

# Web 2.0

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Presented to the Media Consortium

*Resource list:* <http://del.icio.us/tag/mcweb2.0>

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# What is Web 2.0?

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- » Controversy around definition
- » The enrichment of the web that incorporates user-generated features, feedback, collaborations and content into existing structures, and offers enhanced organization of information for easy retrieval and reusability

# Common features

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- » Tagging
- » RSS
- » User-generated content
- » Multimedia
- » Social network
- » Recommendations, ratings
- » AJAX
- » Focus is on the entire experience:  
“I can participate”

# Some example sites

## » YouTube

The screenshot shows a web browser window displaying the YouTube profile page for 'FluxRostrum'. The browser's address bar shows the URL 'http://www.youtube.com/profile?user=FluxRostrum'. The page features the YouTube logo, navigation links (Home, Videos, Channels, Groups, Categories, Upload), and a search bar. A video player is embedded at the top, showing a video titled 'Jas Patrick- Independent Artist that YOU can HELP' with a progress bar and playback controls. Below the video player, the channel information is displayed: 'Fluxview, USA', 'FluxRostrum', 'Age: 105', 'City: Fluxview, USA', and 'Country: United States'. The channel has 5,775 views and 131 subscribers. A 'Videos (31)' section shows a list of recent uploads, including 'The S.O.A. 2004', 'Batalla por Radio...', 'Brad Will's Last ...', and 'Brad Will's Vigil @...'. A 'Video Log' section shows a video titled 'The S.O.A. 2004' with a description: 'The SOA is an annual protest each Nov.20-21st and has caused the School of America's to be recently renamed the Western Hemisphere Institute for Security Cooperation ... or WHINSEC; but since "Close Down the Western Hemisphere Institute for Security Cooperation" isn't very catchy, protestors simply refer to the'.

- » User-generated content
- » Multimedia
- » Tagging
- » Ratings
- » Social network
- » Customized profiles
- » RSS

# Some example sites

## » Wikipedia

» User-generated content

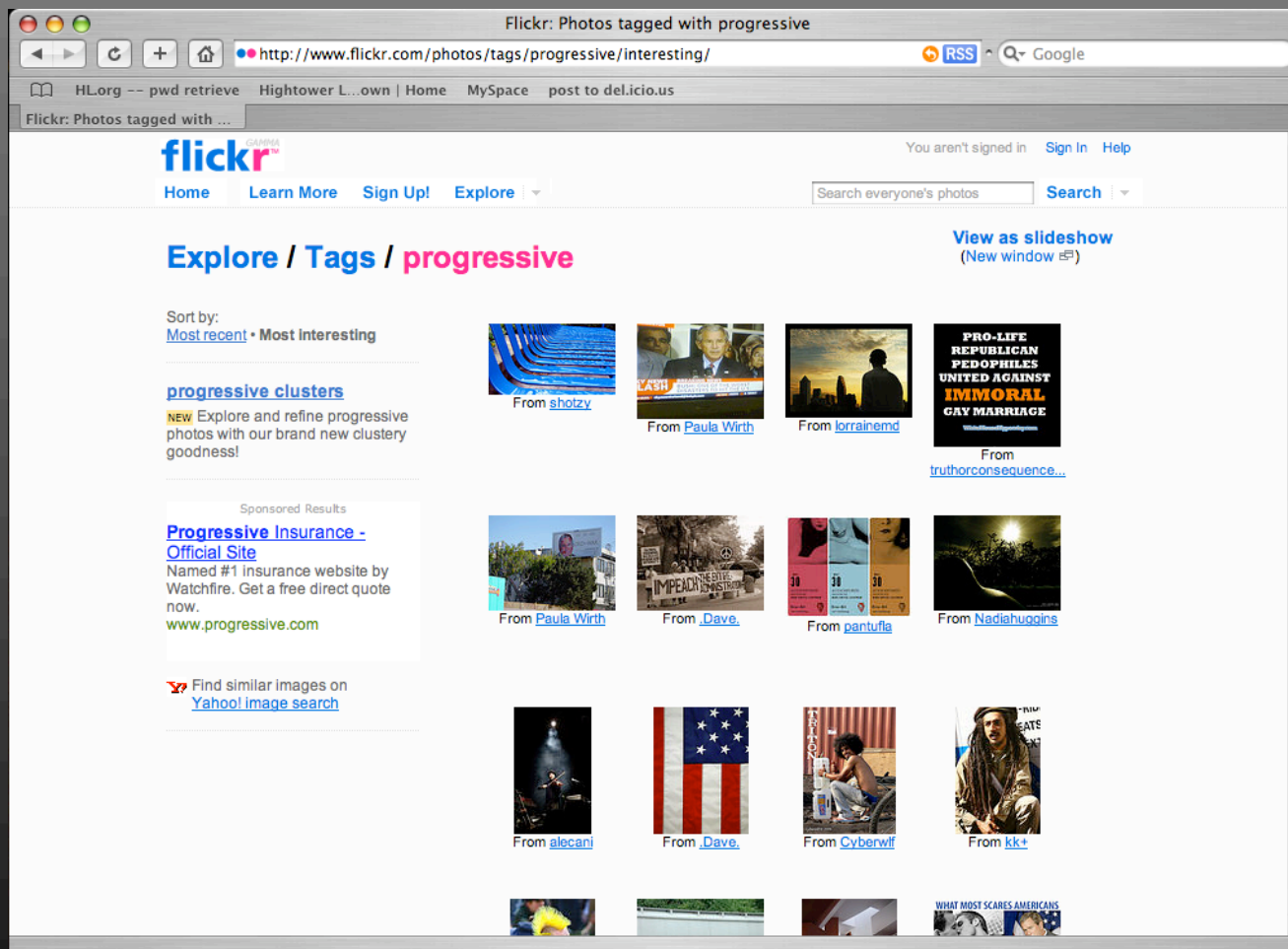
The screenshot shows a web browser window displaying the Wikipedia article for 'Progressivism'. The browser's address bar shows the URL 'http://en.wikipedia.org/wiki/Progressivism'. The page title is 'Progressivism - Wikipedia, the free encyclopedia'. The article text explains that 'Progressivism' is a term referring to a broad school of contemporary international social and political philosophies. It notes that the term was first widely used in late 19th century North America, in reference to a general branch of political thought opposed to traditional conservatism. Political parties such as the American Progressive Party formed at the start of the 20th century, and progressivism made great strides throughout the early 1900's. The article also states that there are at least three distinct meanings of the word 'progressive', as it is used today. Ordered from the most vague to the most specific, they are as follows:

1. In the broadest sense, the label "progressive" may be used in self-description of anyone who advocates any kind of change in a society, or in any part of the political spectrum.
2. In a somewhat more restricted sense, "progressive" is a term used within left-wing politics to distinguish left-wingers who advocate moderate or gradual social change - often called either "progressives" or "reformists" - from those who advocate larger and more rapid changes - called "revolutionaries" or "radicals".
3. Finally, in the most specific sense, there is the continuation of the political movement/ideology that began in the late 19th century. This ideology is mostly adhered to by the political left-wing, but not every liberal is a progressive. Progressives support the continual advancement of workers' rights and social justice. The first progressives were some of the earliest proponents of anti-trust laws and the regulation of large corporations and monopolies. They were also among the first advocates of government-funded environmentalism, and the creation of National Parks and Wildlife Refuges. It is this meaning of progressivism that will be covered more extensively in the rest of the article below.

The page also features a navigation sidebar on the left with links to Main Page, Community Portal, Featured articles, Current events, Recent changes, Random article, Help, Contact Wikipedia, and Donations. A search box is located below the navigation sidebar. A table of contents is visible at the bottom of the article, listing sections such as '1 Tenets of Early Progressivism', '1.1 Democracy', '1.2 Efficiency', '1.3 Regulation of Large Corporations and Monopolies', and '1.4 Social Justice'. On the right side, there is a sidebar with a 'Part of the Politics series on Progressivism' section, a note about overlap with other political positions, and a list of related topics including Schools (American Progressivism, New Deal liberalism, Educational progressivism, Techno-progressivism), Ideas (Conservation ethic, Efficiency Movement, Economic progressivism, Freedom, Worker rights, Mixed economy, Positive liberty, Social justice, Social progressivism, Welfare of Society), and Programs (The Square Deal, The New Nationalism, The New Freedom).

# Some example sites

## » Flickr



- » User-generated content
- » Multimedia
- » Tagging
- » Comments
- » RSS
- » Social network
- » Groups

# Some example sites

## » MySpace

The screenshot shows a web browser window displaying the MySpace profile of Jim Hightower. The browser's address bar shows the URL <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=114045886>. The page features a navigation menu with links for Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. The profile itself is divided into several sections: a profile picture of Jim Hightower wearing a hat and glasses, a bio with a quote and personal details (Male, 63 years old, Austin, Texas), a section for his latest blog entry with a 'Subscribe to this Blog' button, and an 'About me' section with a detailed bio. At the bottom, there is a 'Contacting Jim Hightower' section with buttons for 'Send Message', 'Forward', 'Add to Friends', 'Add to Favs', 'Instant Message', and 'Block'.

» Customized profiles

» Social network

» User-generated content

» Multimedia

# Some example sites

## » MySpace (continued)

The screenshot shows a web browser window displaying the MySpace profile of Jim Hightower. The browser's address bar shows the URL: <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=114045886>. The profile page is titled "Jim Hightower's Interests" and "Jim Hightower's Details".

**Jim Hightower's Interests**

|                   |  |
|-------------------|--|
| <b>General</b>    | Gardening, cooking, muckraking, corporate butt-kicking, general agitating.   |
| <b>Movies</b>     | Anything by John Sayle.  |
| <b>Television</b> | Not so much (except for baseball).   |
| <b>Books</b>      | Yes, beaucoup books. I love libraries.   |
| <b>Heroes</b>     | The Thoms (Jefferson and Paine), Frederick Douglass, the "Kansas Pythoness" (Mary Helen Lease), Mark Twain, Ida Tarbell, Upton Sinclair, Mother Jones, Woody Guthrie, Diego Rivera, Thurgood Marshall. |

**Jim Hightower's Details**

|                     |                   |
|---------------------|-------------------|
| <b>Status:</b>      | In a Relationship |
| <b>Zodiac Sign:</b> | Capricorn         |

**Jim Hightower's Friend Space**

Jim Hightower has 194 jillion friends.

|                               |                   |                   |                                 |
|-------------------------------|-------------------|-------------------|---------------------------------|
| <b>Hightower Lowdown</b><br>  | <b>karen</b><br>  | <b>Deanna</b><br> | <b>Lone Star Iconoclast</b><br> |
| <b>Drinking Liberally</b><br> | <b>Amanda</b><br> | <b>Grist</b><br>  | <b>AlterNet</b><br>             |

- » Customized profiles
- » Social network
- » User-generated content
- » Multimedia

# Some example sites

» digg

- » Recommendations
- » RSS
- » Social network

The screenshot shows a web browser window with the URL <http://www.digg.com/search?s=progressive>. The page features a search bar at the top with the text "search for 'progressive'", a navigation menu, and a main content area. A prominent advertisement for "WebEx White Paper: Free" is displayed at the top. Below the ad, there is a "Search Digg" section with a search bar containing "progressive" and a "Search" button. The search results are listed below, including "The Dignation Podcast" and "Democrats - Don't Wimp Out! You Must Limit Further Bush Regime Damage". The page also includes a sidebar with "Digg Topics" and a "Join Digg" button.

search for "progressive"

http://www.digg.com/search?s=progressive

HL.org -- pwd retrieve Hightower L...own | Home MySpace post to del.icio.us

search for "progressive"

digg™

WebEx White Paper: Free

Web Collaboration: Lower Your Costs - Increase Your Productivity. Free!

[www.webex.com](http://www.webex.com)

Advanced Options:

All Stories Last 7 days Sort Newest First Include Buried Stories

progressive Search

[The Dignation Podcast](#)  
Kevin and Alex cover the hottest stories of the week. [www.dignation.com](http://www.dignation.com)

**7 diggs** [digg it](#)

**Democrats - Don't Wimp Out! You Must Limit Further Bush Regime Damage**  
submitted by [binxster](#) 2 hours 15 minutes ago (via [www.commondreams.org](http://www.commondreams.org))  
It's not about mercy, it's not about manners, it's about three fundamental goals: limiting the damage the Bush administration can do, passing whatever legislation they can in the short term to help the American public and laying the foundation for future **progressive** victories. Democrats finally have the upper hand, and now's the time to use it.  
[submit comment](#) | [Blog This](#) | [Email This](#) | topic: [Political Opinion](#) | [Bury](#) | [Share](#)

**323 diggs** [digg it](#)

**Order Official Wii Component Cables Online TODAY!**  
submitted by [precurser](#) 7 hours 31 minutes ago (via [store.nintendo.com](http://store.nintendo.com))  
The Wii Component Video Cable allows you to hook your Wii console system to a high-definition TV (HDTV) or enhanced-definition TV (EDTV) to view 480p **progressive** output. 480p **progressive** output displays at a higher resolution than standard 480i resolution.  
[92 comments](#) | [Blog This](#) | [Email This](#) | topic: [Gaming News](#) | [Bury](#) | [Share](#)

**Borat meets Martha Stewart ...**

Join Digg

Login

Digg Topics

View All \*

Technology

Science

World & Business

Sports

Videos

Entertainment

Gaming

# Some example sites

» del.icio.us

The screenshot shows a web browser window displaying the del.icio.us profile for user 'grrlfriday'. The browser's address bar shows 'http://del.icio.us/grrlfriday'. The page header includes navigation links like 'your bookmarks', 'your network', and 'subscriptions'. The main content area lists 26 items, with the first few being: 'Full Circle Online Interaction Blog: Updating My Online Interaction Glossary', 'Web 2.0 Validator: We're the dot in Web 2.0', 'The Habits of Highly Effective Web 2.0 Sites', 'MyBlogLog', 'NY Press: John S. Hall', '37signals: what is web 2.0? survey results', 'Web 2.0, a definition of sorts (kottke.org)', and 'Hitwise: One in 20 Web Visits Go to Social-Networking Sites · MarketingVOX'. A right-hand sidebar displays a 'tags' list with counts for various categories such as '10002', '10012', '11211', 'arts', 'bioneers2006-internet', 'blog', 'book', 'bubble', 'culture', 'design', 'dessert', 'events', 'grassroots', 'humor', 'johnshall', 'kingmissile', 'left', 'LES', 'liberal', 'life', 'lowereastside', 'mcweb2.0', 'media', 'neighborhood', 'news', 'newsletter', 'newyork', 'NYC', 'Newyork', 'photo', and 'Religion'.

» Recommendations

» Tagging

» Social network

» RSS

# Common features (recap)

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- » Tagging
- » RSS
- » User-generated content
- » Multimedia
- » Social network
- » Recommendations, ratings
- » AJAX
- » Focus is on the entire experience:  
“I can participate”

# Why web 2.0 is important

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- » Original intention of the web:
  - “Read/write web”
- » Expectations of users are shifting
  - “Grazers” of information
  - Creators/collaborators of content
- » Create loyalty by providing the tools

# Why web 2.0 is important

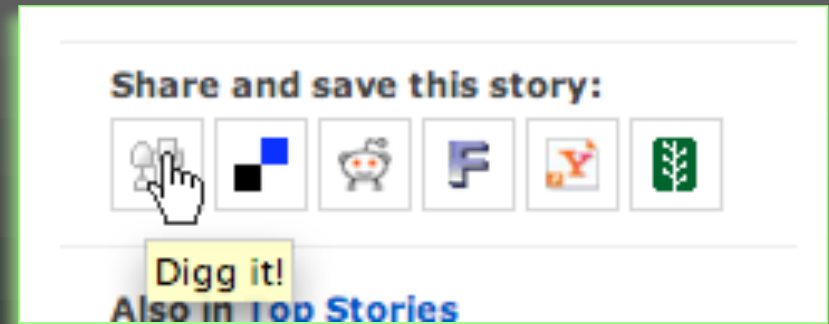
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- » 3 huge opportunities for progressive media:
  - Grow **traffic**, reach new **audiences**
  - Consistent with **progressive values**
  - Open up architectures to **prepare for future innovation**

# How we can do it

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- » Keep your business goals in mind
- » Don't reinvent the wheel
- » Some widgets and add-ons for sites:
  - Social bookmarking:



- Technorati tags:










Tags: [Techcrunch](#), [Web2.0](#), [mapping](#), [calendar](#), [widgets](#), [APIs](#), [blogging](#)

# How we can do it

## » Widgets (continued)

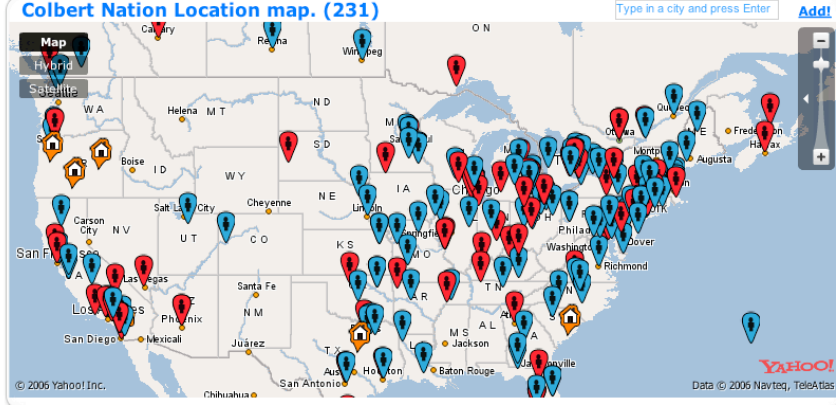
- MyBlogLog

**Boing Boing Members (302)**

|  |  |  |
|--|--|--|
| <br>ibogost | <br>Eric      | <br>laughingsquid |
| <br>breebop | <br>aheismann | <br>Compete       |
| <br>innings | <br>bigsurf   | <br>fredshouse    |

- Frappr maps

**Colbert Nation Location map. (231)**

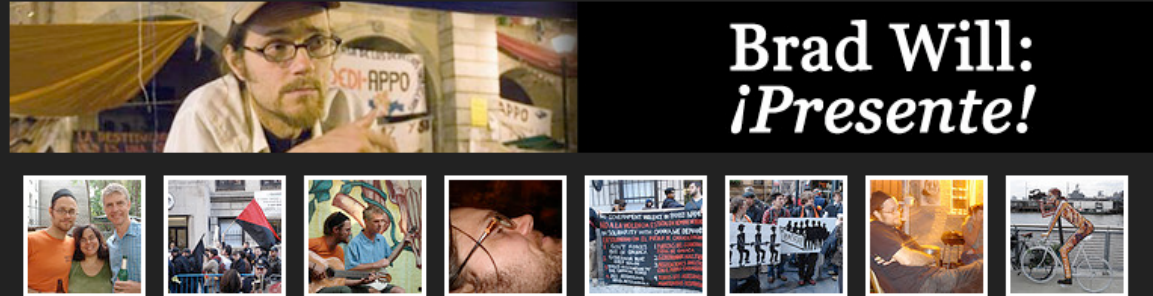


Type in a city and press Enter Add!

© 2005 Yahoo! Inc. Data © 2005 Navteq, TeleAtlas

- Flickr badges:

**Brad Will: iPresente!**



# Suggested collaborations

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- » Agree on **specific tags** that can be used across services and link to them
- » Create **LinkedIn Group** for MC members
- » Take advantage of **existing tools** like SourceWatch + Congresspedia, Brave New Theaters, etc.
- » Arrange **knowledge-share days** for MC's tech staff
- » MC's own **cross-linking website** project

# Closing thoughts

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- » Focus on **business goals**, not tech
- » Be open to **collaborating** with your users, but you don't have to sacrifice your **overall editorial control or voice**
- » **Experiment** with your users, **have fun**
- » Resources: <http://del.icio.us/tag/mcweb2.0>