

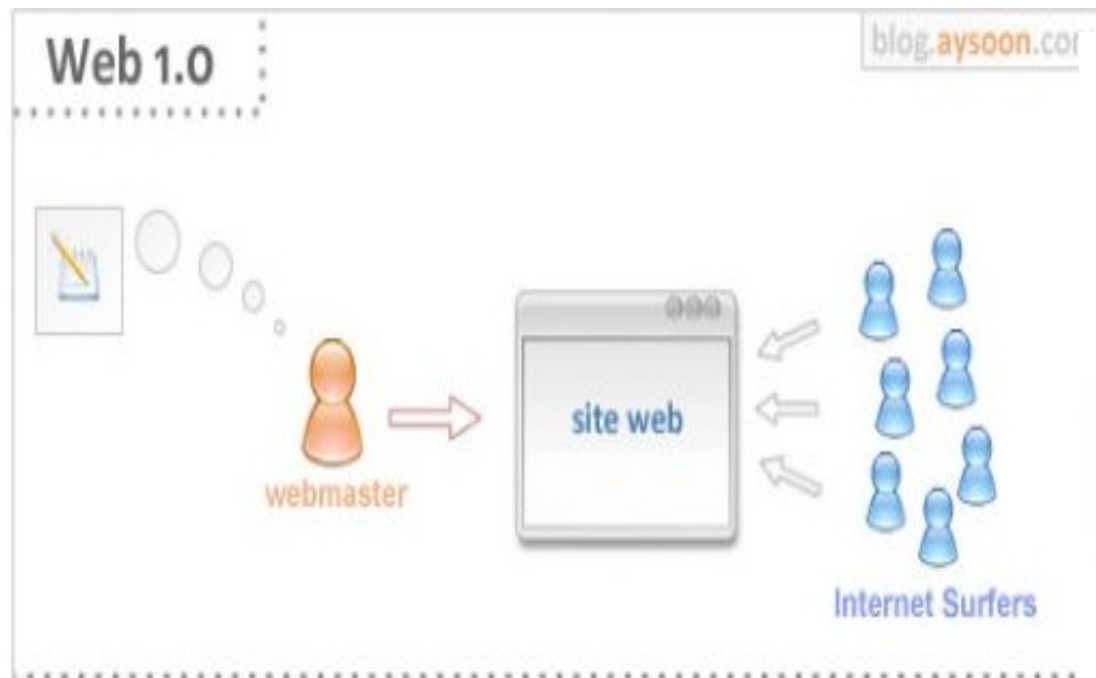
I T A R C H I T E C T U R E

W E B 2 . 0 A R C H I T E C T U R E
S O C I A L N E T W O R K S

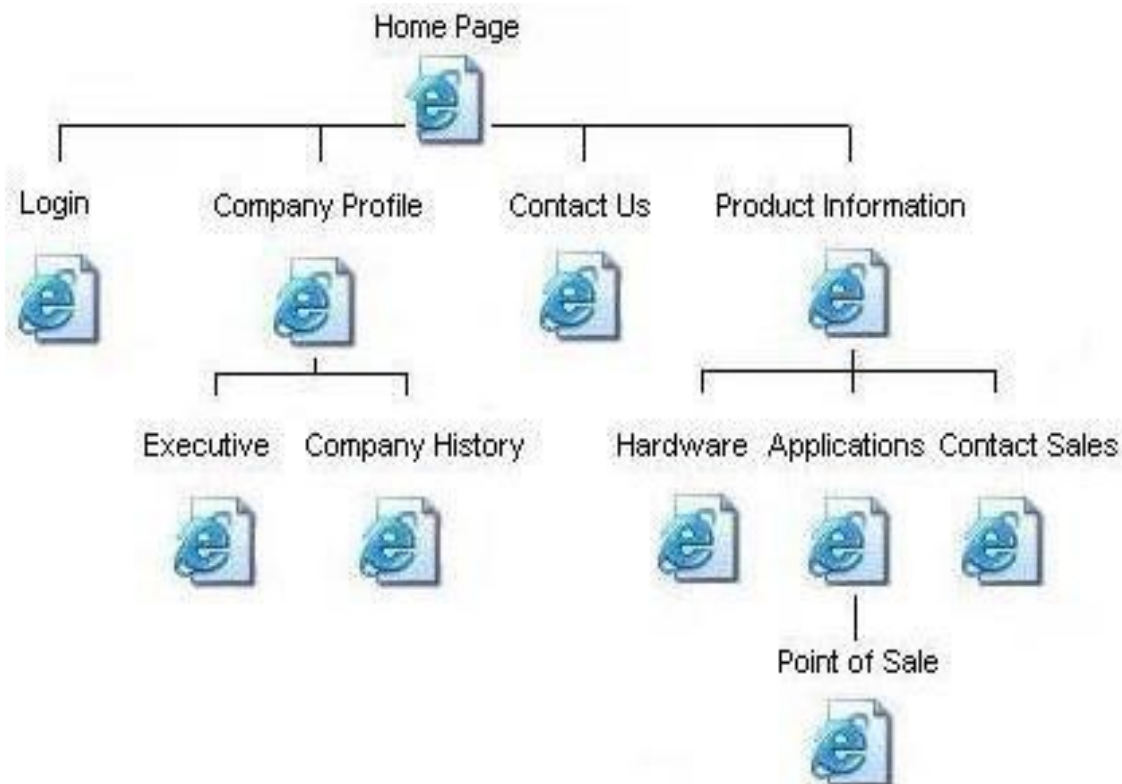
W i l l y S u d i a r t o R a h a r j o

T e k n i k I n f o r m a t i k a
U n i v e r s i t a s K r i s t e n D u t a W a c a n a

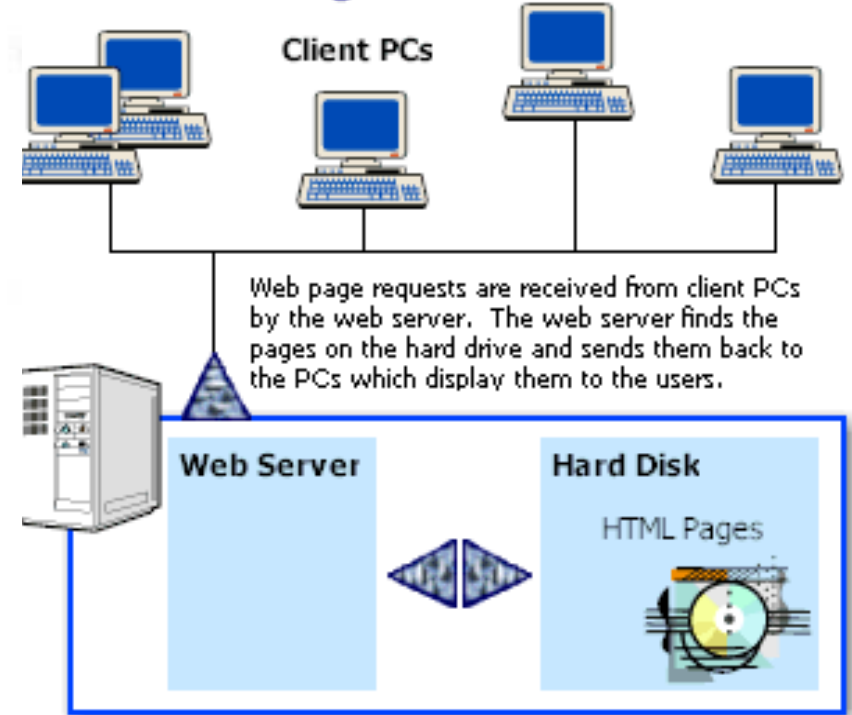
Web 1.0



Web 1.0



Static Web Pages



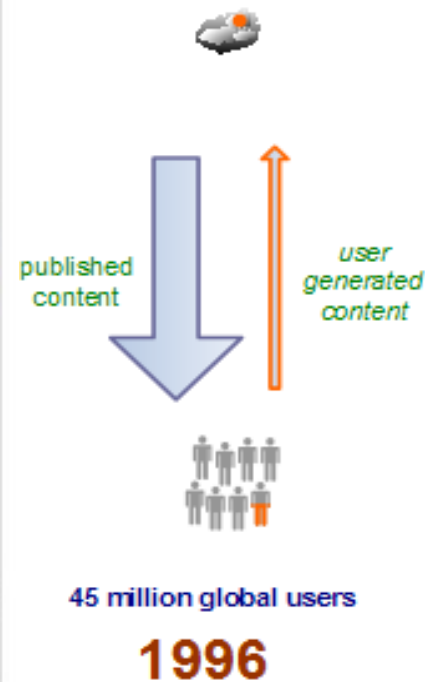
Web 2.0



Web 1.0

"the mostly read-only Web"

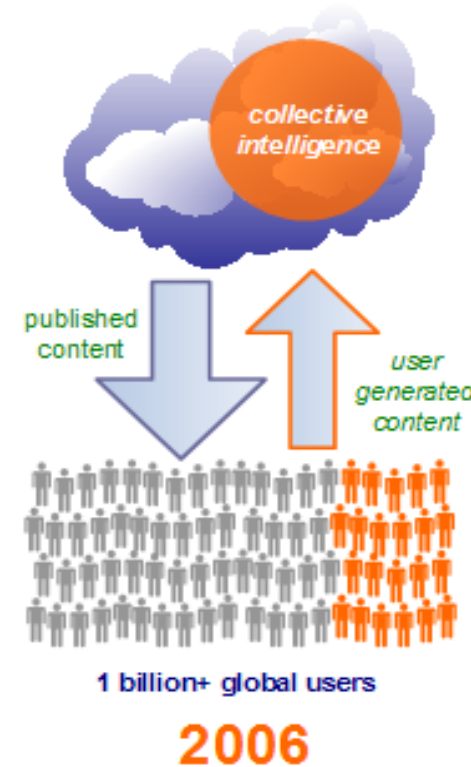
250,000 sites



Web 2.0

"the wildly read-write Web"

80,000,000 sites





Web 1.0 vs. Web 2.0

Web 1.0

Read-Only Content

Eyeballs

Stickiness

Editors

Personal Websites

Centralized

Web 2.0

User-Generated Content

Hands

Syndication

Buzz

Blogging

Crowdsourcing



WIKIPEDIA
The Free Encyclopedia



Blogger™

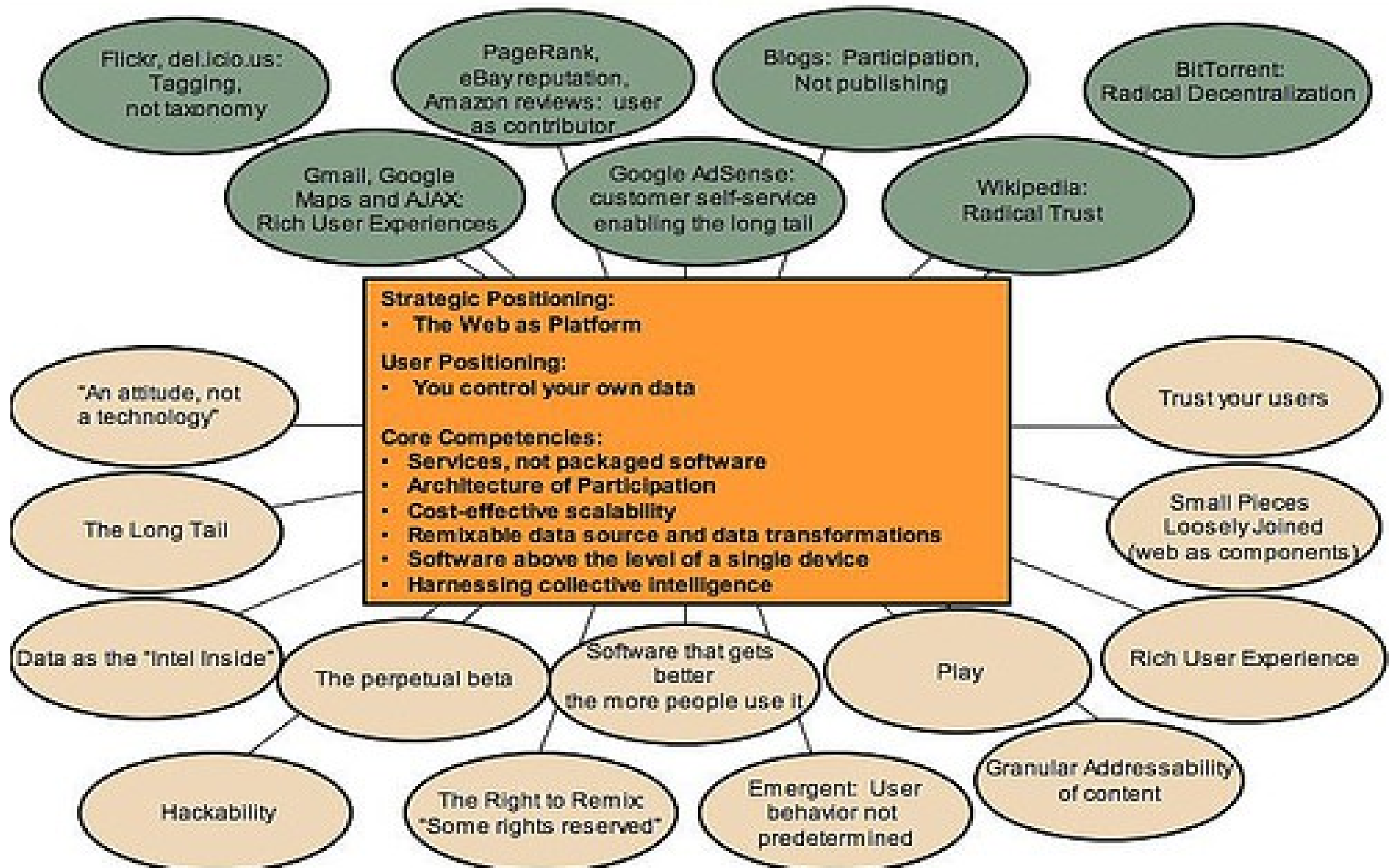


Source: Choice Media Group, Vovici

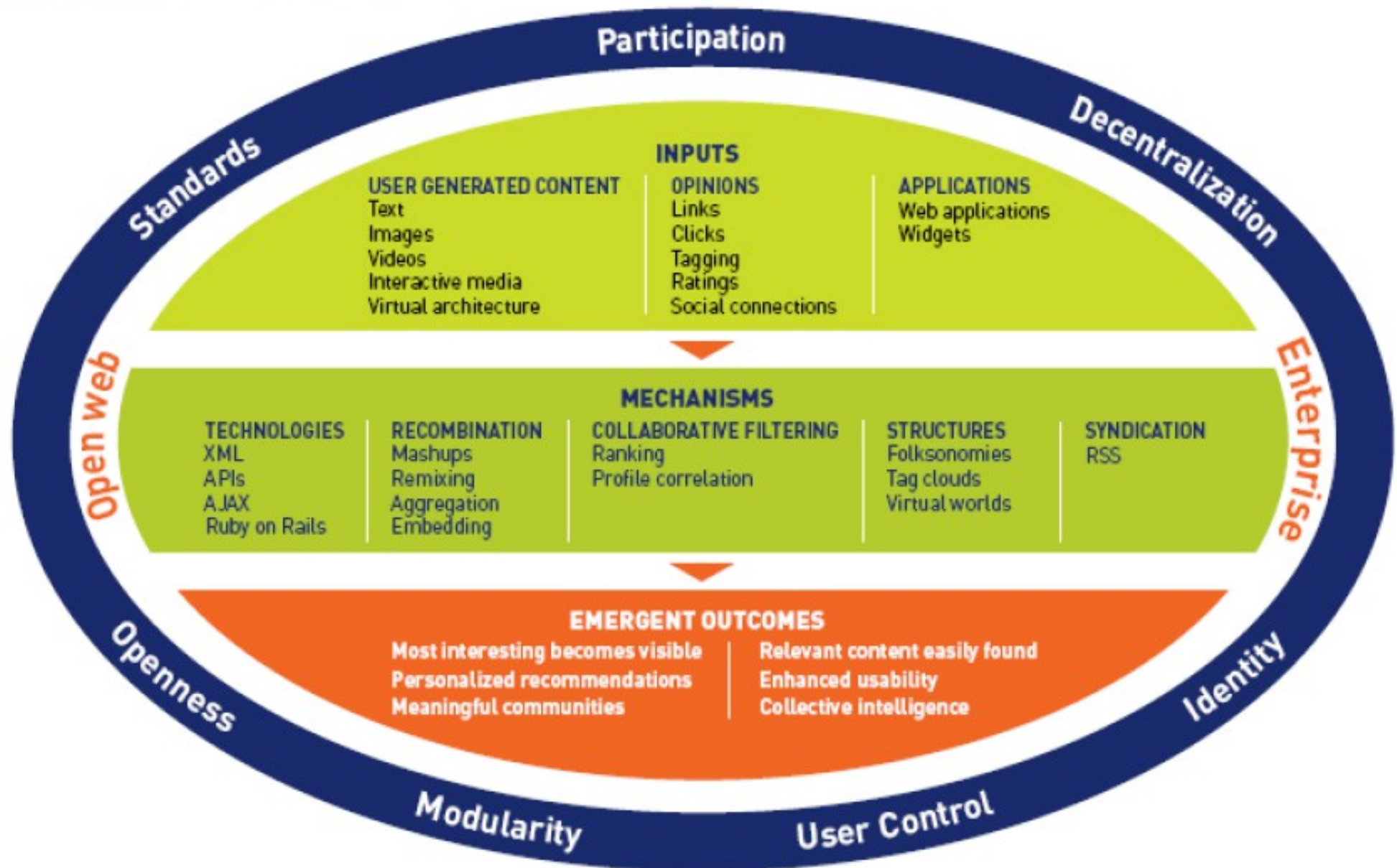
A word cloud centered around the text "Web 2.0". The words are arranged in a circular pattern around the center, with varying font sizes and colors. The colors include shades of blue, green, yellow, orange, and red. The words are: Aggregators, Wikis, Folksonomy, User Centered, Joy of Use, Blogs, Participation, Six Degrees, Usability, Widgets, Pagerank, XFN, Social Software, FOAF, Browser, Recommendation, Sharing, Collaboration, Perpetual Beta, Simplicity, AJAX, Videocasting, Podcasting, Audio, IM, Video, Convergence, Design, CSS, Pay Per Click, UMTS, Mobility, Atom, XHTML, SVG, Ruby on Rails, VC, Trust, Affiliation, OpenAPIs, RSS, Semantic, Web Standards, SEO, Economy, OpenID, Remixability, REST, Standardization, The Long Tail, DataDriven, Accessibility, Microformats, Syndication, XML, Modularity, SOAP.

Aggregators Wikis Folksonomy User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Social Software FOAF Browser
Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX
Videocasting Podcasting Audio IM Video Convergence Design
CSS Pay Per Click
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail
DataDriven Accessibility Microformats Syndication XML
Modularity SOAP

Web 2.0 Meme Map



WEB 2.0 Framework



Widget/
component



WEB APPLICATION

Aggregation/
recombination



CONTENT
SHARING



SOCIAL NETWORK

RECOMMENDATIONS/
FILTERING



Rating/
Tagging

Collaborative
filtering

Sites as Applications

The screenshot shows the Zimbra webmail interface in a Mozilla Firefox browser window. The address bar displays <http://roadshow.zimbra.com/zimbra/mail>. The interface includes a top navigation bar with menus (File, Edit, View, History, Bookmarks, Tools, Help) and a toolbar with buttons for Back, Forward, Reload, Stop, Home, History, Bookmarks, and Print. Below this is a search bar with the text "Find:" and a dropdown menu for "Email Messages". The user's name, "Chris Smith", is displayed in the top right corner, along with a "Quota:" indicator. The main interface is divided into several sections: a left sidebar with "Folders" (Inbox (4), Sent (13), Drafts (15), Junk, Trash, Engadgets (341), MSN News (283), quarantine, Sent Messages, Sync Issues, Task) and "Searches" (Amendment, AndySentAmendments, Dracula Search); a central email list table; and a bottom section for the selected email's content.

Email List Table:

	From	Subject	Folder	Size	Received
	Overhead Projector	Accept: Test - Overhead Projector has been scheduled for your appointment.	Inbox	4 KB	Jan 12
	Jim Morrisroe	Decline: Azadian account review - No, I won't attend.	Inbox	5 KB	Jan 12
	Chris Smith	Check out this URL - Reliance Industries - Reliance Industries is a very exciting c	Inbox	1 KB	12/15/2006
	Andy Pflaum	Re: Business Meeting - I'm out-of-the-office on business most of the week starting Mor	Inbox	2 KB	12/13/2006
	Scott Dietzen	Re: Business Meeting - So sorry but I am traveling on business with intermittent access	Inbox	2 KB	12/13/2006
	sdietzen	Share Created - The following share has been created: Shared item: Calendar (Caler	Inbox	3 KB	12/13/2006
	sdietzen	Accept: test - Yes, I will attend.	Inbox	3 KB	12/13/2006
	Andy Pflaum	Re: MySQL follow Up - I'll be on UA 7 in the morning (arriving 11:00am PST on June 28t	Inbox	8 KB	6/7/2006
	satish	Re: MySQL follow Up - I am arriving by flight UA 191 See you soon S	Inbox	2 KB	5/25/2006
	Andy Pflaum	examples of indexed attachments - There are 4 attachments to this email (Word and PI	Inbox	5 MB	2/1/2006

Selected Email Content:

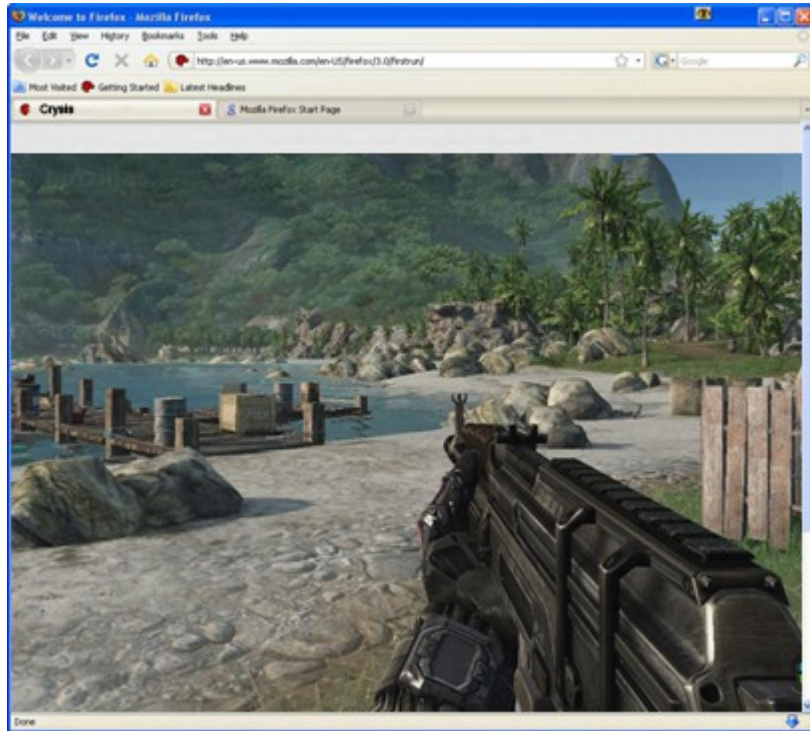
Subject: Re: MySQL follow Up

▼ Sent By: andy.pflaum@zimbra.com On: Wednesday, June 07, 2006 9:55:31 PM
To: "Andy Pflaum" <pflaum@roadshow.zimbra.com>
Reply To: "andy pflaum" <andy.pflaum@zimbra.com>

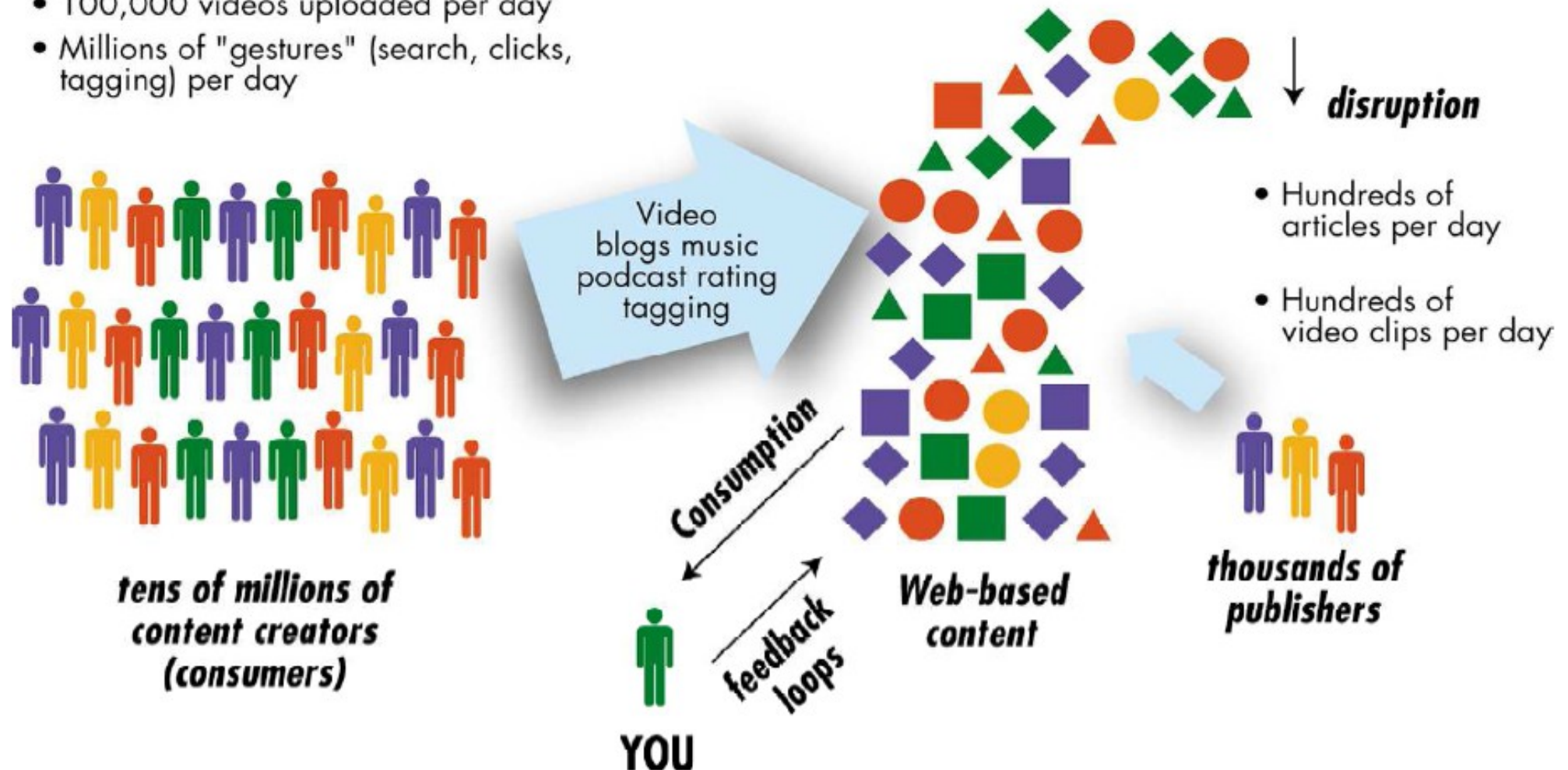
I'll be on UA 7 in the morning (arriving 11:00am PST on June 28th)
or I'll be on BA 285 in mid-day (arriving 1:30pm PST on June 29th)
or maybe on AA 135 in late afternoon (arriving 5:00pm PST on June 29th)

----- Forwarded Message -----
From: Chris Smith <new_sample_master@roadshow.zimbra.com>

Web-Based Game

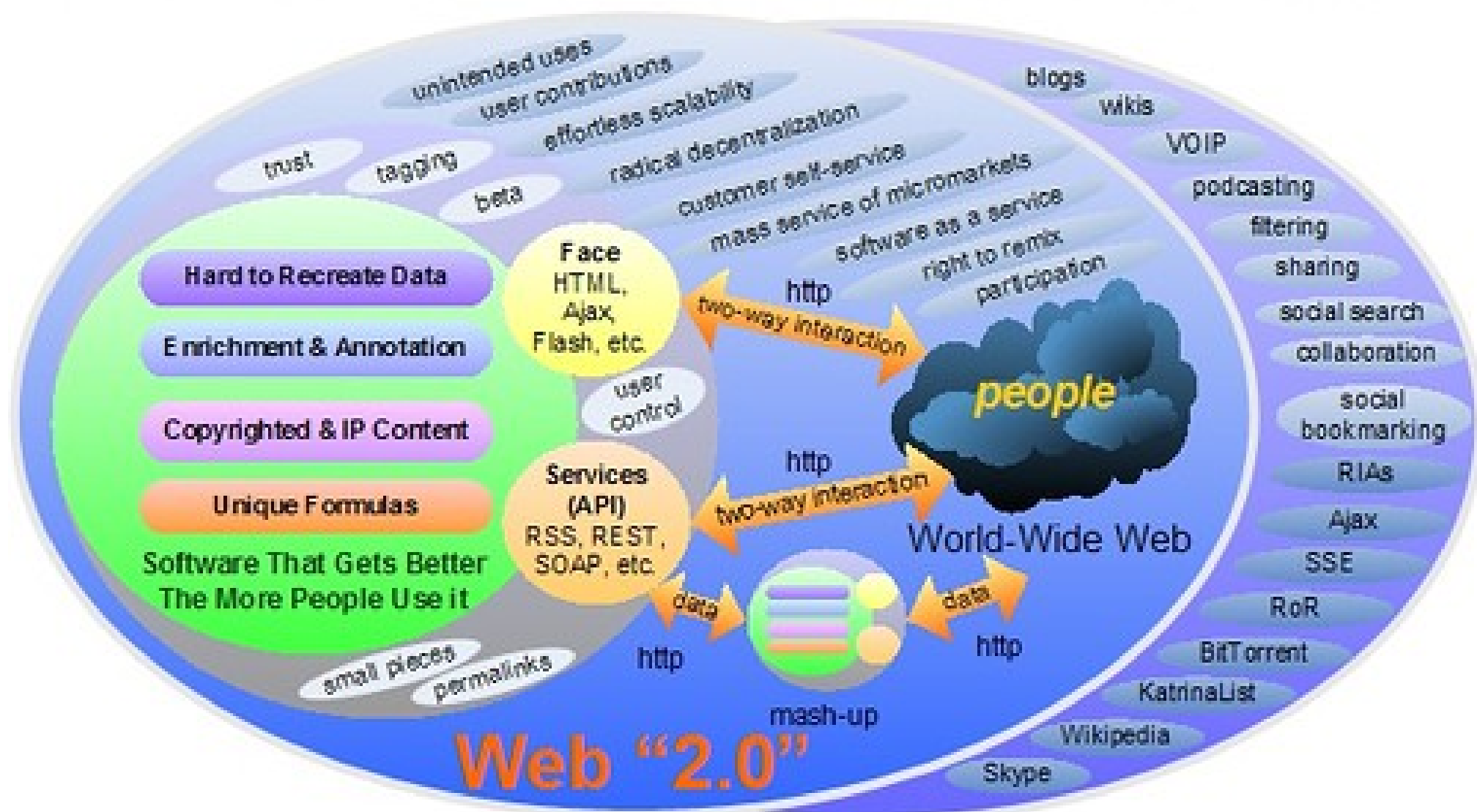


- 900,000 blog posts per day
- 100,000 videos uploaded per day
- Millions of "gestures" (search, clicks, tagging) per day



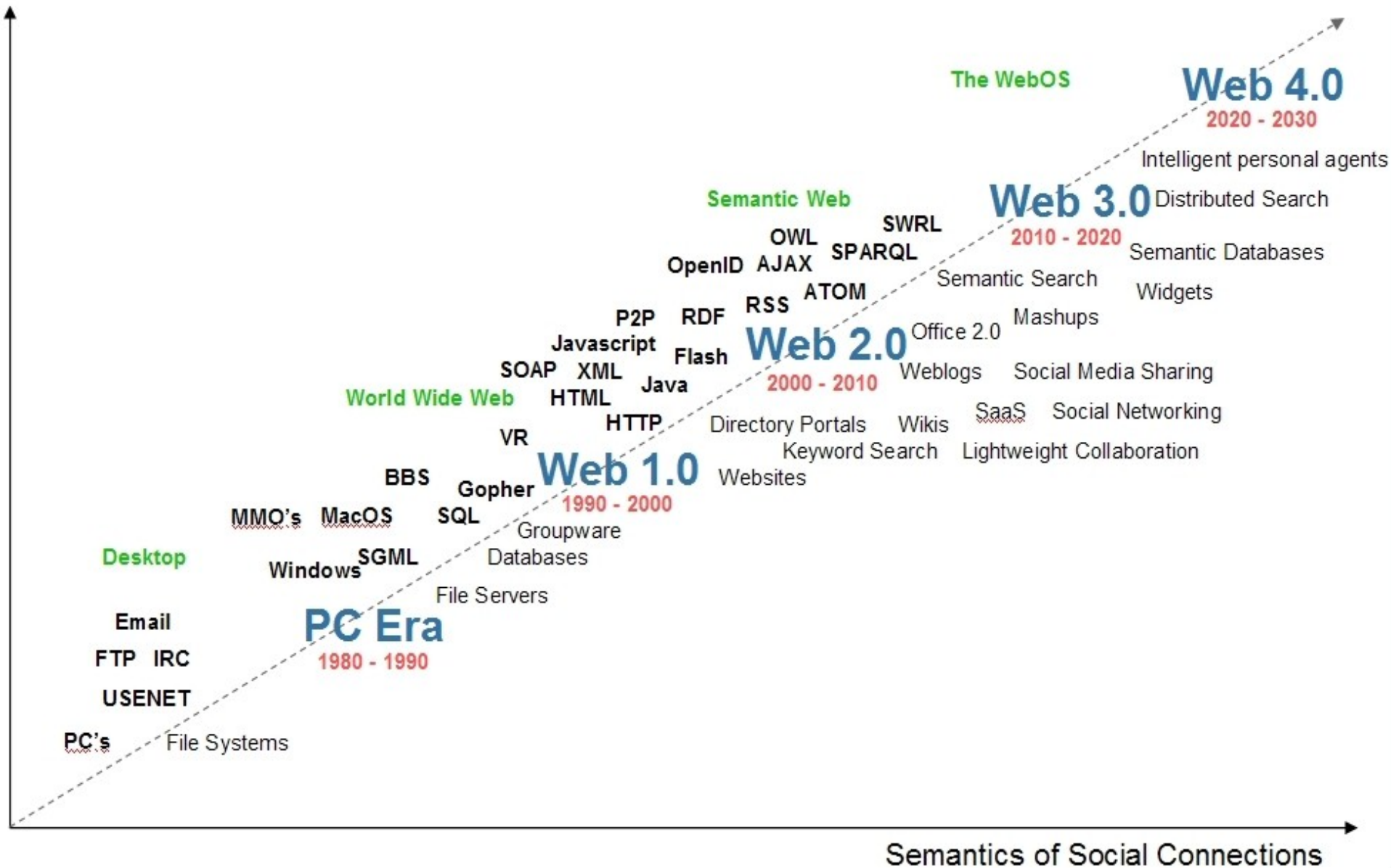
The You era: Consumer-generated content swamping, disrupting traditional media. (Source: Hinchcliffe, D., Web 2.0 Blog, web2.wsj2.com)

Elements of the Web's Next Generation

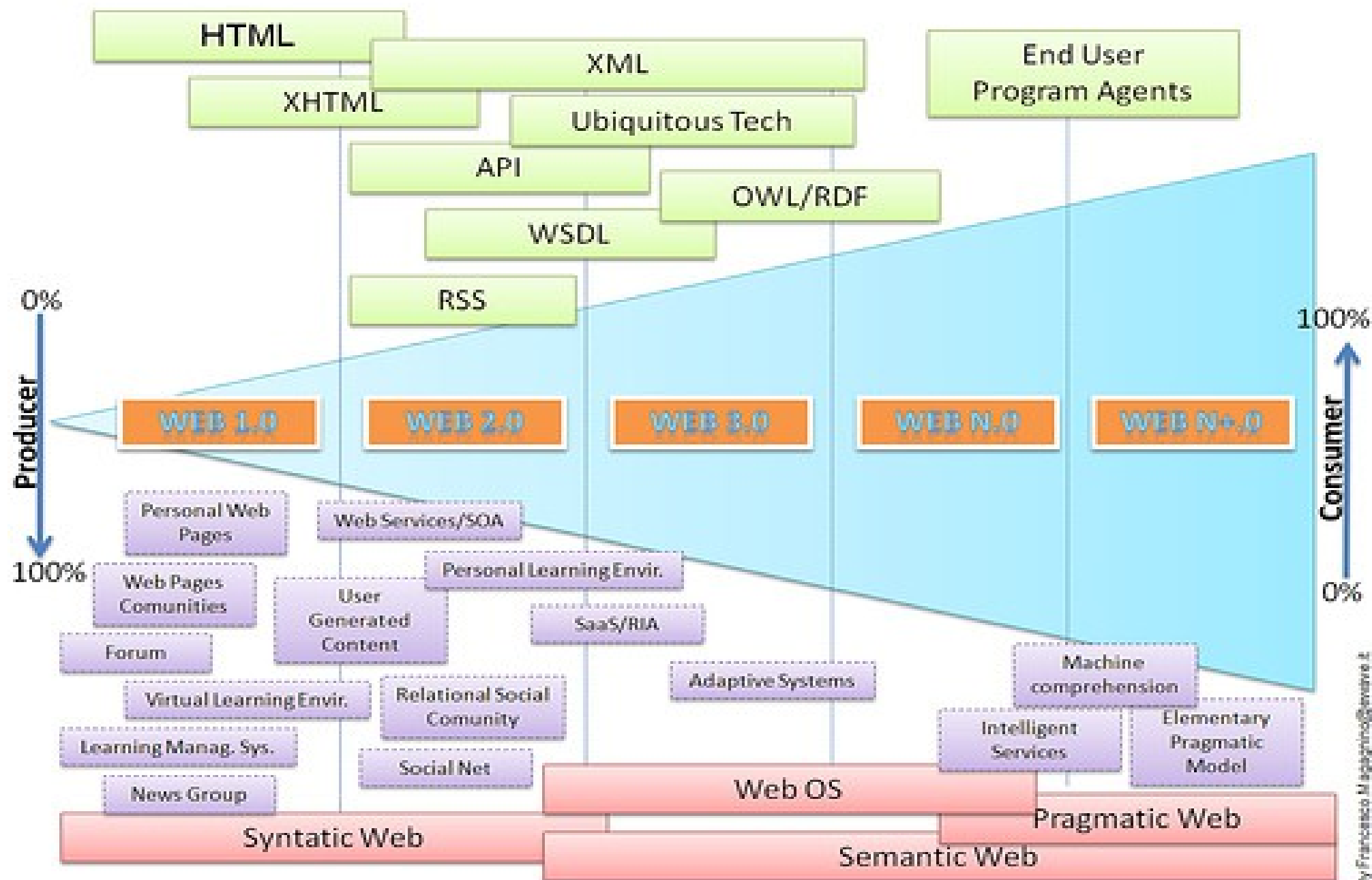


Source: <http://web2.wsj2.com>

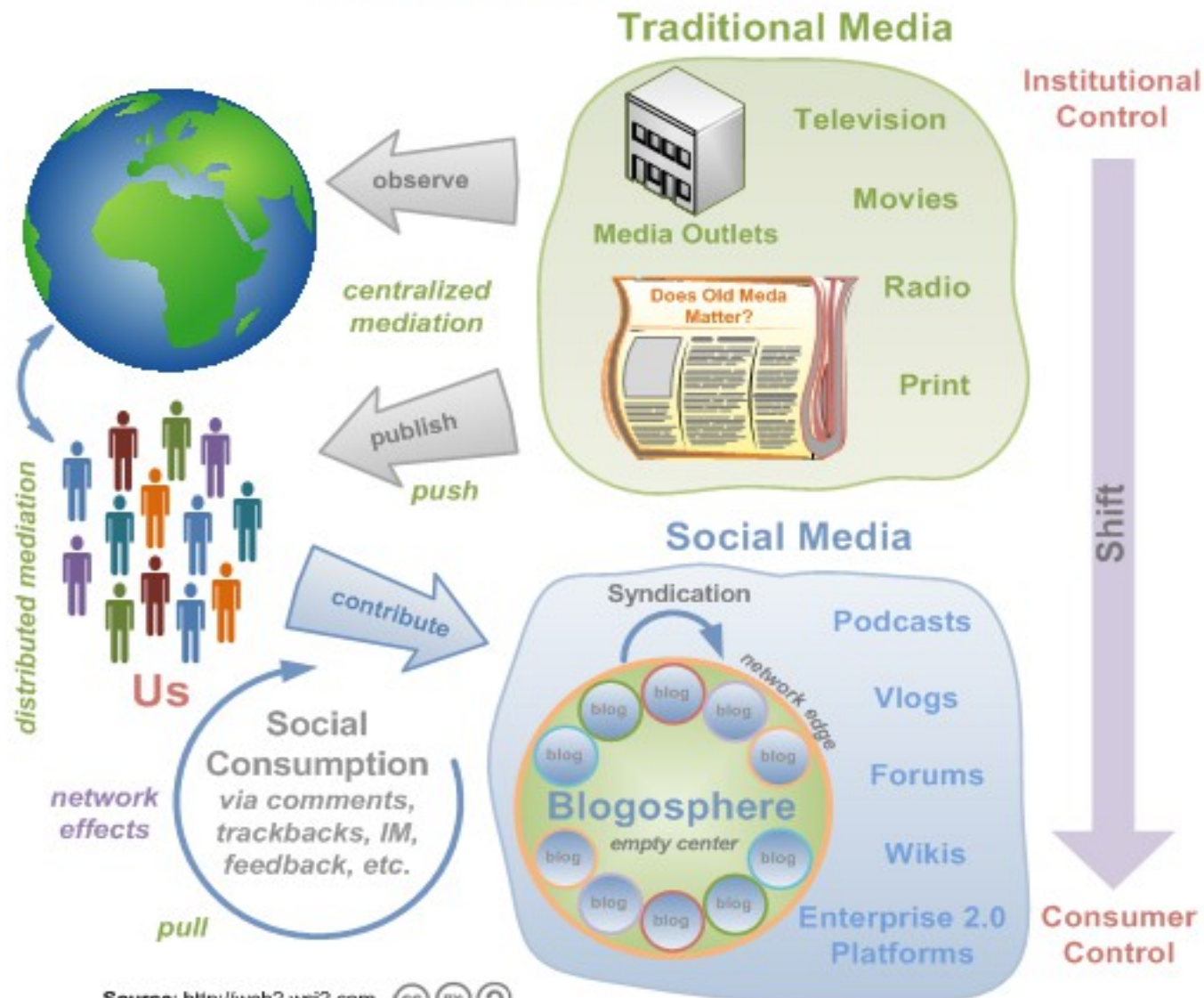
Semantics of Information Connections



Source: Radar Networks & Nova Spivack, 2007 – www.radarnetworks.com

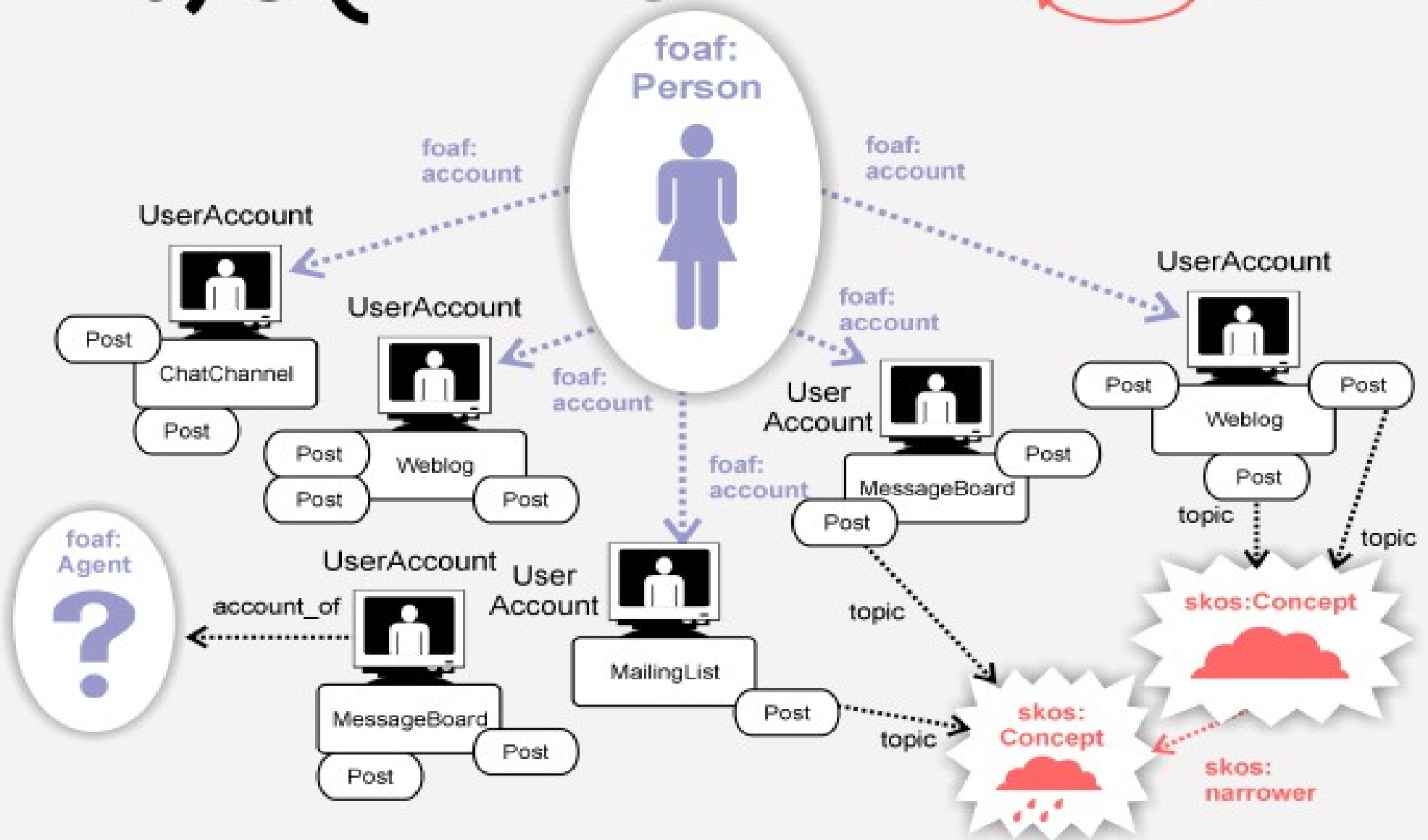


The Emergence and Rise of Mass Social Media

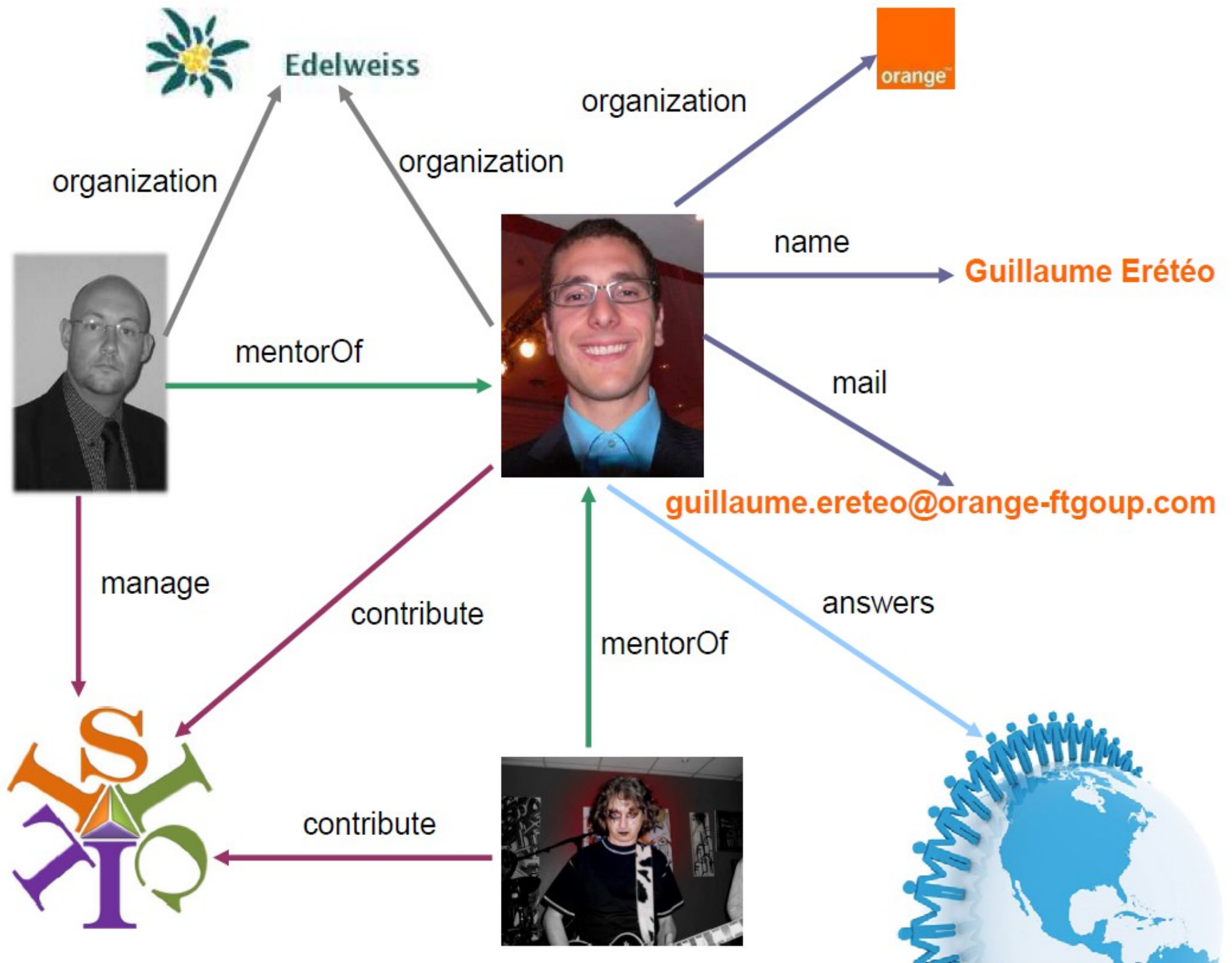


People are **Connecting**, **Sharing**, Publishing,
Collaborating, Asking, Answering, Suggesting,
Agreeing, Demonstrating, **Explaining**,
Disagreeing, Lobbying, **Complaining**,
Campaigning, **Meeting**, Chatting, **Learning**,
Indoctrinating, Inciting, **Socialising**, Interacting,
Bullying, Abusing, Threatening, **Vandalising**,
Exploiting, **Selling**, **Buying**, Stealing, Defrauding,
Supporting, **Mentoring**, Motivating, **Creating**.....

SIOC + FOAF + SKOS



- **FOAF**: Friend Of A Friend, used for describing people, their relationships and their activity.
 - A large set of properties is dedicated to the definition of a user profile: "family name", "nick", "interest", etc.
- **SIOC** : Semantically-Interlinked Online Communities, defines concepts such as posts in forums, blogs, etc
- **SKOS** : Simple Knowledge Organization System



Friend of a Friend (FOAF)

