“Web 2.0 and Social Networking”

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Hong Kong

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What is Web 2.0?

(Andy Budd)

"Putting The 'We' in Web"

'…the Living Web'

---Newsweek, 4/3/2006

What Web 2.0 is Not

- The Semantic Web (though there are some crossovers)
- A new collection of technologies (though there are new applications of existing technologies)
- Just blogging, wikis, AJAX, mashups,and RSS

Web 2.0 is Happening

Logos of start-ups
“claiming” to be Web 2.0

So, What is Web 2.0? (1/2)

- Definition is still evolving…
- A marketing term, a buzzword, but moreover an *ATTITUDE*
- Shifts the focus to the user of the information, not the creator of the information
- Information moves “beyond” Web sites
- Information has properties and these properties follow each other and find relationships
- Information comes to users as they move around

So, What is Web 2.0? (2/2)

- Information is broken up into “microcontent” units that can be distributed over many domains
- Interaction is no longer limited to (X)HTML
- Users are able to control how information is categorized and manipulated
- User agent becomes a “fat” rather than “thin” client
- Requires a new set of tools to aggregate and remix microcontent in new and useful ways

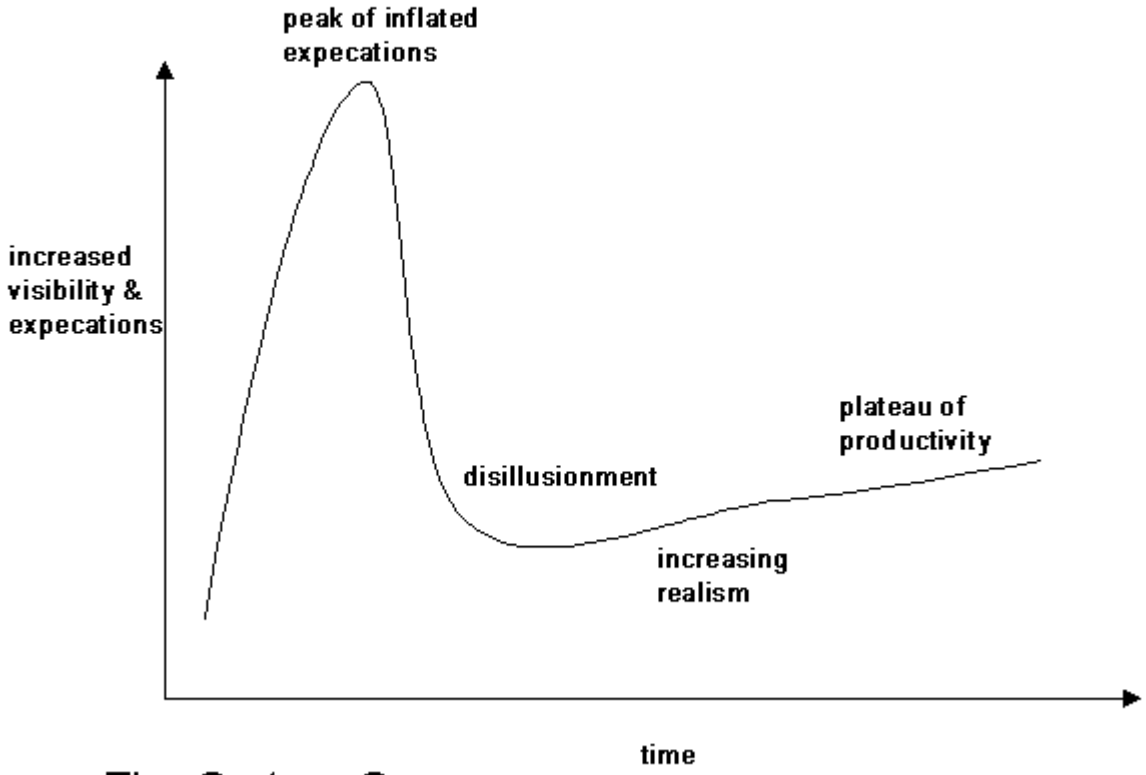
Web 2.0 By Example

Web 1.0	**Web 2.0**
Personal Web Sites	Blogs
Britannica Online	Wikipedia
Content Management Systems	Wikis
Directories (Taxonomy)	Tagging (“Folksonomy”)
Screen Scraping	Web Services
Etc.	Etc.

(from Tim O’Reilly)

Is It Hype?

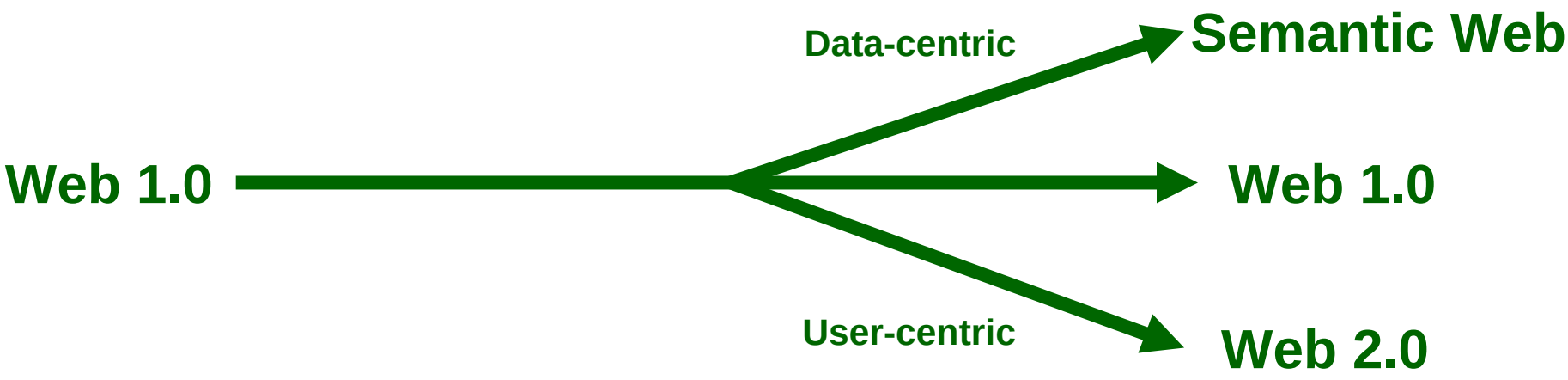
If so, where is it?



Source: The Gartner Group

(Hype Cycle of New Information Technologies)

Or Natural Evolution?



Web 2.0 Drivers - Technology

- Computing power
  - Still doubling every 18 months
  - PC-based data centers
- Connectivity
  - Low cost, broad reach Internet
  - Wireless, broadband access
- Device proliferation
  - PDAs, cell phones, etc.
  - Towards a digital devices decade
- Internet standards
  - XML-based integration
- User Interface
  - Many possibilities

Web 2.0 Drivers - Environmental

- The “dot-com” collapse forced a Web re-examination
- The “long tail” – the collective power of small sites that make up the bulk of the Web’s content
- The Web reached a critical mass of
  - (Good) information content sources
  - Use (and desire for reuse)
  - Trust
- Web users developed an expectation of fulfillment

What is Web 2.0 Again? (1/2)

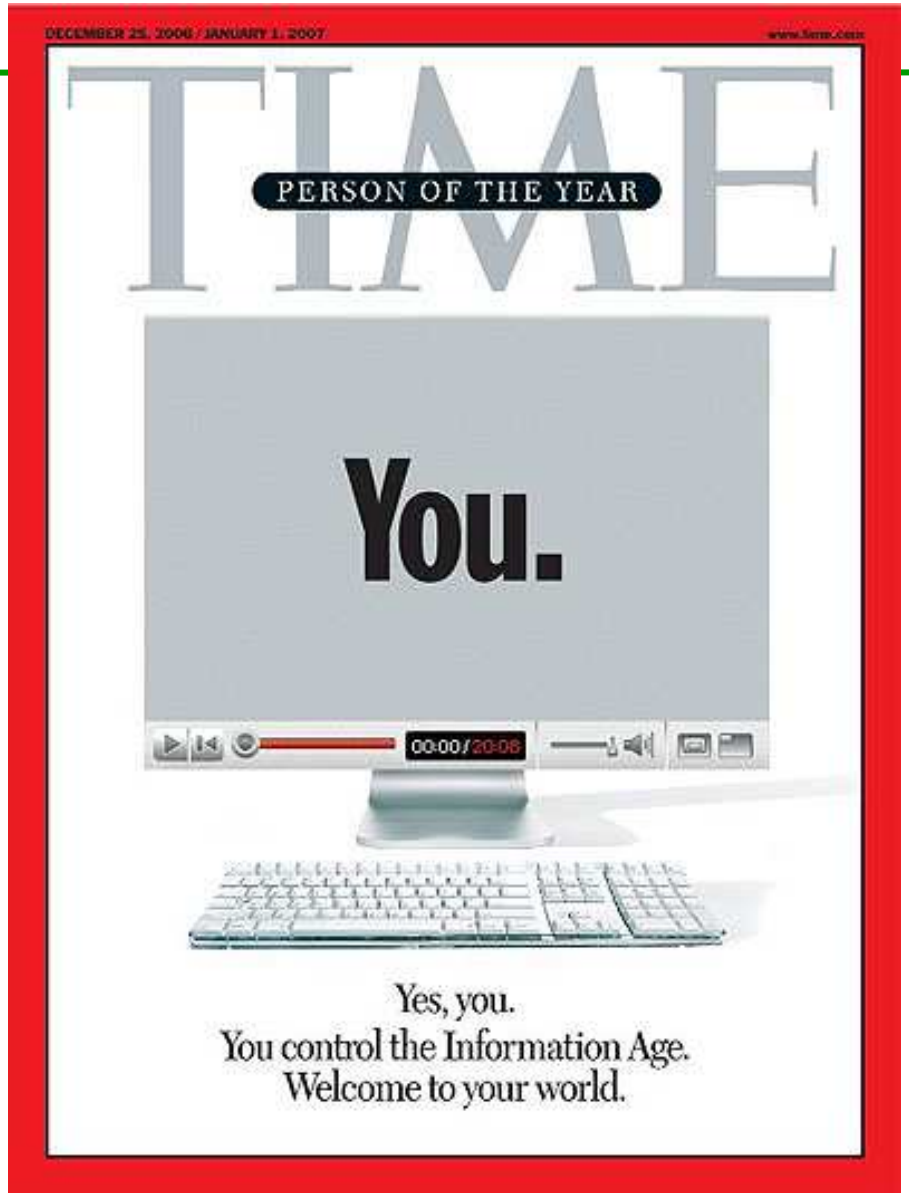
"Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet – a more mature, distinctive medium characterized by user participation, openness, and network effects"

----"Web 2.0, Principles and Practices," O'Reilly Media

What is Web 2.0 Again? (1/2)

"The tool that makes this possible is the World Wide Web. Not the Web that Tim Berners-Lee hacked together (15 years ago, according to Wikipedia) as a way for scientists to share research. It's not even the overhyped dotcom Web of the late 1990s. The new Web is a very different thing. It's a tool for bringing together the small contributions of millions of people and making them matter. Silicon Valley consultants call it Web 2.0, as if it were a new version of some old software. But it's really a revolution."

---TIME magazine, 12/27/06


DECEMBER 25, 2006 / JANUARY 1, 2007
TIME
PERSON OF THE YEAR
You.
00:00/20:06
Yes, you.
You control the Information Age.
Welcome to your world.

The Big Ideas of Web 2.0

- Fresh, useful data is the core
- The ability for other parties to manipulate that data
- “Living” applications that can be easily adapted
- Harnessing the collective experience
- “The Web as a platform,” independent of user platform
- Primary focus of participation, rather than publishing
- Trusting of users to provide reliable content

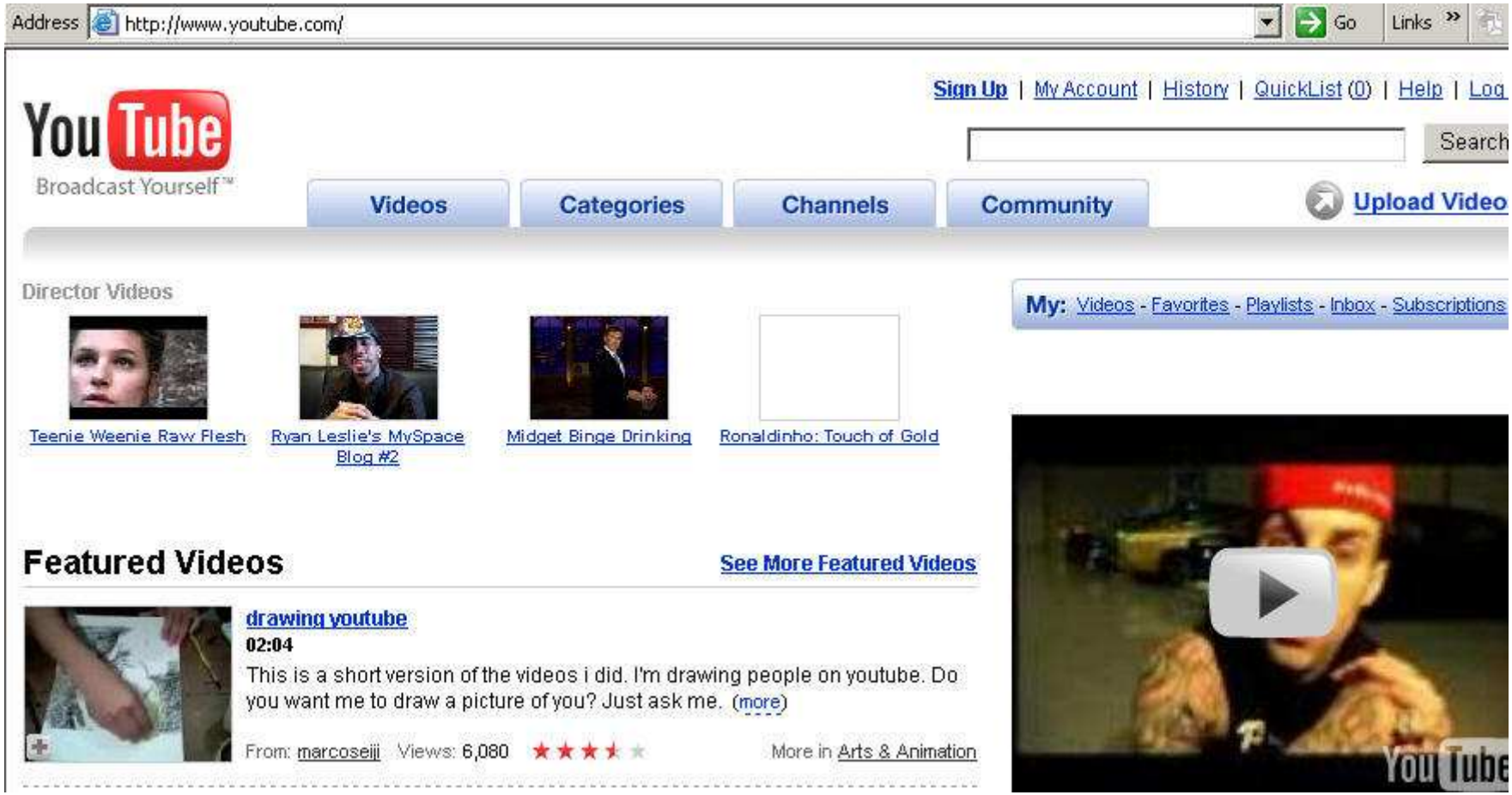
Web 2.0 and Social Networking (1/2)

- Not to be confused with “social engineering!”
- A group launches a highly interactive service based on common interests between users
- Easy to use communications tools detail and promote those interests to others
- The group is expanded by invitation or “virally”
- B2C, C2C, B2B
- Networks of “credibility”
- Reinforces the validity of the theory of “six degrees of separation”

Web 2.0 and Social Networking (2/2)

- People (not just Websites) can/have become entities on the Internet
- It's not just people using data, but people developing capabilities
- Provide a rich user experience/interface
- Blogs – combined with aggregation tools
- Geographical mapping
- Comment systems
- Folksonomies
- etc., etc.

“Web 2.0 Applications Address Basic Group Interactions”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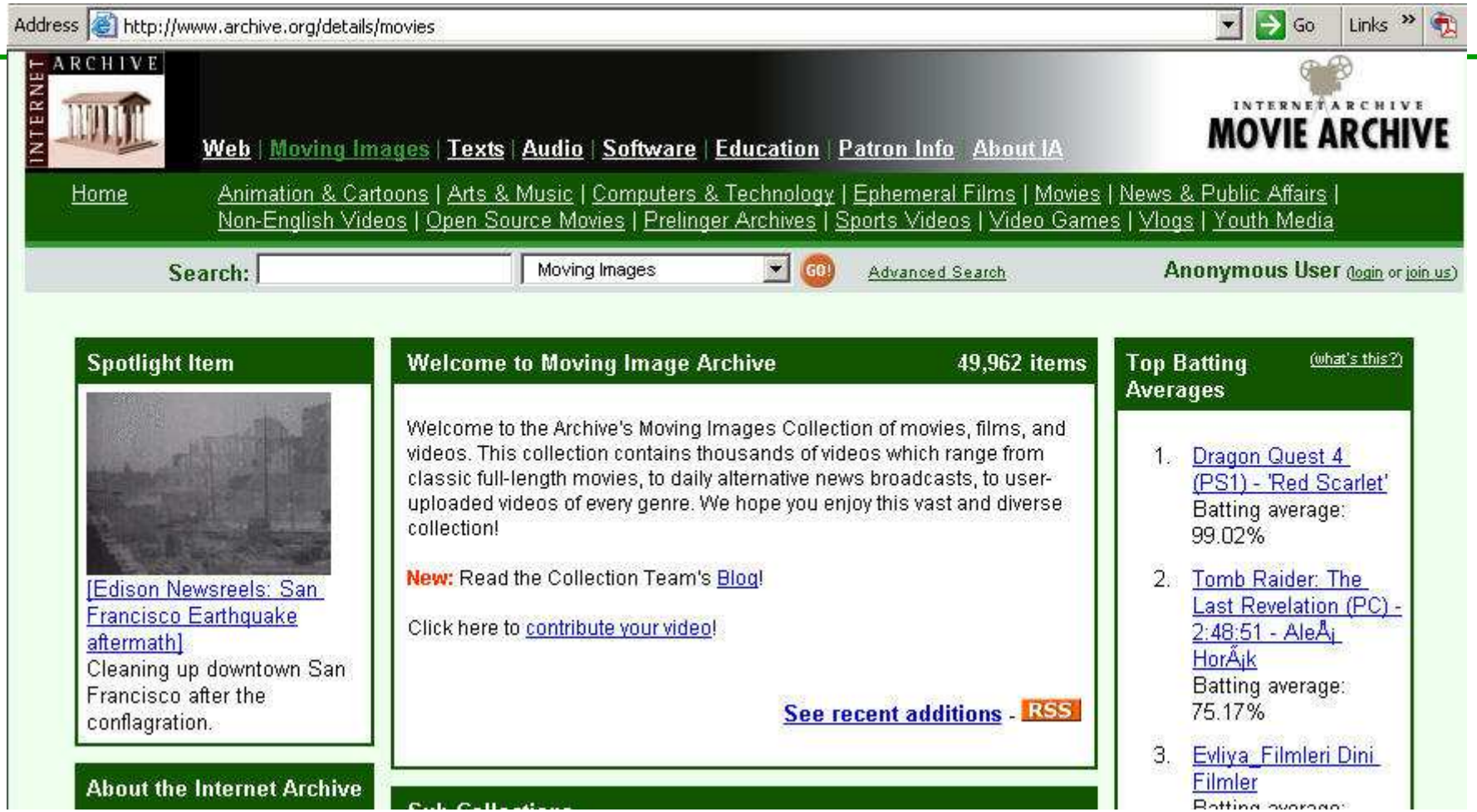
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Cleaning up downtown San Francisco after the conflagration.
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49,962 items
Welcome to the Archive's Moving Images Collection of movies, films, and videos. This collection contains thousands of videos which range from classic full-length movies, to daily alternative news broadcasts, to user-uploaded videos of every genre. We hope you enjoy this vast and diverse collection!
New: Read the Collection Team's Blog!
Click here to contribute your video!
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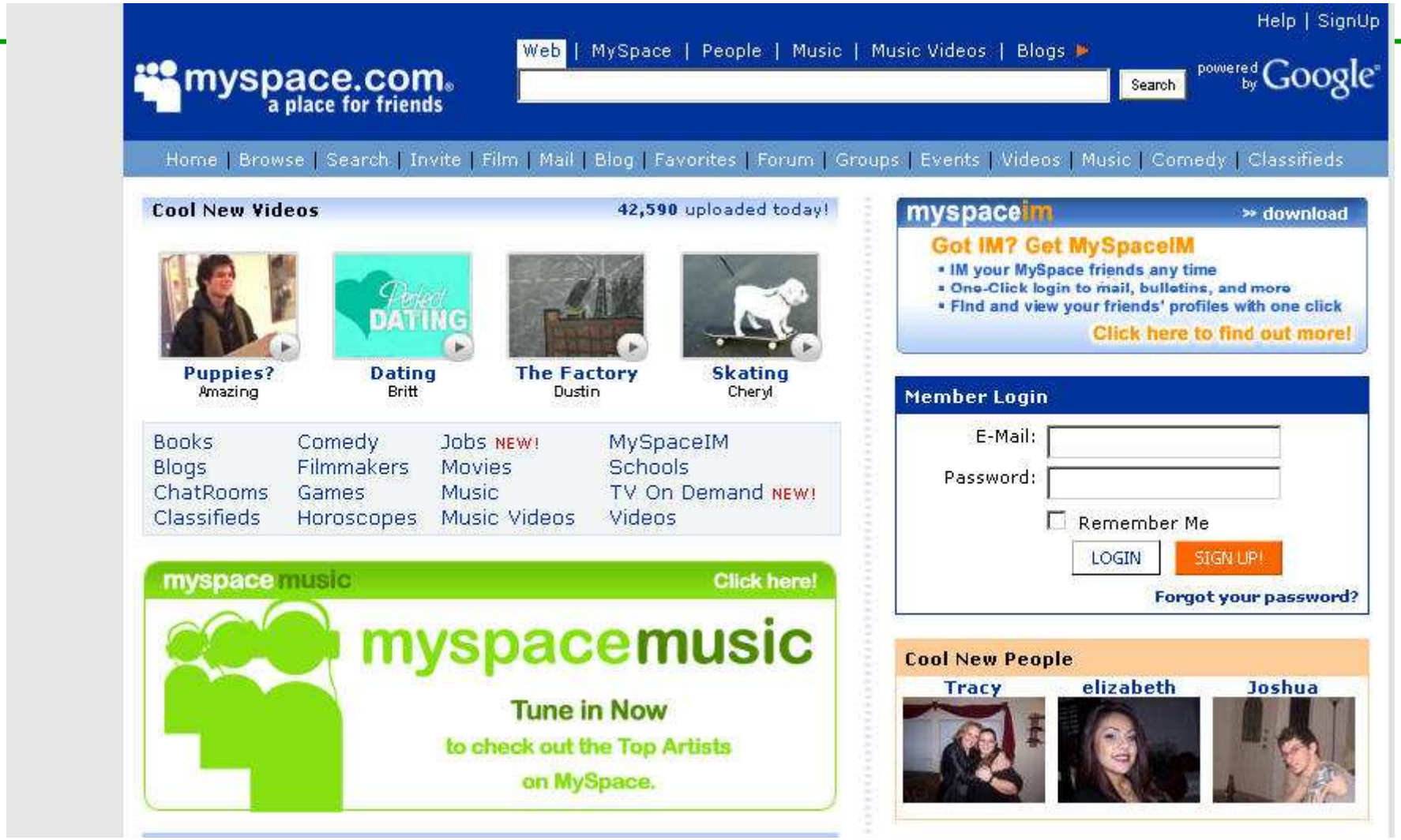
Top Batting Averages
(what's this?)
1. Dragon Quest 4 (PS1) - 'Red Scarlet'
Batting average: 99.02%
2. Tomb Raider: The Last Revelation (PC) - 2:48:51 - AleÅ¡ HorÅák
Batting average: 75.17%
3. Evliya_Filmleri Dini Filmler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The LibriVox community wants to bring you a special treat for the 2006 Holiday Season. Here is a collection of traditional Christmas carols recorded by our wonderful voluteers. Enjoy! (Summary by Linda) Performers include: Kim Butler Alan Davis-Drake Diyan Claire Goget Karen...
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Click here to contribute your audio!
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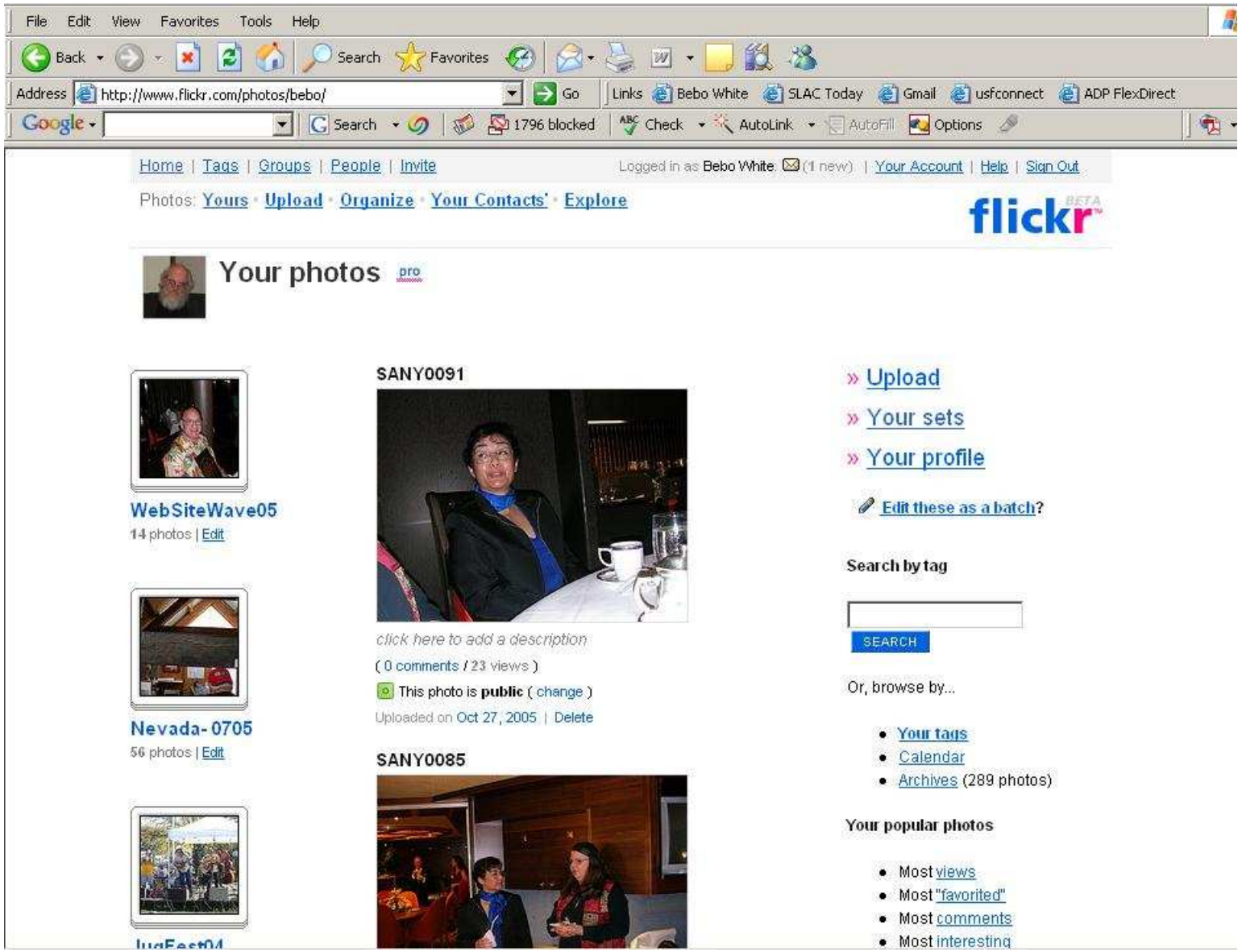
Most Downloaded Items
1. xoc - SMW
111,471 downloads
2. Music for the Paranoid Schizophrenic
74,854 downloads
3. The Conet Project - Recordings of Shortwave Numbers Stations [ird059]
73,973 downloads

ChipIn is a Fundraising Social Network

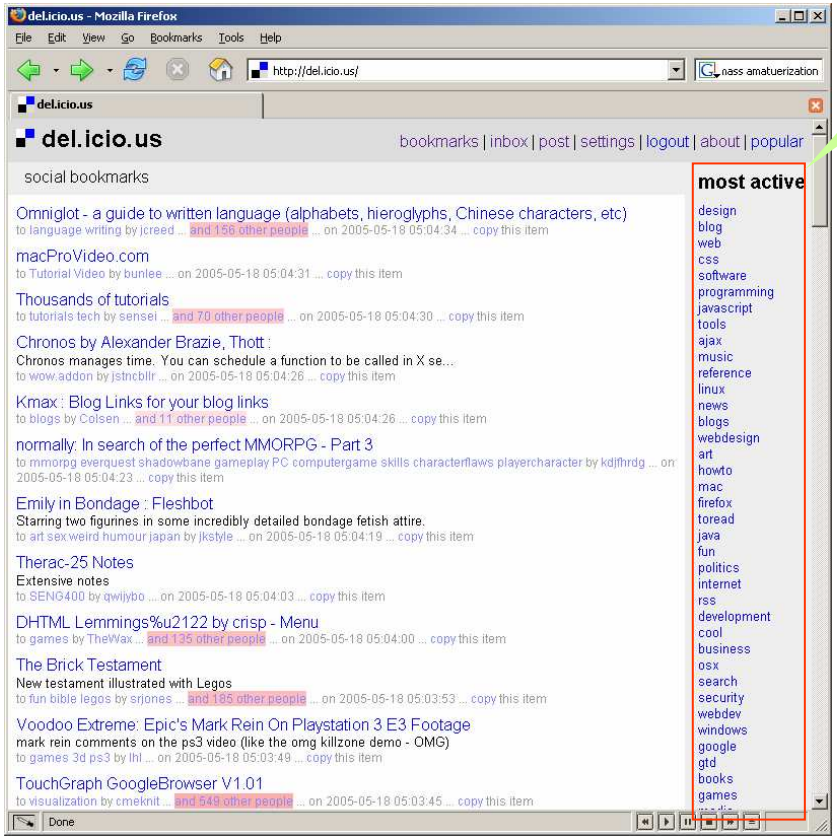
Flickr is a Photo-Sharing Social Network

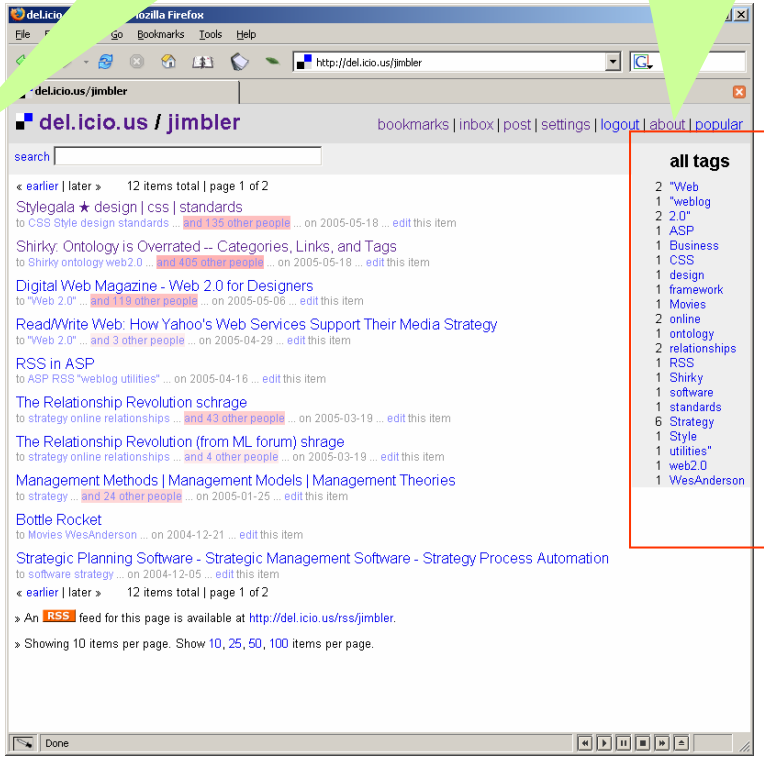


Del.icio.us is a Bookmark-Sharing Social Network

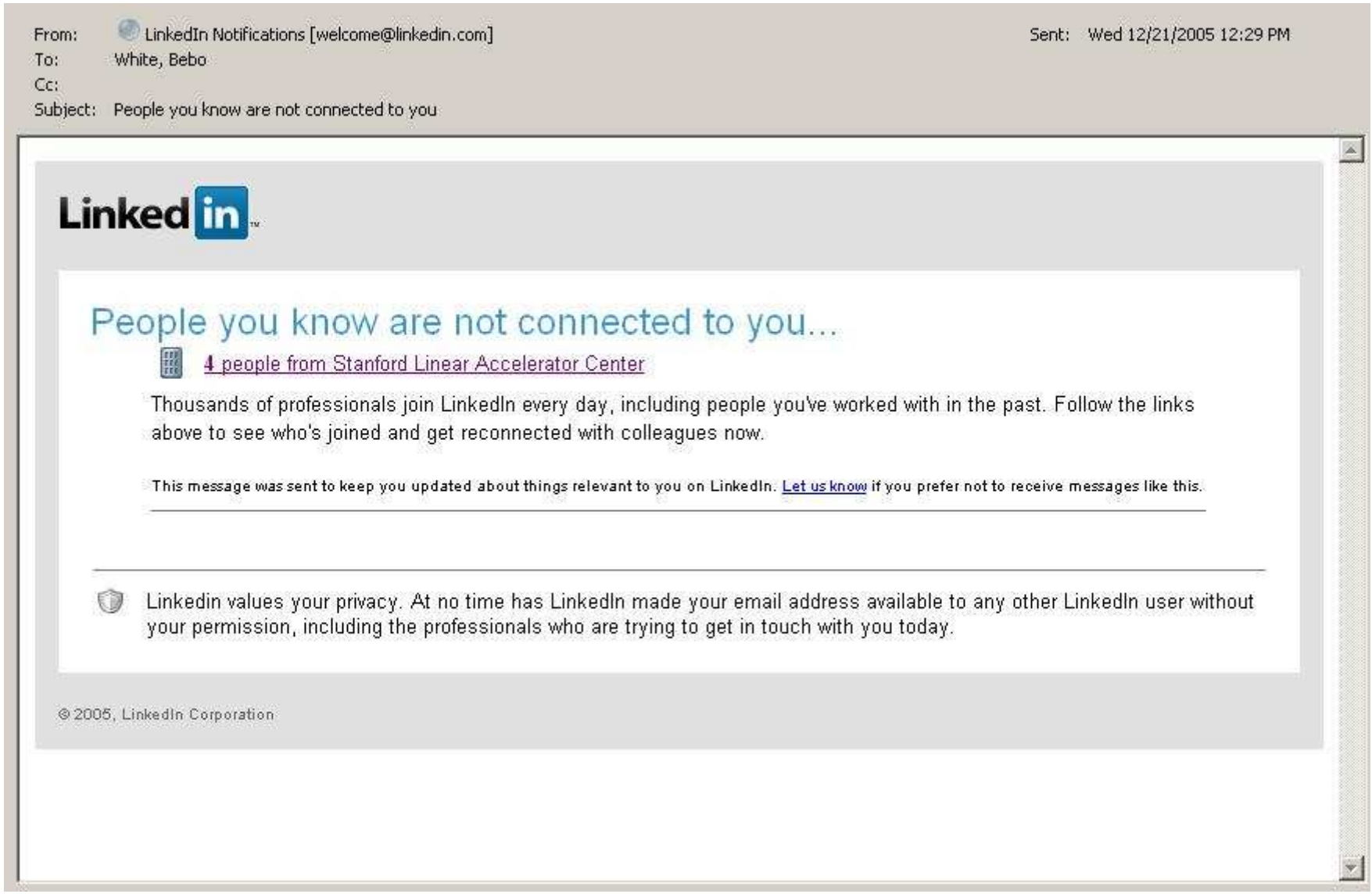
Tags: Descriptive words applied by users to links. Tags are searchable

My Tags: Words I've used to describe links in a way that makes sense to me





LinkedIn is a Business Contact Social Network



From: LinkedIn Notifications [welcome@linkedin.com]
Sent: Wed 12/21/2005 12:29 PM
To: White, Bebo
Cc:
Subject: People you know are not connected to you

LinkedIn

People you know are not connected to you...

4 people from Stanford Linear Accelerator Center

Thousands of professionals join LinkedIn every day, including people you've worked with in the past. Follow the links above to see who's joined and get reconnected with colleagues now.

This message was sent to keep you updated about things relevant to you on LinkedIn. Let us know if you prefer not to receive messages like this.

Linkedin values your privacy. At no time has LinkedIn made your email address available to any other LinkedIn user without your permission, including the professionals who are trying to get in touch with you today.

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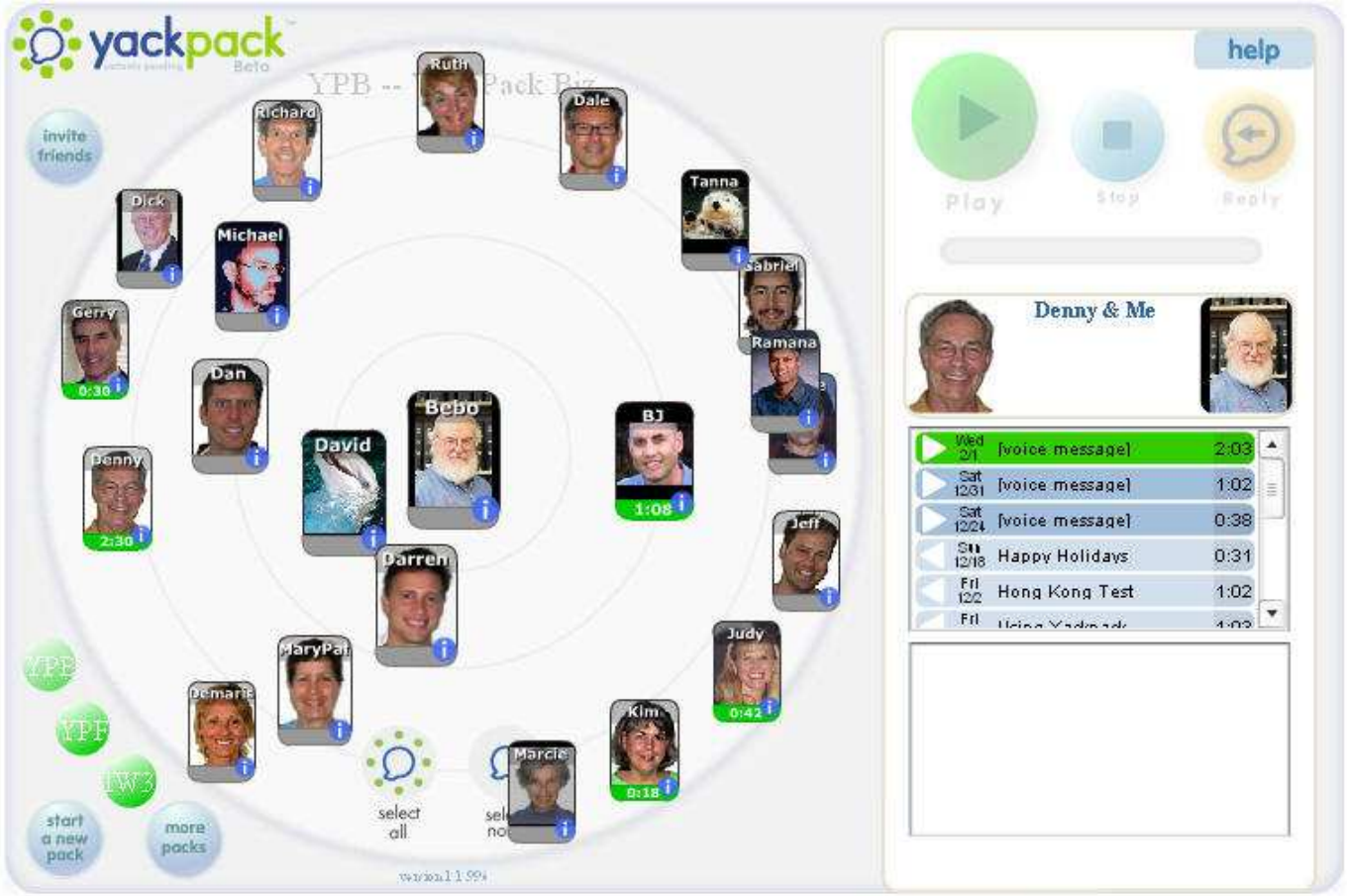
Eventful is a Calendar/Announcement Social Network

SaveMeSites is a “Begging” Social Network

YackPack is a Short Message Social Network



customer support: support@yackpack.com (800) 687-2149

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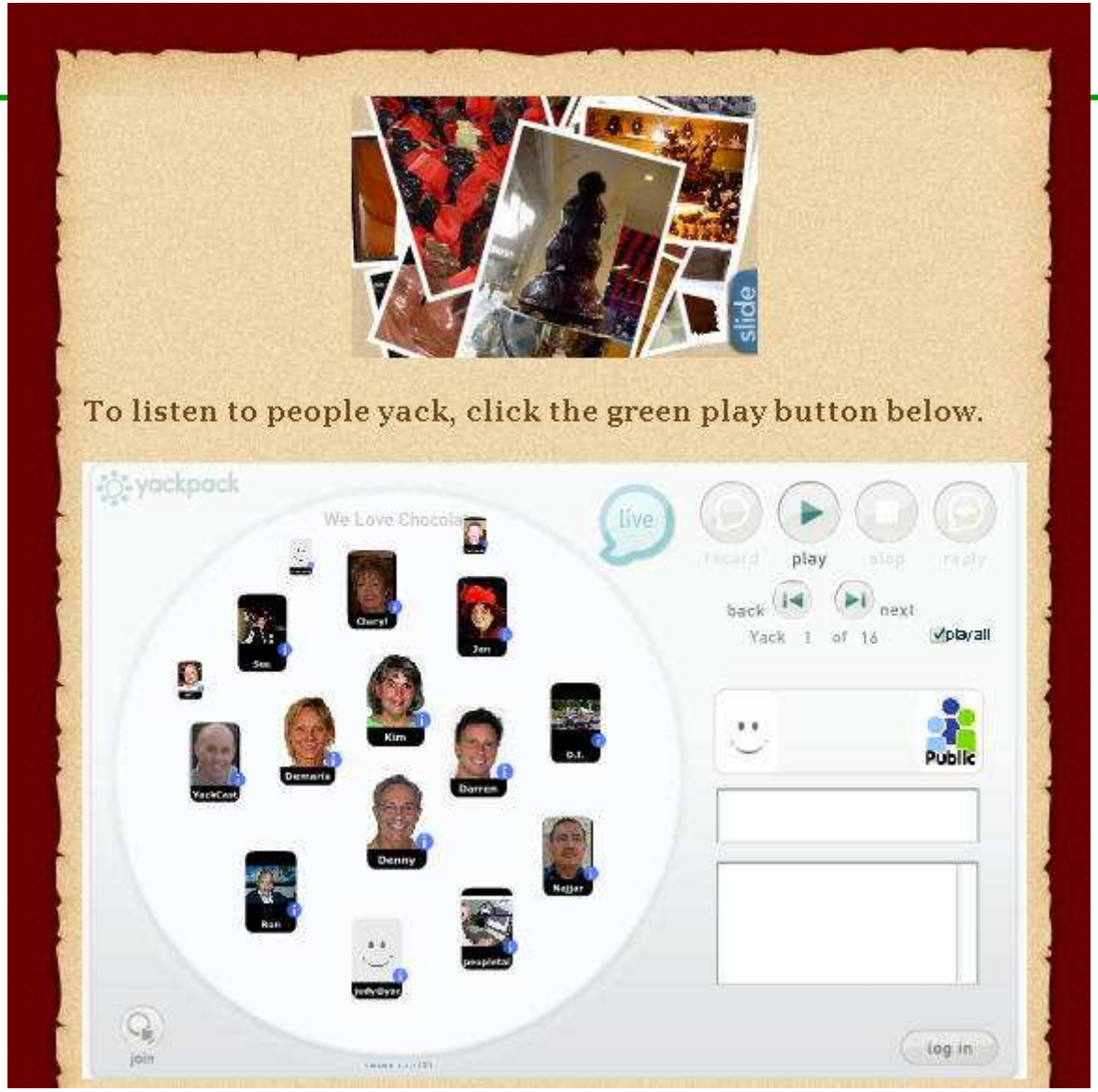
YackPack (1/2)

- A free Web-based service supporting live discussions or audio messaging within a private group – www.yackpack.com
- Expressiveness of the human voice plus the management of e-mail
- Messages in a series (thread) can be played
- Messages in time sequence can be played
- Founded by B.J. Fogg of Stanford University
- Can be used “stand-alone” or embedded

Here We Are!

YackPack (2/2)

- A “yack” is a unit of conversation
- A “pack” is the group
- “Yackcasting” is making a “pack” public
- How does “Yackpack” differ from
  - Podcasting?
  - Skype?
- Why is YackPack a Web 2.0 application?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Yack 1 of 16
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Thanks for your patience!

Questions? Comments?

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Demo

- Educational possibilities of YackPack
- Sending a yack
- Live conversations in YackPack