

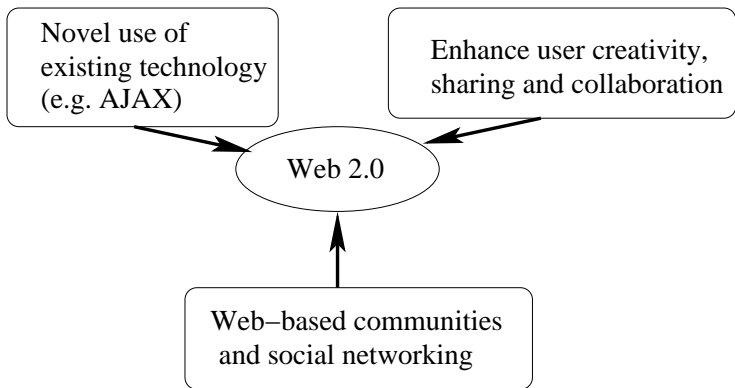
Web 2.0

Advanced Web Technologies

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2008

Web 2.0



Examples: eBay, Wikipedia, del.icio.us, Skype, YouTube.

Web 2.0

How would you define Web 2.0?

Web 2.0: Definition and History

There is no exact definition for Web 2.0.

Older technologies retrospectively named Web 1.0
tend to be static with no user involvement.

Named after the “O’Reilly Media Web 2.0 conference” in 2004.

Overview of some of the technologies

- ▶ Rich Internet applications
(websites that mimic desktop applications)
see Week 7
- ▶ Web services
(API access to remote web servers)
see Week 10
- ▶ And ...

Social software and social networking sites

- ▶ Older: Usenet, Listserv, Talk, Email.
- ▶ Blog, forum, wiki.
- ▶ Networking: friends sites and recommender systems.
- ▶ User generated content and self-description sites.
- ▶ FOAF and XFN: protocols for friends networks.
- ▶ But: privacy concerns.

Examples: MySpace, Facebook, ...

Folksonomies

Collaborative/social + classification/indexing/tagging

- ▶ Shared bookmarking.
- ▶ Bookmarks/tags are annotated with keywords.
- ▶ Visualisations: tag clouds.
- ▶ APLM: protocol for import/export of tag clouds.

XHTML social RSS tagging
blogs Web 2.0 bookmarking XML
web services Javascript AJAX wiki

Examples: Flickr, del.icio.us

Web feeds: RSS and Atom

- ▶ RSS 2.0: Really Simple Syndication.
- ▶ RSS 1.0: RDF Site Summary.
- ▶ Automated updates for frequently changing content: blogs, news, podcasts.
- ▶ Aggregation of content from different sites (Mashups).
- ▶ Used in feed readers, browsers or desktop widgets.



Freemium business model

Venture capitalist Fred Wilson's Blog on 23 March 2006:

Give your service away for free, possibly ad supported but maybe not, acquire a lot of customers very efficiently through word of mouth, referral networks, organic search marketing, etc., then offer premium priced value added services or an enhanced version of your service to your customer base.

Used for Shareware and Open Source software.