

Web 2.0 - A general introduction

- Anu Gupta | Headshift

The next 50 minutes

- What is Web 2.0
- How does it differ from Web 1.0
- Some Web 2.0 hits
- How do you take advantage of this ?
- Questions

The “Official” Definition

- **O’Reilly defines the characteristics of Web 2.0**
- **And it isn’t really a definition - more like a feature list**
 - the Web as a platform
 - network effects created by an architecture of participation - ‘the power of scale’
 - mashups - innovation in assembly of systems and sites composed by pulling together features from distributed, independent developers (a kind of "open source" development)
 - lightweight business models enabled by content and service syndication
 - the end of the software adoption cycle ("the perpetual beta")
 - leveraging the power of The Long Tail.

Web 2.0 is really about...

- **Simple, lightweight tools...**
- **Joined together by open formats and APIs...**
- **Mediated by people and their social networks**

How is this different from all that old stuff ?

Web 1.0	Web 2.0
Traditional Advertising	Google AdSense
Kodak Gallery	Flickr
Akamai	Bittorrent
Mp3.com	last.fm
Britannica Online	Wikipedia
Personal website	Blog / Myspace page
Publishing	Participation
CMS	Wiki
Directories	Tags
Stickiness	Syndication

Traditional Advertising vs Google AdSense

The screenshot shows a website advertisement for Marshall Field's 'big & tall shop'. The ad features a large image of a man's face on the left and the text 'big & tall shop' and 'Your favorite brands in extended sizes.' on the right. The Marshall Field's logo is visible at the bottom right of the ad. Above the ad, there are navigation links like 'SUBSCRIBE TODAY' and 'PIONEER PRESS', a weather forecast for TwinCities.com (Current: 66°, 70° / 53°), and a search box for travel deals. Below the ad, there is a sidebar with categories like 'Home & Garden', 'Personal Finance', 'Personal Tech', 'Teen Life', and 'Weddings'. The footer includes 'AT HOME' and contact information for West Suburbs (312-761-0174).

Traditional Advertising vs Google AdSense

The screenshot shows the SEATGURU website interface. On the left, there is a navigation menu with categories like 'Airlines: A-B', 'Airlines: C-D-E', etc. The main content area features a 'Cheap Ticket To Cebu' advertisement with a call to action. Below this is a 'SeatMap Key' section with a diagram of an airplane cabin layout (rows 1-8, seats L-C) and a list of amenities including Audio, Video, AC Power, Internet, Food, and Infant. The bottom of the page has a 'General' tab and other options like 'Check-in', 'Baggage', etc.

Britannica vs Wikipedia

The screenshot shows the Britannica online website. At the top, there is a search bar with 'wikipedia' entered. Below the search bar, there are search results for 'Wikipedia' and 'wiki'. To the right, there is a 'Members Get More!' section with a 'Free' label and a 'Start your FREE trial now' button. The page is filled with various advertisements, including 'SharePoint User Mgmt', 'Wikipedia', and 'Siebel Tutorial'. The bottom of the page has a 'For Members' section.

Britannica vs Wikipedia

The screenshot shows the Wikipedia article for "Encyclopædia Britannica". The article text is as follows:

Encyclopædia Britannica
From Wikipedia, the free encyclopedia

The ***Encyclopædia Britannica*** (properly spelled with the *æ* ligature) is a general *encyclopedia* published by the privately held *Encyclopædia Britannica Inc.* Regarded as one of the most important and widely recognized *reference works* in the English language, the encyclopedia was first published progressively from 1768–71 as *Encyclopædia Britannica, or, A dictionary of arts and sciences, compiled upon a new plan*. It was one of the first printed English encyclopedias and today is the oldest continuously published English-language encyclopedia in the world.

From the late 18th century to the early 20th century, *Britannica's* articles were often judged as the foremost authority on a topic, and sometimes included new research or theory intended for a scholarly audience. During this era, the *Britannica* gained its erudite reputation and had a unique position in English-speaking culture.

The *Britannica* has survived fierce competition from an ever-increasing number of alternative information sources. New reference sources, such as *academic journals*, *textbooks*, specialized publications, and electronic resources, have redefined the demand for the print encyclopedia; although a print edition is still available, the *Britannica* has evolved primarily into electronic versions on CD-ROM, DVD and the *World Wide Web*.

Contents [hide]

- History
- CD-ROM edition and Britannica Online
- Competition
- Current version
 - Editors
 - Versions
- Edition history
- See also
- Notes
- References
- External links

History

A product of the *Ordnish Enlightenment*, the *Britannica* was originally published in late 1768 in *Edinburgh* and was the idea of *Colin*

Encyclopædia B

THE
ENCYCLOPÆDIA BR
+
DICTIONARY
OF
ARTS, SCIENCES, LITERATURE
+
SOCIAL SCIENCE

EDITED BY
Introduction to the *Eliv*

Author Many
Translator None
Country Scotland, Engl
States
Language English
Subject(s) General
Genre(s) Reference enc
Publisher Encyclopædia
Released 1768
Media Series of Hard
Type

What's working - Web 2.0 hits

- **Sites you have probably heard of**
 - MySpace
 - YouTube
 - Facebook
 - Wikipedia

YouTube and MySpace

- **MySpace**
 - News International (Murdoch) purchased in 2005 for \$580 million
- **YouTube**
 - Google purchased in 2006 for approx \$1.6 billion
- **They were bought because they had scale, momentum, and lots and lots of engaged users.**
- **Not too relevant for our discussions though...**

Some better examples - Web 2.0 hits

- **The Guardian**
- **del.icio.us**
- **last.fm**
- **threadless**
- **digg**
- **Treonauts**

The Guardian

- Traditional newspaper (although often found at the cutting edge)
- Embraced Web 1.0 enthusiastically and built an award winning model for a newspaper site
- Embraced blog, RSS and podcasts enthusiastically and used them to augment the traditional, more formal, channel.

The Guardian

sport

Home | Football | Cricket | Rugby union | Small talk | Tennis | Horse racing | Golf
 Blog | Betting | The Ashes | Rugby league | The Spin | Chess | Formula one | The Gear

Big interview
 Alastair Cook on Australia, his rise to fame and being 'a bit of a slut'



Barney Ronay
 What next for the great Ian Thorpe?



Sajid Mahmood
 Don't worry - we have plans to deal with all the Aussie batsmen

Wednesday November 22 2006

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Bell hands England fitness fillip
 The Ashes: Ian Bell looks set to start in Brisbane after coming through a final fitness test unscathed.

Sean Ingle meets Alastair Cook
 Richard Williams on the Ashes
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Ferdinand charged after assault
 Football: West Ham's Anton Ferdinand has been charged with assault and violent disorder after an incident outside a nightclub.
[New regime gives Pardew £10m](#)
[David Conn on the takeover](#)
[More football](#)



Goode gets chance to shine
 Rugby union: Charlie Hodgson's injury means Andy Goode will start at fly-half against South Africa.

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Blog

'You want to challenge yourself against the best'
Sean Ingle Nov 22 06, 02:03pm:
 England batsman Alastair Cook on taking it to the Aussies in their own backyard, his rise through the ranks and being "a bit of a slut".
 Comments (14) - [»](#)

There's a real belief we can beat the Aussies
Sajid Mahmood Nov 22 06, 11:42am:
 Confidence is high in the England camp ahead of the first Test in Brisbane.
 Comments (7) - [»](#)

What next for the 'human fish'?
Barney Ronay Nov 22 06, 11:13am:
 After five Olympic golds, 11 world titles, 10 Commonwealth golds and, at one time or another, 22 world records, where does Ian Thorpe go from here?
 Comments (2) - [»](#)

Is Glenn McGrath past it?

Editors' picks



'You want to challenge yourself against the best'
Sean Ingle: England batsman Alastair Cook on taking it to the Aussies in their own backyard, his rise through the ranks and being "a bit of a slut".
 Comments (14) - [»](#)

Two nations laid bare by ancient

Today's highlights

Football Weekly
 with **Lee Richardson**
Football W
 Listen now
 podcasts and
 debate on t
 issues

The Knowledge
 Did Harry Redknapp
 really once bring on
 one of his support
 ers as a
 substitute?

Racing - live!
 We've cards, betting,
 form and stats for all
 of today's action
[Live! Free!](#)

The Fiver
 Sign up now
 week-day, 1
 football em

headshift

The Guardian

- Blogs supplement more formal content - augmentation not replacement
- A more informal channel - perfect for columnists
- A great way of getting feedback or starting debate

digg

- “a news site where the stories are chosen by community members rather than editors.”
- “Every article on digg is submitted and voted on by the digg community. Share, discover, bookmark, and promote the news that's important to you!”

digg

digg

[Pre-Order PS3 Console](#)
Order the new PS3 Console at HMV Available in March, Get Yours First
HMV.co.uk

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Pre-Order PlayStation 3 Today! Buy your PlayStation 3 Now.
www.PriceRunner.co.uk

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Digg Swarm and Stack, just like mom used to bake. Well... if mom baked real-time flash visualization tools.

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52 diggs
[digg it](#)

Fast-motion Drive Through New Zealand
submitted by [erobbin](#) 22 hours 39 minutes ago (via youtube.com)
Fast-motion video of a scenic drive from Te Anau to Queenstown, New Zealand (original video was 40 minutes). Along the right-hand side are The Remarkables mountain range, and on the left-hand side is Lake Wakatipu. [More...](#)
[2 comments](#) [Blog This](#) [Email This](#) [Topic: Educational Videos](#) [Bury](#)

279 diggs
[digg it](#)

A Wii experience: getting screwed, getting a crowd
submitted by [generalcosbiter](#) 7 hours 53 minutes ago (via www.short-media.com)
A "gaming dad" tells how he got screwed by Toys R Us, wonders if Nintendo has heard of "plug and play", compares his experience with the Xbox 360, and tells how a console filled his house with laughing kids and adults for the first time. Boo on you, Toys R Us. [More...](#)
[47 comments](#) [Blog This](#) [Email This](#) [Topic: Gadgets](#) [Bury](#)

394 diggs
[digg it](#)

Ant-Everything Gun
submitted by [jacobcde](#) 9 hours 44 minutes ago (via video.google.com)
Just watching this gun in action scares the crap out of me. Once it has you in it's sites, your toast! [More...](#)
[81 comments](#) [Blog This](#) [Email This](#) [Topic: People Videos](#) [Bury](#)

218 diggs
[digg it](#)

Giant Carnivorous Centipedes
submitted by [TheKidd](#) 1 day 52 minutes ago (via www.damrinteresting.com)
The world has many moist, warm, and dark cavities where phobia-inspiring organisms quietly lurk. The tropical

digg

- **Subverts the status quo**
- **Is this a model for publishers - does it work for everyone ?**
- **Better for broader subjects and larger community**

treonauts

- **Independent blog setup by Andrew Carlton - a dedicated and devoted Treo user**
- **Regularly posted his experiences, tips and tricks, workarounds, deals, accessories, service plan offers**
- **Quickly became the authoritative source for all things Treo**
- **Monetised with AdSense**
- **Makes between \$8,000 and \$20,000 per month**

treonauts

The world's 1st blogguide. Links, news, views & reviews, dedicated to your Treo.

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LATEST BLOG POSTS...

Woohoo!!! Cingular Treo 680 & Unlocked GSM From \$199
The wait is finally over... After some agonizing weeks for all existing and will-be Treonauts the Treo 680 from Palm and Cingular is now finally available to buy just in time for the Thanksgiving holidays and I have been particularly...

Posted on November 22nd, 2006 | Comments (28) | Read more...

Treo Accessory | New Treo Stylus Available In Gold, Pink & Silver
There are three things about a replacement Treo stylus which until now had always bothered me particularly considering that it is one of the top 5 most popular Treo accessories: Why were only Pen Stylus available and not an original...

Posted on November 20th, 2006 | Comments (6) | Read more...

Cingular Treo 680 Now Available To Buy On Palm Online Store (Almost)
As always we have to credit a very resourceful Treonaut [thank you Syphon] for finding a hidden page on Palms website which already lists the Cingular Treo 680 for sale at \$349 a price which matches the one that we...

Posted on November 20th, 2006 | Comments (38) | Read more...

TREONAUTS ACCESSORY SHOP

Cases Bluetooth Batteries Chargers
Cradles Styli Memory Headsets
Protectors GPS Keyboards WIFI

DISCOVER

Guides for New Treonauts
Andrew's Favourite Treo Accessories List
Top Treo Cases
Choosing Your Next Treo

How to begin? Some quick wins...

- **Use small, lightweight personal tools** to get started: a weblog for sharing your viewpoint; a wiki for preparing material; an RSS newsreader ('blogging radar') and shared bookmarks.
- **Exploit free online services** to start connecting with external conversations; pull in useful feeds from services such as Google, Flickr, del.icio.us, Technorati, etc.
- **Leverage your community** remind yourself that your readers probably know more than you. Get them involved with a wikipedia or digg like platform.
- **Become part of the community** - be honest and engaging - have a conversation with your readers
- **Use tagging and social media to define the 'frame'** - make sure your viewpoint is available from the right Google keywords, Technorati and del.icio.us tags - own your keyword territory!

About Headshift

- Specialist social software consultancy and development company.
- Find us at www.headshift.com
- Our blog is at www.headshift.com/moments.cfm
- Talk to us about any of the issues raised today.
- anu@headshift.com | 020 7357 7358

Questions ?