



Cátedra Telefónica
Internet de Nueva Generación

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Web 2.0:
Beyond the Blog Phenomenon



Web 2.0: Beyond the Blog Phenomenon

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Agenda

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The elements:

- We blog
- We Media
- Conversations
- Corporate
- Some rights reserved
- Technology
- Wikis: the ultimate collaboration tool
- Real World Semantics
- Social Software

Web 2.0:

- The Socialization of the Web
- A layered Visualization



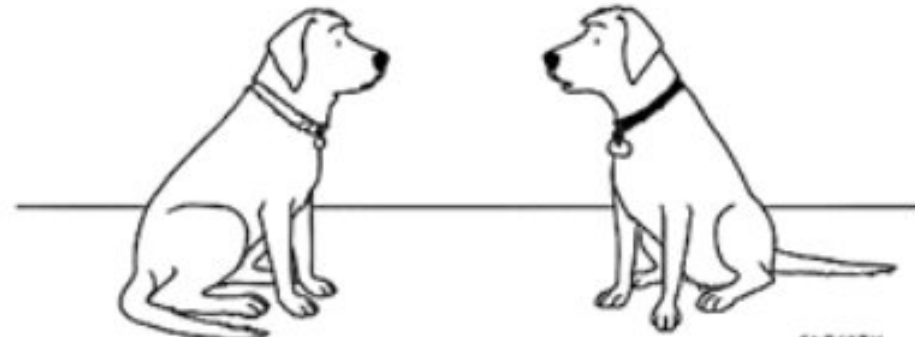
We blog (1/2)

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"On the Internet, nobody knows you're a dog."

The New Yorker, July 1993



"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."

The New Yorker, September 2005

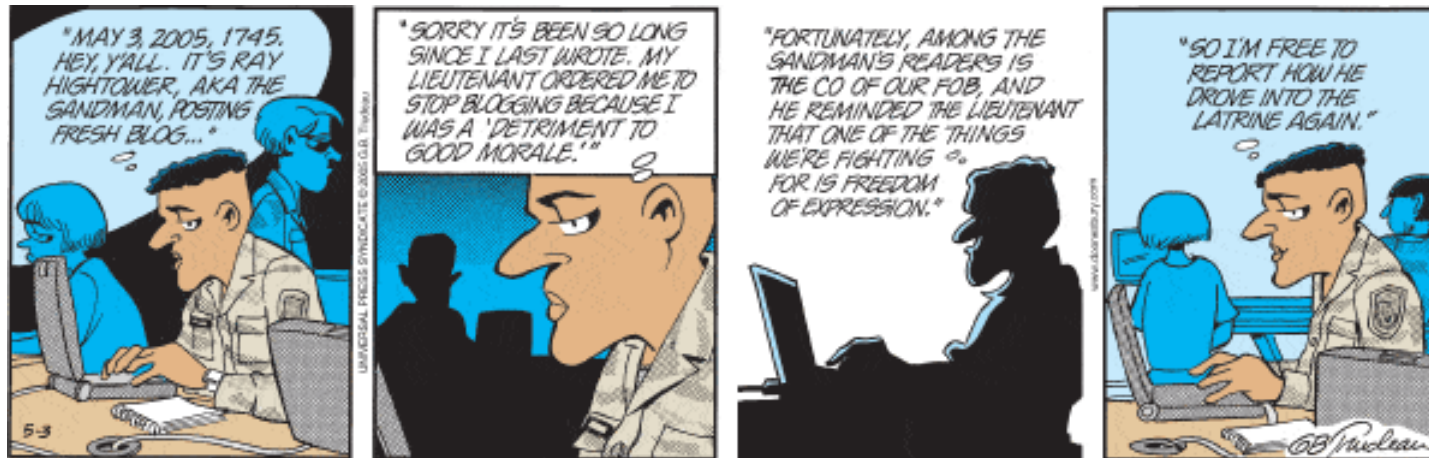
Something has changed in the Web during this decade of online history... At the beginning ***it was all about being online***; now ***it's about socializing the online environment***.



We blog (2/2)

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Blog: *noun* [short for *Weblog*] (1999) : a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer. (Merriam-Webster online Dictionary)



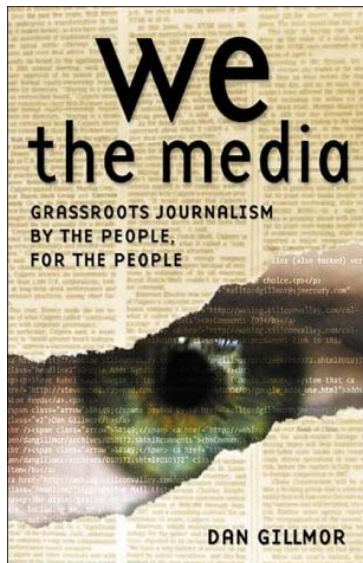
Blog: A **blog** or **weblog** (derived from web + log) is a **web-based publication** consisting primarily of **periodic articles** (normally, but not always, in reverse chronological order). Although most early blogs were manually updated, **tools to automate the maintenance of such sites** made them accessible to a much larger population, and the use of some sort of **browser-based software** is now a typical aspect of "blogging". (Wikipedia)



We Media

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The citizen's assault to Main-Stream-Media

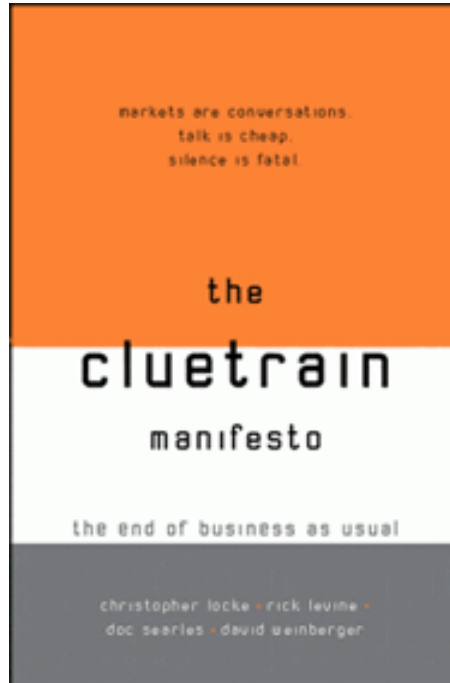


Participatory journalism is living its renaissance powered by the “credibility crackdown” of traditional media (MSM) and it’s reaching its own “technology perfection” through this new social media that are **blogs**, and that “vigorous communication subspace”, emerging within the Web itself, that is the **Blogosphere**.



Conversations

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The social side of this 'blogging' equation:

The conversation as the 'atomic' element to be analyzed within the blogosphere. The **hyper textual interactions** that take place in the Internet supported by networked posts, comments, links and trackbacks add human (social) significance to the Web.

The Manifesto try to make us remember that “markets are conversations” and in a two-way World Live Web where people can recognize the human voice among the crowd, corporations must enter the conversation - and talk with human voice - to be heard.



Corporate (1/3)

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It seems that some corporations want to enter the conversation... So they're adding corporate blogging to their communication/PR tools, using the blogosphere as an information repository to be mined, or as a meme amplification machine.





Corporate (2/3)

But blogs are not only useful as PR tools. **Corporate Blogging** seems to be “the next big thing” in the Internet... and, as a matter of fact, we can find corporations like [Sun](#), [IBM](#) or even [Microsoft](#) defining their positioning within the blogosphere.

CORPORATE (OR ORGANIZATIONAL) BLOGS

External blogs

- Sales blogs
- Relationship blogs
- Branding blogs

Internal blogs

- Knowledge blogs
- Collaboration blogs
- Culture blogs

External communication and branding are the corporate areas where blogging finds its way more easily. Collaboration and Knowledge blogs are still waiting their opportunity.



Corporate (3/3)

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The Blogging Business:

Nanopublishing: Examples like [Weblogs Inc.](#) or the Spanish [Weblogs, S.L.](#) try to leverage the “credibility crisis” of MSM. Some projects are gaining momentum; meanwhile others will be part of some [Media conglomerate](#).

Consulting: Usually enterprises need external knowledge and expertise to take advantage of new technologies ;-). Here in Spain, you can find, for instance, companies that help enterprises mining the blogosphere ([Dicelared](#)) or marketing experts ([Territorio Creativo](#)).

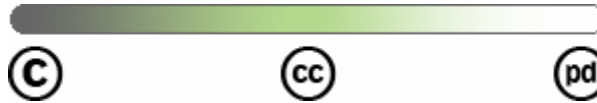
Personal branding & freelance activity: The [“e-lance”](#) professionals - borne with the Web Bubble - has a powerful tool in the blogosphere for building a reputation, offering their abilities and knowledge or launching their projects.

Enterprise-grade services: Blogging services ([Six Apart](#)) or Social Software ([SocialText](#)).

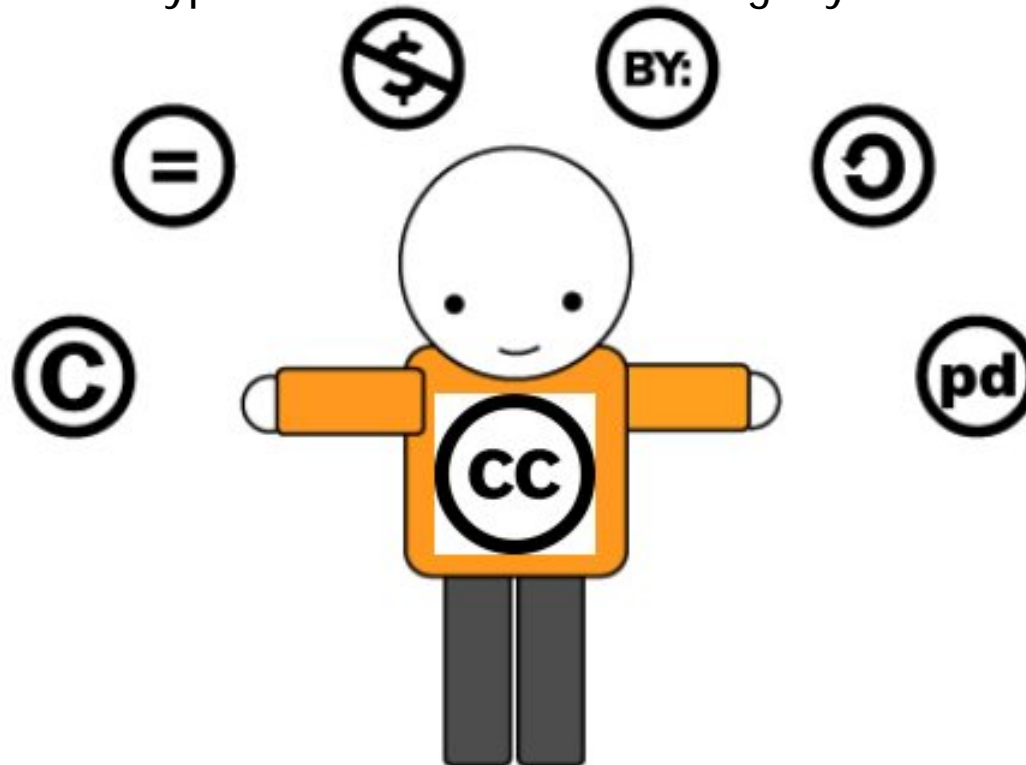


Some rights reserved

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Between *THE BIG C* - all rights reserved - and the public domain, there's a large spectrum of possibilities for explicitly defining the way you want your creations to be used. Now, you can bypass the intermediaries legally.





Technology

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Syndication Standards: RSS - *Really Simple Syndication* - and its different flavors. Atom, the full-fledged contender. XML dialects for publishing content, and enabling an easy way of subscribing different sources.

CMS - **Content Management Systems** - as a simple way of automating the web publishing process & technology platform for *blogging* and *wiki* services.

AJAX - **Asynchronous JavaScript And XML** - as a way for developing more agile Web interfaces for new services optimizing transactions between the JavaScript application within the browser and the server.

SOA - **Services-Oriented Architecture** - as the most suitable architectural approach for Next Generation Web. It usually serves for implementing Web Services through the use of XML, HTTP, SOAP, WSDL & UDDI.

...



Wikis: the ultimate collaboration tool

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A wiki is a web application that allows users to add content, as on an Internet forum, but also allows others (often completely unrestricted) to edit the content. The term Wiki also refers to the collaborative software used to create such a website. In essence, the wiki is a vast simplification of the process of creating HTML pages, and thus is a very effective way to exchange information through collaborative effort. (*Wikipedia*)



The read/write Web: a universal, emergent and growing repository of human knowledge without boundaries. Another innovation wave that get us a little bit closer to the original idea of an actual World Live Web...



Real World Semantics

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Definition:

a.k.a. lower-case semantic web, Not "Uppercase Semantic Web"
emerging semantic (x)html
adoption by "real people"
beyond academics and theoretical discussions

Some principles:

don't try to "define the world"
small pieces *loosely joined*
evolutionary not revolutionary
add semantics to today's web rather than create a future web
user centric design
humans first, machines second



Social Software



Social Networking: Keeping your contacts online through a web interface with a useful representation of them.

Social Calendaring: Shared agendas for events arrangement and meetings planning.

Social Bookmarking: Your links and references to different kinds of resources live online.

Social Tagging (Folksonomies): An unintentional, collective effort of categorizing the Web, with added social significance.

...

Socialware: *del.icio.us, de.lirio.us, BlogMarks, Wists, LinkedIn, eConozco, Orkut, 43Things, flickr...* always in "permanent beta", offering open APIs and keeping certain level of 'hackability' as an enabler for improving **USER INNOVATION**.

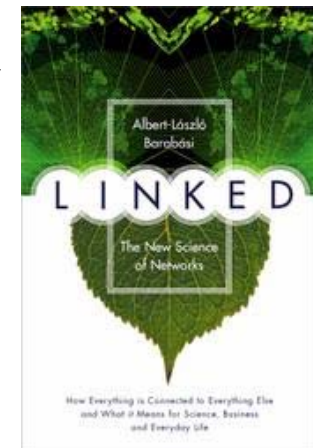


The Socialization of the Web

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It's not about technology: the addition of human (social) significance to our online interactions is driving the emergence of a real (cyber)social environment, that extends seamlessly to the "real world".

It's about people and their social (networking) activity going online to be expanded and amplified by network effects, and the viral nature of the information flowing through the Internet. **It's about social networks** which we are getting linked to, making The Network itself more social (humane).



Although we can not forget about technology and the "Digital Universal Network" that is in the background - being the Internet its most visible component - supporting the Web 2.0 emergence, and keeping the user innovation pace.



A layered Visualization (1/2)

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(cyber)Social interactions

Processes: human-technology

*Social Software:
Services for the 'World Live Web'*

Web 2.0: "The Web as platform"



A layered Visualization (2/2)

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USER INNOVATION

INNOVATING

- Blogging
- Tagging
- Sharing
- Messaging
- Networking

INNOVATIVE Apps&Services

- Blogs
- Wikis
- Folksonomies
- Podcasts
- Socialware

Technology INNOVATION

- WS, SOA
- XML, XSLT, ...
- RSS, Atom
- AJAX
- RDF, OWL
- xhtml



Web 2.0: Beyond the Blog Phenomenon

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Blogs are just the tip of "a whole new Web" ...



... And *WE* - the users - are its driving force.



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