

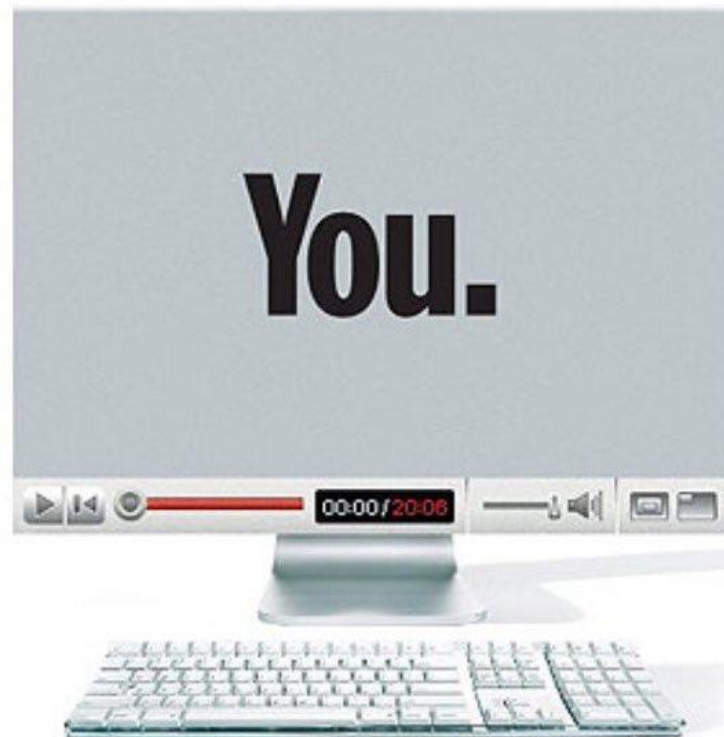
Web 2.0

Dr. Amit Praseed

Who was Time Person of the Year
2006?

TIME

PERSON OF THE YEAR

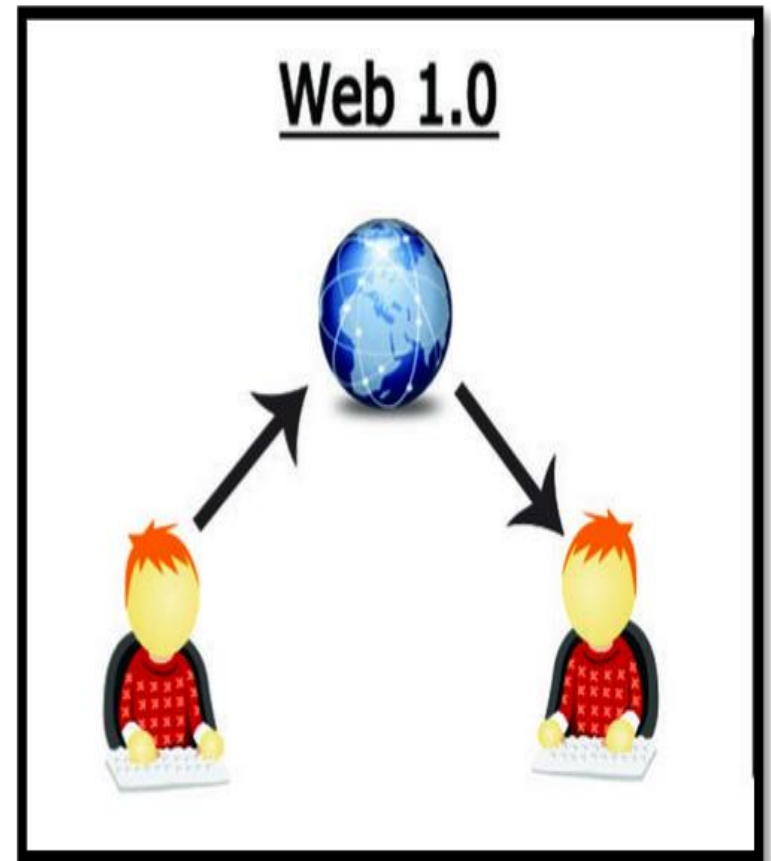


Yes, you.
You control the Information Age.
Welcome to your world.

What do you do on the Web?

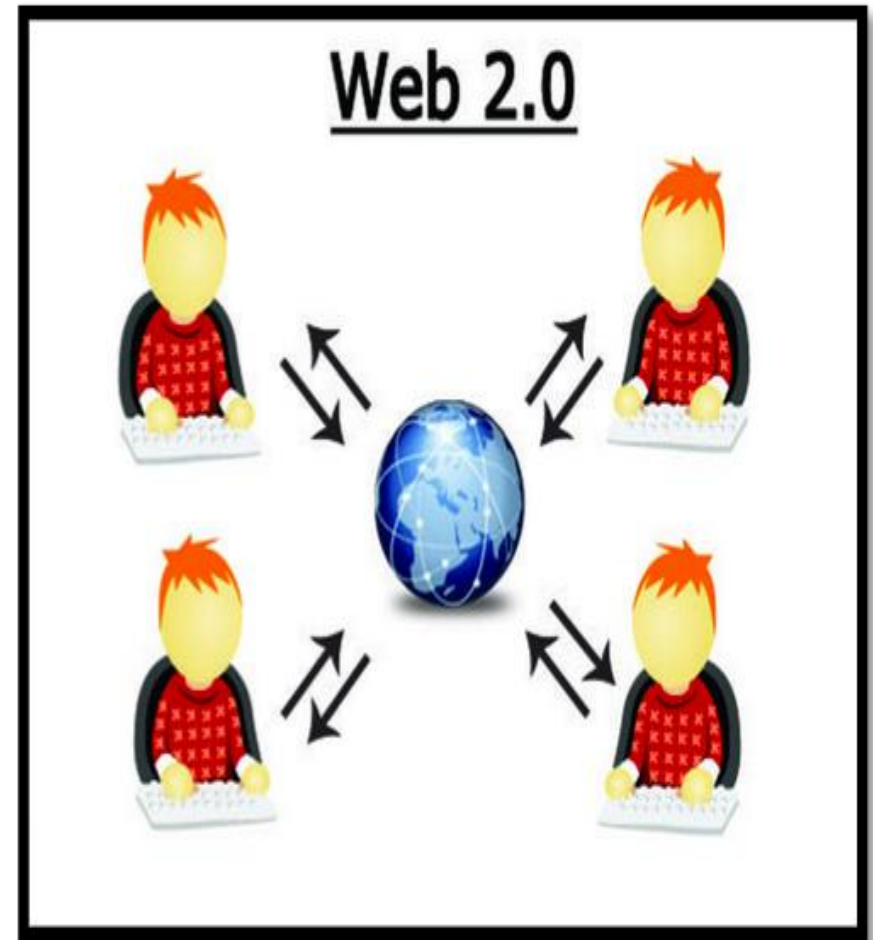
It wasn't always like this...

- “Read only” web
- Few users in general
- Static websites
- Few publishers of content
- Majority accessed the content
- Slow network speeds and lower Internet penetration



Enter Web 2.0

- “Read - write” web
- Huge increase in user base due to Internet penetration and higher network speeds
- Any user can publish content
- Focus is on user participation



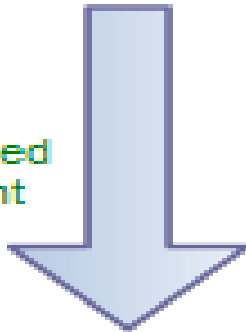
Web 1.0

"the mostly read-only Web"

250,000 sites



published
content



*user
generated
content*



45 million global users

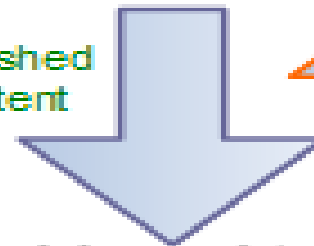
Web 2.0

"the wildly read-write Web"

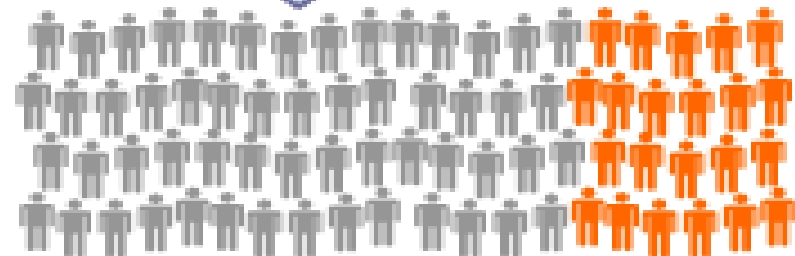
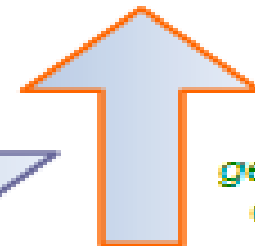
80,000,000 sites



published
content



*user
generated
content*



1 billion+ global users

Harnessing Collective Intelligence

- Hyperlinking is the foundation of the web.
 - Google's breakthrough in search was PageRank
 - eBay's product is the collective activity of all its users
 - Amazon has made a science of user engagement.
 - They have an order of magnitude more user reviews, invitations to participate in varied ways on virtually every page
 - They use user activity to produce better search results.

Harnessing Collective Intelligence

- Wikipedia
 - "with enough eyeballs, all bugs are shallow"
- Sites like del.icio.us and Flickr
 - "folksonomy" : A style of collaborative categorization of sites using freely chosen keywords, often referred to as tags.
- Collaborative spam filtering products
 - aggregate the individual decisions of email users about what is and is not spam
 - outperforming systems that rely on analysis of the messages themselves.
- Blogs, Comments and RSS

Data is Paramount

- The race is on to own certain classes of core data
 - location, identity, calendaring of public events, product identifiers and namespaces
- Mashups : Collecting and aggregating data from multiple sources

End of the Software Release Cycle

- Operations must become a core competency
- Users must be treated as co-developers
- Use of lightweight programming models
- Software above the level of a single device
- Rich User Experience
 - AJAX, Javascript

Web 3.0?

- Centralized services → Decentralized services
- Machine readable information
- “Semantic Web”