(So-called) Web 2.0 / Web 3.0

Simon Mahony
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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://ucloer.eprints-hosting.org/id/eprint/34

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