



Web 2.0 and Social Networking

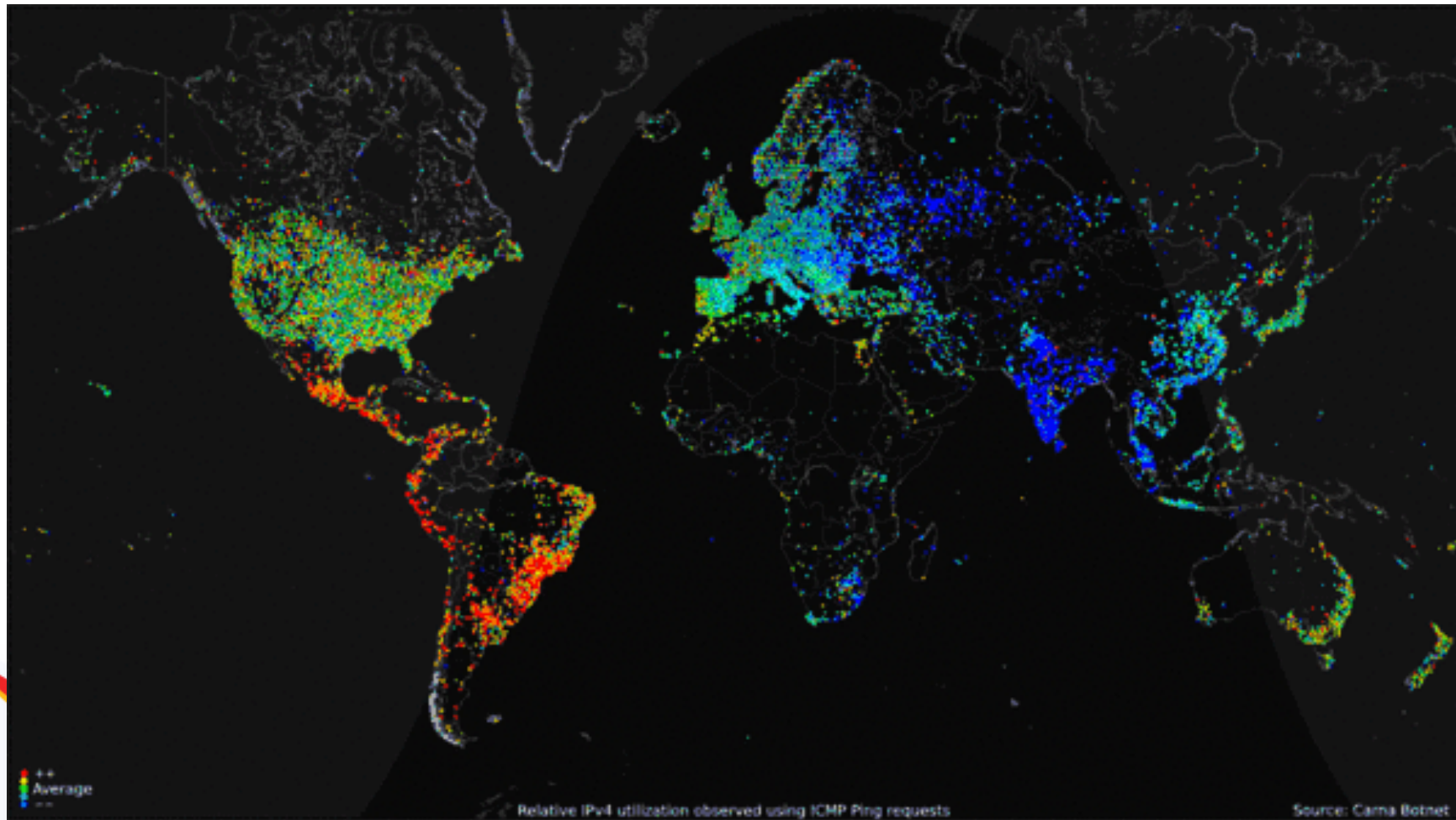
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Content

- **Introduction**
- **Web 2.0**
- **Content, Search , Blogging**
- **Social Networking**
- **Web 2.0 Monetization Models**
- **Web 2.0 Business Models**
- **Future of the Web**

Internet Penetration 2019



Internet vs. World Wide Web

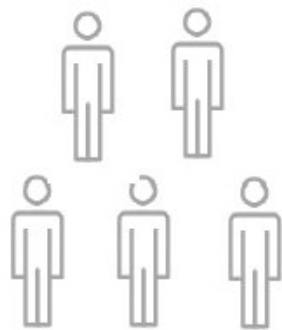


- Mosaic browser introduced in 1993 -> web exploded in popularity.
- Continued to experience tremendous growth throughout the 1990s—“dot-com bubble”
- Bubble burst in 2001
- In 2003, noticeable shift in how people and businesses were using the web and developing web-based applications



Traditional Media

A few...



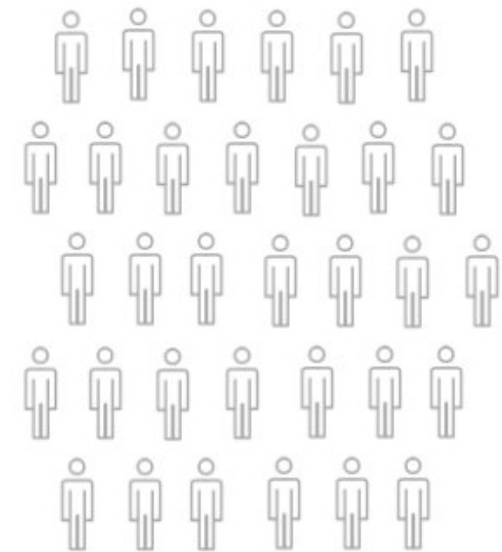
...a publisher...

...writes
for...



...who
sells...

...to many...



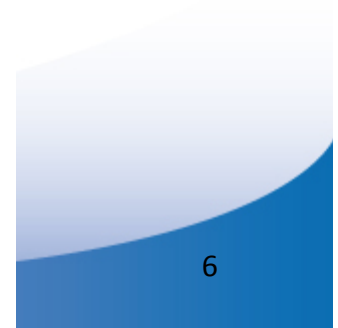
...because the publisher owns
the production and distribution means

Web 2.0



Web 2.0 involves the user. Web 1.0 is as a *lecture* and Web 2.0 is a *conversation*.

Anyone can share anything
with anyone across the globe...



Search



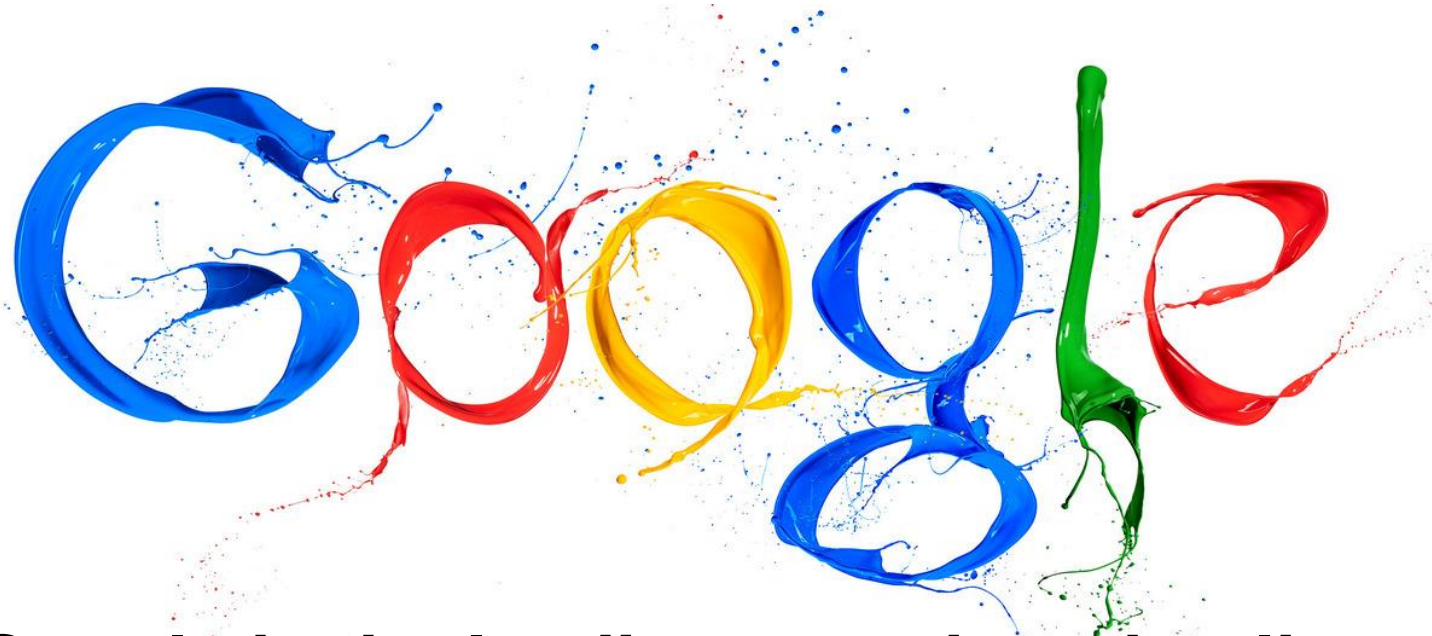
“Content is King”

Search engines are the primary tools people use to find information on the web

Attention economy = constant flow of information in today's world causes attention to continually be diverted



Search



Google is the leading search and online advertising company

- founded by Larry Page and Sergey Brin
- Google's success in search is largely based on its PageRank algorithm and its unique infrastructure of servers



User-Generated Content

- Key to success for many of today's leading Web 2.0 companies = user-generated content
 - articles
 - home videos
 - Photos
- Collaborative Filtering
 - Users might submit false or faulty information
 - Wikipedia → people deliberately adding false information to entries
 - Web 2.0 companies rely on the community to help police their sites
 - Collaborative filtering lets users promote valuable material and flag offensive or inappropriate material

Blogging



- History of Blogging
 - Blogs are websites consisting of entries listed in reverse chronological order
 - Grown exponentially in recent years because of easy-to-use blogging software and increasingly economical Internet access
 - Blogs can also now incorporate media, such as music or videos
- Growth of Blogging
 - Doubling about twice a year
 - Large number of abandoned blogs

Blogging



- Blogging Software
 - WordPress
 - TypePad
 - Blogger
 - Movable Type
 - Textpattern
- Blog Search Engines
 - Technorati
 - Google Blog Search
 - Feedster
 - IceRocket



Social Networking



- Social networking sites
 - Allow users to keep track of their existing interpersonal relationships and form new ones
- Network Effects
 - Increased value of a network as its number of users grows
 - Example = eBay—the more buyers and sellers that use the site, the more valuable the site becomes to its users
 - Set the user preferences to default to share content so users will automatically contribute to the value of the network
 - Network effects make it difficult to break into markets already claimed by successful companies

Social Networking



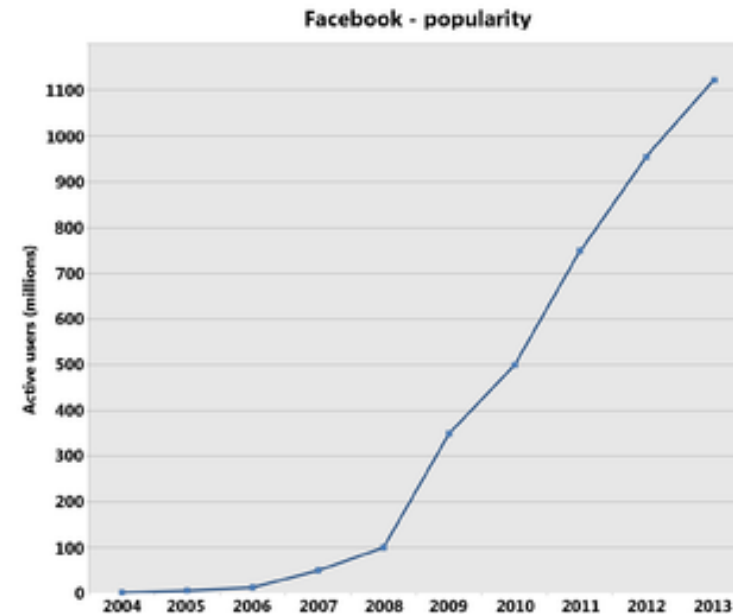
- Friendster
 - Early leader in social networking
- MySpace
 - Most popular social networking site
 - Pages are personal and customizable
 - News Corp, which acquired MySpace in 2005 for \$580 million



Social Networking



- Facebook
 - Hitwise named Facebook the “preferred network among college students
 - Facebook has over 2,32 billion active users





Social Networking

- LinkedIn
 - Business-oriented social networking site
 - stay in touch with professional contacts
 - network with new contacts
 - check references
 - find a job or a potential employee



Social Networking



- Twitter provide similar services, accessible by text message, IM or a web client





Social Media

- Social media = any media shared online (e.g., videos, music, photos, news, etc)
- YouTube
 - Launched in late 2005 Entire site is based on user-generated content
 - YouTube was acquired by Google for \$1.65 billion.



Social Media



- Internet TV
 - Many mass-media companies now offer full-length episodes of popular television shows
 - Limited by copyright issues
 - Internet TV allows advertisers to target their markets more precisely than with broadcast television



Social Media



- Last.fm
 - Last.fm is an Internet radio website that uses Web 2.0 concepts to make music recommendations and build communities

last.fmTM
the social music revolution



- [illegible]



Tagging

- Folksonomies
 - Classifications based on tags
 - Formed on sites such as Flickr, Technorati and del.icio.us
- Flickr
 - Flickr—a popular photo-sharing site—was launched in February 2004 and acquired by Yahoo! in 2005
 - in March 2013 that Flickr had a total of 87 million registered members and more than 3.5 million new images uploaded daily

The Flickr logo is displayed in a large, bold, sans-serif font. The word "flickr" is in blue, and the final "r" is in pink. The logo is positioned in the lower right area of the slide, above the page number.

flickr

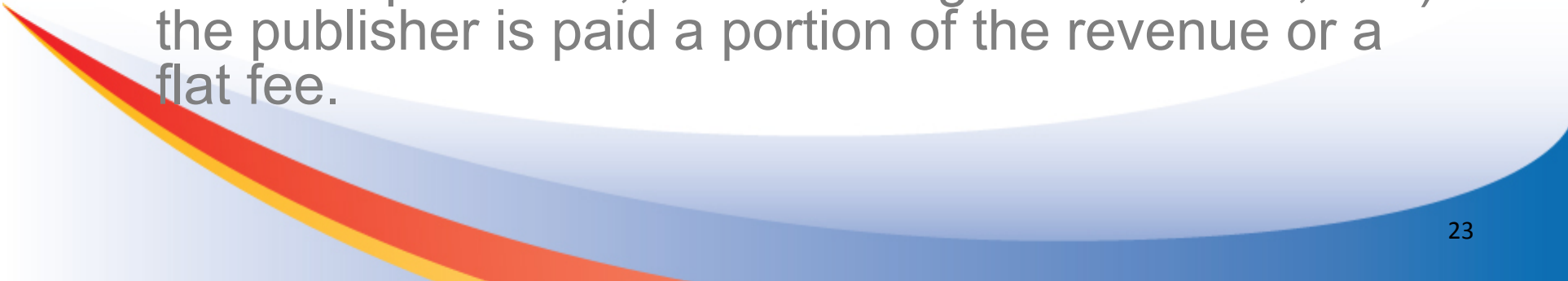
Web 2.0 Monetization Models



- Web 2.0 companies are paying more attention to monetizing their traffic
- Web 2.0 monetization is heavily reliant on advertising
 - Example: Google's AdSense

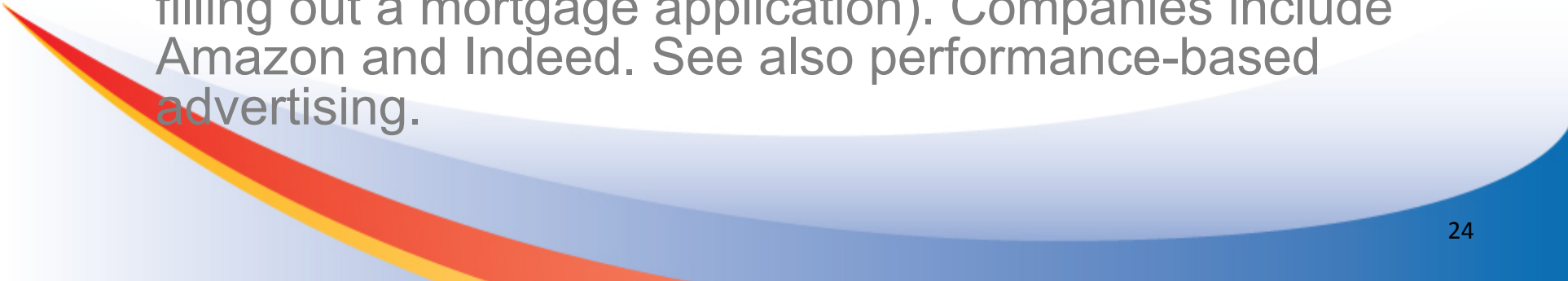
Web 2.0 Monetization Models



- **affiliate network**—A business (such as Commission Junction and LinkShare) that connects web publishers with cost-per-action affiliate programs. See affiliate programs.
 - **affiliate program**—A deal offered by a company to share a portion of the revenues earned from traffic coming from web publisher websites. Affiliates provide text and image ads to post on the publishers' sites. If a user clicks through to the affiliate site and takes a specified action (e.g., makes a purchase, fills out a registration form, etc.) the publisher is paid a portion of the revenue or a flat fee.
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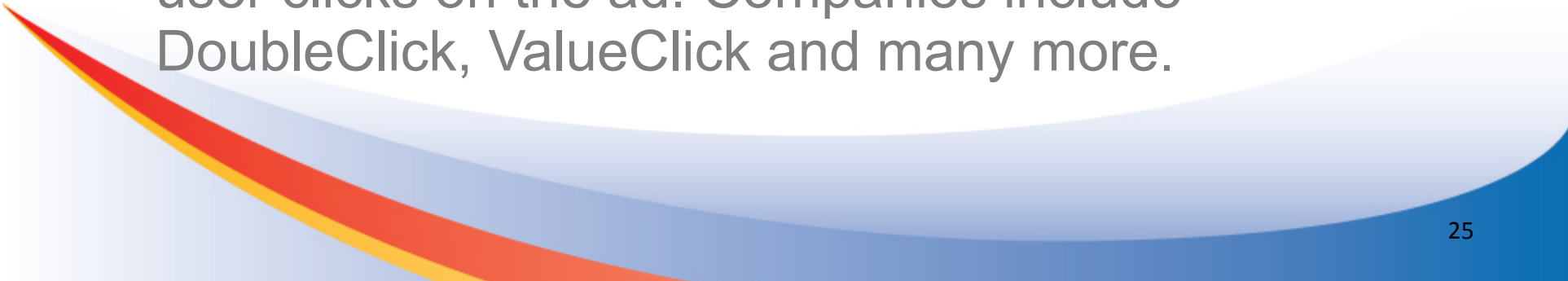
Web 2.0 Monetization Models



- **banner ad**—An ad that consists of an image, often placed at the top of a page.
 - **blog advertising**—Advertising specifically designed for display on blog sites. Companies include Federated Media and Blogads.
 - **contextual advertising**—Advertising that is targeted to the content on a web page. Contextual ad programs include Google AdSense, Yahoo! Publisher Network, Vibrant Media, Kontera and Tribal Fusion.
 - **cost-per-action (CPA)**—Advertising that is billed to the advertiser per user action (e.g., purchasing a product or filling out a mortgage application). Companies include Amazon and Indeed. See also performance-based advertising.
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Web 2.0 Monetization Models



- **cost-per-click (CPC)**—Advertising that is billed by user click. The web publisher receives revenue each time a user clicks an ad on the publisher's site, regardless of whether the user makes a subsequent purchase. Companies include Google AdSense and Yahoo! Publisher Network.
 - **cost-per-thousand impressions (CPM)**—Advertising (usually banner advertising) that is billed per thousand impressions, regardless of whether the user clicks on the ad. Companies include DoubleClick, ValueClick and many more.
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Future of the Web





Future of the Web

- Computers have a hard time deciphering meaning from XHTML content
- Web 2.0 companies use “data mining” to extract as much meaning as they can from XHTML-encoded pages
- Tagging and Folksonomies
 - Early hints a “web of meaning.”
 - “loose” classification system
- Semantic Web
 - Next generation in web development,
 - “web of meaning”
 - Depends heavily on XML and XML-based technologies

THANK YOU!!!