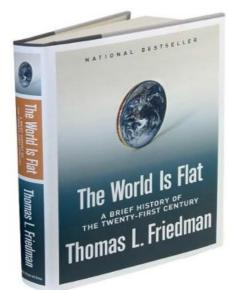
Introduction to Web 2.0



10 World Flattener (Thomas L, Friedman)

- The fall of the Berlin wall on Nov 9, 1989
- Netscape IPO on August 9, 1995
- Software with compatible interfaces and file formats
- Open Source
- Outsourcing
- Offshoring
- Supply Chaining
- Insourcing
- In-forming
- The steroids (technological development)



Spread this number*



- On April 30 2007, the number 09 F9 11 02... appeared on blogger Rudd-O's site
- Within one day, 15,000 Digg members voted for the story
- Record industry representatives asked Kevin Rose to take down the link, and he obliged
- But on 1 May, there were 88 blogs mentioned that number. They in turned were voted the popular ones

^{*}From "Groundswell" by Charlene Li

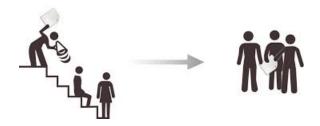
The Streisand effect



- An online phenomenon in which an attempt to hide or remove a piece of information has the unintended consequence of perversely causing the information to be publicized more widely and to a greater extent than would have occurred if no contrary action had been attempted
- Instead of being suppressed, the information receives extensive publicity, often being widely mirrored across the Internet or distributed on filesharing networks

Implications – Levelling Effect

- The Internet has unleash a force that re-distribute the power/knowledge from the authority/experts to the ordinary citizens /non-experts
- In other word, it has empower people
- As a result, diverse opinion can be heard, society is more open and a more non-hierarchical society has emerged



Origin of Web 2.0

- The concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International in 2004
- Popular, ill-defined buzzword in the technical and marketing communities
- Web 2.0 is NOT a product
- Web 2.0 services allows people to collaborate and to share information online in new ways
- Web 2.0 offers greater level of social activities among Internet users and other users, content providers, and enterprises than Web 1.0

Web 1.0 vs. Web 2.0

- Web 1.0 was a creation of web pages that provided information
- Web 2.0 takes that information and interacts with the reader to allow the reader to find or modify the information he or she wants in the format that is most useful to them and share with other



How "web 2.0" are you?

Do you twit?

Do you facebook?

Do you wechat?

Do you youtube?

Do you instagram?

Do you reddit?

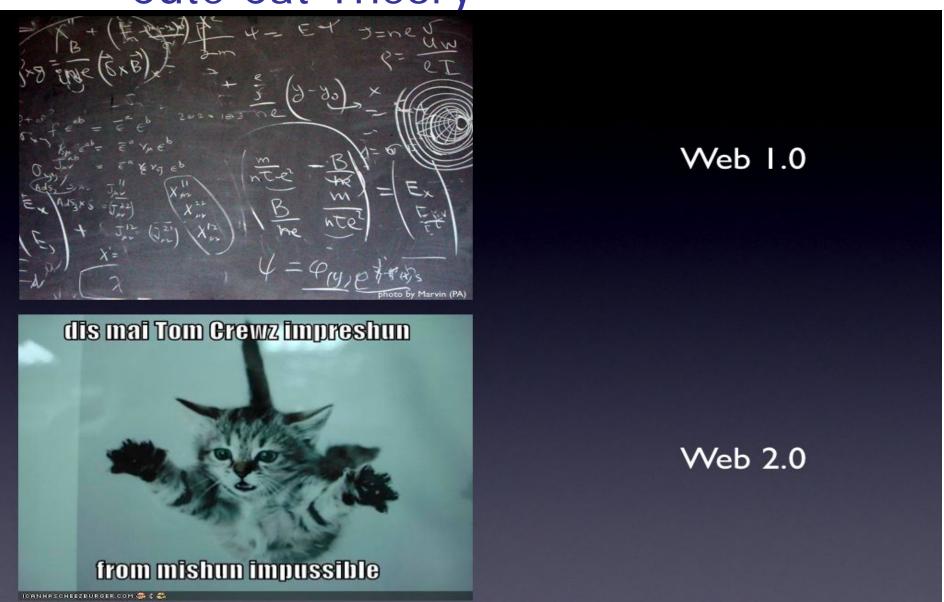
Do you flickr?

Do you wiki?

Do you blog?



Cute Cat Theory



Web 1.0 era*

- To put up a web site to share his hobby, a person will register a domain name, set up a server, signed up an account with ISP and use FrontPage or Dreamweaver
- The site will have text interspersed with images, and a handful of link to other related sites
- Changing the content is a hassle.

http://links.net/vita/web/start/original.html

Web 2.0 era



- He will go to WordPress or Blogger
- Word editing software is running on the server side
- He can upload video to YouTube and insert a simple code to add the video to his blog
- He upload pictures to Flickr and use Phixr to edit them. Once again he can use insert simple code to add photo frame to his blog
- He signed up with Last.fm to instructed the site to keep a top 10 list of his most-played songs in a column on his blog

Web 2.0 era (continued)

- He signs up with MyBlogLog for a service to keep track of his blog's visitors and listed their names
- He signs up Feedburner to allow his readers to subscribe to his writings. Using RSS, Feedburnder alerts subscribers whenever a new post appears on the site
- Finally, he can even make money by opening up account with Google's AdSense service

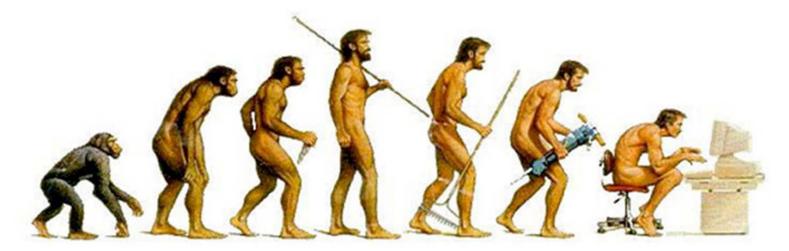
Web 1.0 vs. Web 2.0 (principles)



Web 1.0	Web 2.0
Desktop as a platform	Web as a platform
Closed, controlled, centralized	Open, shared, expansive
Agency-generated content	User-generated content
Technology and functions	People and expressions

Evolution: Web 2.0

- Web 1.0 was about reading, Web 2.0 is about writing
- Web 1.0 was about **companies**, Web 2.0 is about **communities**
- Web 1.0 was about **client-server**, Web 2.0 is about **peer to peer**
- Web 1.0 was about **home pages**, Web 2.0 is about **blogs**
- Web 1.0 was about lectures, Web 2.0 is about conversation
- Web 1.0 was about advertising, Web 2.0 is about word of mouth



Web 2.0: Evolution Towards a Read/Write Platform



Web 1.0

(1993-2003)

Pretty much HTML pages viewed through a browser

"Read"

"Page"

"static"

Web browser

"Client Server"
Web Coders

"geeks"

Mode

Primary Unit of content

State

Viewed through...

Architecture

Content Created by...

Domain of...

Web 2.0

(2003-beyond)

Web pages, plus a lot of other "content" shared over the web, with more interactivity; more like an application than a "page"

"Write" & Contribute

"Post / record"

"dynamic"

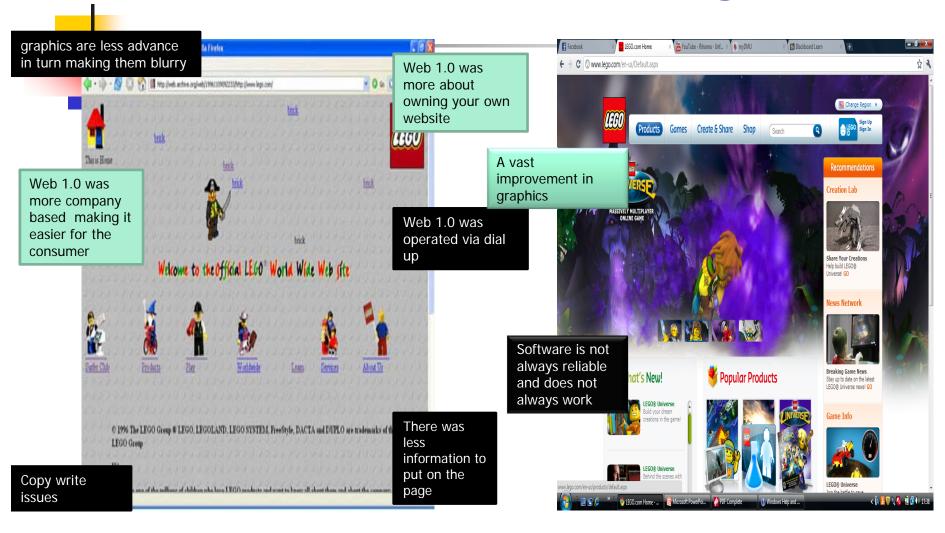
Browsers, RSS Readers, anything

"Web Services"

Everyone

"mass amatuerization"

Web 1.0 vs Web 2.0 [Lego]



Synonyms of Web 2.0

- The participatory web
 - The amateurization of the web
 - The social web



3C's: collaboration, contribution and community

The Participatory Web

- It marks the progression from static web pages to dynamic, interactive ones
 - Read/write web
 - Sharing, collaboration, & user involvement
 - Reviews
 - Comment on news stories
 - Upload photos
 - Share digital videos on the we







The Amateurization of the Web

The average person can put their work on the web. Everyone can be photographers, journalists, aspiring singers etc.





Amateurization

- Sharing had rendered the knowledge guardians irrelevant. Knowledge had ceased to confer any distinction
- Cultural knowledge was now a collective resource
- Knowing what other people didn't know is no longer cool
- Now it is about what you had to say about the things that everyone already knew about



The Social Web

Social networking and community-oriented sites

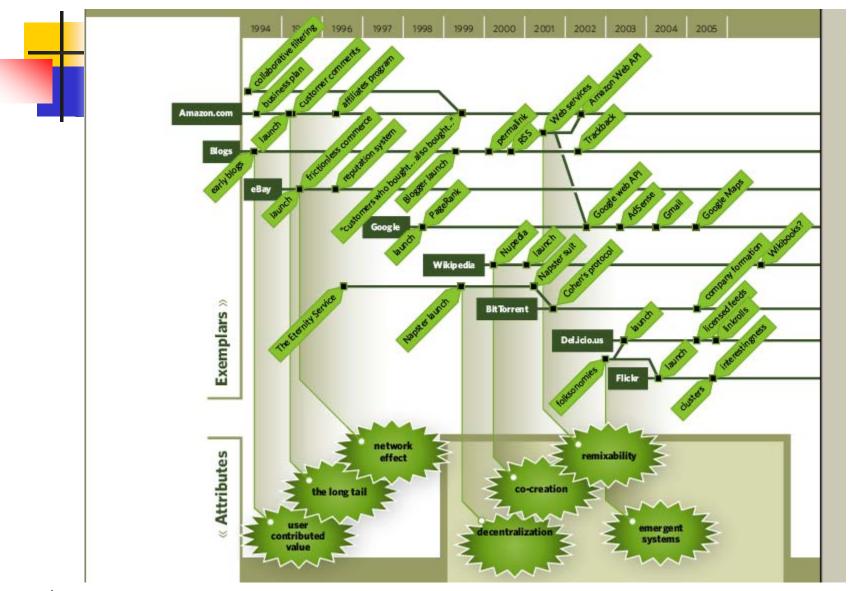
Facebook, LinkedIn, NING, Twitter, YouTube,
 Threadless (crowdsource), open source software etc.





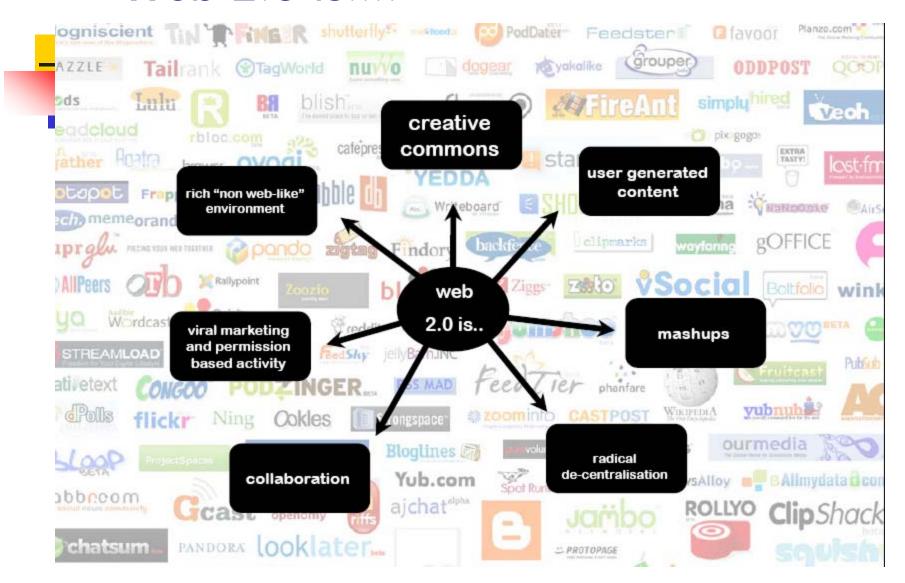


Principles of Web 2.0*

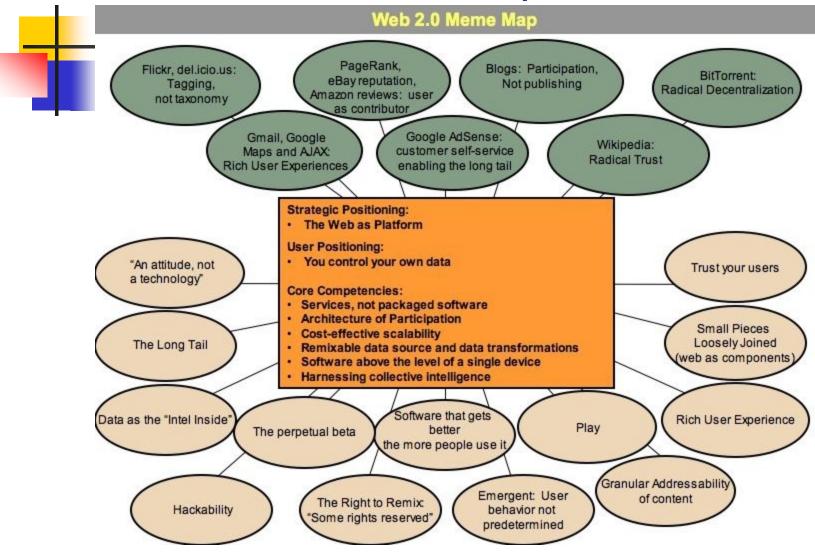


^{*}from Adaptive Path (15 Oct 2005)

Web 2.0 is....



'Web 2.0 meme map*



*From O'Reilly

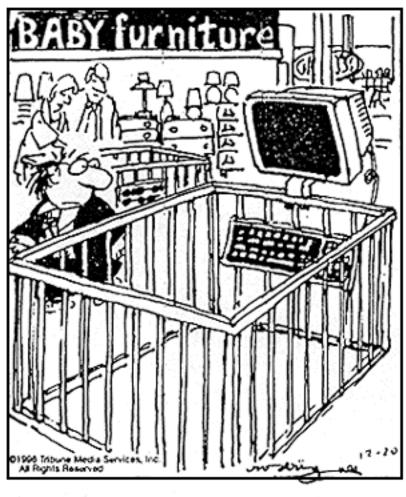
Web 2.0 Features

- RSS Feeds
- Social Bookmarking ("Folksonomies")
 - Tagging and Categorization
- Rating & Recommendations
- Blogging
 - Comments and Discussions
- Rich User Interfaces ("AJAX")
 - Close to desktop systems
 - Demo:
 - http://www.ajaximpact.com/detail ajaxdemo id 7 Fly to basket
 Shopping cart.html
- Web Services

- People
- Data
- Services

Social Trend - Digital Natives





- They have never known an Internet without Google
- "Multitask" or engage in distributed partial attention activity (they can watch TV, surf the internet, listen to music and text their friends all at the same time.)
- Have integrated the Internet completely into their lives

http://www.youtube.com/watch?v=DtilWL4mnhI

Web 2.0: How New Was It Really?

- The phrase "Web 2.0" hints at an improved form of the World Wide Web
- Tim Berners-Lee questioned whether one can use the term in a meaningful way, since many of the technology components of "Web 2.0" have existed since the early days of the Web.

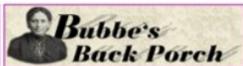
Not New: Blog



what's the deal | all my lovin' sponsors







making web pages can be fun and easy: learn how!

dec 18: taking time off for my wrists
there's hundreds of pages here - enuf fer yew to enjoy, I hope.

dec 17

sorry.

I retreated from work today, recouperated blew three colours of snot into my bandana, answered e-mail and finished my book about willie hearst. great reading, I recommend Citizen Hearst, by W A Swanberg, about the large publisher and manic character of the first half century william randolph hearst. fascinating read - sheds light on newspapers and politics, he died owning 18 papers in 12 cities, magazines, several castles. he ran for president, he was the subject of "Citizen Kane," he made movies, he started a war. he was a driven nut - a guy who just wanted to publish a lot. heh.

Justine Hall is often credited for pioneering blogging in 1994 http://links.net/vita/web/start/original.html

Not New: Wiki





•Ward Cunningham started developing WikiWikiWeb in 1994 and installed it on the internet in 1995

Not New: User generated content





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Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, meet Eyes, and have it all explained.

Your Account

Check the status of your orders or change the email address and password you have on file with us. Please note that you do not need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

Amazon.com, for instance, has allowed users to write reviews and consumer guides since its launch in 1995, in a form of self-publishing.

New vs. Not New



New:

Scale of Participation

(result of steady growth)

Folksonomies

Ruby on Rails

Ajax

(the term is new, the technologies date back to 1995)

Mashups

Overall Ease of Use

Not New:

User-Generated Content

Sociality on the Web

RSS, CSS, XML

Wikis

Blogs

Network Effect

Social Networking Services

Summing Up

- Web 2.0 is more than just hype
- Importance of openness
 - Software (Open Source Software)
 - Open Content (Blogs, Wikis, Creative Common)
 - Open Data (Mashups)
 - Open Knowledge (OpenCourseWare, Digital library)
- Importance of users

Web 2.0 - Bad vs. Good vs. Gray Area

Lost cell phone

http://www.nytimes.com/2006/06/21/nyregion/21sidekick.html?scp=2&sq=&st=nyt

Lost camera

http://www.nytimes.com/2009/04/08/technology/internet/08samaritan.htm !? r=0

New Delhi traffic police

http://www.nytimes.com/2010/08/02/technology/02traffic.html?scp=1&sq= in%20india,%20using%20facebook&st=cse

Web Trolls

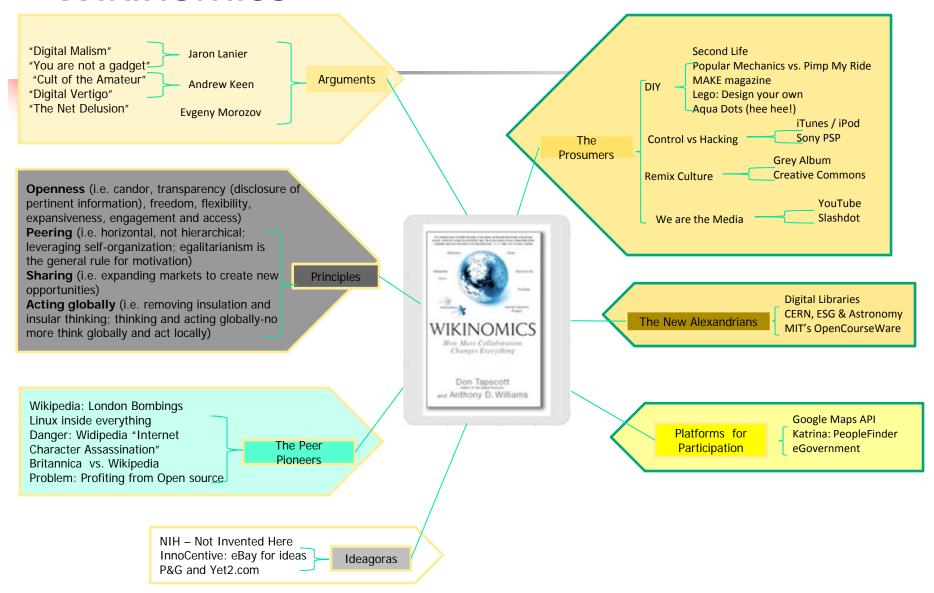


- A term for online users who pop up, often anonymously, on social networks like Facebook and Twitter to comment thread with the sole intention of agitate other users
- Online version of lynch mob





Wikinomics



Detractor - Jaron Lanier

- Digital Maoism
 - http://www.edge.org/3rd_culture/lanier06/lanier06 index.html
- You are not a gadget
 - Lanier forcefully argues that Web 2.0 sites such as Wikipedia undervalue humans in favor of anonymity and crowd identity. He shows how large Web 2.0-based information aggregators such as Amazon.com—as well as proponents of free music file sharing—have created a hive mind mentality emphasizing quantity over quality.

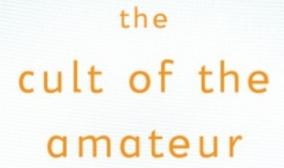


Digital Maoism



- Collectivism diminish uniqueness of individual
- Sharing intellectual property is akin to communisms
- Hive mind (conformity group think)
- No creativity only rehashed content
- "fake friendship" on social network
- Pseudo democratic is less about the underlying values of democracy and more about mob-rule - i.e. what is right is not guided by principles but by the loudest voices
- His take: A healthy society need gatekeeper.

Amateurism = mass mediocrity?





how blogs, wikis, social networking, and the digital world are assaulting our economy, our culture, and our values

andrew keen

The central thesis of this book is that the amateurism introduced by blogs, YouTube and wikis Wikipedia has eroded our culture towards a dangerous world where the distinction between expert and amateur is being obscured and only the loudest and the extreme dominate in the digital world. He thinks that knowing everything about one thing is more important than knowing one thing about everything

Andrew Keen - Digitalvertigo

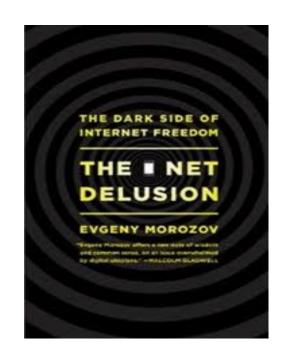
vertigo as we stand naked for all to see.

- The Web has catapulted society to new technological heights, yet afflicted us individually with a profound sense of
 - The paradox that the more "connected" we become through Facebook, texting, Twitter, and the like, the more alone and alienated we become.
 - We are in the "Age of Exhibitionism" (e.g. posting all your details online)



Detractor - Evgeny Morozov

- Journalist and social commentator Evgeny
 Morozov shows Cyber-utopians have spawned a
 dangerous illusion by suggesting the world can
 blog, tweet, Facebook, YouTube and Google its
 way to democracy and freedom
- In fact, authoritarian governments are effectively using the Internet to suppress free speech, hone their surveillance techniques, disseminate cuttingedge propaganda, and pacify their populations with digital entertainment
- He argues too often the Internet "empowers the strong and disempowers the weak."



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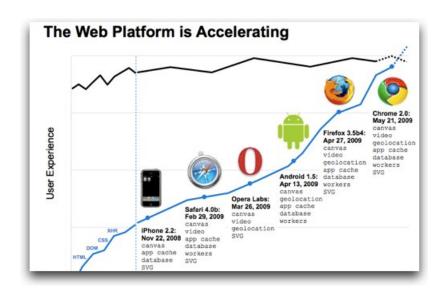
Arab Spring Revolt - December 2010



- Organization, networking, exposure to suppressed ideas and information, the habits of debate and self-empowerment: These are some of the gifts web 2.0 is bestowing on overwhelmingly young and technology savvy population in many countries
- The freedom to connect is a tool of liberation — and it's powerful

The Web Platform – RIP?





A debate

- Does the Internet make you smarter? [Clay Shirky, 5 June 2010 WSJ]
- Does the Internet make you dumber?
 [Nicolas Carr, 5 June 2010 WSJ]

