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What is Web 2.0?



- We formulated our sense of Web 2.0 by using a few examples...

- At present, individuals not only find and read information, but also create and share their own in real time.
- For example: blogs, photo albums, social networks and videos.
- All these form the new web – **Web 2.0**

Why Web 2.0?

- To give a clearer understanding of (why?) Web 2.0, we present a comparison between the “**past**” and the “**present**”.

Past

Limited by how many things people can find, see or download off the web.

Present

Unlimited, by how many things people can do, interact, combine, remix, upload, change, customize for themselves.

Technologies & Techniques



- The concept of Web 2.0 uses programming languages.
- For example, JavaScript, XML, AJAX, RSS feeds.
- Techniques to encourage contributions:
 - ▣ Make it easier to contribute
 - ▣ Reward contributions (but don't over-reward)
 - ▣ Edit, don't create
 - ▣ Promote quality contributions
 - ▣ Make participation a side effect
 - ▣ Interact with comments left
 - ▣ Be open-minded

Discussing the functionalities & usabilities of 3 applications

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded square.

YouTube

Broadcast Yourself

The Google Maps logo, with "Google" in its multi-colored font and "Maps" in orange below it.

Google™
Maps

Facebook

- Founded in 2004 – just for Harvard students.

- Competitor: MySpace

- 200 Million MySpace users compared to 100 Million Facebook users.

- **BUT:**

	Visits in June 2008	Changes from June 2007
Facebook	130 Million	153% increase
MySpace	120 Million	3% increase

Key Features



- Scrapbook aspect.
- Organize contacts, meetings,... – your life?
- Easy sharing of pictures, impressions, thoughts.
- See what your friends are doing.
- Customizable application lets you customize your profile easily and gives you something to explore.
- Wide spread popularity.

Encouraging user-contributions



- Easy communication channels; keep all your friends informed.
- Browse your friends' uploaded content daily to see their ongoing activities.
- Find new “exciting” programs.
- Instant Messaging (IM) functionalities.

YouTube

- Founded in 2005 and acquired by Google (only one year later) for \$1.65 billion.
- Today, almost 20% of HTTP web traffic is comprised of YouTube.
- Almost 60% of all web videos are hosted by YouTube. Broadcast Yourself

Key Features, and Encouraging user-contributions

Key Features:

- Upload large amounts of videos for sharing.
- Live streaming – a new experience.
- Entertainment, self exposure.
- No restrictions.
- Very easy to use, automatical video encoding/decoding.

Features to encourage user-contributions:

- Comments
- Rating System
- Ranking System

GoogleMaps

- Started in 2005.
- The mostly used online street mapping tool.
- Big opportunity to connect Web 2.0 content.

Key Features:

- Free and easy to use.
- Good quality.
- Routing functions.
- Implementation in own websites.



Features to encourage user-contributions:

- Little encouraging possibilities.
- Create your own routes, upload pictures and videos only through third party websites.

101 things to do in 1001 days

Background

- Michael Green came up with the idea.
- Used for motivation.
- 101 self-elected tasks.
- 1001 days time limit.
- Only 2 criterias.

101 things to do in 1001 days

- **Functionalities**
 - ▣ **The list**
 - ▣ **Status**
 - ▣ **Comments**
 - ▣ **Ratings**
 - ▣ **Upload**
- **Encourage user contribution**
- **Implementation**



Step 1: Make your list

Step 2: Start the time

Step 3: Done!

Alexander's list

78 Not started tasks 20 Started tasks 3 Finished tasks Overall rating: 3.0 (15 votes)

Start the time

1. Run a marathon

Status: Not started Rating: 4.5 (15 votes)

2. Travel to the USA

Status: Finished Rating: 3.8 (5 votes)

Comments:

Björn Lundgren wrote 11th August:
Way to go Alex!

Jovian Lin wrote 9th August:
You're the man Alex

...

Picture:



Video:



101. Watch Star Wars ten times

Status: 20% Finished Rating: 4.5 (15 votes)

Advertise

Jos n Jes Florist



Jos n Jes Florist have the freshest and cheapest flowers around. Check out the promotion this month.



More Ads

Web 3.0



Web 1.0: Static web pages (HTML)

Web 2.0: Users can contribute and alter web (AJAX)

Web 3.0: The web alters itself.

Semantic web, Services.

- **Network of services**
- **Artificial Intelligence**
- **Semantic Web**

Semantic Web



Categorize data so that computers can "understand" data and relations between data. WWW becomes a web of data.

- RDF describing the data
- Objects and relations. Similarities to OOP
- Enable advanced data processing
- Semantic Searches