



)

CGM(Consumer Generated Media:

2007 4

5 6

ICT

2009 3





CGM

Consumer Generated Media:

UGC User Generated

Contents

2006	3	868	<sup>1</sup> 2007	4
37	36			

1

1

2008

2

---

<sup>1</sup> 2006 4 [http://www.soumu.go.jp/s-news/2006/060413\\_2.html](http://www.soumu.go.jp/s-news/2006/060413_2.html)

3

2

2

3

4

Web Log ( )      weblog ( )  
 blog ( )

ASP Application Service Provider

ISP

115

17

2

ISP	So-net blog
EC	EC Yahoo!

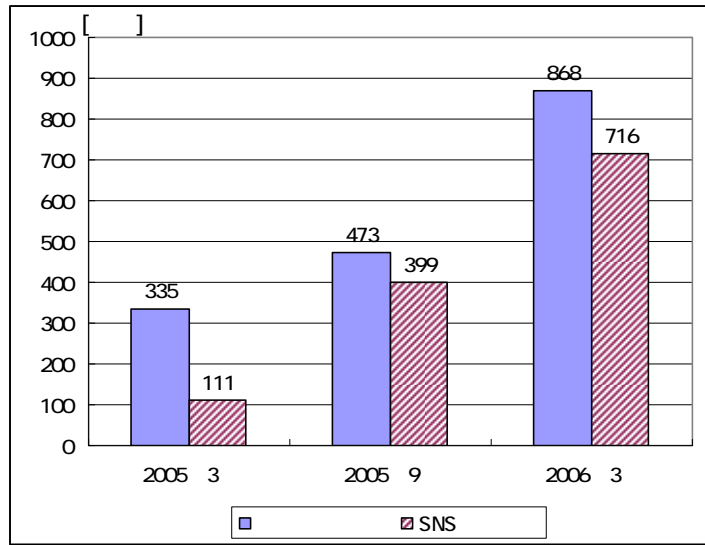
	Ameba

2005                      2006                      3

SNS    2006                      3

868    3                      1-3-1

1-3-1                      SNS



18

<http://www.blogfan.org/>

21

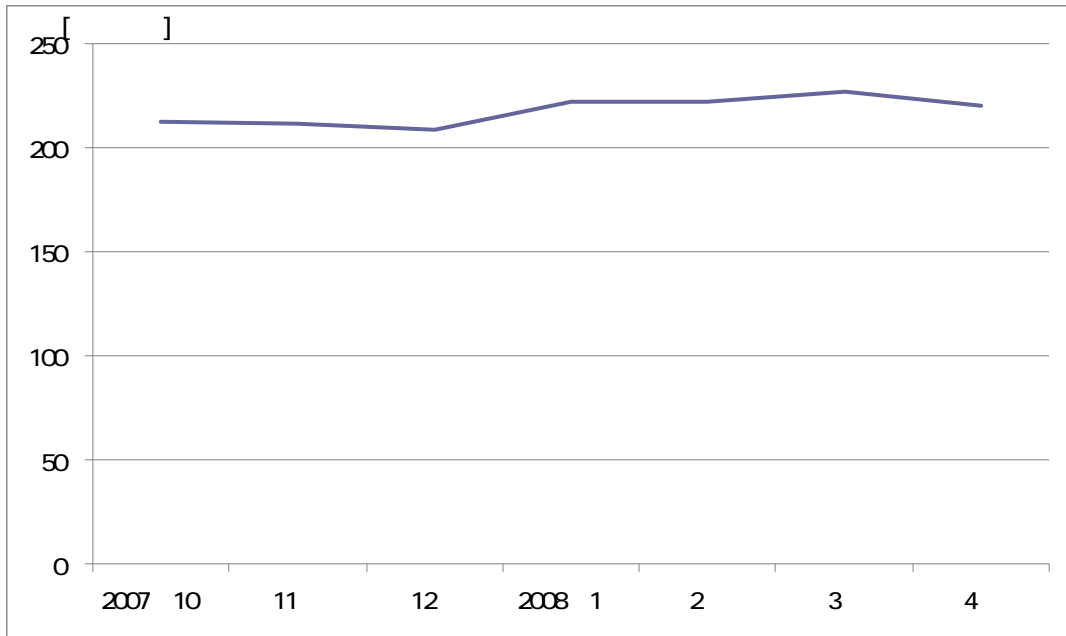
1                      1

1-3-2

<sup>3</sup> [http://www.soumu.go.jp/s-news/2006/060413\\_2.html](http://www.soumu.go.jp/s-news/2006/060413_2.html) 2006 3



1-3-2 21



(<http://www.blogfan.org/service/>)

(1)

(2)

(3)

(4)

		ID
RSS	<sup>4</sup>	RSS

<sup>4</sup> RSS Rich Site Summary

Web

URL  
Web

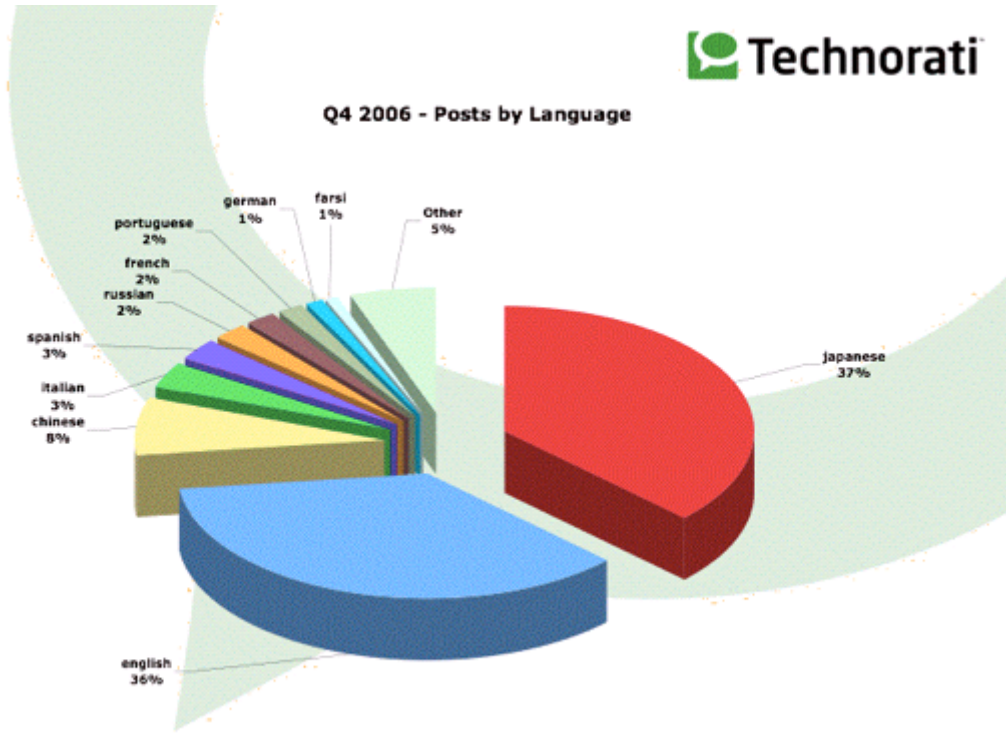
RSS

	HTML


	YouTube          embed          HTML



1-3-4 Technorati



<http://www.sifry.com/alerts/archives/000493.html>

Pew Internet & American Life Project 2006

5

8.2 1200

1-3-5

1-3-5

Bloggers by the Millions	
Number of American adults who use the internet	147 million
Number of American adults who read blogs	57 million
Number of American adults who keep a blog	12 million

Source: Pew Internet & American Life Project Surveys. January 2006; Feb-April 2006; Nov-Dec 2005 and Feb-April 2006.

2007 3

74

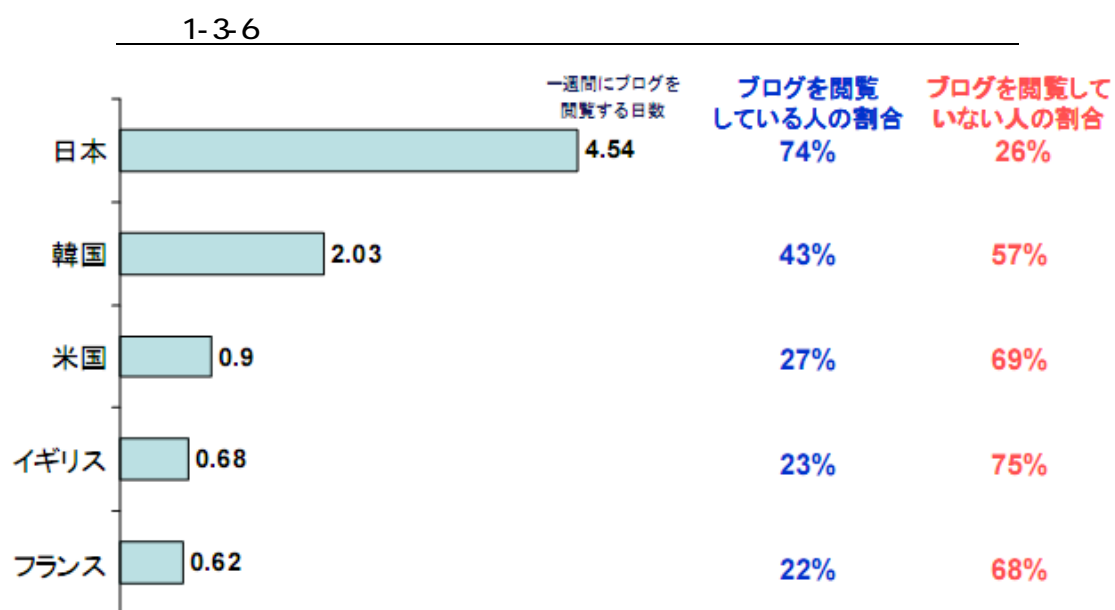
43

27

23

22

<sup>5</sup> Pew Internet & American Life Project, 2006, "Bloggers: A portrait of the internet's new storytellers" <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>



[http://www.edelman.jp/data/news/JIBS\\_j.pdf](http://www.edelman.jp/data/news/JIBS_j.pdf)

SNS

1

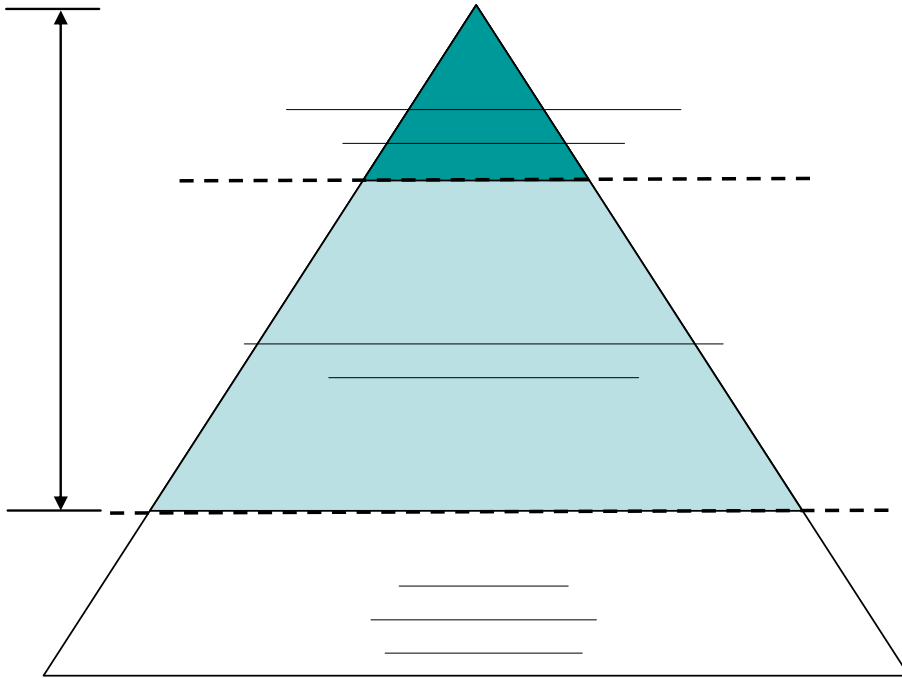
3

2-1-1

2001

2-1-2

2-1-1



2-1-2

	2001 1 2008 1
	4 2001 1 2008 1
	2001 1 2008 1
	1 2003 2007 2008 1
	1 2003 1 2008 1
	1 2003 1 2008 1



6

2-1-3

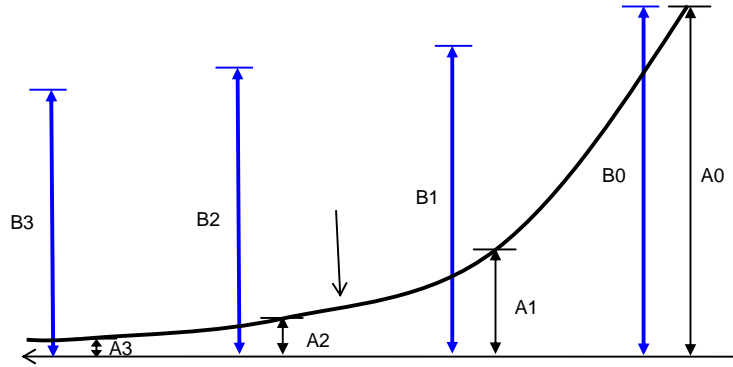
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6

2-1-3



1	30
2	10
3	3



A1	1	A2	2
B1	1	B2	2
A1	$0.3 \times B1$	A2	$0.1 \times B2$

A1	A2	B1	B2
----	----	----	----

B1	$0.3 \times B2$	$0.1 \times B3$
----	-----------------	-----------------

B2	$0.3 \times B3$	$0.1 \times B4$
----	-----------------	-----------------

( )

2 1 3

2-2-1

20

20

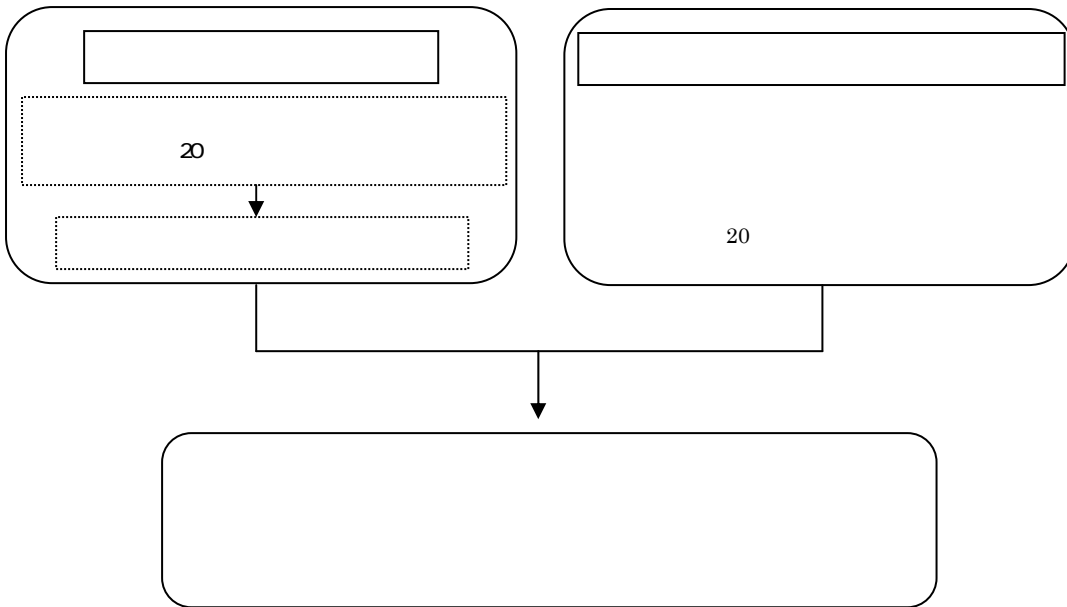
20

20

ping

7

2-2-1



20

ping

20

7 ping

ping

2 2 2 2 2 3

[ ]

20

20

1

ping

ping

1

ping

20

20

2-2-4

1

RSS

1

RSS

[ ]

<sup>8</sup> HTML

URL

2008

HTML

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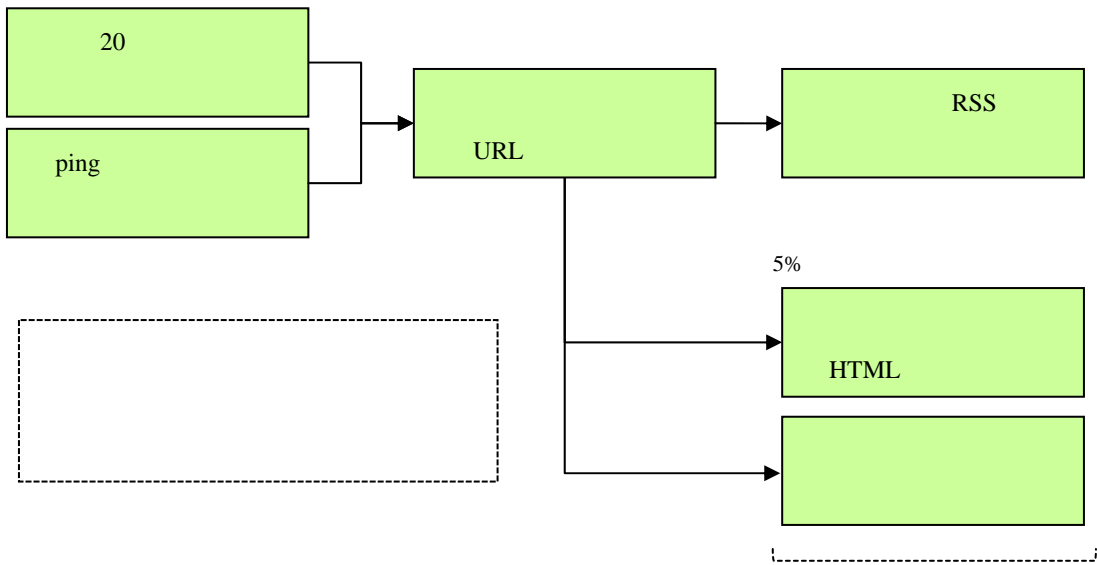
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HTML

HTML

/

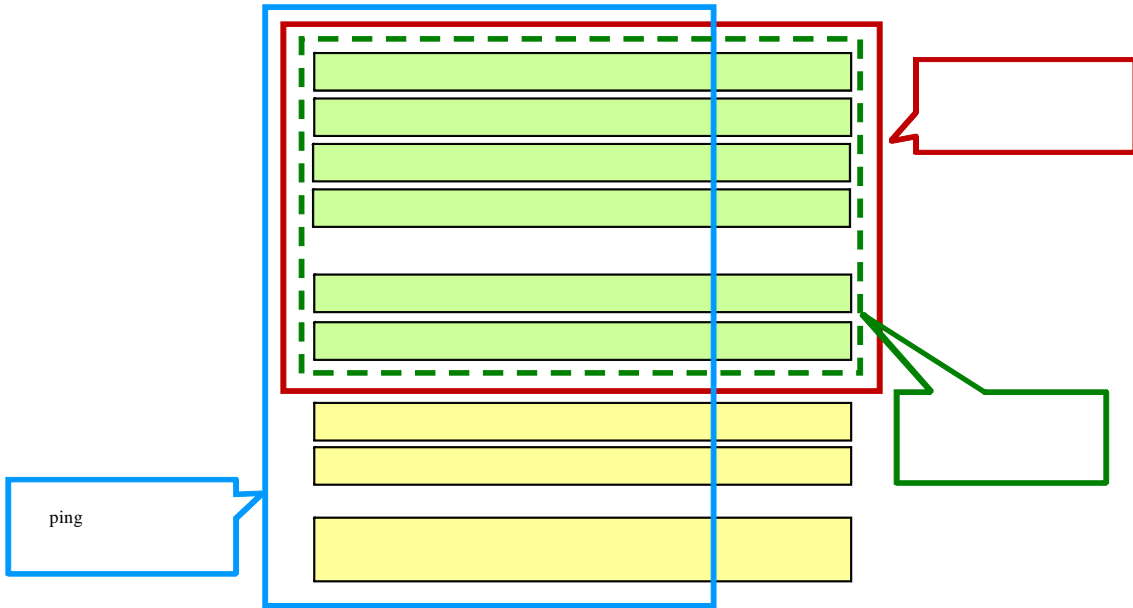
2-2-2



2-2-3

20	20 RSS	
ping	ping	
URL	20 URL	URL
RSS		• •

HTML	URL  2008 HTML	2008  • • • •
	HTML	•





2008 1 2 20

221 2 2 5  
 ping  
 20 128 20 ping  
 99 20  
 77.5

2-2-5

2008 1 20 2 18 30

A.. 20

	2,213,580
	22,043,689

B.ping

	1,283,344
20	994,374
20	77.5

20 5% 109,949

2008 1

2,031 2-2-6  
 2008 1 2-2-7

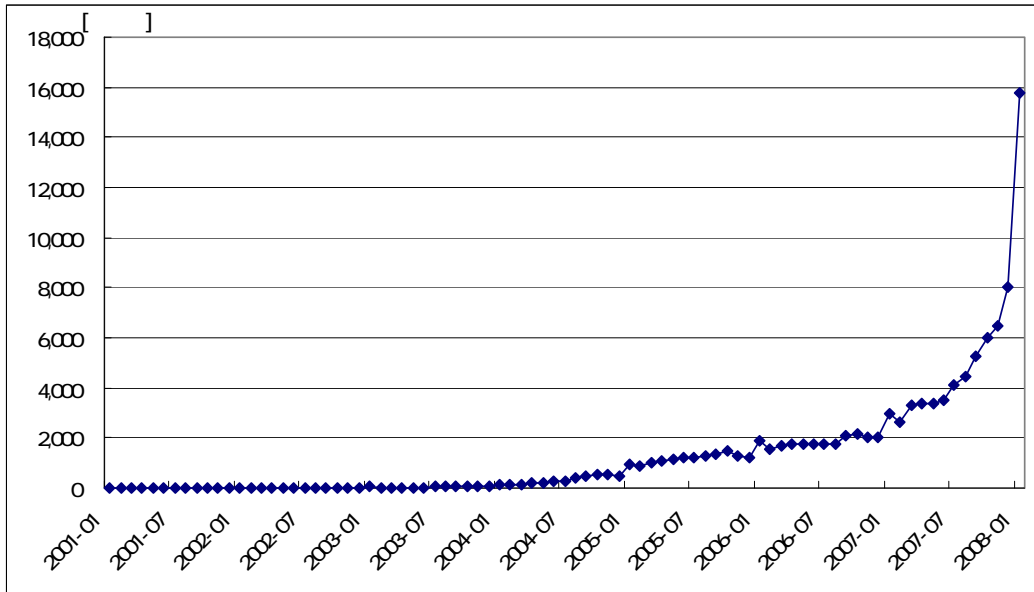
2-2-6

2008 2 21 3 3

	109,949
20 5	
	20,314,454

2008 1	
•	11,105,794
• /	11,102,111
2008 1	3,683

2-2-7 2008 1



2-1-3

9

3

2-2-8

	20 2 15 18 4
	2 351
	15
	18

20

12

12

2-2-9

2003

12

7

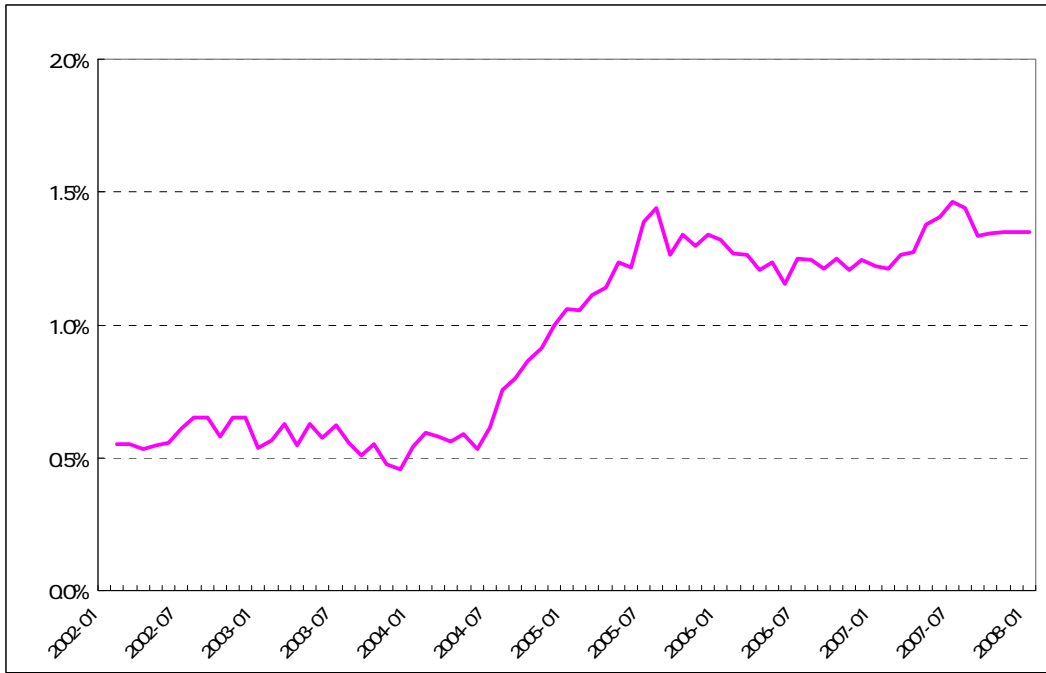
2004

5

5

4





13

20  
 20  
 2005  
 80  
 2-2-11 20  
 2-2-11 20

	2001	2002	2003	2004	2005	2006	2007	2008 1
ping								77.5%
	80.7%	79.6%	79.9%	80.2%	82.3%	83.9%	85.3%	85.8%

20

2008 1 20  
 85.8 ping  
 77.5  
 NPO

20

85 8

ping

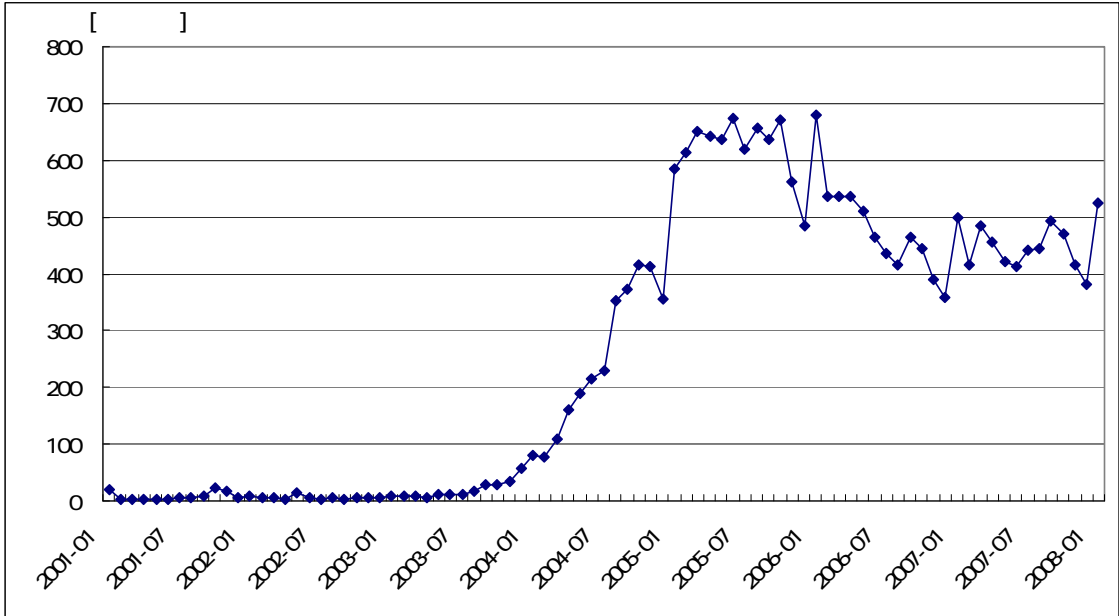
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2-3-3



1

2003

2005

2006

320

300

2-3-4

2005

1

4

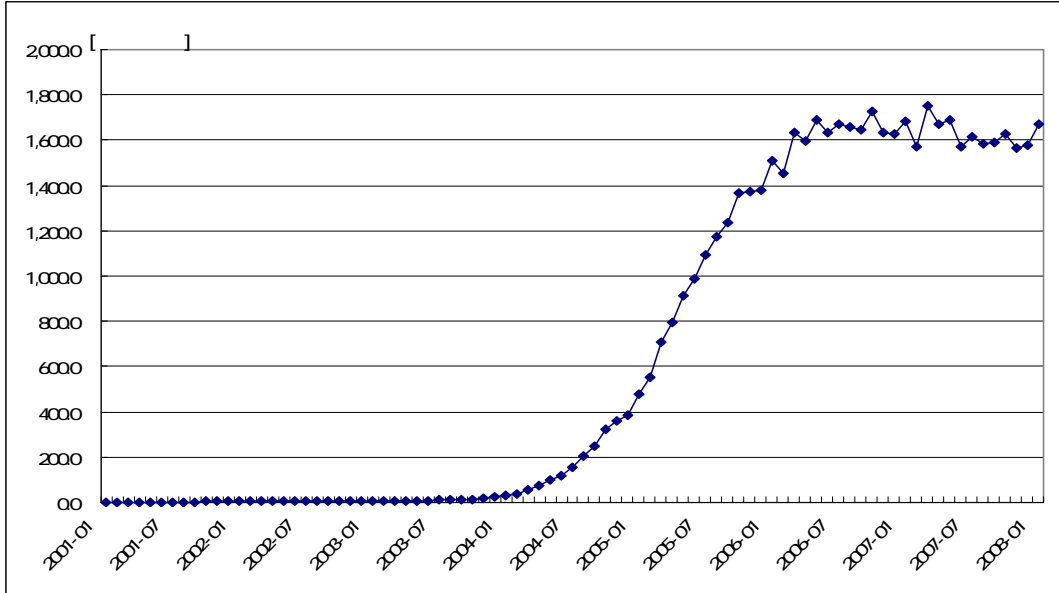
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2-2-9

2-3-4



2-3-6

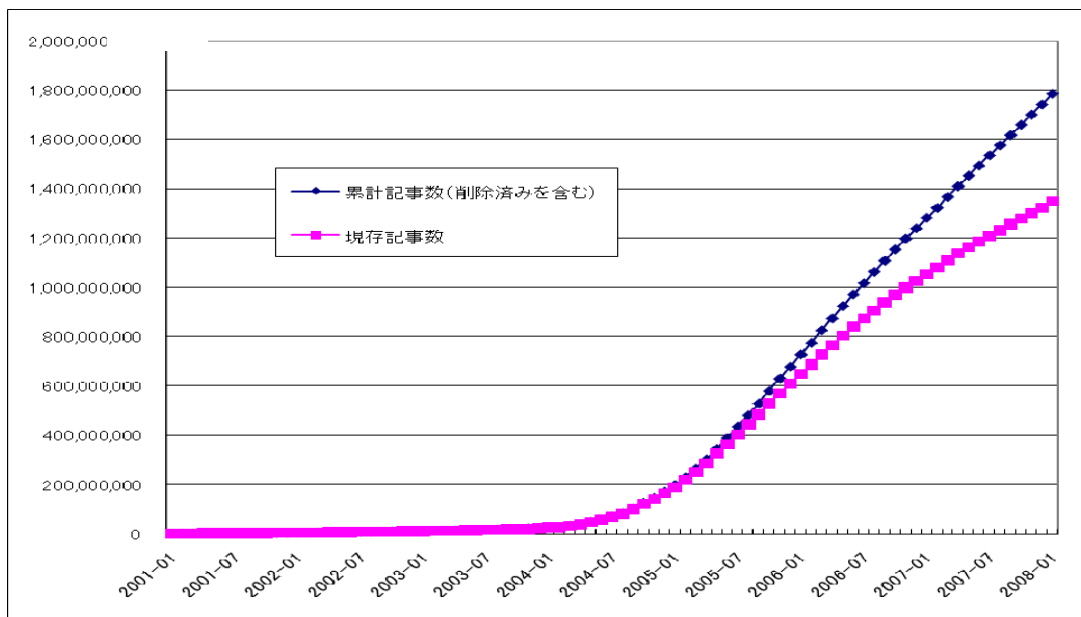


2004

2005

2 3 7

2-3-7



2008 1

54

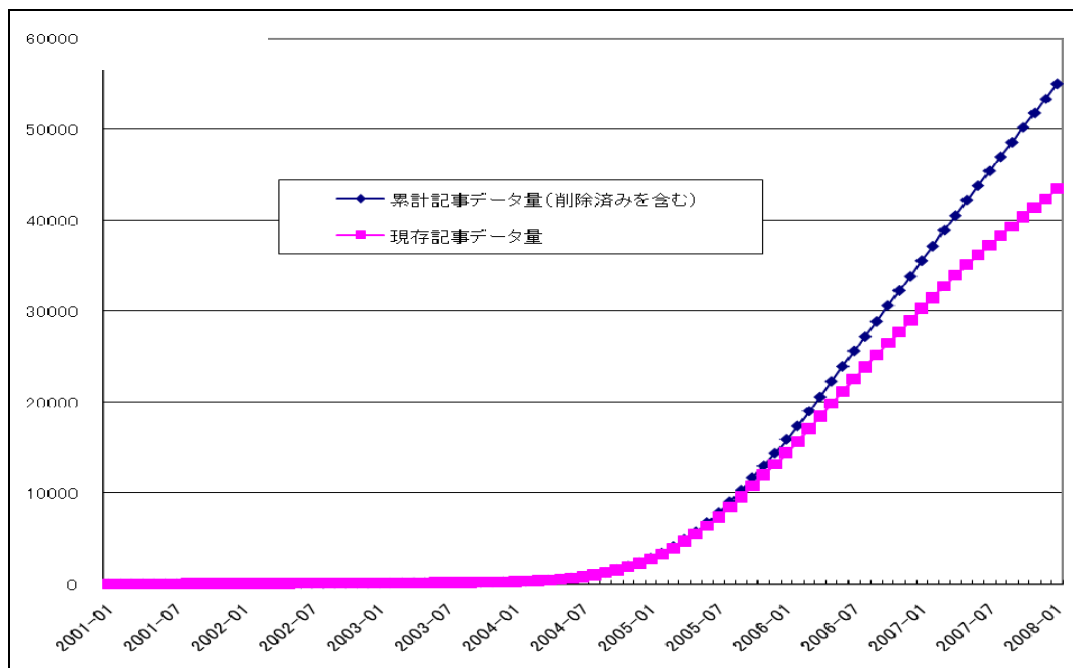
2004

2006

1.6

2 3 8

2-3-8



2008 1

1

1

2 4 1

2-4-1

2008

1

		14.2
1		0.60
1	/	0.00017
1		1.27
1		0.05

/

2004

2006

2 4 2 2 4 3

JPEG

2006

0.5

GIF

2004

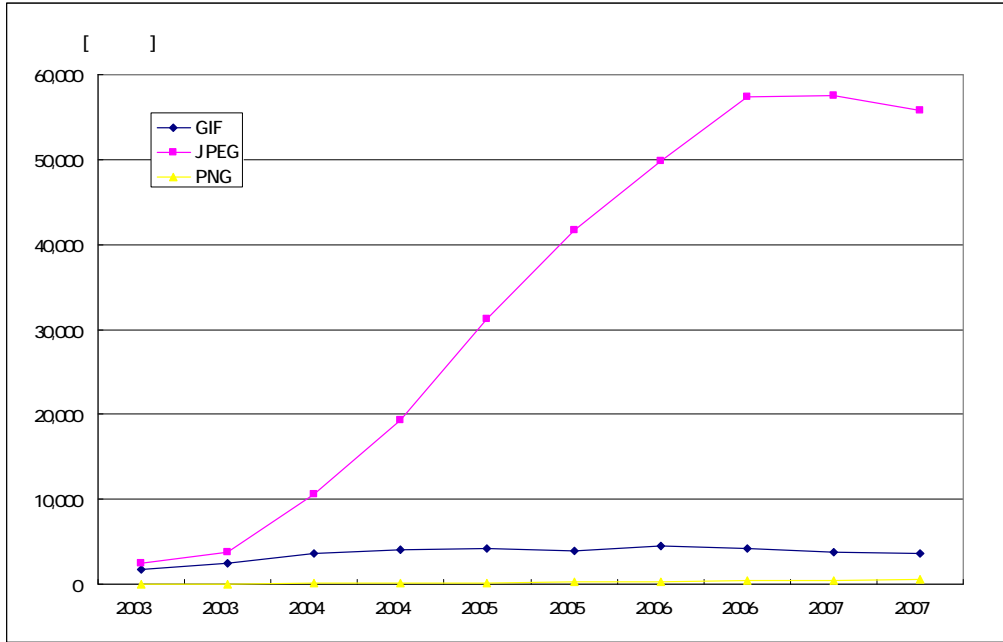
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100

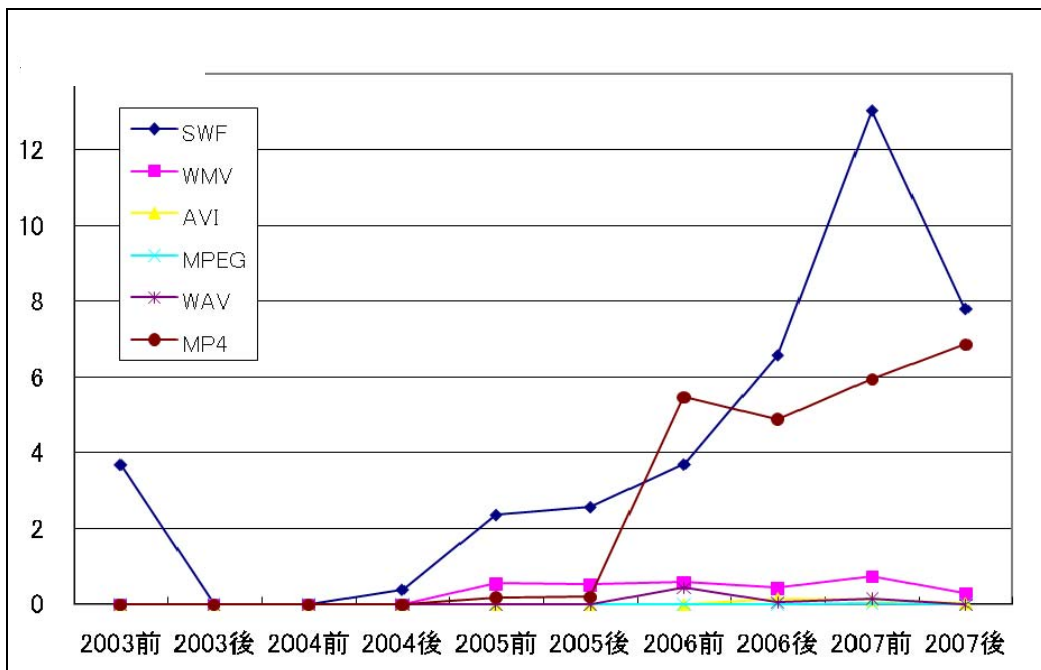
3.6

/

2-4-2 10

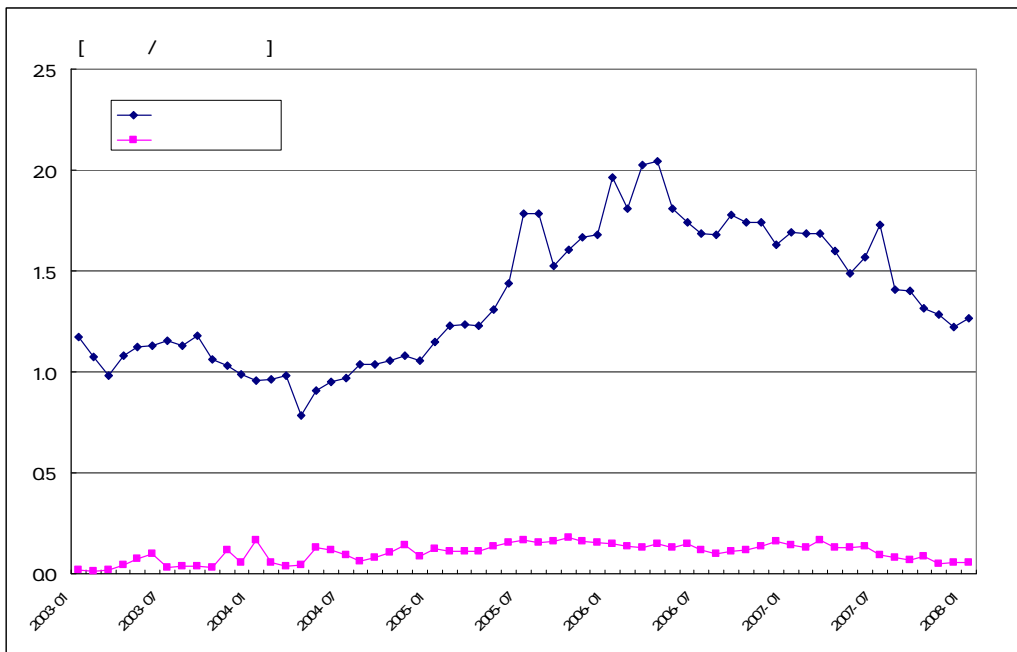


2-4-3 10 /



2003                    1 0    2 0                    1  
                               0.1                                    2-4-4

2-4-4



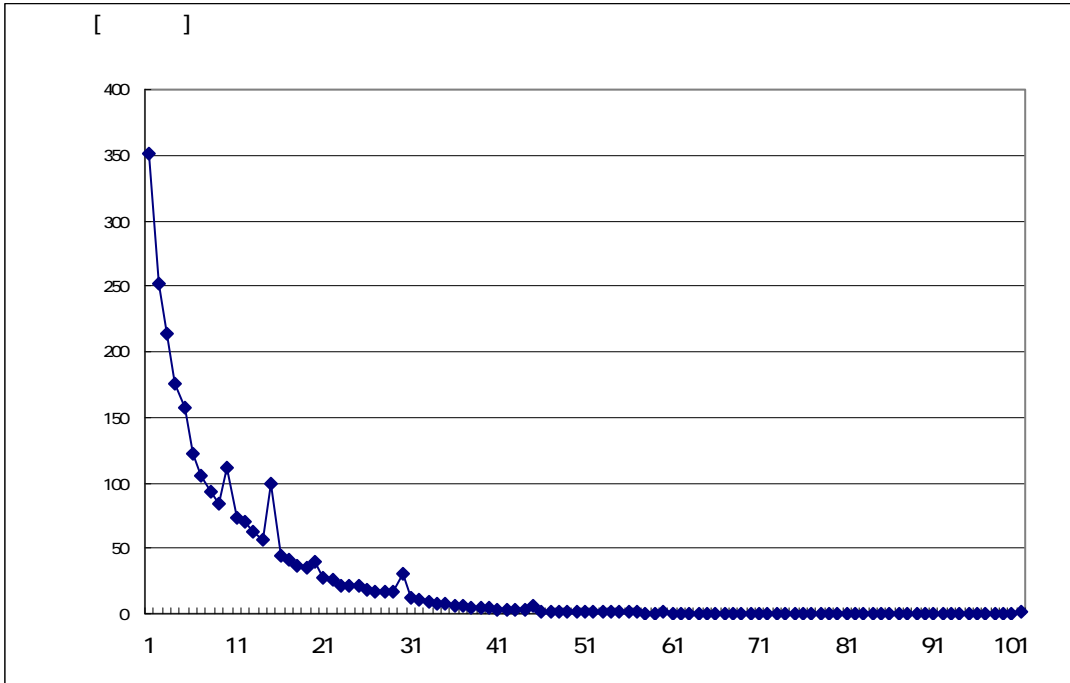
2008 1 1  
 15.0% 13.7%  
 2 4 5  
 18 0 23 5.0%

2-4-5

	14.4%	0	60%
	14.1%	1	39%
	14.3%	2	26%
	14.3%	3	1.8%
	13.7%	4	1.3%
	14.1%	5	1.3%
	15.0%	6	1.6%
	100.0%	7	2.4%
		8	2.8%
		9	3.1%
		10	3.6%
		11	3.8%
		12	4.1%
		13	3.9%
		14	3.8%
		15	4.0%
		16	4.3%
		17	4.8%
		18	5.1%
		19	5.1%
		20	6.1%
		21	7.2%
		22	8.1%
		23	9.4%
			100.0%

2008 1 1  
 1 10  
 2 4 6  
 50 1





12

1997

4

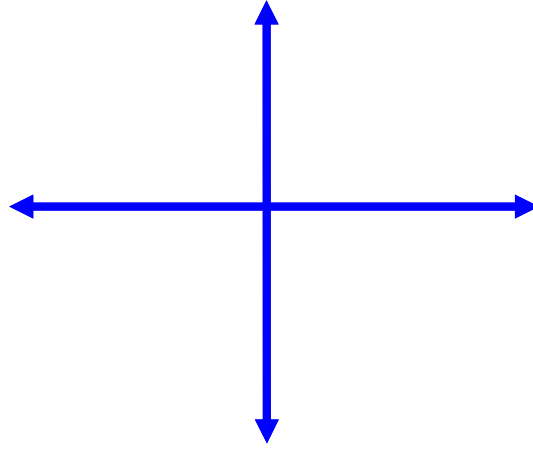
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4

3-1-1

3-1-1

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2

1997

2

3

1997

3

3-1-2

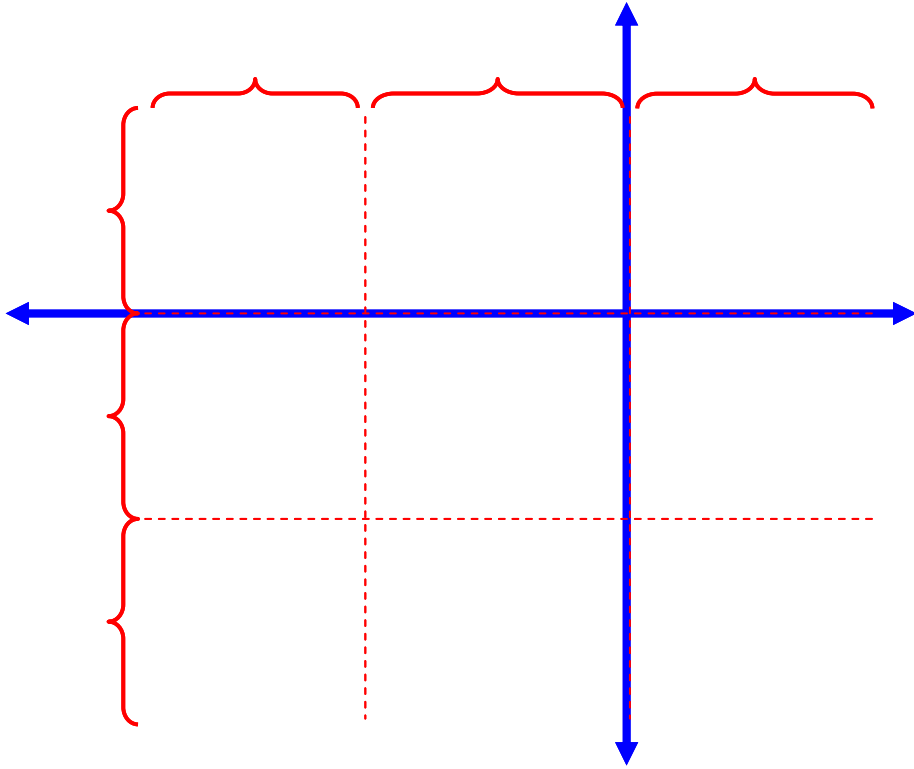
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3

9

39

3-1-2



9

3-1-3

3-1-3 9


3-1-4

3-1-4

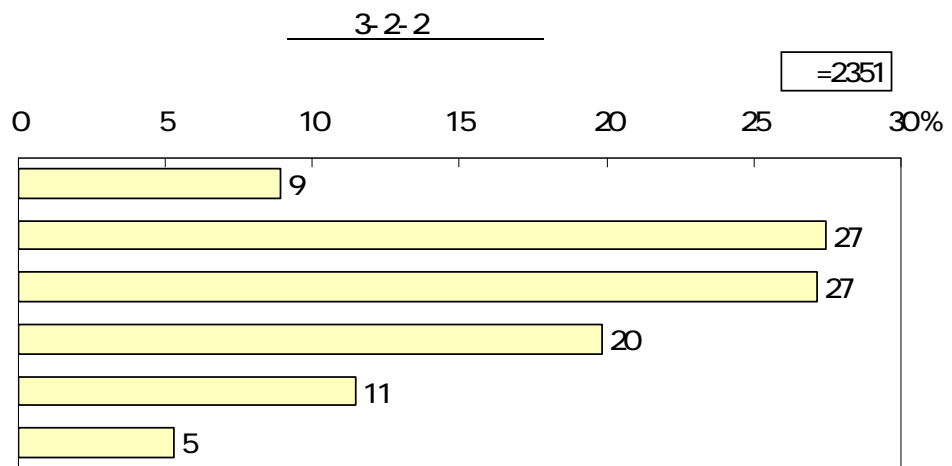
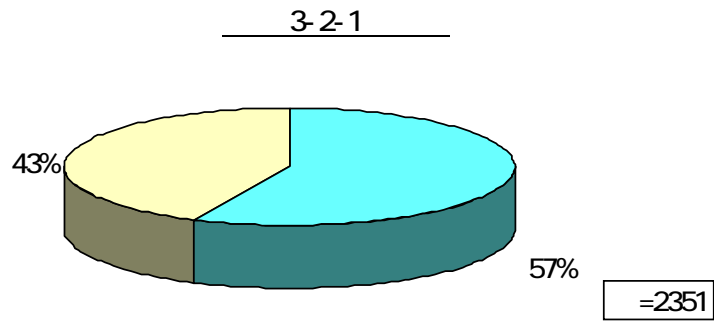
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	2,351
	15 18

2,351

3

4,295

3-2-1 3-2-2



3-2-3

3

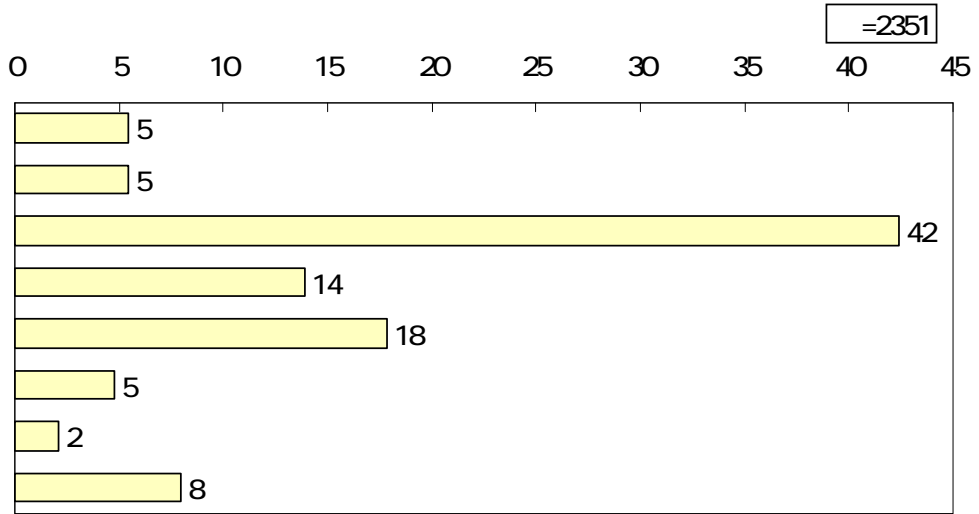
7

23

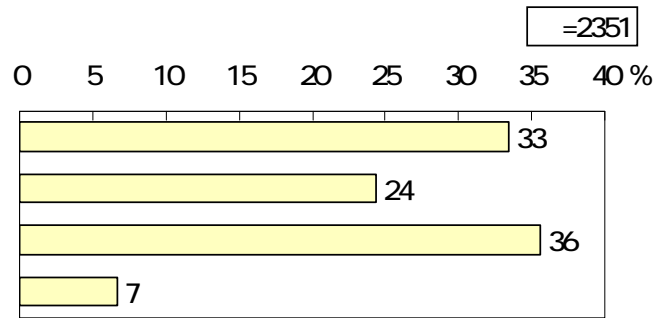
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3-2-4

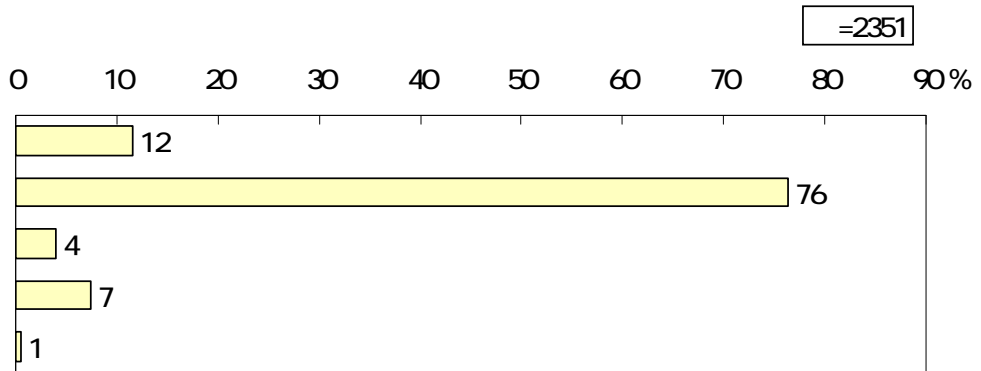
3-2-3



3-2-4



3-2-5



3-2-6

2 3

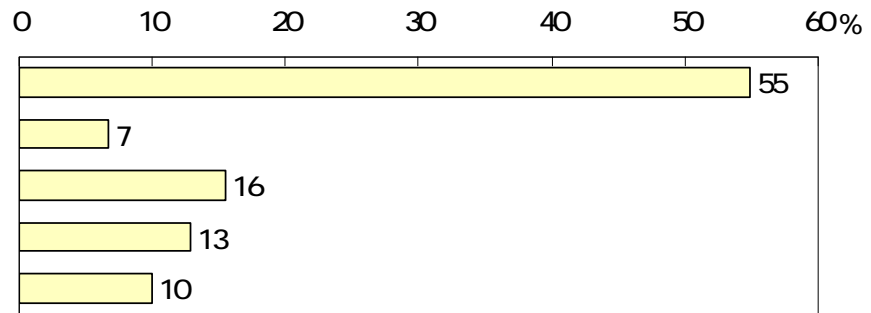
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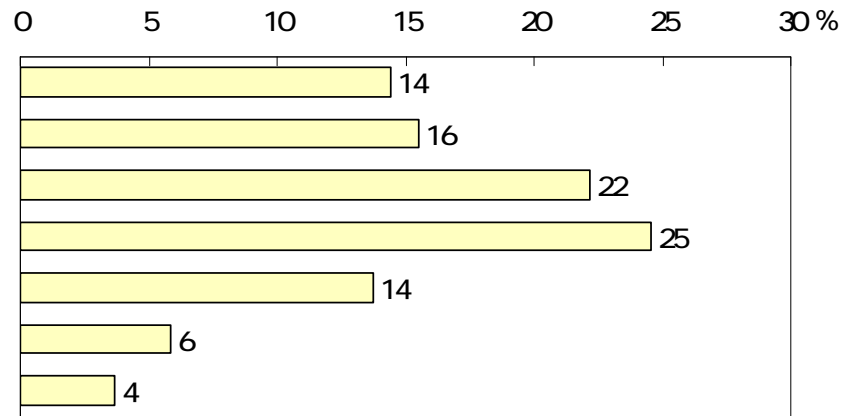
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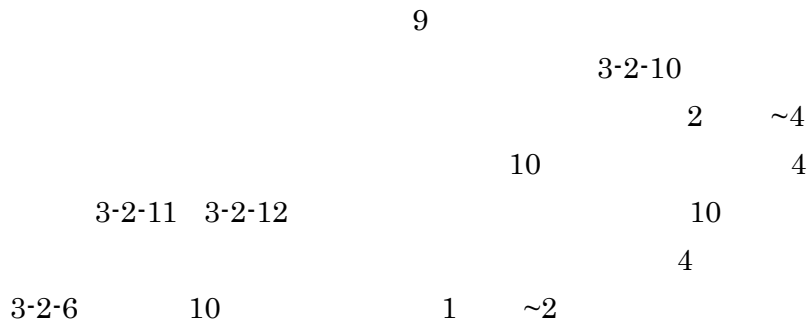
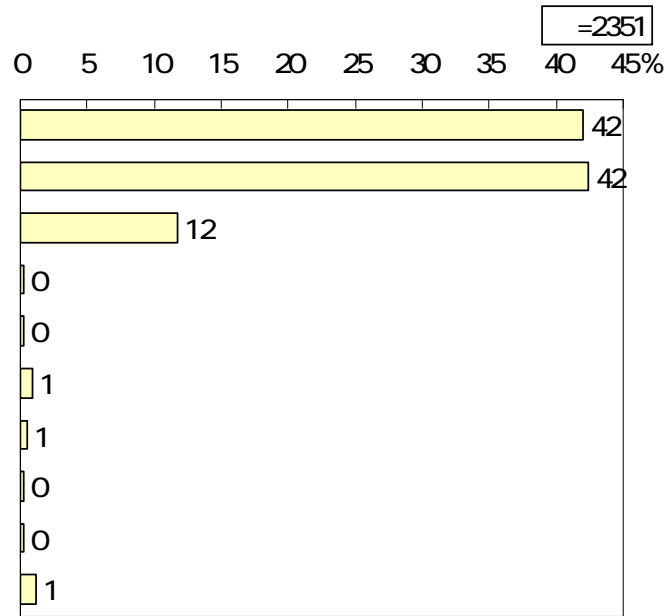
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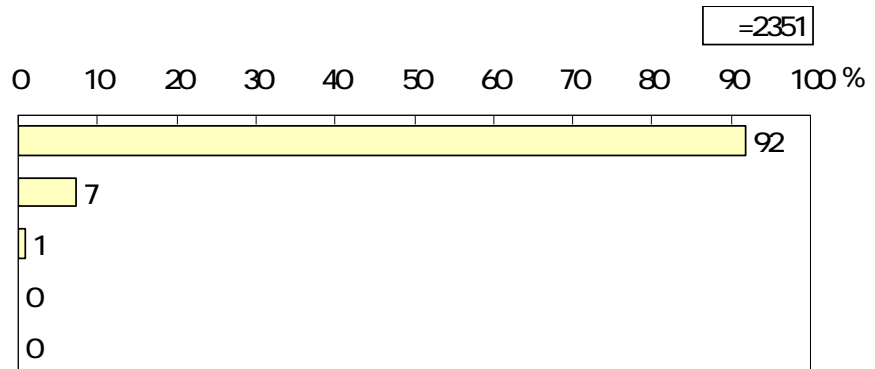




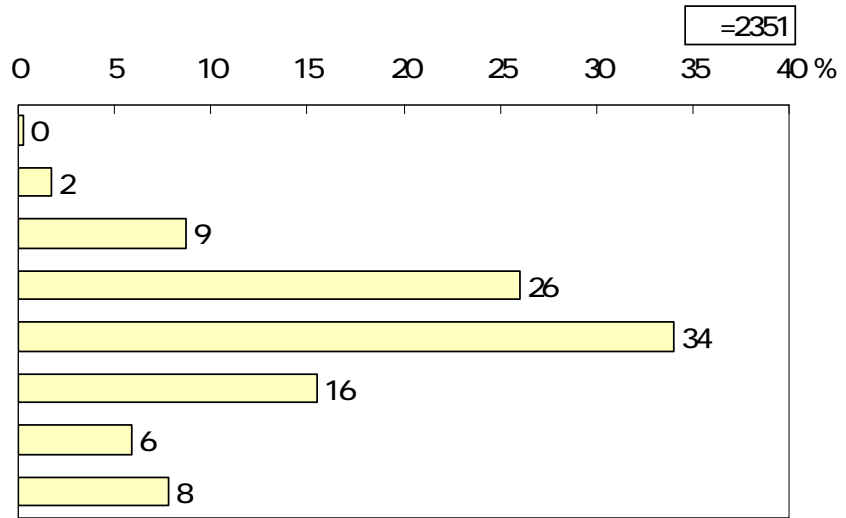
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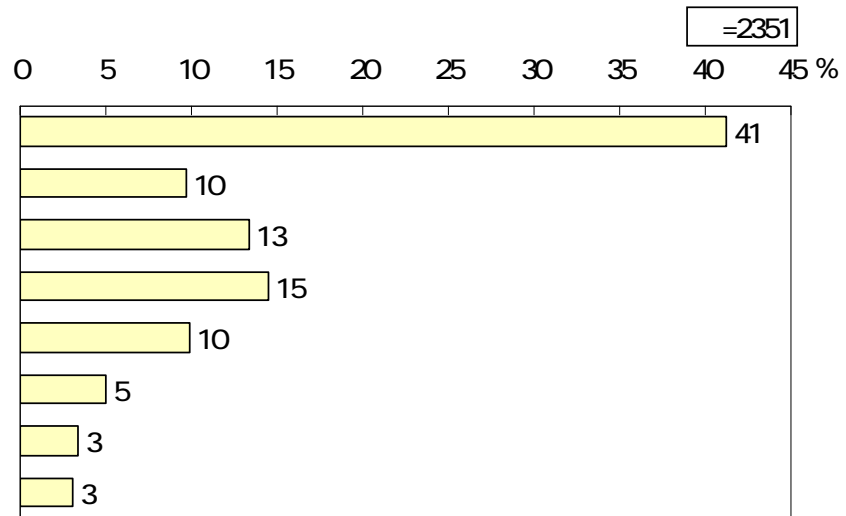
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3-2-12



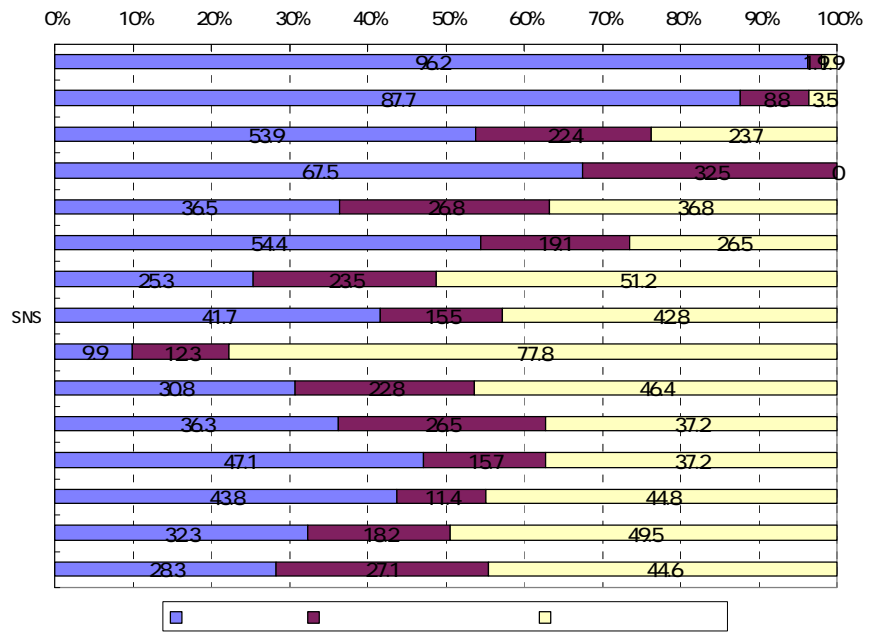
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3-2-13

7

SNS

3-2-13



6

1 2

3-2-14

3-1-1

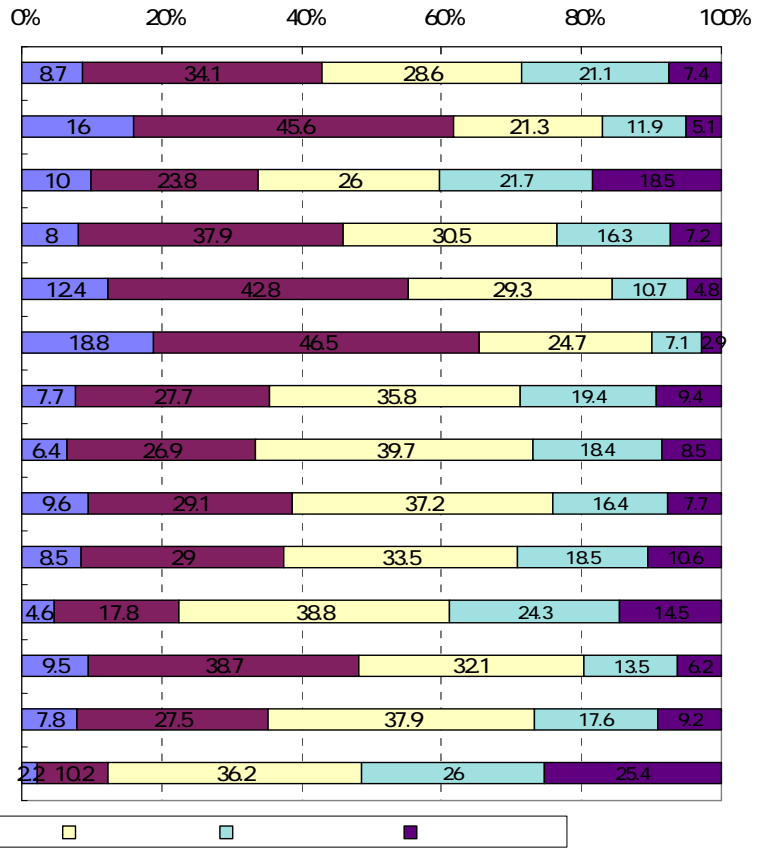
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3 4

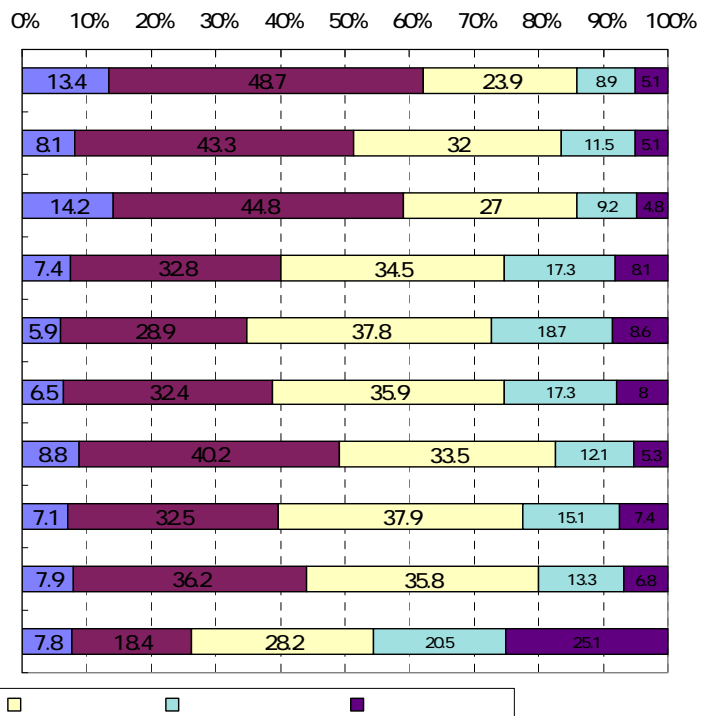
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3-2-15

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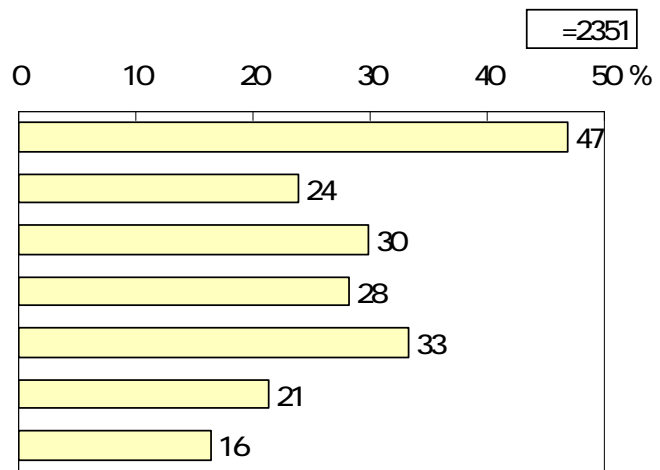


47%  
3-2-16

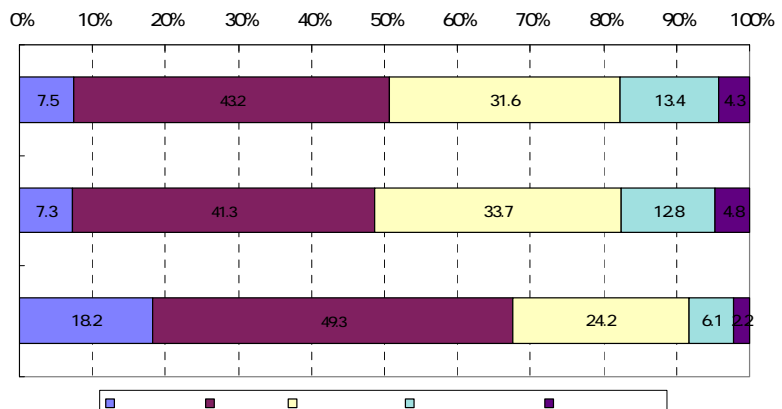
3-2-17

3-2-18

3-2-16



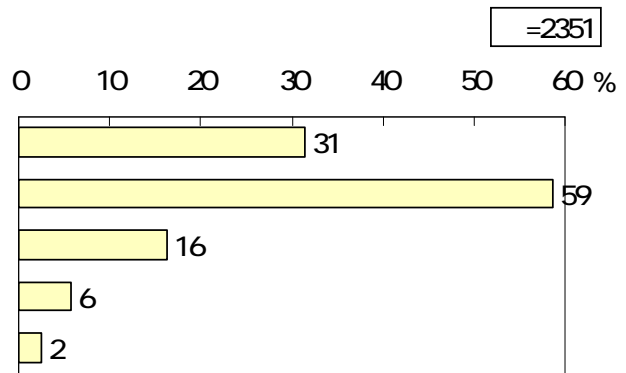
3-2-17 5





3-2-18

/



ping

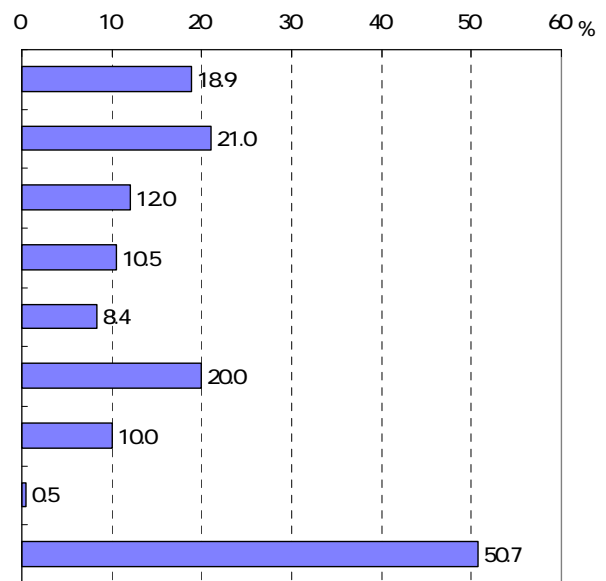
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3-2-20

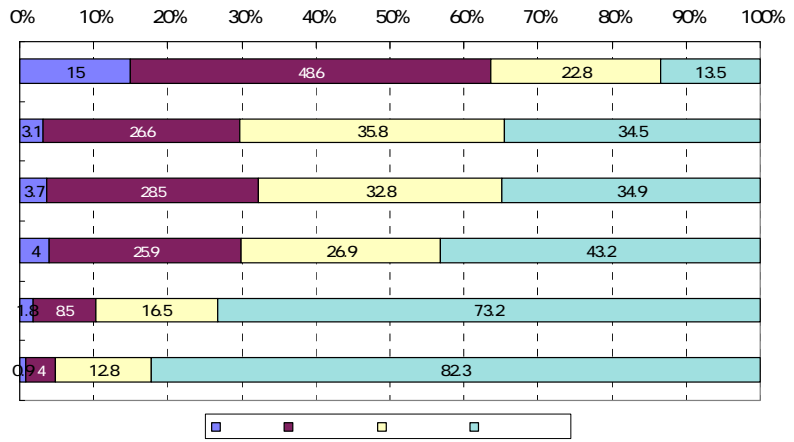
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3-2-19



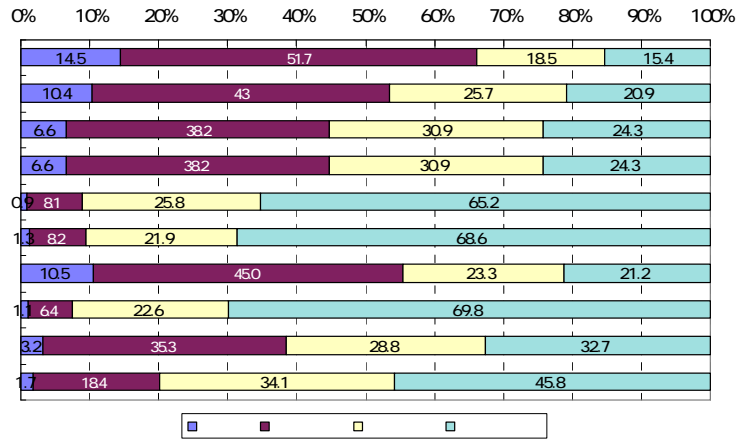
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4



3-2-21

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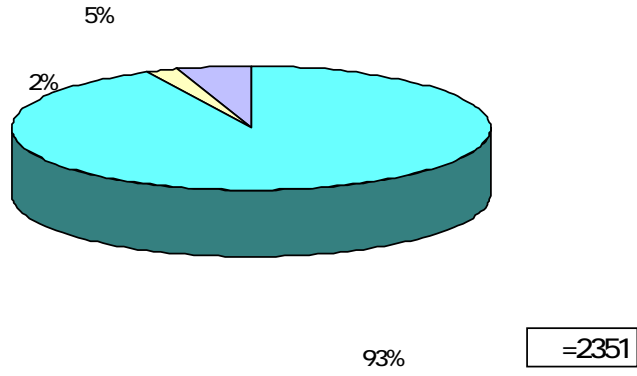


PC

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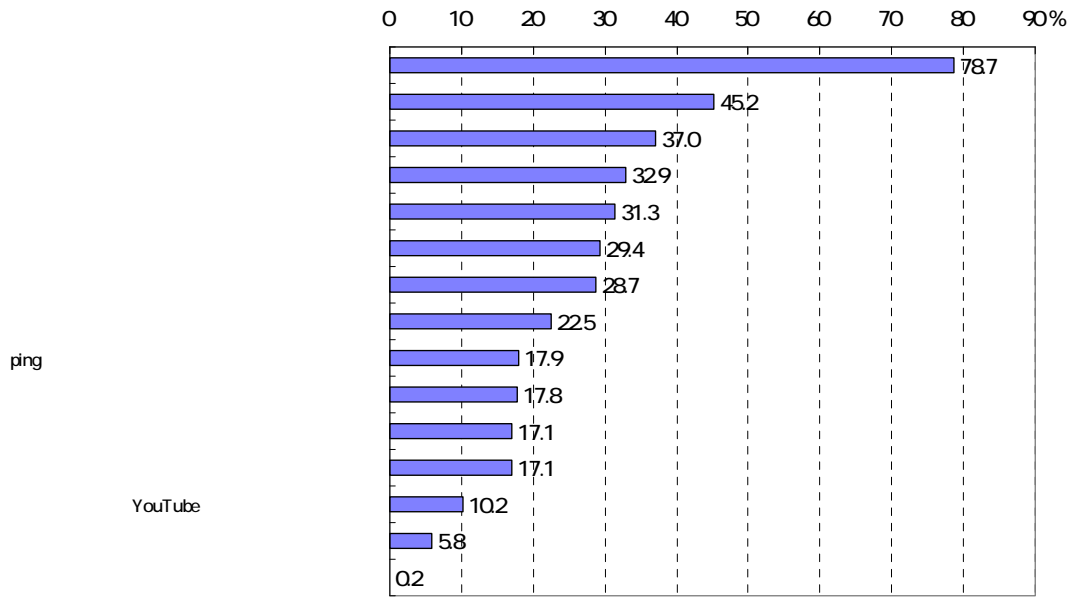
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3-2-22



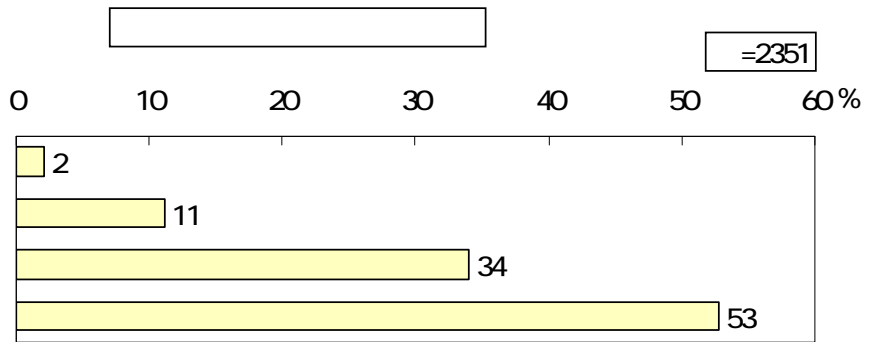
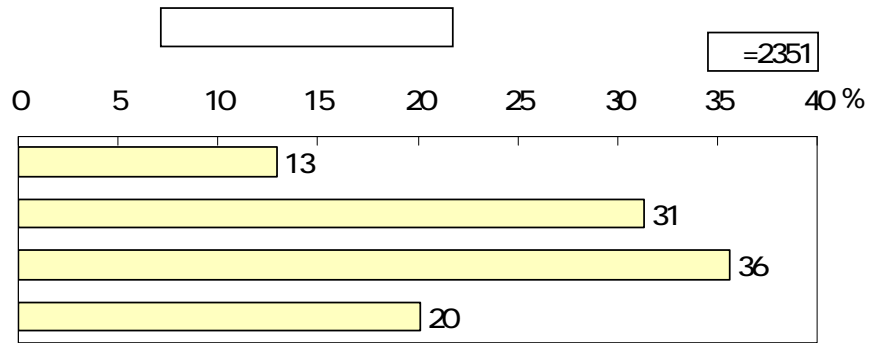
13      44      3-2-24      3      4      8      2-2-23      /

3-2-23



3-2-24

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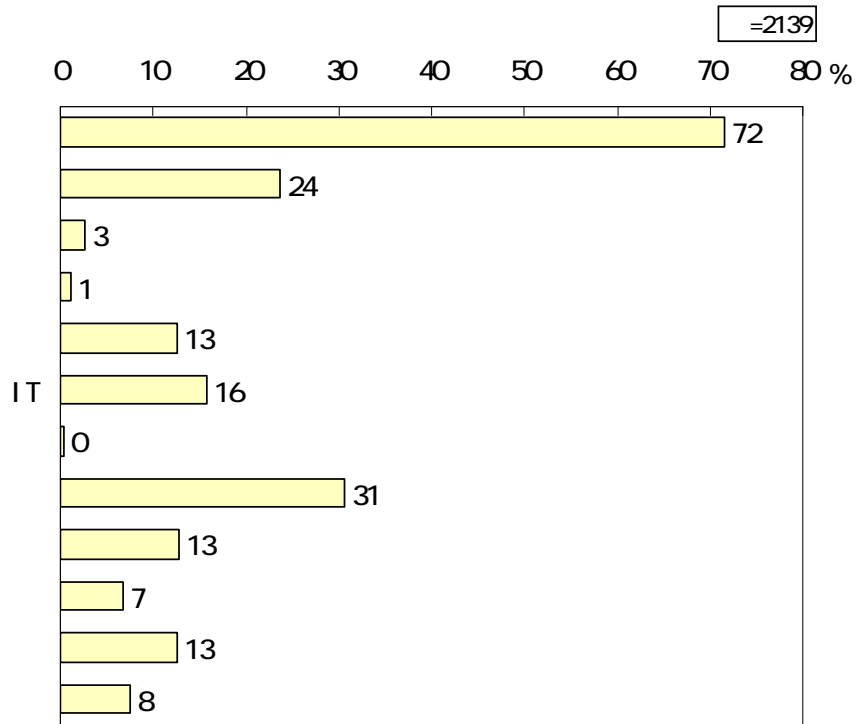


IT

3-2-25

3-2-25

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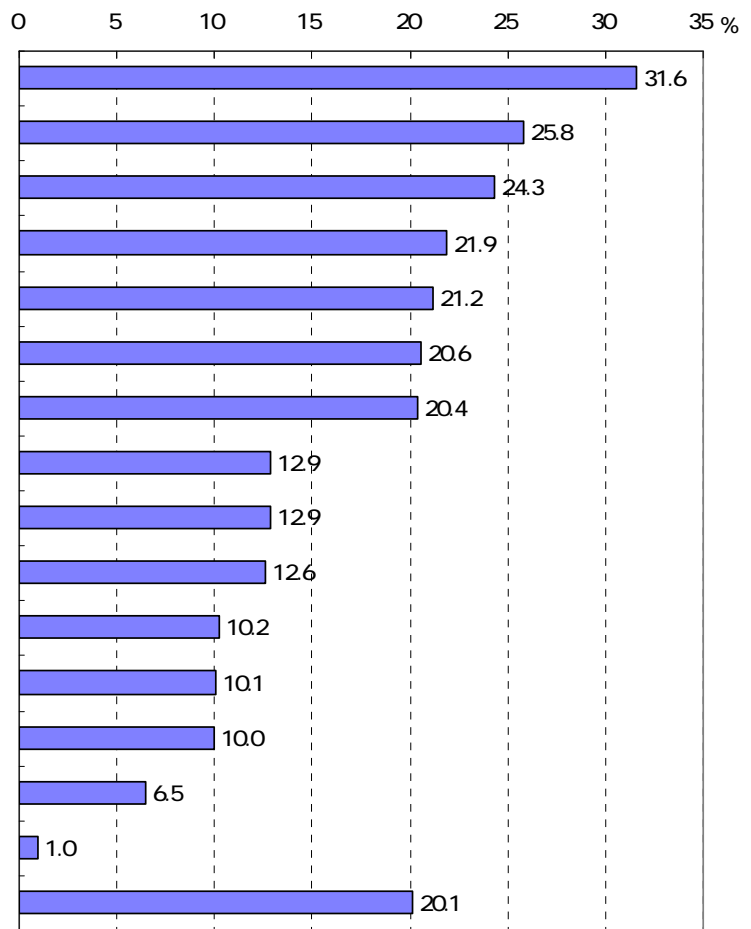
3-2-14

3-2-3 1

3-2-26

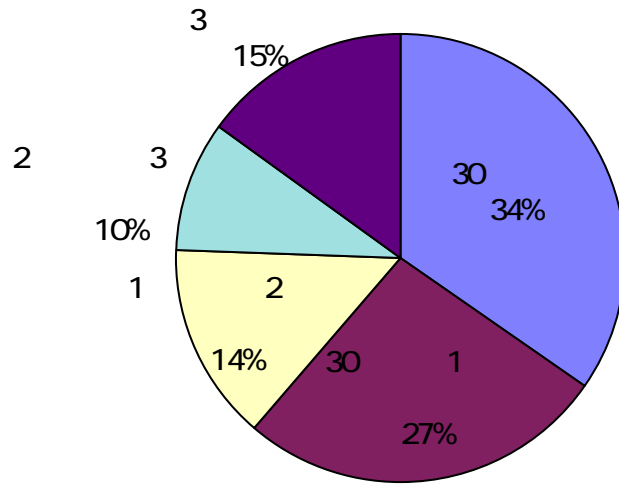
6 1

3-2-27



3-2-27

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1000      0      4      0  
3000      3-2-28      3-2-29  
25,592      3,281

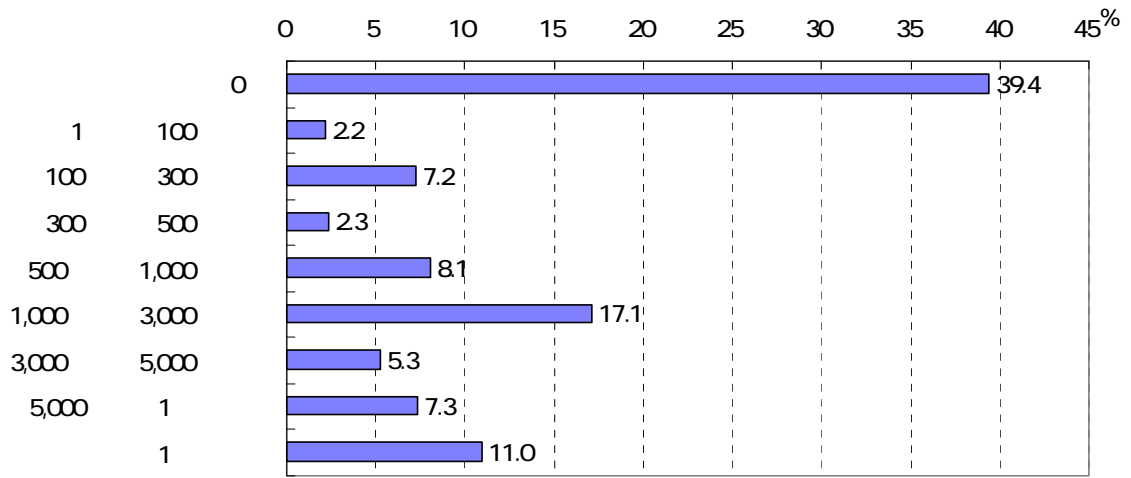
300      100

100      300      0      35      100      300  
3-2-30

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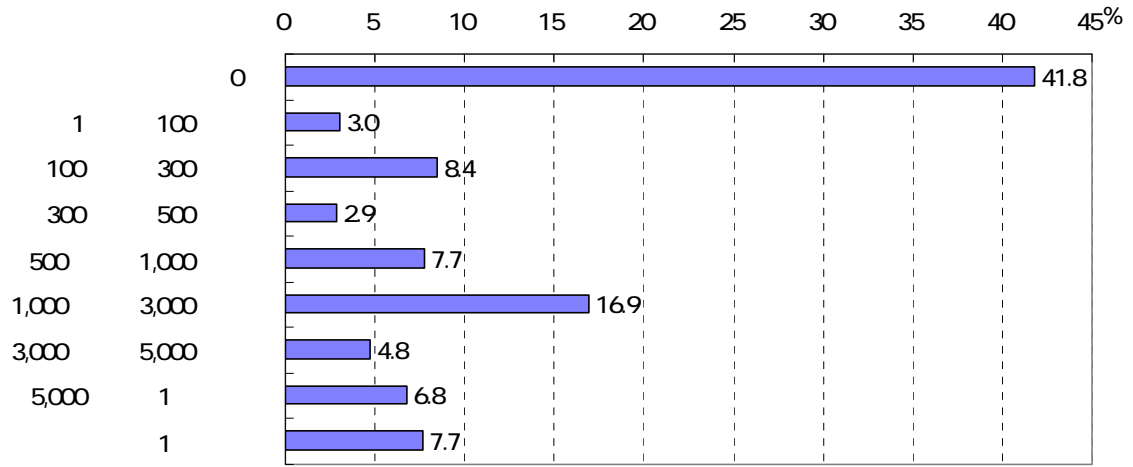
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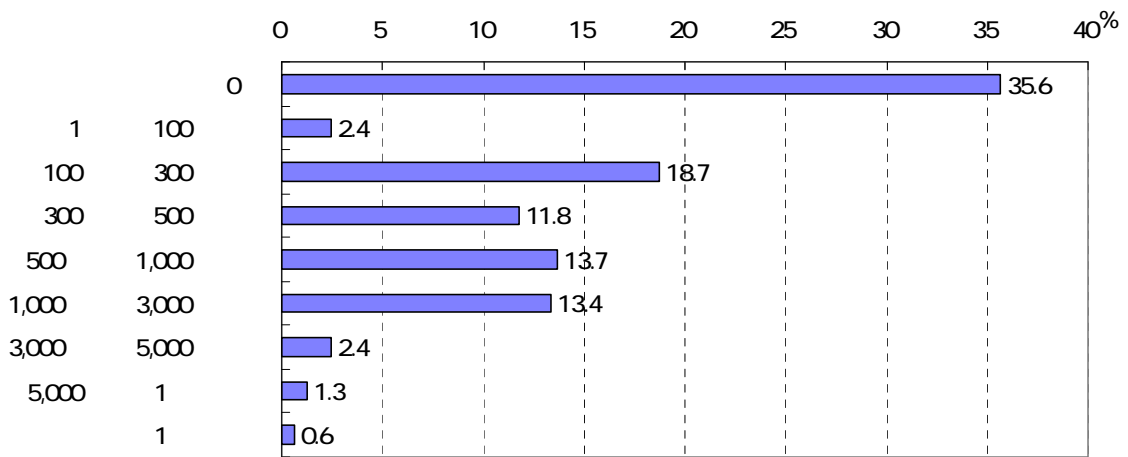




3-2-29



3-2-30



SNS

SNS

SNS

6 3-2-2(3)

3-2-13

SNS

3

15

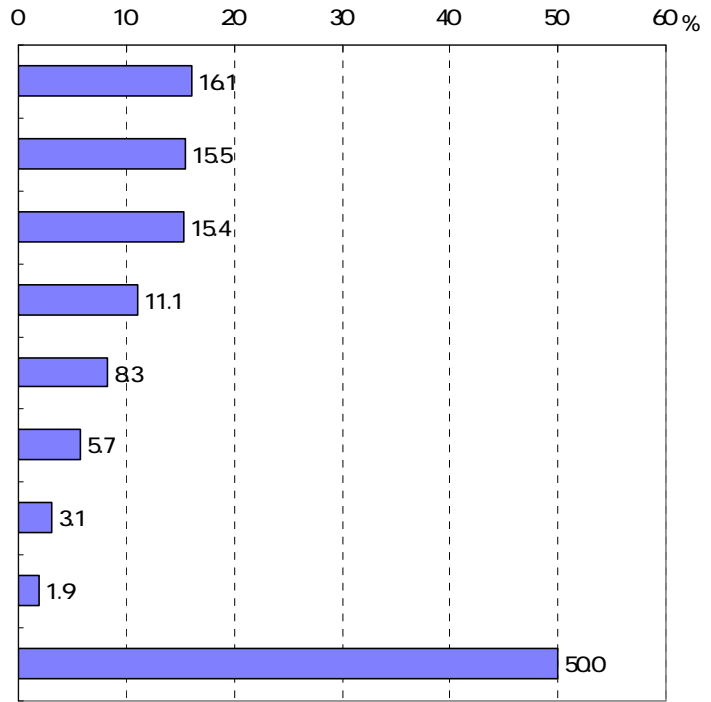
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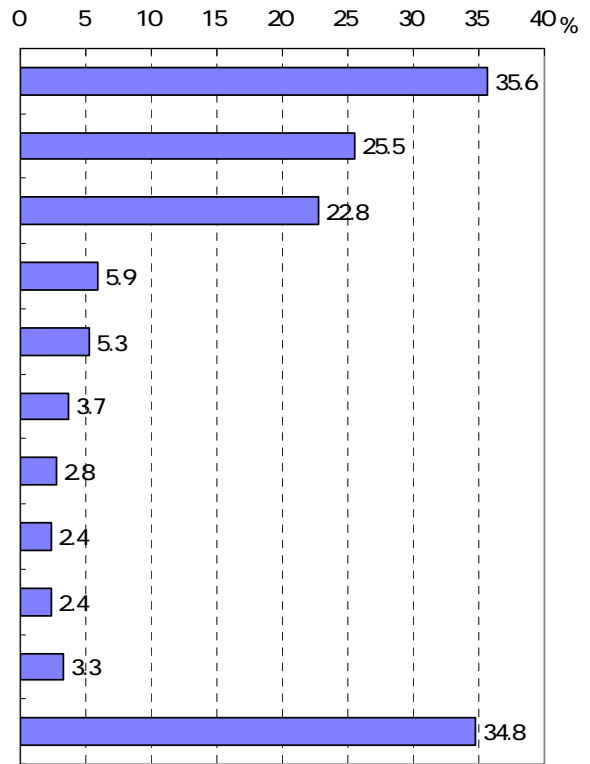
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3-2-31

SNS



3-2-32



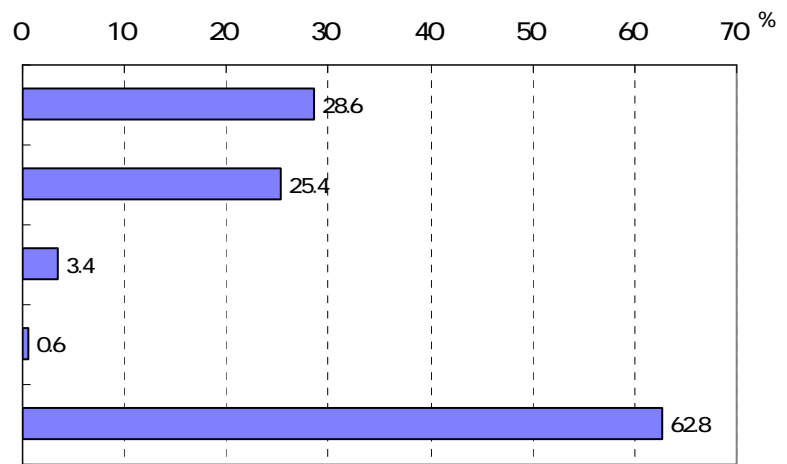
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3.4

3-2-33

3-2-33

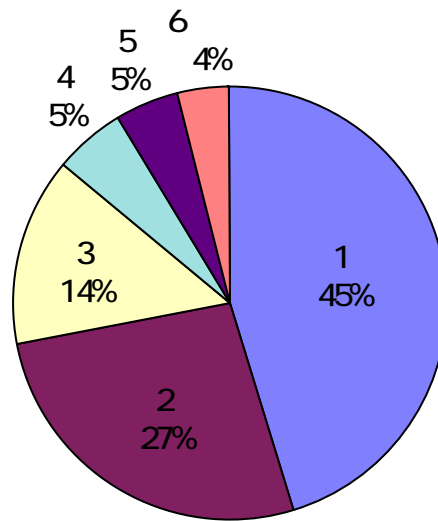
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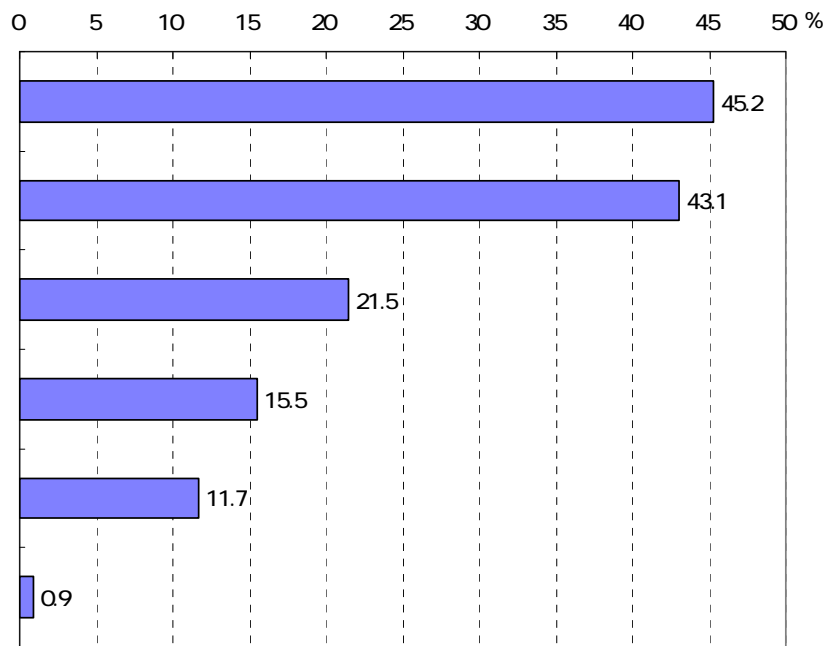
1 45%  
3-2-34

3-2-35

3-2-34



3-2-35

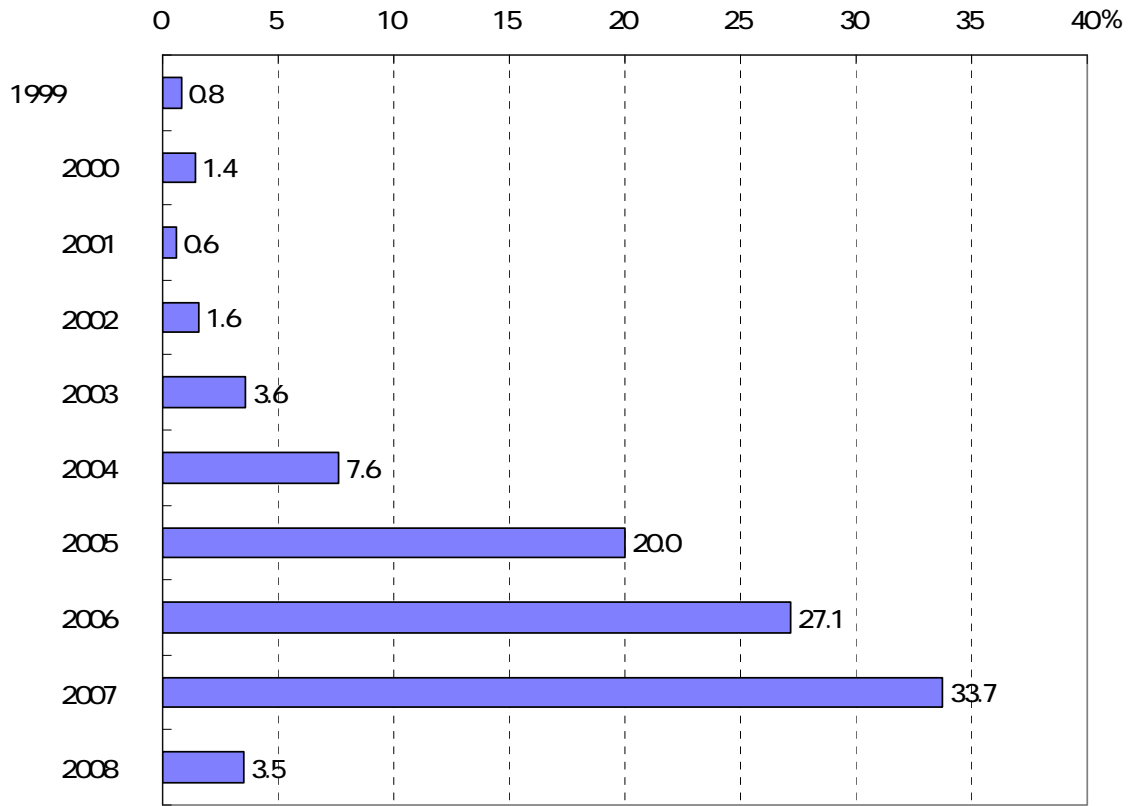


2008 2 2005 2008

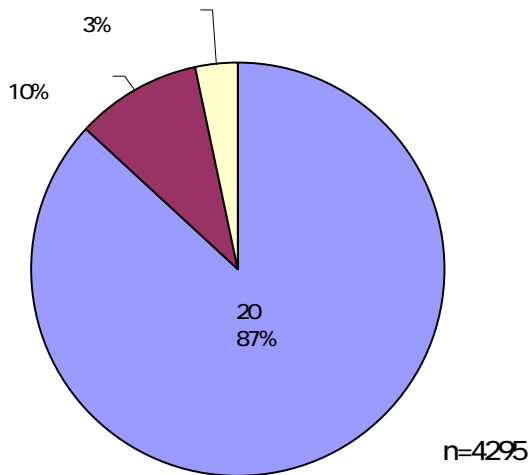
3-2-36 87 20

13% 3-2-37

3-2-36



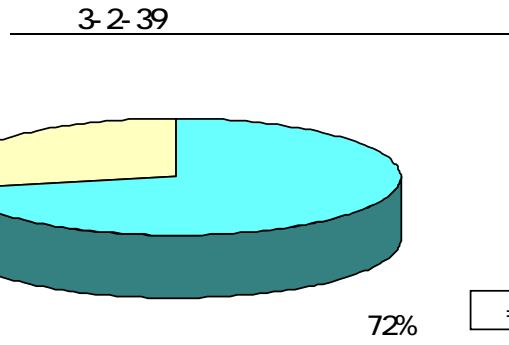
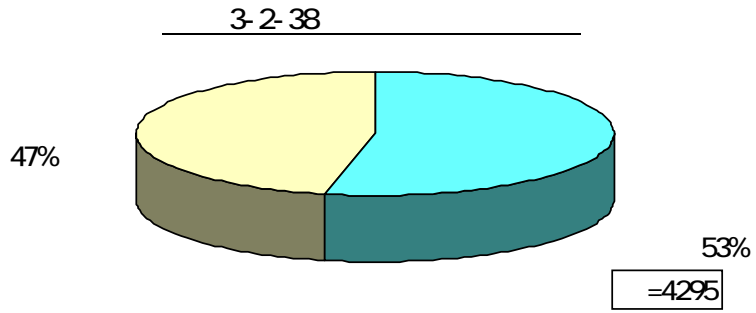
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3-2-38

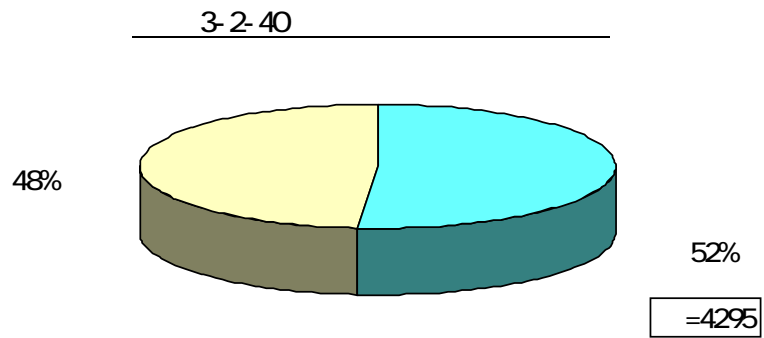
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3-2-39



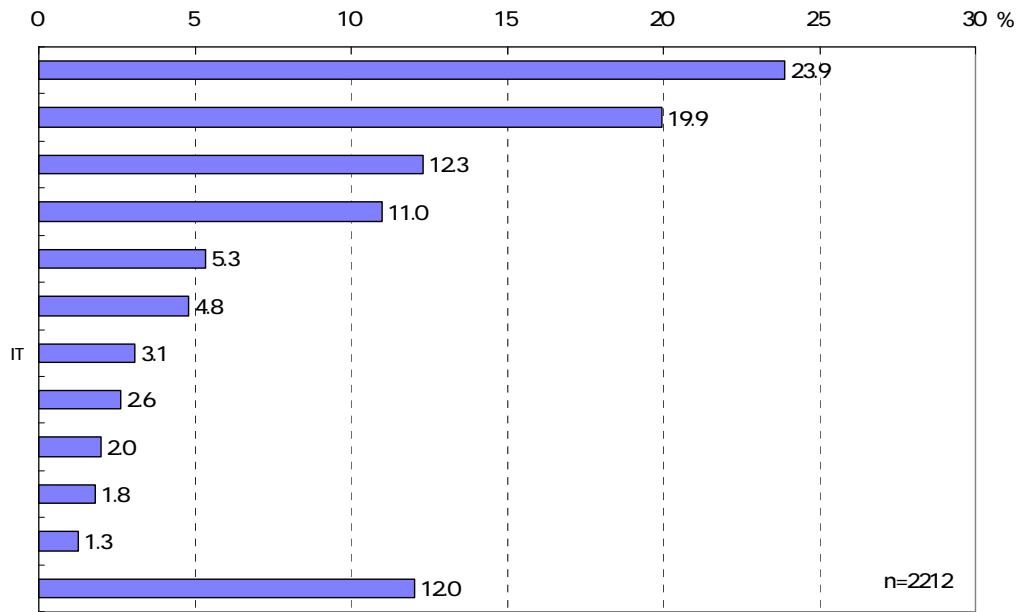
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3-2-41



67

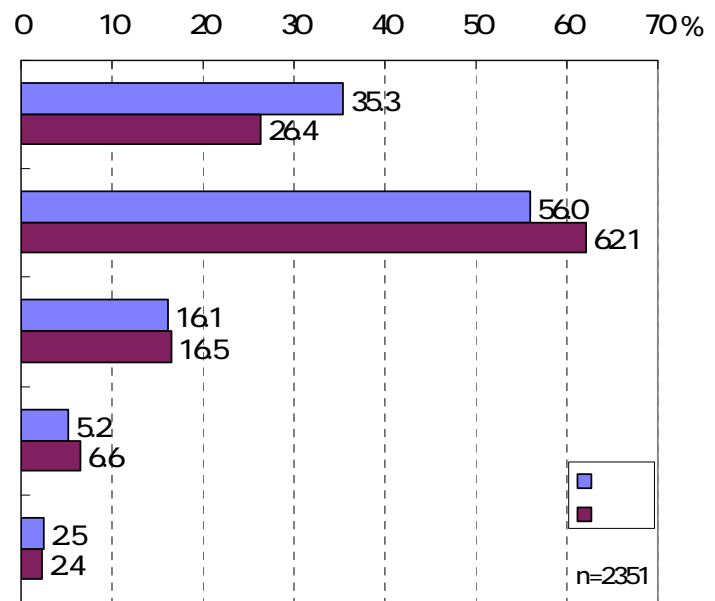
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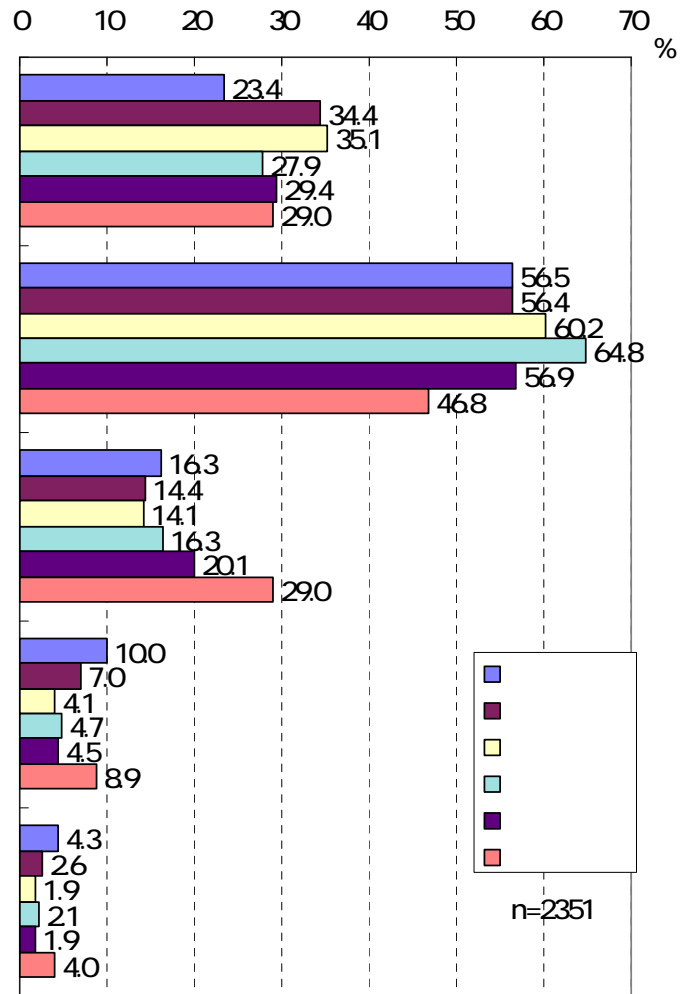




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3-3-1

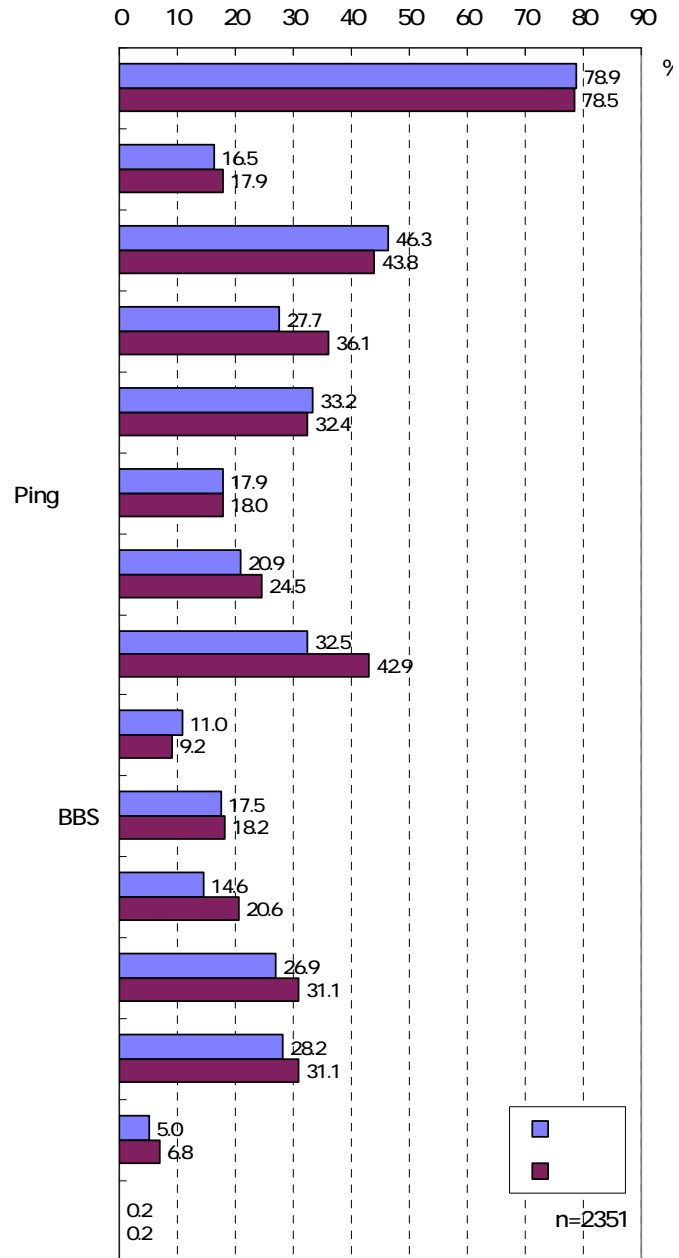


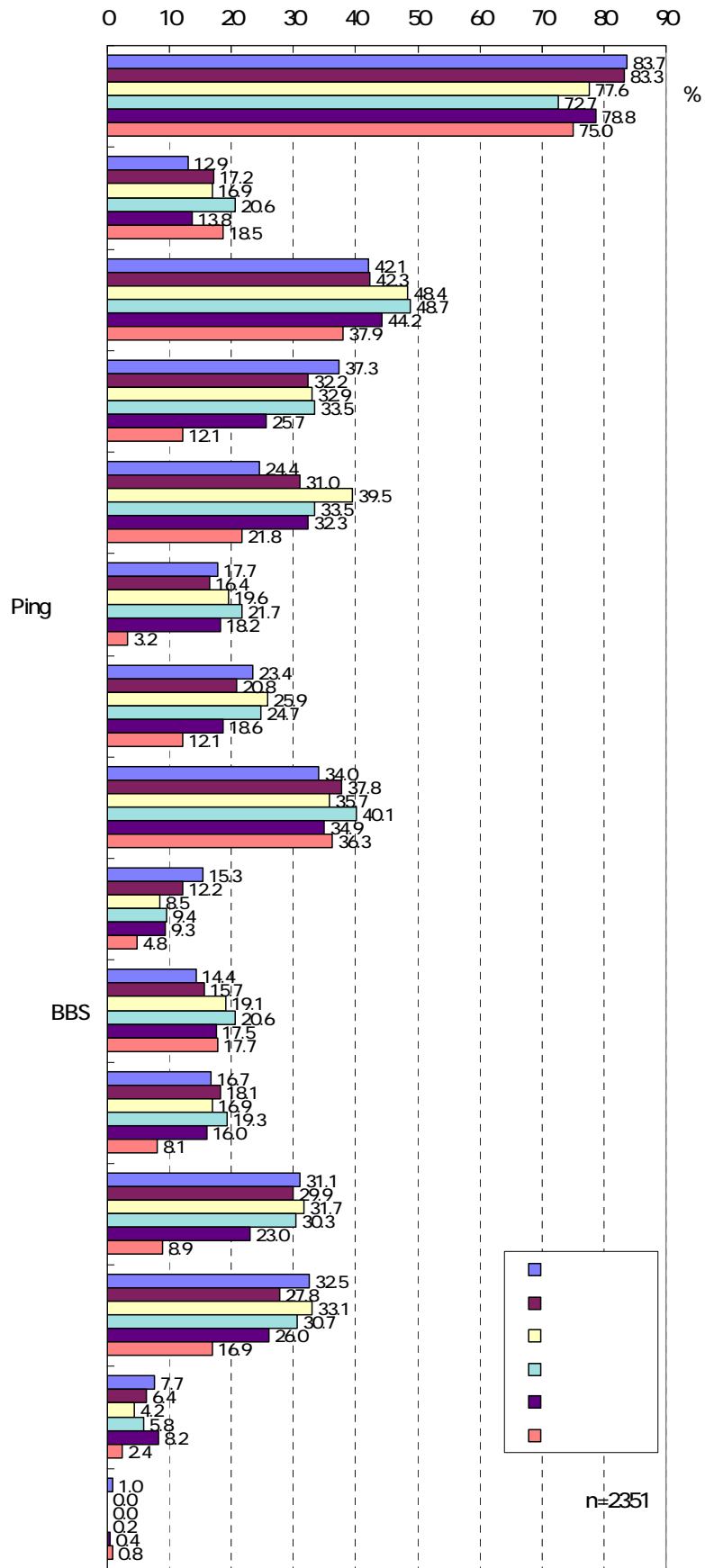


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3 3 3

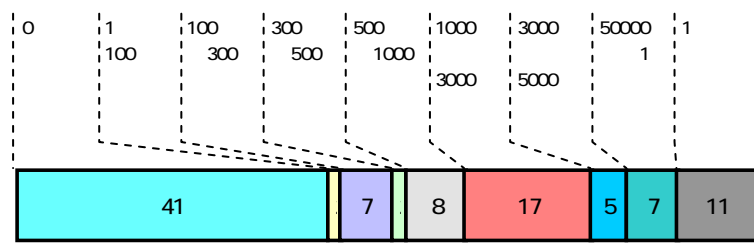
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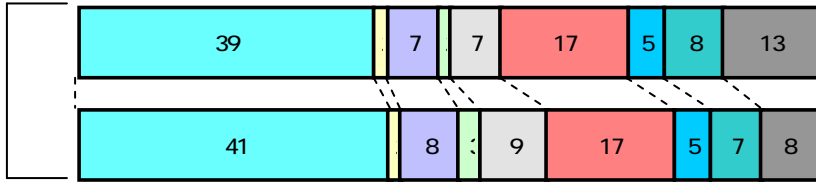


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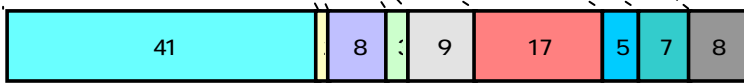
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2351

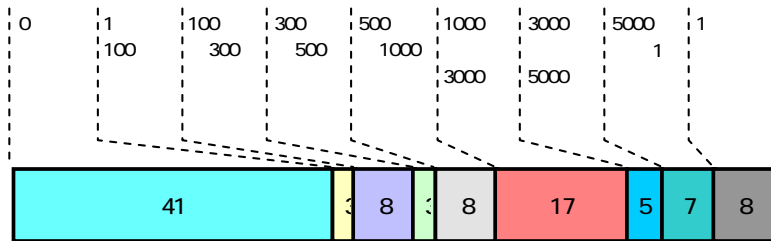


1340

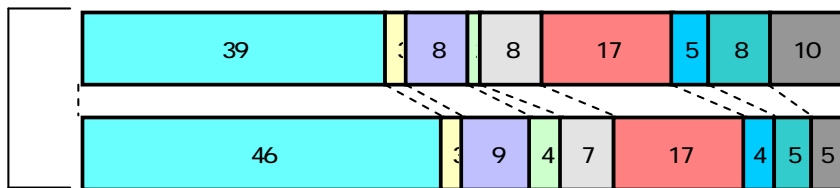


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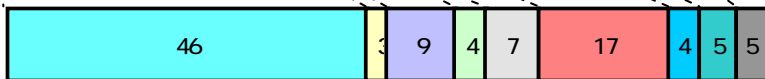
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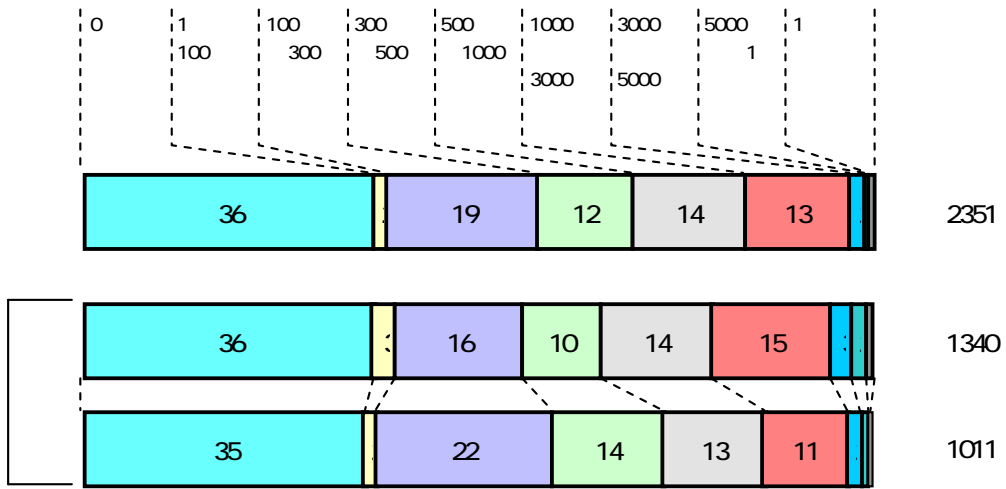


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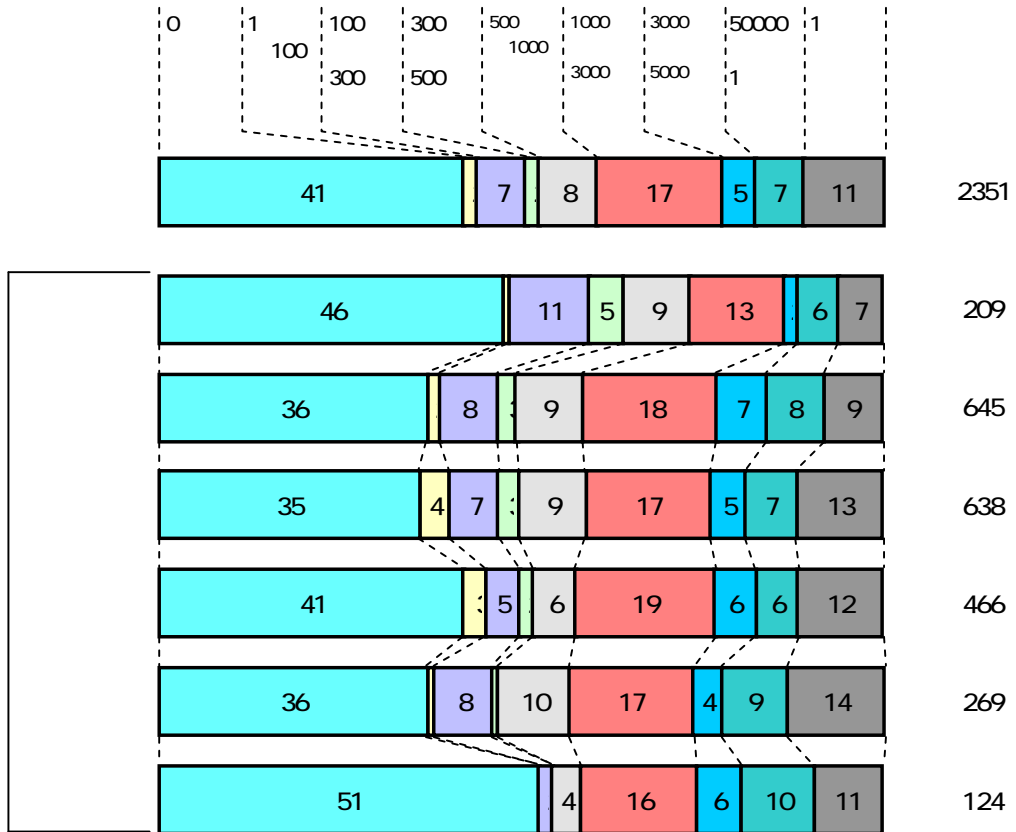
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3-3-7

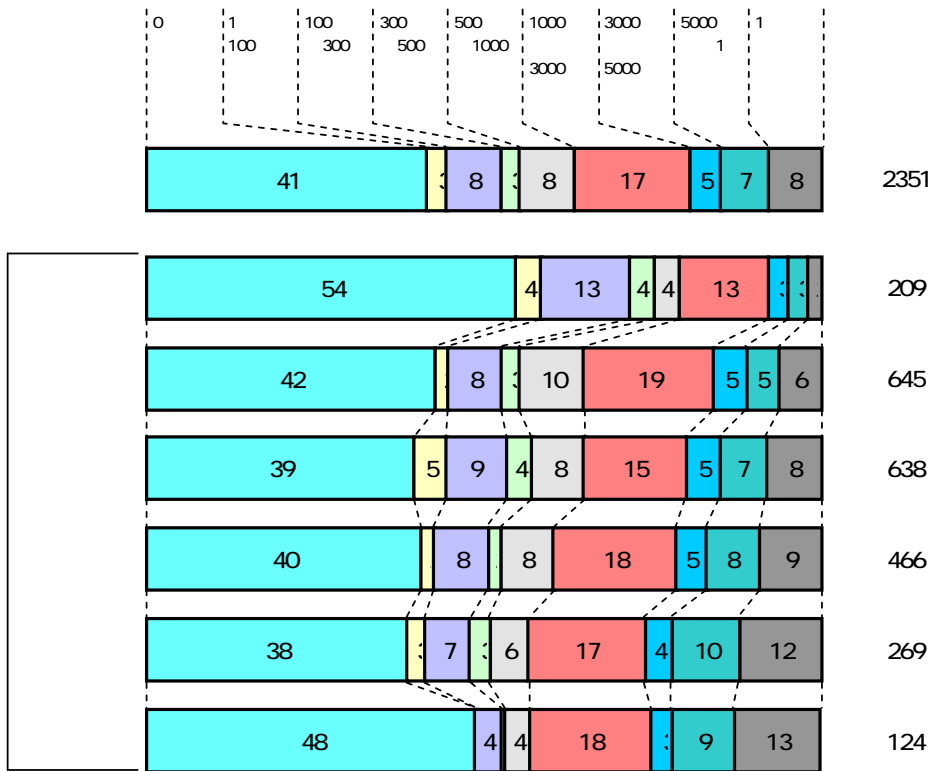


3 3 8 3 3 9 3 3 10

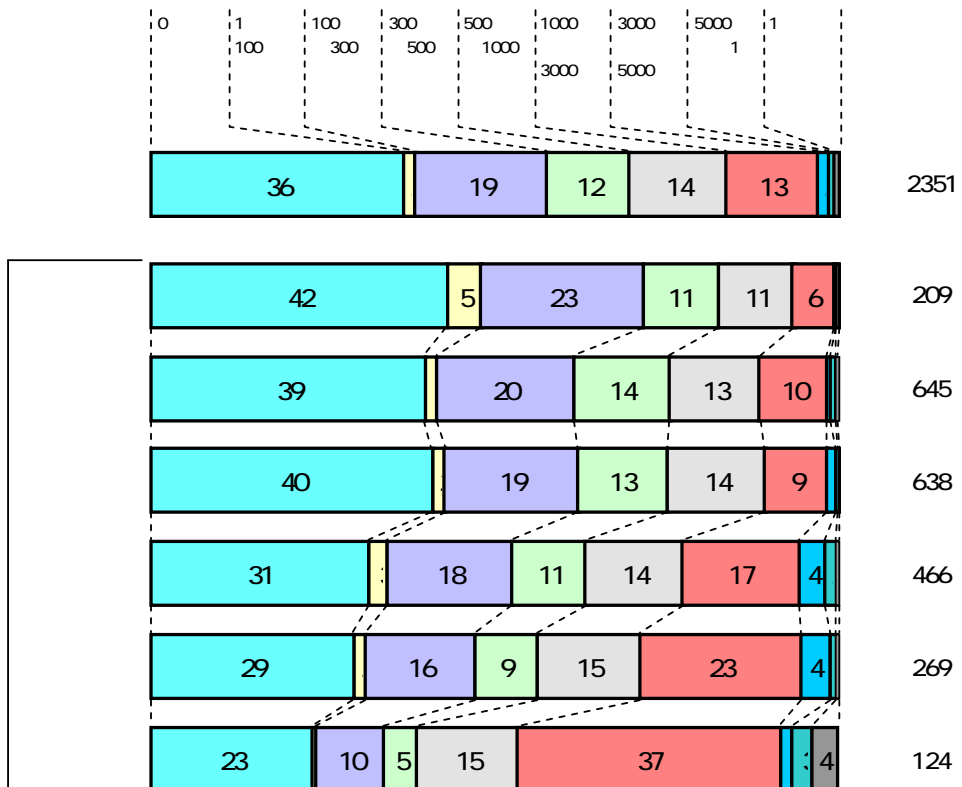
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3-3-9



3-3-10



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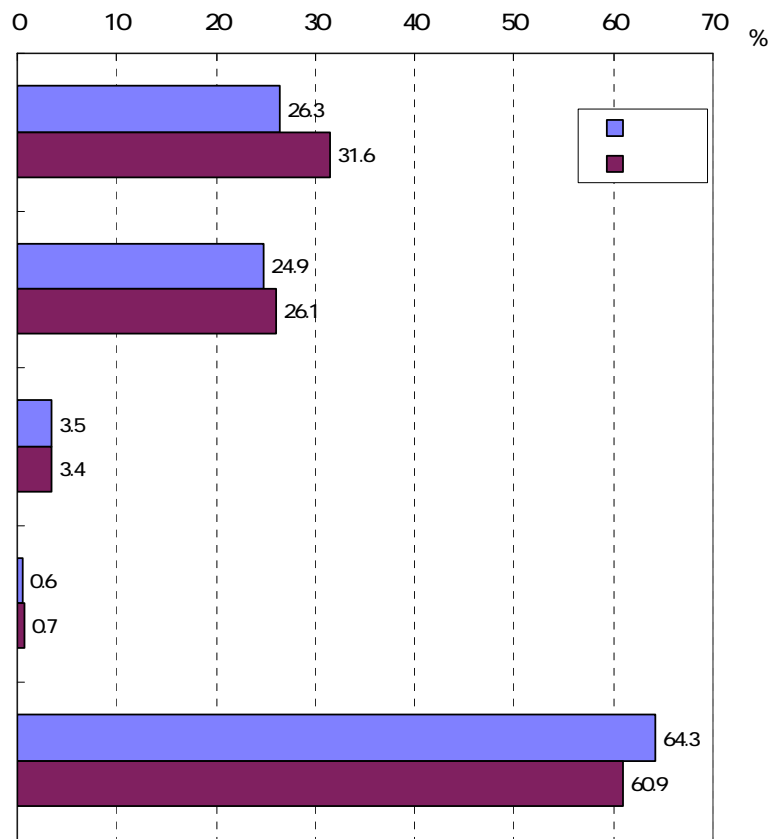
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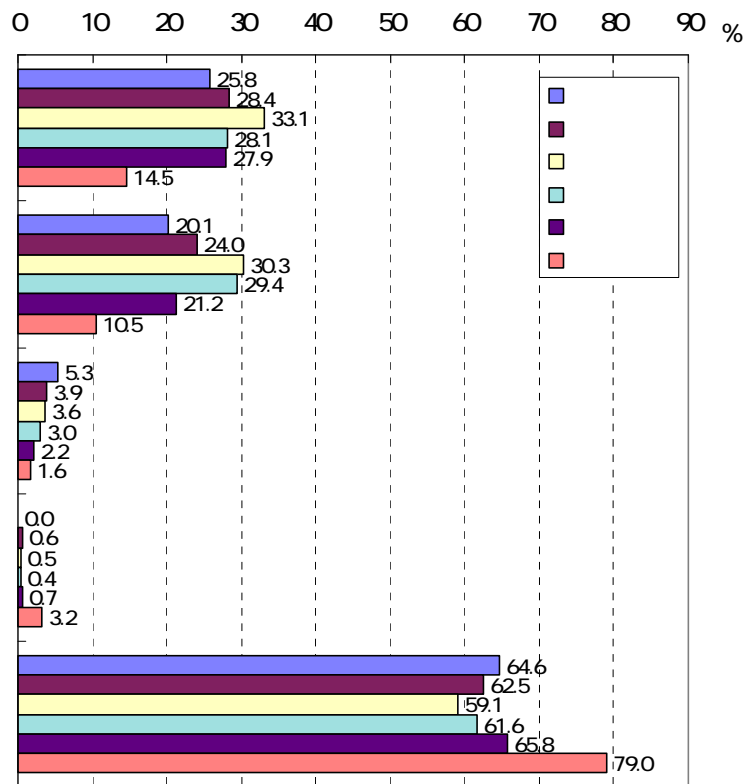
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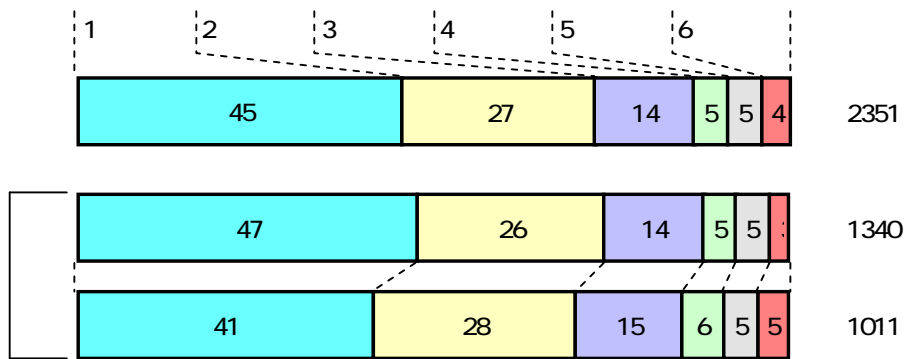




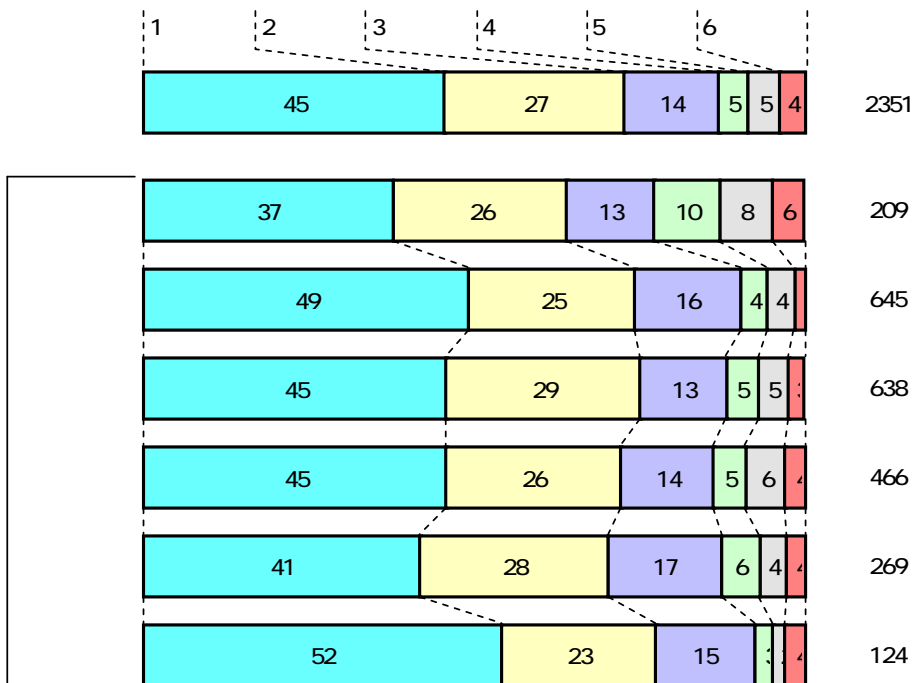
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3 3 14

**3-3-13**



**3-3-14**



75

46.3

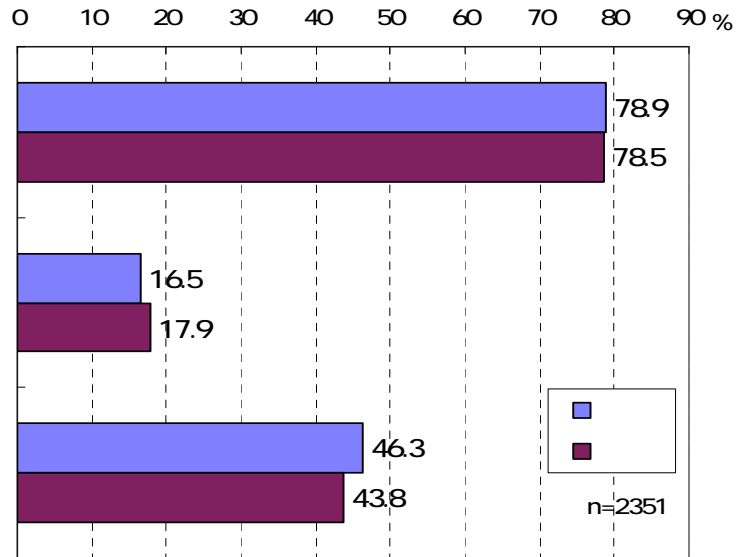
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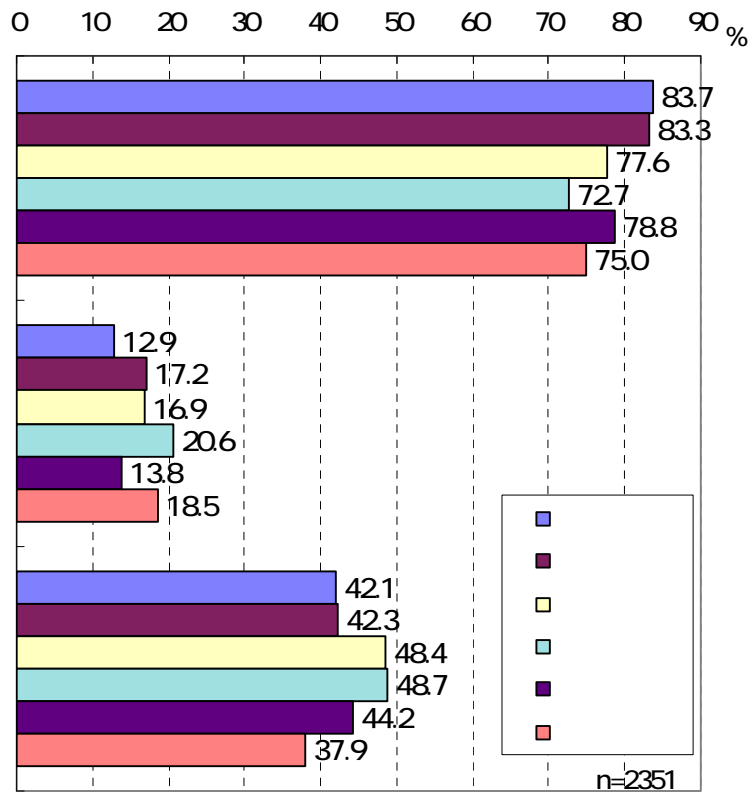
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3 3 16

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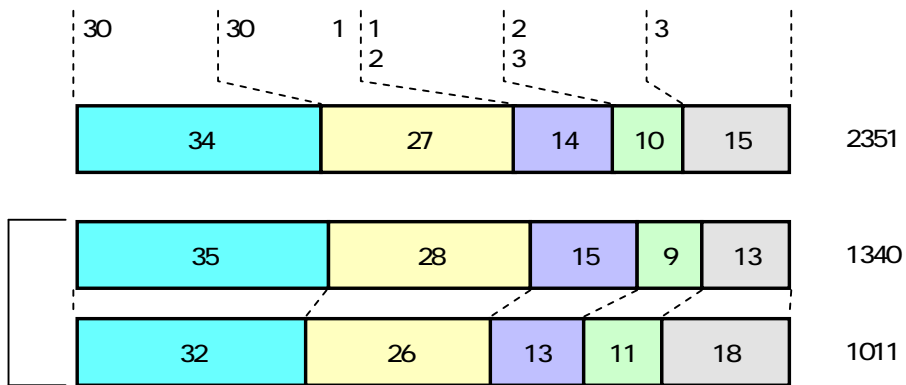
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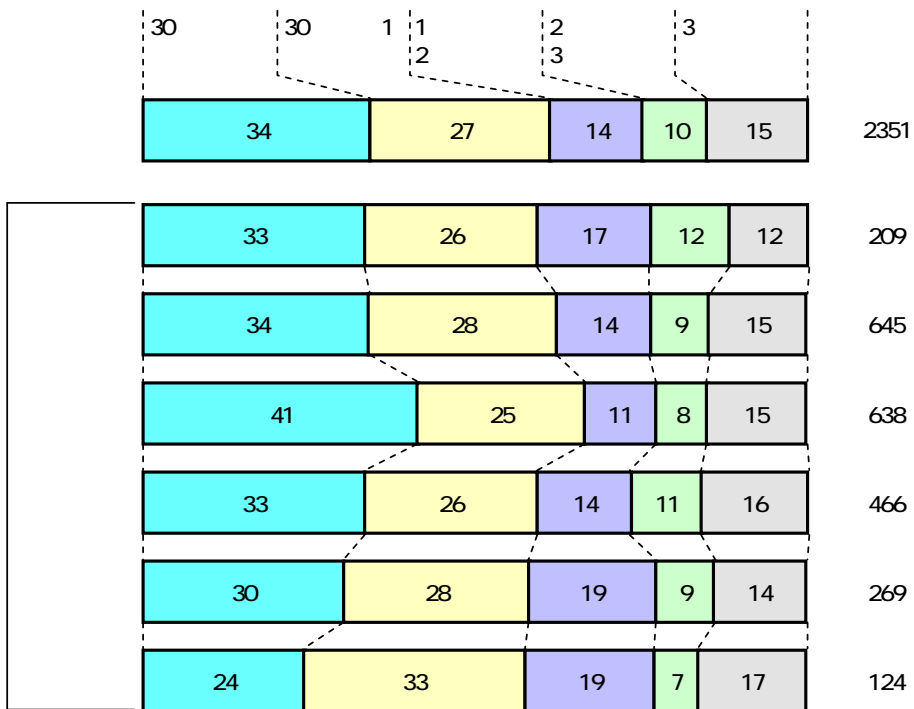
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3 3 17  
 30 66 1  
 19 40 1  
 40 1 3 3 18

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3-3-18



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3-4-1

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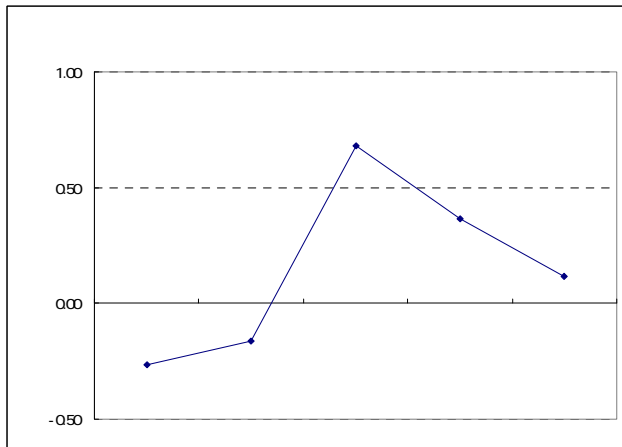
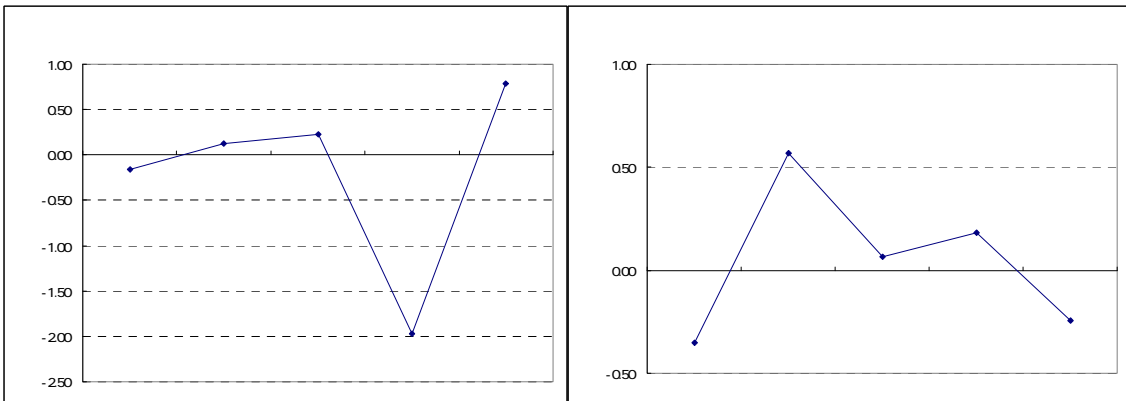
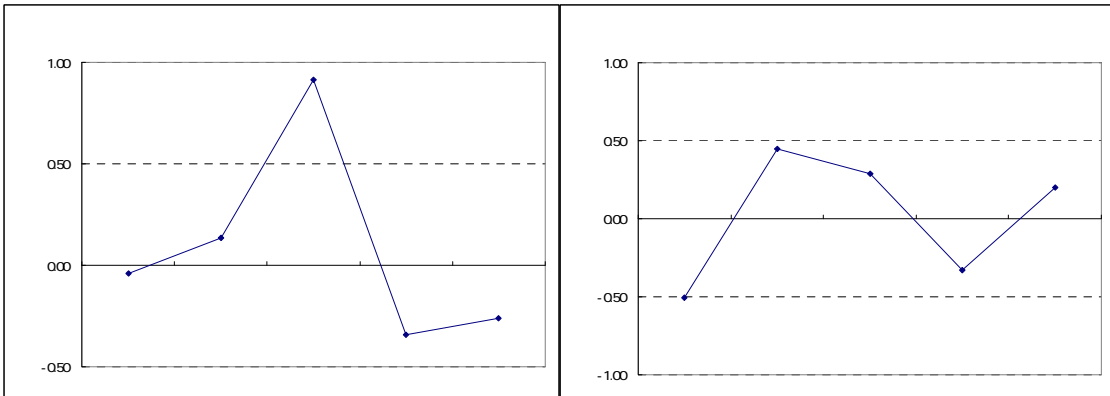
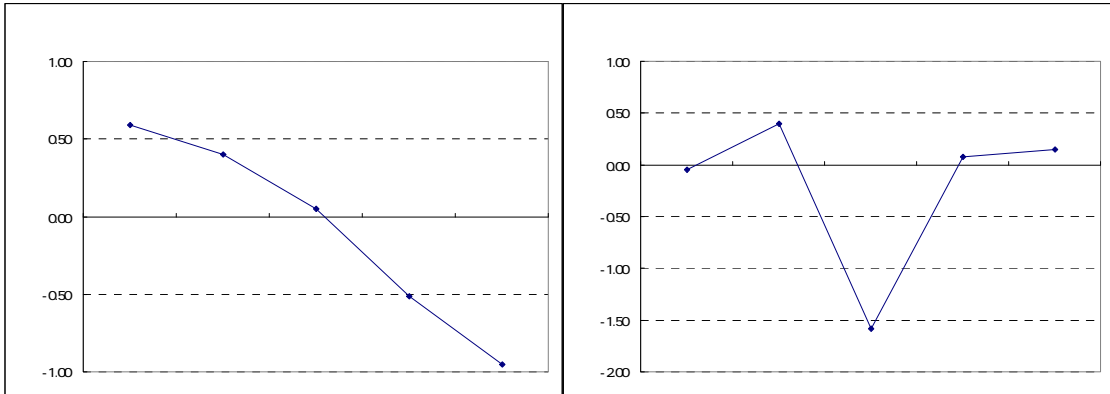
(a)



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0.76	0.10	0.13	0.11	0.14	-0.04	0.09
0.67	0.15	0.04	0.14	0.13	0.06	0.08
0.65	0.12	0.07	0.08	0.14	0.00	0.00
0.61	0.03	0.07	0.06	0.13	0.08	0.11
0.15	0.79	0.11	0.16	0.11	0.05	0.10
0.08	0.77	0.16	0.15	0.06	0.12	0.28
0.18	0.77	0.19	0.17	0.08	0.03	0.03
0.12	0.12	0.79	0.15	0.10	0.07	0.10
0.19	0.16	0.79	0.16	0.08	0.08	0.08
0.06	0.20	0.71	0.13	0.07	0.13	0.34
0.10	0.17	0.11	0.84	0.05	-0.02	0.12
0.14	0.17	0.15	0.76	0.09	0.10	0.08
0.20	0.12	0.17	0.49	0.04	0.13	0.18
0.21	0.05	0.05	0.06	0.81	-0.02	-0.03
0.20	0.12	0.10	0.06	0.69	0.06	0.26
0.38	0.07	0.09	0.06	0.64	-0.08	-0.06
0.05	0.04	0.07	0.13	0.00	0.89	0.10
0.02	0.11	0.13	0.03	-0.03	0.88	0.08
0.16	0.16	0.20	0.17	0.07	0.13	0.84
0.17	0.18	0.22	0.20	0.04	0.08	0.74

: Kaiser







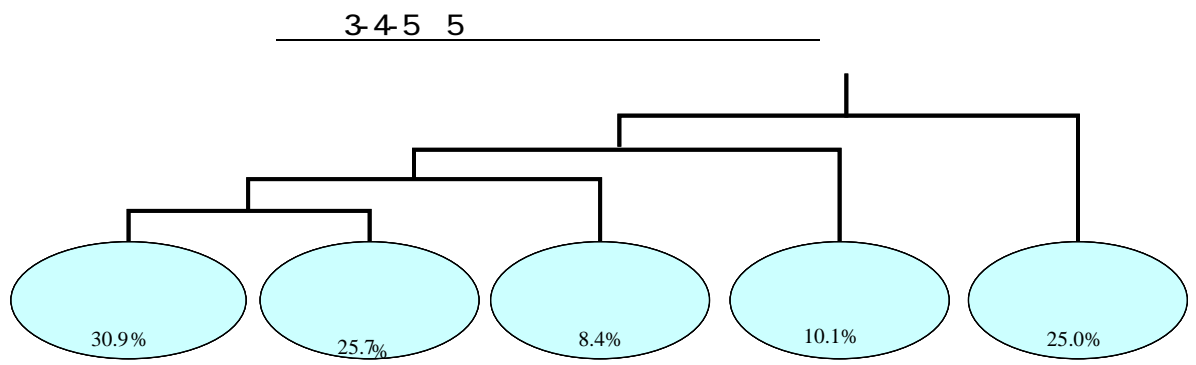
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3 4 5

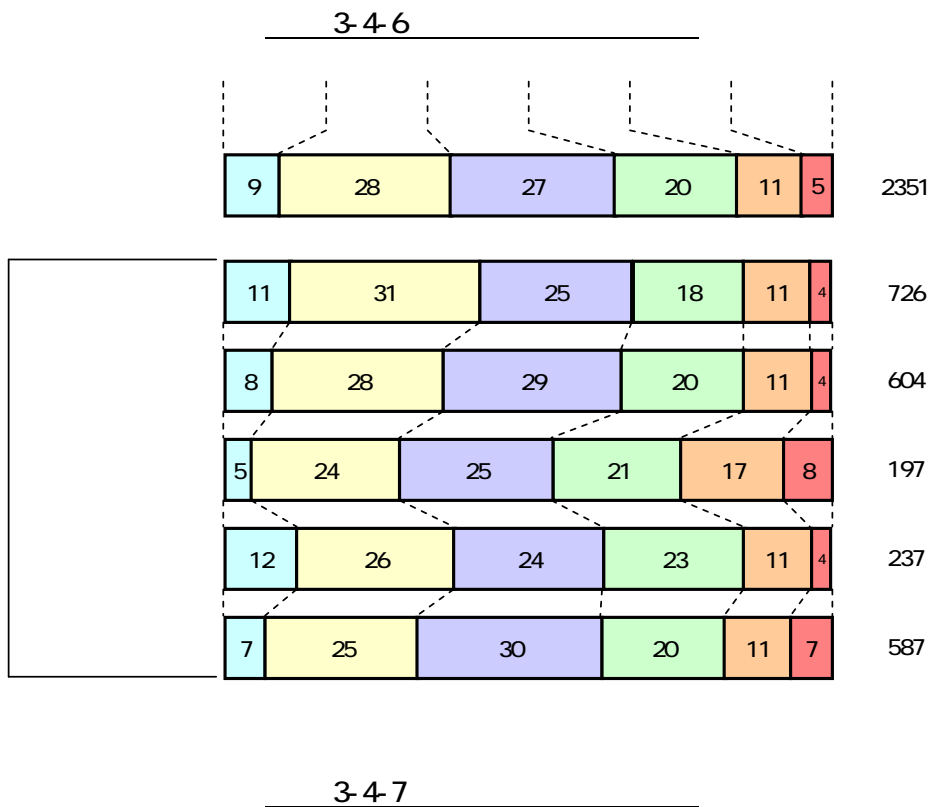
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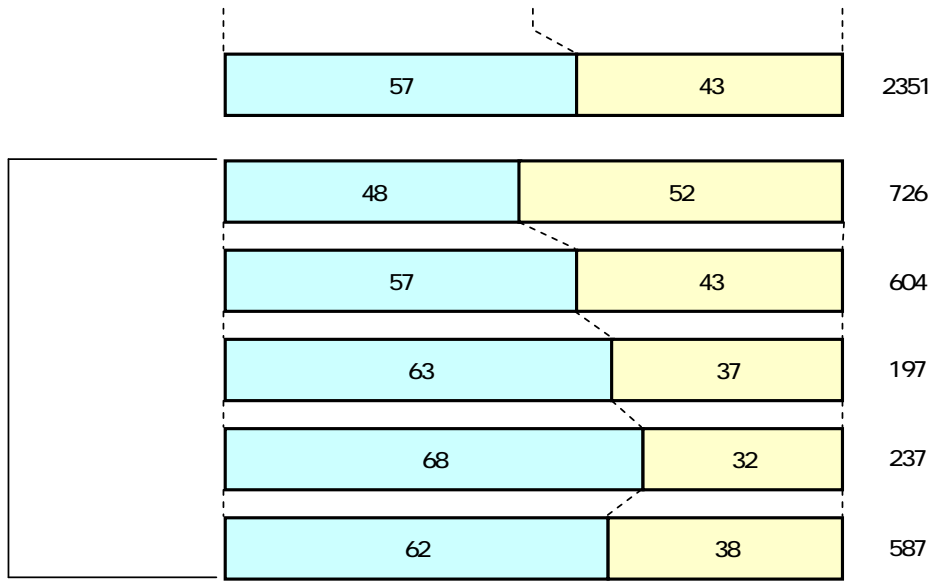


3 4 1 5

3 4 6

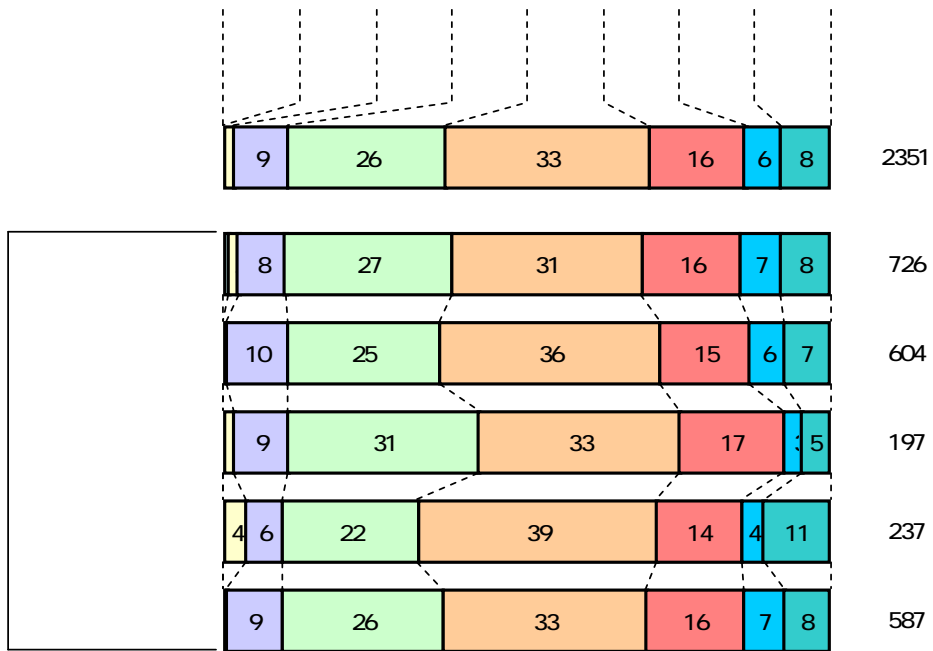
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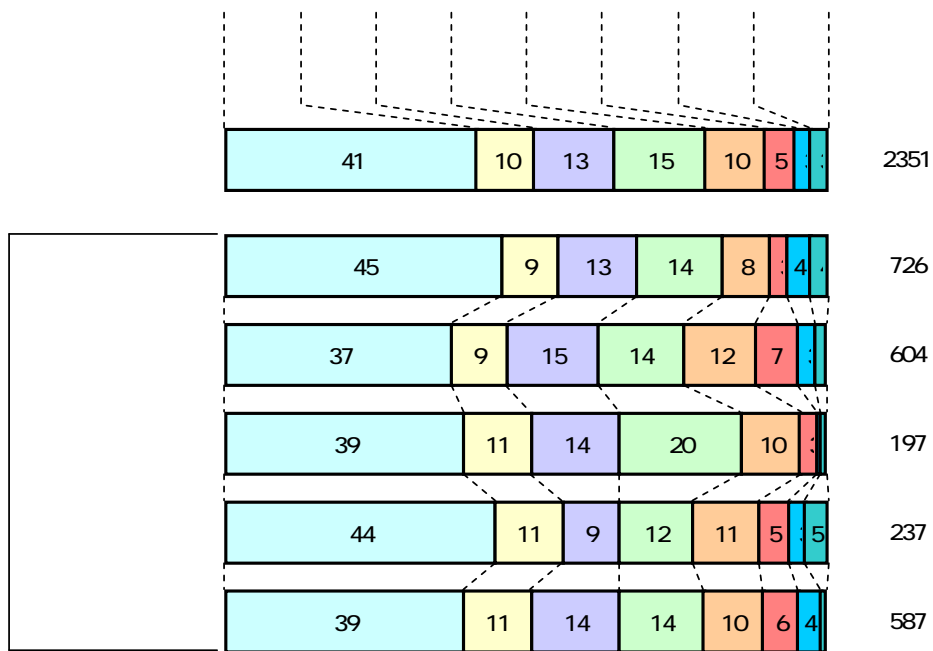


3 4 8 3 4 9

3-4-8



3-4-9



4 10 3 4 11

SNS

3 4 12 3 4 13

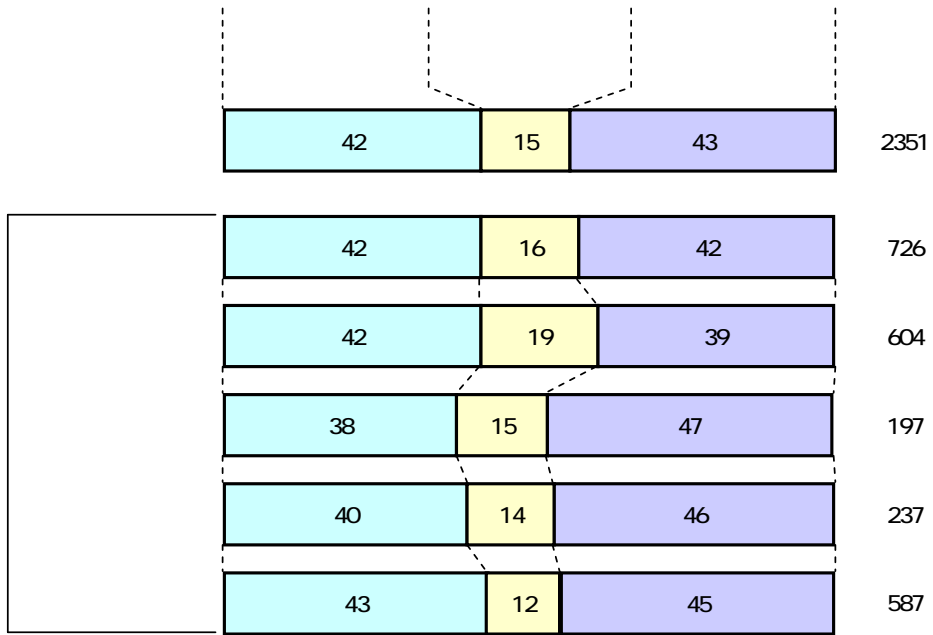
3-4 10

	47	16	37	2351
	45	16	39	726
	51	16	33	604
	51	14	35	197
	48	16	36	237
	45	15	40	587

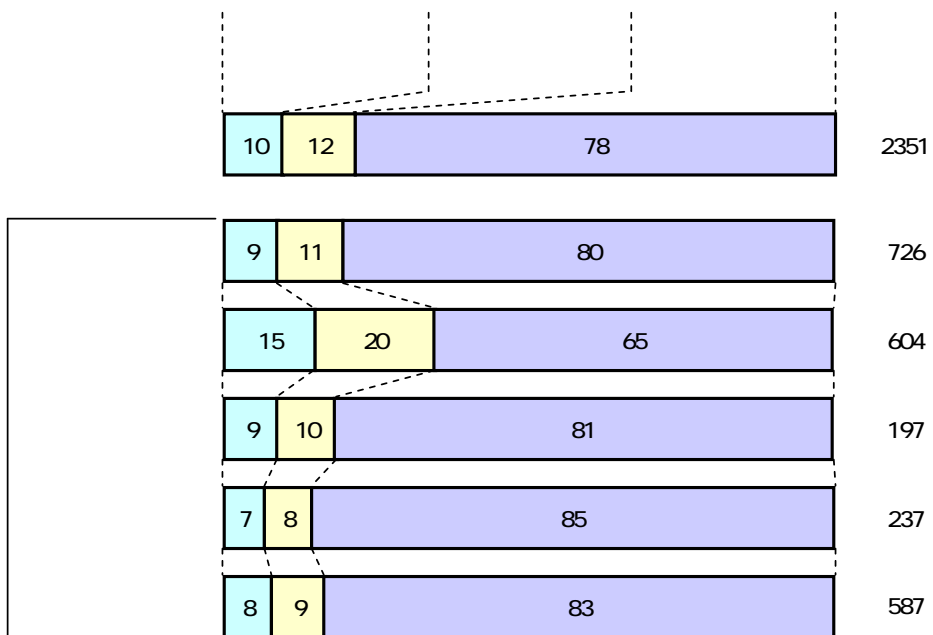
3-4 11

	28	27	45	2351
	26	28	46	726
	35	28	37	604
	23	25	52	197
	26	28	46	237
	27	25	48	587

3-4-12 SNS

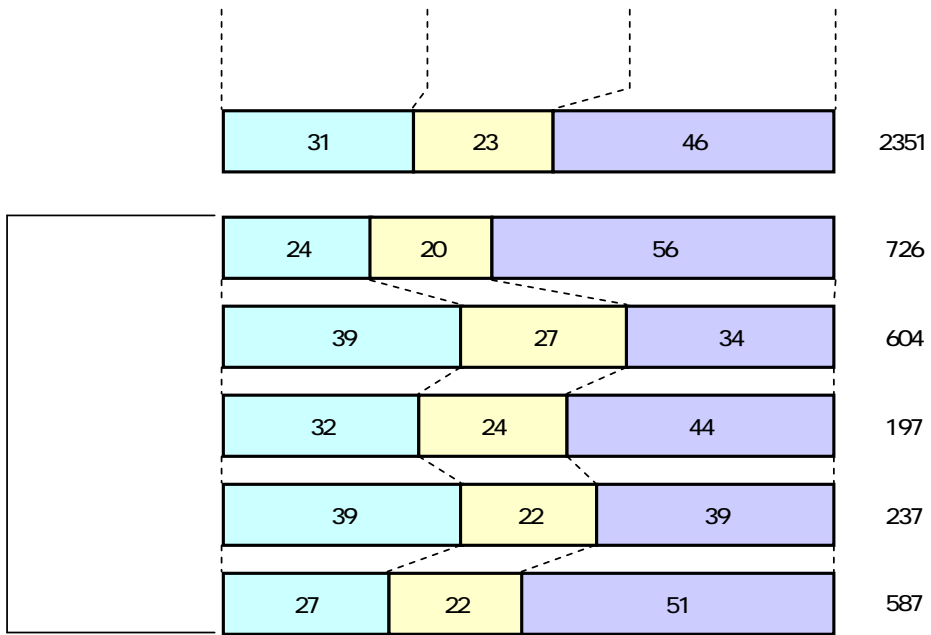


3-4-13



3 4 14

3-4 14



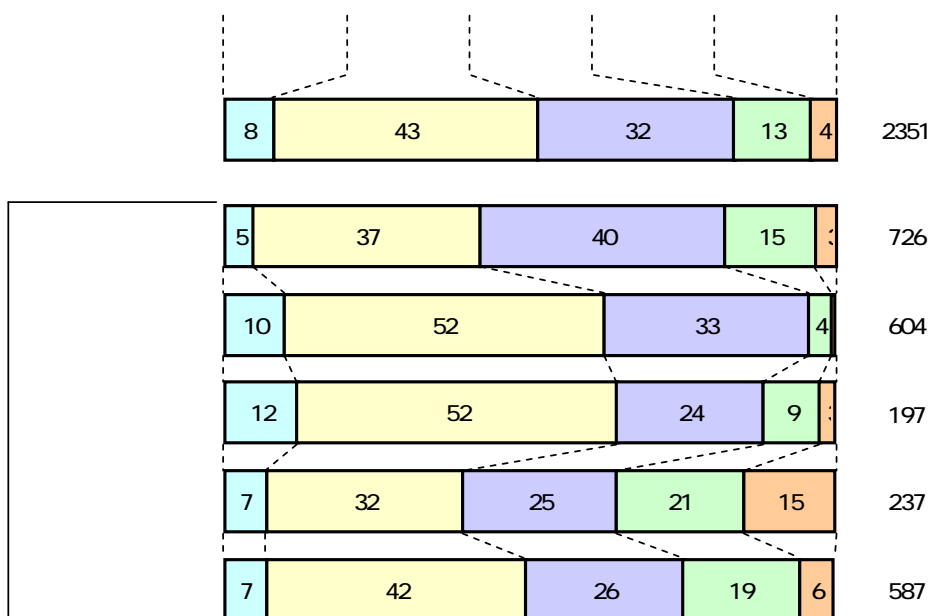
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3-4-15 3-4-16 3-4-17

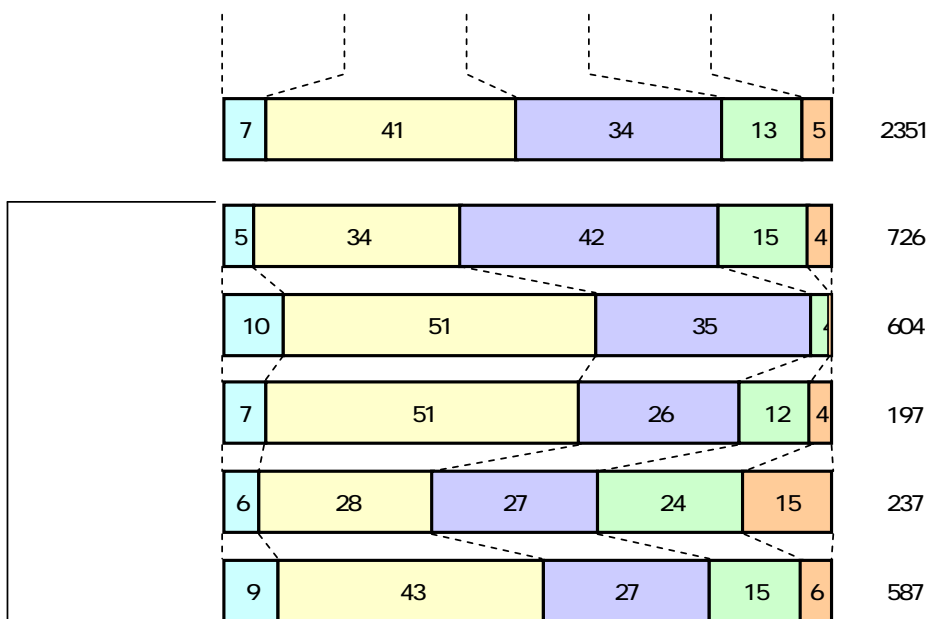
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3-4-15



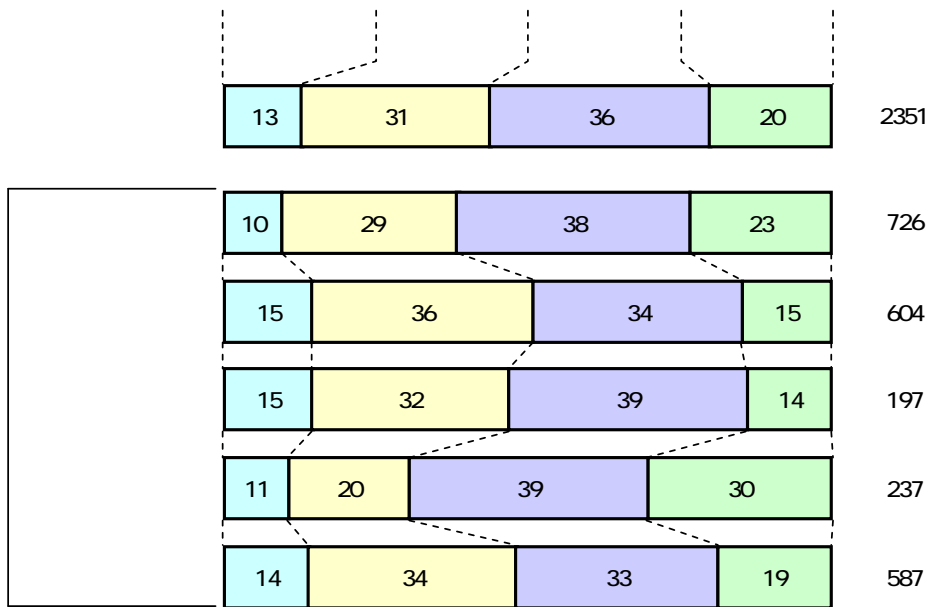
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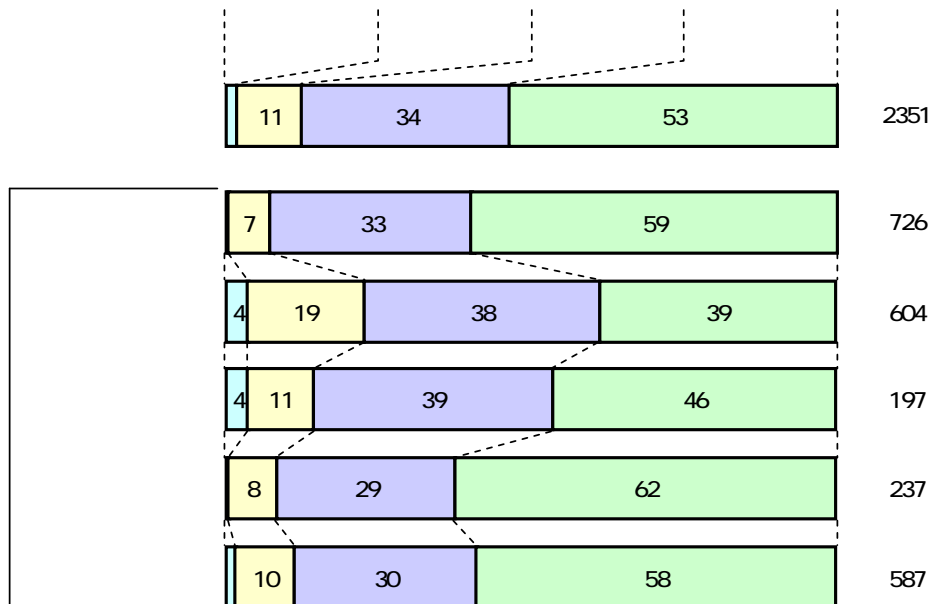


3 4 19 3 4 20

3-4-19

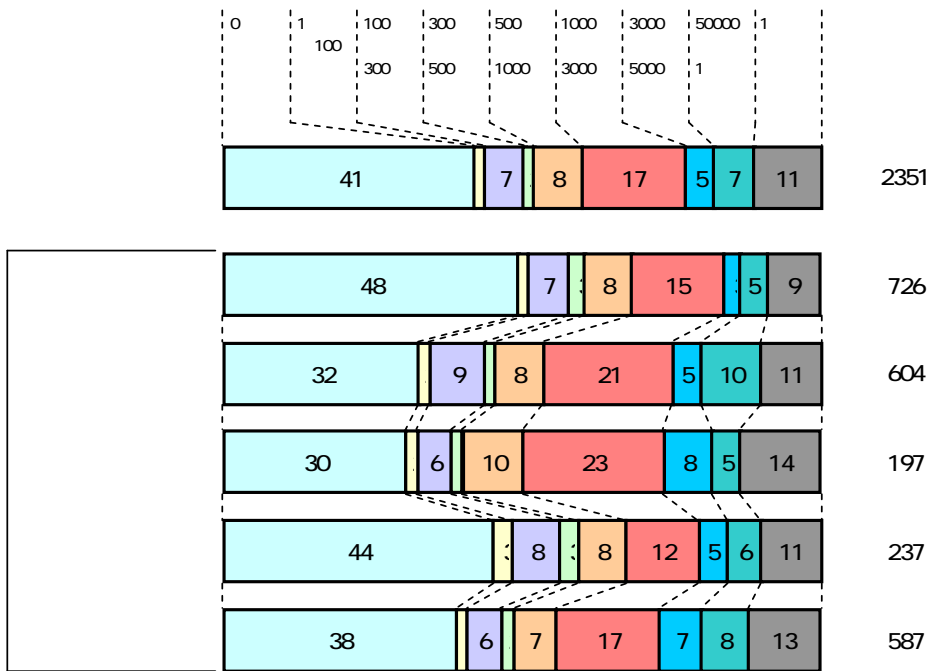


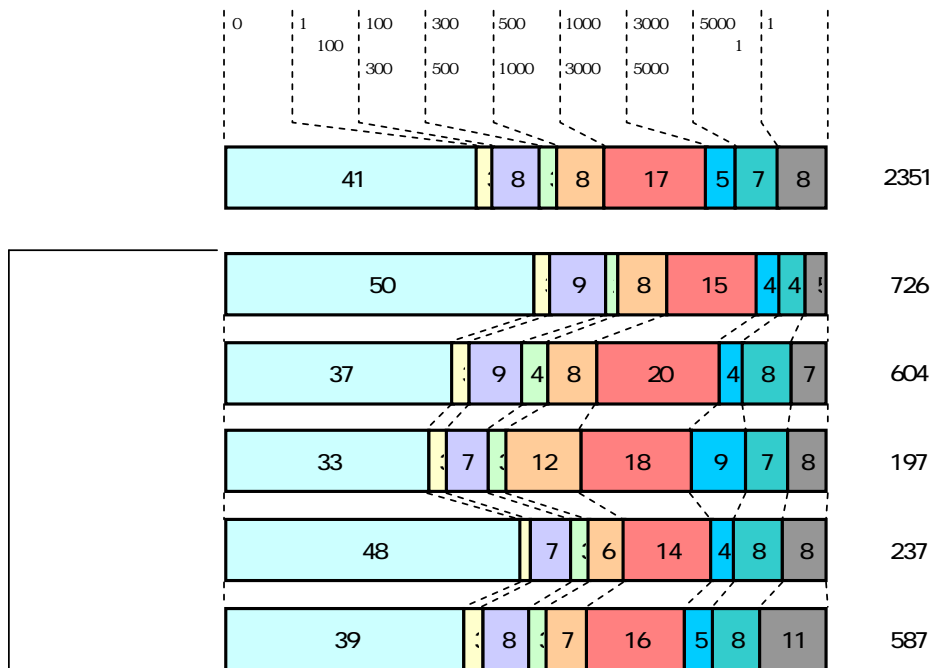
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3 4 21 3 4 22 2

3-4-21



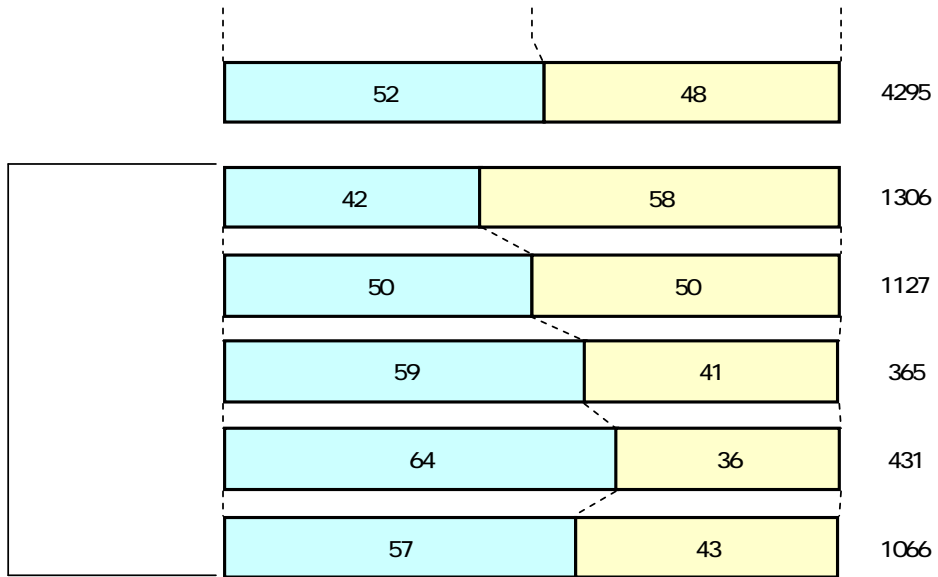


3 4 23

3 4 24

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3-4-25

	30.9	25.7	8.4	10.1%	25.0%
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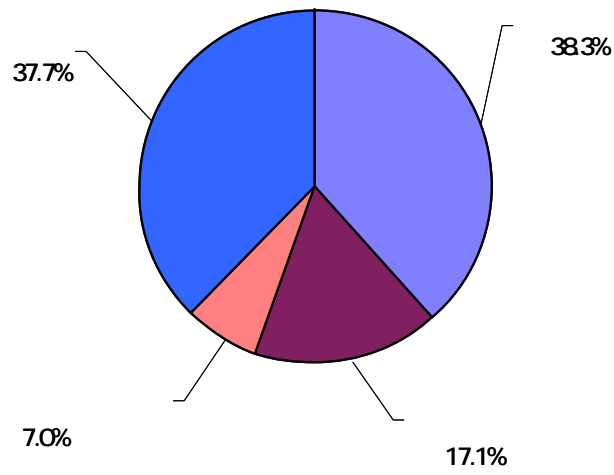
2008 1 12%

20 0 9 62 3 38.3% 17.1%

7.0% 4 1 1

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2008 1 20

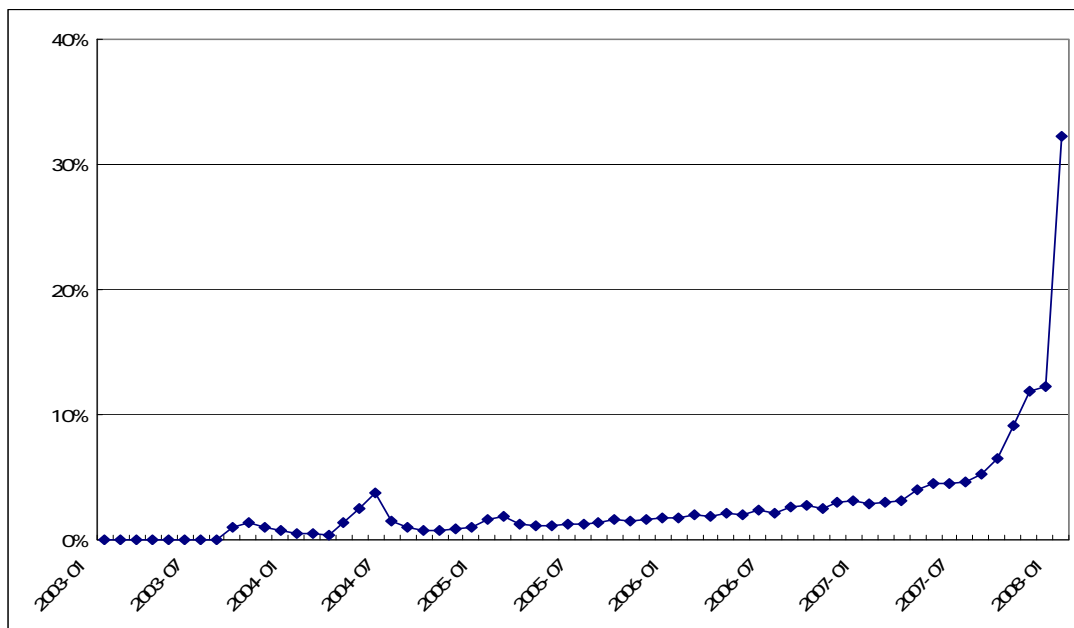
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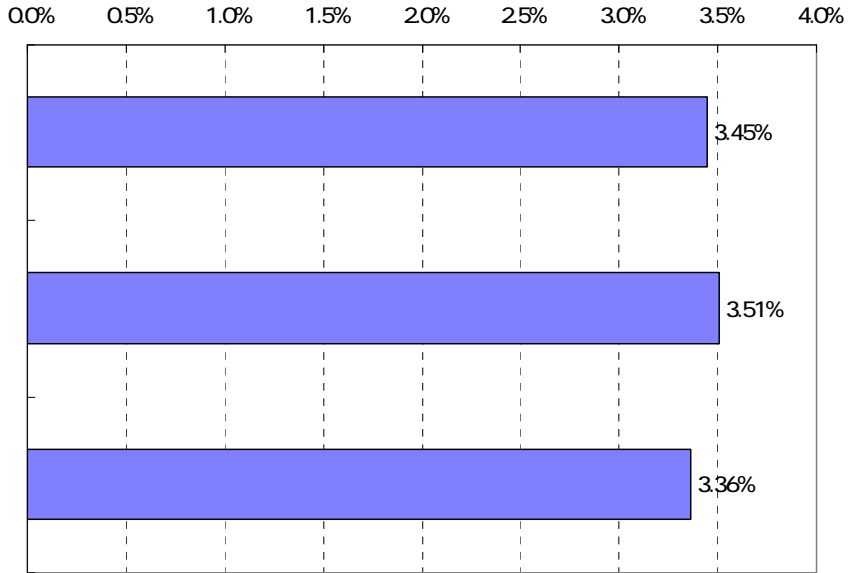
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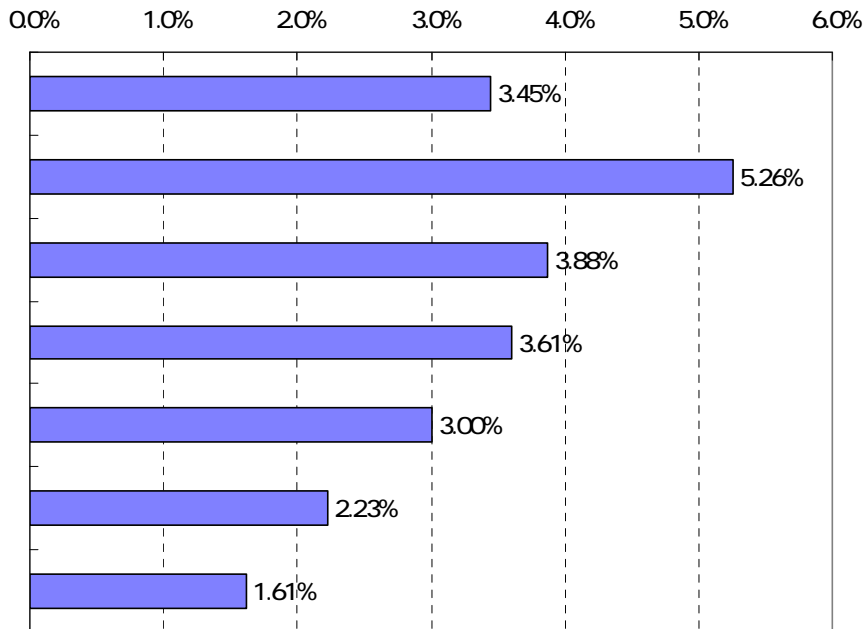
4-3-1

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4-3-2

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2006





Bi      Ci      Li ^ Mi

Bx      <sup>x</sup>  
          i Bi

          i  
<sup>x</sup>  
Bx  
Bi i  
Ci                    i  
Li i                    1  
Mi i            2008 1

Ax           <sup>x</sup>  
              i Bi × Li ^ Mx

          i  
<sup>x</sup>  
Ax    x  
Bi    i  
Li    i                    1  
Mx    i            x

$$\begin{array}{r}
D_x \quad G_x \times Z_x \quad B_x \quad \prod_i^{x-1} D_i \times Z_x \\
TD_x \quad \prod_i^x D_i \\
U_x \quad B_x \quad A_x \quad TD \\
\prod_i^x D_x \quad x \\
D_i \quad i \\
G_x \quad x \\
Z_x \quad x \\
B_x \quad x \\
TD_x \\
U_x \\
A_x
\end{array}$$

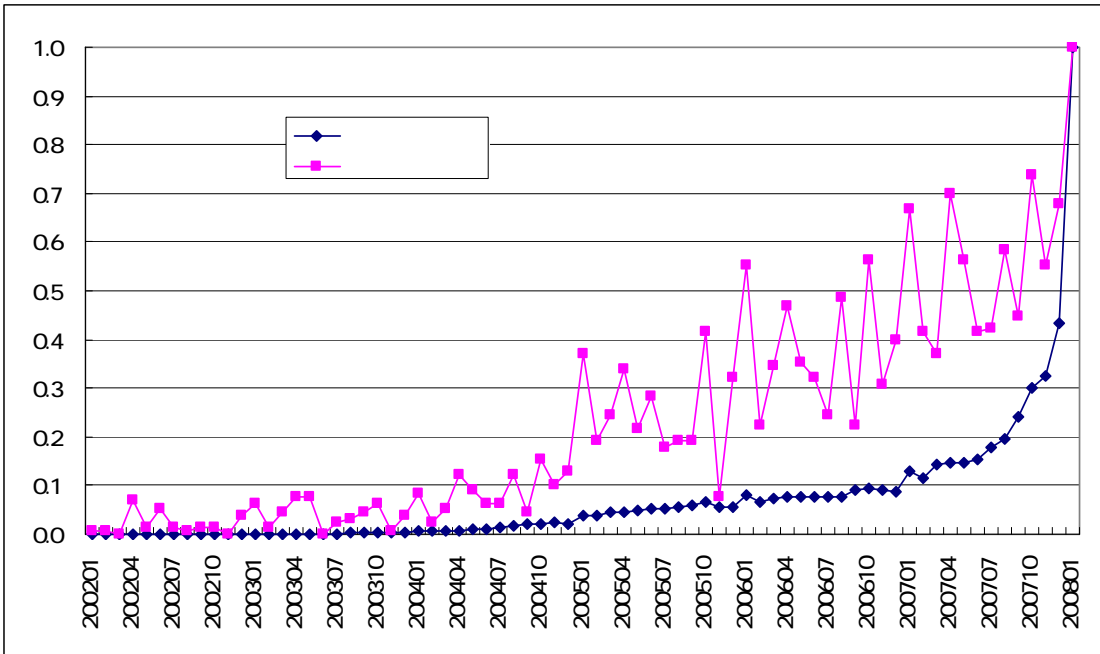
$$\begin{array}{r}
E_x \quad A_x \times CEx \quad C_x \\
K_x \quad \prod_i^x E_i \times G_x \quad B_x \\
V_x \quad K_x \times EV_x \\
\prod_i^x E_x \quad x \\
A_x \quad x \\
CEx \\
C_x \\
K_x \\
E_i \quad i \\
G_x \\
B_x \\
V_x \\
EV_x
\end{array}$$

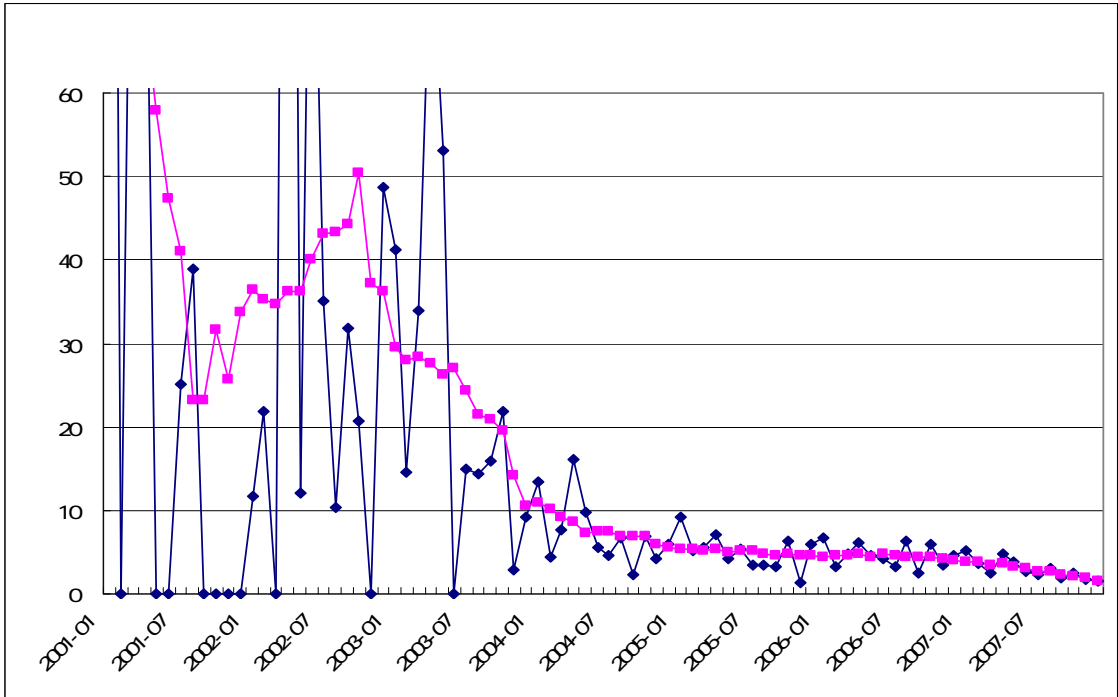
A C  
 B  $B_i$   $C_i$   $Li \wedge Mi$   
 TD  $D_i$   
 U B A TD  
 G A U  
 K  $E_i \times G$  B  
 V  $K \times EV$

$i$   
 $x$   
 A 2008  
 C  
 B 2008 1  
 $B_i$   $i$   
 C  
 $M_i$   $i$  2008  $i$  1  
 $Li$   $i$   
 TD 2008 1  
 $D_i$   $i$   
 U 2008 1  
 G 2008 1  
 K 2008 1  
 E $i$  2008 1  
 V 2008 1  
 EV 2008 1

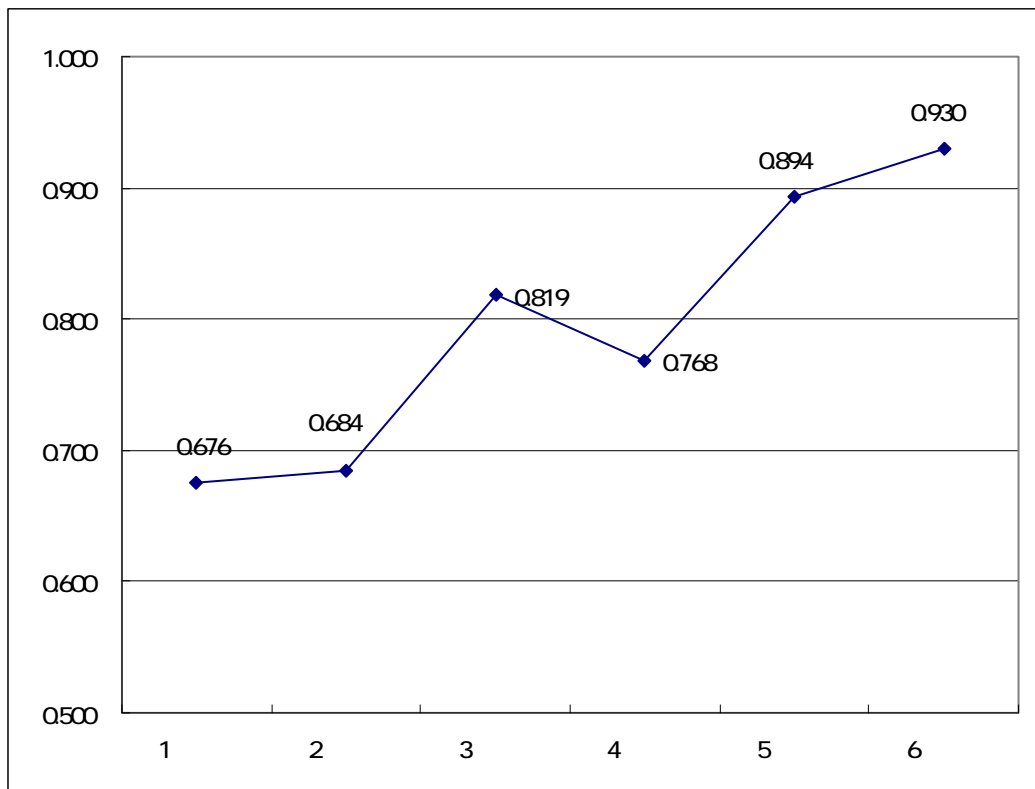
2008 1 20  
2008 1  
2 18 30  
2008 1  
20  
1 1 1 19 1  
1 1 19  
1 20  
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2008 1  
2008 1  
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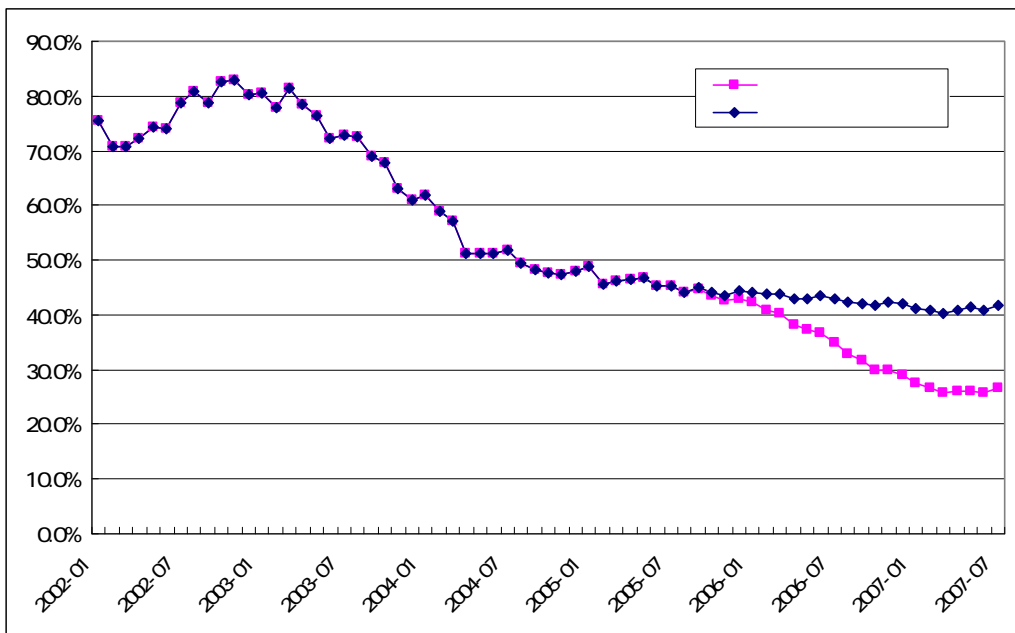




2006

2006

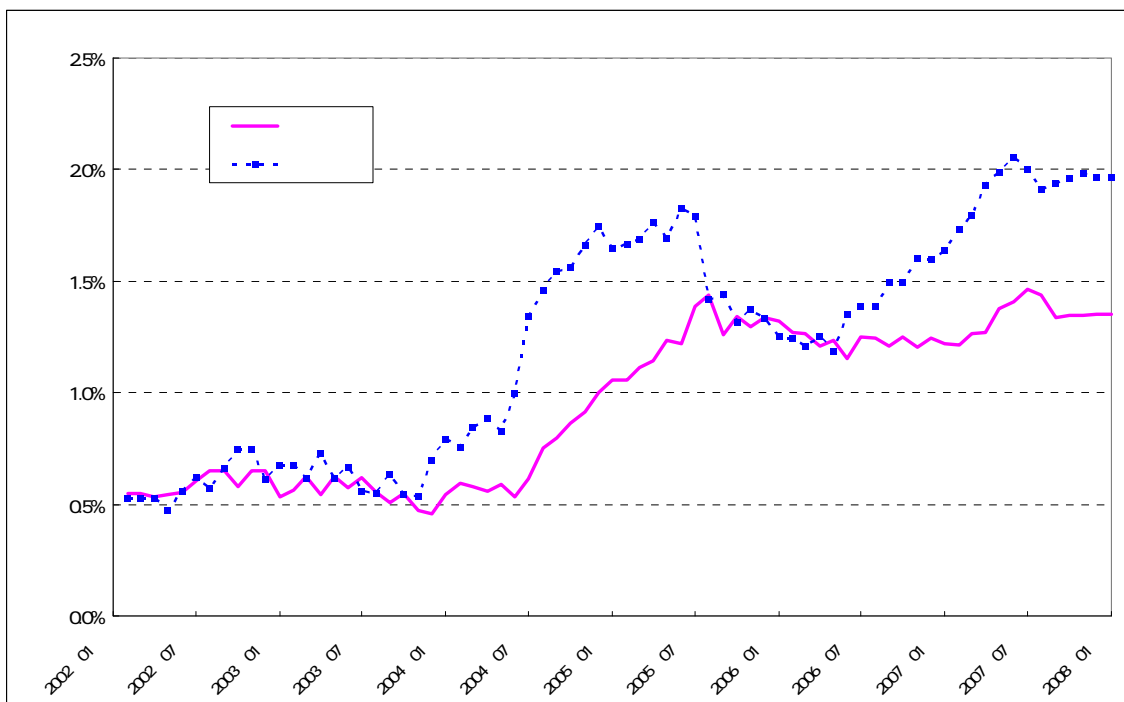
2006



2006

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1404

2008 1

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	308	278	308	278	307	278	307	278
	1,247	1,126	1,383	1,249	1,697	1,533	1,874	1,692
	689	622	553	499	882	796	706	637
	2,243	2,026	2,243	2,026	2,887	2,607	2,887	2,607

2887

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HTML

15 3000

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2008 1

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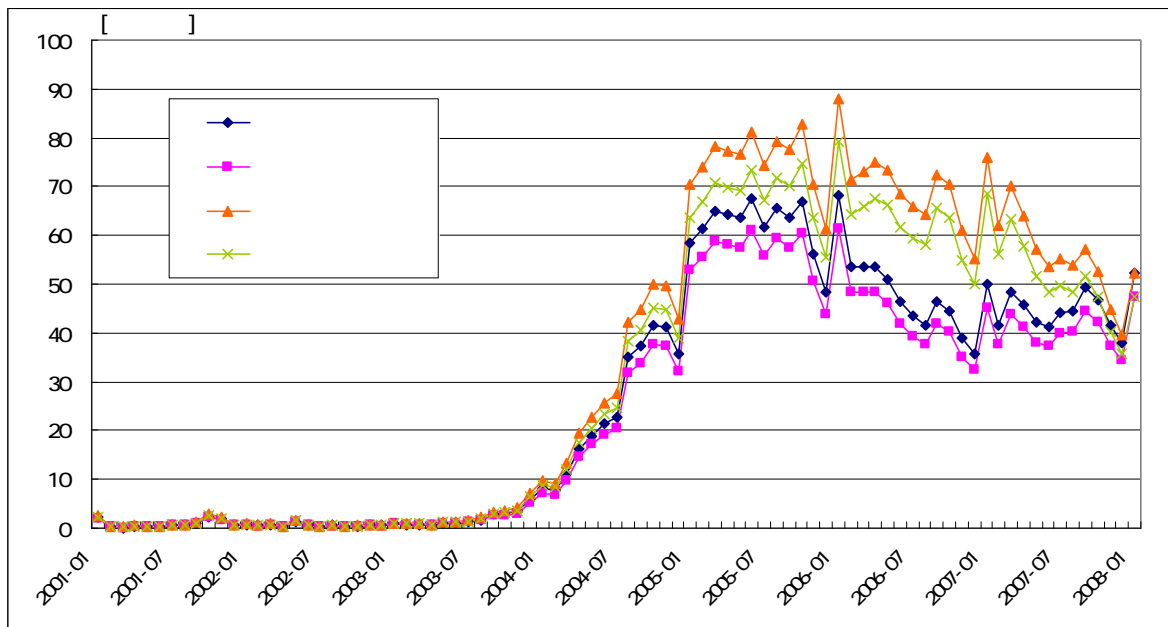
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[ ]	40	36	42	38	45	41	48	44
HTML [ ]	11	10	12	11	12	11	13	12

2008 1

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[100 ]	1,787	1,614	1,787	1,614	2,027	1,831	2,027	1,831
[ ]	54	49	54	49	61	55	61	55
HTML [ ]	16	14	16	14	18	16	18	16

2001 1  
8 2001 2005  
2006



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2004 2005

2006

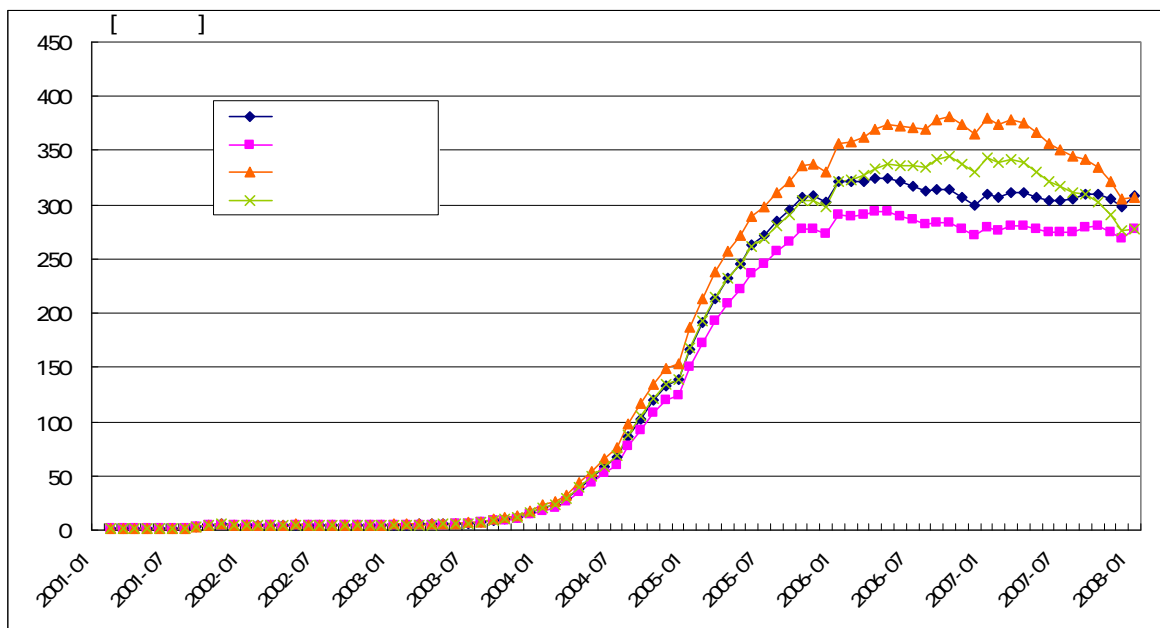
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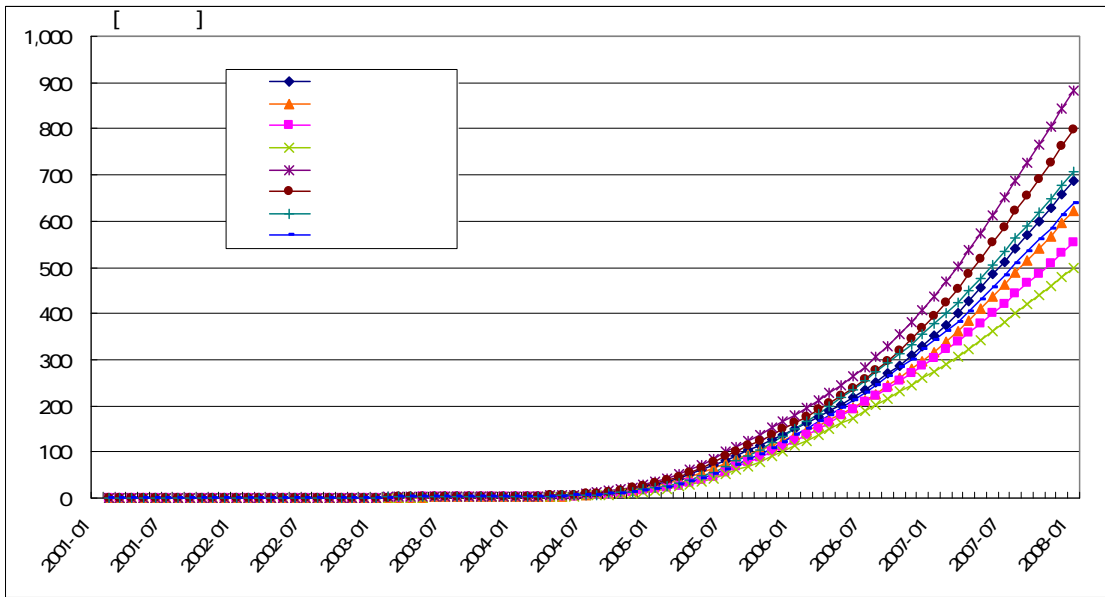
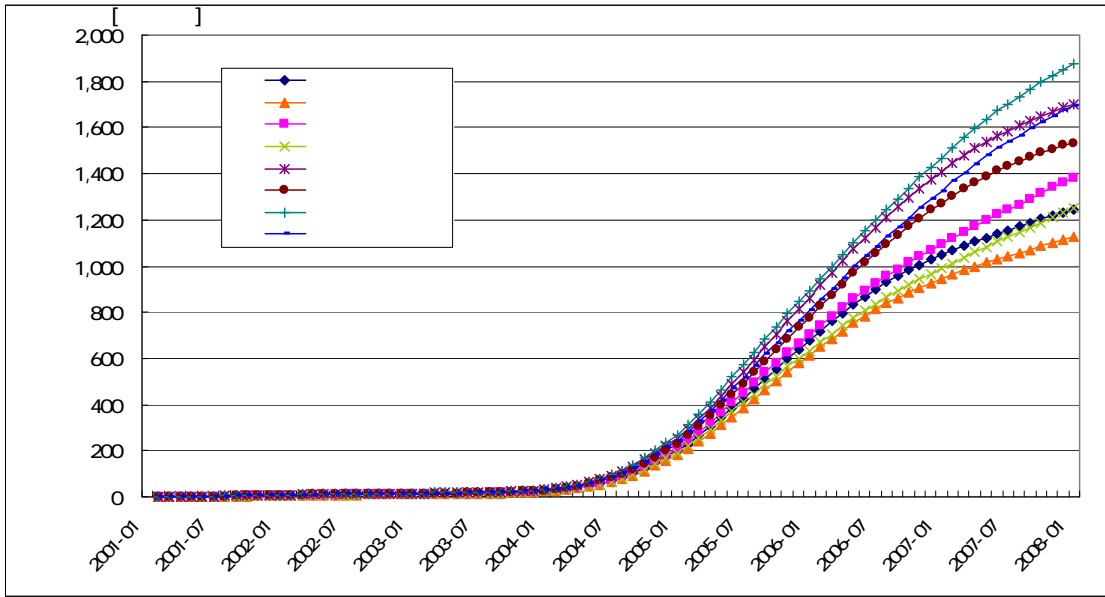


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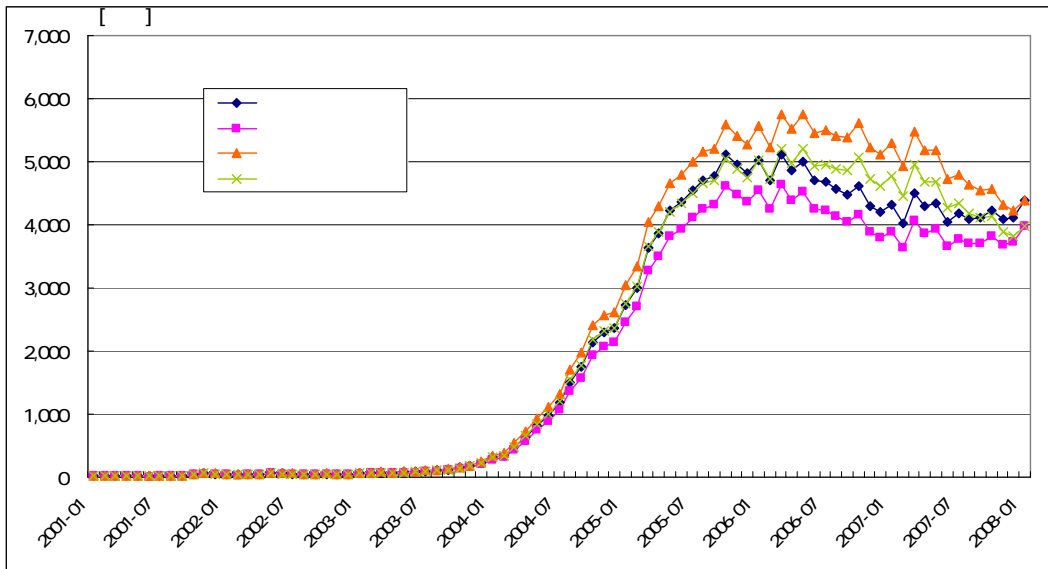
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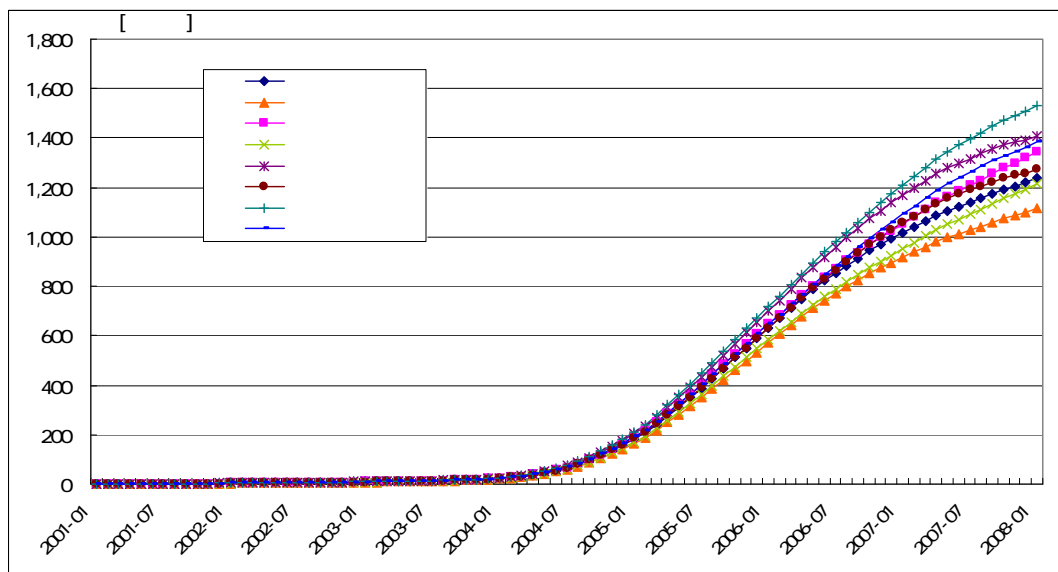
2007





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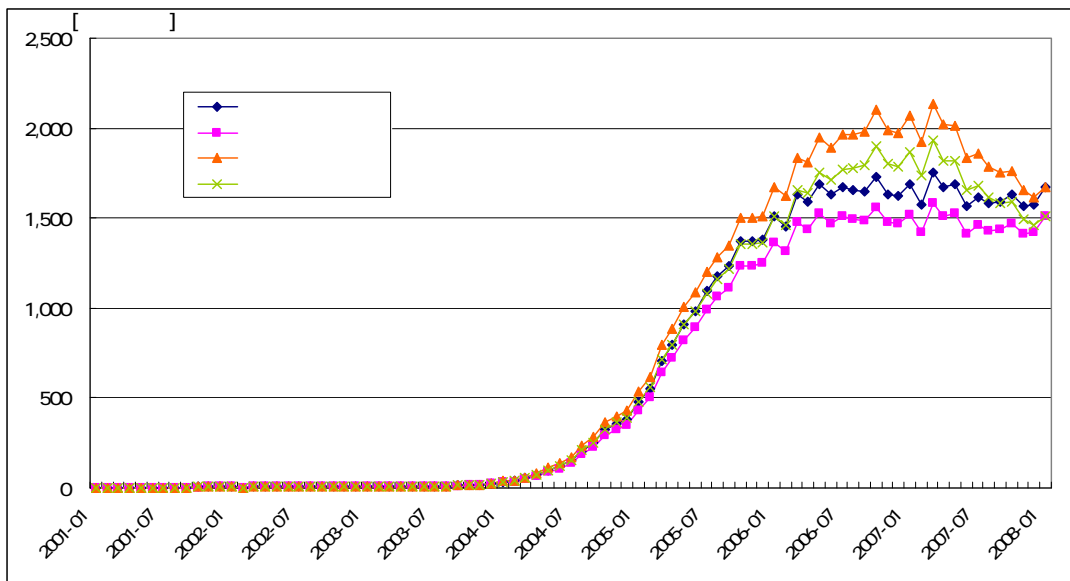
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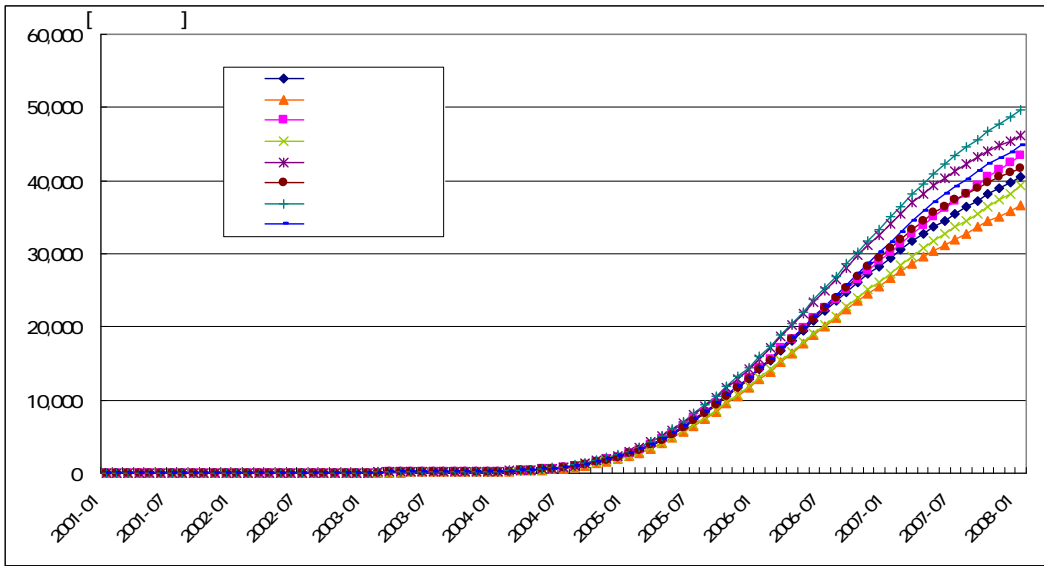


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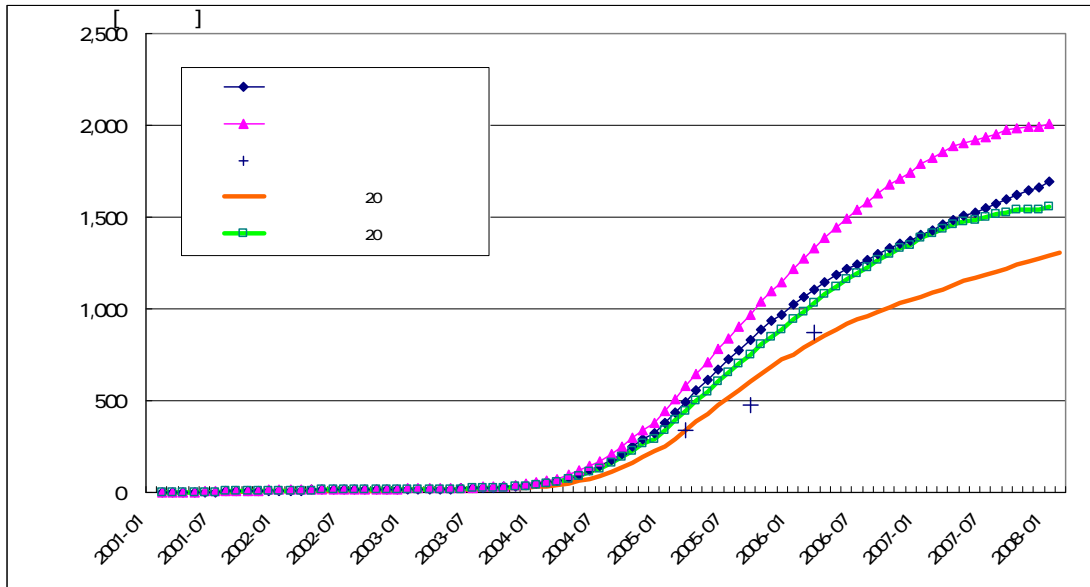
335

868

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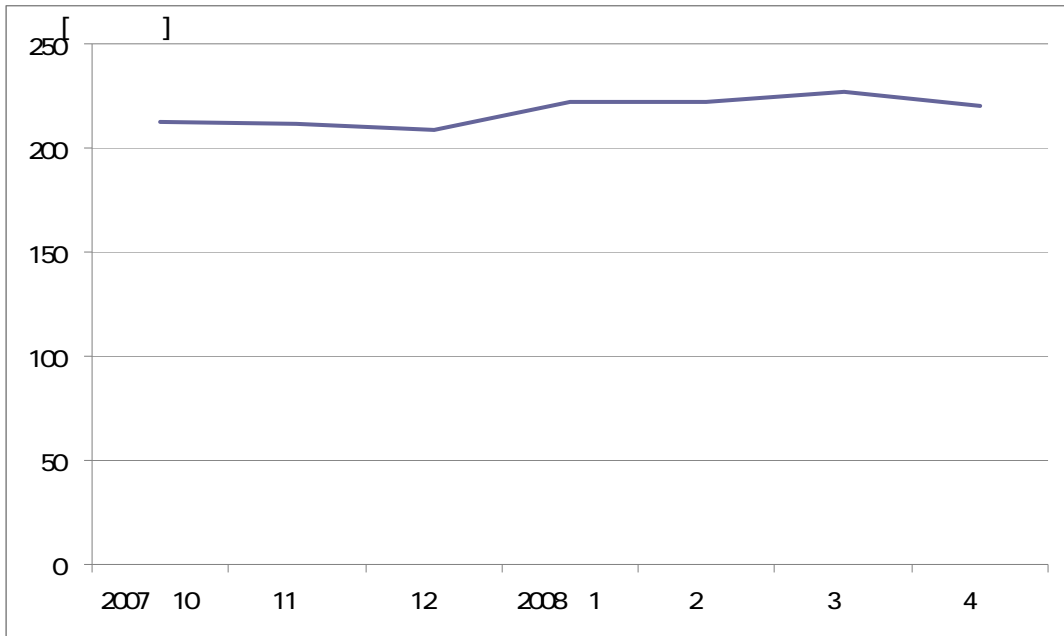
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**KMeans\_4**

	N	N	
1	610	587.8	22.3
2	669	587.8	81.3
3	635	587.8	47.3
4	437	587.8	-150.8
	2351		

**Ward\_4**

	N	N	
1	237	587.8	-350.8
2	1330	587.8	742.3
3	587	587.8	-.8
4	197	587.8	-390.8
	2351		

**\_4**

	N	N	
1	1136	587.8	548.3
2	667	587.8	79.3
3	534	587.8	-53.8
4	14	587.8	-573.8
	2351		

**KMeans\_5**

	N	N	
1	736	470.2	265.8
2	343	470.2	-127.2
3	534	470.2	63.8
4	355	470.2	-115.2
5	383	470.2	-87.2
	2351		

**Ward\_5**

	N	N	
1	237	470.2	-233.2
2	726	470.2	255.8
3	604	470.2	133.8
4	587	470.2	116.8
5	197	470.2	-273.2
	2351		

**\_5**

	N	N	
1	1136	470.2	665.8
2	667	470.2	196.8
3	285	470.2	-185.2
4	249	470.2	-221.2
5	14	470.2	-456.2
	2351		

**KMeans\_6**

	N	N	
1	338	391.8	-53.8
2	271	391.8	-120.8
3	429	391.8	37.2
4	294	391.8	-97.8
5	268	391.8	-123.8
6	751	391.8	359.2
	2351		

**Ward\_6**

	N	N	
1	237	391.8	-154.8
2	726	391.8	334.2
3	604	391.8	212.2
4	430	391.8	38.2
5	197	391.8	-194.8
6	157	391.8	-234.8
	2351		

**\_6**

	N	N	
1	1136	391.8	744.2
2	570	391.8	178.2
3	285	391.8	-106.8
4	249	391.8	-142.8
5	97	391.8	-294.8
6	14	391.8	-377.8
	2351		

**KMeans\_7**

	N	N	
1	220	335.9	-115.9
2	240	335.9	-95.9
3	314	335.9	-21.9
4	281	335.9	-54.9
5	567	335.9	231.1
6	483	335.9	147.1
7	246	335.9	-89.9
	2351		

**Ward\_7**

	N	N	
1	237	335.9	-98.9
2	554	335.9	218.1
3	604	335.9	268.1
4	430	335.9	94.1
5	197	335.9	-138.9
6	172	335.9	-163.9
7	157	335.9	-178.9
	2351		

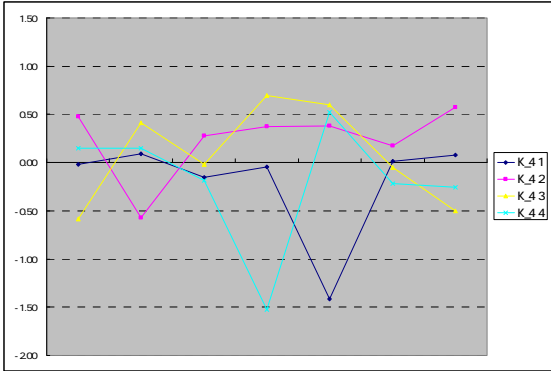
**\_7**

	N	N	
1	1136	335.9	800.1
2	570	335.9	234.1
3	285	335.9	-50.9
4	186	335.9	-149.9
5	97	335.9	-238.9
6	63	335.9	-272.9
7	14	335.9	-321.9
	2351		

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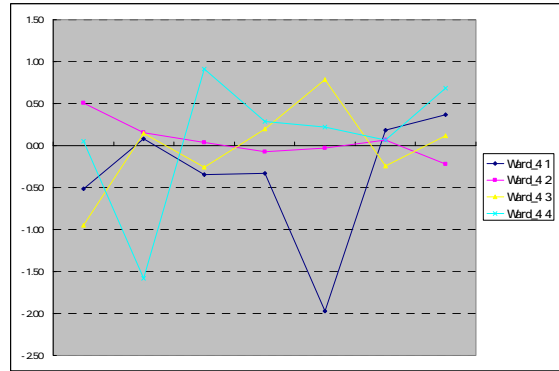
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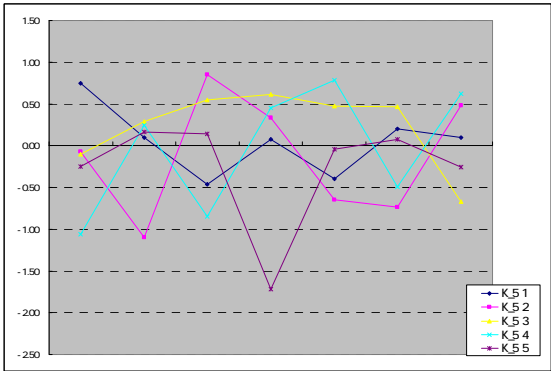


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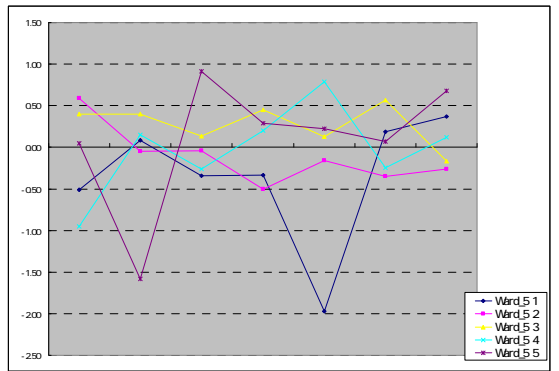


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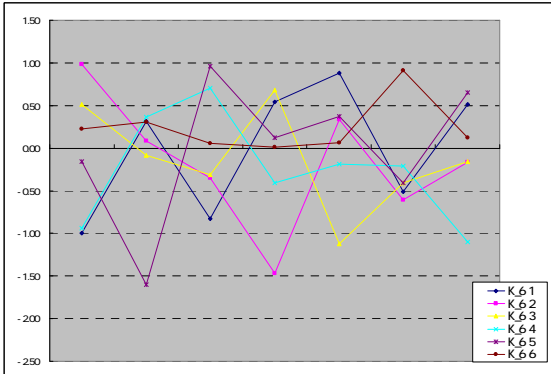


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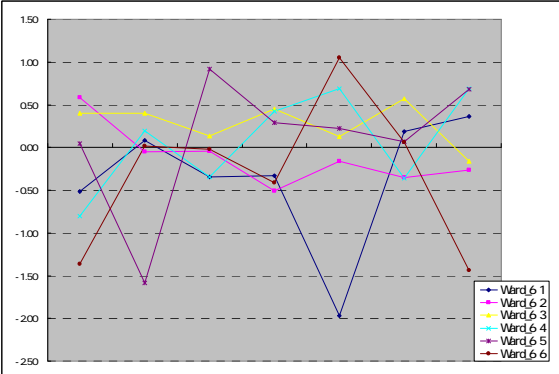


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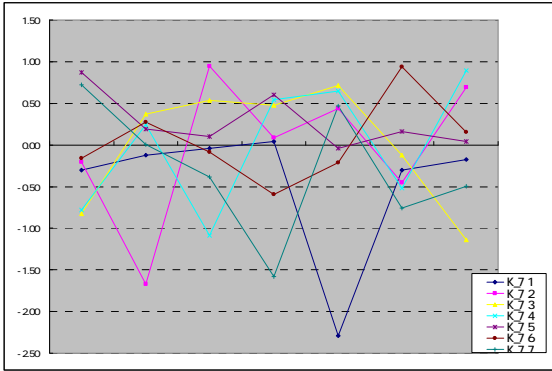
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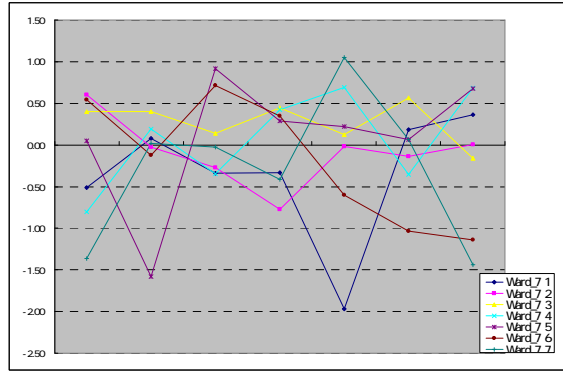


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