



Du web 2.0 à la Seconde Vie des Objets. Le rôle de la technologie Internet (French Edition)

Myriam Ertz

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Essai Scientifique de l'année 2015 dans le domaine Médias / Communication - Relations publiques, Publicité, Marketing, Médias sociaux, note: -, Université du Québec à Montréal (École des Sciences de la Gestion), cours: MARKETING, langue: Français, résumé: Les évolutions relatives aux pratiques de consommation sont étroitement liées aux développements technologiques. L'évolution de la technologie Internet de sa configuration 1.0 vers sa configuration 2.0 a notamment amplifié les pratiques informelles dites de "Seconde Vie des Objets". Alors qu'auparavant le troc, le don, le marché de l'occasion ou encore la location d'objets usagés demeuraient relativement limitées. Internet a toutefois fait volet en éclat les frontières sociales ou géographiques en contribuant à renforcer la prévalence de ces pratiques à des niveaux jamais atteints par le passé. Cet essai juxtapose l'évolution du web en quatre phases clés ainsi que l'évolution des pratiques d'échange que chacune de ces phases a permis d'amplifier. Le mouvement de l' "Open Access" facilite l'échange de données, le "file-sharing" facilite l'échange de fichiers, le renforcement de la Seconde Vie des Objets permet l'échange d'Objets et enfin l'émergence de la Consommation Collaborative permet l'échange de services. Cet essai discute également de l'évolution des différents aspects favorisants et inhibiteurs propres à chacune de ces phases. Cet essai fournit ainsi les clés pour une meilleure compréhension de la résurgence de pratiques considérées jusque-là comme étant largement marginales, informelles et épi-phénoménales à la société de consommation. Il met également en lumière les fondements d'une relation plus liquide envers les objets de la part des consommateurs; et met en exergue la manière dont Internet a amené à un décloisonnement sur trois niveaux distincts: (1) entre les produits neufs et usagés; (2) entre le canal en ligne et hors ligne; (3) entre les différentes pratiques de redistribution des objets.

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