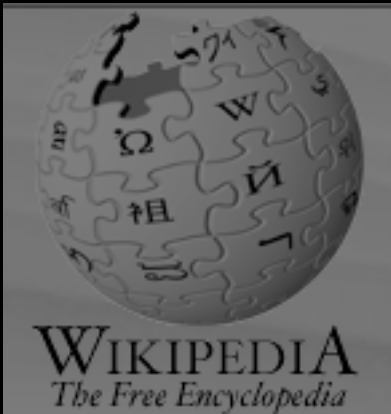


Web 2.0 & the University

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Overview

- Web 1.0 vs Web 2.0 - *What's the difference?*
- “Classic” Web 2.0 Applications -
 - *Sharing Information, Weblogs & Wikis*
- Beyond Blogs & Wikis -
 - *Exploiting contributed data, Mashups, Web 3.0*
- Web 2.0 in the University
 - *Supporting Web 2.0 in the University*
 - *Exploiting Web 2.0 Technology*

Web 1.0 vs Web 2.0

- Web 1.0 is about “publishing & broadcasting”.
 - *A clear division between “consumers” and “producers”*
 - *Producers require a web server and a good understanding of the technology (HTML).*
- Web 2.0 is about “participation”.
 - *The role of “producers” and “consumers” is blurred. Contributing is easy.*
 - *Individual applications change quickly - the sharing (and processing) of contributed information is the constant factor ...*

Web 2.0 is not about the Technology

“All right, the buzzwords do get old fast. And you will get different answers from different people about what "Web 2.0" is. My answer is, Web 2.0 isn't about the technology, and people who think it is are way off.

Web 2.0 is about psychology, the way people use the now omnipresent network for communication on multiple levels. The internet started with researchers sending each other electronic mail. Now it's everyone talking at once, sharing all of their knowledge, opinions, and experiences with the whomever will listen.”

Anon

“Classic” Web 2.0

- Classic Web 2.0 applications allow people to collaborate and share information easily ...
- Wikis - *are shared Web pages which can be edited collaboratively (and easily) by many people.*
- Blogs - *are similar to personal electronic diaries which can be viewed, and commented on by others.*
- Other applications share other information:
 - Flickr (photographs), Google (calendars), Youtube (videos), Amazon (music reviews), ...

Beyond Blogs & Wikis

- Processing and exploiting the data contributed by large numbers of users enables new services and models ...
 - *Amazon book recommendations based on the purchases of people with similar interests.*
 - *Sorting of news stories by popularity (Digg).*
 - *Dating services - or matching researchers to research projects! (Innocentive).*
- *Enlisting users to create content, solve problems, or even do corporate R&D is known as “Crowdsourcing” (see Wikipedia).*

Beyond Blogs & Wikis

- Combining data from multiple services (*Mashups*) enables new things ...
 - *Sites creating geographic data can use Google maps for display*
- Processing and combining information from different systems is difficult when the information is loosely structured and designed primarily for human consumption.
- The Future (?)
 - *The Semantic Web*
 - *Web 3.0*

Supporting Web 2.0

- Supporting Web 2.0 technologies in the University presents some difficult challenges:
 - *The technologies change very quickly.*
 - *Services need to be “user-centric” and interoperable (not University-centric).*
 - *People will use services from elsewhere (rather than University services) if they feel they are more appropriate.*
 - *Using (free) external services raises important issues - data ownership, security, reliability.*
- Simple provision of central services is almost certainly not (the whole) answer.

Exploiting Web 2.0

- How can the University exploit Web 2.0 ...
 - For Teaching ?
 - *The difficulty is probably not in providing the technology, but in understanding the new modes of teaching and learning that this enables (?)*
 - For Research ?
 - For Administration ?
- How do we keep up to date and keep people aware of the possibilities?

- Tim O'Reilly: "What is Web 2.0 ?"
 - <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>
- A Video Documentary on Web 2.0
 - <http://www.techcrunch.com/2006/08/08/web-20-the-24-minute-documentary/>
- Short Articles on Web 2.0 & Social Computing
 - http://www.theregister.co.uk/2006/05/24/dark_hearted_web/
 - http://news.bbc.co.uk/1/hi/programmes/click_online/5391258.stm
 - http://www.theregister.co.uk/2006/07/21/it_managers_guide_to_social_computing/page2.html

- Podcasts on Web2.0 Sites
(See the earlier episodes previously called “Inside the Net”)
 - <http://www.twit.tv/natn3>
- Social Networking Sites
 - <http://www.myspace.com/>
 - <http://www.imeem.com/>
 - <http://www.facebook.com/>
 - <http://www.linkedin.com/>
- Sharing - books, movie recommendations, photos, videos
 - <http://www.flickr.com/>
 - <http://www.youtube.com/>
 - <http://www.bookmooch.com/>
 - <http://www.movietally.com/>

- **Blogs & Wikis**

- <http://www.blogger.com/start>
- http://en.wikipedia.org/wiki/Main_Page
- <http://www.vox.com/>

- **A Selection of Other Web 2.0 Sites**

- <http://www.chacha.com/>
- <http://www.pandora.com/>
- <http://www.jobloft.com/>
- <http://digg.com/>
- <http://www.threadless.com/>

- **Mashups**

- <http://news.com.com/2009-1025-5944608.html>
- <http://www.programmableweb.com/matrix>

- Crowdsourcing

- <http://www.openbusiness.cc/2006/07/28/crowdsourcing-no-way-back/>

- A Few Research & Teaching Applications

- <http://www.innocentive.com/>
- <http://www.digication.com/home/>
- <http://www.connotea.org/>

- EUCS Web 2.0 Project

- <http://www.mis.ed.ac.uk/services/wps/wpc/oct06/>

- Web 3.0

- <http://evolvingtrends.wordpress.com/2006/06/26/wikipedia-30-the-end-of-google/>

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Social technologies: from pioneers to mainstream use?

John McIntyre Centre, Pollock Halls of Residence, Holyrood Park Road, Edinburgh, November 24th 2006

<http://homepages.inf.ed.ac.uk/dcspaul/publications/web2.pdf>

