

“Web 2.0 and Social Networking”

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HKU CITE Seminar

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What is Web 2.0?



“Putting The ‘We’ in Web”

‘...the Living Web’

---Newsweek, 4/3/2006

(Andy Budd)

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

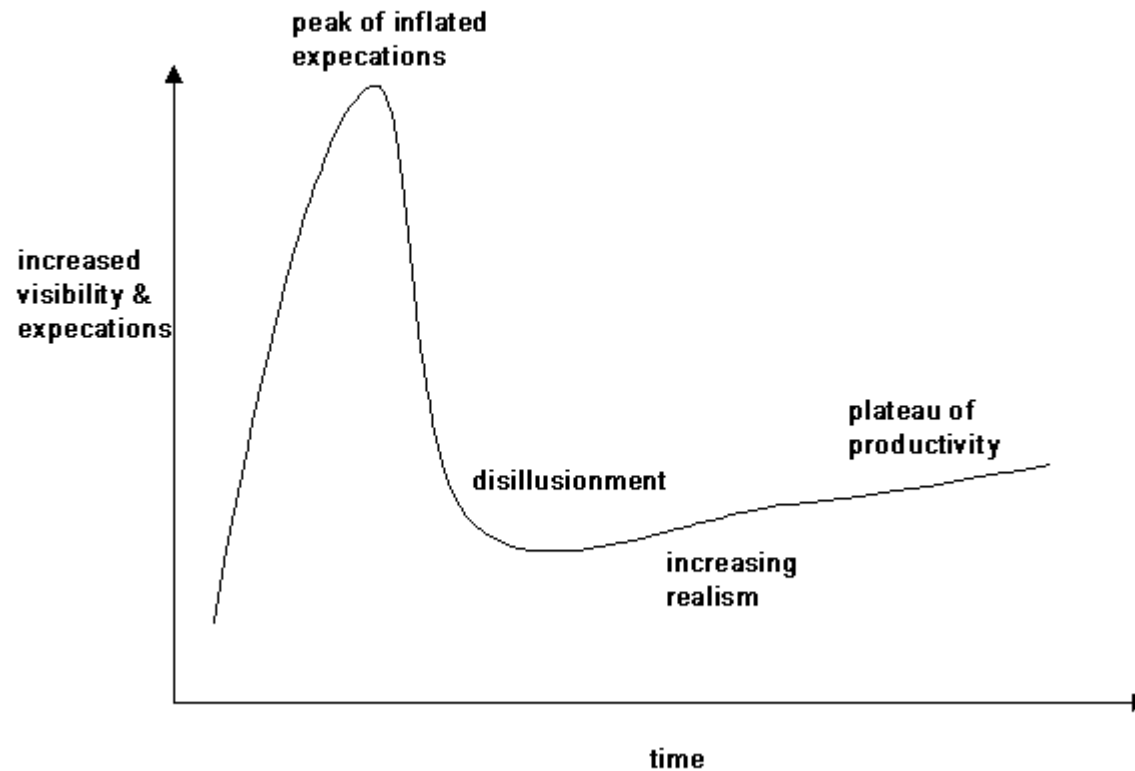
Web 2.0 By Example

<u>Web 1.0</u>	<u>Web 2.0</u>
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?

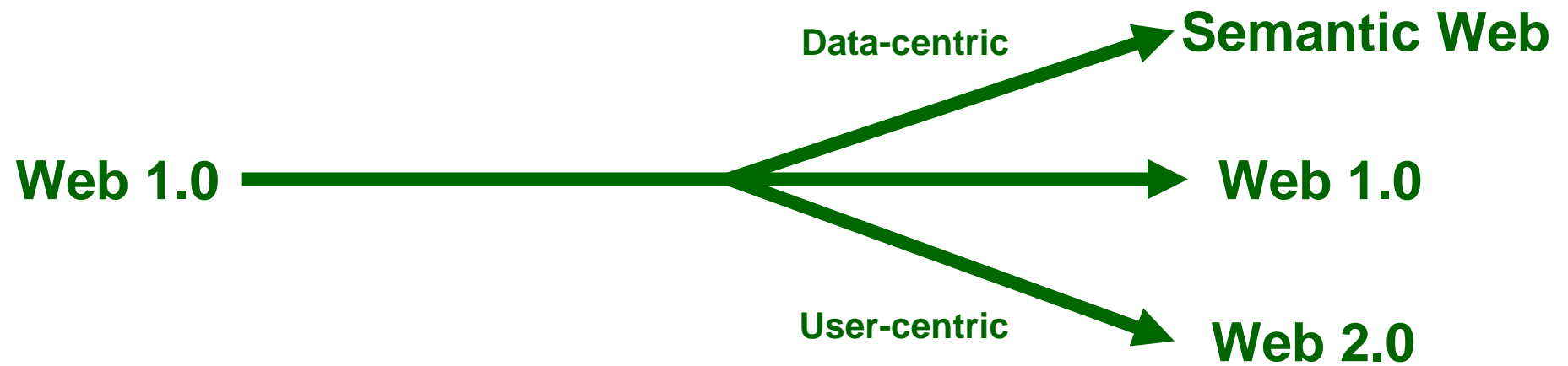
If so, where is it?



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

www.time.com

TIME

PERSON OF THE YEAR



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”

Address <http://www.youtube.com/>

Go Links



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[drawing youtube](#)

02:04

This is a short version of the videos i did. I'm drawing people on youtube. Do you want me to draw a picture of you? Just ask me. ([more](#))

From: [marcoseiji](#) Views: 6,080

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Moving Images



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Spotlight Item



[\[Edison Newsreels: San Francisco Earthquake aftermath\]](#)

Cleaning up downtown San Francisco after the conflagration.

[About the Internet Archive](#)

Welcome to Moving Image Archive

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!](#)

[See recent additions](#) - [RSS](#)

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 - AleAj HorAj](#)
Batting average: 75.17%
3. [Evliya_Filmleri Dini Filmler](#)
Batting average:

Cool New Videos 42,590 uploaded today!



Puppies?
Amazing



Dating
Britt



The Factory
Dustin



Skating
Cheryl

- | | | | |
|-----------------------------|----------------------------|----------------------------------|--|
| Books | Comedy | Jobs NEW! | MySpaceIM |
| Blogs | Filmmakers | Movies | Schools |
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- One-Click login to mail, bulletins, and more
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Member Login

E-Mail:

Password:

Remember Me

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Cool New People

 Tracy	 elizabeth	 Joshua
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Spotlight Item

[Christmas Carol Collection 2006](#)

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 volunteers. Enjoy! (Summary by Linda) Performers include: Kim Butler Alan Davis-Drake Diyan Claire Goget Karen...

Welcome to Audio Archive

112,288 items

Welcome to the Archive's collection of audio recordings. This collection ranges from alternative news programming, to Grateful Dead concerts, to Old Time Radio shows, to book and poetry recordings, to original music contributed by users. We hope that you enjoy listening to these vast audio offerings!

New: Read the Collection Team's [Blog!](#)

Click here to [contribute your audio!](#)

[See recent additions](#) - 

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

The screenshot displays the ChipIn website interface. At the top left is the ChipIn logo with the tagline "The easy way to collect money." To the right is a "Sign Up or Log In:" section with input fields for "Email" and "Password (forgot?)".

The main content area features a large banner with the ChipIn logo and tagline. Below this is a "Collect Money Now!" section with the following form fields:

- "I am collecting for (required)" with an empty text input field.
- "I want to raise \$" with an empty text input field and the instruction "Leave blank if you have no set amount".
- "I need it by (required)" with a date input field containing "2/15/2007" and a calendar icon, with the instruction "MM/DD or 'May 2' (default 30 days)".
- "Collect funds via (required)" with a dropdown menu showing "Select one...".

Below the form is a prominent orange button labeled "Start Your Event!".

To the right of the form is a "My Sample ChipIn" widget. It features a progress bar showing a goal of \$9,999 and a current amount of \$8,118, which is 81% complete. Below the bar, it states "Raised \$8,118 of \$9,999" and "83 contributors | Ends Feb 15". It includes a call to action: "Help raise funds - click on the ChipIn! button to contribute!". At the bottom of the widget are "Info" and "About" links, and a "ChipIn!" button with a lock icon and the text "Click ChipIn! to pay securely".

At the bottom of the page is a "Featured ChipIns" section with a dark green header and a light yellow background. It lists three fundraising campaigns:

- [Help Support the Hawaii Island Earthquake Recovery Fund](#)
- [Help FamilyThrive raise money for Harmony at Home](#)
- [Help raise \\$1 million for children with learning disabilities](#)

Flickr is a Photo-Sharing Social Network

The screenshot shows a web browser window displaying a Flickr user profile. The browser's address bar shows the URL <http://www.flickr.com/photos/bebo/>. The page content includes a navigation menu with links for Home, Tags, Groups, People, and Invite. The user is logged in as 'Bebo White' with 1 new message. The main section is titled 'Your photos' and features a grid of photo thumbnails. The first photo is titled 'WebSiteWave05' with 14 photos. The second photo is titled 'Nevada-0705' with 56 photos. The third photo is titled 'SANY0091' and is the focus of the page, showing a woman sitting at a table with a cup of coffee. Below this photo, there is a description field, a comment count of 0, and a view count of 23. The photo is marked as 'public' and was uploaded on Oct 27, 2005. To the right of the photo grid, there are navigation links for Upload, Your sets, and Your profile, along with an option to edit photos as a batch. Below these links is a search box with a 'SEARCH' button. Further down, there are options to browse by tags, calendar, or archives (289 photos). At the bottom right, there is a section for 'Your popular photos' with links for Most views, Most 'favorited', Most comments, and Most interesting.

File Edit View Favorites Tools Help

Back Search Favorites

Address <http://www.flickr.com/photos/bebo/> Go Links Bebo White SLAC Today Gmail usconnect ADP FlexDirect


Google Search 1796 blocked ABC Check AutoLink AutoFill Options


Home | Tags | Groups | People | Invite Logged in as Bebo White (1 new) | Your Account | Help | Sign Out


Photos: [Yours](#) | [Upload](#) | [Organize](#) | [Your Contacts](#) | [Explore](#)


flickr BETA


Your photos pro

 **Your photos** pro


WebSiteWave05
14 photos | [Edit](#)


Nevada-0705
56 photos | [Edit](#)


SANY0091
[click here to add a description](#)
(0 comments / 23 views)
This photo is **public** ([change](#))
Uploaded on Oct 27, 2005 | [Delete](#)


SANY0085

[» Upload](#)
[» Your sets](#)
[» Your profile](#)
[Edit these as a batch?](#)

Search by tag

[SEARCH](#)

Or, browse by...

- [Your tags](#)
- [Calendar](#)
- [Archives](#) (289 photos)

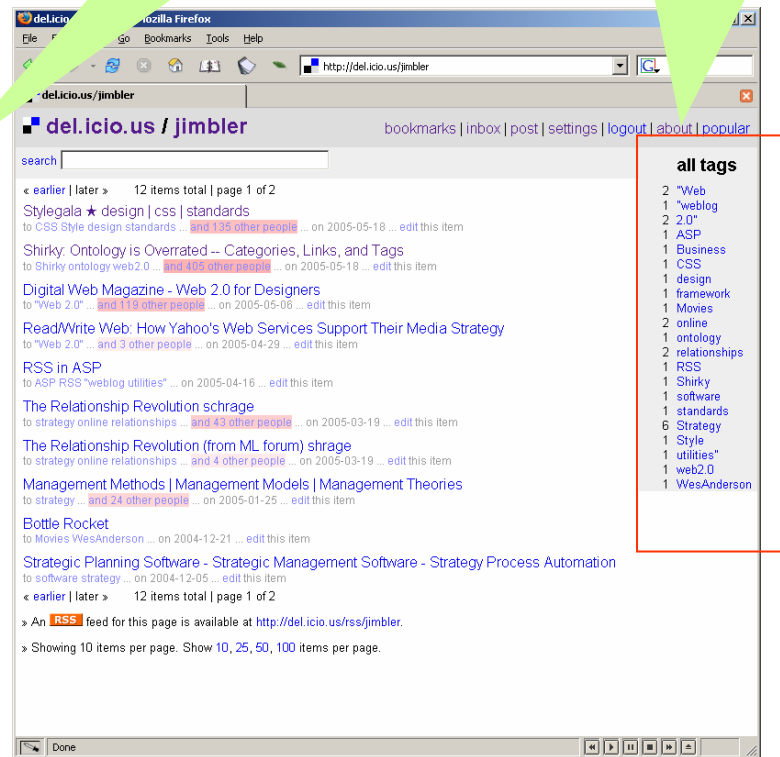
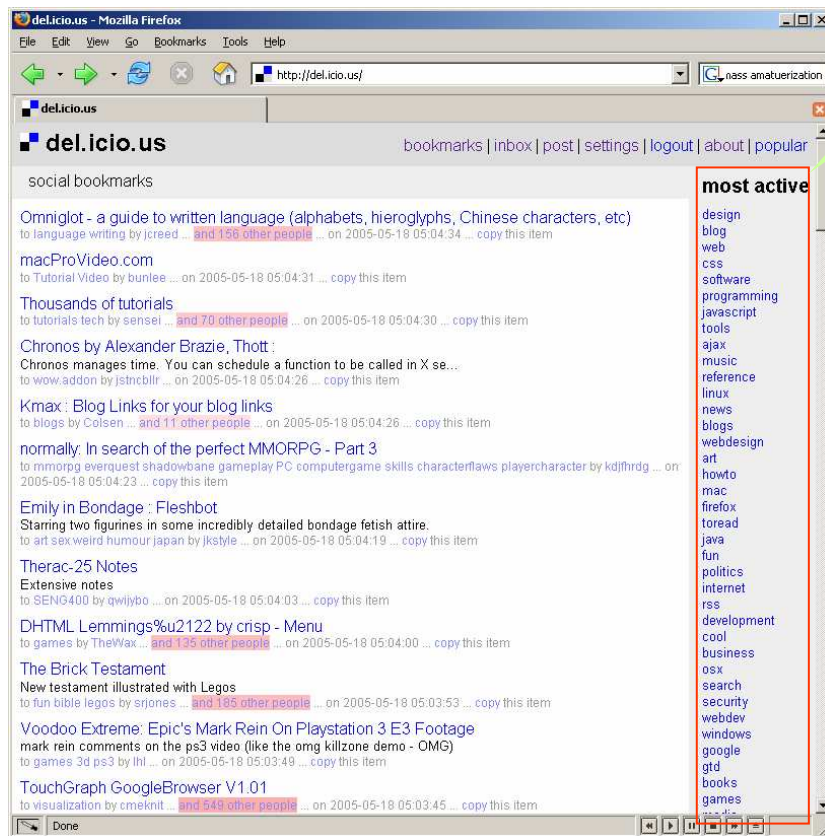
Your popular photos

- [Most views](#)
- [Most "favorited"](#)
- [Most comments](#)
- [Most interesting](#)

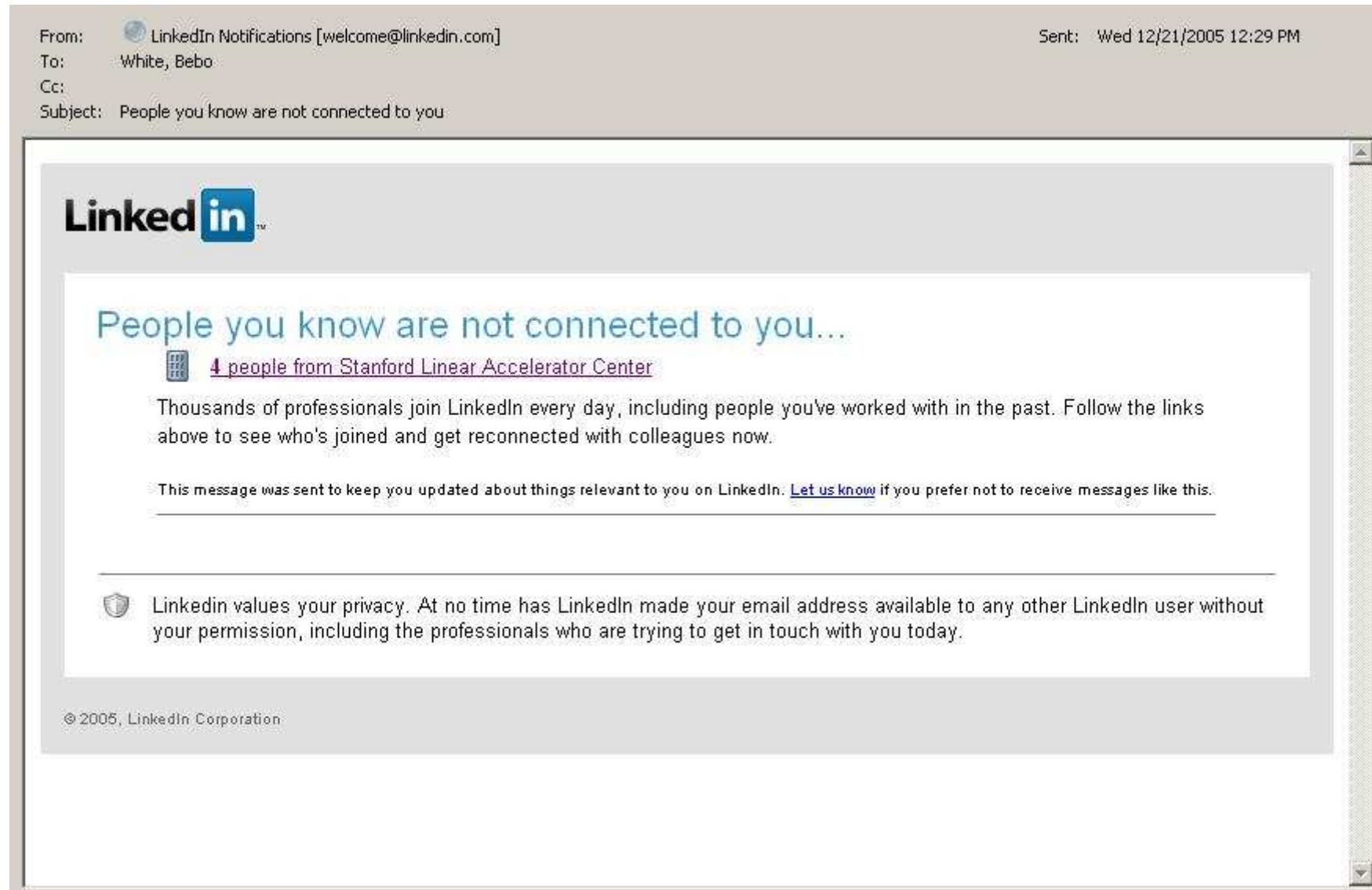
Del.icio.us is a Bookmark-Sharing Social Network

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




Eventful is a Calendar/Announcement Social Network



Kapadokya Lodge Turkey
 Visit our hotel based in the heart of historical Cappadocia
[Ads by Google](#)

List Events On Google
 Post or search for all types of events. Try Google Base - Free.
[Advertise on this site](#)

Signed in as: **bebo**
[Preferences](#)
[Sign out](#)



events
[venues](#)
[calendars](#)
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Add Event

What

concert, lecture, etc.

Where

city, state or zip (optional)

When

dec 31st, friday, next week, etc.

Search Eventful

May, 23, 2006
All Day BST

Workshop on Open Source Software - A Collaboration Platform for Web Applications

Added by **bebo**, Monday, December 26, 2005 1:52 pm PST

This workshop is a part of the program of 2006 International WWW Conference in Edinburgh, Scotland. Details can be found at the conference Web site (www.www2006.org) or the workshop Web site (www.stanford.edu/~bebo/www2006/).

Links (add)

+

 Add this event to a calendar or group

Listed in 1 calendars, 0 comments / 0 trackbacks, 0 links.

Edinburgh International Conference Centre
 Edinburgh, Edinburgh, City of EH3 8EE
 United Kingdom

map: [Google](#) | [Yahoo](#) | [MapQuest](#)

May 2006

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Tags (add)

[open source \(x\)](#)

[web \(x\)](#)

[workshop \(x\)](#)

Tools:

- [Email event](#)
- [Add similar event](#)
- [Add event at this venue](#)

SaveMeSites is a “Begging” Social Network



Because asking for help should always be free.

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Individual Sites

There are a lot of people out there on the web who need help. If you're looking for someone to help, this site can be a good place to start. If you're looking for help, you can look at some of these sites for ideas, link exchanges, and even moral support.

We're currently helping 16614 active sites. We've sent 412734 visitors to our listed sites and we've provided 3672 free pages for people in need.

You can also look at just sites that have [debt](#) or sites that have [dreams](#). The sites are currently in date order, you could see them by [title](#) too.

if you have already built your own site somewhere else, you can [advertise](#) it here for free. If you don't have your own site, but would like a page, you can [request](#) a free site on SaveMeSites.Com. The whole process should take less than 10 minutes.

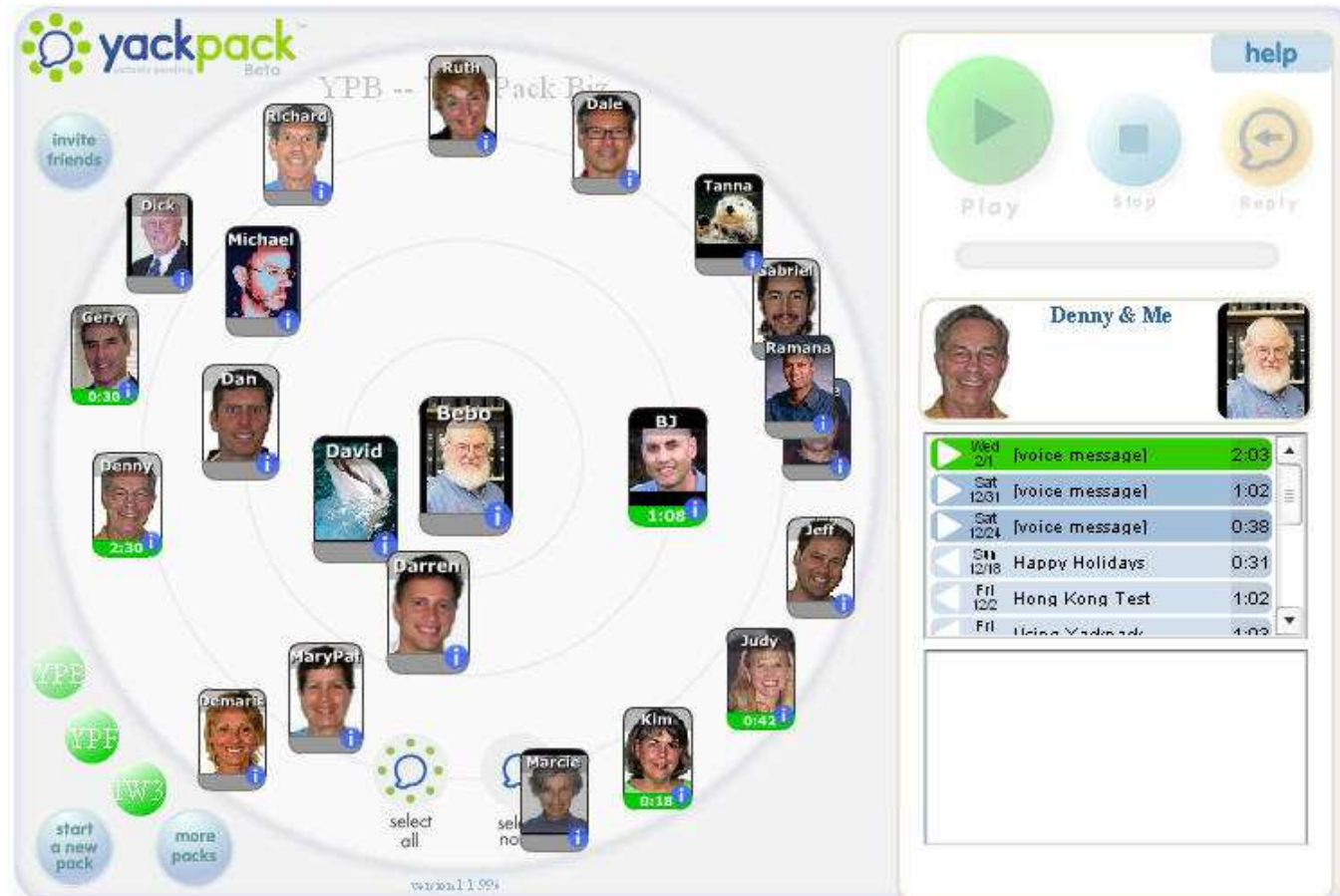
[SINGLE MOTHER OF 3 ON SSD NEEDS HELP!!!!!! \(Debts\)](#)

I am a single mother of 3, and I receive \$674.00 on ssa a month. This is our only income for our family, and we are having a lot of problems right now making it on that because we rent a house out in the country that uses propane, and that is using all our
6 visitors from here since March 8, 2006

[Invalid pensioner is tired of struggling to survive \(Debts\)](#)

I have very serious chronic illnesses that will put me in a wheelchair. I have debt that I would like to clear and need some money in the bank to help with medical needs.
4 visitors from here since March 8, 2006

YackPack is a Short Message Social Network



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

buy a microphone | put YackPack on your web page

[yackpack web site](#) | [privacy policy](#) | [terms of service](#) | [report abuse](#)

all rights reserved © 2006 YackPack

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

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?



To listen to people yack, click the green play button below.

Thanks for your patience!

Questions? Comments?

bebo@slac.stanford.edu

Demo

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