



Huffington Post & Co.: Minimaler Content, maximale Suchmaschinenauffindbarkeit - die Zukunft des Free Content? (German Edition)

Christina Jahn, Nicole Rumpelt

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Studienarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Multimedia, Internet, neue Technologien, Note: 1,3, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft und Medienforschung), Veranstaltung: Seminar "Paid Content: Nein, danke!?", Sprache: Deutsch, Abstract: Die meisten Printangebote wie Tages- oder Wochenzeitungen sind zusätzlich zu ihrer gedruckten Ausgabe im Internet vertreten. Ganz selbstverständlich finden wir die Online-Ausgabe der Süddeutschen Zeitung unter sueddeutsche.de und die der BILD unter bild.de. Diese Zeitungen haben den Vorteil einer starken, im Printbereich etablierten Marke. Ist es aber auch als reine Internetzeitung, die keine gedruckte Ausgabe als Aushängeschild vorweisen kann, möglich, sich auf dem „Zeitungsmarkt“ einen Namen zu machen und sich über Wasser zu halten? Leidet die Qualität der Inhalte, wenn der Fokus auf der Suchmaschinenauffindbarkeit liegt? Wie kann der Balanceakt zwischen Qualität und Quantität gemeistert werden? Auf diese und weitere Fragen soll am Beispiel der Huffington Post im Verlauf dieser Arbeit eingegangen werden.

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