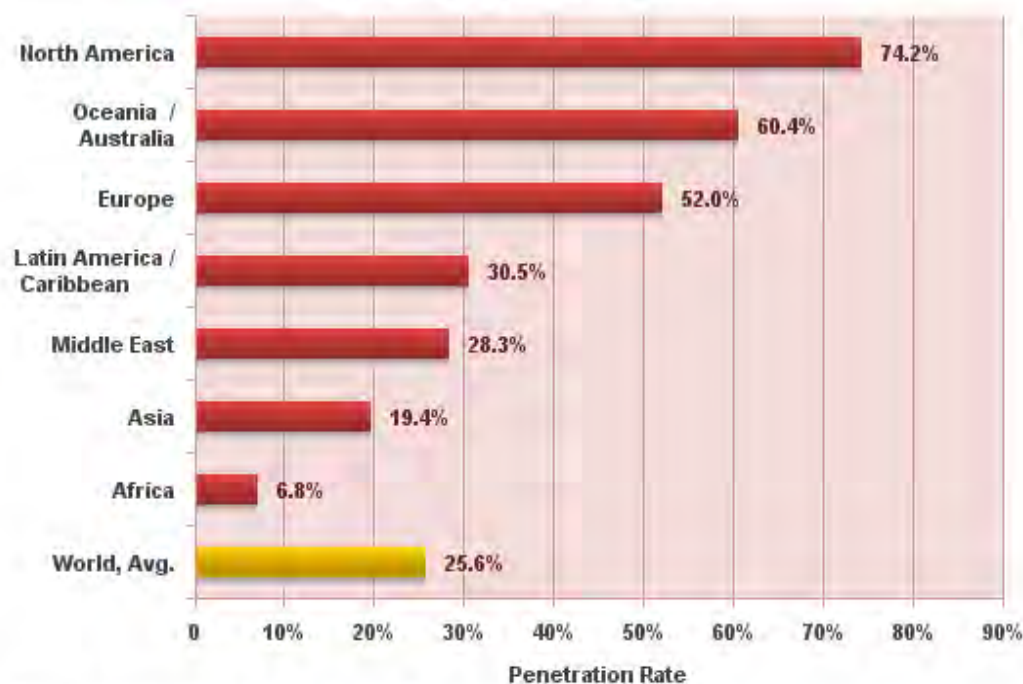
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## World Internet Penetration Rates by Geographic Regions



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Penetration Rates are based on a world population of 6,767,805,208  
and 1,733,993,741 estimated Internet users for September 30, 2009.  
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# INTERNET USAGE STATISTICS

## The Internet Big Picture

### World Internet Users and Population Stats

#### WORLD INTERNET USAGE AND POPULATION STATISTICS

| World Regions                           | Population<br>( 2009 Est.) | Internet Users<br>Dec. 31, 2000 | Internet Users<br>Latest Data | Penetration<br>(% Population) | Growth<br>2000-2009 | Users %<br>of Table |
|-----------------------------------------|----------------------------|---------------------------------|-------------------------------|-------------------------------|---------------------|---------------------|
| <a href="#">Africa</a>                  | 991,002,342                | 4,514,400                       | 67,371,700                    | 6.8 %                         | 1,392.4 %           | 3.9 %               |
| <a href="#">Asia</a>                    | 3,808,070,503              | 114,304,000                     | 738,257,230                   | 19.4 %                        | 545.9 %             | 42.6 %              |
| <a href="#">Europe</a>                  | 803,850,858                | 105,096,093                     | 418,029,796                   | 52.0 %                        | 297.8 %             | 24.1 %              |
| <a href="#">Middle East</a>             | 202,687,005                | 3,284,800                       | 57,425,046                    | 28.3 %                        | 1,648.2 %           | 3.3 %               |
| <a href="#">North America</a>           | 340,831,831                | 108,096,800                     | 252,908,000                   | 74.2 %                        | 134.0 %             | 14.6 %              |
| <a href="#">Latin America/Caribbean</a> | 586,662,468                | 18,068,919                      | 179,031,479                   | 30.5 %                        | 890.8 %             | 10.3 %              |
| <a href="#">Oceania / Australia</a>     | 34,700,201                 | 7,620,480                       | 20,970,490                    | 60.4 %                        | 175.2 %             | 1.2 %               |
| <b>WORLD TOTAL</b>                      | 6,767,805,208              | 360,985,492                     | 1,733,993,741                 | 25.6 %                        | 380.3 %             | 100.0 %             |

NOTES: (1) Internet Usage and World Population Statistics are for September 30, 2009. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#). (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local Regulators and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the [Site](#)

Source: [www.internetworldstats.com](http://www.internetworldstats.com)  
Based on 1,463,632,361 world Internet users for June, 2008  
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Source: Internet World Stats - [www.internetworldstats.com](http://www.internetworldstats.com)  
Basis: 1,463,632,361 world Internet Users for June, 2008  
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## Internet Usage in Europe

| EUROPE                                  | Population<br>( 2009 Est. ) | Internet Users,<br>Latest Data | % Population<br>(Penetration) | User Growth<br>(2000-2009) | % Users<br>Europe |
|-----------------------------------------|-----------------------------|--------------------------------|-------------------------------|----------------------------|-------------------|
| <a href="#">Albania</a>                 | 3,639,453                   | 750,000                        | 20.6 %                        | 29,900.0 %                 | 0.2 %             |
| <a href="#">Andorra</a>                 | 83,888                      | 59,100                         | 70.5 %                        | 1,082.0 %                  | 0.0 %             |
| <a href="#">Austria</a>                 | 8,210,281                   | 5,936,700                      | 72.3 %                        | 182.7 %                    | 1.4 %             |
| <a href="#">Belarus</a>                 | 9,648,533                   | 3,106,900                      | 32.2 %                        | 1,626.1 %                  | 0.7 %             |
| <a href="#">Belgium</a>                 | 10,414,336                  | 7,292,300                      | 70.0 %                        | 264.6 %                    | 1.7 %             |
| <a href="#">Bosnia-Herzegovina</a>      | 4,613,414                   | 1,441,000                      | 31.2 %                        | 20,485.7 %                 | 0.3 %             |
| <a href="#">Bulgaria</a>                | 7,204,687                   | 2,647,100                      | 36.7 %                        | 515.6 %                    | 0.6 %             |
| <a href="#">Croatia</a>                 | 4,489,409                   | 2,244,400                      | 50.0 %                        | 1,022.2 %                  | 0.5 %             |
| <a href="#">Cyprus</a>                  | 1,084,748                   | 335,000                        | 30.9 %                        | 179.2 %                    | 0.1 %             |
| <a href="#">Czech Republic</a>          | 10,211,904                  | 6,027,700                      | 59.0 %                        | 502.8 %                    | 1.4 %             |
| <a href="#">Denmark</a>                 | 5,500,510                   | 4,629,600                      | 84.2 %                        | 137.4 %                    | 1.1 %             |
| <a href="#">Estonia</a>                 | 1,299,371                   | 888,100                        | 68.3 %                        | 142.3 %                    | 0.2 %             |
| <a href="#">Faroe Islands</a>           | 48,856                      | 37,500                         | 76.8 %                        | 1,150.0 %                  | 0.0 %             |
| <a href="#">Finland</a>                 | 5,250,275                   | 4,382,700                      | 83.5 %                        | 127.4 %                    | 1.0 %             |
| <a href="#">France</a>                  | 62,150,775                  | 43,100,134                     | 69.3 %                        | 407.1 %                    | 10.3 %            |
| <a href="#">Germany</a>                 | 82,329,758                  | 54,229,325                     | 65.9 %                        | 126.0 %                    | 13.0 %            |
| <a href="#">Gibraltar</a>               | 28,796                      | 9,853                          | 34.2 %                        | 515.8 %                    | 0.0 %             |
| <a href="#">Greece</a>                  | 10,737,428                  | 4,932,495                      | 45.9 %                        | 393.2 %                    | 1.2 %             |
| <a href="#">Guernsey &amp; Alderney</a> | 65,484                      | 46,100                         | 70.4 %                        | 130.5 %                    | 0.0 %             |
| <a href="#">Hungary</a>                 | 9,905,596                   | 5,873,100                      | 59.3 %                        | 721.4 %                    | 1.4 %             |
| <a href="#">Iceland</a>                 | 306,694                     | 285,700                        | 93.2 %                        | 70.1 %                     | 0.1 %             |
| <a href="#">Ireland</a>                 | 4,203,200                   | 2,830,100                      | 67.3 %                        | 261.0 %                    | 0.7 %             |
| <a href="#">Italy</a>                   | 58,126,212                  | 30,026,400                     | 51.7 %                        | 127.5 %                    | 7.2 %             |

|                                          |                    |                    |               |                |                |
|------------------------------------------|--------------------|--------------------|---------------|----------------|----------------|
| <a href="#">Lithuania</a>                | 3,555,179          | 2,103,471          | 59.2 %        | 834.9 %        | 0.5 %          |
| <a href="#">Luxembourg</a>               | 491,775            | 387,000            | 78.7 %        | 287.0 %        | 0.1 %          |
| <a href="#">Macedonia</a>                | 2,066,718          | 906,979            | 43.9 %        | 2,923.3 %      | 0.2 %          |
| <a href="#">Malta</a>                    | 405,165            | 200,200            | 49.4 %        | 400.5 %        | 0.0 %          |
| <a href="#">Man, Isle of</a>             | 76,512             | --                 | --            | --             | 0.0 %          |
| <a href="#">Moldova</a>                  | 4,320,748          | 850,000            | 19.7 %        | 3,300.0 %      | 0.2 %          |
| <a href="#">Monaco</a>                   | 32,965             | 22,000             | 66.7 %        | 214.3 %        | 0.0 %          |
| <a href="#">Montenegro</a>               | 672,180            | 294,000            | 43.7 %        | 0.0 %          | 0.0 %          |
| <a href="#">Netherlands</a>              | 16,715,999         | 14,304,600         | 85.6 %        | 266.8 %        | 3.4 %          |
| <a href="#">Norway</a>                   | 4,660,539          | 4,235,800          | 90.9 %        | 92.5 %         | 1.0 %          |
| <a href="#">Poland</a>                   | 38,482,919         | 20,020,362         | 52.0 %        | 615.0 %        | 4.8 %          |
| <a href="#">Portugal</a>                 | 10,707,924         | 4,475,700          | 41.8 %        | 79.0 %         | 1.1 %          |
| <a href="#">Romania</a>                  | 22,215,421         | 7,430,000          | 33.4 %        | 828.8 %        | 1.8 %          |
| <a href="#">Russia</a>                   | 140,041,247        | 45,250,000         | 32.3 %        | 1,359.7 %      | 10.8 %         |
| <a href="#">San Marino</a>               | 30,167             | 17,000             | 56.4 %        | 580.0 %        | 0.0 %          |
| <a href="#">Serbia</a>                   | 7,379,339          | 3,300,000          | 44.7 %        | 725.0 %        | 0.8 %          |
| <a href="#">Slovakia</a>                 | 5,463,046          | 3,566,500          | 65.3 %        | 448.7 %        | 0.9 %          |
| <a href="#">Slovenia</a>                 | 2,005,692          | 1,300,000          | 64.8 %        | 333.3 %        | 0.3 %          |
| <a href="#">Spain</a>                    | 40,525,002         | 29,093,984         | 71.8 %        | 440.0 %        | 7.0 %          |
| <a href="#">Svalbard &amp; Jan Mayen</a> | 2,198              | --                 | --            | --             | 0.0 %          |
| <a href="#">Sweden</a>                   | 9,059,651          | 8,085,500          | 89.2 %        | 99.7 %         | 1.9 %          |
| <a href="#">Switzerland</a>              | 7,604,467          | 5,739,300          | 75.5 %        | 168.9 %        | 1.4 %          |
| <a href="#">Turkey</a>                   | 76,805,524         | 26,500,000         | 34.5 %        | 1,225.0 %      | 6.3 %          |
| <a href="#">Ukraine</a>                  | 45,700,395         | 10,354,000         | 22.7 %        | 5,077.0 %      | 2.5 %          |
| <a href="#">United Kingdom</a>           | 61,113,205         | 46,683,900         | 76.4 %        | 203.1 %        | 11.2 %         |
| <a href="#">Vatican City State</a>       | 545                | 93                 | 17.1 %        | 0.0 %          | 0.0 %          |
| <b>TOTAL Europe</b>                      | <b>803.850.858</b> | <b>418.029.796</b> | <b>52.0 %</b> | <b>297.8 %</b> | <b>100.0 %</b> |

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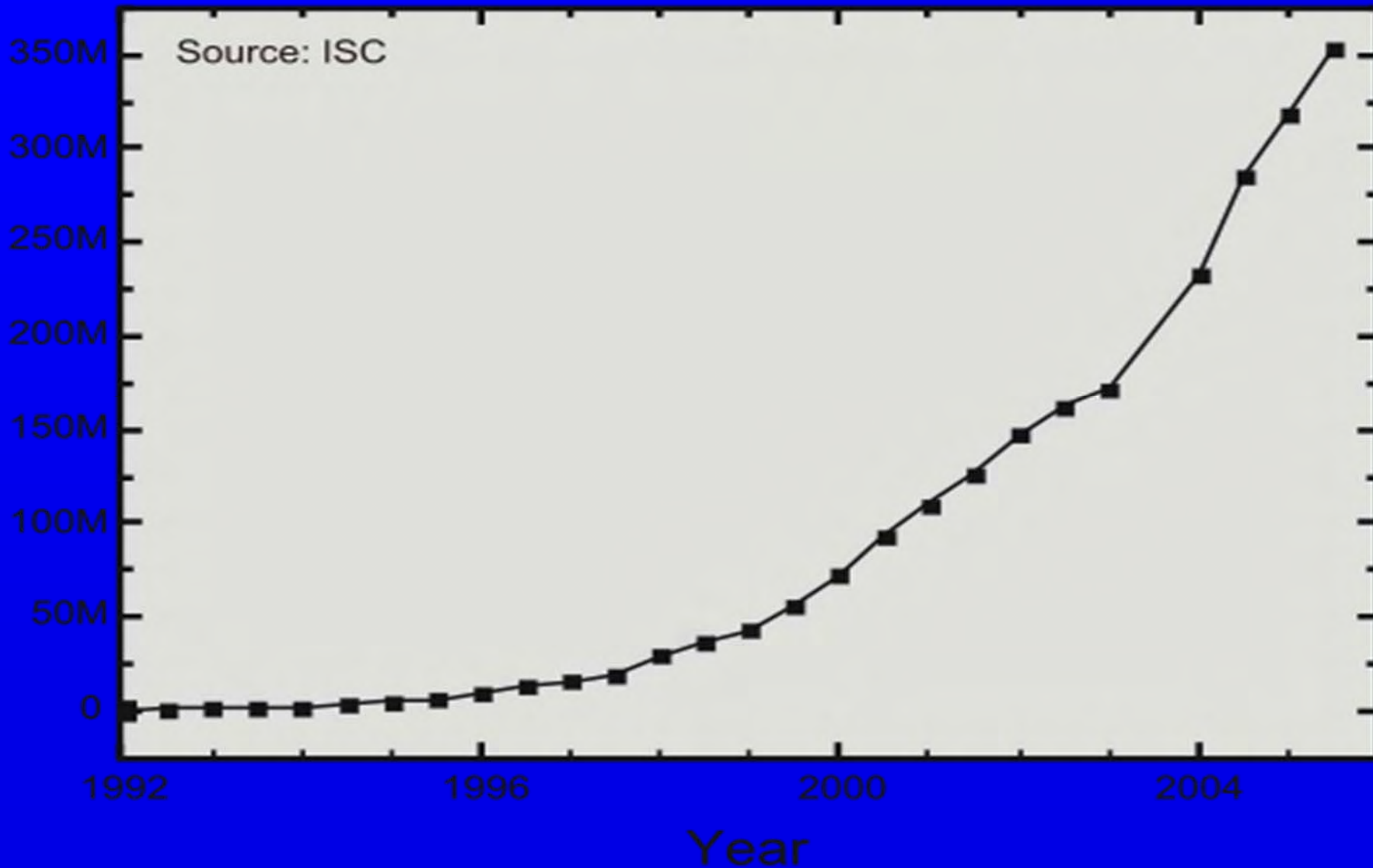


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## Number of Internet Hosts





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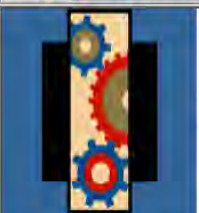


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## INTERNET SYSTEMS CONSORTIUM

### ISC Domain Survey: Number of Internet Hosts

| Date    | Hosts     | Adjusted Counts | Source            |
|---------|-----------|-----------------|-------------------|
| 08/1981 | 213       | N/A             | host table        |
| 05/1982 | 235       | N/A             |                   |
| 08/1983 | 562       | N/A             |                   |
| 10/1984 | 1,024     | N/A             |                   |
| 10/1985 | 1,961     | N/A             |                   |
| 02/1986 | 2,308     | N/A             |                   |
| 11/1986 | 5,089     | N/A             |                   |
| 12/1987 | 28,174    | N/A             | old domain survey |
| 07/1988 | 33,000    | N/A             |                   |
| 10/1988 | 56,000    | N/A             |                   |
| 01/1989 | 80,000    | N/A             |                   |
| 07/1989 | 130,000   | N/A             |                   |
| 10/1989 | 159,000   | N/A             |                   |
| 10/1990 | 313,000   | N/A             |                   |
| 01/1991 | 376,000   | N/A             |                   |
| 07/1991 | 535,000   | N/A             |                   |
| 10/1991 | 617,000   | N/A             |                   |
| 01/1992 | 727,000   | N/A             |                   |
| 04/1992 | 890,000   | N/A             |                   |
| 07/1992 | 992,000   | N/A             |                   |
| 10/1992 | 1,136,000 | N/A             |                   |
| 01/1993 | 1,313,000 | N/A             |                   |
| 04/1993 | 1,486,000 | N/A             |                   |
| 07/1993 | 1,776,000 | N/A             |                   |
| 10/1993 | 2,056,000 | N/A             |                   |
| 01/1994 | 2,217,000 | N/A             |                   |



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|         |             |            |
|---------|-------------|------------|
| 07/1993 | 1,776,000   | N/A        |
| 10/1993 | 2,056,000   | N/A        |
| 01/1994 | 2,217,000   | N/A        |
| 07/1994 | 3,212,000   | N/A        |
| 10/1994 | 3,864,000   | N/A        |
| 01/1995 | 4,852,000   | 5,846,000  |
| 07/1995 | 6,642,000   | 8,200,000  |
| 01/1996 | 9,472,000   | 14,352,000 |
| 07/1996 | 12,881,000  | 16,729,000 |
| 01/1997 | 16,146,000  | 21,819,000 |
| 07/1997 | 19,540,000  | 26,053,000 |
| 01/1998 | 29,670,000  | N/A        |
| 07/1998 | 36,739,000  | N/A        |
| 01/1999 | 43,230,000  | N/A        |
| 07/1999 | 56,218,000  | N/A        |
| 01/2000 | 72,398,092  | N/A        |
| 07/2000 | 93,047,785  | N/A        |
| 01/2001 | 109,574,429 | N/A        |
| 07/2001 | 125,888,197 | N/A        |
| 01/2002 | 147,344,723 | N/A        |
| 07/2002 | 162,128,493 | N/A        |
| 01/2003 | 171,638,297 | N/A        |
| 01/2004 | 233,101,481 | N/A        |
| 07/2004 | 285,139,107 | N/A        |
| 01/2005 | 317,646,084 | N/A        |
| 07/2005 | 353,284,187 | N/A        |
| 01/2006 | 394,991,609 | N/A        |
| 07/2006 | 439,286,364 | N/A        |
| 01/2007 | 433,193,199 | N/A        |
| 07/2007 | 489,774,269 | N/A        |

new domain survey

## INTERNET SYSTEMS CONSORTIUM

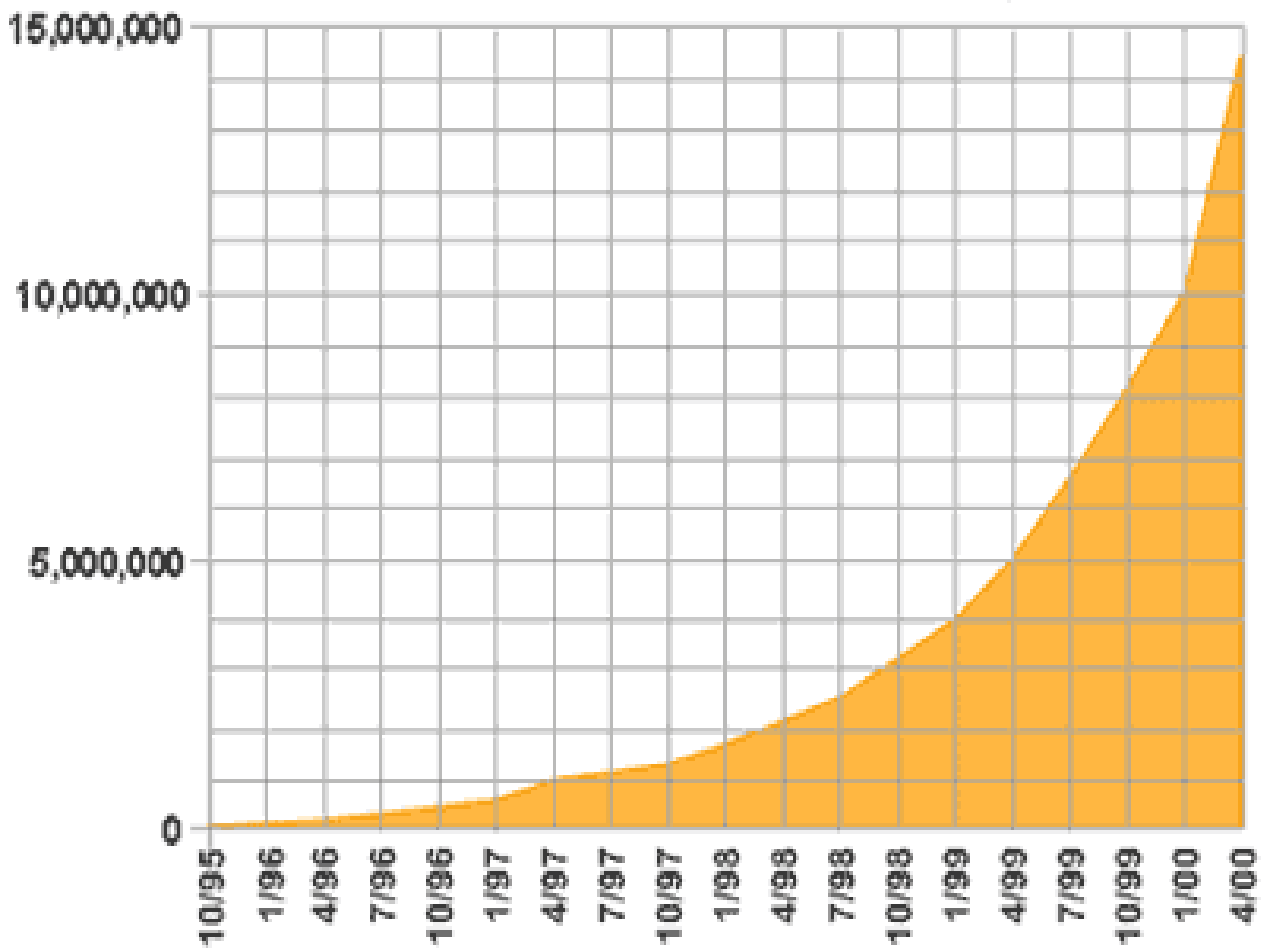
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## Web Sitesi Sayıları

|         |                     |
|---------|---------------------|
| ❖ 6/93  | 130                 |
| ❖ 12/93 | 623                 |
| ❖ 6/94  | 2.738               |
| ❖ 12/94 | 10.022              |
| ❖ 6/95  | 23.500              |
| ❖ 1/96  | 100.000 (Gray 1996) |





# Doğrudan Pazarlama Aracı Olarak Internet

Doğrudan pazarlama

Müşteriye daha çabuk ve daha etkin ulaşım

Müşteriye ulaşma maliyetini düşürme

İki önemli etken

1. Satıcı ile müşteri arasındaki ilişki
2. Satıcının beklediği davranış



# Diğer Doğrudan Pazarlama Teknikleri

- ❖ Yüzyüze satış
- ❖ Mektupla pazarlama
- ❖ Telefonla pazarlama
- ❖ Doğrudan cevaplı tv pazarlaması
- ❖ Katalogla pazarlama
- ❖ Kiosk pazarlama



# Geleneksel Pazarlamadan Internet'te Pazarlamaya Geçiş

## Telefonla Pazarlama

Kısa süreli iki yönlü iletişim

Maliyet düşük

Telefon görüşmesi için zaman kullanımı gerekli

Hedef kitlesi belli ve sınırlı

Satışa yönelik

Büyük kampanyalar için kullanımı zor

## Internet'te Pazarlama

Sürekli iki yönlü iletişim

Maliyet çok düşük

Sürekli zaman kullanımı söz konusu değil, zaman kaybı en alt düzeyde

Çok geniş bir kitleye yönelik

Bilgi verme ve tanıtıma yönelik

Büyük kampanyalar için kullanımı kolay



# Internet'te Pazarlama: Temel Özellikler

- ❖ Bilgi sunma
- ❖ Yoğun iletişim
- ❖ Karşılıklı etkileşim (Kırçova 1999)



# Internet'te Pazarlama İçin Gerekenler

- ❖ Donanım (bilgisayar, sunucu)
- ❖ Yazılım
- ❖ Personel
- ❖ Potansiyel müşterilerin (kullanıcıların) Internet okur-yazarı olması



# Internet'te Pazarlamanın Avantajları

- ❖ Maliyet
- ❖ Zaman
- ❖ Etkileşim
- ❖ Uluslararası erişim



# Web Sitelerinin Erişilebilirliği

- ❖ Sitenizin ayakta tutulması
  - ❖ Ölü bağlantılar
  - ❖ “404 not found”
- ❖ Sitenizin başkaları tarafından fark edilmesi
  - ❖ İyi bir URL adresi
  - ❖ Ödeme yapmak
  - ❖ Tanıtım
  - ❖ İçeriğin tanımlanması – üst veri



# Üst Veri

## Ne? Ne Zaman? Nerede?

- ❖ “Data about data”
- ❖ “Web kaynakları ya da diğer şeyler hakkında makinece anlaşılabilir bilgi”
- ❖ 1995
- ❖ W3C (World Wide Web Consortium) tarafından gerçekleştirilen PICS (Platform for Internet Content Selection) çalışması



## Niçin Üst Veri?

- ❖ Çok fazla bilgi var ve hızla artıyor
- ❖ Erişim problemleri
  - Tüm bilgiler herkesin erişimine açık değil
  - Kaynakların adresleri değişiyor ya da yok oluyor
  - Erişim araçları yetersiz
  - Web'in dizinlenmesi: Northernlight %16 AltaVista %15,5 HotBot %11,3 Google %7,8 Yahoo %7,4...
- ❖ Internet'te fark edilebilmek



# Üst Veri Türleri

- ❖ İdari
- ❖ Koruma
- ❖ Teknik
- ❖ Kullanım
- ❖ Tanımlayıcı



# Üst Veri Türleri

| Tür                          | Tanım                                                                             | Örnek                                                                                                         |
|------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| İdari<br>(administrative)    | Bilgi kaynaklarının yönetiminde kullanılan metadata                               | Sağlama bilgileri                                                                                             |
| Tanımlayıcı<br>(descriptive) | Bilgi kaynaklarını tanımlama ve kimliklemede kullanılan metadata                  | Katalog kayıtları                                                                                             |
| Koruma<br>(preservation)     | Bilgi kaynaklarının korunmasına ilişkin metadata                                  | Kaynakların fiziksel ve dijital korunmasına yönelik eylemlerin dokümantasyonu                                 |
| Teknik<br>(technical)        | Sistemin nasıl çalışacağı veya metadatanın nasıl kullanılacağına ilişkin metadata | Yazılım ve donanım dokümantasyonu, sayısallaştırma bilgisi (formatı, sıkıştırma oranı, güvenlik verisi gibi). |
| Kullanım (use)               | Bilgi kaynaklarının kullanım türü ve düzeyine ilişkin metadata                    | Kullanım ve kullanıcıyı izleme, bilginin birden fazla formatta tutulması (html, pdf gibi).                    |



# Üst Veri Standartları/Projeleri

- ❖ Sanat ve edebiyat ile ilgili olanlar
  - ❖ Categories for the Description of Works of Art
  - ❖ Art, Design, Architecture and Media Information Gateway
  - ❖ Project Runeberg
- ❖ Yeruzaysal konular ile ilgili olanlar
  - ❖ Content Standard for Digital Geospatial Metadata
  - ❖ Directory Interchange Format
  - ❖ Australian Spatial Data Infrastructure



## Dublin Core

- ❖ Ortaya çıkış yılı 1995
- ❖ Konu ve kaynak tipi ayrımı gözetmiyor
- ❖ Kullanım alanı diğerlerine oranla daha yaygın
- ❖ Bilgi kaynaklarını tanımlamak için 15 öge kullanıyor

http://yunus.hacettepe.edu.tr/~umutal/publications.htm

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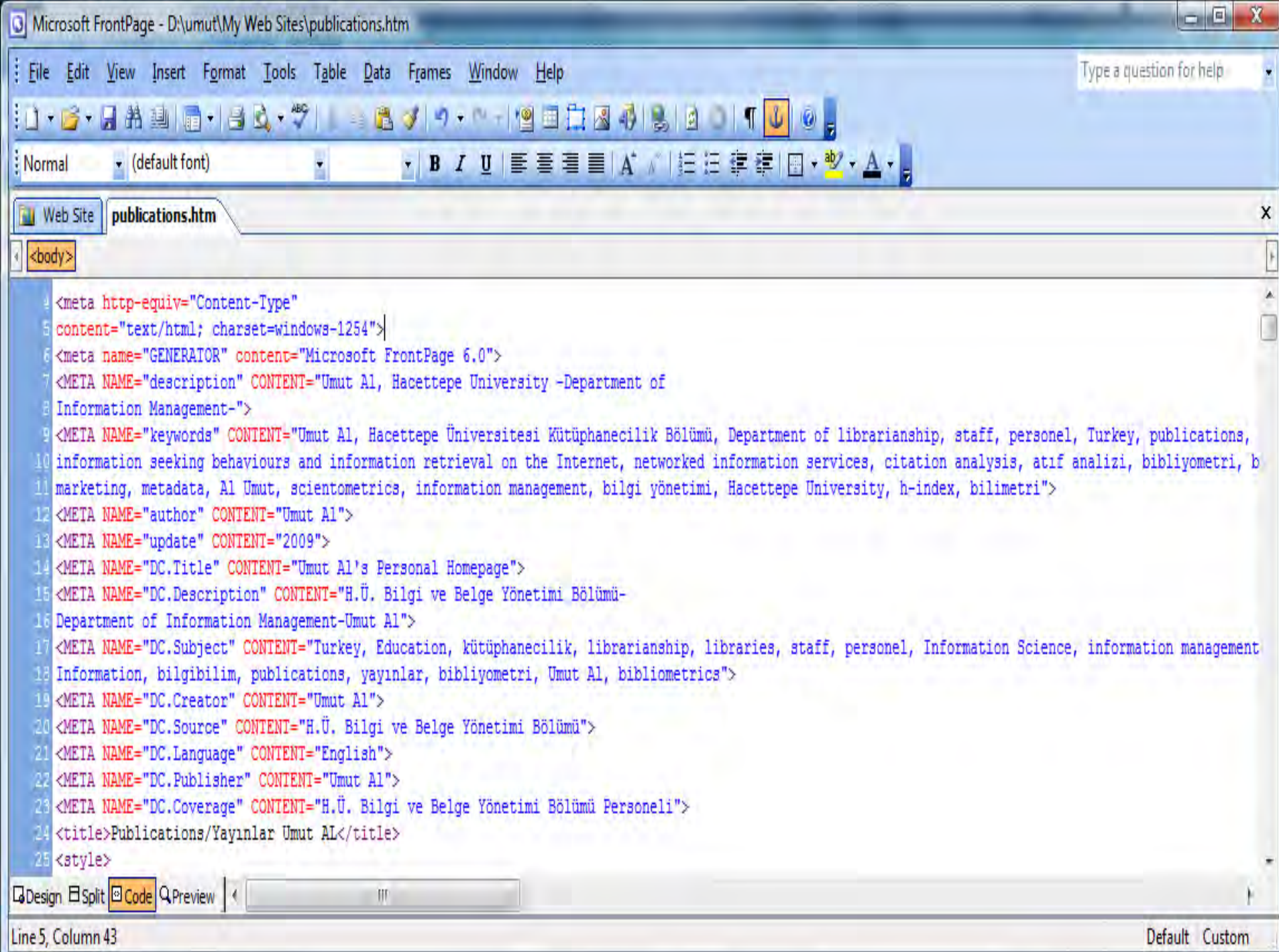
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# Etiketleme (Tagging)

- ❖ Kullanıcıların seçtikleri anahtar sözcükler
- ❖ İnternet'te etiketleme
  - ❖ Dijital dokümanlar
  - ❖ Web siteleri
  - ❖ Fotoğraflar
- ❖ Farklı kullanıcıların farklı bakış açıları
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Mouse over any tag below to see how many articles have used that tag and have fun exploring!

## Popular tags used on Technorati.com over the last month

0..9, etc.

2012

A

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ait

B

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baltimore ravens blog blogging during crises browsers

C

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cloud computing charlize theron cleveland browns children cyberbullying chad  
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D

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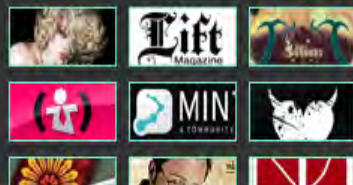
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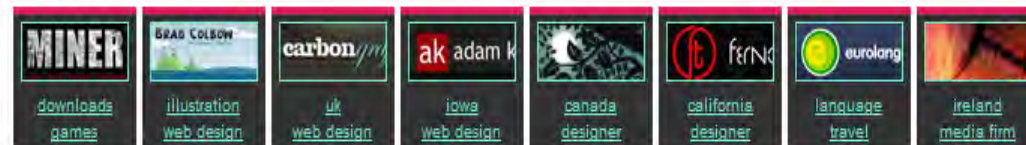
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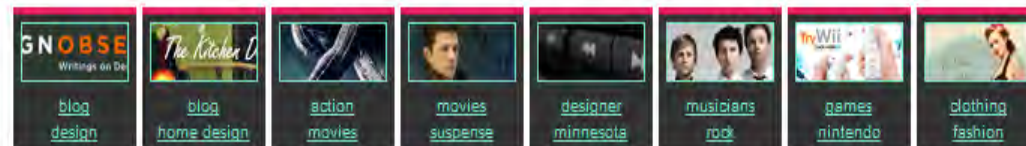


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## The Best of Tag Society



## Showcase



# Face recognition comes to Flickr

by Mats Lewan

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## Are these also Stephen Shankland?



Mark any people shown above that are NOT Stephen Shankland by clicking on them - then click "Save".

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Save

Polar Rose's facial recognition feature correctly identified half of the photos in this batch of Flickr images.

(Credit: Screenshot by Stephen Shankland/CNET)

Without any big fuss, a face-recognition feature has been added to Flickr.

The new feature was launched recently by Swedish start-up Polar Rose. It lets users import all their

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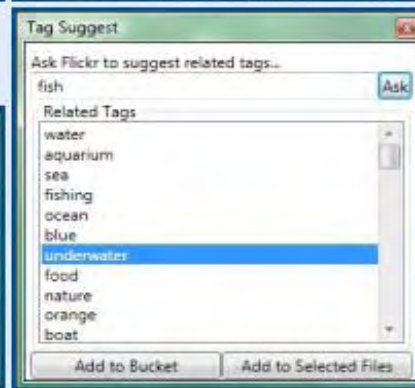
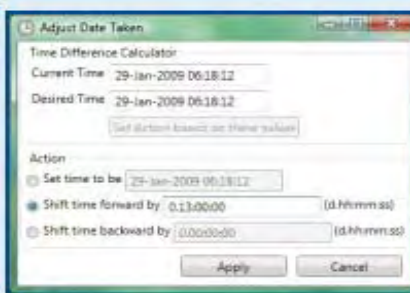
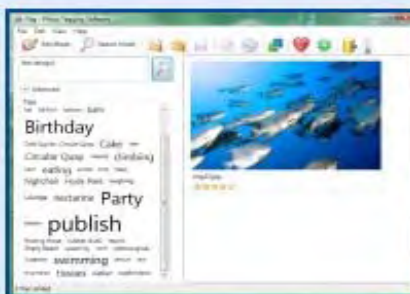
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Description A sunset over a field of wild grass

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Common Tags

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paddock  
sunset  
Vistas

Tag Bucket

Add tag

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field  
grass  
paddock  
sunset  
Textures  
Vistas  
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Advanced

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Circular Quay clapping climbing

corn eating excited food happy

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- ❖ Etik değerler?
- ❖ Internet'te pazarlamadan sonraki aşama?
- ❖ Sayısal uçurum
- ❖ Internet okuryazarlığı
- ❖ Üst veri oluşturma
- ❖ Üst verilerin satılması
- ❖ Web 3.0



# Internet'te Pazarlama

**Umut Al**

**H.Ü. Bilgi ve Belge Yönetimi Bölümü**

**[umutal@hacettepe.edu.tr](mailto:umutal@hacettepe.edu.tr)**