

Introduction to Web 2.0

What is Web 2.0?

Course for HLN Library Staff
Oct-Dec 2009

Martin De Saulles
University of Brighton

What is Web 2.0?

- Better tools for finding information
- Better tools for share information
- Better tools for communicating
- Better tools for collaborating
- Better tools for providing information services

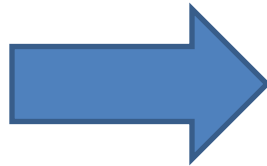
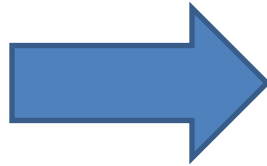
Web 2.0?

According to Tim O'Reilly in 2006:

“Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them.”

From: http://radar.oreilly.com/archives/2006/12/web_20_compact.html

Internet as a platform?



Harness Network Effects?



250 million page views in March 2008



310 million registered users (April 08)



>3 billion videos watched in Jan 08



107 million unique visitors in April 2007



70 million active users (Apr 08)
200,000 new users a day

Advantages



Issues



Gmail does down, bloggers go nuts

By Andrew Ramadge, Technology Reporter

August 12, 2008 10:47am

AUSTRALIANS may have missed it, but Google's Gmail service went down for an hour or two overnight.

The degree to which the company has become central to online life was highlighted when the outage became the most talked-about story of the day in North America.

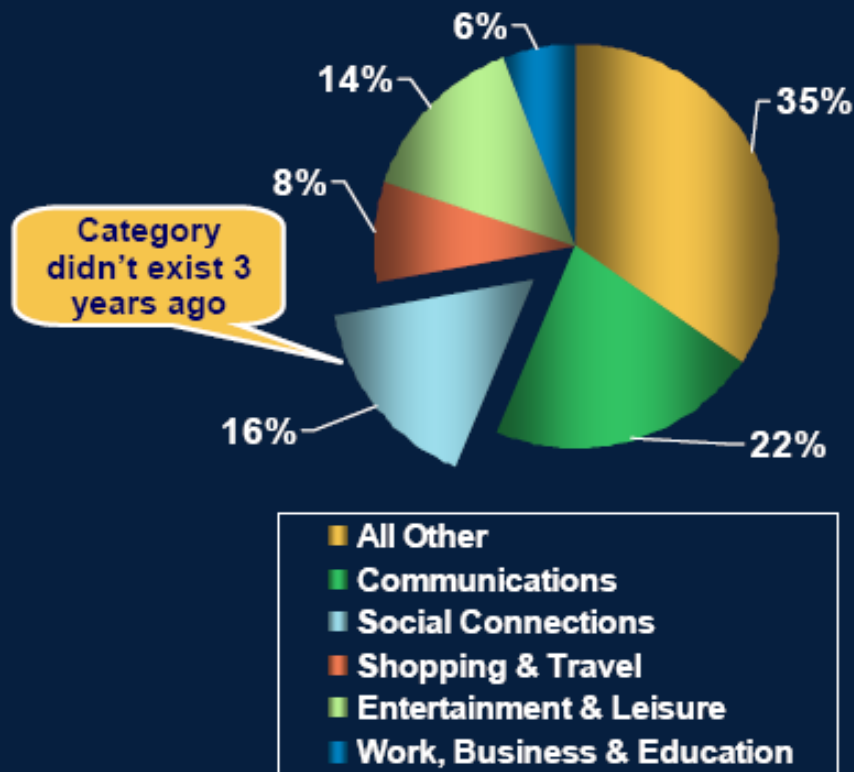


So what was Web 1.0?

Web 1.0		Web 2.0
DoubleClick	→	Google AdSense
Ofoto	→	Flickr
Akamai	→	BitTorrent
mp3.com	→	Napster
→ Britannica Online	→	Wikipedia
→ Personal websites	→	Blogging
evite	→	upcoming.org and EVDB
Domain name speculation	→	Search engine optimization
Page views	→	Cost per click
Screen scraping	→	Web services
Publishing	→	Participation
→ Content management	→	Wikis
Directories (taxonomy)	→	Tagging ('folksonomy')
Stickiness	→	Syndication

From Morgan Stanley, O'Reilly Media Inc.

Worldwide Share of Online Time ⁽¹⁾

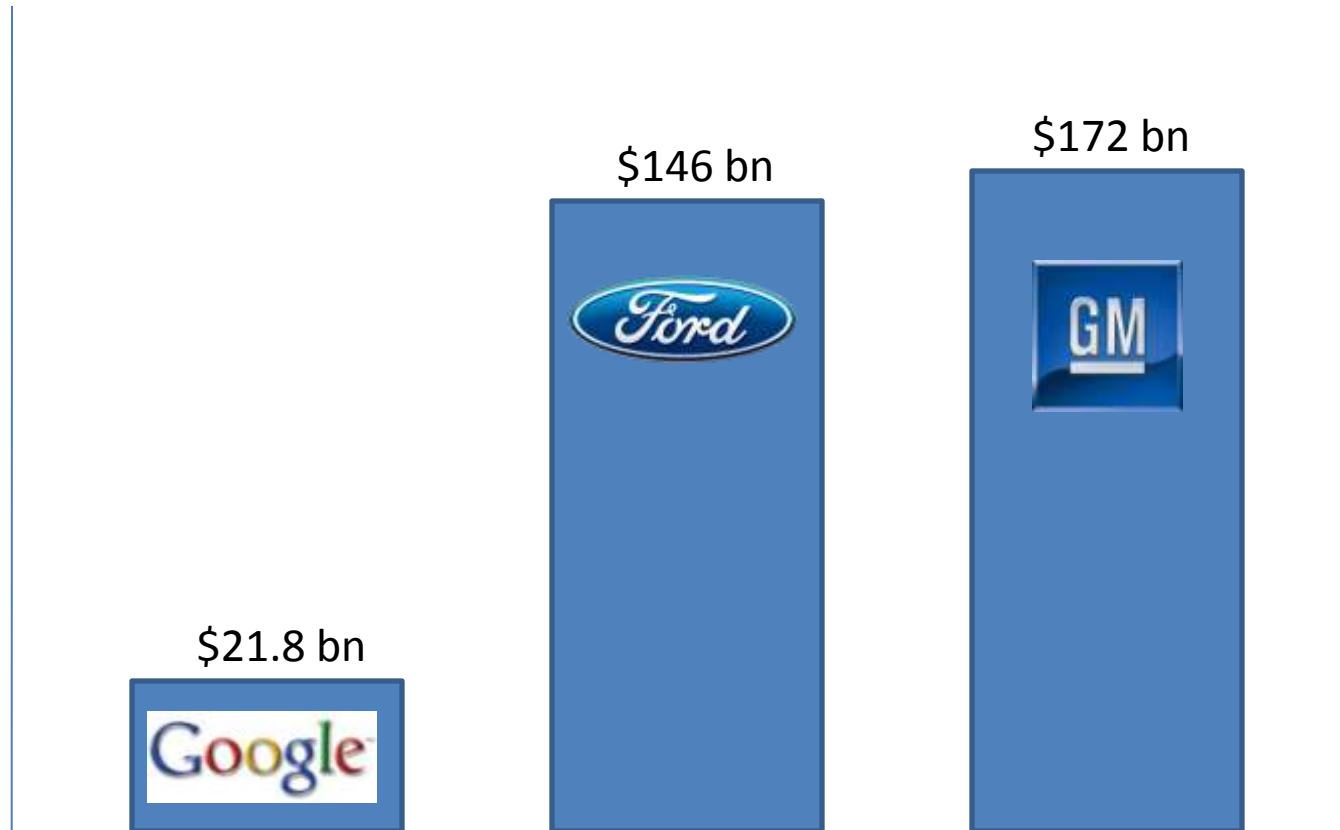


Note: Data is for March/April 2008

Source: Morgan Stanley

Emperor's New Clothes?

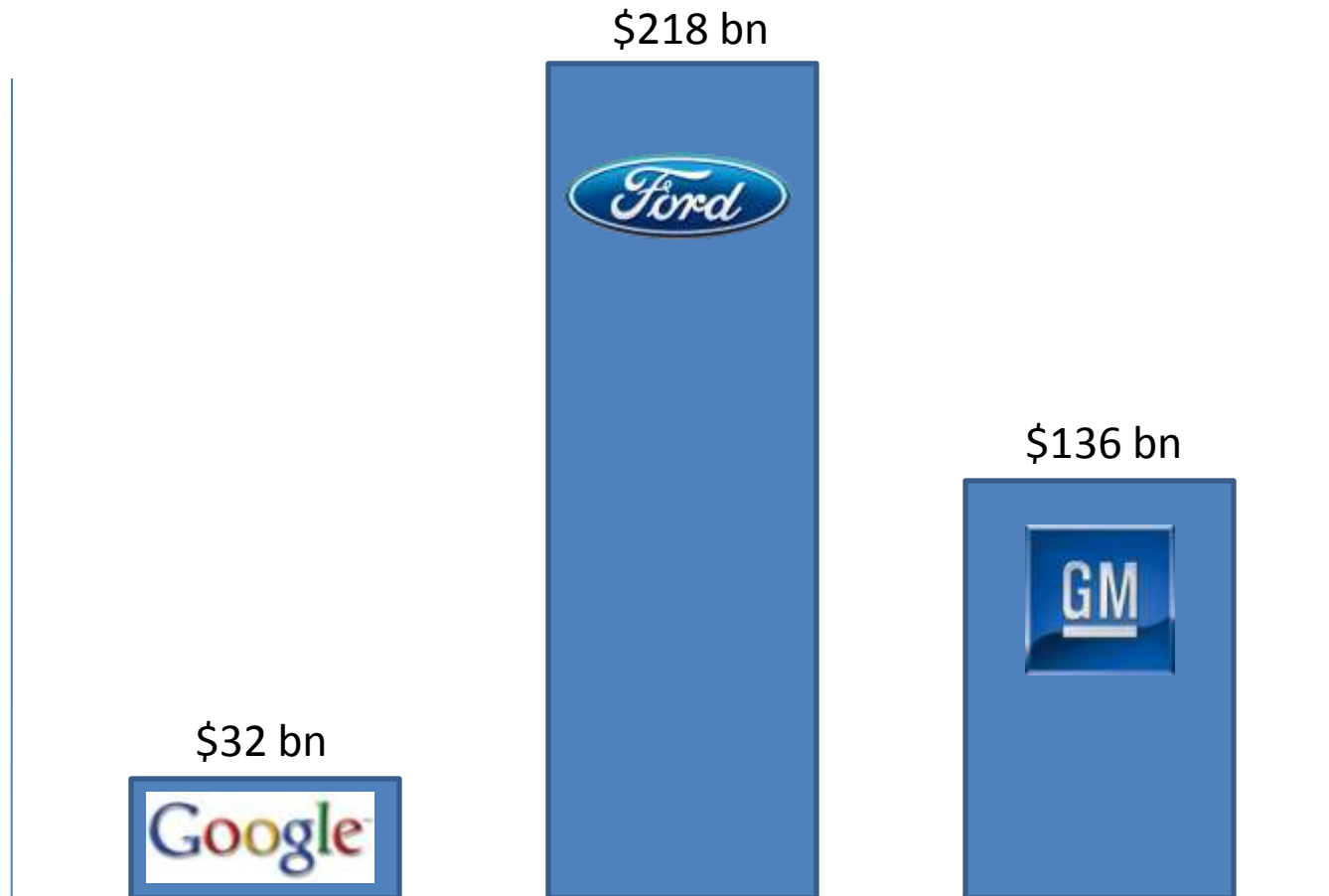
Revenue – 2008



Source: Google Finance

Emperor's New Clothes?

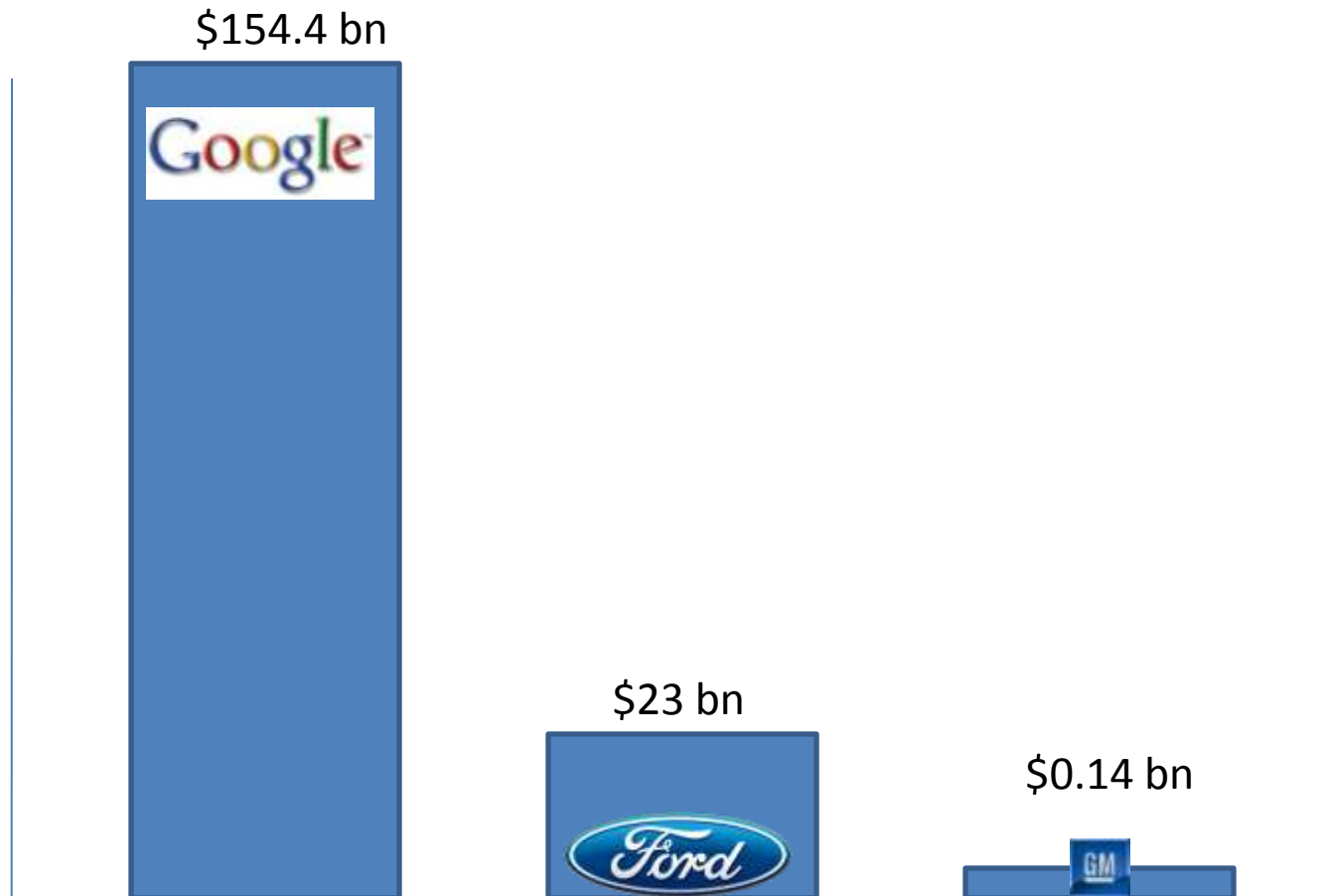
Assets – 2008



Source: Google Finance

Emperor's New Clothes?

Market Capitalisation – 17 September 2009



Source: Google Finance

It's all about the Web




Understand Our Users

“Is the current model inappropriate for the global "Net Generation" that has grown up collaborating and interacting and participating in social communities?”


“Thanks to Web 2.0, the entire world is beginning to collaborate—for the first time ever—around a single idea: changing the weather.”

“The largest generation ever—ages 13 to 29—thinks differently due to its exposure to interactive media. They have grown up bathed in digital bits and do not fear technology.”

Don Tapscott, author of Wikinomics (taken from a talk he gave to World Economic Forum at Davos)

Broadband: 94% 

Facebook Profile 95% 

Use IM 57% 

Use Wikis or Blogs 10% 

Download Podcasts 9% 

Discussion 

Groups/Chatrooms 8%

Online Gaming /
Second Life 2% 

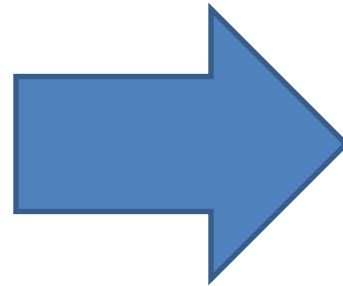


Source: Survey of 60 Level 1 Brighton BA Media students, Oct 07 – Survey by Liz Guy



Why should we care?

We are in the middle of a revolution



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information MATTERS

information studies at the University of Brighton

April 1, 2009

Revalidation: will it become compulsory?

Posted by Martin under [CILIP](#), [Meetings/Events](#) | Tags: [CILIP](#), [Meetings/Events](#) |

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Martin De Saulles

Customer service

FRIDAY, JULY 24, 2009 AT 10:23AM

This post from Anthea Stratigos at [Outsell](#) caught my eye: Their work with enterprise content purchasers shows that a number of them are receiving poor levels of customer

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'The dad dancing at the wedding' and other metaphors ...

Tuesday July 20th saw the Library and Information Group's (LIRG) AGM and annual address, held in London. As well as the usual AGM business, including the awarding of our annual prizes - the Research Award and the student prize for best dissertation - we had a presentation from last year's Research Award winner, Jackie Chien (and colleagues), followed by a set of linked presentations around the theme of the ACRL's 2007 *Environmental Scan*, a horizon-scanning of issues relating (in particular) to academic libraries, published in January this year. ACRL is the Association of College & Research Libraries, a Division of the American Library Association.

The document lists the 'Top Ten Assumptions' for the future of Academic Libraries and Librarians' in ranked order, as well

About me: Juliet Eve



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