INTRODUCTION TO WEB 2.0

“NO ONE IS AS SMART AS EVERYONE.” LARRY KEELY

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What is Web 2.0?

A Web 2.0 site allows its users to interact with other users or to change website content. In contrast to non-interactive (static) websites where users are limited to the passive viewing of information.
Applications Surrounding Web 2.0

Web 2.0

- Aggregators
- Folksonomy
- User Centered
- Wikis
- Joy of Use
- Social Software
- Usability
- User Centered
- Collaboration
- Six Degrees
- Perpetual Beta
- Simplicity
- HTML
- AJAX
- Design
- CSS
- Pay Per Click
- Browser
- Mobile
- Video
- Video
- Upload
- Audio
- IM
- Video
- Convergence
- UMTS
- Mobility
- Atom
- XHTML
- SVG
- Ruby on Rails
- VC
- RSS
- Semantic
- REST
- Web Standards
- Standardization
- REST
- Microformats
- Syndication
- OpenAPIs
- DataDriven
- Accessibility
- Modularity
- OpenID
- Remixability
- SOAP
- Trust
- Affiliation
- Economy
- The Long Tail
- XML
Web 1.0 vs. Web 2.0
Create a Web 2.0 Application through:

- Open Data:
  - Open data formats
  - No data lock-in or walled gardens
  - User created data
  - User owns their own data
  - Ability to use data outside the confines of the application
  - Data used across devices
Create a Web 2.0 Application through:

- Architecture of Participation
  - Providing a service, not a product (infoware not software)
  - Encourage user contribution (reviews, comments)
  - Collective intelligence (PageRank, folksonomies, popularity)
  - Make it easy to re-use and re-mix
  - Customer self-service
  - Community and sense of ownership
Create a Web 2.0 Application through:

- Rich User Experience
  - Easy to use
  - Pleasurable to use
  - Build social networks
  - Rich user interface
  - Functions like a traditional application
New Web 2.0 Community Tools

- Kazaa, Instant Messengers, Skype, Napster, BitTorrent for P2P Collaboration – text, audio-video conferencing, files

- del.icio.us, Connotea, Citeulike, Bibsonomy, Biolicious manage shared bookmarks

- MySpace, YouTube, Bebo, Hotornot, Facebook, or similar sites allow you to create (upload) community resources and share them; Friendster, LinkedIn create networks

- Writely, Wikis and Blogs are powerful specialized shared document systems

- Google Scholar tells you who has cited your papers while publisher sites tell you about co-authors
  - Windows Live Academic Search has similar goals
Best Web 2.0 sites:

- Social Networking:

  - Facebook
  - Myspace.cn
Best Web 2.0 sites:

- Social Media Sharing

- YouTube

- BREAKPODCAST.com

  “Hot Chicks, Funny Pics, & Cool Flicks”
Best Web 2.0 sites:

- Peer Production News:
Best Web 2.0 sites:

- Online Storage:
Web 2.0 Revolution

- Using existing technologies in new and innovative ways
- Change in the way people view the web
- More mature industry
- Healthier web industry
- Need to innovate just to maintain position