

# 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 of a user named FluxRostrum. The browser's address bar shows the URL <http://www.youtube.com/profile?user=FluxRostrum>. The page features the YouTube logo and navigation links such as Home, Videos, Channels, Groups, Categories, and Upload. A search bar is present with the text "Search for" and a "Search" button. A video player is embedded, 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 for FluxRostrum is displayed, including a profile picture, a "Subscribe" button, and statistics: Channel Views: 5,775 and Subscribers: 131. The "About Me" section provides details like Name: ~, Member Since: 8 months ago, Videos Watched: 2,201, Last Login: 2 hours ago, and Website: <http://www.fluxview.com>. A "Video Log" section is visible, featuring a video titled "The S.O.A. 2004" with a play button overlay. The video description mentions the School of America's Institute for Security Cooperation and its renaming to WHINSEC.

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

# Some example sites

» Wikipedia

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 features the Wikipedia logo, a navigation menu, and the main article text. The article defines 'Progressivism' as a term referring to a broad school of contemporary international social and political philosophies. It mentions that the term was first widely used in late 19th century North America and that the American Progressive Party formed at the start of the 20th century. The article also lists three distinct meanings of the word 'progressive' and provides a table of contents for the article.

Progressivism – Wikipedia, the free encyclopedia

Wikipedia – The Free Encyclopedia

Progressivism

From Wikipedia, the free encyclopedia

**Progressivism** is a term that refers to a broad school of contemporary international social and political philosophies. As a political term, **progressive** 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.

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.

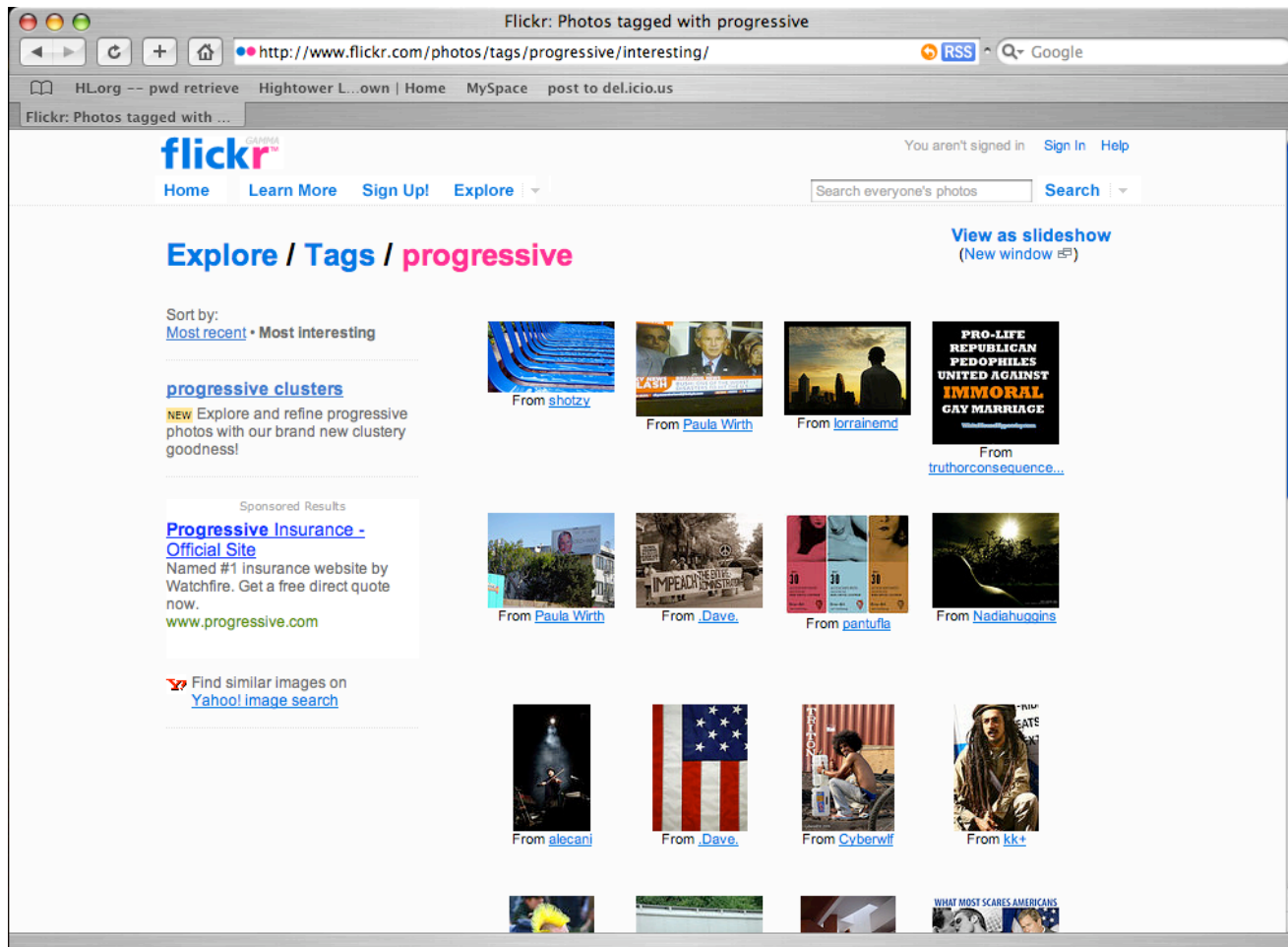
**Contents** [hide]

- 1 Tenets of Early Progressivism
  - 1.1 Democracy
  - 1.2 Efficiency
  - 1.3 Regulation of Large Corporations and Monopolies
  - 1.4 Social Justice

» User-generated content

# 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 titled "Jim Hightower" and includes a profile picture of a man wearing a hat and glasses. A quote next to the picture reads: "The water won't clear up 'til we get the hogs out of the creek." Below the picture, it states "Male, 63 years old, AUSTIN, TEXAS, United States" and "Last Login: 11/15/2006". There are links for "View My: Pics | Videos". A section titled "Contacting Jim Hightower" contains buttons for "SEND MESSAGE", "FORWARD", "ADD TO FRIENDS", "ADD TO FAVS", "INSTANT MESSAGE", and "BLOCK". Another section titled "Jim Hightower's Latest Blog Entry" has a "Subscribe to this Blog" button and a "View All Blog Entries" link. A section titled "Jim Hightower's Blurbs" contains an "About me:" section with text about his work as a national radio commentator and author, and his role as Texas Agriculture Commissioner.

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

# Some example sites

## » MySpace (continued)

The screenshot shows a MySpace profile for Jim Hightower. The browser address bar displays the URL <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=114045886>. The profile is divided into several sections:

- Jim Hightower's Interests:**
  - General:** Gardening, cooking, muckraking, corporate butt-kicking, general agitating.
  - Movies:** Anything by John Sayle.
  - Television:** Not so much (except for baseball).
  - Books:** Yes, beaucoup books. I love libraries.
  - Heroes:** 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:**
  - Status:** In a Relationship
  - Zodiac Sign:** Capricorn
- Jim Hightower's Friend Space:**
  - Jim Hightower has 194 jillion friends.**
  - Grid of friend avatars and profile pictures:
    - Hightower Lowdown (with "LOWDOWN" text)
    - karen
    - Deanna
    - Lone Star Iconoclast (with "Defeating Defeatism" text)
    - Drinking Liberally (with "I Only DRINK LIBERALLY" text)
    - Amanda
    - Grist (with "www.grist.org" text)
    - AlterNet (with "The mix is the message. Get it in your box every day." text)

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

# Some example sites

» digg

The screenshot shows a web browser window with the URL <http://www.digg.com/search?s=progressive>. The page features a search bar with the word "progressive" entered. Below the search bar, there are several search results. The first result is an advertisement for "WebEx White Paper: Free" with the text "Web Collaboration: Lower Your Costs - Increase Your Productivity. Free!" and the URL [www.webex.com](http://www.webex.com). The second result is "The Dignation Podcast" by Kevin and Alex, covering the hottest stories of the week. The third result is "Democrats - Don't Wimp Out! You Must Limit Further Bush Regime Damage" submitted by binxster 2 hours 15 minutes ago, with a description of the article's goals. The fourth result is "Order Official Wii Component Cables Online TODAY!" submitted by precursor 7 hours 31 minutes ago, describing the Wii Component Video Cable. The fifth result is "Borat meets Martha Stewart ...". The page also includes a sidebar with "Digg Topics" such as Technology, Science, World & Business, Sports, Videos, and Entertainment, and buttons for "Join Digg" and "Login".

- » Recommendations
- » RSS
- » Social network

# 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 the user's name, a search bar, and navigation links like 'popular' and 'recent'. Below the header, there's a section for 'All your items (26)' with a search bar and a list of bookmarked items. Each item includes a title, a brief description, and a 'saved by' count. A 'tags' sidebar on the right lists various categories with their respective counts.

grrlfriday's bookmarks on del.icio.us

del.icio.us / grrlfriday /

popular | recent

your bookmarks | your network | subscriptions | links for you | post

logged in as grrlfriday | settings | logout | help

All your items (26)

« earlier | later » page 1 of 3

**Full Circle Online Interaction Blog: Updating My Online Interaction Glossary** edit / delete  
to web2.0 ... saved by 17 other people ... 2 hours ago

**Web 2.0 Validator : We're the dot in Web 2.0** edit / delete  
pretty funny  
to web2.0 humor mcweb2.0 ... saved by 1372 other people ... 2 hours ago

**The Habits of Highly Effective Web 2.0 Sites** edit / delete  
Great list of do's and don'ts here.  
to web2.0 mcweb2.0 ... saved by 125 other people ... 2 hours ago

**MyBlogLog** edit / delete  
to web2.0 mcweb2.0 ... saved by 1052 other people ... 3 hours ago

**NY Press: John S. Hall** edit / delete  
article on "Daily Negations" and BPC performance  
to johnshall kingmissile 10012 arts culture book performance events newyork nyc ... 3 hours ago

**37signals: what is web 2.0? survey results** edit / delete  
to web2.0 ... saved by 74 other people ... 3 hours ago

**Web 2.0, a definition of sorts (kottke.org)** edit / delete  
"37signals recently polled the customers of their online project management application and one of the questions asked what Web 2.0 meant to them. ...."  
to web2.0 ... saved by 11 other people ... 3 hours ago

**Hitwise: One in 20 Web Visits Go to Social-Networking Sites · MarketingVOX** edit / delete  
to web2.0 ... 4 hours ago

**Web 2.0 mind-map, version 026** edit / delete  
From The Yourdon Report, 11/14/06, an intensive collection of related links, articles and concepts in map format.  
to web2.0 mcweb2.0 ... 5 hours ago

tags

- 3 10002
- 1 10012
- 2 11211
- 3 activist
- 3 arts
- 4 bioneers2006-internet
- 4 blog
- 2 book
- 1 bubble
- 11 culture
- 1 design
- 1 dessert
- 2 events
- 4 grassroots
- 2 humor
- 1 johnshall
- 1 kingmissile
- 1 left
- 4 LES
- 1 liberal
- 6 life
- 3 lowereastside
- 5 mcweb2.0
- 2 media
- 3 neighborhood
- 3 news
- 1 newsletter
- 7 newyork
- 8 NYC
- 1 performance
- 1 photo
- 8 Politics

» 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:



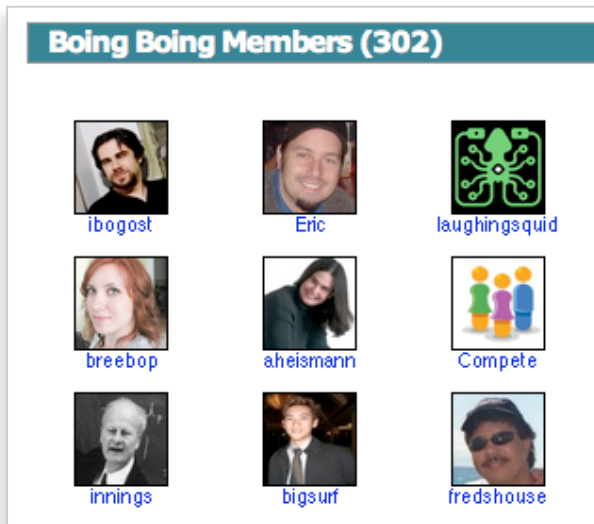
- Technorati tags:

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

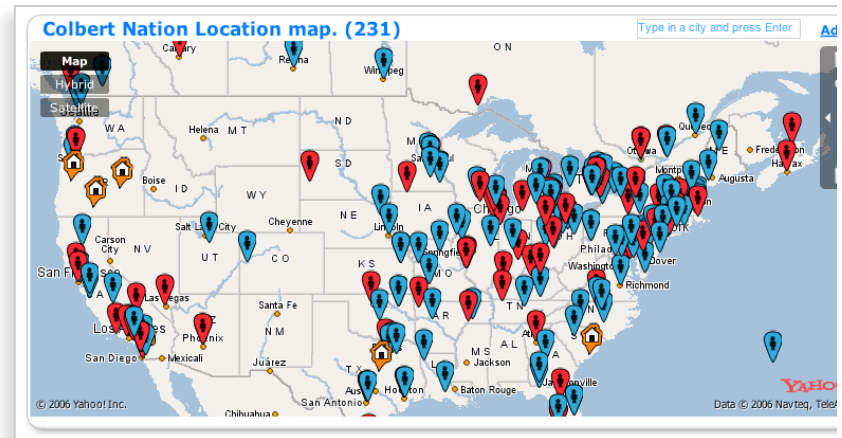
# How we can do it

## » Widgets (continued)

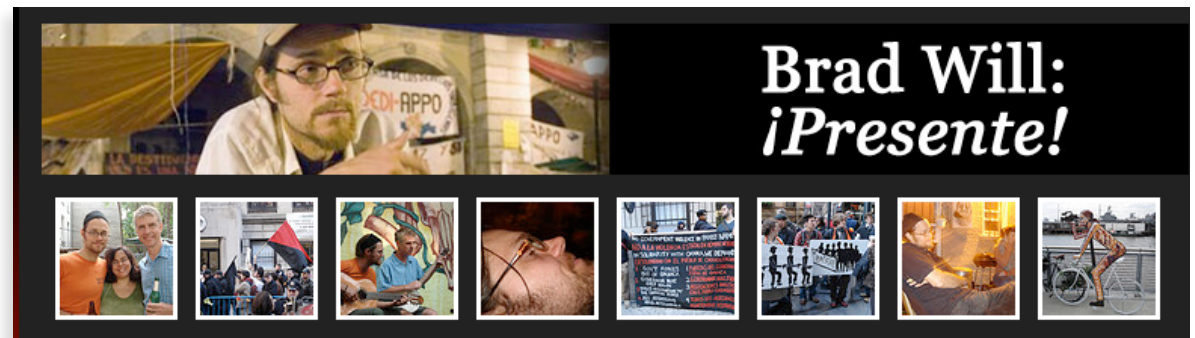
- MyBlogLog



- Frappr maps



- Flickr badges:



# 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>