



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)
- ❖ 1.966.514.816 (Internet World Stats, 2010)
- ❖ 2.095.006.005 (Internet World Stats, 2011)
- ❖ 2.405.518.376 (Internet World Stats, 2012)

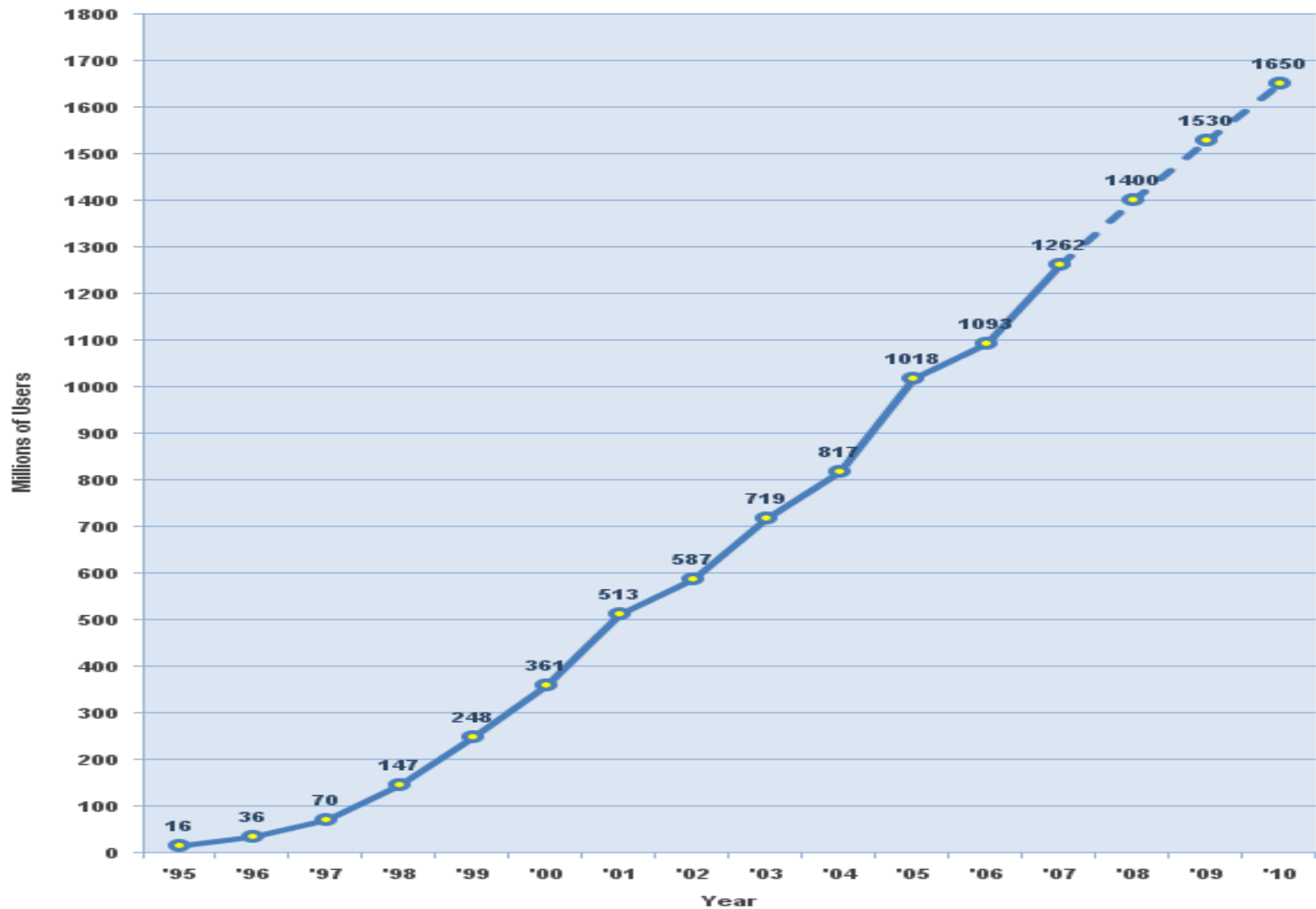
❖ Ev sahipliği yapan bilgisayar sayısı

- ❖ 489.774.269 (Internet Systems Consortium, 2007)

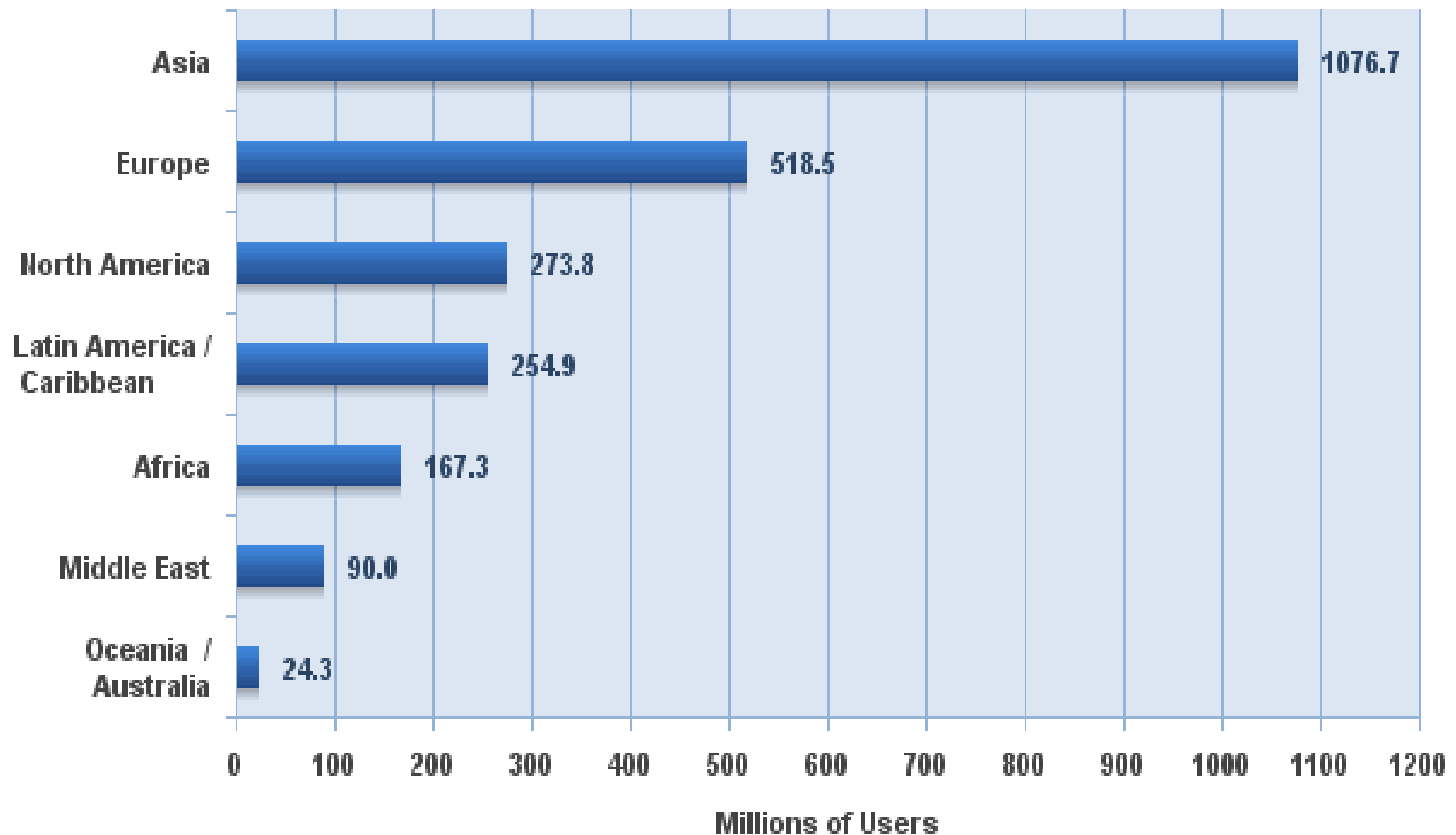
❖ Adreslenebilir Web sayfası sayısı

- ❖ 8 milyardan fazla (Google-2005)

Internet Users in the World Growth 1995 - 2010



Internet Users in the World by Geographic Regions - 2012 Q2

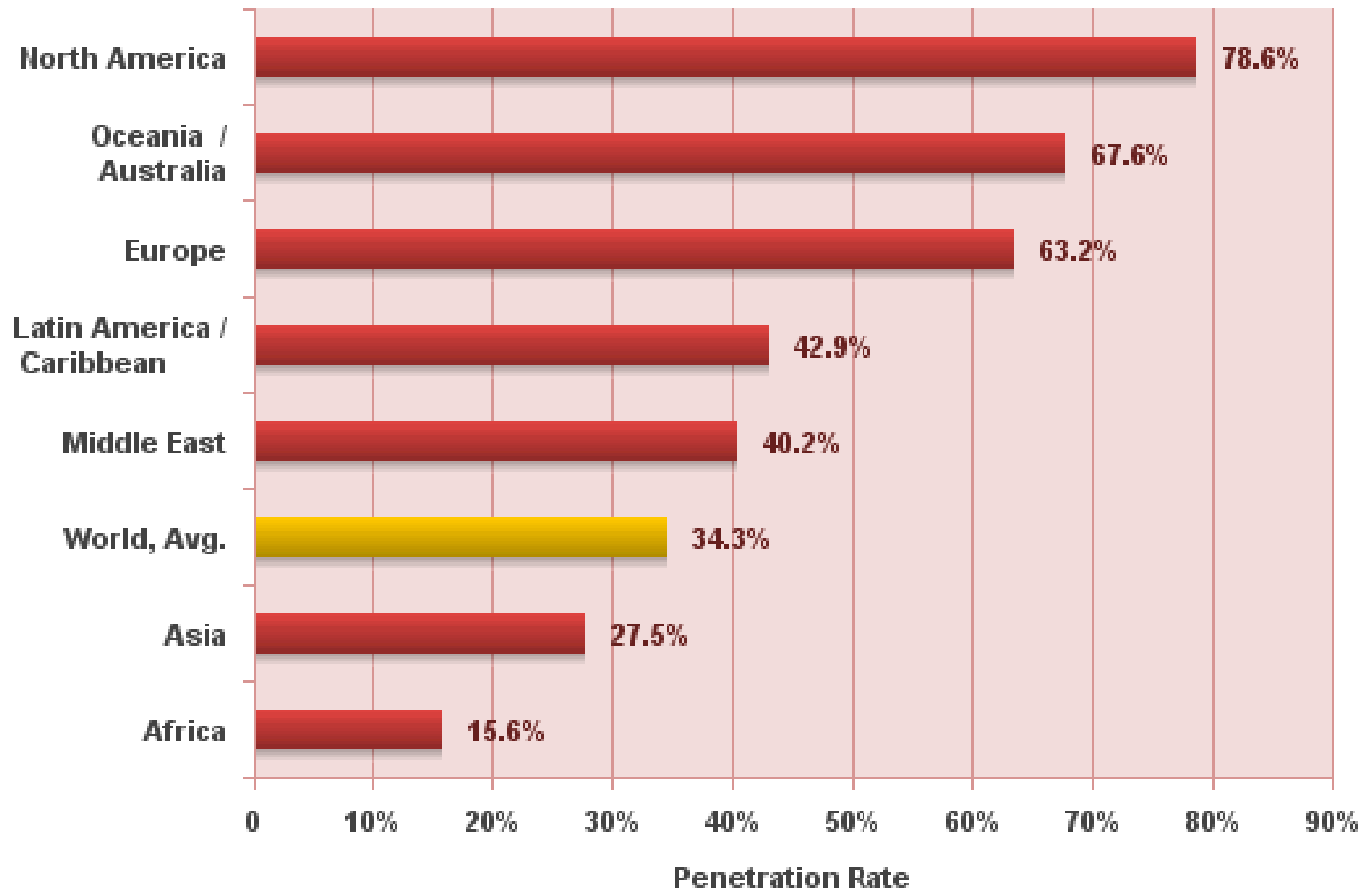


Source: Internet World Stats - www.internetworldstats.com/stats.htm

2,405,518,376 Internet users estimated for June 30, 2012

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World Internet Penetration Rates by Geographic Regions - 2012 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,017,846,922
and 2,405,518,376 estimated Internet users on June 30, 2012.
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INTERNET USAGE STATISTICS

The Internet Big Picture

World Internet Users and Population Stats

WORLD INTERNET USAGE AND POPULATION STATISTICS

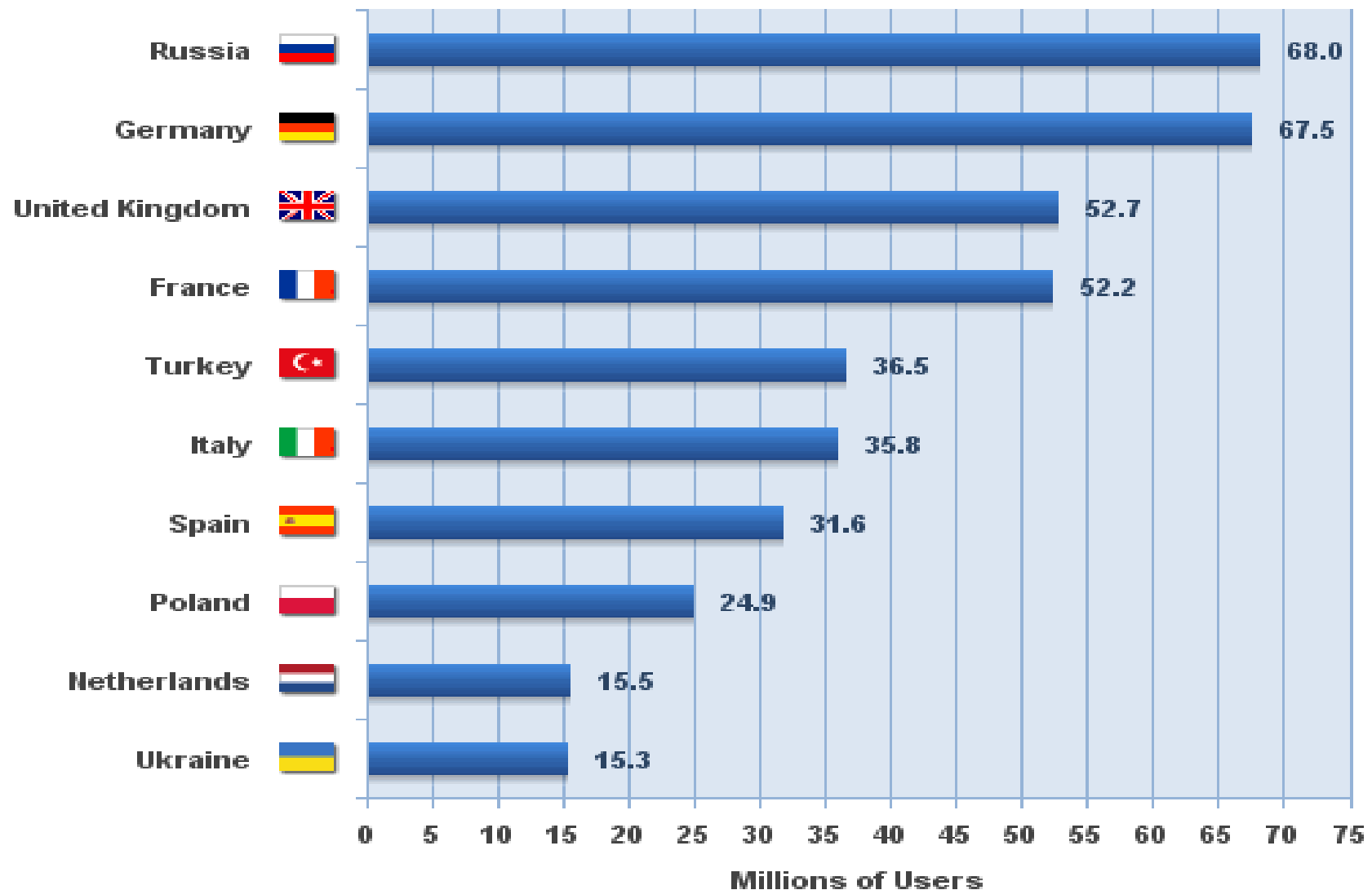
June 30, 2012

World Regions	Population (2012 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2012	Users % of Table
Africa	1,073,380,925	4,514,400	167,335,676	15.6 %	3,606.7 %	7.0 %
Asia	3,922,066,987	114,304,000	1,076,681,059	27.5 %	841.9 %	44.8 %
Europe	820,918,446	105,096,093	518,512,109	63.2 %	393.4 %	21.5 %
Middle East	223,608,203	3,284,800	90,000,455	40.2 %	2,639.9 %	3.7 %
North America	348,280,154	108,096,800	273,785,413	78.6 %	153.3 %	11.4 %
Latin America / Caribbean	593,688,638	18,068,919	254,915,745	42.9 %	1,310.8 %	10.6 %
Oceania / Australia	35,903,569	7,620,480	24,287,919	67.6 %	218.7 %	1.0 %
WORLD TOTAL	7,017,846,922	360,985,492	2,405,518,376	34.3 %	566.4 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for June 30, 2012. (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](#) and local census agencies. (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local ICT Regulators and other reliable sources. (5) For definitions, disclaimers, navigation help and methodology, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to [www.internetworldstats.com](#). Copyright © 2001 - 2012, Miniwatts Marketing Group. All rights reserved worldwide.

Top 10 Internet Countries in Europe

June 30, 2012



Source: Internet World Stats - www.internetworldstats.com/stats4.htm

Basis: 518,512,109 estimated Internet Users in Europe on 2012 Q2

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Internet and Facebook Usage in Europe

EUROPE	Population (2012 Est.)	Internet Users, 30-June-12	Penetration (% Population)	Users % in Europe	Facebook 30-Sept-12
Albania	3,002,859	1,471,400	49.0 %	0.3 %	1,084,880
Andorra	85,082	68,916	81.0 %	0.0 %	32,080
Austria	8,219,743	6,559,355	79.8 %	1.3 %	2,846,460
Belarus	9,643,566	4,436,800	46.0 %	0.9 %	432,680
Belgium	10,438,353	8,489,901	81.3 %	1.6 %	4,819,040
Bosnia-Herzegovina	3,879,296	2,327,578	60.0 %	0.4 %	1,310,900
Bulgaria	7,037,935	3,589,347	51.0 %	0.7 %	2,438,400
Croatia	4,480,043	3,167,838	70.7 %	0.6 %	1,573,340
Cyprus	1,138,071	656,439	57.7%	0.1 %	557,120
Czech Republic	10,177,300	7,426,376	73.0 %	1.4 %	3,747,020
Denmark	5,543,453	4,989,108	90.0 %	1.0 %	2,966,240
Estonia	1,274,709	993,785	78.0 %	0.2 %	491,620
Faroe Islands	49,483	39,948	80.7 %	0.0 %	31,080
Finland	5,262,930	4,703,480	89.4 %	0.9 %	2,218,960
France	65,630,692	52,228,905	79.6 %	10.1 %	25,173,780
Germany	81,305,856	67,483,860	83.0 %	13.0 %	24,596,460
Gibraltar	29,034	20,660	71.2 %	0.0 %	20,660
Greece	10,767,827	5,706,948	53.0 %	1.1 %	3,850,640
Guernsey & Alderney	65,345	48,300	73.9 %	0.0 %	10,920

Luxembourg	509,074	462,697	90.9 %	0.1 %	213,220
Macedonia	2,082,370	1,180,704	56.7 %	0.2 %	941,240
Malta	409,836	282,648	69.0 %	0.1 %	213,040
Man, Isle of	85,421	39,460	46.2 %	0.0 %	39,460
Moldova	3,656,843	1,639,463	44.8 %	0.3 %	260,060
Monaco	30,510	30,700	100.6 %	0.0 %	30,700
Montenegro	657,394	328,375	50.0 %	0.1 %	308,480
Netherlands	16,730,632	15,549,787	92.9 %	3.0 %	7,234,420
Norway	4,707,270	4,560,572	96.9 %	0.9 %	2,734,260
Poland	38,415,284	24,940,902	64.9 %	4.8 %	9,214,680
Portugal	10,781,459	5,950,449	55.2 %	1.1 %	4,581,040
Romania	21,848,504	9,642,383	44.1 %	1.9 %	5,077,660
Russia	142,517,670	67,982,547	47.7 %	13.1 %	6,694,360
San Marino	32,140	17,000	52.9 %	0.0 %	8,540
Serbia	7,276,604	4,107,000	56.4 %	0.8 %	3,513,820
Slovakia	5,4483,088	4,337,868	79.1 %	0.8 %	1,987,440
Slovenia	1,996,617	1,440,066	72.1 %	0.3 %	714,520
Spain	47,042,984	31,606,233	67.2 %	6.1 %	17,010,480
Svalbard & Jan Mayen	2,191	n/a	n/a	n/a	n/a
Sweden	9,103,788	8,441,718	92.7 %	1.6 %	4,869,580
Switzerland	7,925,517	6,509,247	82.1 %	1.3 %	2,983,920
Turkey	79,749,461	36,455,000	45.7 %	7.0 %	31,483,300
Ukraine	44,854,065	15,300,000	34.1 %	3.0 %	2,122,680
United Kingdom	63,047,162	52,731,209	83.6 %	10.2 %	32,189,360
Vatican City State	535	480	89.7 %	0.0 %	20
TOTAL EUROPE	820,918,446	518,512,109	63.2 %	100.0 %	243,230,440

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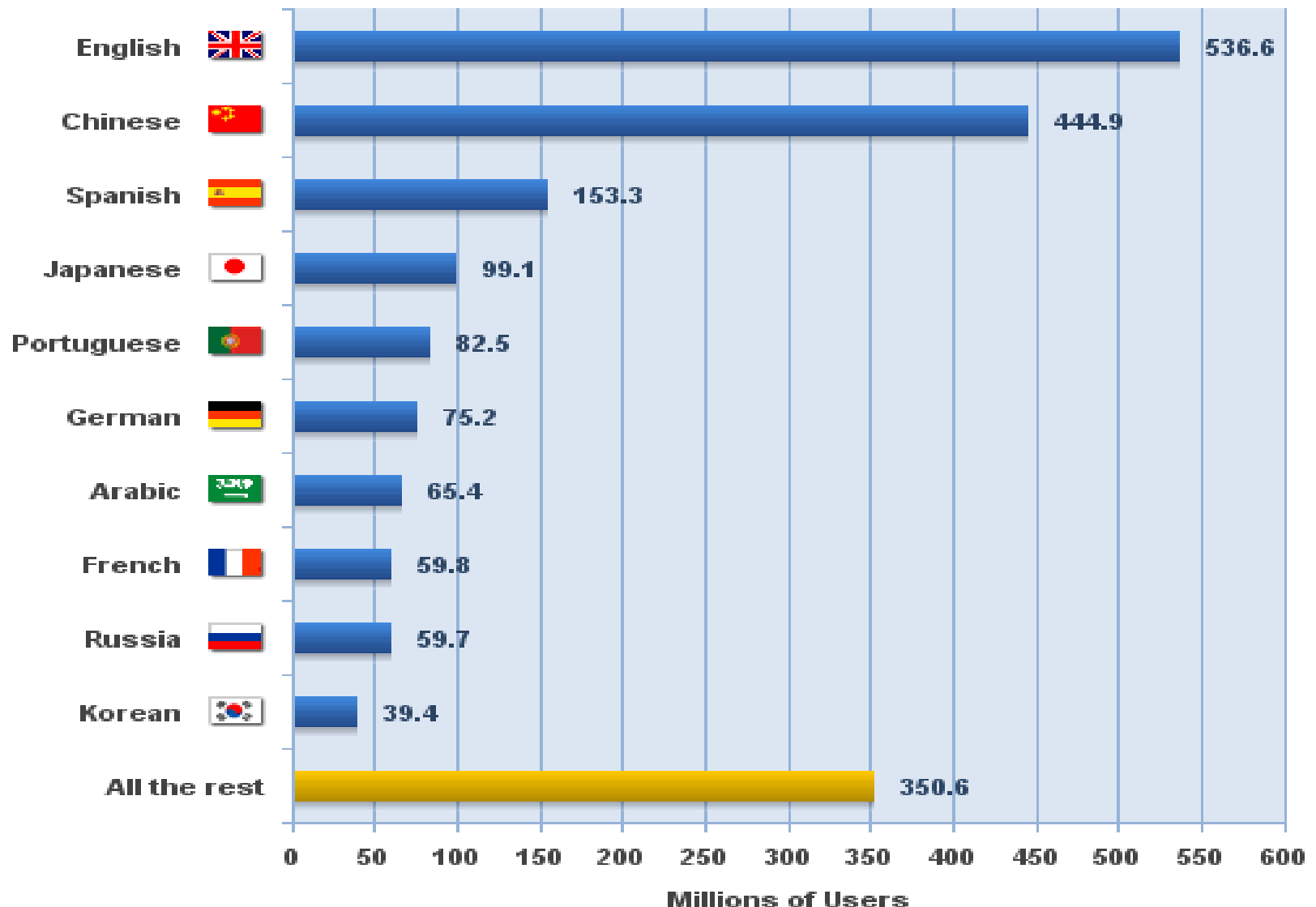
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Top Ten Languages in the Internet 2010 - in millions of users



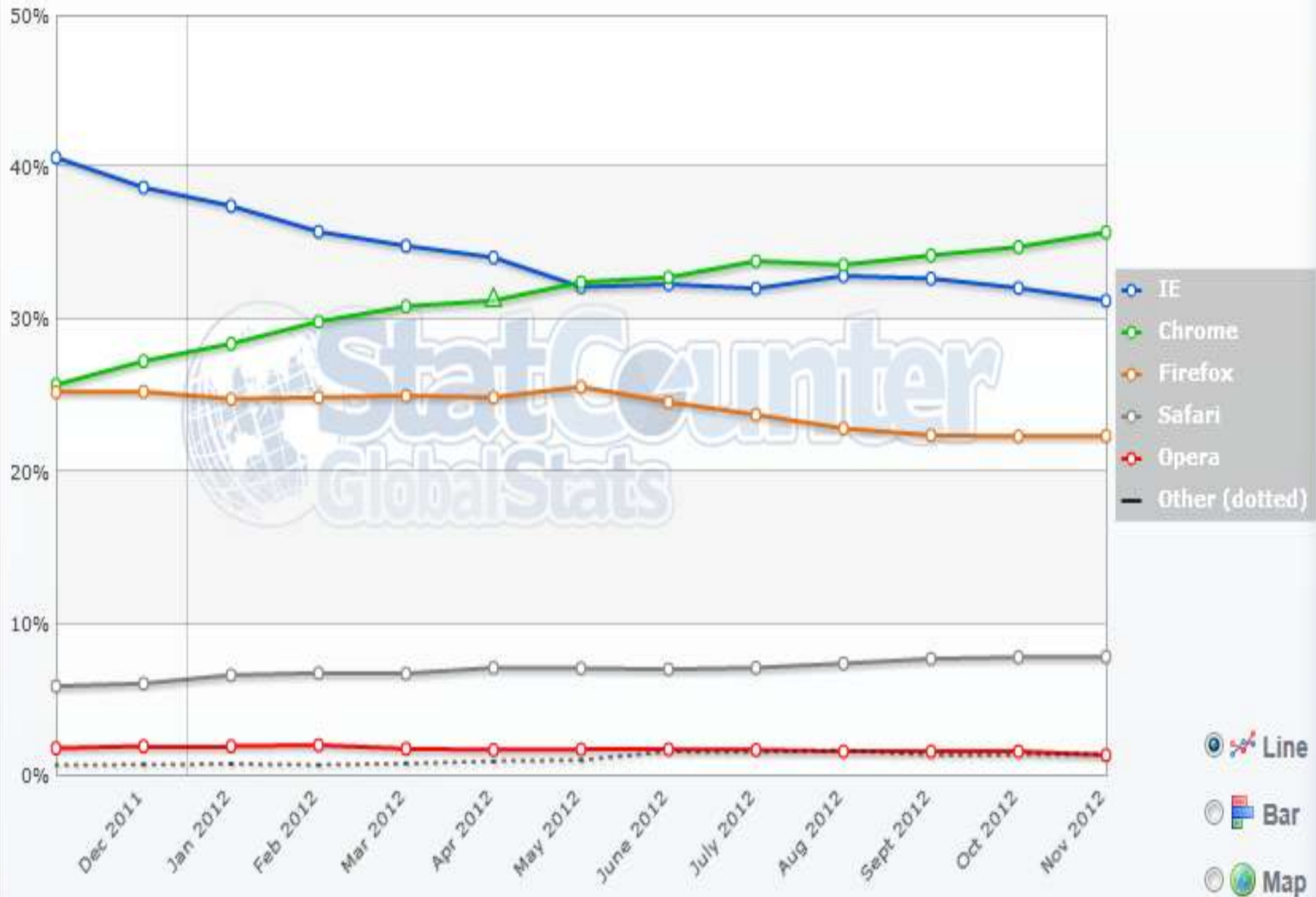
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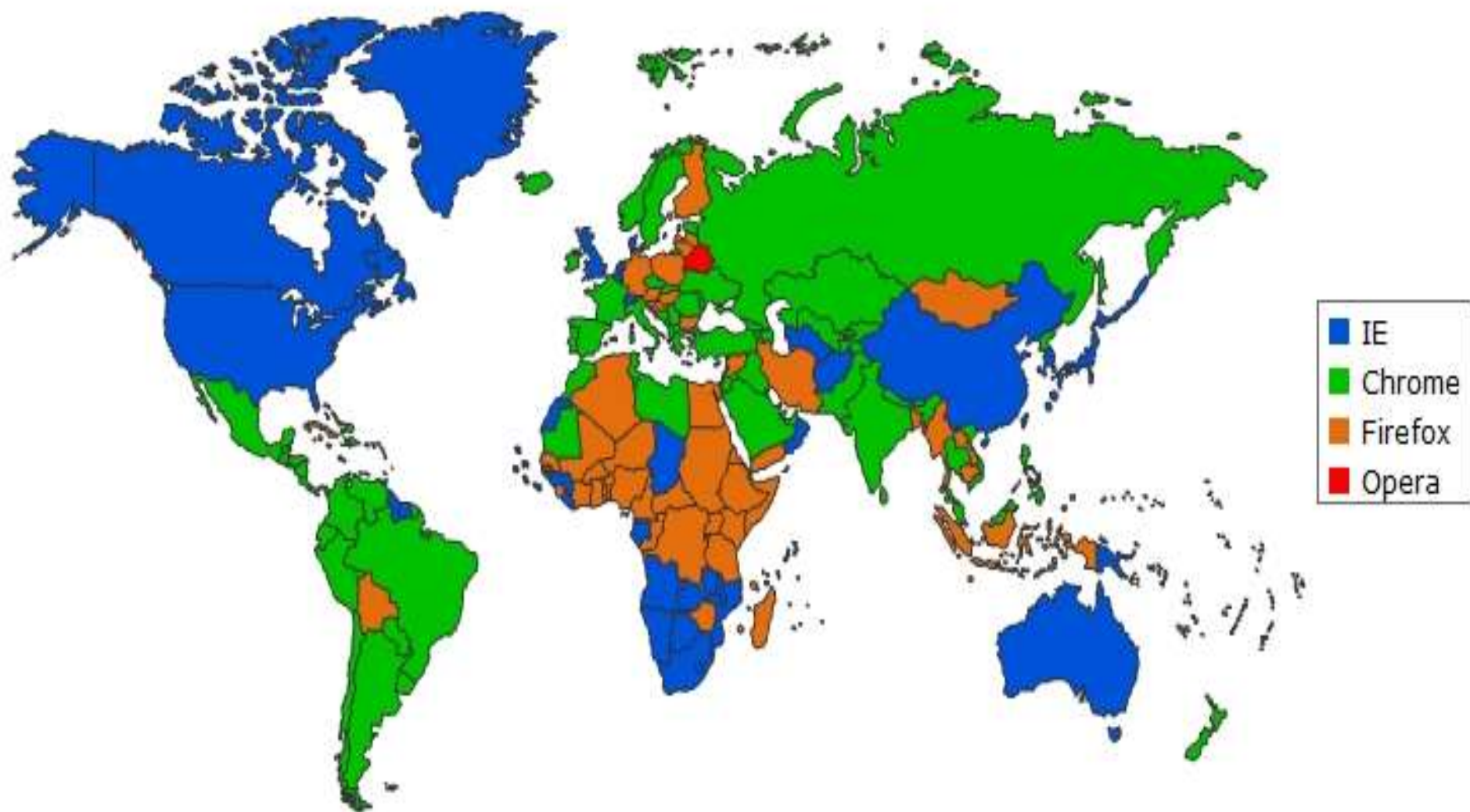
Estimated Internet users are 1,966,514,816 on June 30, 2010

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StatCounter Global Stats

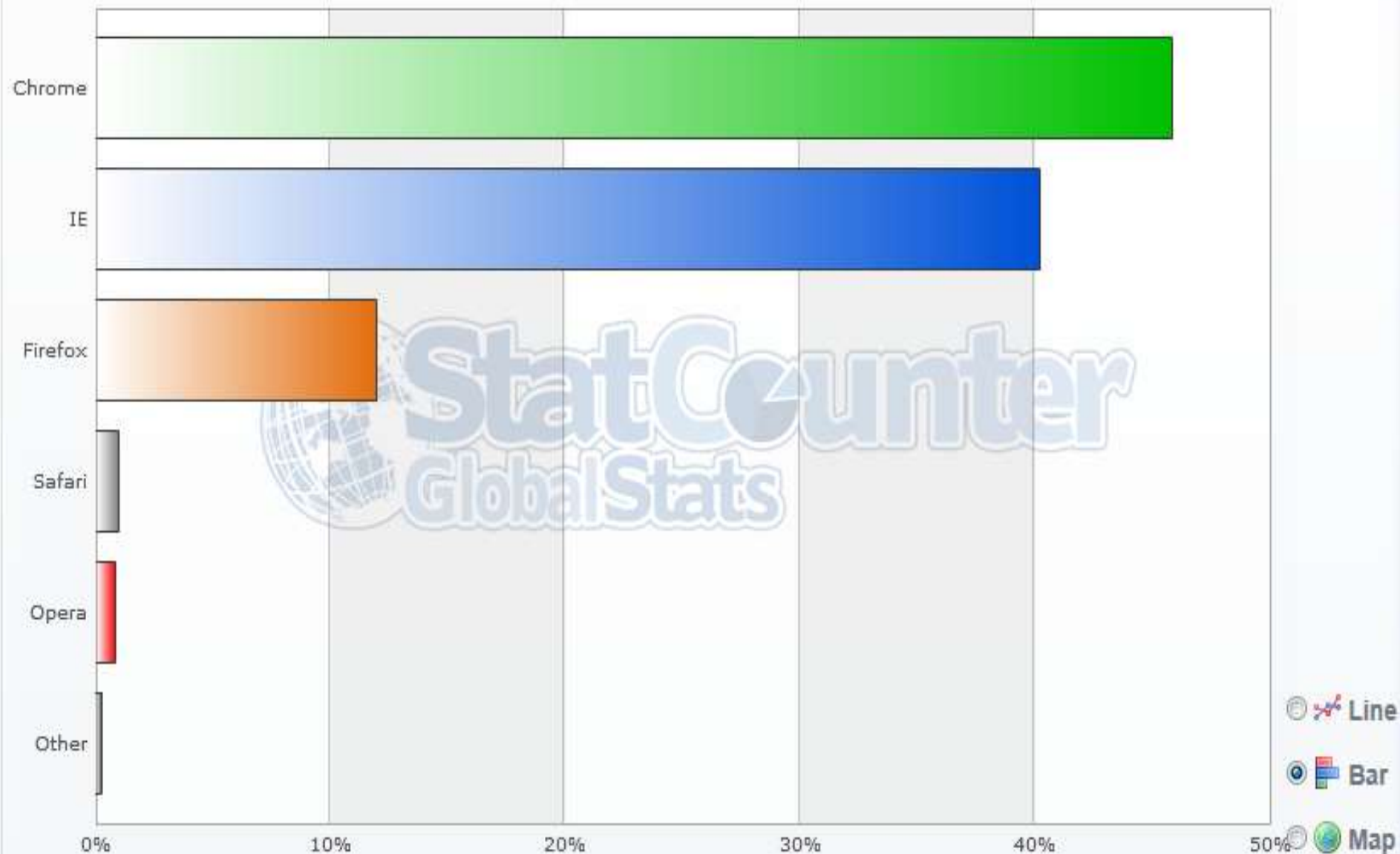
Top 5 Browsers from Nov 2011 to Nov 2012





StatCounter Global Stats

Top 5 Browsers in Turkey from Dec 2011 to Nov 2012



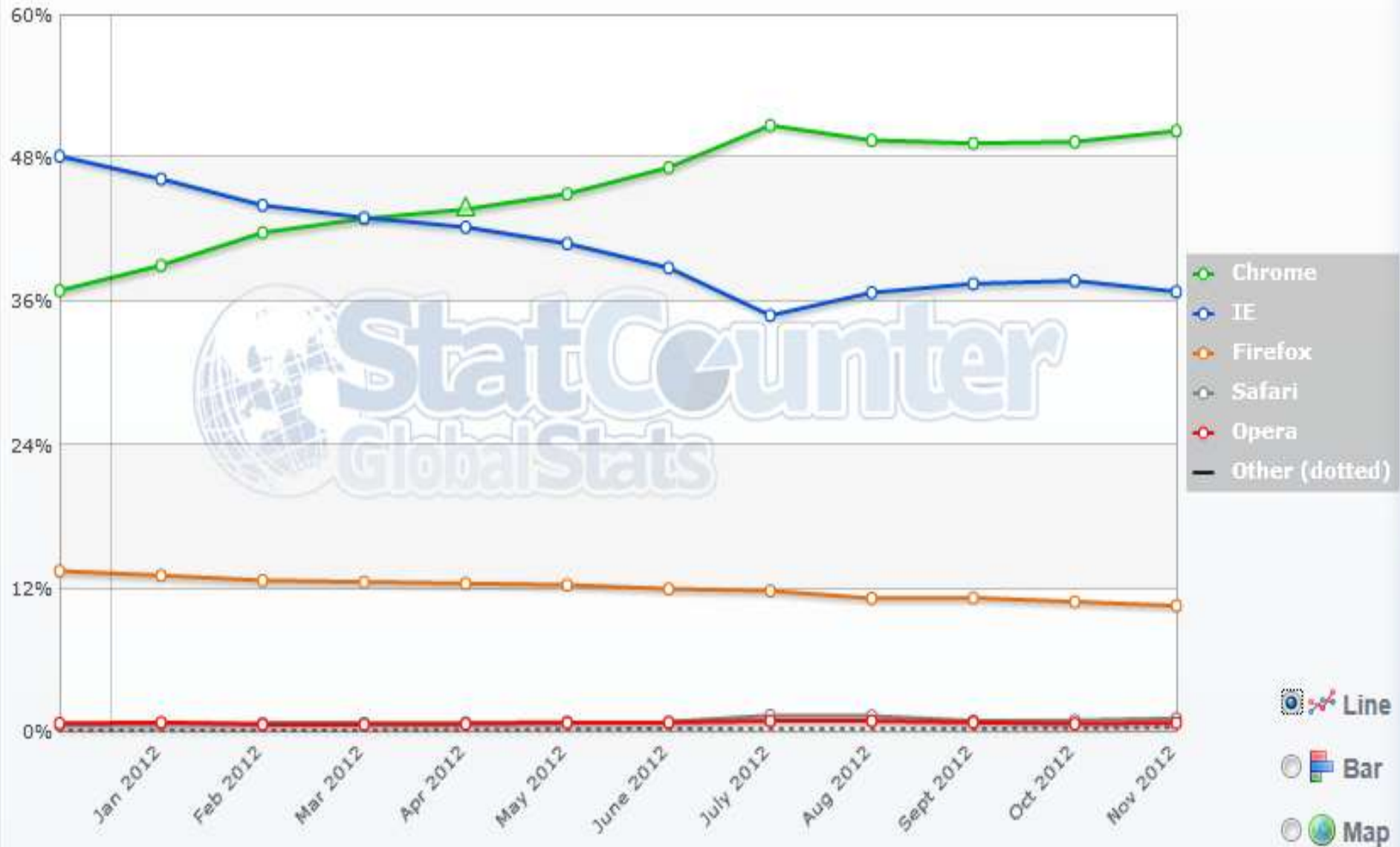
Stat: **Browser** ▼

Region: **Turkey** ▼

Period: **Dec 2011 to Nov 2012** (edit)

StatCounter Global Stats

Top 5 Browsers in Turkey from Dec 2011 to Nov 2012



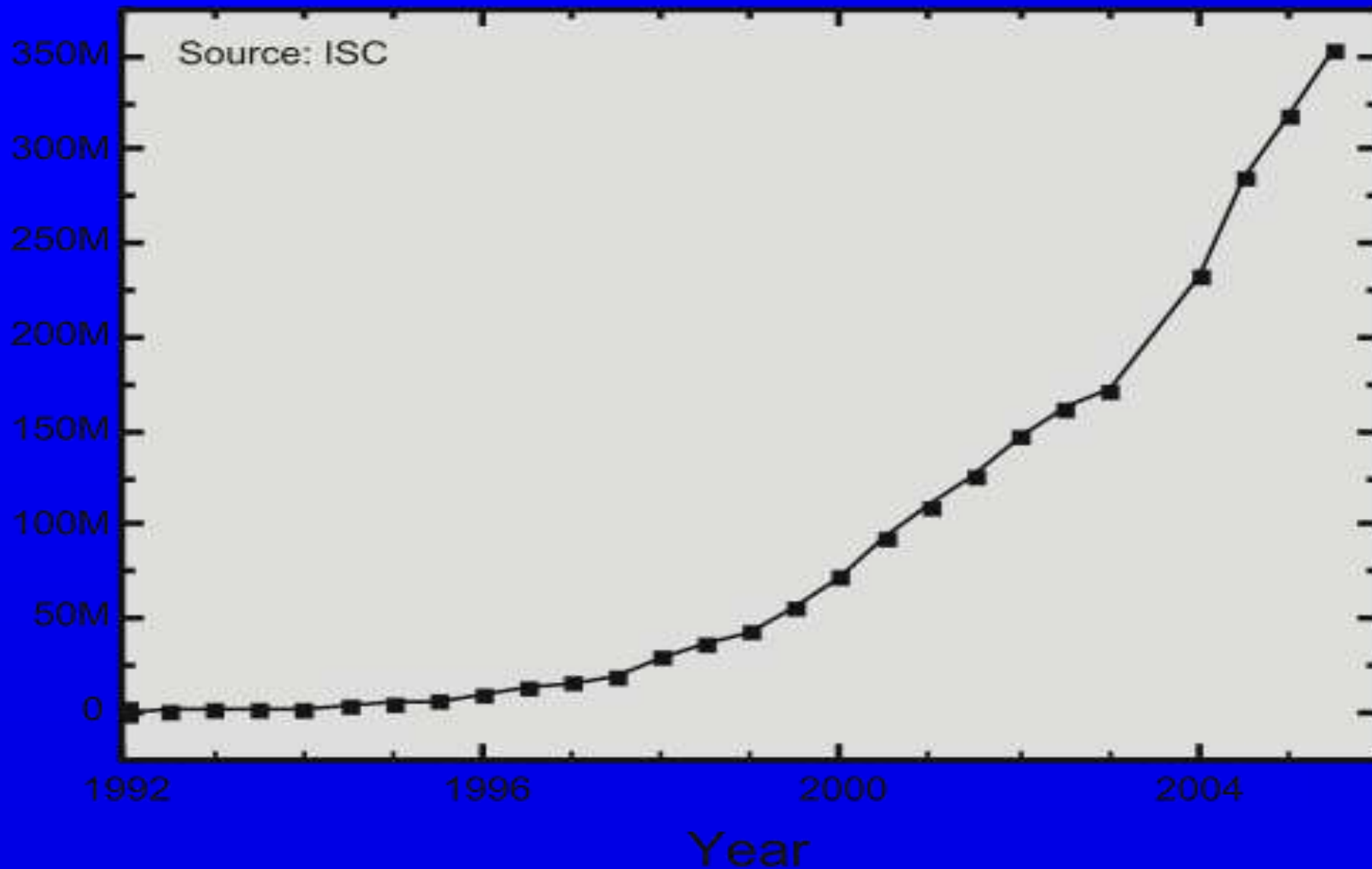
Stat: **Browser** ▼

Region: **Turkey** ▼

Period: **Dec 2011 to Nov 2012 (edit)**



Number of Internet Hosts



Number of Internet Hosts

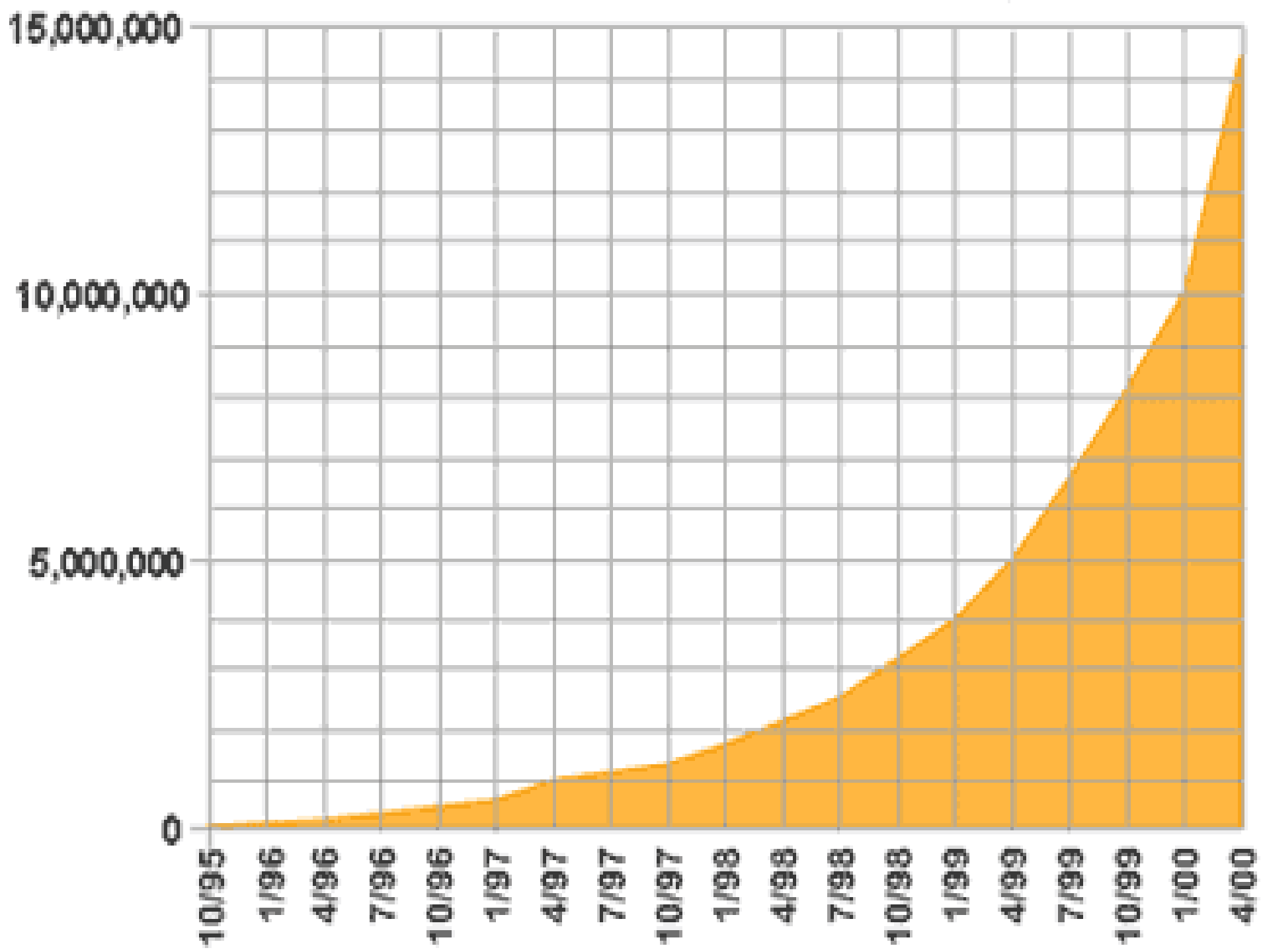
Date	Hosts	Adjusted Counts	Source
08/1981	213	N/A	host table
05/1982	235	N/A	
08/1983	562	N/A	
10/1984	1,024	N/A	
10/1985	1,961	N/A	
02/1986	2,308	N/A	
11/1986	5,089	N/A	
12/1987	28,174	N/A	old domain survey
07/1988	33,000	N/A	
10/1988	56,000	N/A	
01/1989	80,000	N/A	
07/1989	130,000	N/A	
10/1989	159,000	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	

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	
01/2008	541,677,360	N/A	
07/2008	570,937,778	N/A	
01/2009	625,226,456	N/A	
07/2009	681,064,561	N/A	
01/2010	732,740,444	N/A	
07/2010	768,913,036	N/A	
01/2011	818,374,269	N/A	
07/2011	849,869,781	N/A	
01/2012	888,239,420	N/A	
07/2012	908,585,739	N/A	



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

Tür	Tanım	Örnek
İdari (administrative)	Bilgi kaynaklarının yönetiminde kullanılan metadata	Sağlama bilgileri
Tanımlayıcı (descriptive)	Bilgi kaynaklarını tanımlama ve kimliklemede kullanılan metadata	Katalog kayıtları
Koruma (preservation)	Bilgi kaynaklarının korunmasına ilişkin metadata	Kaynakların fiziksel ve dijital korunmasına yönelik eylemlerin dokümantasyonu
Teknik (technical)	Sistemin nasıl çalışacağı veya metadata'nın 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

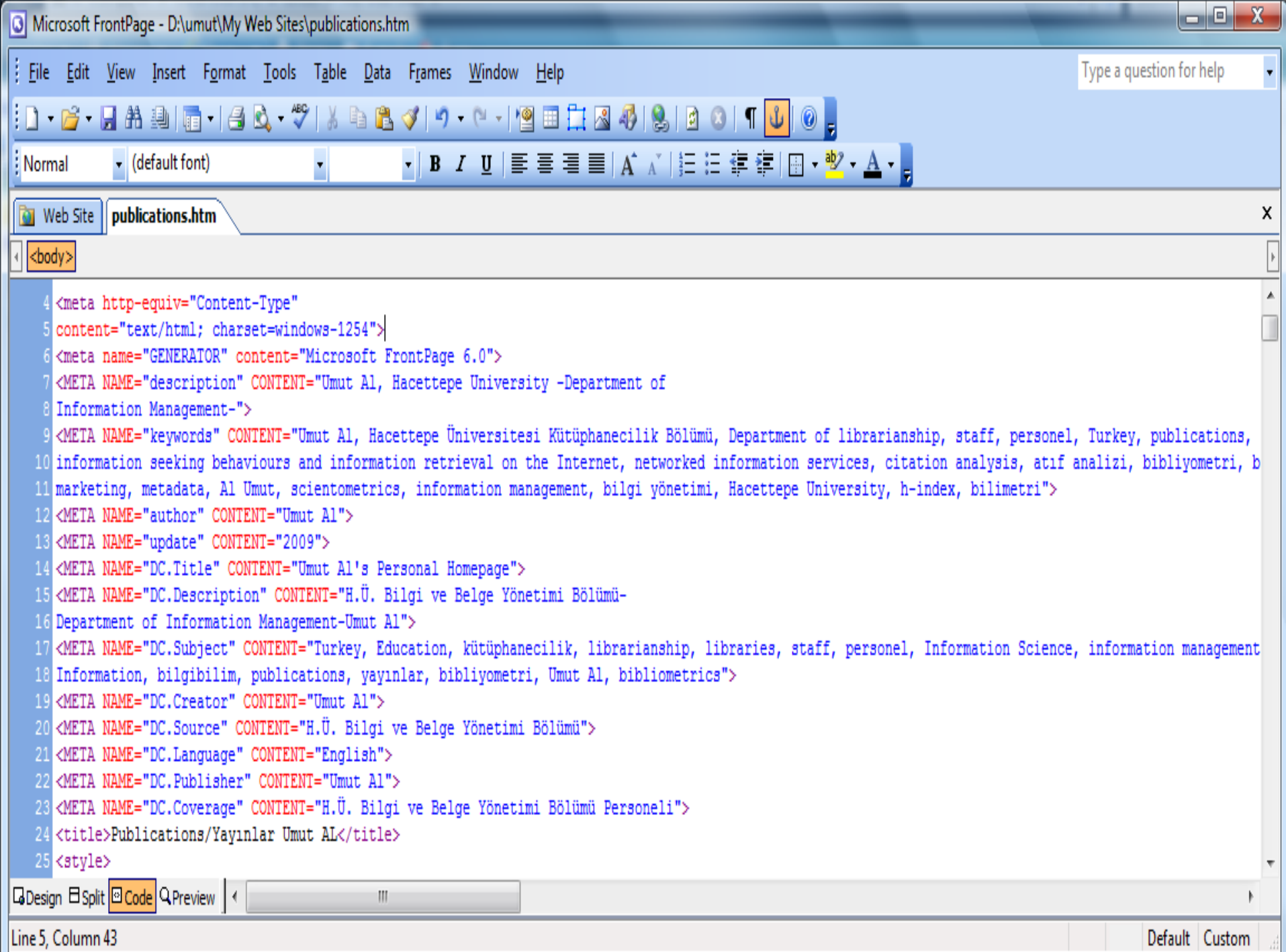


Dublin Core

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

Articles

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- Mehmet Emin Küçük, Umut Al ve N. Erol Olcay, "[Türkiye'de Bilimsel Elektronik Dergiler](#)" (Scholarly Electronic Journals in Turkey) *Türk Kütüphaneciliği*, 22(3): 308-319, Ekim 2008.
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- Umut Al ve Mehdi Afzali, "[İran ve Türkiye'nin Dünya Bilgibilim Literatürüne Katkıları: Karşılaştırmalı Bir Çalışma](#)" (Contributions of Iran and Turkey to the World Information Science Literature: A Comparative Study) *Bilgi Dünyası*, 7(2): 181-201 Ekim 2006.
- Yaşar Tonta & Umut Al, "[Scatter and Obsolescence of Journals Cited in Theses and Dissertations of Librarianship](#)" (Pre-print version) *Library & Information Science Research*, 28(2): 281-296, Summer 2006. Published version of article in HTML and PDF is available online from [ScienceDirect](#).
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- İrem Soydal, Umut Al ve Umut Sezen, "[İçerik Tabanlı Görüntü Erişim Sistemleri](#)" (Content-Based Image Retrieval Systems) *Bilgi Dünyası*, 6(2): 155-170, Ekim 2005.
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14 <META NAME="DC.Title" CONTENT="Umut Al's Personal Homepage">
15 <META NAME="DC.Description" CONTENT="H.Ü. Bilgi ve Belge Yönetimi Bölümü-
16 Department of Information Management-Umut Al">
17 <META NAME="DC.Subject" CONTENT="Turkey, Education, kütüphanecilik, librarianship, libraries, staff, personel, Information Science, information management
18 Information, bilgibilim, publications, yayınlar, bibliyometri, Umut Al, bibliometrics">
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Etiketleme (Tagging)

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- ❖ İnternet'te etiketleme
 - ❖ Dijital dokümanlar
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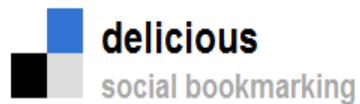
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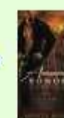
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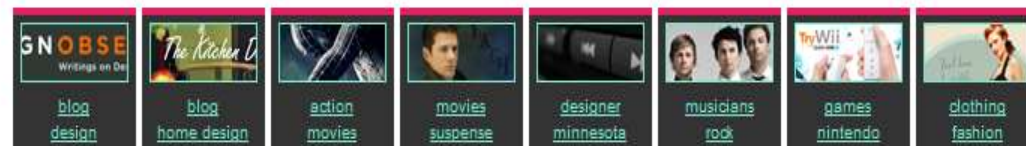


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by Mats Lewan

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Are these also Stephen Shankland?



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[None of these](#)

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.

15 diggs

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

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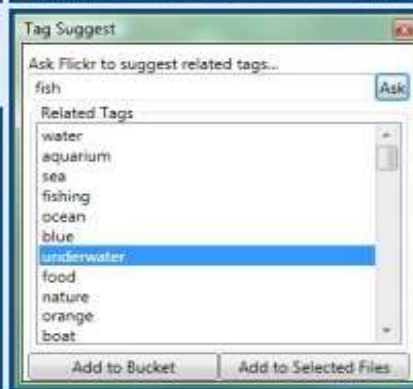
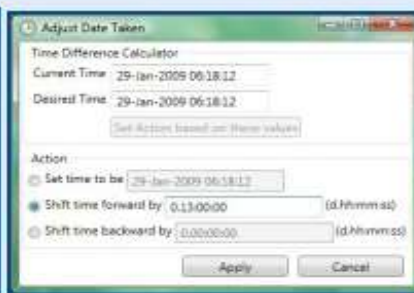
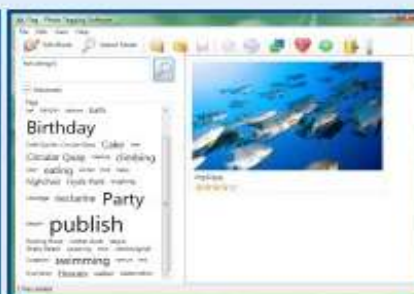
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Edit Mode Search Mode

Title Sunset

Description A sunset over a field of wild grass

Advanced

Common Tags

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paddock
sunset
Vistas

Tag Bucket

Add tag

dusk
field
grass
paddock
sunset
Textures
Vistas
water

img6.jpg



img32.jpg

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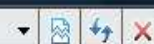
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fish rating:4



Advanced

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Birthday

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- ❖ Sayısal uçurum
- ❖ İnternet okuryazarlığı
- ❖ Üst veri oluşturma
- ❖ Üst verilerin satılması
- ❖ Web 3.0