

# **(so-called) Web 2.0 / Web 3.0**

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**From an original document by Claire Warwick**

**This document is part of a collection of presentations with a focus on Electronic Publishing. For full details of this and the rest of the collection see the cover sheet at: <http://humbox.ac.uk/3078/>**

## In today's session

- Looking at different types of social software
- Growth and use of unofficial publishing
- How it changes publishing models
- When its use is most appropriate

## Web 2.0

- Term coined by Tim O'Reilly (2004). Was it? (DiNucci 1999)
- Denotes publishing that is by users and collaborative in nature
- Information sharing and commenting
- Web users contribute content
  - As opposed to top-down model of official or academic publishing
- Growth caused by easy software- allows non-technical users to participate (editing through browser)

## Blogs and social networks

- Most commonly used form of 2.0
- Seen as many-to-many publishing
  - But how inclusive are blogs really?
  - Or is it the blogosphere that constitutes the conversation? Are users shaped by the tools?
- Most people read but don't write blogs (80/20 rule)
- Very much the individual's voice
- Early filter blogs specifically didactic
  - What was worth visiting on the web
  - How has this changed?

## Social networking

- Truly many-to-many (and one-to-many)
- Active and passive at same time (push – pull)
- Contained and friendly form of the internet
- Easy content creation key
  - But issues of privacy and ownership
  - Highlights worst as well as best aspects of community building
- How does it change our digital identity?
  - Is this always a good thing?
  - Is digital identity a construct?

## Wikis

- Seemed a promising application to create shared content
- Possibly enables radical new methods of community publishing
- Practical problems with use
  - Version control when private, alerting to changes
  - Editing and reliability of content online
- Overtaken by cloud computing for collaboration
- More traditional editing practices for public wikis

## Folksonomies and social tagging

- Online sharing and annotating information
  - ‘social bookmarking’
- Social bookmarking little used
  - Why? Is it just less fun than other things?
- But image annotation very popular
  - Makes content easier to search and access (metadata)
  - Flickr
- Folksonomies used in museums (crowdsourcing)
- Way of democratising interpretation of objects
  - No longer the realm of the specialist (good or bad?)

## Twitter

- The web 2.0 application of the moment
- Text messaging meets chat meets blogging
- Much more truly democratic than blogs
  - Different modes of posting or interaction
- Used to support actual events in real time (examples)
- What's the effect on formality and permanence of information? ([Library of Congress tweet archive](#))
- Things once said now published
  - Not always a welcome experience
- Can we say much in 140 characters?



## Web 2.0 and control

- Way of publishing information that official media won't take
- Political blogging against repressive regimes
  - But also hate speech and extremism
- Gives voice to the average person
  - But how many of those blogs are really worth reading?
- Twitter for fast breaking information
  - May contradict official channels
  - Defeats PR and spin- difficult to manage
  - Difficult to block (cf Iran 2009)

## Web 2.0 and control

- Folksonomies hand over interpretation to users
  - Movement away from expertise to sharing ideas
- But how useful is this to other users?
- Do people want to know what others think or what the curator thinks?

## When to use 2.0

- Is 2.0 always a good thing?
- For all publications of all types and all organisations?
- Are there times when you should not use it?
  - Why?

## Authoritative information

- Many organisations need content to be trusted
- Affects their reputation and brand
- Wikipedia now far more centrally controlled
  - ‘Wiki Police’: “citation needed”
- Museums using curators’ tags as well as those from users
- Moderation of blog posts on BBC or news sites

## Web 3.0

- Different ways to use the term
  - One is for 2.0 content that is edited or moderated in some ways
- But controversial
  - (Wikipedia page keeps being taken down!)
  - See: [Semantic Web / Linked Data](#)
- Issues of personal freedom compared to that of organisation
- As different organisations become publishers
  - Come to realise need for traditional QA values

## When to use 2.0 in EP

- Need to be critical about what it's useful for
- How does it fit the organisation or publication?
- Do you want to encourage participation from users?
- What about authority of your brand or content?
  - Is the information brochure or announcement content?
  - Do users need to comment on it? Or share it?
- Do you need some kind of editing or moderation?

## Some practical examples for students

- **Alan Liu** (University of California SB) :

**About Creativity & Collaboration:**

A project on New Modes of Authorship

An example of a collaborative student project

## From the handout: creating shared online resources

- **Google docs:** collaborative docs and spreadsheets
  - Tutorial / video / tour / spreadsheets
- **Blogger:** set up a collaborative blog and set permissions
- **Delicious:** build and share a collection of resources
- **Skype:** individual VOIP + chat / conference call