

Web 2.0

What's next for the web?

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SICS (<http://www.sics.se>)

W3C (<http://www.w3.org>)



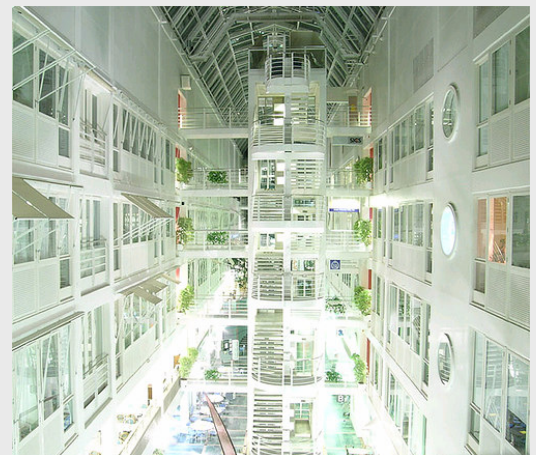
SICS, Swedish Institute of Computer Science

National research institute

- R&D in information and communication technologies
- Non-profit
- 100 employees

Objective:

- contribute to the competitive strength of Swedish industry
- by conducting advanced and focused research in strategic areas of computer science, and
- actively promoting the use of new ideas and results in industry and society at large.



Sponsors:

TeliaSonera, Ericsson,
Saab Systems,
FMV (Defence Materiel Administration),
Green Cargo (Swedish freight railway oper
ABB,
Bombardier Transportation

About predictions

- It is difficult to make predictions, especially about the future.
 - Niels Bohr

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 - Freeman Dyson

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 - Niels Bohr
- The best way to learn about the future, is to stay alive as long as you can, and see what happens.
 - Freeman Dyson
- The best way to predict the future is to invent it.
 - Alan Kay

Structure of presentation

1. Where were we, a moment ago?
2. What has changed?
3. What is this thing called Web 2.0?
4. Ajax – technology toolbox
5. "So what? What's in it for me?"





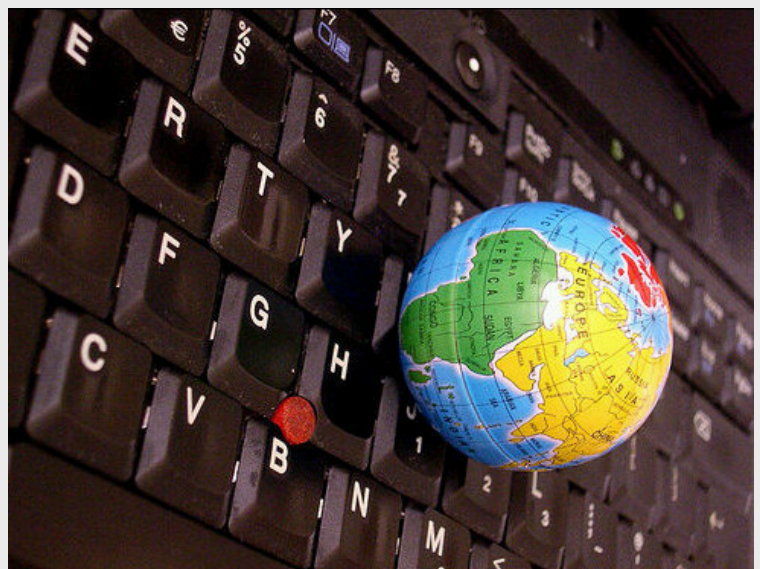
Photo: rob patrick

1. Where were we, a moment ago?



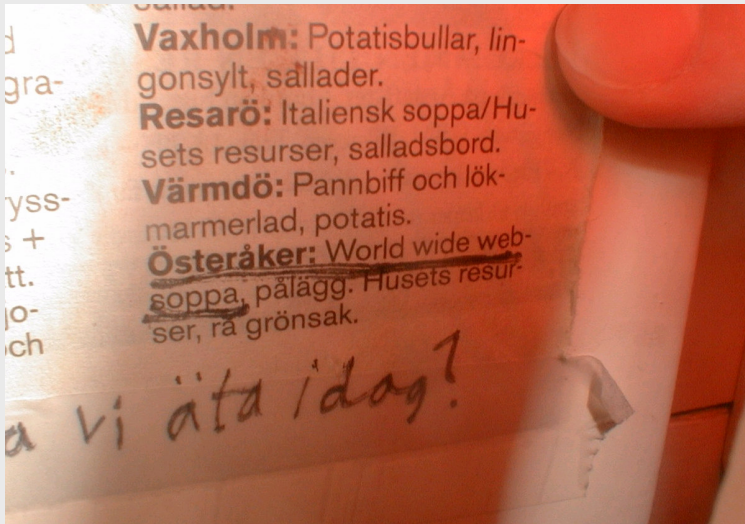
The Web – as we know it

- An old friend
- Taken for granted
- ... like the car or the telephone



Today ...

- The web everywhere
- ... for everyone
- ... for everything
- ... always



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The "content web"

A screenshot of the PCMag.com website. The header includes the PCMag logo and navigation links for various product categories like Digital Cameras, Laptops, MP3 Players, etc. The main content area features a "TOP STORY" section with an article titled "Tech Toys to Take on Your Spring Break" and a "MORE STORIES" section with articles like "Airplanes Cruise Over Technology" and "Thumb Drives: The Modern-Day Dongle?". There are also "PRODUCT REVIEWS" for a Motorola RAZR V3xx and a Western Digital Passport external drive. The website has a clean, professional layout with a red and white color scheme.

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The "service web"



Isn't this enough?

- Will the future be "more of the same"?
- Or?
- There is always a next generation coming up from behind, *thinking differently!* ("Net Generation")



2. What has changed?



A lot is happening on the web!

- **Hot actors on the web / hot sites**

 **BBC News** in video and audio

Last Updated: Thursday, 21 April, 2005, 21:06 GMT 22:06 UK

 [E-mail this to a friend](#)

 [Printable version](#)

Search ads fire up Google profits

Internet search engine Google has reaped the rewards of a rapid growth in search advertising with a near six-fold surge in quarterly earnings.

Google reported a net income of \$369.2m (£282.7m), or \$1.29 a share, in the first quarter, compared with \$64m, or 24 cents a share a year ago.

The figures eclipsed even the most optimistic of Wall Street forecasts.



Google is one of the world's most popular search engines

 **OPEN** BBC News in video and audio

Last Updated: Tuesday, 10 October 2006, 03:03 GMT 04:03 UK

 [E-mail this to a friend](#)
 [Printable version](#)

Google buys YouTube for \$1.65bn

Google is buying video-sharing website YouTube for \$1.65bn (£883m) in shares after a weekend of speculation that a deal was in the offing.

The two companies will continue to operate independently, Google said as it announced the news on Monday.

YouTube, launched in February 2005, has grown quickly into one of the most popular websites on the internet.



The screenshot shows the YouTube homepage interface from October 2006. At the top, it says 'Broadcast Yourself'. Below that are three buttons: 'Home', 'Videos', and 'Channels'. Under 'Videos', there are links for 'Mykiss for Moxies', 'Mykiss for Moxies 2', 'Mykiss for Moxies 3', and 'Mykiss for Moxies 4'. The 'Featured Videos' section displays a video titled 'Mykiss for Moxies' with a thumbnail of a person. To the right of the video, there is a description: 'This dark German video tells the tale of a young man who is...'. Below the video, there are statistics: 'Views: 1,000,000', 'Added 1 month ago', 'From: Moxies', 'Views: 10,000', 'Watched: 10,000', and '1000 ratings'.

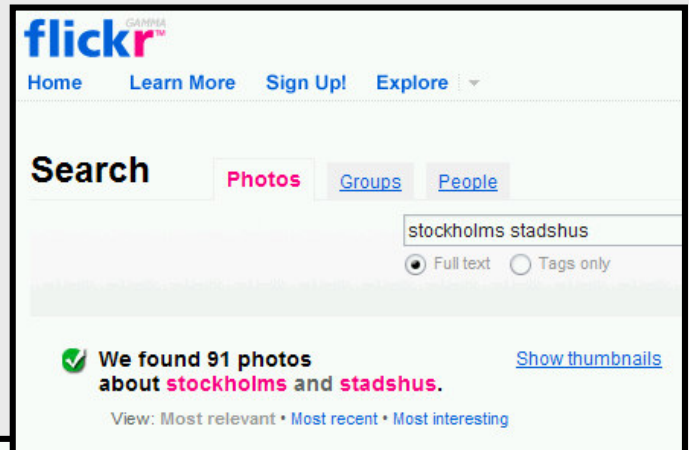
YouTube is growing in popularity



Anyone can make themselves heard/seen

Producing users
("prosumers")

Blogs and citizen journalism



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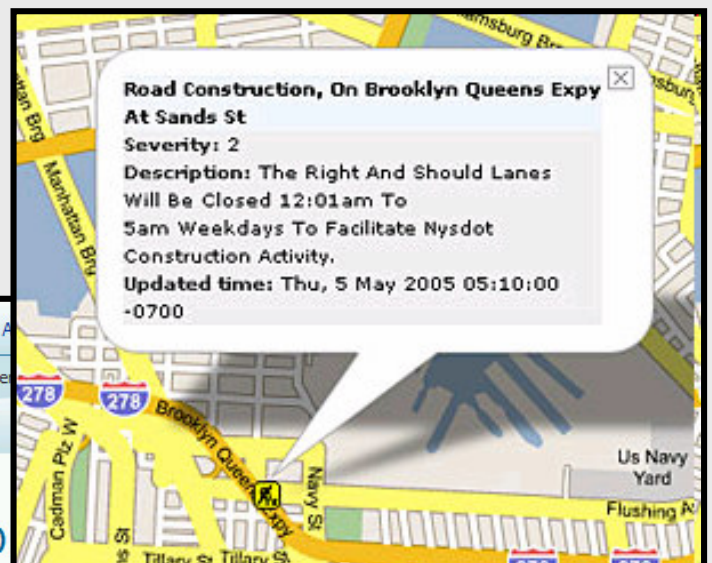
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... and cool web services

Add your stuff onto
others' backgrounds
Google Maps

Store what you have

"hosted" email, blog, picture archives,
documents, ...



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What about businesses?

- ... we see office applications appearing on the web!

The screenshot displays the ajaxWrite web application interface. On the left, a sidebar contains a 'thinkfree' logo, a menu with options like 'File', 'Edit', 'View', 'Insert', 'Format', 'Windows', and 'Help', and a 'My Docs' list with various documents. The main content area features a title 'Introducing ajaxWrite.' followed by a description: 'The look, feel, and functionality of Microsoft Word, in a completely web-based AJAX platform.' Below this, a paragraph states: 'We have preloaded this document to give you something to tinker with straight away. Below is just a : of our functionality.' A section titled 'Use Bulleted Lists' follows, with the text 'The benefits of ajaxWrite and its web-based interface include:' and a bulleted list of features. The list includes: 'Global access, all you need is an internet connection', 'Platform independent, you can use it with any operating system', 'Automatic updates and upgrades, no more computer restarts or missed patches/updates', 'Server side management — all the busywork is done for you', and 'True export to PDF functionality'. Below the list, there are sections for 'Highlight Text' (with a highlighted line), 'Imports and exports documents in all popular formats.', and 'Play with Fonts'. The ajaxWrite logo is visible in the bottom right corner.

Introducing ajaxWrite.

The look, feel, and functionality of Microsoft Word, in a completely web-based AJAX platform.

We have preloaded this document to give you something to tinker with straight away. Below is just a : of our functionality.

Use Bulleted Lists

The benefits of ajaxWrite and its web-based interface include:

- Global access, all you need is an internet connection
- Platform independent, you can use it with any operating system
- Automatic updates and upgrades, no more computer restarts or missed patches/updates
- Server side management — all the busywork is done for you
- True export to PDF functionality

Highlight Text

Imports and exports documents in all popular formats.

Play with Fonts

ajaxWrite

Office on the web – an old idea

cnet NEWS.com

Search:

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Today on News | Business Tech | Cutting Edge | Access | Threats | Media 2.0 | Markets | Digital Life | B

Yahoo hints at Web-based office tools

By Stefanie Olsen
Staff Writer
Published: September 27, 2001, 6:45 PM PDT

TalkBack | E-mail | Print | del.icio.us

Yahoo is testing demand for a new paid Web-based word processing and other tools that could boost much-needed subscription revenue in an anemic online ad market.

The giant online portal is hosting a survey of questions based on a hypothetical "full-featured productivity tools available online through a subscription service."

K12EdCom Educational Commons for OpenCourseWare

- About K12EdCom
- Archives
- Blogs
- Forums
- K12 Courses
- K12 Textbooks
- K12EdCom Listserv
- Links
- News

Home
Web Based Word Processor

Web Based Word Processor

Submitted by pnelson on Tue, 2005-10-04 08:12:21.
Rumor has it that today Sun and Google will announce a web-based version of this software. This would be a wonderful evolutionary step for personal computer users. I don't know and don't care what you think.

Now is the time for web based word processing. Do you know?

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And now ... Google



Welcome to Google Apps

Choose the edition that fits your needs

We offer multiple editions of Google Apps to meet the needs of different organizations. So whether you're a small business or a Fortune 500 company, Google can power up your organization with the right services and support, for the right price.

	Standard Edition	Premier Edition
	Sign Up	Sign Up
Price	Free	\$50 / user account / year Free trial until April 30th, 2007*
Applications		
Gmail, Google Talk, Google Calendar, Docs & Spreadsheets, Page Creator and Start Page	✓	✓
- 99.9% uptime guarantee for email**		✓
- Email storage	2 GB / account	10 GB / account

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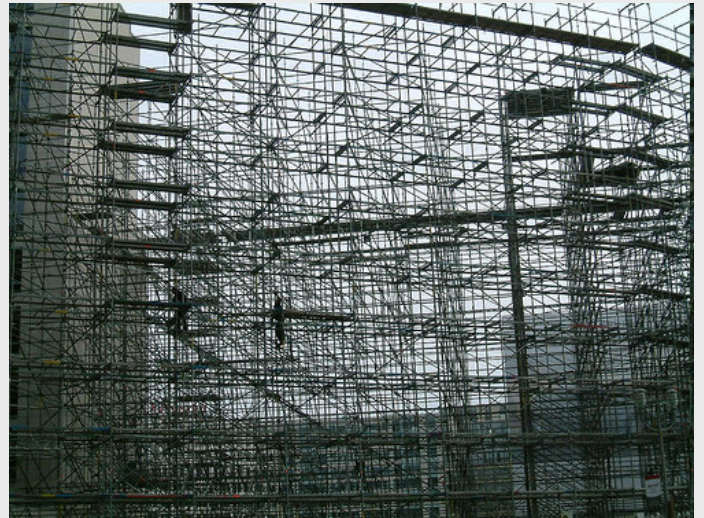
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The signs in the sky

The concept of Software-as-a-Service (SaaS) has established itself:

- Delivered on the web
- Hosted", or on an Intranet
- Web-based data storage
 - As done in present web-based mail systems
- Simplifies systems management
 - "The terminal" is back!

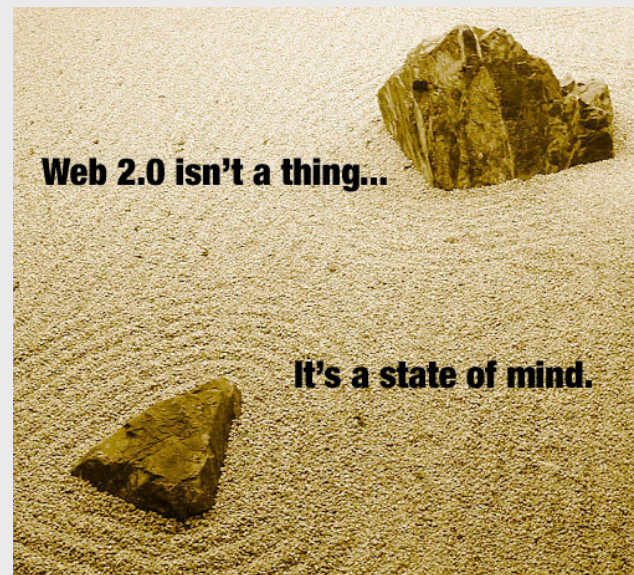
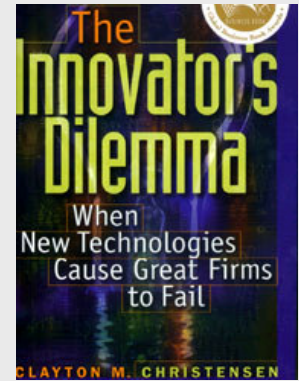


The increasing importance of the web

- If something *can* be done on the web, it *will* be done there.
- The web will be the *natural space* for IT.
- Traditional IT will be "*webbified*".
- Old types of services and functions, but also completely new ones
- New types of actors, with new types of business models and business processes

Witnessing a disruption

- Disruptive technology:
 - “technological innovation, product, or service that eventually overturns the existing dominant technology or product in the market”
- Examples:
 - Vacuum tubes → transistors
 - Mainframes → minicomputers
 - Minicomputers → personal computers
 - Video tape → DVD
 - PC as platform → the web as the platform



3. What is this thing called Web 2.0?

Terms around Web 2.0



How to make sense of all this?

Perspectives:

- Applications/services
 - Well, is there anything new? ?
- Technology
 - New technology for the new web?
- Business models
 - Is it any different?
- Users
 - Have their roles changed?

What is new?

Web 2.0 (term first coined 2004)

- Users:
 - participate ... producers
 - cooperate
 - communities are born and grow up
 - technology offers new user experiences
 - ...
- Business:
 - users generate value
 - new types of business,
 - new possibilities

Some example categories

- Active participation – who is producer, who is consumer?
 - Blogs
 - Wikis
 - Recommendation systems
- Pragmatic semantics
 - Tagging
 - Focused search, vertical search
- Take advantage of changing contents
 - Monitor changes

The creative individual - blogs



Blogmania Business Blog

12 december, 2005

Het bedrijfsleven en Web 2.0 in 2005

Geplaatst onder: [nieuws](#), [blogonomics](#), [marketing](#), [FEM](#), [BusinessWeek](#), [web2.0](#), [gartner](#)
— Bertrand @ 11:32 am


2005 is voor de online wereld een heftig jaar geweest. Webloggen en podcasten zijn doorgebroken als breed media-uiting. Flinkke overnames ([skype](#) bovenaan) hebben het belang van de nieuwe ontwikkelingen duidelijk gemaakt. Voor alle snelle en nieuwe ontwikkelingen zijn de namen Internet 2.0 en Web 2.0 dit jaar te voorschijn gekomen. Alle hype rondom de nieuwe trends (en weblogs versterken dit flink) hebben ook de attentie van het bedrijfsleven gekregen. Aan het begin van het jaar meldde ik al op [Managementboek.web-log.nl](#) dat de Harvard Business Review webloggen als een van de belangrijkste trends van 2005 zag. [Gartner](#) was gedurende het gehele jaar nog sceptisch en terughoudend. Maar met een nieuw jaar in zicht is hun houding bijgesteld. Frank op Frankwatching laat in een uitgebreid stuk [Gartner's signaal: Top 10 voor internet 2.0](#) zien wat Gartner's huidige opstelling is tav nieuwe interactieve media ontwikkelingen. Gartner is een gerenommeerd ICT-trend en adviesbureau dat werkt met cycli van trends. Meestal duurt de opkomst van een trend een aantal jaren, tot het tot een mainstream



My **blog** is worth
\$16,371.66.
How much is your
blog worth?


Main
Home
Over Blogmania
Uw bedrijf in de blogosfeer
Weblog starten
De voorbereiding

The creative community - Wikipedia



WIKIPEDIA
The Free Encyclopedia

navigation

- Main Page
- Community Portal
- Current events
- Recent changes
- Random article
- Help
- Contact us
- Donations

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
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- Permanent link
- Cite this article

in other languages

- Deutsch

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Web 2.0

From Wikipedia, the free encyclopedia

The term "**Web 2.0**" refers to what some people see as a second phase of development of the [World Wide Web](#), including its architecture and its applications. As used by its proponents, the phrase refers to one or more of the following:

- the transition of [websites](#) from isolated information silos to sources of content and functionality, thus becoming a [computing platform](#) serving [web applications](#) to [end users](#)
- a social phenomenon referring to an approach to creating and distributing Web content itself, characterized by open communication, decentralization of authority, freedom to share and re-use, and "the market as a conversation"
- a more organized and categorized content, with a far more developed deeplinking web architecture
- a shift in economic value of the web, possibly surpassing that of the [dot com boom](#) of the late [1990s](#)
- a marketing term to differentiate new web businesses from those of the dot com boom, which due to the bust now seem discredited

However, a consensus on its exact meaning has not yet been reached.

Many find it easiest to define Web 2.0 by associating it with companies or products that embody its principles. Some of the more well known Web 2.0 entities are [Google Maps](#), [Flickr](#), [del.icio.us](#), [digg](#), and [Technorati](#), to name a few.

Many recently developed concepts and technologies are seen as contributing to Web 2.0, including [weblogs](#), [linklogs](#), [wikis](#), [podcasts](#), [RSS feeds](#) and other forms of many to many publishing; [social software](#), web [APIs](#), [web standards](#), online [web services](#), [Ajax](#), and others.

Proponents of the Web 2.0 concept say that it differs from early web development, retroactively labeled *Web 1.0*, in that it is a move away from static [websites](#), the use of [search engines](#), and [surfing](#) from one website to the next, to a more dynamic and interactive World Wide Web. Others argue that the original and fundamental concepts of the WWW are not actually being superseded. Skeptics argue that the term is little more than a [buzzword](#), or that it means whatever its proponents want it to mean in order to convince their customers, investors and the media that they are creating something fundamentally new, rather than continuing to develop and use well-established technologies [\[1\]](#)[ⓘ].

Contents [\[hide\]](#)

1 Overview

Tagging photos – Flickr

[Home](#) | [Sign Up](#)[Sign In](#) | [Help](#)

Photos: [Explore Flickr](#) • [Learn More](#)


flickr BETA

[View as slideshow](#)
([New window](#) ↗)

Tags / web20

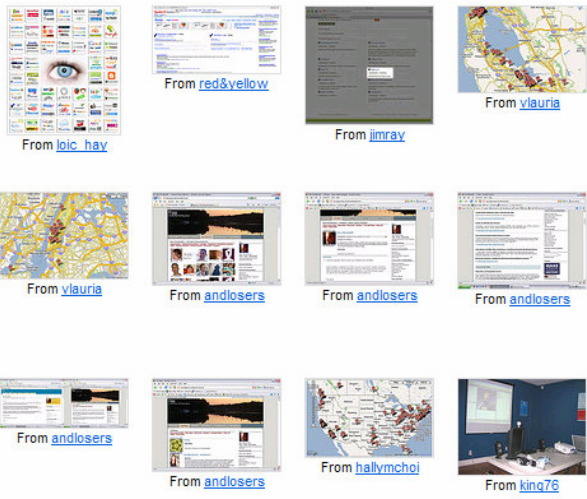
Sort by:
Most recent • [Most interesting](#)

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\$0.22 each, Ritek 8x
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[www.runtechmedia.net](#)

DVD R R
Find Deals on DVD R R
and other Computer



Tagging web docs – del.icio.us

 **del.icio.us / search**[popular](#) | [help](#)
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Search results for **web 2.0**

showing 1 - 10 of about 3753
« previous | [next](#) »

[script.aculo.us - web 2.0 javascript](#)
to javascript ajax programming web css ... [and 7890 other people](#)

[The Best Web 2.0 Software of 2005 \(web2.wsj2.com\)](#)
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[O'Reilly: What Is Web 2.0](#)
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[Web 2.0 Workgroup - A network of Web 2.0 resources](#)
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[I want to - a page of utilities that help you do stuff you want to](#)

common tags
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web
ajax
blog
business
design
internet
programming
software
tools
webdesign
blogs
javascript
css
rss
reference
technology
social
article
asp.net
.net
tutorial
social/software
google
webservices

Monitor blogs - technorati

Currently tracking 26.9 million sites and 1.9 billion links. [Member Sign In](#) [Sign Up](#) [Help](#) [About](#)

Technorati™

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web 2.0 in All Blogs. Limit to blogs about:

All Blogs Web2.0 Web-2.0 Ajax Web Technology Tech

20 posts in the last 1 hour in

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Colgate-Palmolive: Ajax
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Buy Ajax at drugstore.com
We place over 25,000 products at your fingertips - from unique gifts to everyday basics. Plus, you will get 5% back and free shipping. See site for details.
www.drugstore.com

Oh yeah, finally more content! (100% more than...)

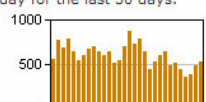
Technorati MINI

Welcome to Technorati!

- What's going on here? [Take the tour](#) to see how Technorati works.
- Do you blog? [Claim it](#) to get in here!
- Want more? [Become a member](#) to save searches in a Watchlist.

Mentions by Day

Posts that contain **Web 2.0** per day for the last 30 days.



Monitor events - eventful

eventful BETA

[home](#) [events](#) [venues](#) [calendars](#) [groups](#) [users](#) [Add Event](#)

Discover, create and share events that matter to you.

Upcoming Events in chicago, il (Change location)

- Feb Art Institute of Chicago Daily Admission
- Feb Gallery Audio Guide
- F Storytime for Infants & Toddlers
- F Storytime Thursdays, 11 AM
- F Soft Science

[More events in chicago, il](#)

Search for Events

What

concert, lecture, etc.

Where

city, state or zip (optional)

When

dec 31st, friday, next week, etc.

New to Eventful?
Take a tour to learn how Eventful works for you.


Cool Tools
Eventful is full of useful tools and features. Check out some of our favorites:
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A Random Selection of Events

Popular Event Tags
art arts barnesandnoble books borders ca concerts family games lionking meetup mib moms museums music newyork ny play

From the Eventful Blog
» [Free T-Shirt Offer, or, Ruby Developers Take Note: New Ruby API for EVDB](#)
» [System Maintenance 9-11pm U.S. Pacific Time, 23 Jan 2006](#)

Join a Group
Find others interested in the same kinds of events as you!



Mash-up multiple sources– Nestoria

Home > Property to buy near Birmingham

Property to: **BUY (119)** [RENT](#) Found 119

Min. Price:	£100k	£150k	£200k	£250k	£300k	£350k	Type of Property:	all types	flat	house
	£400k	£450k	£500k	£750k	£1,000k	no min				
Max. Price:	£100k	£150k	£200k	£250k	£300k	£350k	Min. Bedrooms:	studio+	1+	2+
	£400k	£450k	£500k	£750k	£1,000k	no max			3+	4+
							Min. Bathrooms:	any	2+	3+
									4+	5+
									6+	

Too many properties? Use the links above to narrow your search.

1 - 10 of 119 Sort: **Nestoria Rank** Price Beds

Similar Properties
 Similar Properties
 Similar Properties
 Similar Properties
 Similar Properties
 Similar Properties

Moseley Rd, Birmingham, W. Midlands, B12 £325,000
 3 Beds, Garden, Grade II, Detached, Garage, Central Heating, Reception
 Dillons

Mill Burn Way, Birmingham, B9 £159,950
 4 Beds, 2 Baths, Garden, Semi-Detached, Conservatory, Garage, En suite, Central Heating
 Dillons

Flat to buy, Birmingham £63,750
 2 Beds, 1 Bath, Freehold, Parking
 fish4 > Matthews

Deritend, Birmingham, W. Midlands £206,000
 2 Beds, Balcony, Penthouse, En suite
 Look4aProperty > your move

Ombersley Rd, Balsall Heath, Birmingham, B12 £149,950
 3 Beds, Garden, Terrace, Central Heating, Reception
 Dillons

Flat for sale, Birmingham £163,500

Voting/recommendations – digg

digg News Videos Podcasts beta

All Topics Technology Science World&Business Sports Entertainment Gaming

All Apple Design Gadgets Hardware Tech Industry News Linux/Unix Microsoft Mods Program

Get the detail

Technology

Newly Popular | [Top in 24 Hours](#) | [7 Days](#) | [30 Days](#) | [365 Days](#) |

79 diggs

Flickr targets Hong Kong market
 koregaonpark submitted, made popular 1 hour 9 min ago (news.bbc.co.uk)
 Flickr has announced plans to launch a Chinese version of the site. The site, using traditional Chinese characters, will initially target users in Hong Kong. Chinese Flickr will offer all the main features which are available on the English-language version, a spokeswoman said. [More...](#)
[5 comments](#) | [Blog it](#) | [Email it](#) | Topic: [Tech Industry News](#) | [Bury](#) |

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Ubuntu Feisty Fawn: Desktop Linux Matured

So, what's new under the sun?

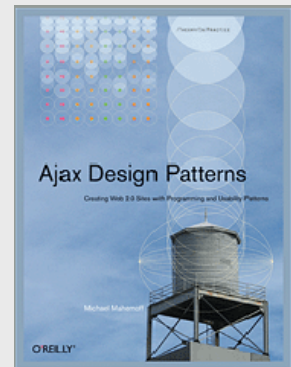
- Tagging resources/objects
 - Direct value for users
- “Folksonomy” – community use of tagging
 - New conceptualizations
- Blogging
 - The value of being linked to
 - The value of being commented on
- Mashup/Remix
 - The value of reuse
- Exploiting patterns of usage
 - Votes, recommendations



4. Ajax – technology toolbox

AJAX technologies

- AJAX (first coined 2005):
 - "Asynchronous JavaScript and XML"
- Set of technologies:
 - CSS,
 - JavaScript,
 - XML,
 - XMLHttpRequest
- Existing technologies used in new ways
 - Pushing the limits of what present implementations support
 - Create attractive user experience!




The reactive interface

- *Styling* in webbish ways, not like glossy magazines
 - CSS
- Dynamic *visual modifications*, no page loads
 - DHTML, JavaScript, DOM
- Context sensitive *user options*, no server checks
 - DHTML, JavaScript, DOM
- Asynchronous *data fetch*, no bulk data (re)load from server
 - XMLHttpRequest
- Behave like a desktop application!

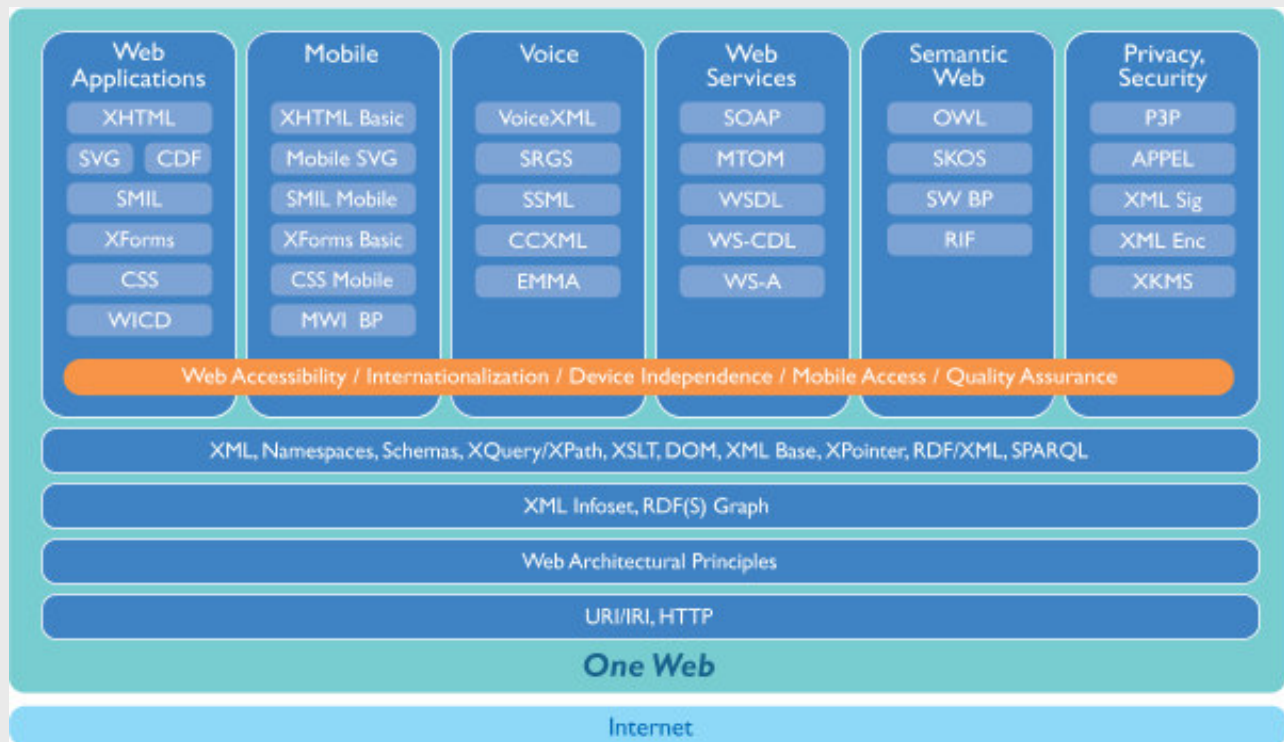
Technology providers

- Industrial AJAX toolboxes:
 - GWT, Oracle, SAP, ... Dojo Foundation, ...
 - Support authoring/programming AJAX sites
- Based on existing and emerging standards!:
 - [X]HTML, RSS, Atom, FOAF,
 - HTTP, Atom (WS: SOAP, ...)
- ... the infrastructure of the web is what is needed!

World Wide Web Consortium

-  **World Wide Web Consortium** (1994-)
- Industry consortium – specifies webbstandards
- Approx 400 members – industry, public sector, reserach
 - Global coverage
- Produces starndards ("W3C Recommendations") i via a consensus-based process
 - HTML, HTTP, XML,

Technology Stack



Assuring AJAX interoperability

- *W3C, Rich Web Client Activity:*
 - Compound Document Formats Working Group
 - Web API Working Group
 - Web Application Formats Working Group



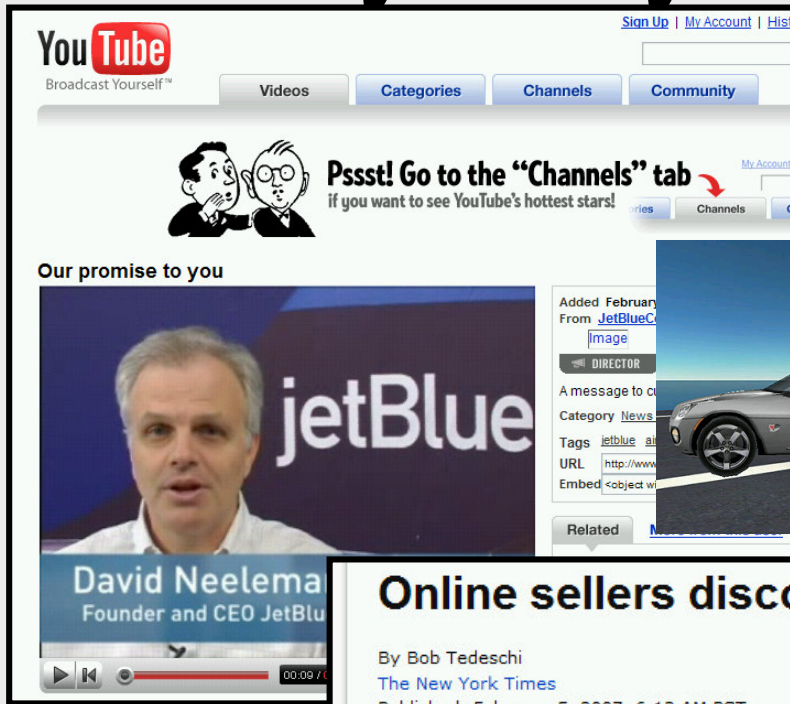
Photo: Brian Talbot

5. "So what? What's in it for me?"

Who is concerned? Why?

- External web 2.0
 - The Web 2.0 landscape "out there"
 - How our user / customers / clients see us
 - What will attract / satisfy users?
 - Future users – the Net Gen!
- Internal web 2.0
 - The IT landscape "in-house"
 - How we support our employees
 - How do we support our employees?
 - Future employees – the Net Gen!

Industry/Society in the new game



Online sellers discover the power of video clips

By Bob Tedeschi

The New York Times

Published: February 5, 2007, 6:13 AM PST

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It was just a matter of time. Online retailers have begun capitalizing on the YouTube craze, offering a video platform for

nytimes.com
The New York Times

L'expérien
commence

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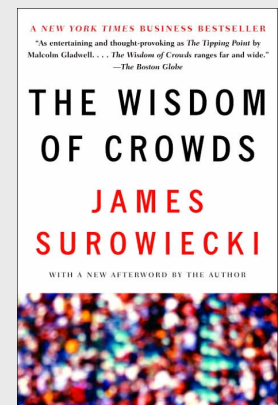
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Web 2.0 ... insights

- Don't design for users – let users design for themselves
 - E.g., mash-ups
- Enable users to profile objects
 - E.g., tagging
- Support community building
 - E.g., tag sharing, folksonomies
- Find ways of capturing new values
 - E.g., community-based recommendations



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Example: knowledge management

- Traditional knowledge management
 - does not work
- Community-based knowledge management
 - Critical component: usage knowledge
 - Emerges through practical use
 - Concept models created by community
 - Handles dynamic trends ... "usage drift"
 - Supports reuse of information and of experts
- Key innovation areas, such as:
 - Social bookmarking
 - Information dynamics

Conclusion

Web 2.0, you, and communities

- Users optimise value through communities
- Communities emerge, they are *not* designed
- Technology can support community building and community life
- What *external* communities do you serve?
- What *internal* communities do you have?

Links

- The presentation:
<http://www.w3c.se/resources/office/talks/20070318/>

Thank you!

