

# **The 2.0–Way Street**

Content and Collaboration  
in the Web 2.0 World

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# **The 2.0–Way Street**

Overview  
Expression  
Discovery  
Collaboration  
Possibilities

## **OVERVIEW:** ***What is Web 2.0?***

- *Origin of the Term*
- *A Computing Platform*
- *A Social Phenomenon*
- *An Organizing Principle*

Definitions are from Wikipedia

### ***OVERVIEW***

## **Origins of the Term**

- Coined by Dale Dougherty of O'Reilly Media in summer 2004. First Web 2.0 Conference: October 2004.
- “A second phase of development of the World Wide Web, including its architecture and its applications.”
- Closely related to Tim Berners-Lee’s Semantic Web.

*OVERVIEW*

## **A Computing Platform**

- “A transition from isolated information silos to [seamless exchange of] content and functionality.”
- The version 2 Web is “becoming a computing platform serving Web applications to end users.”

*OVERVIEW*

## **A Social Phenomenon**

- “Open communication, decentralization of authority, freedom to share and re-use ...”
- “Increasingly oriented toward interaction and social networks ... with or without creating a visual, interactive Web page.”



EXPRESSION

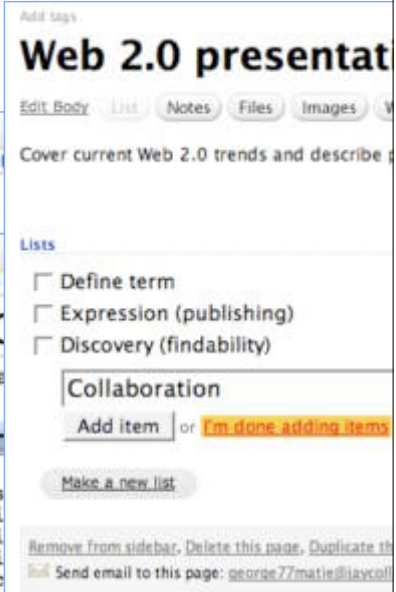
# Radically-simple Publishing

- Weblogs, wikis, Backpack

[http://en.wikipedia.org/wiki/Dartmouth\\_college](http://en.wikipedia.org/wiki/Dartmouth_college)



<http://www.backpackit.com/>



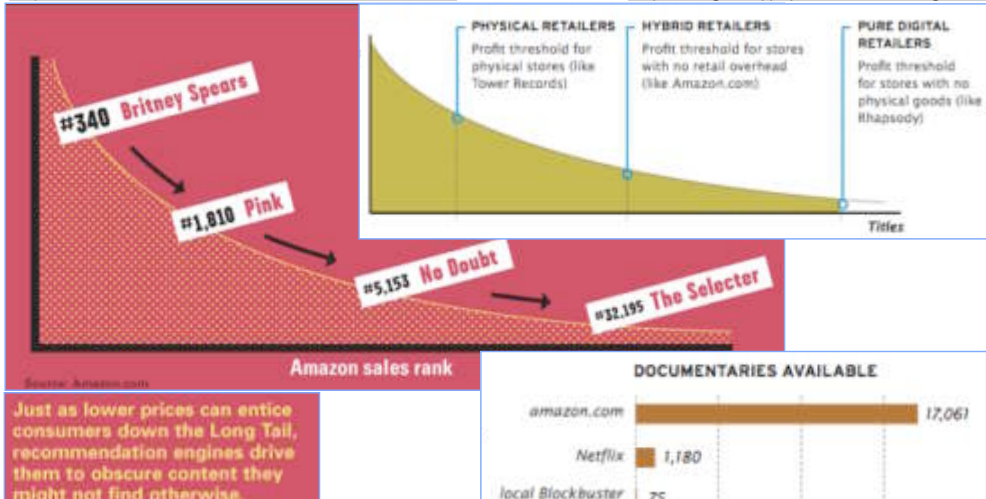
EXPRESSION

# Explosion of Deep Content

- The Long Tail: small volume, high value.

<http://www.wired.com/wired/archive/12.10/tail.html>

[http://longtail.typepad.com/the\\_long\\_tail/](http://longtail.typepad.com/the_long_tail/)



**EXPRESSION**

# Multi-channel Publishing

- Create once, repurpose in browsers, PDAS, news readers, e-mail, data exchange.



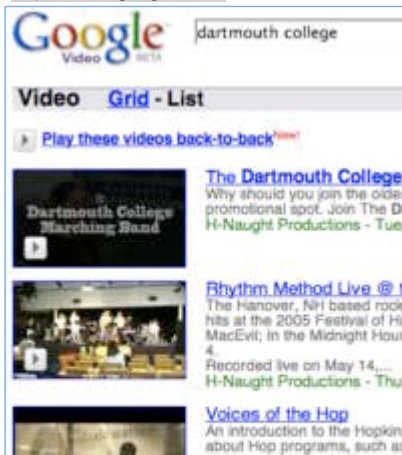
<http://www.adobe.com/aboutadobe/pressroom/pressmaterials/networkpublishing/main.html>

**EXPRESSION**

# Integration of Digital Media

- Text search of audio and video content.

<http://video.google.com/>



<http://current.tv/>



## DISCOVERY: *Finding What You Want*

- *Targeted Search*
- *Personalized Organization*
- *Syndication and Aggregation*
- *Peer-ranked Content*
- *Custom Interface Styling*

## DISCOVERY Targeted Search

- News, blogs, videos, podcasts, photos.

<http://blogsearch.google.com/>

The screenshot shows a Google Blog Search interface. The search bar contains the text "dartmouth -umass -ns -uk -nova -scotia". Below the search bar, the results for "Dartmouth College / Pool" are displayed. The page includes a "Blog Search" header, a "Related Blogs" section, and a "The Top Posters" section listing users like Joe Malchow and jaycollier. There is also a "The Top Five Tags" section with "dartmouth" and "dartmouthcollege". On the right side, there are advertisements for "flickr" and "YAHOO! PODCASTS BETA". The search results section shows a message: "Series containing 'dartmouth college'" and "Episodes containing 'dartmouth colleg'".



## DISCOVERY

# Personalized Organization

- Enhanced findability, via personally-tagged content (“folksonomy”).

<http://del.icio.us/jaycollier/dwebd>

The screenshot shows a Del.icio.us bookmark page for the tag 'dwebd'. The header includes the user's name 'jaycollier' and the tag 'dwebd'. Below the header, there are navigation links for 'your bookmarks', 'inbox', and 'for | post'. A search bar is visible on the right. The main content area shows 'Your items tagged dwebd' with options to view 'all', 'popular', or 'recommendations'. A 'related tags' sidebar lists various tags such as 'ad', 'admin', 'ajax', 'api', 'apple', 'adaptivepath', 'aggregation', 'akamai', 'amazon', 'apis', and 'apps'. The main content area also includes a 'Multi Channel' section with a brief description of multichannel publishing and a 'page 1 of 3' indicator.

## DISCOVERY

# Syndication and Aggregation

- Aggregation tools: desktop news readers and Web-based aggregators.

<http://ranchero.com/netnewswire/>

The screenshot shows the NetNewsWire Lite desktop news reader interface. The window title is 'NetNewsWire Lite (1073 unread)'. The interface includes a menu bar with options like 'Subscribe', 'Refresh All', 'Sites Drawer', 'Mark All As Read', 'Post to Weblog', and 'Next Unread'. The main content area displays a list of feeds, including 'Dartmouth-internal (103)' and 'Dartmouth-external (81)'. A specific feed, 'Dartmouth Now', is expanded, showing a list of news items. The first item is 'Statement by President James Wright on the disappearance of George F. Baker III'. Other items include 'Arsenic discharged from landfills' and 'Tuck Investment Club meets investor Warren Buffett'. The interface also features a 'Photos' section with a thumbnail image and a 'Weather' section.



## DISCOVERY

# Peer-ranked Content

- Del.icio.us, Swicki.

<http://del.icio.us/jaycollier/highedweb>



<http://swicki.eurekster.com/>

### Tags similar to your 'highedweb'

- search by skestle
- web by pjbardo
- article by 5um1th
- tools by jacibazz
- programming by hitc9702
- mapping by martind
- blogs by tmdblya
- web by jmtan

### What's a swicki?

A dynamic tool that adds value to your site

Take a quick tour



Search engine that learns from your users



Search results uniquely relevant to your community



Dynamic buzzcloud of searches your users care about

## DISCOVERY

# Custom Interface Styling

- Interface and functional customization: see Firefox GreaseMonkey user scripts.

<http://greasemonkey.mozdev.org/>



```
<rdf:RDF>
  <channel rdf:about="http://del.icio.us/tag/ajax">
    <title>del.icio.us/tag/ajax</title>
    <link>http://del.icio.us/tag/ajax</link>
    <description/>
    <Items>
      <rdf:Seq>
        <rdf:li rdf:resource="http://www.maxdesle
```

del.icio.us/tag/ajax

29 ajax  
1 forms  
1 webdesign  
6 javascript  
1 XMLHttpRequest  
1 usability  
13 web2.0  
2 cool

Edit in Place with JavaScript and CSS  
posted by MyMind on 2005-10-03T08:48:22Z

Num Sum, la hoja de cálculo online  
posted by abrahamtamayo on 2005-10-03T08:48:11Z

Creating A Client-Side Web Service Broke  
posted by movil on 2005-10-03T08:47:26Z

ads<sub>37</sub> AllMusicGuide<sub>1</sub> amazon<sub>34</sub> annoyances<sub>17</sub> autologin<sub>0</sub> blogger<sub>22</sub>  
bloglines<sub>26</sub> books<sub>3</sub> butler<sub>16</sub> c2<sub>1</sub> carnageblender<sub>1</sub> CodeProject<sub>1</sub> css<sub>17</sub> date<sub>1</sub>  
del.icio.us<sub>34</sub> delicious<sub>43</sub> deprecated<sub>16</sub> deviantart<sub>22</sub> dnuke<sub>3</sub> do no evil<sub>1</sub>

# COLLABORATION: *Working and Playing Together*

- *Collaborative Authoring*
- *Open Content “Mash-ups”*
- *Social Software*
- *Social Web*

## COLLABORATION **Collaborative Authoring**

- Content editing by self-defined networks of association.

<http://www.thenewpr.com/>



The screenshot displays the homepage of 'TheNewPR/Wiki'. At the top, there is a search bar labeled 'SearchWiki:' with a 'Go' button. Below the search bar, the page title 'TheNewPR/Wiki' is visible. The main content area features a large blue banner with the 'CASE' logo (Case Western Reserve University) and the text 'Case Wiki'. A navigation menu is located below the banner, including links for 'Article', 'Discussion', 'Edit this page', 'View source', and 'History'. The current page is identified as the 'Main Page'. A sidebar on the left contains various navigation links such as 'HOME', 'About', 'Pages index', 'People Directory', 'News', 'Theses and Dissertations', 'Going the Distance', 'CURRENT PR Blogging', 'FIR Show N', 'LE', 'CEO Blogs I', 'CEO Intranet', and 'Corporate E'. At the bottom of the page, a welcome message reads: 'Welcome to the Case Wiki, the official wiki of Case Western Res'.

## COLLABORATION

# Open Content “Mash-ups”

- Seamlessly-integrated content from multiple sources via open APIs.

[http://blogs.washingtonpost.com/post\\_remix/](http://blogs.washingtonpost.com/post_remix/)

The screenshot displays a mash-up application. On the left, a sidebar from the Washington Post shows the 'CURRENT CONGRESS (109TH)' with links for 'HOUSE', 'Members | Vote missers', 'Late-night votes', 'Vote margins: Narrow | Wide', 'Bills | Most-voted-on', and 'More...'. Below this are sections for 'EXPLORE THE DATA' and 'PREVIOUS CONGRESSES'. The main content area is a housing search interface from <http://www.housingmaps.com/>. It features tabs for 'For Rent', 'For Sale', 'Rooms', and 'Sublets'. The search criteria are set to 'City: Boston' and 'Price: \$1500 - \$2000'. A 'Keywords:' field is also present. A map from <http://www.wayfaring.com/> is overlaid on the search results, showing a property listing for '\$1,950 - 2bd Unique And Cozy 2 In Beautiful Old School' at '240 Heath St Jamaica Plain'. The map also shows a 'Union Village loop (over Camp Flats road)' created by 'aboone'.

## COLLABORATION

# Social Software

- Many-to-many interactions through “trusted” self-association: FaceBook, Social Text, LinkedIn, subEthaEdit.

<https://www.linkedin.com/>

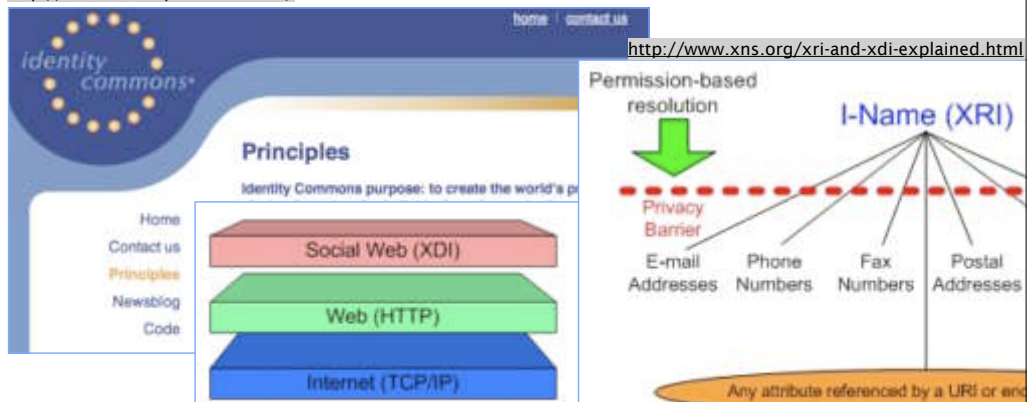
The screenshot shows a social software mash-up. The top part is the LinkedIn interface from <https://www.linkedin.com/>, displaying 'Welcome, Jay | Account | Settings | Sign Out' and navigation tabs for 'Home', 'Find People', and 'Find Jobs'. Below these are sections for 'Connections', 'Sent Invitations', and 'Received Invitations'. A prominent feature is 'My Contacts: Connections' with a 'Find colleagues' button. The bottom part of the screenshot shows the Facebook interface from <http://www.facebook.com/>, displaying 'Jay Collier's Profile' and a 'Quick Search' box. The profile picture of Jay Collier is visible.

## COLLABORATION

# The Social Web

- Instead of linking documents, the Social Web links people, organizations, and concepts.

<http://www.identitycommons.net/>



## POSSIBILITIES:

### *Interoperability & Integration*

- *Common Publishing Standards*
- *Media Asset Integration*
- *Using Open Content*
- *Syndication & Aggregation*
- *Federated Search*
- *Strategic Communications*

*POSSIBILITIES*

## **Common Publishing Standards**

- Single framework for management, business logic, content, and interface.
- Microformatting standards for structured content: people, places, events, announcements, articles.
- Server-side transformations for multiple channels: systems, devices, and media.

*POSSIBILITIES*

## **Media Integration**

- Single interface for audio and video with text, imagery, and metadata.
- Granular search and linking within digital media metadata, transcripts, annotations.
- Long-term planning for migration and storage standards.

*POSSIBILITIES*

## **Using Open Content**

- Clarify policies on use of open content and exchange.
- Provide a content integration development environment.
- Share selected open content with external users.

*POSSIBILITIES*

## **Syndication & Aggregation**

- Supplemental distribution of BlitzMail Bulletins through RSS/Atom feeds.
- Support news readers for content aggregation: feeds, tags, and searches.
- Develop personalized Web-based aggregator.

*POSSIBILITIES*

## **Federated Peer-valued Search**

- Search many different data sources in one interface: Web pages, people, departments, buildings, courses.
- Filter and rank results based on previous searches by peers: students, faculty, staff, alumni, parents.

*POSSIBILITIES*

## **Strategic Communications**

- Powerful external searches are emerging gateways. Support findability of deep content.
- Plan for long-term preservation and sustainability of content.
- The distinction between Web producers and users will disappear.



# Thank You!

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<http://www.dartmouth.edu/comp/about/pubs/socialweb/>