



DIMENSIONE SOCIAL & WEB 2015

Coinvolgere i clienti con il linguaggio giusto:
semantica e semiotica nell'era dei social media

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Vague but exciting ...

CERN DD/OC
Information Management: A Proposal

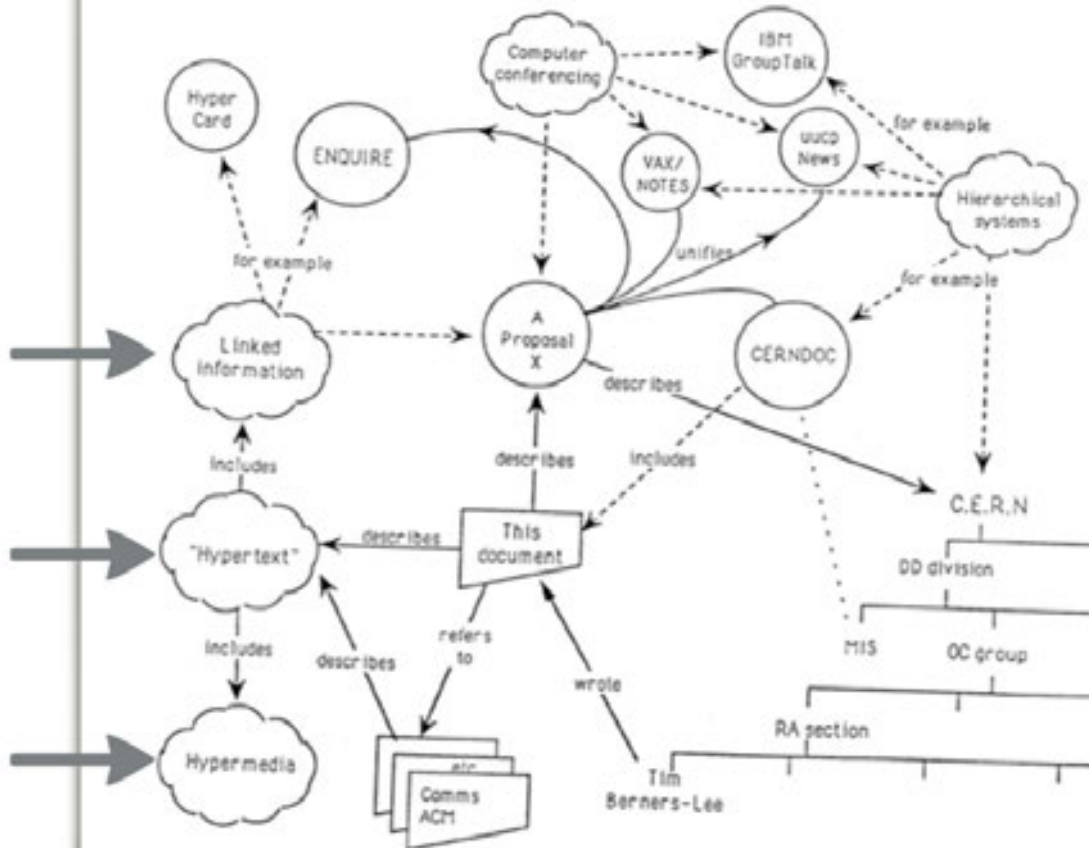
Tim Berners-Lee, CERN/DD
March 1989

Information Management: A Proposal

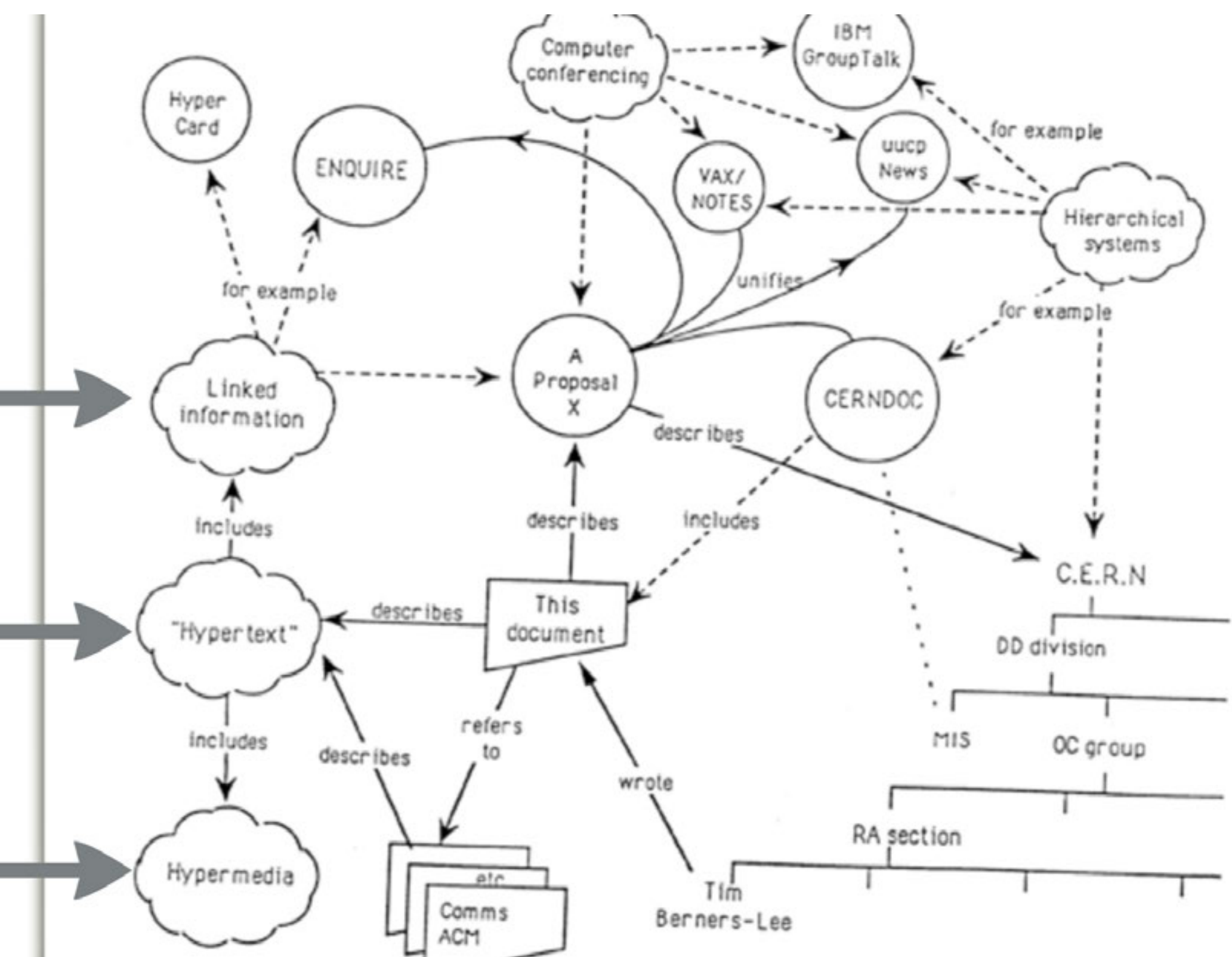
Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control



Nel marzo 1989, Tim Berners-Lee, al CERN, fornì al suo supervisore, Mike Sendall, un documento dal titolo: “*information management: a proposal*”, documento annotato dal supervisore come “*vague but exciting*”



Chi avrebbe immaginato che da quella mappa concettuale sarebbe scaturito un nuovo mondo della comunicazione?

Type of social media	Corporate function					
	R&D	Marketing	Customer service	Sales	HR	Organisation
Blogs						
Business networks						
Collaborative projects						
Enterprise social networks						
Forums						
Microblogs						
Photo sharing						
Products/services review						
Social bookmarking						
Social gaming						
Social networks						
Video sharing						
Virtual worlds						

Importance: (empty) none or almost none; low; medium; high; very high Fonte: Wikipedia



Scientific American Magazine

May 2001

Lo stesso Tim Berners-Lee, con Jim Hendler e Ora Lassila, nel 2001 pubblica un articolo su Scientific American dove propone il passaggio da un "web di documenti" a un "web di dati", ponendo le basi per il web semantico

Ogni social media ha le sue specificità e il suo linguaggio,
occorre conoscerne le caratteristiche e le peculiarità

Innanzitutto, attraverso due ambiti disciplinari:

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La semiotica (dal termine greco σημεῖον semeion, che significa "segno") è la disciplina che studia i segni e il modo in cui questi abbiano un senso (significazione).

Wikipedia

La semantica è quella parte della linguistica che studia il significato delle parole (semantica lessicale), degli insiemi delle singole lettere (negli e degli alfabeti antichi) e delle frasi (semantica frasale) e dei testi

Wikipedia

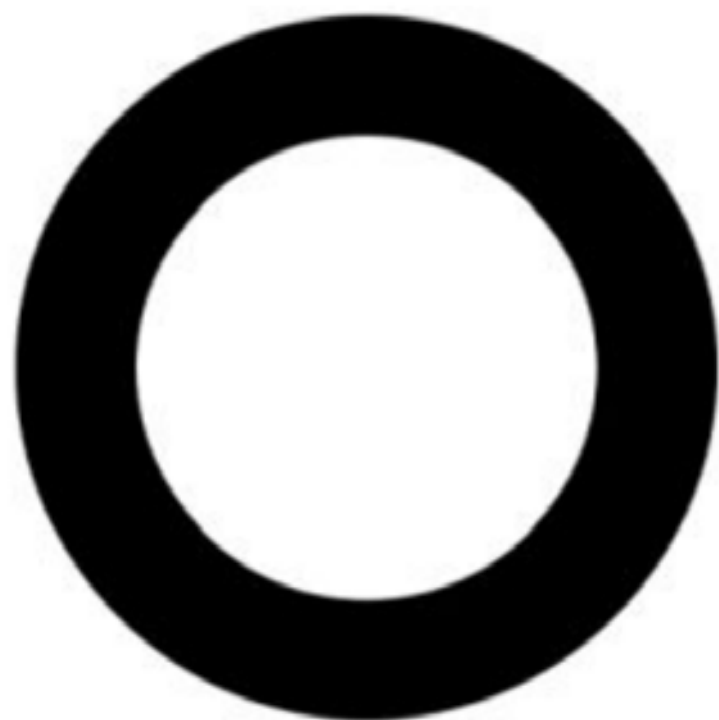


Geralifici. Eaitto



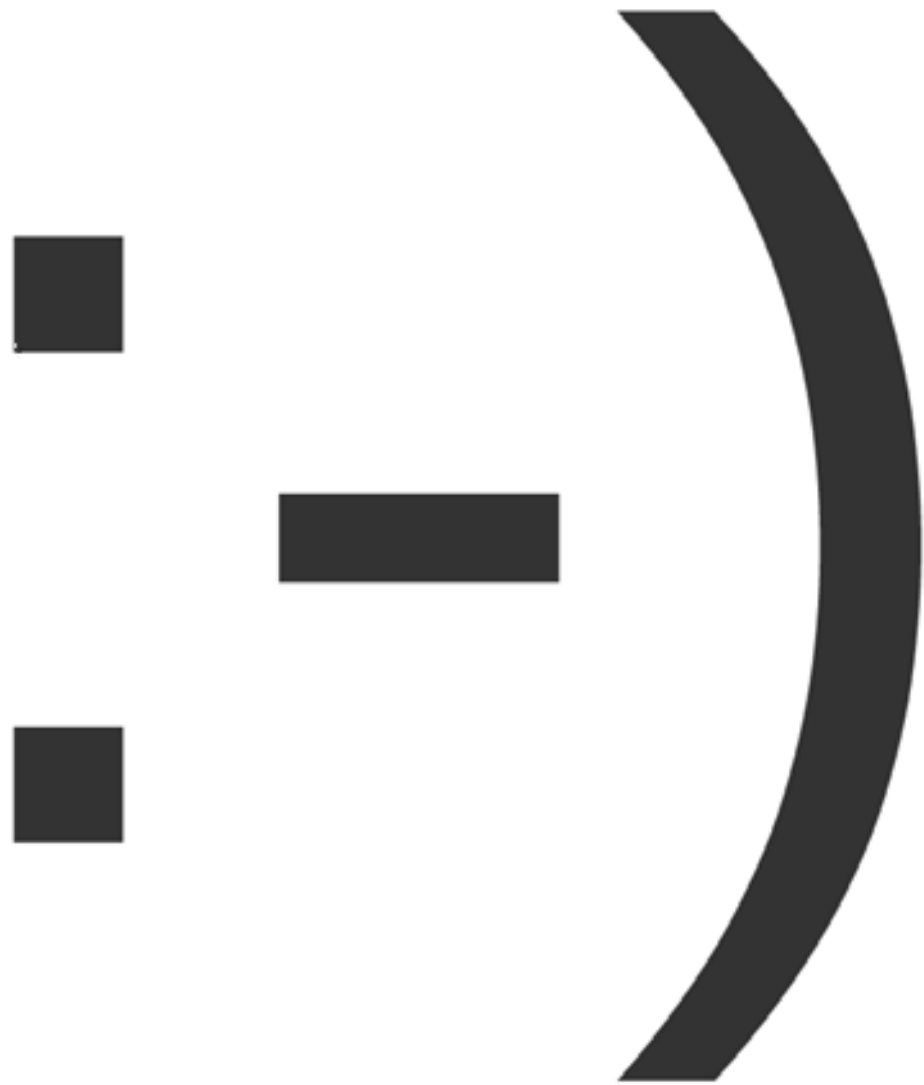
Capolettera miniato, Italia

one of the most important things you can do for your health is to get a good night's sleep. And this is true for everyone, no matter how old you are or how busy you are. Sleep is the foundation of good health, and it's something that we often take for granted. But when you don't get enough sleep, your body starts to break down. Your immune system gets weaker, your blood pressure goes up, and your mood can suffer. So, if you're looking for a way to improve your health, start with sleep. It's the simplest and most effective way to make a difference.

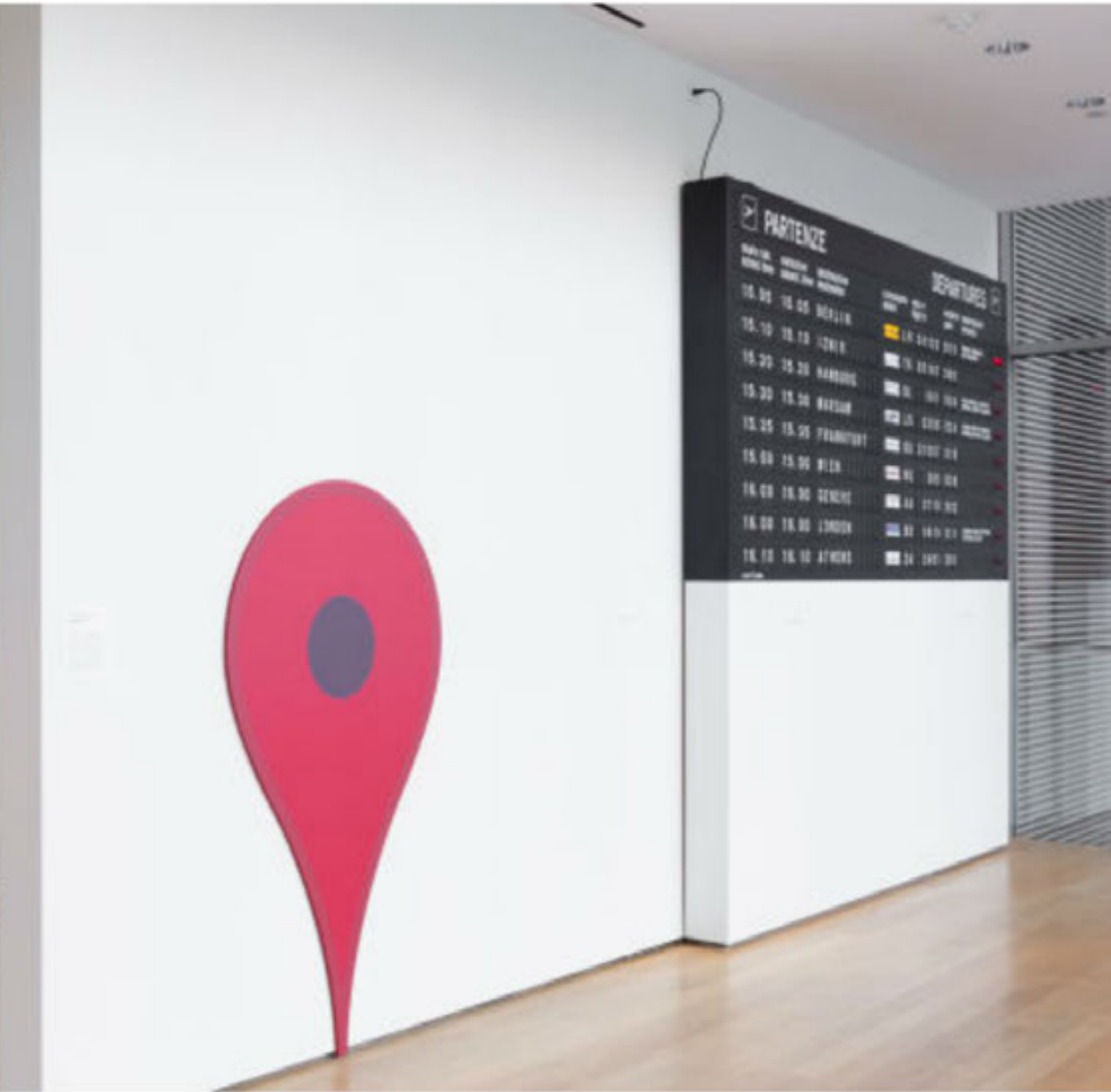


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PARTENZE				DEPARTURES			
DESTINO	ORA	STATUS	COMPAGNIA	DESTINO	ORA	STATUS	COMPAGNIA
BERLINO	10:00			BERLINO	10:00		
LONDRA	10:10			LONDRA	10:10		
BARCELONA	10:20			BARCELONA	10:20		
PARIGI	10:30			PARIGI	10:30		
FRANKFURT	10:35			FRANKFURT	10:35		
MILANO	10:40			MILANO	10:40		
ROMA	10:45			ROMA	10:45		
AMSTERDAM	10:50			AMSTERDAM	10:50		
ATENE	10:55			ATENE	10:55		





TABLET ICONS SET

GESTURES - ICONS - PICTOGRAMS - INFOGRAPHIC



Hearts on Twitter

Tuesday, November 3, 2015 | By Akarshan Kumar (@akik), Product Manager [14:46 UTC]

We hope you like what you see on Twitter and Vine today: hearts!

We are changing our star icon for *favorites* to a heart and we'll be calling them *likes*. We want to make Twitter easier and more rewarding to use, and we know that at times the star could be confusing, especially to newcomers. You might like a lot of things, but not everything can be your *favorite*.

The heart, in contrast, is a universal symbol that resonates across languages, cultures, and time zones. The heart is more expressive, enabling you to convey a range of emotions and easily connect with people. And in our tests, we found that people loved it.



Twitter @twitter · 3 nov

Visualizza traduzione

You can say a lot with a heart. Introducing a new way to show how you feel on Twitter: blog.twitter.com/2015/hearts-on...

 = adorbs

GIF



29000



30000



Twermiology: 116 Twitter Slang Words & Abbreviations

@reply: The @reply means a Twitter update (a tweet) that is directed to another user in reply to their update. An @reply will be saved in the user's "Replies" tab. Replies are sent either by clicking the 'reply' icon next to an update or typing @ username message (e.g., @user I saw that movie too).

ab/abt: Short for "about." This chat abbreviation is frequently seen on Twitter.

adventuritter: Slang term used to describe a Twitterer who is adventurous.

attwaction: Slang term used to describe an attraction between two users.

attwicted: Slang term used to describe someone who is addicted to Twitter.

b/c: Twitter shorthand for "because."

B: Twitter shorthand for "be."

b4: Twitter shorthand for "before."

SEMOTICS

The Daily Edgemoor

Semiotics is the study of signs. It is both the theory & analysis of signs & signifying practices.

SIGN
A semiotic, communicative form of communication.

SIGNIFIER **SIGNIFIED**

CONNOTATION **DENOTATION**

ICONS **SYMBOLS** **INDEXES**

Symbols **Paraphs**

Semiotics - Ferdinand de Saussure and Charles Sanders Peirce An infographic explaining Saussure's and Peirce's notions of semiotics.

5

Judith Guesdon Semio

80 FLAT ICONS

100% vector Easy to modify Adjustable to any size

PSD AI EPS PDF

New Logo and Identity for Munchery done In-house

5 1

Sofie Longee Words.

SIZE REQUIRING INSTRUCTIONS

ORIENTATION - NO SECTIONS

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254 83

grayson petit Tattoos

Explaining Semiotics - Infographic by Alex Greenhead, via Behance

di Alex Greenhead

4

Yolanda Gomez Comunicación

Visualising music - 21 Notations by grigomcmahon, via Flickr

di grigomcmahon

Mónica López Inspiración

Massimo

SEMOTICS

Semiotics and Symbolism Infographic

di Dylan Devine

2 1

Rogelio Cuevas Semiotics

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100% vector Easy to modify Adjustable to any size

PSD AI EPS PDF



Amazon.com

6 novembre alle ore 5:34 · 🌐

Discover the evolution of fun and have a roaring good time with Jester, today's Holiday Toy List pick <http://amzn.to/1OslD7E>

Find more toys for everyone on your list <http://amzn.to/1OslDnS>
#HolidayToyList



👍 Mi piace

💬 Commenta

➦ Condividi

La comunicazione nei social media sta spingendo verso un sempre maggior impatto dell'immagine, in tutte le sue declinazioni, rispetto al solo testo

Il testo, dal canto suo, sta evolvendo verso forme contratte e gergali (spesso comprensibili solo dagli appartenenti a una determinata "tribù"), fortemente influenzate da un processo di "iconizzazione"

I cambiamenti sono sempre più rapidi
e il linguaggio è, probabilmente, la
prima forma con cui si manifestano

Ora, scopriamo il punto di vista e le esperienze di tre aziende leader dei rispettivi settori:

Enrica Piccioni
Alessio Garbin

Michele Destino
Lara Ermacora

Marco Fabio Parisi

UBI Banca

IBM Italia

Telecom Italia