

# Nástroje a možnosti internetu

Publikování na webu

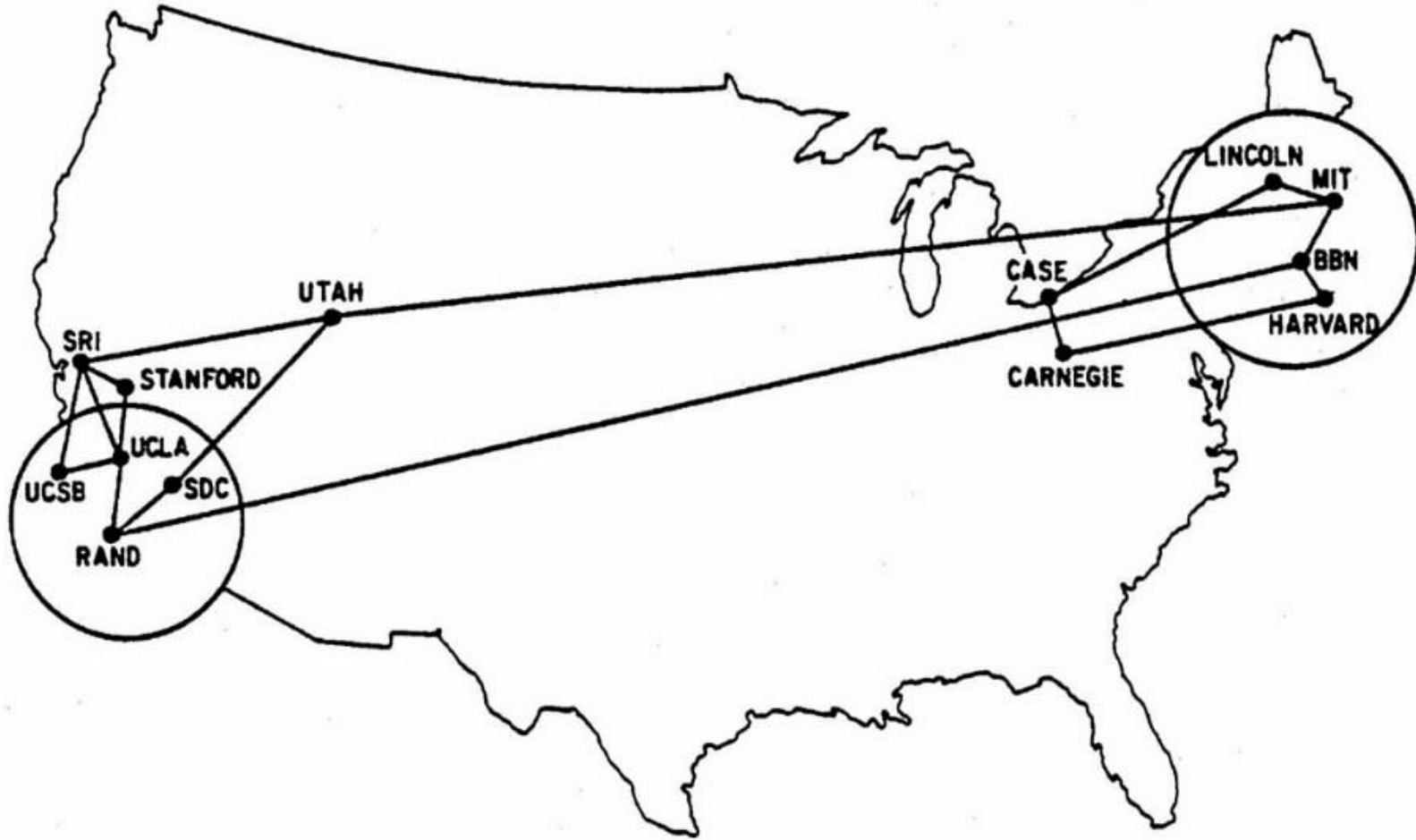
6. 10. 2023

# Publikování na webu

- *široké téma – co s tím?*
- *můžeme vyjít z Digitálních kompetencí*
- počátky publikování na webu + vývoj a myšlenky
- platformy třetích stran + rizika
- formáty publikování + smrt blogosféry



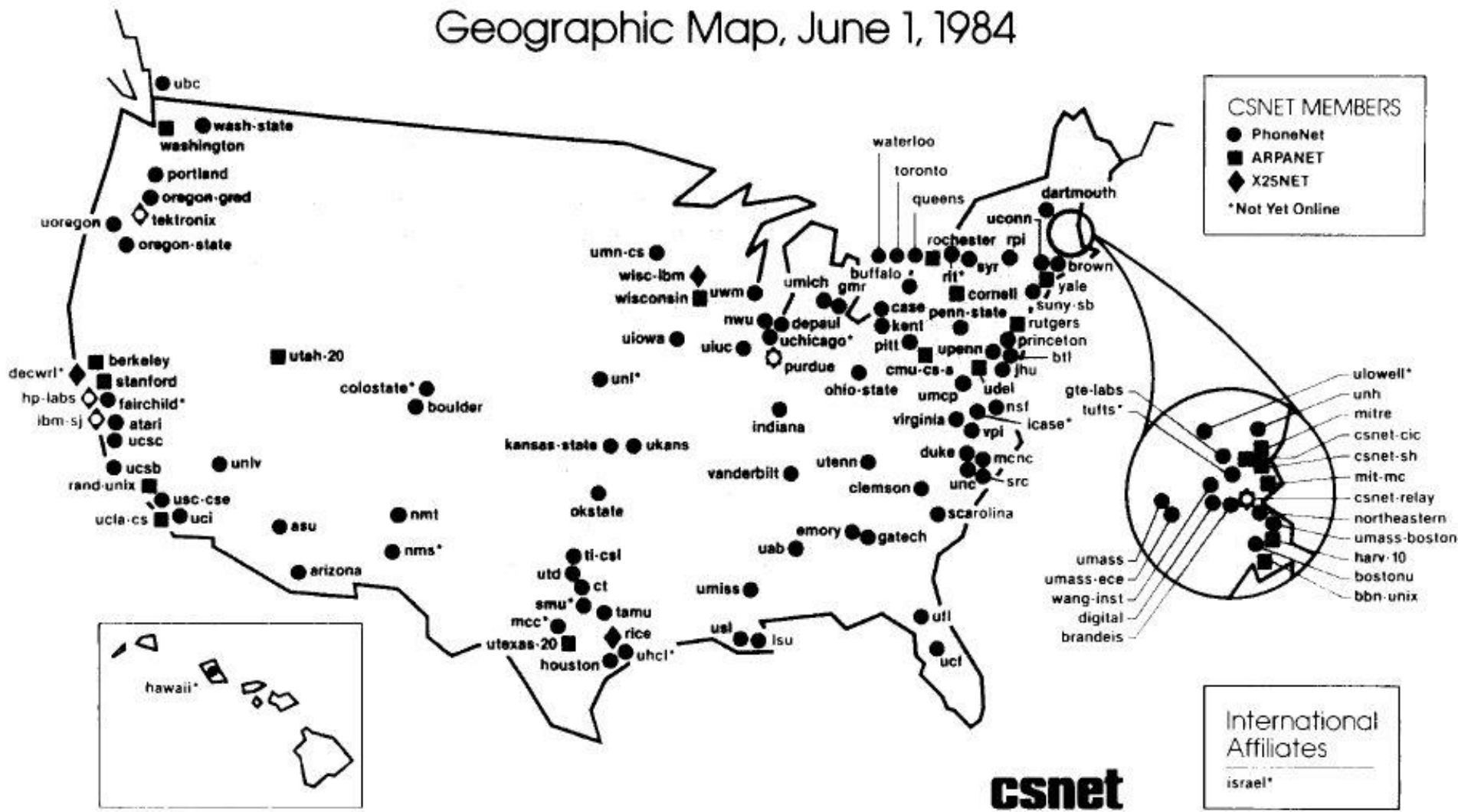
The ARPANET in December 1969







# Geographic Map, June 1, 1984





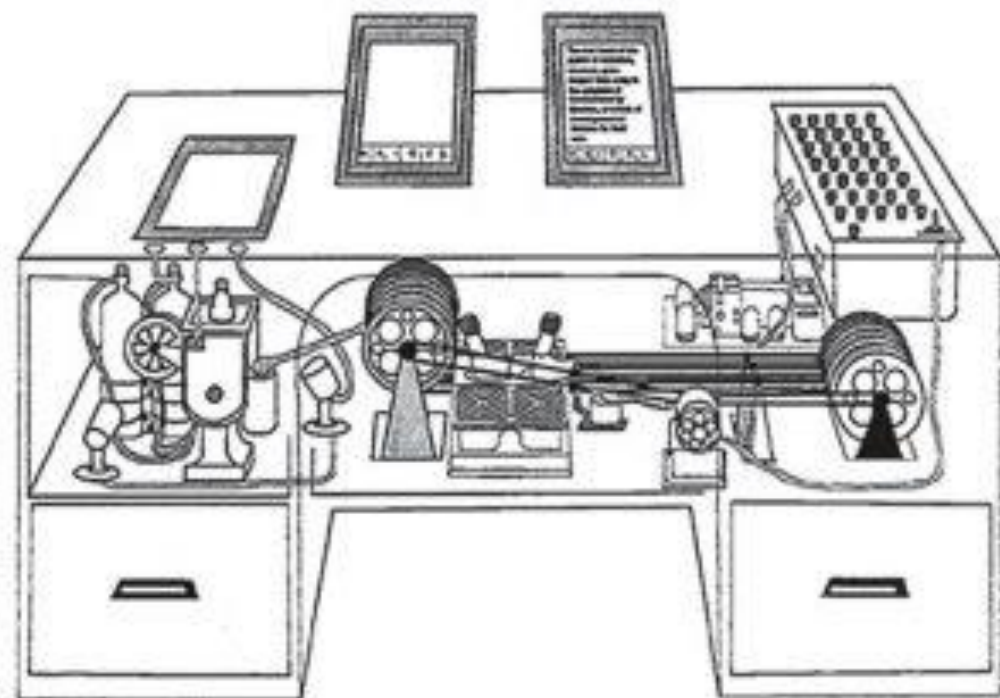
**Complete aggregate news flow, worldwide**  
Line width proportional to directional effective flow volume

DECWRL netmap-2.1 by Brian Reid at Thu May 13 13:45:34 1993  
Gall Stereographic Projection, Map center: [15°N, 88°W]

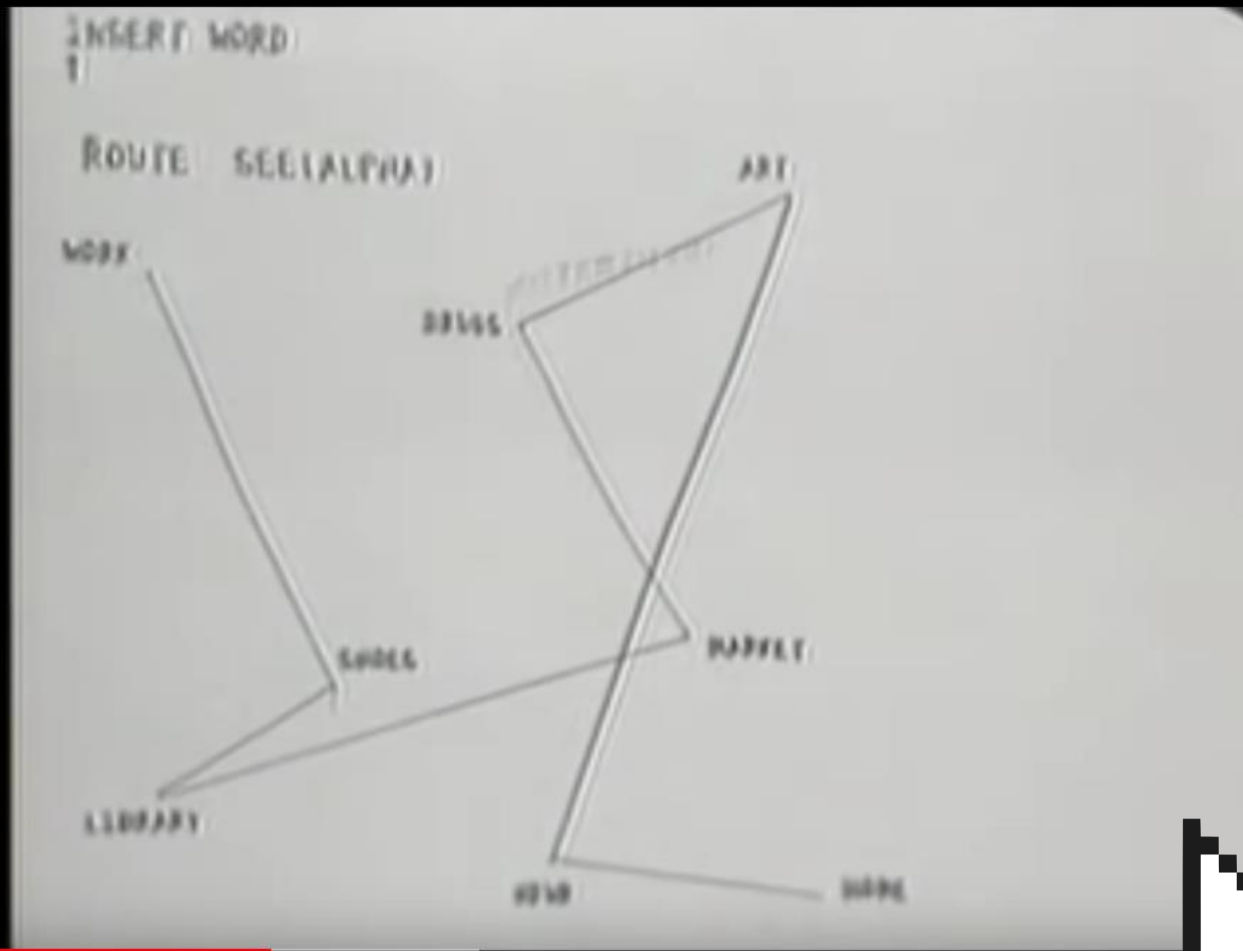


SMTP

FTP



# Hyperlinks



2:41 / 5:35



1968 "Mother of All Demos" by SRI's Doug Engelbart and Team

**SRI** SRI International  
7,1 tis. odběratelů

Odebírat

4,2 tis.



Sdílet



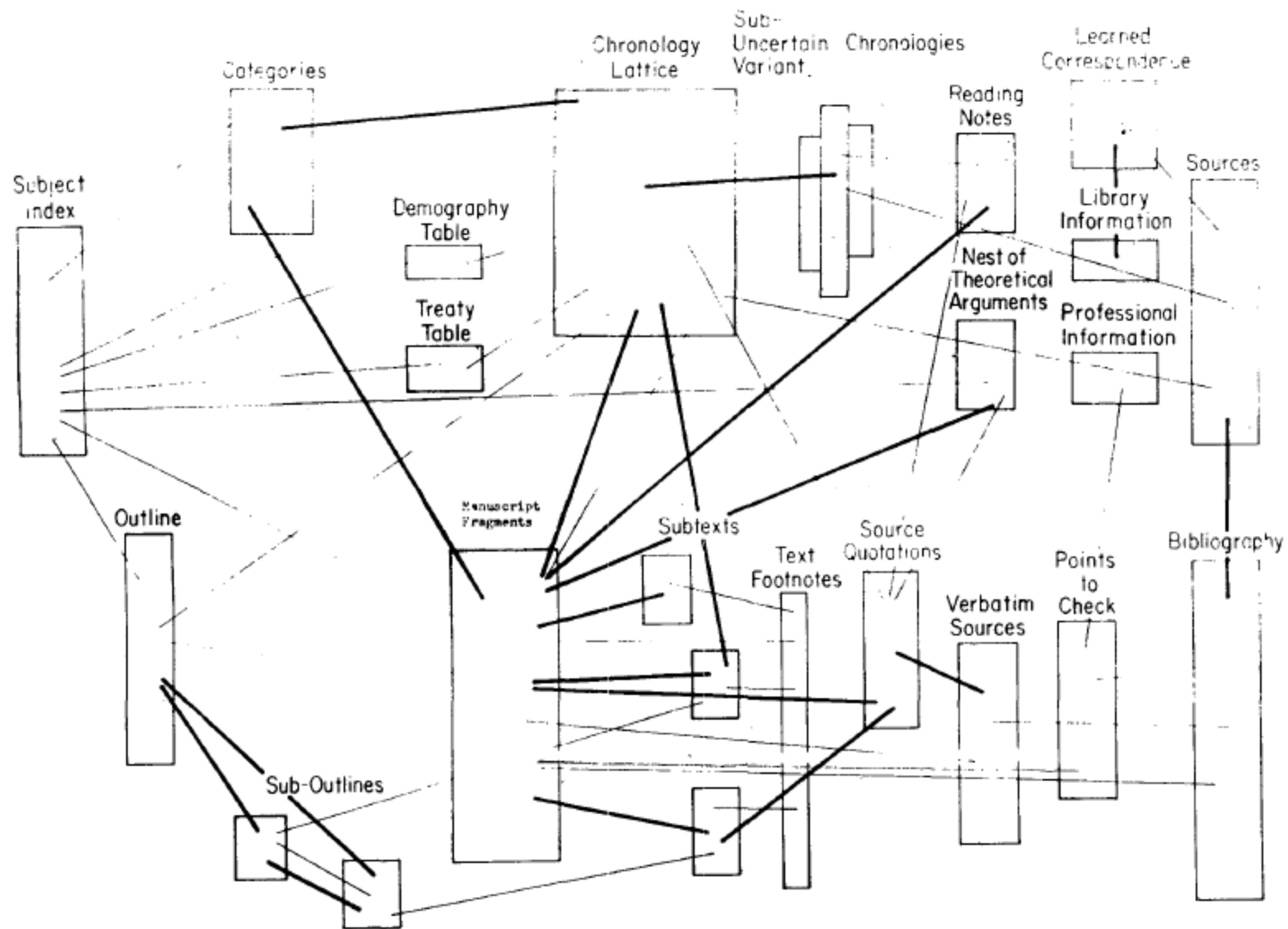
THIS BOOK DESCRIBES THE LEGENDARY AND DARING  
PROJECT XANADU, AN INITIATIVE TOWARD  
AN INSTANTANEOUS ELECTRONIC LITERATURE;  
the most audacious and specific plan for knowledge, freedom and a better world  
yet to come out of computerdom; the original (and perhaps the ultimate)  
HYPERTEXT SYSTEM.

DO NOT CONFUSE IT WITH ANY OTHER COMPUTER BOOK.

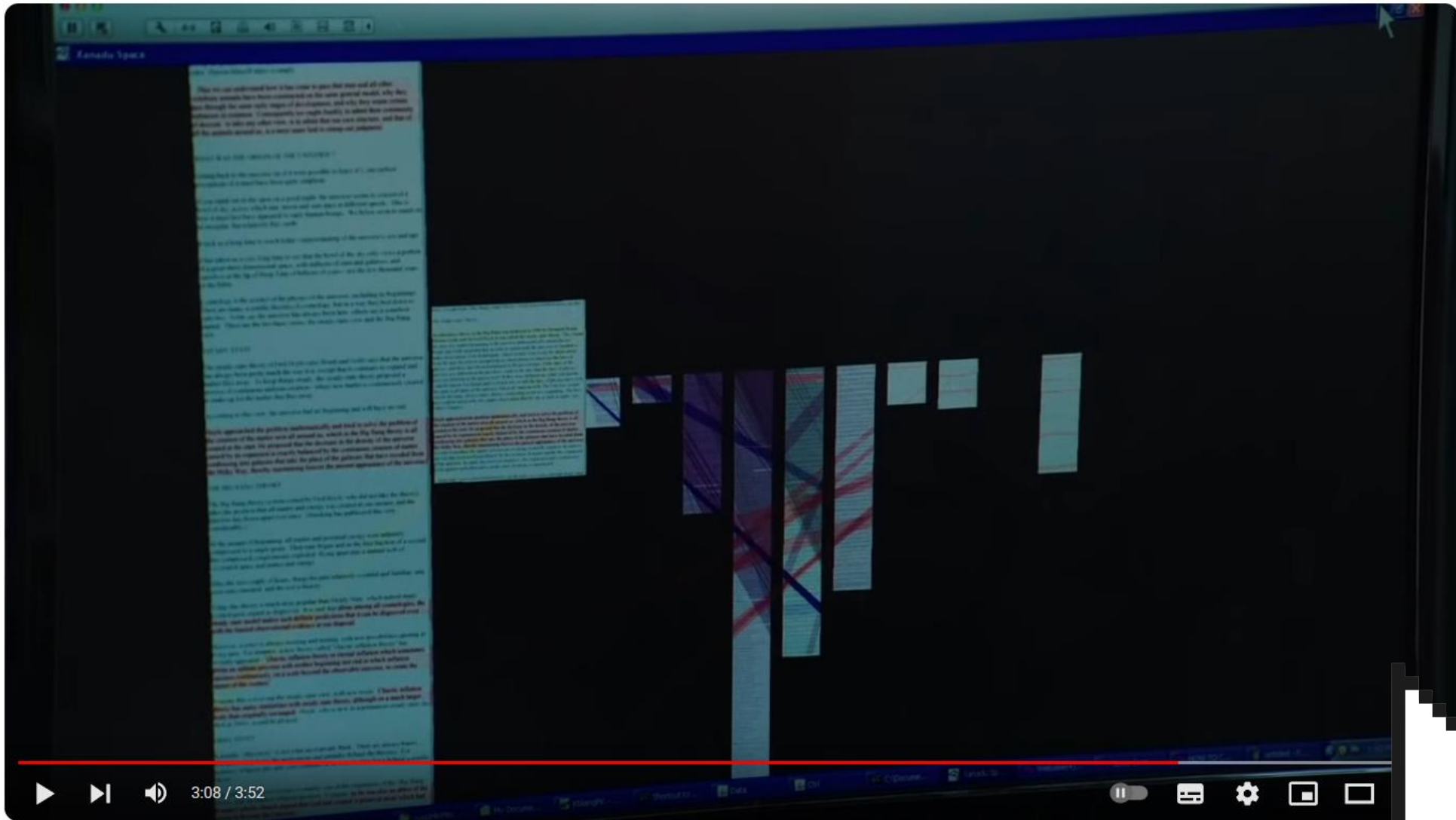
# Literary MACHINES

EDITION \$7.1  
coordinated with XU \$7.1, the operational  
prototype of the Xanadu™ Hypertext System.

Ted Nelson



**FIGURE 4—ELF's capacity for total filing: hypothetical use by historian. Thin lines indicate links; heavy rules indicate some of the same entries.**

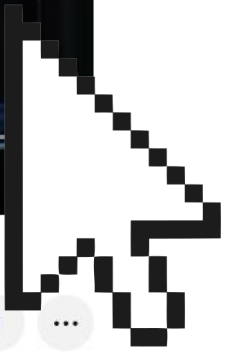


### Ted Nelson in Herzog's "Lo and Behold"

**T** TheTedNelson  
8,66 tis. odběratelů

Odebírat

👍 694    🗨️    ➦ Sdílet    ⋮



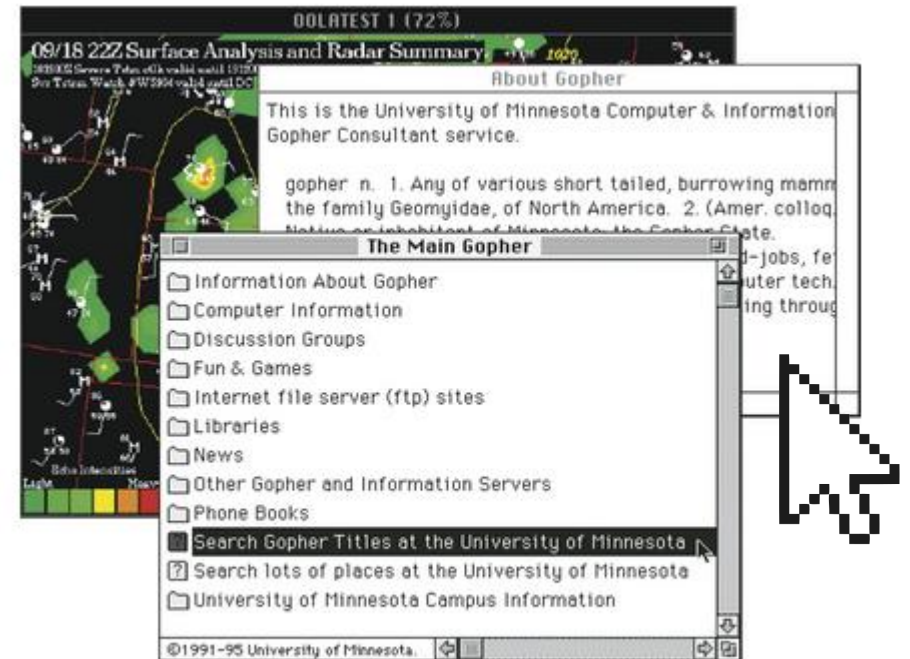
„The computer world is not just technicality and razzle-dazzle. It is a continual war over software politics and paradigms. With ideas which are still radical, WE FIGHT ON. We hope for vindication, the last laugh, and recognition as an additional standard-- electronic documents with visible connections.“ [ZDROJ](#)

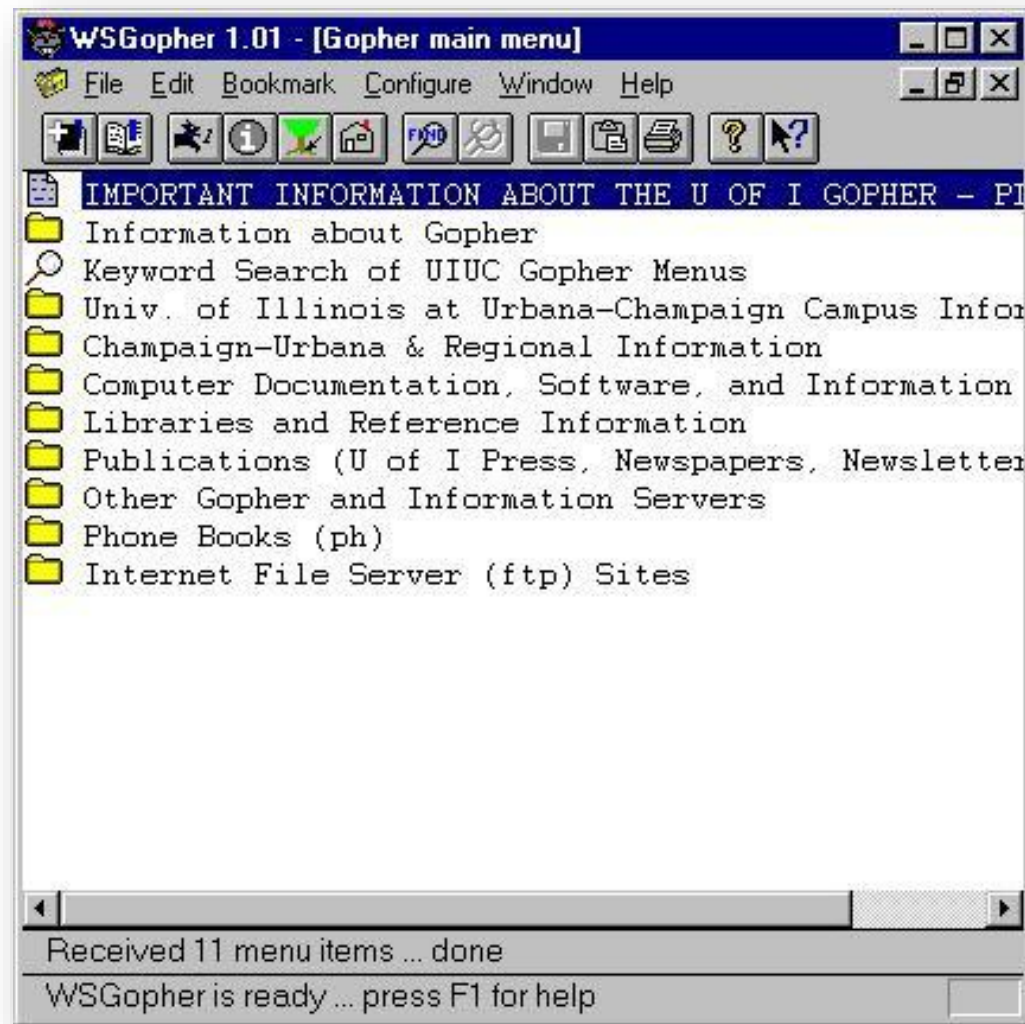


# Počátek?

- na začátku byla tak trochu i *konkurence*
- před HTTP byl např. Gopher

- Tim Berners-Lee
- WorldWideWeb (1989)
- HTTP *get*
- HTML





## WWW USER GUIDE

The "WorldWideWeb" application for the NeXT is a prototype Hypertext browser/editor. It allows direct access to Hypertext servers, files and news. See also further information:

HELP: A description of the Menu items.[1]

Installation notes.[2]

Background: The WorldWideWeb project of which this is a part.[3]

Known problems: Bug list[4]

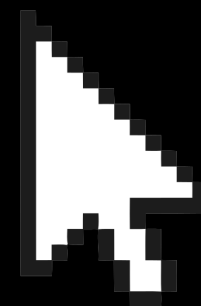
The source files used by the project software[5]

### GENERAL

When you double-click on the WorldWideWeb icon, the application by default displays your own home page, `~/WWW/default.html`, or failing that the system home page, `/usr/local/lib/WWW/default.html`.

From then on, if you want to select a document referred to by a page being displayed, you just double click on an areas of gray text. (Gray was chosen so as not to use up other highlighting techniques such as bold or italic, which authors may want to use for other things. When color comes along, we can use colour...)

<ref.number>, Back, <RETURN> for more, or Help: 






















University of Cambridge



Edit ▾ Insert ▾ View ▾ Format ▾ Table ▾ Tools ▾

**B** *I* U *I*<sub>x</sub> |     | Formats ▾ Heading 2 ▾

## Heading Style H2

This is the paragraph text. **This text is bold.** *This text is italic.* ***This is italic and bold.*** ulorum suffragio omnium nominati sunt. Duo Reges: constructio interrete. [This is a link.](#) lenius, hic Stoicorum more nos vexat. Non quam nostram quidem, inquit Pomponius iocans; Teneo, inquit, videri nihil dolere.

### Heading Style H3

h2

jak se najdeme?

# Geocities

- první vlna *UGC* na webu
- „největší katalyzátor demokratizace webu“
- *Tripod, Fortunecity, Freeserver*
- spuštěno 1994
- webhosting pro všechny
- komunitní přístup -> *Neighborhood*
- vyhledávače nebyly pokročilé -> *objevování*



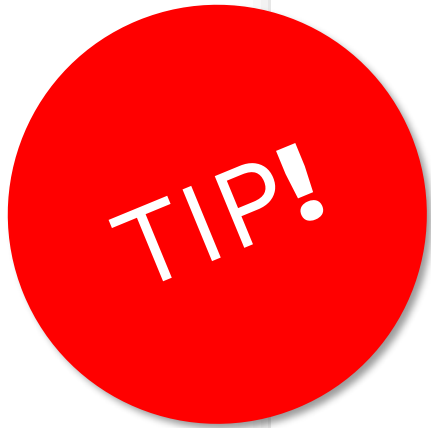






# Geocities

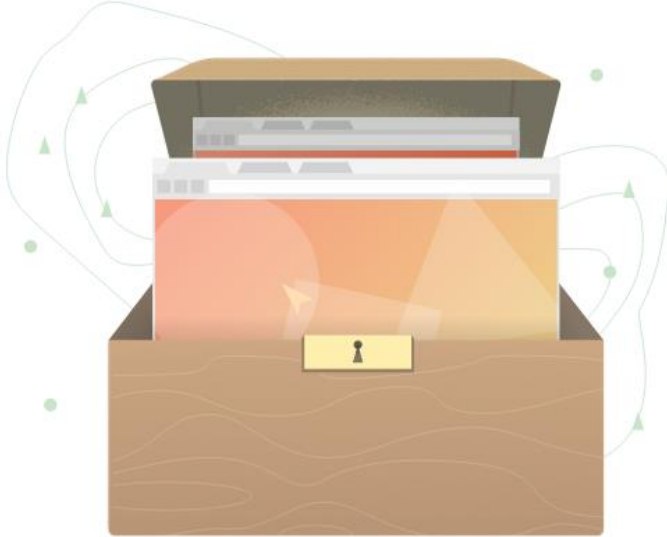
- odpojování služby
- *Archive.org + Wayback Machine*
- ukázka pomíjivosti digitálních dokumentů



Conifer | Homepage x +

← → ↻ 🏠 🔒 https://conifer.rhizome.org 🗄️ ☆ 🛡️ ⬇️ 📄 🖱️ 🛡️ 🔴 📄 🗄️ 🟢 ☰

**Conifer** About Report Bug Help Support Us Sign Up **Login**



# Conifer

## Collect and revisit web pages.

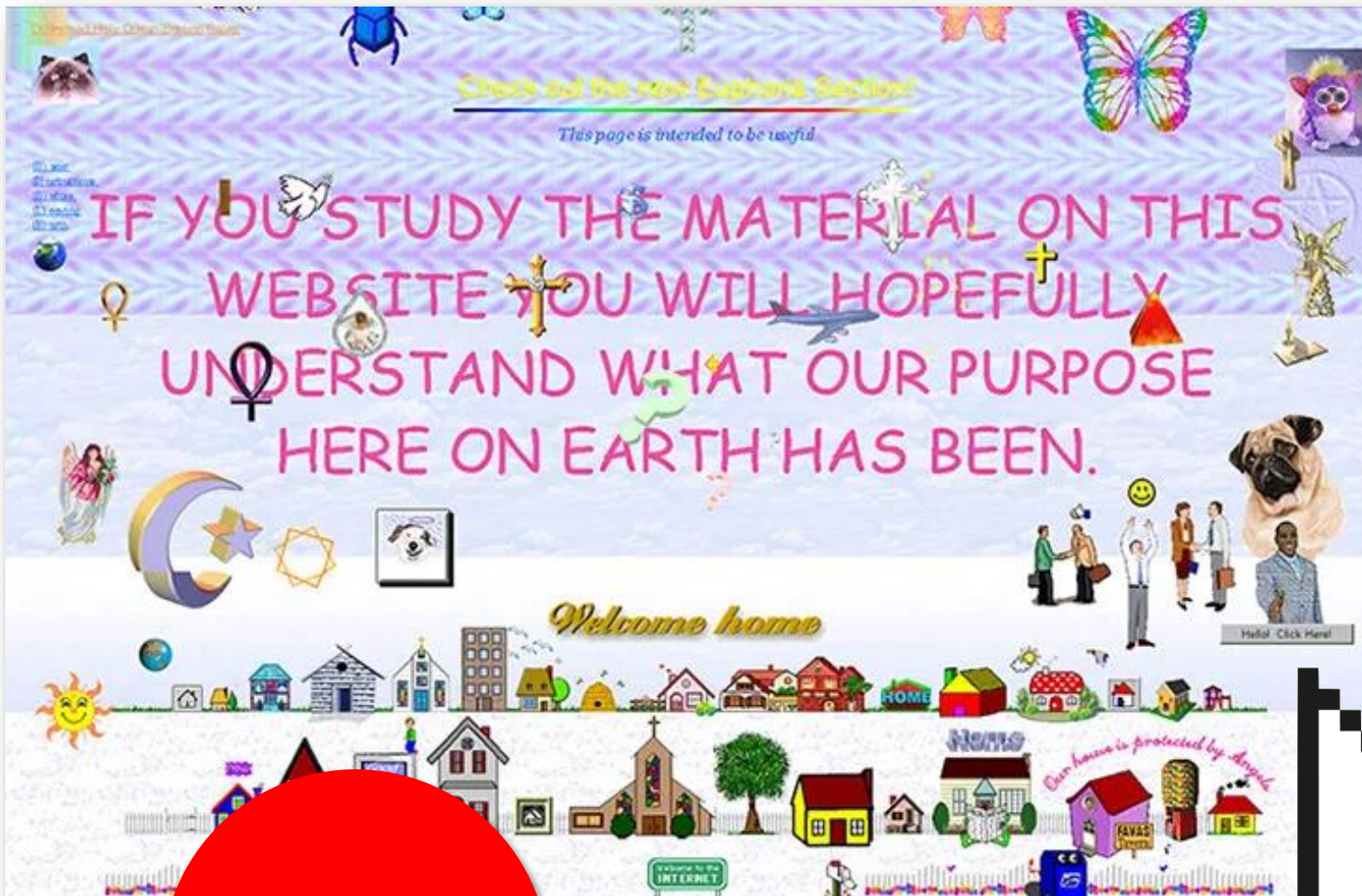
Conifer is a web archiving service that creates an interactive copy of any web page that you browse, including content revealed by your interactions such as playing video and audio, scrolling, clicking buttons, and so forth.

[Create a Free Account](#)

[Existing Users Login](#)

Free accounts with 5GB of storage. Get more and support this project by [becoming a supporter](#).

Conifer is an online service based on [Webrecorder software](#).

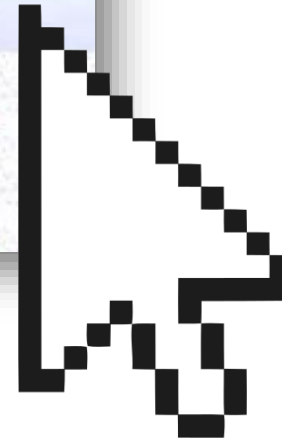


neocities

webová  
archeologie

TIP!

UX?!



absolutní volnost v publikaci a propojování

nulová hierarchická struktura

*co s tím?*

# Katalogy

- *jak organizovat webové dokumenty?*
- způsob objevování webu
- webové kurátorství
- *dmoz*
- [Curlie](#)
- *Seznam Odkazy*

web 1.0 ----> web 2.0



folksonomie

participace

dynamické weby

sociální sítě

komunita

aktivita

UGC

blogy

spolupráce

# Publikování na webu

- *HTML atp.*
- generátory statických webových stránek  
podklady -> HTML ([Hugo](#), [Jekyll](#) atp.), Google Sheets -> Web  
(např. <https://siteoly.com/>)
- CMS (*Content Management System, redakční systém*)  
server, databáze (*Wordpress, Joomla, Drupal, Ghost atp.*)
- služby třetích stran  
(*Medium, Tumblr, CMS SaaS, blog-platformy...*)

# Služby třetích stran

- platformy pro webové publikování (*SaaS*)
- většinou doména třetího řádu
- free X placené
- *Webnode, Wix, Squarespace*
- *Tumblr, Blogger, Medium*



publikování na webu

svoboda slova a vyjádření

# Služby třetích stran

- kdo vlastní obsah?
- kdo rozhoduje, co mohu psát a sdílet?
- co když obsah zmizí?
  
- případ *Tumblr* a subkultury a moc
- ban na Apple Store -> tlak investorů
- AI a *#foodporn*?
- *LiveJournal, 2017*

**tumblr.**



michaeljruocco

Instagram

Your post was flagged

REVIEW




Diner sketching (at Lancers Restaurant)

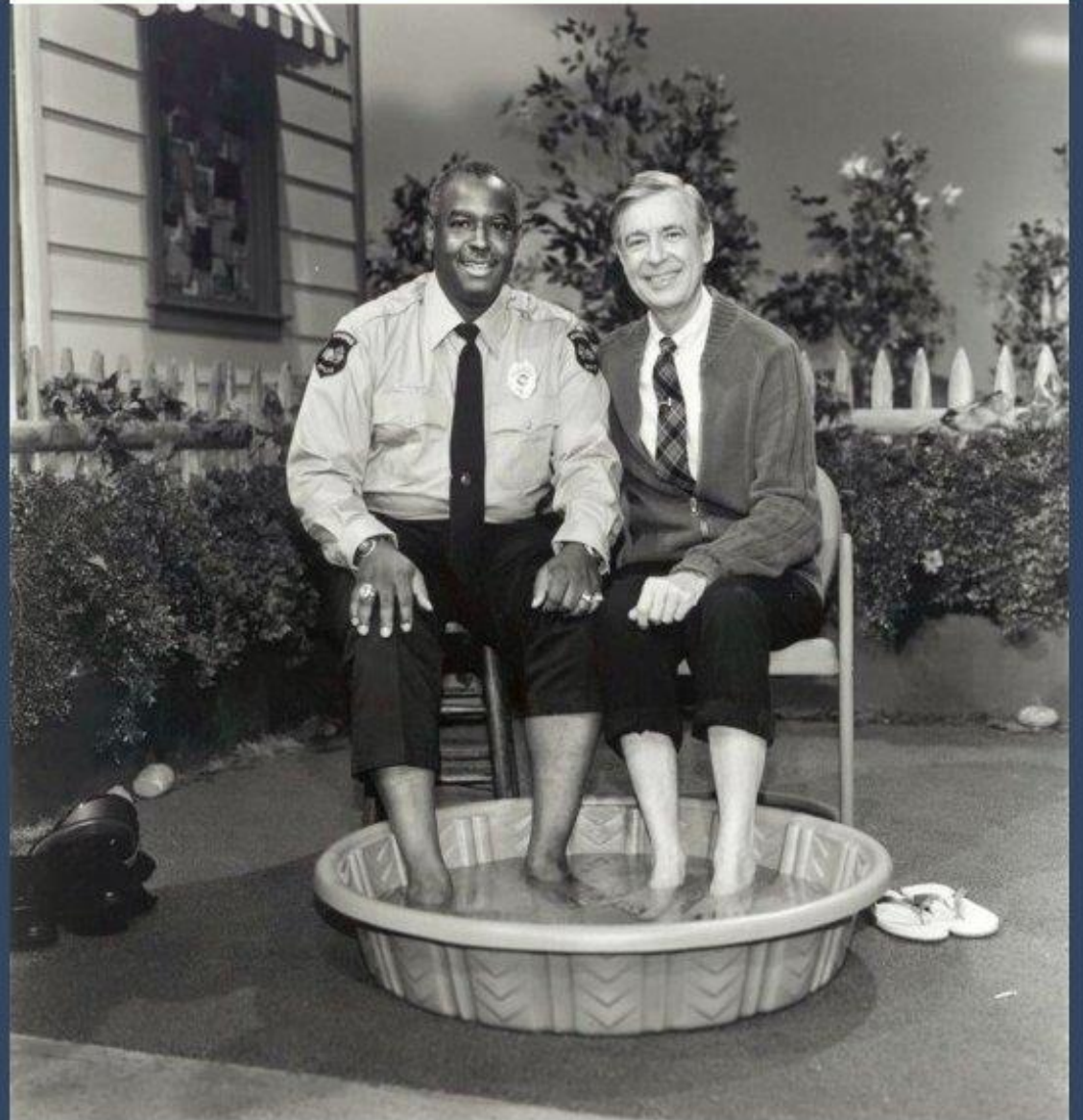
 Sensitive

9 notes



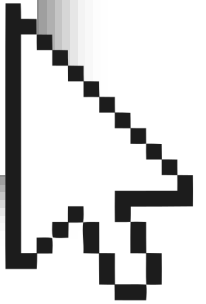
ardaniel  spyderqueen

This reblog was flagged





Kiwi Farms is a nearly 10-year-old web forum, founded by a former administrator for the popular QAnon wasteland 8chan, that has become notorious for waging online harassment campaigns against LBGT people, women, and others. It came to popular attention in recent weeks after a well known Twitch creator named Clara Sorrenti spoke out against the recent wave of anti-trans legislation in the United States, leading to terrifying threats and violence against her by people who organized on Kiwi Farms.





# Blocking Kiwifarms

09/04/2022



Matthew Prince

*This post is also available in [简体中文](#), [日本語](#), [Deutsch](#), [Français](#), [Español](#).*

We have blocked Kiwifarms. Visitors to any of the Kiwifarms sites that use any of Cloudflare's services will see a Cloudflare block page and a link to this post. Kiwifarms may move their sites to other providers and, in doing so, come back online, but we have taken steps to block their content from being accessed through our infrastructure.

This is an extraordinary decision for us to make and, given Cloudflare's role as an Internet infrastructure provider, a dangerous one that we are not comfortable with. However, the rhetoric on the Kiwifarms site and specific, targeted threats have escalated over the last 48 hours to the point that we believe there is an unprecedented emergency and immediate threat to human life unlike we have previously seen from Kiwifarms or any other customer before.

# In the War Between Harassment and Censorship, No One Wins

Abuses on Kiwi Farms have sparked debate about harassment, safety, and free speech, with activists on both sides caught in an ethical minefield.



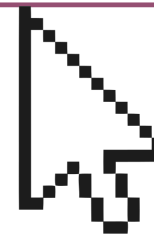
# Inspirace z historie

- publikovat lze jakkoliv!
- Untitled Presentation
- *specifická estetika a boření moderního UX*
- <https://brutalistwebsites.com/>
- komunitní rozměry a návraty k tzv. webrings

Měli jste  
nebo máte  
blog?

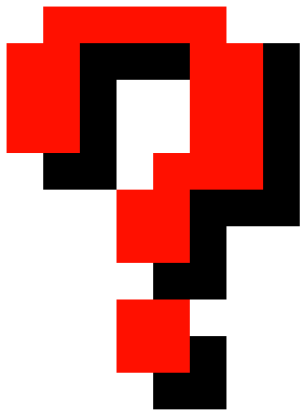


<https://trends.google.com/trends/>



# Blogování ve vědě

- vědci blogují/blogovali
- proč to dělají/dělali?



Check for updates

Article

Written Communication  
30(4) 428–457  
© 2013 SAGE Publications  
Reprints and permissions:  
sagepub.com/journalsPermissions.nav  
DOI: 10.1177/0741088313493610  
wvx.sagepub.com  
SAGE

## Public Communication of Science in Blogs: Recontextualizing Scientific Discourse for a Diversified Audience

María José Luzón<sup>1</sup>

**Abstract**  
New media are having a significant impact on science communication, both on the way scientists communicate with peers and on the dissemination of science to the lay public. Science blogs, in particular, provide an open space for science communication, where a diverse audience (with different degrees of expertise) may have access to science information intended both for nonspecialist readers and for experts. The purpose of this article is to analyze the strategies used by bloggers to communicate and recontextualize scientific discourse in the realm of science blogs. These strategies involve adjusting information to the readers' knowledge and information needs, deploying linguistic features typical of personal, informal, and dialogic interaction to create intimacy and proximity, engaging in critical analysis of the recontextualized research and focusing on its relevance, and using explicit and personal expressions of evaluation. The article shows that, given the diverse audience of science posts, bloggers display a blending of discursive practices from different discourses and harness the affordances of new media to achieve their rhetorical purposes.

**Keywords**  
new media, science blogging, popularization, rhetoric of science, rhetorical





NÁKAZA V OBCÍCH A  
MĚSTECH

KAPACITA LŮŽEK A  
HOSPITALIZOVANÍ

ODBĚROVÁ MÍSTA

STAV HRANIC

VŠE O KORONAVIRU

## Vědci objevili bakterii, která v DNA využívá arzen, jde o další formu života

2. 12. 2010, 19:31 • Aktualizováno 2. 12. 2010, 20:35 - aš, [Novinky](#)



Zlaté základní pravidlo biochemie, že život závisí na šesti chemických prvcích - uhlíku, vodíku, kyslíku, dusíku, síře a fosforu, padlo. Vědci objevili v americkém kalifornském jezeře Mono bakterii, která místo fosforu může uplatnit ve svém DNA i jedovatý arzen, uvádí časopis Science. Jedná se o objev, který avizovala americká kosmická agentura NASA jako přelomový při pátrání po mimozemském životě.





#arseniclife

„At every single step of the way in this long tale, there is a tension between the archaic, rule-bound process preferred by NASA and *Science* and the free-for-all, rapid-consumption ethos of science online.“ [ZDROJ](#)



proč klesal zájem o blogování?

# Blogování

~~*gatekeeper (editoři, atp.)*~~

- záleží na definici blogování...
- roli do velké míry převzaly sociální sítě
  
- *live-blogging*
- *mikroblogování*



eminem eminem  
» www.ncity.cz/eminem

NN (neregistrovaný) **11. 7. 2008 7:12**  
mam ten dojem, ze je to cosi pre inteligentov ktorí nezvladnu nainstalovat a pouzivat IM, inak mi existencia tohto nezmyslu oproti ICQ (a inym IM sietam) unika

NN (neregistrovaný) **10. 7. 2008 8:12**  
mi nejako unika, ked chcem dat vediet nieco kratke známym pouzijem IM (a prip. status spravu, netreba ani nic hromadne posielat), e-mail event. mobil, ked chcem blogovat aj pre neznamych pouzijem blog, naco by som ale preboha vesal neznamym ludom na nos co robim na nejakom mikroblogu, to uz ludia fakt nevedia co od nudy robit?

Vítejte na mojí stránce

**Zpráva:** tak jsem právě dokoukal piráty z karibiku 2 (nevím jak se jmenujou) a nic moc teda 😊 jednička byla o dost lepší  
**Vloženo:** 07-07-2008, 18:59:42  
**Přečteno:** 6x  
[Detail ...](#) [Komentářů: \(1\)](#)

**Zpráva:** tak za chvíli nám začíná fotbal  
**Vloženo:** 29-06-2008, 20:05:20  
**Přečteno:** 6x  
[Detail ...](#) [Komentářů: \(0\)](#)

**Zpráva:** a když je dobrá nálada, tak si teda pustíme hocha z Kazachstánu [www.youtube.com/watch?v=GNNIbuShRlc](http://www.youtube.com/watch?v=GNNIbuShRlc)  
**Vloženo:** 25-06-2008, 15:01:45  
**Přečteno:** 21x  
[Detail ...](#) [Komentářů: \(1\)](#)

**Zpráva:** takže děčka dneska je fotbal 😊 takže fandíme  
**Vloženo:** 25-06-2008, 14:28:08  
**Přečteno:** 29x  
[Detail ...](#) [Komentářů: \(3\)](#)

**Zpráva:** tyjo dneska je úterý 😊 sem nějaké přepracovanéj  
**Vloženo:** 24-06-2008, 14:55:05  
**Přečteno:** 8x  
[Detail ...](#) [Komentářů: \(0\)](#)

**Zpráva:** tak celá děčka fandím Němům 😊



Začni TĚ! O Teidu **Jak na to?** Žebříčky Novinky

Jméno:  Čluchej:

Heslo:

Nepamatují si heslo!

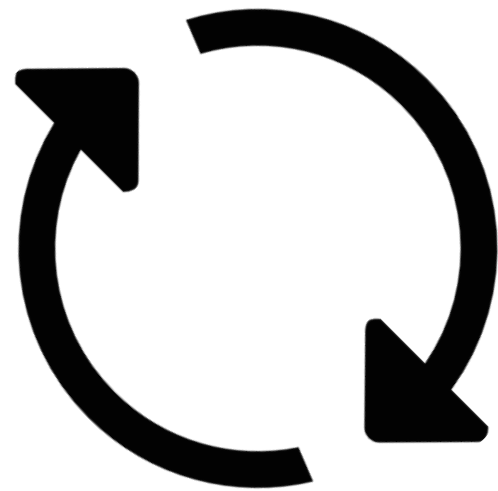
**Vyčistíte svůj počítač**  
Tento program vyčistí a zrychlí váš počítač. Vhodný i pro začátečníky!  
[www.vyctitit.cz](http://www.vyctitit.cz)

**Průhledné XLS - Zdarma**  
Prohlížejte a sdílejte tabulky online s Dokumenty a tabulky Google  
[docs.google.com](http://docs.google.com)

**Webové stránky zdarma**  
Tvorba www stránek bez znalosti programování. Vyzkoušejte nyní!  
[www.cz.it](http://www.cz.it)

**Teidu - Jak začít**  
Nejjlepší způsob, jak začít tejdovat, je zaregistrovat se. K registraci se dostanete 3 způsoby:

Eelke (neregistrovaný) **10. 7. 2008 19:20**  
a proc bych mel proboha nekam psat co prave delam? rozhodne jsem pomerne aktivni uzivatel internetu a prispivam do ruznych diskusnich for, ale smysl mikroblogovani mi zatim take unika, je to slepa ulicka, za chvili to splaskne ... tohle urcite budoucnost internetu neni ;)



# Substack



- založeno 2018
- obrovský růst během pandemie
- platforma pro newslettery
- *nová blogosféra? -> Substack celebrity?*



# Substack



- [legal support](#) -> fungují jako redakce?
- mentoring Substack Bridge (1:1)
- grantový program během pandemie
- čtečka Substack Reader
- někde mezi klasickým vydavatelem
- a mezi prostou platformou
- [faceless publishers](#)

### Choose a subscription plan

Annual \$100/year

Monthly \$10/month

Founding Member \$250/year

None

Subscriber-only posts and full archive

Open-Thread Discussions

Occasional public posts

Support in-depth writing

[Other subscription options...](#)

[Continue without paying](#)

By registering you agree to [our Terms of Use](#), [our Privacy Policy](#) and [our Information collection notice](#)



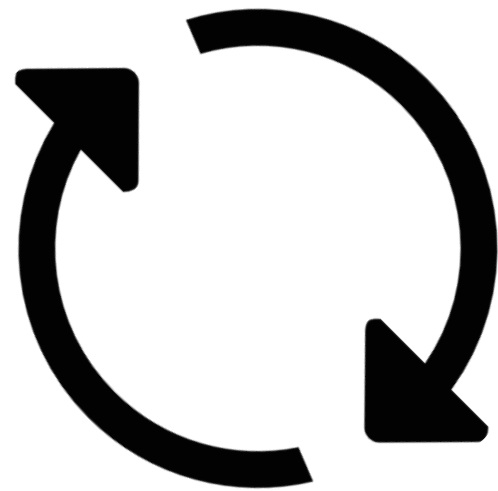
# Kdo tam je?

- známá jména z tradičních platforem
- motivace: [cenzura](#) a editoři, [názory](#), škrty
- *nové* Substack celebrity
- [Heather Cox Richardson](#)
- *má to budoucnost?*
- popularita budovaná na jménu
- všichni novináři nejsou celebrity...

# Monetizace

- *reklama / předplatné*
- model vydavatelů pro Internet byl problematický
- Substack předpokládá, že lidé chtějí platit
- *min. 5 dolarů / měsíc nebo free*
- *10 % pro platformu*

68% of Americans use online news sites on a weekly basis, with 37% calling online their main source of news, but only 13% of consumers say they are currently paying for online editorial content, according to a new research report on news consumption from the Danish research group [AudienceProject](#). That compares to 38% of news consumers in Norway and 20% in Sweden who currently pay for online subscriptions.



socialmicropodcasting ?

# Všichni publikují...

- *informační přehlčení*
- jak v tom dělat pořádek?
- jak si informace organizovat?

„And many people become ‚infovores‘, force-feeding themselves endless books, articles, and courses, in the hope that something will stick. [...] How do I make what I’m consuming right now easily discoverable for my future self?“ [ZDROJ](#)



Responsive Web Design Certificat... X

https://www.freecodecamp.org/learn/responsive-web-design/

Search 7,000+ tutorials freeCodeCamp (🔥) Menu

## Basic HTML and HTML5

HTML is a markup language that uses a special syntax or notation to describe the structure of a webpage to the browser. HTML elements usually have opening and closing tags that surround and give meaning to content. For example, different elements can describe text as a heading, paragraph, or list item.

In this course, you'll build a cat photo app to learn some of the most common HTML elements – the building blocks of any webpage.

▼ Collapse courses 0/28

- Say Hello to HTML Elements
- Headline with the h2 Element
- Inform with the Paragraph Element
- Fill in the Blank with Placeholder Text
- Uncomment HTML
- Comment out HTML
- Delete HTML Elements
- Introduction to HTML5 Elements

https://www.freecodecamp.org/learn/responsive-web-design/basic-html-and-html5/say-hello-to-html-elements

