# Theme 3

WEB 1.0

- Refers to an early stage of the conceptual evolution of the World Wide Web
- Centered around top-down approach to the use of the web and its user interface
- 1989 Tim Berners-Lee
- Users could only view webpages (Static)

WEB 2.0

- Second generation in the development of the World Wide Web
- Tim O'Reilly 2005
- User-generated content and the read-write web
- People are consuming as well as contributing information through the web
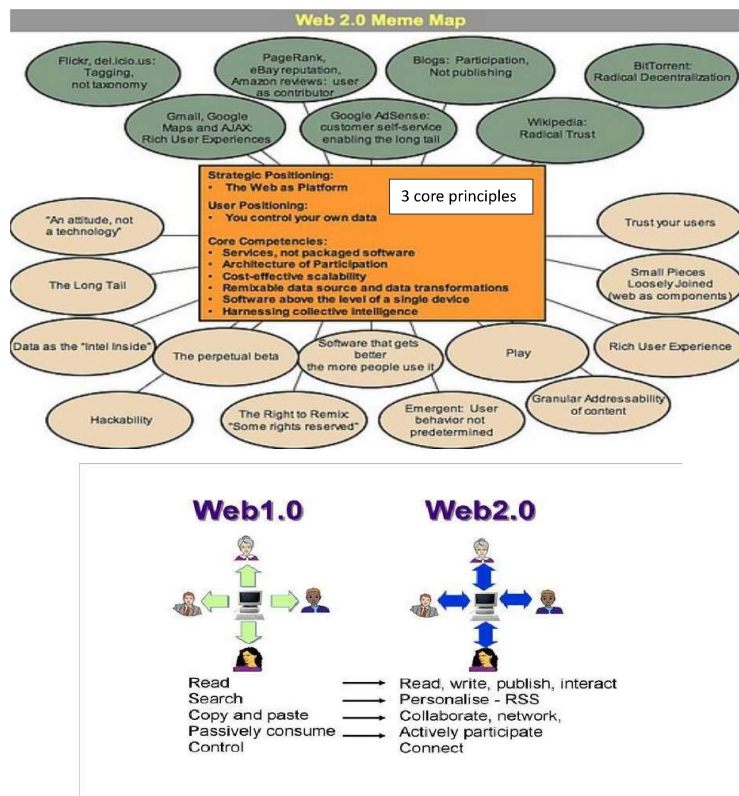
WEB 3.0
- Semantic web
- Search engines will be smarter
- Contextual advertising becomes more engaging

VIRTUAL/ONLINE COMMUNITIES
- Aggregation of individuals who interact around a shared interest where the interaction is at least partially supported by technology
- Only spend time together online
- Interact through specific social media

SOCIAL NETWORK
- Social structure made up of a set of social actors and a set of dyadic ties between these actors
- Social network perspective provides a set of methods for analyzing the structure of whole social entities

TAGGING
- Site authors attach non-hierarchical keyword descriptions to identify images or text within their site as a topic
- This kind of metadata helps describe an item and allows it to be found again by searching
- Tags are chosen informally and personally

ONLINE NETWORK AS A PLATFORM
- Spans all connected devices
- Delivering software as a continually-updated service that gets better the more people use it
- Consuming and remixing data from multiple sources

SOCIAL NETWORKING ARCHITECTURE
- Profiles
  - Where you tell the world about yourself, contain basic information like where you live and how old you are
- Friends
  - Trusted members of the site that are allowed to post comments on your profile or send you private messages
- Groups
  - Help you find people with similar interests or engage in discussions on certain topics
- Discussions
  - Primary focus of groups is to create interaction between users in the forms of discussions
- Blogs
  - Perfect for keeping people informed on what you are up to
- Widgets

      o   Small program that you can easily put on your website

ORGANISING FRIENDS ON FACEBOOK

1. Facebook allows you to bring order to your database by grouping ypur friends into lists
2. These lists of friends can then be organised into different categories
3. Then these categories can be used to apply different privacy policies

ORGANISING INFORMATION ON YOUR BLOG

1. Use categories
   a. Category names must be descriptive
   b. Limit the total number of categories
   c. Define structure
2. Sub-categories
   a. Catch-all category is anything that doesn't fit into any of the categories you have previously defined
3. Use tags
   a. Blogger-defined organising feature
   b. Makes it easy for your readers to find specific posts on your blog
4. Use the sidebar
   a. Is an organisation tool
   b. Helps readers find general areas they might be interested in your blog

ORGANISING INFORMATION ON TWITTER

- Adopting one of the third party twitter front applications(TweetDeck-enables users to split their main feed) will make you more productive
- Using hashtags – grouping mechanism
- Get rid of inactives
  - o Nest – Unclutterer will automatically block twitter users who are following more than a certain amount of people
  - o Twitoria – Scans through your twitter and finds anyone who has been inactive

MANAGING INFORMATION THROUGH SOCIAL BOOKMARKING

- Way to store, classify, share and search information about webpages
- Visitors to the social bookmarking sites can check out for resources with the help of keywords

DIGG

- Submit webpages for other people to look at and review

ORGANISING VIDEOS ON YOUTUBE

- Click "account"
- Click "edit channel" button

- Then click "organize"

ORGANISING PHOTOS ON PHOTOBUCKET
- Upload pgotos and apply your own titles, tags and descriptions
- These can be used to dearch and sort your collection

RSS FEEDS
- Real simple syndication
- Family of web feeds formats used to publish frequently updated works

STRUCTURING YOUR WEBSITE
- IA to structure and organize information that makes it useable
- Navigating a good design
  - Position
  - Colour
  - Contrast
  - Design

THINK OF HOW YOU'RE GOING TO BUILD THE SITE
- Spacing makes things clearer
  - Leading
  - Padding
  - White space
- Linking pages
  - How they are arranged in relation to each other
  - Arrangement of links on the page
  - Use tags (<link/>)

DESIGN ELEMENTS
- Web design conventions(visual shortcut eg: yellow triangle as warning)
- Typography (font choices)

MAKE YOUR SITE USER FRIENDLY
- Adhere to standards
- Think about user standards
- Consistency

REVIEW YOUR WORK
- Monitoring use of the site
- Fixing problems
- Identify new needs & opportunities

INFORMATION ARCHITECTURE

- Foundation for good web design
- This term was coined by Richard Saul Wurman
- The construction of a site or the organisation of its information
- Science of figuring out what you want your site to do and then constructing a blueprint before you dive in and put the thing together

IA PROCESS

1. Define your site's goals
2. Define the audience
3. Create scenarios
4. Know what your competition is doing
5. Identify content and functional requirements
6. Organise the information
7. Create a blueprint for the site
8. Define the navigation
9. Take the sites structure into a visual design
10. Continuous evaluation and improvcement

IA MODELS

- All-in-one
  - o Simplest model, everything goes on a single homepage
- Flat
  - o One dimensional structure
  - o Where all the pages are arranged as peers and every one accessible from the other one
- Daisy pattern
  - o Useful for multiple, distinct linear workflows
  - o Number of transactions that share a common start/end point
- Hierarchical
  - o System where you can only access a lower level page via its parent
- Multi-dimensional hierarchy
  - o Many ways of browsing to the same content
  - o Several hierarchies therefore exist, overlaid on the same content

NAVIGATION MODELS

- Breadcrumb trail
  - o Shows you where you are in the hierarchy
  - o Lets you click to any point above where you are now
- Horizontal top bar
  - o Natural for high-level navigation to sit above content

- Tabs
  - Type of horizontal bar
  - Show active session
  - Mutually exclusive
- Two-level tabs
  - Have same benefits and limitations as single top bar
- Top and side bars
- Navigation bar with revealed drop-down menus
- Multiple-level tree navigation
  - Complex navigation system that lets users browse multiple-level hierarchies
- Paging
  - Familiar to web users
  - Content spans several pages and you can navigate back, forward or jump directly to specific pages