

What is Web 2.0?

Bebo White
bebo@slac.stanford.edu

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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, and RSS

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

- Definition is still evolving...
- 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

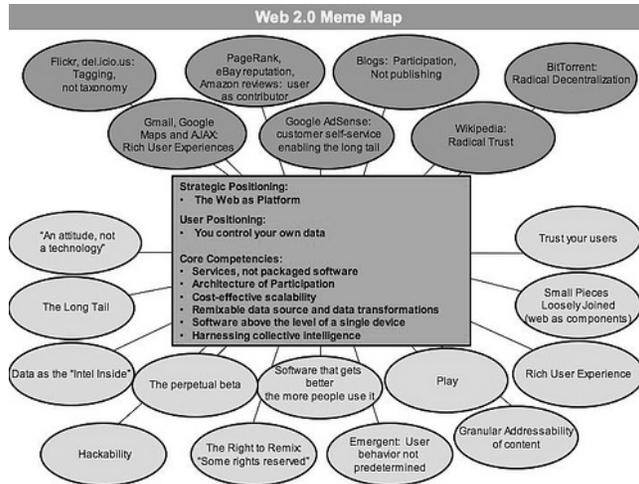
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So, What is Web 2.0? (2/2)

- 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

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Tim O'Reilly's Web 2.0 Meme Map



Web 2.0 By Example (Tim O'Reilly)

<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.

Web 2.0 Drivers - Technology

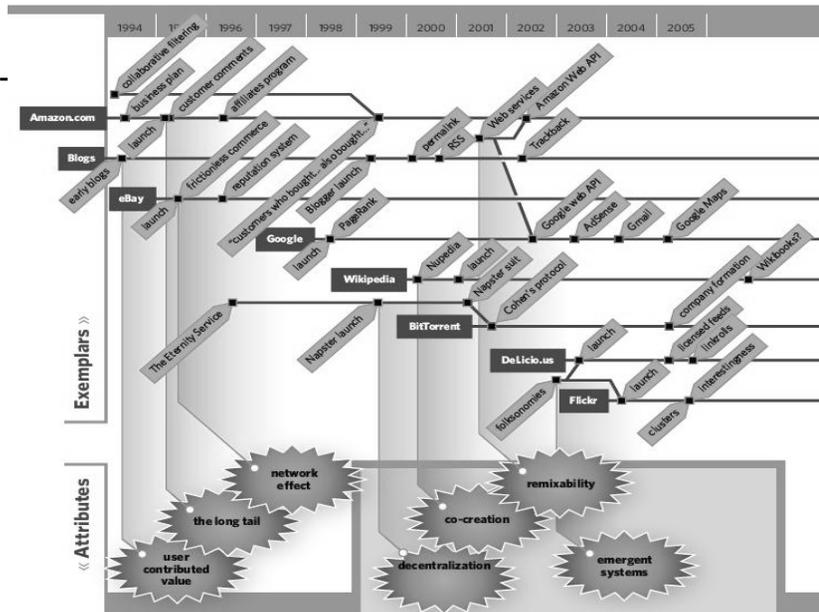
- Computing power
 - Still doubling every 18 months
 - PC-based data centers
- Connectivity
 - Low cost, broad reach Internet
 - Wireless, broadband access
- Device proliferation
 - PDAs, cell phones, etc.
 - Towards a digital devices decade
- Internet standards
 - XML-based integration
- User Interface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





(Adaptive Path)

What is Web 2.0 Again?

“Web 2.0 is a convergence of individual traits, and social and technological forces”

“User-Focused Web = User Satisfaction”

“Web 1.0 is like television in the 1980’s. Web 2.0 is like TiVo – giving users control over the content, delivery, and use.”

Basic Paradigm Shifts (1/2)

	<u>Web 1.0</u>	<u>Web 2.0</u>
Governance	Top down	Bottom Up
Communications	People to Machine	Machine to Machine and People to People
Information Discovery	Search and Browse	Publish and Subscribe
Information Retrieval	Transactional	Relationships
Information Aggregation	Portals, Commercial Aggregators	Micro-Aggregation

Basic Paradigm Shifts (2/2)

	<u>Web 1.0</u>	<u>Web 2.0</u>
Marketing, Selling	Push, Contextual	Conversational, Personal
Content Control	Publishers, Aggregators	Content Authors
Content Structure	Documents, Pages	Tagged Objects
Applications	Closed, Proprietary	Open, Standards-based
Technology	HTML, Solaris, Oracle	XML, AJAX, RSS, PHP, MySQL, XQuery

Five Characteristics of Web 2.0 Infrastructure

- “Web as Platform” – “A platform beats an application every time”
- Web as “Point of Presence” – “visiting vs. immersion”
- Microcontent-based – open, decentralized, bottom-up, and self-organizing infrastructure
- 2nd Order Content or Metacontent – content reuse, out of context
- A Metaweb – to support the dream of the Semantic Web

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Blogging



US Internet Users Who Read Blogs, 2004 & 2005 (as a % of respondents)

Month	% of respondents
February 2004	17%
November 2004	27%
March 2005	25%

Source: Pew Internet & American Life Project, May 2005
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Frequency with which US Internet Users Read Political Blogs, March 2005 (as a % of respondents)

Frequency	% of respondents
At least once a day	5%
2-3 times a week	7%
Once a week	6%
2-3 times a month	5%
Once a month	5%
Less than once a month	16%
Never read	56%

Note: n=2,630
Source: Harris Interactive, April 2005
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The Value of Blogs?

September 30th, 2005 - What I Ate Today

Breakfast, the usual: Cong You Bing, no surprises.

After breakfast, I had a snack I couldn't resist, Fried Chicken Flavor Cheetos. This actually consists of completely cheeseless-flavored cheetos, (in fact, almost completely flavorless cheetos) which you sprinkle a packet of flavoring over. That packet is, I'm convinced, the exact same stuff you mix in chicken-flavored instant noodle.

At lunchtime, I managed to sneak into a MOS Burger and have a small, but tasty, cheeseburger. MOS' burgers are a bit messy, and weird, but, I like 'em. Their fries are decent, too... if only they'd put some salt somewhere in the restaurant.

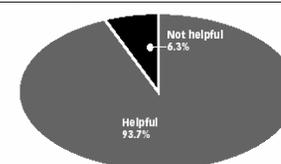
Good thing I did sneak into MOS because the family planned lunch for me, which was take-out Peking Duck and celery.




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User Response to Blogs

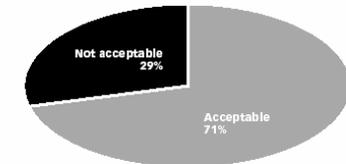
US Internet Users Who Find Information on Blogs Helpful in Making Purchasing Decisions, March 2005 (as a % of respondents*)



Note: *among respondents who have referred to blogs to look for information on products and services they were considering buying
Source: Hosmer, Taylor Nelson Sofres (HNS), April 2005

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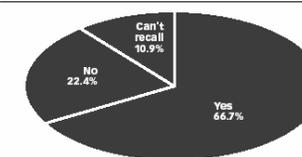
US Bloggers' Feelings about Blog Advertisements, 2005 (as a % of respondents)



Note: Over 1,000 bloggers were surveyed
Source: BlogKits, April 2005

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US Blog Readers Who Have Clicked on Blog Advertisements, May 2004 (as a % of respondents)

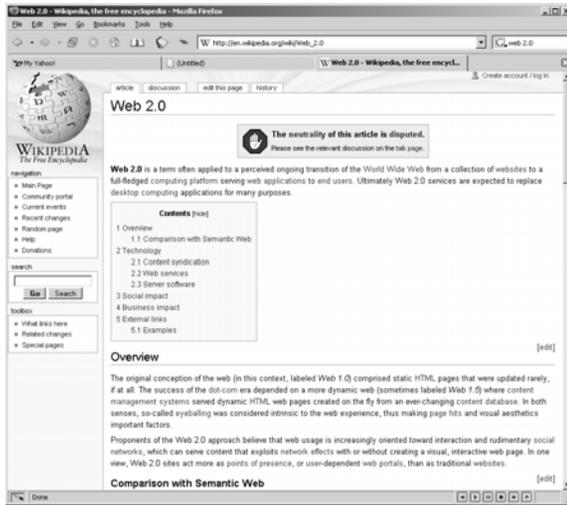


Note: n=15,234
Source: BlogKits, June 2004

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Wikipedia



A **Collaborative Dictionary** being edited in real time by anyone.

Everyone becomes an author, an editor, and a publisher.

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Web 2.0 and Copyright/Copyleft

- User focus builds upon
 - The ability for legal copying, modification, sharing
 - Creative Commons
 - GNU Free Documentation License

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Key Element of Web 2.0 – Collective Intelligence

- An architecture of participation
- Users add value
- An evolved Web perspective
 - Payment
 - Volunteering
 - Selfish interests build collective value as an automatic byproduct
- User ratings
- User tagging

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User Ratings

Spotlight Reviews (What's this?)

Write an online review and share your thoughts with other customers.

103 of 108 people found the following review helpful:

★★★★☆ **Blowin' In The Wind**, September 28, 2005
Reviewer: **Thomas Magnum** (NJ, USA) - [See all my reviews](#)
TOP 5000 REVIEWER

Neil Young has always been a musical chameleon. Shifting from hard rock to rockabilly to grunge to futuristic synth music, he's tried every music genre. But the style he keeps returning to is country-rock. *Prairie Wind* is yet another superb album in this vein. The past few years haven't been kind to Mr. Young with the death of his father and the mother of his first child or finding out that he has a brain aneurysm. With the sense of loss and mortality, *Prairie Wind* reflects on life and family. "The Painter" brilliantly sets the tone for the album as it a brooding, moody piece that shows music gives eternal life to its artists. "Far From Home" is a lovely ode to his parents and "Here For You" is a sweet song for his kids that has a great harmonica solo. "Falling From The Face Of The Earth" is a gentle lament and "He Was The King" is a goofy salute to Elvis Presley, but one done with spirit. "When God Made Me" has a full gospel chorus and "This Old Guitar" is the best track on the album with its simple story and laid-back charm. Country-rock is the skin Mr. Young feels most comfortable in and *Prairie Wind* is his best album in a decade.

Was this review helpful to you? yes no (Report this)

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The Bias of Web 2.0

- Bias towards an intelligent user
 - Specific information goal
 - Knowledge of where to start
 - Specific fulfillment outcomes
- Bias towards “current” users
 - Expected level of sophistication
 - Expected level of vocabulary
 - Cultural expectations

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Summary: The Great Ideas Behind Web 2.0

- Focus on users, not technologies
- Focus on utility, not functionality
- Value delivery, not data
- Focus on agility, not reactivity
- Provide constant improvements
- Drive innovation by user (not consumer) satisfaction

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Web 2.0 for Developers (1/2)

- It's time to write semantic markup (start using XML)
- It's time to start using Web Services (move away from place/site)
- It's time to start “re-mixing” content (think “when and what,” not “who or why”)
- It's time to accept emergent navigation and relevance (users are in control)

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Web 2.0 for Developers (2/2)

- It's time to let metadata be added over time (let social communities describe content)
- It's time to become a programmer (in order to separate structure and style, designers need to become more like programmers)

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Thanks for your patience!

Questions? Comments?

bebo@slac.stanford.edu