

Web 2.0 och bortom

Olle Olsson

Swedish W3C Office

Swedish Institute of Computer Science (SICS)

ISOC.SE-seminarium, Stockholm, 8 oktober, 2008

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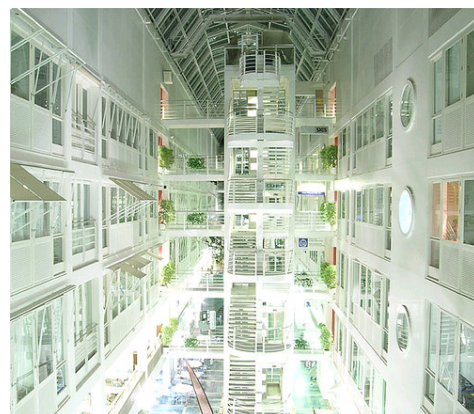
SICS – Swedish Institute of Computer Science

Nationellt forskningsinstitut

- FoU inom informations- och kommunikationsteknologi (IKT)

Mål:

- Bedriva avancerad och fokuserad forskning inom strategiskt viktiga IKT-områden



Sponsorer:

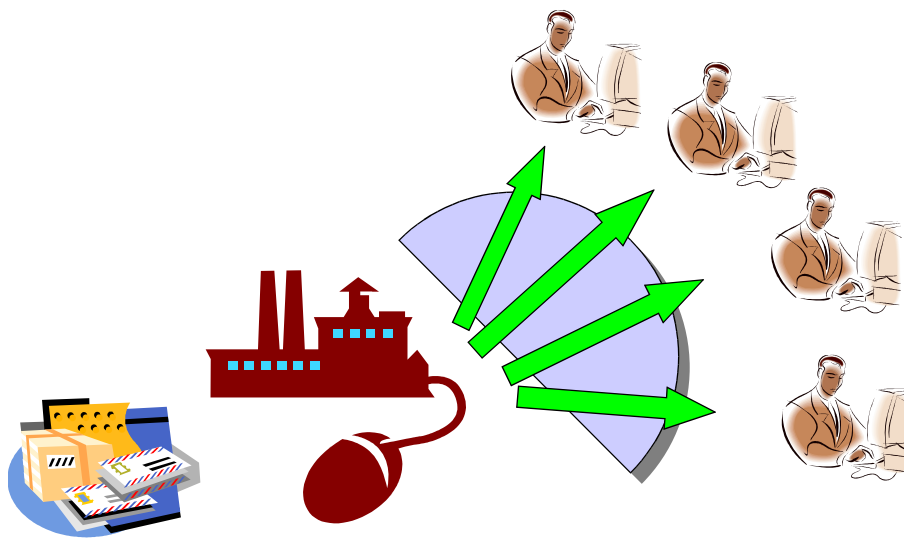
TeliaSonera, Ericsson,
Saab Systems,
FMV (Defence Materiel Administration),
Green Cargo,
ABB,
Bombardier Transportation

- Webben fram till nyss
- Vad webben är idag
- Webbens essens
- Slutsats



Webben fram till nyss

Webben ... producenter och konsumenter



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Olle Olsson: "Web 2.0 och bortom"

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Webben ... innehåll

The screenshot shows the PCMag.com website homepage. At the top, there is a navigation bar with links to various product categories: DIGITAL CAMERAS, LAPTOPS, MP3 PLAYERS, CELL PHONES, PRINTERS, DESKTOPS, HDTVS, and MORE. Below this is a search bar and a navigation menu with links to HOME, REVIEWS, DOWNLOADS, EXPERT HELP, NEWS, COLUMNS, SHOP, DISCUSS, @WORK, and SUBSCRIBE. The main content area is divided into sections: TOP STORY, MORE STORIES, and PRODUCT REVIEWS. The TOP STORY section features an article titled "Tech Toys to Take on Your Spring Break" with a photo of a laptop, a digital camera, and a cell phone. The MORE STORIES section includes articles like "Airplanes Cruise Over Technology" and "Thumb Drives: The Modern-Day Dongle?". The PRODUCT REVIEWS section features articles like "A New, Sharper RAZR Cell Phone" and "A Great Choice for Portable Storage". On the right side of the page, there are two vertical advertisements: one for Circuit City and one for Vizio.



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Webben ... tjänster

The screenshot shows the Nordea website interface. At the top is a blue header with the Nordea logo and a search bar. Below the header is a navigation bar with links: Logga in, Verktyg och hjälpmedel, Hjälp, Kontakt, and Skriv ut. A secondary navigation bar contains buttons for Hem, Privat, Företag, Stora företag och institutioner, and Om Nordea. The main content area features several promotional banners and service lists. On the left, a banner for internet services includes a security warning and links to log in for different user types. In the center, a banner for home loans features a photo of a man and text about interest rates, with links for advice and contact. To the right, a list of internet services is provided. Below this, a 'Genvägar' (Shortcuts) section lists various financial products like funds, bonds, and loans. At the bottom left, a 'I fokus' (In focus) section lists recent news items. At the bottom right, there is a 'Krönika' (Chronicle) section with a photo of a woman. A footer banner at the bottom of the page reads 'Vi hjälper dig gärna.'

Nordea

Om [Logga in](#) | [Verktyg och hjälpmedel](#) | [Hjälp](#) | [Kontakt](#) | [Skriv ut](#)

[Hem](#) [Privat](#) [Företag](#) [Stora företag och institutioner](#) [Om Nordea](#)

Tänk på säkerheten och skydda din dator från intrång
Ta del av vårt erbjudande om antivirusprogram när du loggat in. Nordea ersätter kunder som utsätts för bedrägeri och som handlat i god tro. [Läs mer om säkerhet](#)

Det handlar inte bara om fast eller rörlig ränta!
[Råd om boende](#)
[Kontakta mig](#)

Låna klokt till vad du vill
Enkelt till rätt ränta.
[Läs mer](#) [Ansök nu](#)

Internetjänster
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Genvägar
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[Valutakurser](#)
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[Kontakt](#)

I fokus

- [Låna av ditt hus](#)
- [Läs mer om Årsstämma 2007](#)
- [Nu kan du teckna nya aktieobligationer](#)
- [Ta betalt på Internet](#)

Krönika

Vi hjälper dig gärna.

Blir det något mer? annorlunda? ...

- Webben: en överraskande succé – påkommen 1990!
 - Är framtiden "more of the same"?
 - Linjär prognosticering?
 - Eller?
-
- Webben är vad vi upplever den vara
 - Nya generationer användare kommer, *som tänker annorlunda!*
 - "Net Generation"
 - Nya förväntningar skapar nya drivkrafter
 - Nya drivkrafter påverkar utvecklingens riktning



Vad vi ser idag

På den öppna allmänna webben

Nya

- ...typer av aktörer och webbrymder
- ... innehåll och tjänster
- ... förväntningar och intressen

Nyckelbegrepp:

- Användarskapat innehåll
- "Communities"

Användarskapat innehåll - Flickr



Subway Tweed by one of our members, tangentialism

Already a member? [Sign in.](#)

flickr

The best way to **store, search, sort** and **share** your photos.

[Sign up!](#)

Or, [take a tour.](#)

In the [colorful reflection](#) we have what is [life](#). - J.W. v. Goethe

Find a photo of...

[GO](#)

Or, browse [popular tags?](#)

[Explore Flickr](#)

Browse interesting photos shared over [the last 7 days](#).

NEW See popular cameras with [Camera Finder](#)



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Innehåll och beskrivningar - Flickr

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Search

[Photos](#) [Groups](#) [People](#) NEW [Search by Camera](#)

[SEARCH](#) [Advanced Search](#)

☒ Full text ☐ Tags only

✓ We found 123 photos matching **nokia** and **7380**. [Show thumbnails](#)

View: [Most relevant](#) • [Most recent](#) • [Most interesting](#)

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www.Dealtime.com/cellularphones

[Get Nokia Phone 7380 GSM](#)
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www.plemix.com



Nokia 7380
Uploaded on 3 February 2006

 By **MobileBurn**
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Användarskapat innehåll - YouTube



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LisaNova


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WilliamSledd

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[Off The Wall Episode 1: "Lady Troubles"](#)
06:10
Wallby bets Nick that he can get a girlfriend by the end of the day. Hilarity ensues!
From: [TheAlexmeister](#) Views: 105,939  More in [Film & Animation](#)

Innehåll och beskrivningar - YouTube



Nokia 7380 Review



Added February 27, 2006

From [phonescoop](#)

 Provided By: [phonescoop](#)

Phone Scoop's review of Nokia's 7380 fashion phone. Designed for small pockets and tiny purses, the 7380 is the ultimate nightlife accessory - with plenty of features to impress your friends or that hottie you just met. More at [www.phonescoop.com](#) ([less](#))

Category [Howto & DIY](#)

Tags [Phonescoop](#) [Nokia](#) [7380](#) [cellphone review](#) [lipstick fashion](#) ([less](#))

URL [http://www.youtube.com/watch?v=zb_cGG1S_](#)

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04:11

Director Videos



[1000 Days at Sea](#)
[Update from Reid Stowe!](#)
05:09

From: [GoodNewsBroadcast](#)



[The Vegetarian Makeover](#)
02:00

From: [Unsustainables](#)



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Browse Subjects

Bestsellers

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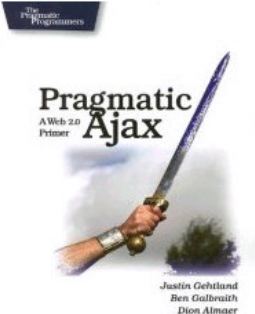
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Pragmatic Ajax: A Web 2.0 Primer (Pragmatic) [ILLUSTRATED] (Paperback)
by [Justin Gehtland](#) (Author), [Ben Galbraith](#) (Author), [Dion Almaer](#) (Author)
★★★★☆ (9 customer reviews)

List Price: \$29.95
Price: **\$19.77** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)
You Save: \$10.18 (34%)

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Browse Subjects

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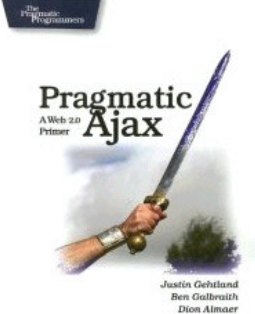
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Pragmatic Ajax: A Web 2.0 Primer (Pragmatic) [ILLUSTRATED] (Paperback)
by [Justin Gehtland](#) (Author), [Ben Galbraith](#) (Author), [Dion Almaer](#) (Author)
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Customers who bought this item also bought

- [Ajax in Action](#) by Dave Crane
- [Head Rush Ajax \(Head First\)](#) by Brett McLaughlin
- [Agile Web Development with Rails \(Pragmatic Programmers\)](#) by Dave Thomas
- [Rails Recipes \(Pragmatic Programmers\)](#) by Chad Fowler
- [Programming Ruby: The Pragmatic Programmers' Guide, Second Edition](#) by Dave Thomas

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Customers who bought this item also bought

Spotlight Reviews

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

19 of 19 people found the following review helpful:

★★★★☆ **Great Primer for AJAX and Web 2.0**, May 23, 2006
Reviewer: **Andrew Violette** "[www.andrewviolettenet.net](#)" (Hoffman Estate)
REAL NAME™

The only way to really learn Ajax (and the wider "Web 2.0") is write the code and understand Javascript. The writers behind this book know this because they give examples (as in "Ajax in Action"), but have instead given a wide survey of...

The book starts out with a very readable overview of Ajax and follows that with a fascinating deconstruction of Google Maps. In subsequent chapters, they cover the mechanics of making asynchronous calls with Javascript. Since most people...

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Användarskapat innehåll - Amazon

The screenshot shows the Amazon product page for the book "Web 2.0 och bortom" by Olle Olsson. The page is in Swedish. The top navigation bar includes links for "amazon.com", "Your Amazon.com", "Books", "See All 41 Product Categories", "Your Account", "Cart", "Your Lists", and "Help". Below this, there are links for "Advanced Search", "Browse Subjects", "Bestsellers", "The New York Times® Best Sellers", "New & Future Releases", "Libros En Español", "Magazines", and "Sell Your Stuff".

Key sections highlighted with red boxes include:

- Customers who bought this item also bought**: A section with a "GO" button and a "Find Gifts" button.
- Spotlight Reviews**: A section with a "GO" button and a "Find Gifts" button.
- Tags customers associate with this product**: A section showing the first tag as "ajax" (Kai Bielenberg "kaib" on Nov 18, 2005) and the last tag as "pragman2". It lists various tags like "ajax", "programming", "google maps", "java", "javascript", "map", "philosophy", "pragmatic programmer", "reference", "web", "web 20", "web development", "web20", and "work".
- See all 17 tags...**: A link to view all tags.
- understand Javascript. The writers behind this book know this because the examples (as in "Ajax in Action"), but have instead given a wide survey of**: A snippet of text from a review.
- The book starts out with a very readable overview of Ajax and follows that fascinating deconstruction of Google Maps. In subsequent chapters, they discuss the mechanics of making asynchronous calls with Javascript. Since most people**: Another snippet of text from a review.
- 62 used & new available from \$15.00**: A price and availability notice.
- Keep connected to what's happening in the world of books by signing up for Amazon.com Books Delivers**: A promotional message for the Amazon.com Books Delivers newsletter.

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- Tag this product (What's this?)**: A section with a "Your tags: Add your first tag" button.
- See all 17 tags...**: A link to view all tags.
- understand Javascript. The writers behind this book know this because the examples (as in "Ajax in Action"), but have instead given a wide survey of**: A snippet of text from a review.
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- 62 used & new available from \$15.00**: A price and availability notice.
- Keep connected to what's happening in the world of books by signing up for Amazon.com Books Delivers**: A promotional message for the Amazon.com Books Delivers newsletter.

Användarskapat innehåll - Amazon

The screenshot shows the Amazon.com product page for the book "Ajax: The Definitive Guide" by Jesse James Garrett. The page is in Swedish. Several sections are highlighted with red boxes:

- Customers who bought this item also bought**: A section at the top left showing related products.
- Spotlight Reviews**: A section below the first box showing a review by "aja" (1).
- Tags customers associate with this product**: A section below the reviews showing tags like "web20", "work", "ajax", "javascript", "map", "philosophy", "web", "web 20", and "web development".
- Tag this product (What's this?)**: A section for users to add their own tags.
- Customer Discussions Beta (What's this?)**: A section for users to start a new discussion or ask questions. It includes a "Start a new discussion" button and a "Guidelines" link.

Användarskapat innehåll - Amazon

The screenshot shows the Amazon.com product page for the book "Ajax: The Definitive Guide" by Jesse James Garrett. The page is in Swedish. Several sections are highlighted with red boxes:

- Customers who bought this item also bought**: A section at the top left showing related products.
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- Tags customers associate with this product**: A section below the reviews showing tags like "web20", "work", "ajax", "javascript", "map", "philosophy", "web", "web 20", and "web development".
- Tag this product (What's this?)**: A section for users to add their own tags.
- So You'd Like to...**: A section for users to create a guide. It includes a "Create a guide" button and a "Guidelines" link.

Användarskapat innehåll – Threadless

The screenshot shows the Threadless website homepage. At the top, there's a navigation bar with links: **threadless™** (with the tagline "Nude No More"), **SHOP** (circled in red), **PARTICIPATE**, and **SERVICE**. Below these are links for "Full Catalog", "Stock Chart", "threadless SELECT", "Type tEes", "XXXXX CLUB", and "KIDS!". On the right, there's a shopping cart icon with "0 items" and a "CHECKOUT" button, along with a login prompt: "You aren't logged in :(Would you like to login or join us?".

Below the navigation bar, a banner reads "New & Amazing! announced on **APRIL 23**". A sub-header says "Check out these hot new tees, awesome new submissions and sexy new gallery photos!".

The main content area features a "Grand Prize Winner!" section with two featured tees: "Kickin' It Old Skool" by Battlefield 1986 (designed by Josh Agerstrand and Andrew Barger) and "Tiny Toy Talons" by James Liepolt. To the right, there's a "12 random submissions" gallery and a "New tee-rific photos!" section.

At the bottom of the main content area, there are three small "NEW" teasers for other designs.

Användarcommunities - Facebook

The screenshot shows the Facebook homepage from 2008. At the top, it says "Welcome to the new Facebook". The navigation bar includes "facebook", "Home", "Profile", "Friends", "Inbox", and a search bar. The user's name "Olle Olsson" and links for "Settings" and "Logout" are also visible.

The main content area starts with a "What are you doing right now?" status box. Below it is a "Välkommen till Facebook på svenska" (Welcome to Facebook in Swedish) message, which includes a language selector set to "English (US)".

The "News Feed" section shows two posts from "Bo Boivie": "Bo Boivie is very tired today. on Monday - Comment" and "Bo Boivie just took the Favorite Foods quiz. See your match score! Comment".

On the right side, there are several widgets: "Requests" (5 friend requests, 1 other request), "Applications" (Photos, Events, Posted Items, Groups, Markets, Notes), "Invite Your Friends" (with a "Invite Your F" button), and "Pokes" (You were poked by:).

Användarcommunities - balkanisering?

- Många alternativa communityrymder
 - Facebook, MySpace,
- Inkompatibla åtkomstsätt
 - inläsningseffekter
- Öppna upp / ensa
 - Standardiserat API
 - Google OpenSocial

facebook

myspace.com
a place for friends



Geografisk webb

- Statiska kartor
 - Gamla karttjänster
- Dynamiska och påbyggbara
 - Google Maps
- Fotografiska kartor ... olika vinklar
 - Google maps, ...
- Kartor som komplement
 - Flickr
- Positionsmedvetenhet
 - Mozilla Geode
- Fullödiga rymder?
 - Google Earth, ...



Mozilla Labs
Geode

3D – virtuella världar

- SecondLife (SL)
 - Slutet system
 - Konstruerad värld
- Del av verklig värld i SL
 - Proof of concept
- Balkanisering?
 - Kommersiella drivkrafter
- Öppna API & format
 - För integrering i webben



Varför denna utveckling?

- Främst användarnyttal
 - Användare som direkt utvärderare
 - Användare påverkar utvecklingen
- Implicerad affärsnytta
 - Upptäcka möjliga sätt att förbättra användarupplevelse
 - Genererar mervärde
- Teknologi sekundär
 - Existerande teknologi ger basalt stöd
 - Teknologiförbättring för nya behov
 - Teknologiutveckling decentraliserad

Användarvärde

- **Tidigare:** webben för att *hämta information*
 - Användare var konsumenter
- **Nu:** webben där vi *deltager* (“participatory web”)
 - Användare är konsumenter och producenter (“prosumenter”)
 - Innehållet kommer från nätets kant
- Tillgång till innehåll från andra användare
 - Eroderar muren mellan det privata och det offentliga
 - Men användare kan styra andras tillgång
- Användare är synliga
 - Detect interests and competence
 - Knyta samman med
- ”En sammanhängande webb”
 - Inte isolerade öar av innehåll/tjänster/användare

Användargenererad affärsnytta

- Direkt skapat innehåll
 - Lätt att bidra ... enkla gränssnitt
 - Användaren upplever sig ha kontroll
- Indirekt skapat innehåll
 - Spåra användare/beteende
 - Korrelera beteende och beskrivningar
 - Härled signifikanta mönster
- Engagerade användare
 - De kommer tillbaka

Nya typer av ...

- Affärsmodeller:
 - Exempel: threadless (t-shirt designs)
- Konkurrensmedel:
 - Exempel: Amazon (kundbeteende och innehåll)
- Verksamhetsprocesser:
 - Exempel: Wired magazine (crowd-sourcing)
- "Customer relationship management"
 - Exempel: T-Mobile (wiki för användare)

Trender

- Ökad samverkan
 - tjänster
 - innehåll
 - användare
- Integration i den mobila världen
 - Mobila webben
- Kontinuerlig innovation
 - I kanten av nätet
 - Högre upp i stacken



Webbens essens

Webbens essens

- Vad är webben?
 - Allt det som kan åtkommas via webbläsare?
 - "innehåll"
 - Det som gör att vi kan komma åt det?
 - teknologi
 - Användarens upplevelser?
 - Aktivt deltagande
 - Användarens förväntningar?
 - Den sammanhängande digitala rymden

Webbens teknologier



Definierande teknologier

- URI, URL
 - Allting har en identitet
- HTTP / REST
 - Skalbart protokoll ("state-less")
- XML
 - Generiskt format ("metaformat") för formatdefinitioner
- Resten är alternativa sätt att konkretisera/instansiera

- Kommunikerar i XML med omvärld
 - Starkt växande användning av XML
 - lagring
 - kommunikation
- URI som identifierare
 - Ökad användning
- Stateless protokoll
 - Ökad popularitet

Mycket har karaktäristika som passar webbparadigmen!

SOA vs WOA

Tjänsteorienterade system

Service-Oriented Architecture (SOA)

- Webbstandarder: SOAP, WSDL, WS-Coordination, ... (WS-*)
- Interaktion maskin-till-maskin på webben
- Intrikata/komplicerade behov och användningsfall
- Tekniskt intrikata lösningar

Web-Oriented Architecture (WOA)

- Förenklade teknologier
 - Främst stateless (REST)
- Skapa ramverk för smidigare hantering av tjänster
- Användningsfall: mashups

Webbkapabla apparater

- Datorer
 - Bordsdatorer, laptop, PDA,
- Mobiltelefoner
- Konsumentapparater
 - TV, radio, kylskåp, värmeregulator, ...
- Prylar I allmänhet
 - Ubiquitous Computing, Ambient Computing, “everyware”
 - Lampor, kranar, lås, väggar, ...

Ständig tillväxt

Varför nya prylar blir webbkapabla

- “Jungfruliga” typer av prylar ... välj enkel digital teknologi
- Kommunikationsförmåga
 - Webbprotokoll
- Informationsutbyte
 - Webbformat
- Ger omedelbar bred interoperabilitet

Alternativet: separate öar ... inte god affärsidé

Andra typer av information & tjänster

Äldre / existerande funktionaliteter

- Stödd av separata metoder/system
- Kontorsapplikationer, epost, bittorrent, strömmande media, ...

Trender:

- Inbädda
 - PDF
- Återskapa på webben
 - “office on the web” (Google Docs)
- Webb-frontend
 - epost
- Öppna upp och integrera
 - Video



”So what? What’s in it for me?”

Slutsats

Nya former av digitala mervärden (information, tjänster, ...) tas fram direkt på webben

Äldre/separata nätbaserade funktionaliteter åtkommes via webbt teknologier

Existerande funktionaliteter integreras i webben (interoperabilitet)

Webben blir plattformen genom vilken Internet utnyttjas

Tack för uppmärksamheten!