WEB 2.0

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Cyber Security Forum – May 2007

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Web 2.0 Video

The Machine is Us/ing Us

http://www.youtube.com/watch?v=NLlGopyXT_g

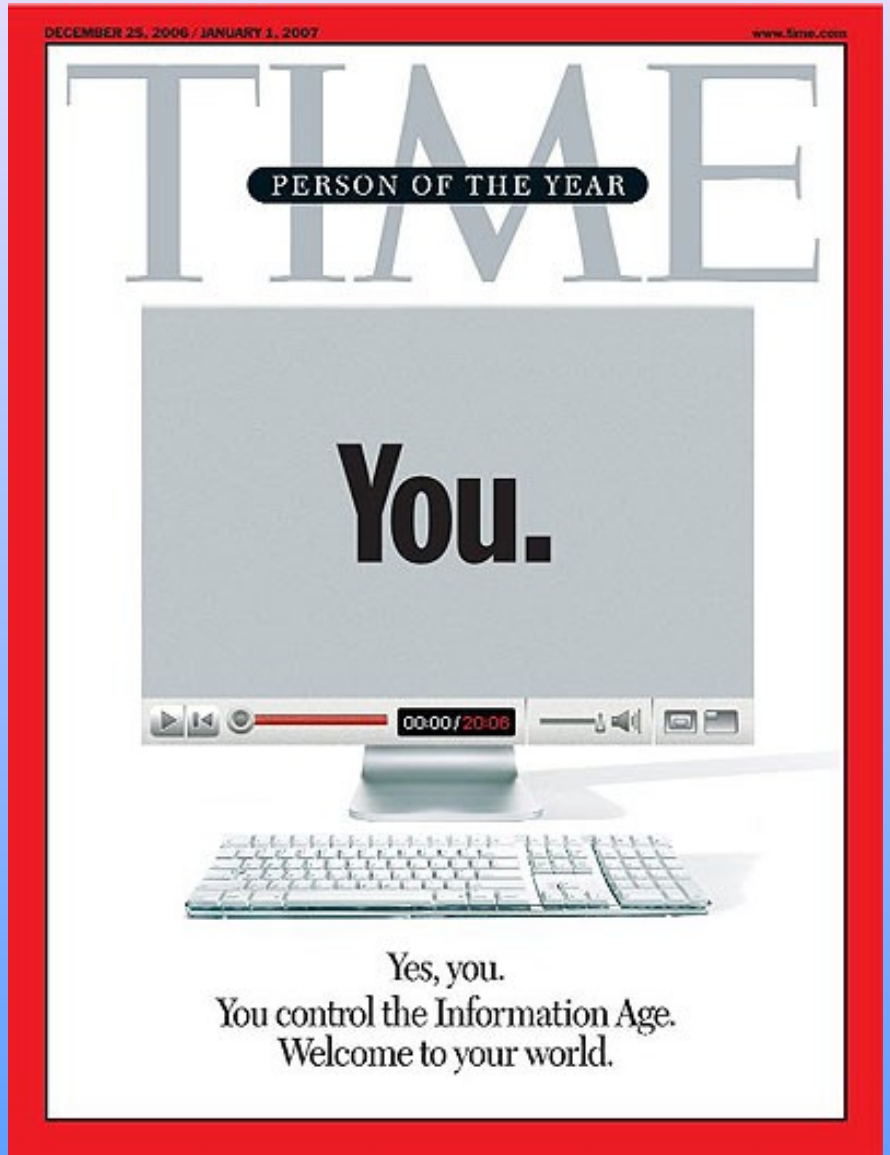
Background – Web 1.0

- Berners-Lee envisioned a read/write web
  - We weren't ready in the 1990's for such a big step
  - We started with a read-only web – a place where everyone could read whatever they wanted, but only a select few (programmers) could write web pages. This was Web 1.0.

Enter Web 2.0

- Web 2.0 or the Read/Write Web fulfills Berners-Lee's original vision for the WWW
- The introduction of tools like blogs, wikis, and RSS have made it so that anyone can write to the web
- Marketing term (derived from observing 'patterns') rather than technical standards - "an attitude

Web 2.0 is about...



Web 2.0

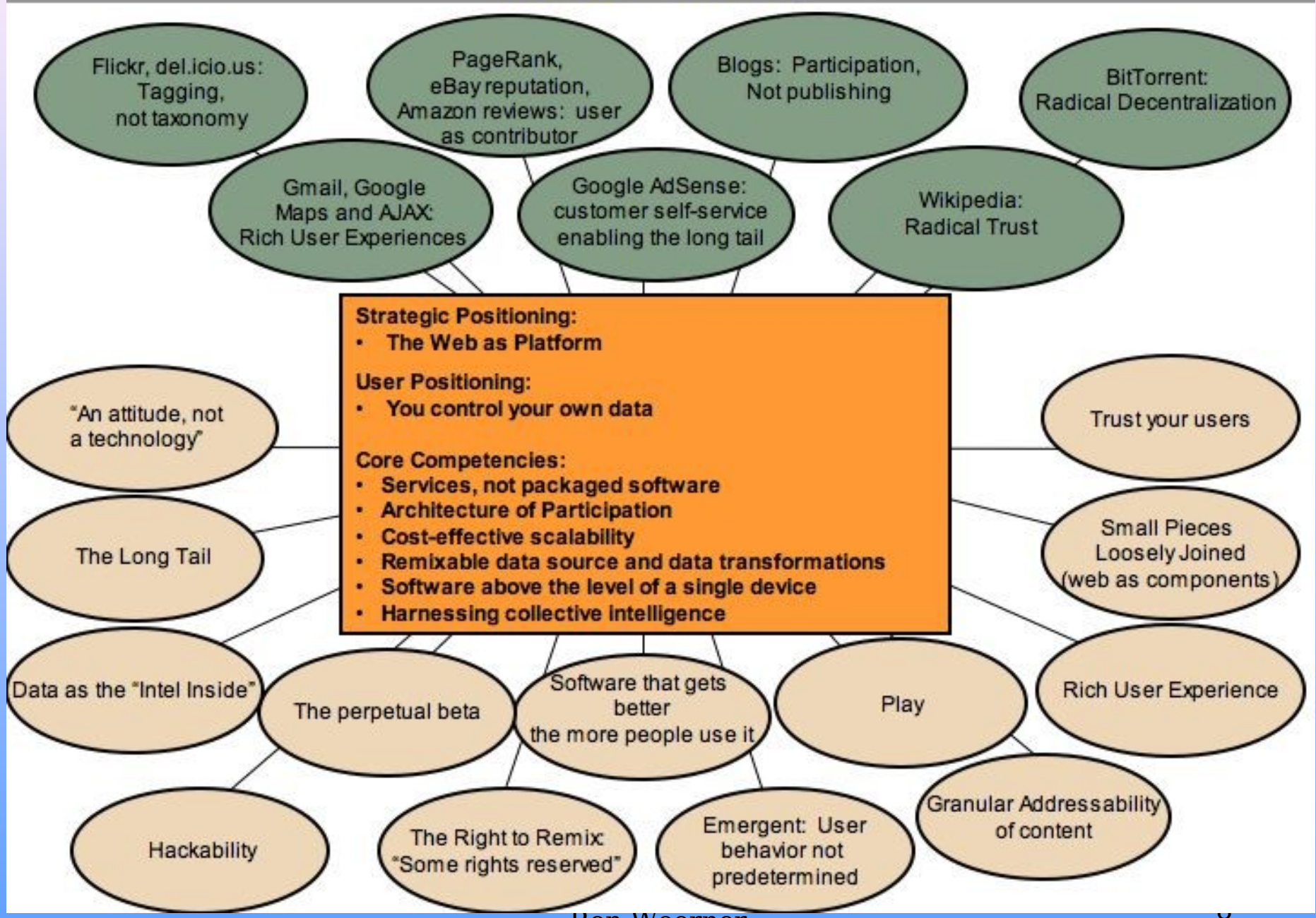
Web 2.0 is the **network as platform**, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a **continually-updated service** that gets better the more people use it, **consuming and remixing data** from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "**architecture of participation**," and going beyond the page metaphor of Web 1.0 to deliver **rich user experiences**.

Tim O'Reilly, “Web 2.0: Compact Definition?”

Characteristics of Web 2.0

- Network as platform
- Always beta
- Clean URIs
- Remix and mash-ups
  - Syndication (RSS)
- Architecture of participation
  - Blogs & Wikis
  - Social networking
  - Social tagging (folksonomies)
- Trust and openness

Web 2.0 Meme Map



Social Trends

- Spread of Broadband
  - Increasingly ubiquitous connections
- A generation of “web natives”
  - Living on the web
  - Social networking; blogging; instant messenger
- Create, not just consume
- Some hard lessons about data ownership
  - Don’t steal my data; don’t lock me in

Business Trends

- Exploit the Long Tail
  - At internet scale even niche communities are very large
  - “We sold more books today that we didn't sell at all yesterday, than we sold today of all the books that did sell yesterday.”
    - Amazon employee quoted on Wikipedia
- Success of web services
  - No need to own the user interface. It's your data that they want
  - Users can enrich your data
- “Harnessing collective intelligence of users”
  - Review and Recommend; Social Bookmarking; Folksonomies

Technology Trends

- The Power of XML
  - Easier to exchange and process application independent data
- Agile Engineering
  - Incrementally develope your product; short release cycles
  - Continually adapt to user needs
  - “The Perpetual Beta”
- Maturation of the browser
  - XHTML, DOM, CSS, Javascript. RIA
  - Browser as platform, not just document viewer

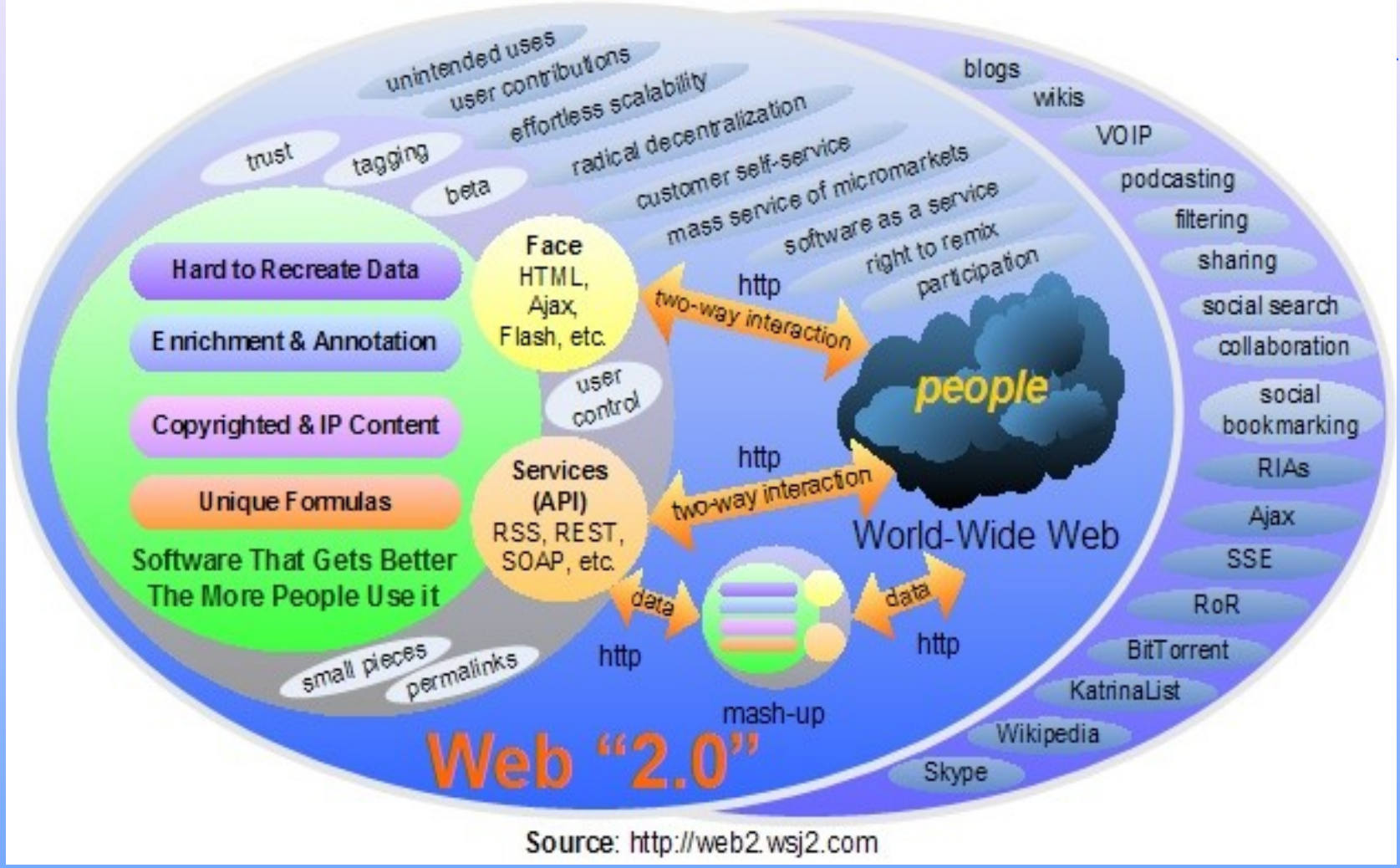
Security Trends [1]

- Changing rules
- Insecure development
- Mix of processing and data
- Users loading content
- Awareness to use security features

Security Trends [2]

- Cross-site scripting
  - Issues with AJAX
- RSS / ATOM feeds
- RIA
  - Thin becomes thick
- SaaS / ASPs / Outsourcing

Elements of the Web's Next Generation



Source: http://web2.wsj2.com

Dion Hinchliffe, "Review of the Year's Best Web 2.0 Explanat
Web 2.0 Jo

Blogs

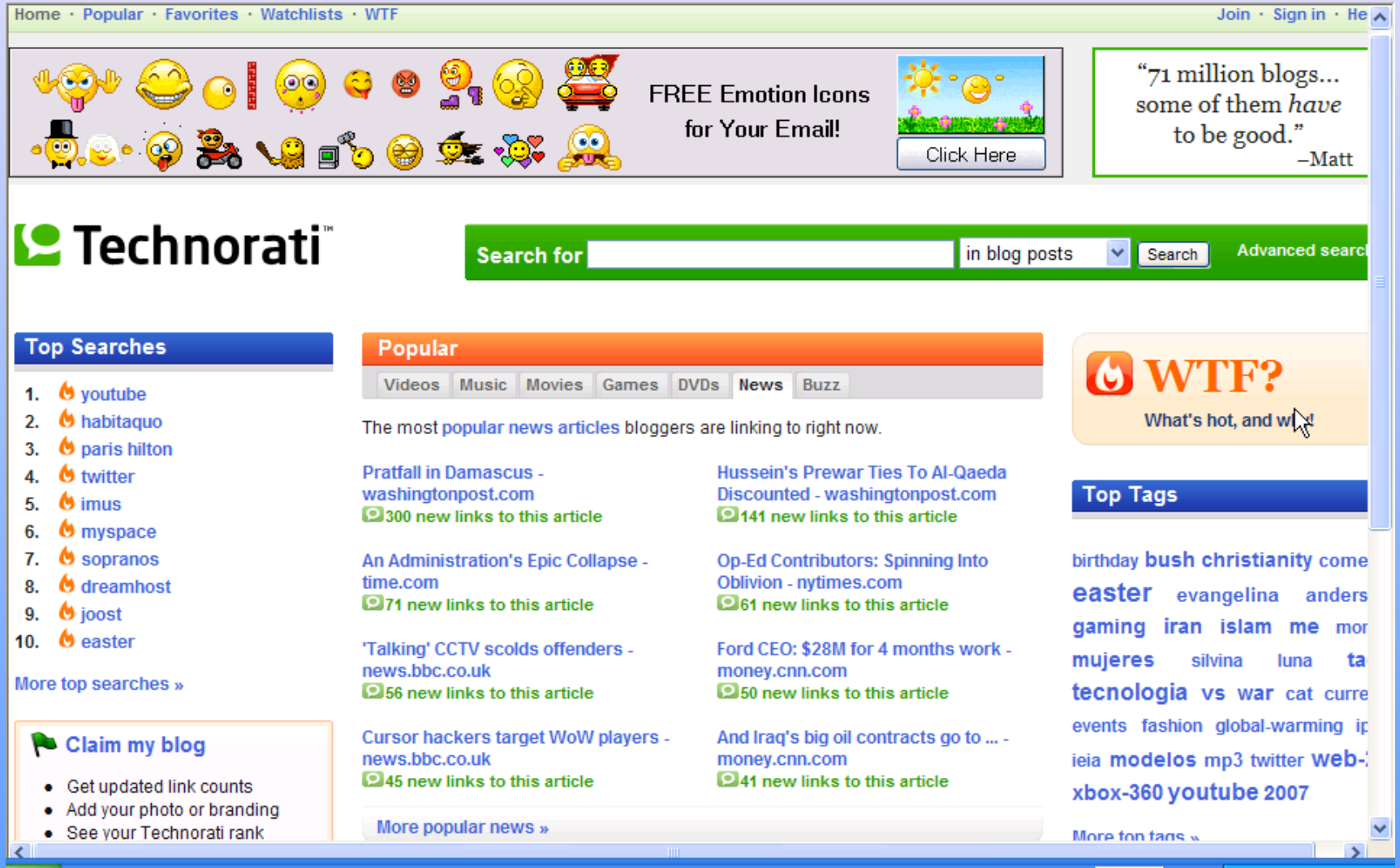
- Updated by one or more set authors
- Regularly updated
- Used for journal-like content
- Made up of posts
- Posts sorted reverse chronologically
- Sometimes allows for comments
- Updates delivered via RSS

Blogs

- Blogs – social phenomenon of the C21st?
- Need for information professionals to:
  - Understand Blogging & related technologies (e.g. RSS, Technorati)
  - Be able to find resources in the 'Bloggosphere'
  - Explore how to Blogs to support business functions (support users, staff & organization)
- Increasingly professional (e.g.

Finding Resources

http://www.technorati.com/ ...



Wikis

- Anyone can edit
- Updated as needed
- Used for collaboration on a single project
- Made of up of linked pages
- Little or no structure
- Sometimes allows for comments
- Updates delivered via RSS

Wikipedia

article | discussion | view source | history

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Wikipedia

From Wikipedia, the free encyclopedia

This page is undergoing active discussion on its talk page.
Please feel free to join in, and help determine if any significant changes are required.

It has been suggested that *Wikipedia community* be merged into this article or section. (Discuss)

Editing of this article by unregistered or newly registered users is currently disabled. If you are prevented from editing this article, and you wish to make a change, please discuss changes on the talk page, request unprotection, log in, or create an account.

For Wikipedia's non-encyclopedic visitor introduction, please see Wikipedia:About.

Wikipedia (IPA: /ˌwiki'pi:di.ə/ or /ˌwɪki'pi:di.ə/ (Audio (U.S.) (help·info)) is a multilingual, web-based, free content encyclopedia project. Wikipedia is written collaboratively by volunteers; its articles can be edited by anyone with access to the web site. The name is a portmanteau of the words *wiki* (a type of collaborative website) and *encyclopedia*. Its primary servers are in Tampa, Florida, with additional servers in Amsterdam and Seoul.

Wikipedia was launched as the English Wikipedia on January 15, 2001, as a complement to Nupedia, an expert-written and now defunct encyclopedia. The project is now operated by the Wikimedia Foundation, a non-profit organization created by Jimmy Wales who is the co-founder of Wikipedia.[2][3][4][5][6] Wikipedia has approximately seven million articles in 251 languages,[1] 1.7 million of which are in the English edition. It has steadily risen in popularity since its inception[7] and currently ranks among the top ten most-visited

Wikipedia

navigation
- Main page
- Contents
- Featured content
- Current events
- Random article

interaction
- About Wikipedia
- Community portal
- Recent changes
- Contact us
- Make a donation
- Help

search
Go | Search

toolbox
- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

Aggregators

originalsignal

Web | Technology | World | Business | Entertainment

Frontpage (beta) | Web 2.0 | Digg | Buzz | 15blogs | Search

TC TechCrunch

- Gigya To Ease Widget Publishing On Social Networks
- Product Reviews: Everyone Wants A Piece Of The Market, But PowerReviews May Get It
- Microsoft Adds Instant Messaging To Xbox
- Yahoo's New Media Device
- Yahoo's New Media Device
- Product Reviews: Everyone Wants A Piece Of The Market, But PowerReviews May Get It
- Loopster Makes Friends of Social Networks

more

M! Mashable

- Setdot, Almost Better than Evite
- Vostu is Facebook, Spanish Edition
- Mosoto - Now a Stickam for Facebook Users
- Famesters - Latest Social Network for the Self Obsessed
- Windows Live Messenger Arrives on XBox
- CafeMom's Playskool Promo
- Sansa Connects to Yahoo Music, Flickr

more

W2 Web2.0 List

- tomshardwareTom's Hardware Guide: Tom□s Hardware Sold for $15-$20 Million
- Microsoft: Microsoft is Dead
- Technorati: Technorati CEO Search Confirmed
- Crazyegg: CrazyEgg - Measuring Web Site Usability
- godtube: Well, Now We Have GodTube
- napster.com: Napster shares jump on higher outlook
- firefox: Keep track of your friends with The Coop

more

RW Read/WriteWeb

- The Age of Instant Intranets - Central Desktop Launches Turnkey Intranet
- Internet Video Hyperaggregation
- Weekly Wrapup, 2-6 April 2007
- Thanks Sponsors
- The Sidebar Syndrome

37signals

- Real estate photos worth more than a thousand words
- The most creative web site I've seen in a long time (or maybe ever)
- The vector edition
- People don't scroll...emails

O'Reilly Radar

- Beta Test a Dash Express: The internet-connected GPS
- Draft Blogger's Code of Conduct
- Creative Categorization at Instructables
- Where 2.0: Early Registration Ending Tuesday
- Google Launches MyMaps

Social Bookmarking

- Save bookmarks online and use from anywhere
- Add comments
- Possibly rate – bad to excellent
- Make public (or restrict to friends or keep private)
- Tag them to describe subject, format, anything you like

Tagging

- Facilitates retrieval via personally meaningful vocabulary
- *"Tagging in delicious is about 1/3 classification and 2/3 functionality. Something easy to do that lets you recall the item. The goal isn't to classify, it's to remember."*
- Creates *Folksonomies*
- Facilitates [illegible] by others

Media Sharing

- Web 2.0 includes community-building
- You can help support your community-building by making it easy to share photos at events (e.g. this seminar)
- Simply suggest a tag e.g. ‘cilip-ucrg-2006-12-01’ and encourage delegates to upload their photos with

Social Networks

- Connect people with all different types of interests
- Share stories, ideas, pictures, videos, music, etc.
- Chat
- Find others with common interests.
- Businesses using it to connect their employees

Mashups

Enterprise Mashups:
Using the Assets of the Web and Enterprise for Ad Hoc Self-Service Application Creation
Web
SOA
Widgets
Feeds
Services
Rich Media
Content
Services
Portlets
Enterprise Data
QED
browser-based, visually assembled, simple Web parts made of XML, Javascript, and browser plug-ins like Flash

Creative Commons

http://creativecommons.org/

- Creative Commons is a movement that has evolved from open source software ideas and licences.
- Creative Commons was founded in 2001 by a group of American legal academics, creators and entrepreneurs.
- Creative Commons defines the spectrum of possibilities between full copyright (all rights reserved) and the public domain (no rights reserved). CC licenses allow creators to retain copyright, while inviting certain uses of the

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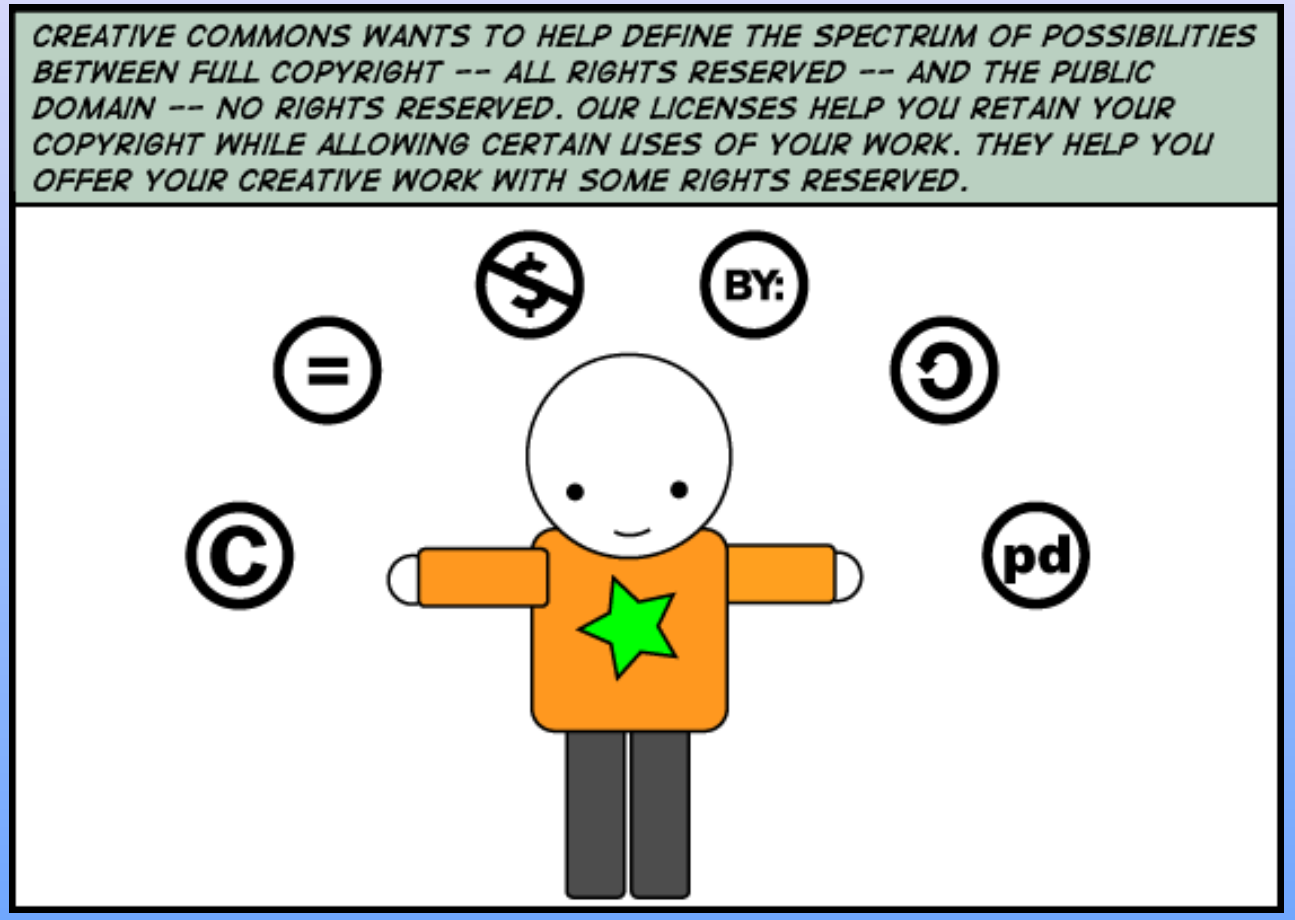

Summing Up

- Web 2.0 hard to define, but very far from just hype
  - Culmination of a number of web trends
- Importance of Open Data
  - Allows communities to assemble unique tailored applications
- Importance of Users
  - Seek and create network effects
- Browser as Application Platform
  - Huge potential for new kinds of web applications

Collaborative Environment

- "Collaborative Intelligence Will Prevail Over Artificial Intelligence."
  - Scott Rafer, President & CEO of *Feedster*, Accelerating Change 2005 conference
    - *"…letting people share preferences at such a scale, scope, level of detail, velocity, and frequency, that AI is rendered unnecessary to generate smartness, at least for the foreseeable future*."

WEB 2.0 sites

- Web 2.0 Magazine: http://web2magazine.blogspot.com/
- Top 100 Web 2.0 Sites: http://web2.ajaxprojects.com/web2/proje
- Best of the Best Web 2.0 Web Sites: http://www.realsoftwaredevelopment.com/2006