

Metaphors of the Web 2.0: With Special Emphasis on Social Networks and Folksonomies (Europäische Hochschulschriften / European University Studies / Publications Universitaires Europeennes)



This study is an attempt to semantically decompose the most popular metaphorical expressions associated with two particular Web 2.0 practices: social networks and folksonomies. What is a friend on a social networking Web site like MySpace and StudiVZ? Is it polite to poke strangers on Facebook and give them fives on hi5? How can we subscribe to RSS feeds, if we don't pay subscription fees? Do we really broadcast ourselves on our YouTube channels? These and other similar questions are dealt with from the perspective of the referential and the conceptual approaches to meaning, i.e., what these words stand for (referential/extensional approach) and which concepts they signify (conceptual/intensional approach). Thus, from the referential point of view, a friend on MySpace is only a hyperlink directing to a profile page of another MySpace user. But from the intensional point of view, a friend is a subscriber to the content generated by the profile owner.

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