

# **Web 2.0 definition. WebQuest for HRM.**

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## I. Introduction

As Ross Mayfield, the CEO of SocialText, wiki software distributor among enterprises, defined: "Web 1.0 was commerce. Web 2.0 is people", which in a very simple and accurate way gives a spirit of Web 2.0. This term meaning an information sharing and interaction platform placed in the Internet and usage of its tools, refers to, in a broader sense, a creation of virtual community, where the Web 2.0 users make their own reality according to their will and democratic standards, where anyone can speak for themselves.

As Mayfield presented, Web 2.0 is contrasted with web www prototype defined as Web 1.0, which, unlike Web 2.0 was not such user – centered and rather offered a complete product than invited to collaborative creation.

Web 2.0 uses such applications as, among others: blogs, video sharing, social networking and podcasting, which are all offering opportunity to conduct dialog with Web users, as well as give the users possibility to be a part of the Internet creating community.

It is argued, whether while referring to Web 2.0 we actually mean an absolutely new phenomenon or rather define a natural consequence of technological progress, so a trend in creation of newer Web services and technologies. Still, the use of Web 2.0 is not a standard for many professionals, but it is becoming a natural way of communication development.

## II. Historical background

The term Web 2.0 appeared in various articles and publications since 1999 in attempting to define an appearing trend in Internet changing world.

Among others, it was John Robb, who considered this new approach on his Weblog in 2003 by these words:

*"What is Web 2.0? It is a system that breaks with the old model of centralized Web sites and moves the power of the Web/Internet to the desktop. It includes three structural elements: 1) a source of content, data, or functionality (a website, a Web service, a desktop PC peer), 2) an open system of transport (RSS, XML-RPC, SOAP, P2P, and too an extent IM), and 3) a rich client (desktop software). Basically, Web 2.0 puts the power of the Internet in the hands of the desktop PC user where it belongs."*

But officially it was mentioned for the first time in 2004 by Dale Dougherty, a vice-president of O'Reilly Media Inc. during a discussion on a potential conference about the Web development. In that moment, the idea was to create a place, where it could be discussed, how important the new tools and technologies are becoming and how it influences the perspective of Web user. That is how the idea of famous Web 2.0 Conference was created.

Nevertheless, it was Tim O'Reilly himself, to whom the notion is most often referred to. During his discussion with John Battle at the mentioned Conference, the necessity to clarify the Web 2.0 idea appeared. It resulted in a broad article "What Is Web 2.0? Design Patterns and Business Models for the Next Generation of Software" published in 2005, where O'Reilly stated the idea of "Web as a platform" and showed by contrast how Web 1.0 and Web 2.0 differed. He contrasted Google with the Netscape, which "framed "the web as platform" in terms of the old software paradigm: their flagship product was the web browser, a desktop application, and their strategy was to use their dominance in the browser market to establish a market for high-priced server products", while Google "began its life as a native web application, never sold or packaged, but delivered as a service, with customers paying, directly or indirectly, for the use of that service. None of the trappings of the old software industry are present. No scheduled software releases, just continuous improvement. No licensing or sale, just usage".

As one of the basic principles standing behind the Web 2.0 success, O'Reilly gives a possibility to use collective intelligence. Thanks to " users add new content, and new sites, it is bound in to the structure of the web by other users discovering the content and linking to it", which can create a real net of collective knowledge and experiences exchange. This is the moment, when Zimbra CEO, Satish Dharmaraj presented his demo of Ajax-powered web client, which would display the calendar when mousing over a date mentioned in an e-mail and call a number through Skype when clicking on a phone number in a message, as well a moment when Yahoo! As a first catalogue of links appeared, Google is preparing to take over the market of something more than just a search engine, and, last but not least, Wikipedia, as a medium of knowledge created by Internet users is starting to develop.

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What is more, O'Reilly emphasized the tendency of Web 2.0 to use the power of the crowd and common wisdom, which is visible in creation of thousands of blogs and participation of crowds in creation of Wikis. That is the moment Web 2.0 presents its most important characteristics, being "The Architecture of Participation". The concept was later on developed by Wired journalist Jeff Howe and named *crowdsourcing*.

The direct result of processes mentioned by O'Reilly, was choosing "You" as a Time magazine Person of the Year in 2006, which defined a status of Web 2.0 development, where an Internet User was a real governor of a virtual community and had the power and was most influential person to change the modern world.

### III. Characteristics

Web 2.0 can be described nowadays as stage of Web development, defined by a virtual set of user generated content, basing on modern technologies and solutions, interactive concepts enabling constant creation and tolls of rapid communication within the web. Its most important feature is giving each Internet user the same right to participate in creation of Internet contents, which makes Web a dynamic environment.

The most significant characteristics that a Web 2.0 service follow are:

1. User-centered Design.
2. Crowd-sourcing.
3. Web as Platform.
4. Collaboration.
5. Power Decentralisation.
6. Dynamic Content.
7. Softwares are available as a web service with no platform dependency at all.
8. Rich User Experience.

## IV. Web 2.0 main Tools

### Blogs – Unique User creativity

The term web-log, or blog, was presented by Jorn Barger in 1997. It refers to webpage characterized by simplicity that consists of short paragraphs (so called posts) expressing opinions, sharing information, which is often compared to personal diary as it is arranged chronologically. It gives opportunity to other Web users to add comments and establish discussions about the topics presented in the blog.

### Wikis – Realization of common intelligence idea

A wiki is a webpage or set of webpages, which can be updated, developed and changed by anyone who has got the access to it. The idea is to create a contents as result of group work based in the Internet, where users share their knowledge and can easily influence already prepared texts by use of EDIT button. They differ from blogs, because of lack of history function, characteristics of diary and possibility of returning to previous editions.

### Tagging and social bookmarking – anyone has the floor

A tag is a keyword that is added to a digital object (e.g. a website, picture or video clip) to describe it, but not as part of a formal classification system. One of the main Web 2.0 characteristics is, defined by O'Reilly so called Tag Cloud. It is a graphic way used to describe the contents of the web by usage of tags, whereas the most prominent are those representing the most frequently used words at the particular website.

### Multimedia sharing

The fastest developing space of common interaction is a space of multimedia storage, represented by such services as youtube.com, where the users contribute in creation of web contents by placing videos, photos, podcasts. The multimedia material can have either personal or professional character, as well as can be used to practically any activities necessary, including training and education.

### RSS and syndication

Really Simple Syndication *is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.[2] An RSS document (which is called a "feed", "web feed",[3] or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, or mobile-device-based.*

It is worth mentioning that the key tools and structures of Web 2.0 are constantly developed and enriched by fruit of modern technology, as well as – according to the idea of collective creation – useful users ideas.

## Social media

One of the main way to create contents and actually allow the users to make companies product grow according to Web 2.0 standards is a use of social media as a practical tool of interaction. Such services as facebook.com, linkedIn, Twitter, etc, have in many cases substituted or rather diversified the way of communication with recipients and gave the opportunity to become authors and active users of products. Thanks to social media use, recipients turned into actual creators, as they can comment on received information and change it.

## Web 2.0 in education

All of the Web 2.0 tools can be implemented in an educational process or in fact, they continuously are being implemented. By usage of Web 2.0 tools training process can be supplemented by multimedia projects, online assessments, designing a website, online discussions, collaborative work, making interactive maps, creation of cartoons and animations, and many more.

One of the examples of Web 2.0 tools used in education can a Wikiversity project, which is "a Wikimedia Foundation project devoted to learning resources, learning projects, and research for use in all levels, types, and styles of education from pre-school to university, including professional training and informal learning." Project authors "invite teachers, students, and researchers to join us in creating open educational resources and collaborative learning communities." What is the most important aspect in Wikiversity project is that its commitment "both to conventional learning patterns and resources, and to innovation and experimentation". Wikiversity users can not only search through project educational resources, but what is more important, they can actually create a community devoted to learning issues.

## V. References

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