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<th><strong>Title</strong></th>
<th>Web 2.0 and Social Networking</th>
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“Web 2.0 and Social Networking”

Bebo White
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HKU CITE Seminar
Hong Kong
17 January 2007
What is Web 2.0?

“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

(from Tim O’Reilly)

<table>
<thead>
<tr>
<th>Web 1.0</th>
<th>Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Web Sites</td>
<td>Blogs</td>
</tr>
<tr>
<td>Britannica Online</td>
<td>Wikipedia</td>
</tr>
<tr>
<td>Content Management Systems</td>
<td>Tagging (“Folksonomy”)</td>
</tr>
<tr>
<td>Directories (Taxonomy)</td>
<td>Web Services</td>
</tr>
<tr>
<td>Screen Scraping</td>
<td>Etc.</td>
</tr>
</tbody>
</table>

(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 1.0

Semantic Web

Web 1.0

Data-centric

User-centric

Web 2.0
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
“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
“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
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”
- 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”
drawing youtube
02:04
This is a short version of the video I did. I'm drawing people on youtube. Do you want me to draw a picture of you? Just ask me. (more)

From: narcos333 | Views: 5,080 | ★★★★★ | More in Arts & Animation
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

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Top Batting Averages

1. **Dragon Quest IV (PS1)** - 'Red Scarlet'
   Batting average: 99.02%
2. **Tomb Raider: The Last Revelation (PC)** - 2:40.51 - AleA
   Batting average: 75.17%
3. **Eviya Filmsleri Dini Filmler**
   Batting average:
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!
ChipIn is a Fundraising Social Network

Collect Money Now!

I am collecting for (required)

I want to raise $ (required)

I need it by (required)

Collect funds via (required)

Start Your Event!

Featured ChipIns:
- 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

My Sample ChipIn

Raised $8,118 of $9,999
81% of goal reached

ChipIn!
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]
To: White, Bebe
Cc: 
Subject: People you know are not connected to you

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.
Eventful is a Calendar/Announcement Social Network

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

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/).

Listed in 1 calendars, 0 comments / 0 trackbacks. 0 links.
SaveMeSites is a “Begging” Social Network

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 SSD 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 money.
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
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