

WEB 2.0

Gautam j sagar (00951203116)

Sashakt Singh(02751203116)

Aman aggarwal(00451203116)

Shreyansh Jain(35651203116)

What is Web 2.0?

- It is Second generation of services available on the Web that lets people collaborate and share information online
- O'Reilly Media and MediaLive International popularized the term
- Google is now seen as the torch bearer of the term by the media
- From a technology perspective Web 2.0 uses AJAX, Mashups and RSS predominantly

Web 2.0: Evolution Towards a Read/Write Platform:

Web 1.0 (1993-2003)		Web 2.0 (2003 - beyond)
<i>Pretty much HTML pages viewed through a browser</i>		<i>Web pages, plus a lot of other "content" shared over the web, with more interactivity; more like an application than a "page"</i>
"Read"	Mode	"Write" & Contribute
"Page"	Primary Unit of content	"Post / record"
"static"	State	"dynamic"
Web browser	Viewed through...	Browsers, RSS Readers, anything
"Client Server"	Architecture	"Web Services"
Web Coders	Content Created by...	Everyone
"geeks"	Domain of...	"mass amatuerization"

From web 1.0 to web 2.0 , gamepro.com

<http://web.archive.org/web/19961105034029/http://www.gamepro.com/>

Folksonomies and Web 2.0

- Term coined by Thomas Vander Wal
- User apply public tags to an online item
- System of classification
- Sort information into categories
- Done by creators, end users and anyone between them

Software as a Service (SaaS)

- sometimes referred to as “software on demand”
- Allows users to connect to and use cloud-based apps over the Internet. examples- email, calendaring and office tools

Advantages:

- Access data from anywhere
- Pay only for what you use.
- Use free client software

Iterative development

Web 2.0 companies operate in very short cycle of design, develop, launch, and get feedback, repeat. Here time to market is reduced.

How does it work?

Companies purposefully leave features out to achieve shorter cycle times. Rather than guess at what the users want, it's better to launch a small subset of functionality and then take real-world users' feedback this feedback is then used to drive feature definition in subsequent cycles. This constant loop of development and product releases is commonly referred to as perpetual beta. It's constantly being iterated on and refined.

Rich User experience

- Rich Internet application(RIA)
- Web-oriented architecture (WOA)

PRACTICAL IMPLEMENTATION

Google's mapping application Google Maps includes the world map. With Google Maps it is possible e.g. to search for places and routes on the map

WIKIPEDIA

- Wikis are website that can be edited by anyone who has access to them. For eg wikipedia
- It can be used as a source for obtaining information and knowledge, and also as a method for virtual collaboration. For eg to share dialogue and information among participants in a group project.
- Single page - wiki page and collection of pages (hyperlinks) - wiki
- Language wiki text (Simple markup language)

Social Networking

how Web 2.0 websites tend to interact much more with the end user and make the end user an integral part of the website, either by adding his or her profile, adding comments on content, uploading new content, or adding user-generated content.

Facebook, Twitter

LinkedIn.com



Thank you