



Web 2.0

The new Internet?

Karl-Ulrich Templ

Translation from German: Gabriela Körting, ZAWiW

What is web 2.0?

- Marketing term
- New technology
- Direction of development
- Social software
- New understanding of the web
- New perception of the Internet
- Social commerce

„Web 1.0“

- Up to now, the Internet was a technical system, by the means of which especially data, information or media could be distributed
- Observation, consume and communication stood in the foreground
- Connection made when required
- It was only in 2000 that DSL made broadband access in larger numbers possible

„Web 1.0“

- From static HTML pages to dynamically produced websites
- Limited interactivity possible (forums, chat, private homepages, webshops)
- Specialised knowledge necessary
- Isolated solutions – non-networked applications

Background: technical development

- Rapid development of technical basis and infrastructure
- High distribution of broadband Internet connections
- Cheaper access (flat rate)
- New hardware (iPod, Digicam)
- New software: „web 2.0“-applications make the interactivity in the Internet much easier (Wiki, Blogs, RSS, Ajax)
- Open source and open interfaces as driving force of the development

Background: Social development

- Individuality and community
- Private and public
- Distance and closeness
- Mobility
- Independence from place and time
- Frequent role change
- Virtual dissolution of borders (state, cultural, social, taste)
- Knowledge is quickly „out of date“

What is new in Web 2.0?

- Changed perception and use of the Internet
- Today, in a continually increasing trend, the users create and develop contents in the Internet themselves
- Typical examples are Wikis, Blogs, as well as image and video sharing portals
- The users are at the same time consumers and producers of contents(Blogs/ forums/Wikis/Amazon...)
- The new technical possibilities make active participation in information and opinion distribution easier
- Networking through the „Architecture of participation“
- The main characteristics are: networking and personalisation

What is new in Web 2.0?

- All sorts of combinations of elements from various creators are possible in the development of websites
- The division between local and net-based data storage diminishes
- Web as a platform instead of that of the local PC (web-based mail browser, calendar, office systems...)
- A re-use and adaptation of data is more open (Open Content, e.g. Creative Commons Licences, Wikipedia)

Numbers

- 1,1 billion people use the Internet today
- 40,8 million Germans from the age of 14 have an online access today
- 2,7 billion EUR are spent in 2007 in Germany for Internet advertising
- Until 2011, the Internet turnover is likely to raise by 13,4 percent per annum to 332 billion US Dollars

Example: DerWesten



Example:DerWesten

- The portal joins five newspaper titles of the WAZ-group under one roof
- Classical news from 140 towns and the region, from Germany and the World
- Supplemented by videos and audio recordings
- Besides professional journalists also professional bloggers write contributions
- In the Community Area, one can set up own profile, network with other users, write contributions and upload photos
- Mashups: presented in Internet maps are news and events, user locations and clients

Social aspects: media convergence

- The central needs of the people: information and entertainment as well as social orientation and integration
- Until now it was the task of the mass media
- TV is due to its character a public media
- Internet is until now rather „privately“ oriented
- Information quantity of the Internet was until now difficult to access

Social aspects: media convergence

- It is with Web 2.0 that these characteristics change – technically and in terms of user behaviour
- Technically is the media convergence already far progressed
- Social integration through TV vs. coming out in the respective „Community“
- The process of public opinion-making essential to democracy changes
- Borders between private and public change
- Building of sub-cultures, which separate themselves from the value perceptions of the society

Social aspects: Data protection

Data protection

- Personal profiles through data mining
- Disclosure of personal data
- Cross-linking of individual data
- Data security in online databases

Old problems with Internet increase

- Quality
- Youth protection
- Addiction
- Commercialisation of private life contexts

Web 2.0 applications

- Web 2.0 is characterised by user groups with clear interest areas
- Especially those applications are interesting that offer activating or networking possibilities





RSS

- RSS is a platform-independent format, developed for the exchange of news and other web-contents
- RSS is applied for saving articles from a website or its short descriptions (especially news reports) and to present them in a machine-readable form
- Integration of RSS-Feeds from other sources in own website, combination of several information streams on one site
- For users lie the advantages of RSS mainly in the time saving: so it is possible to check quickly and effectively websites for changes and actual contents, without having to visit them with all their graphics and banners

Podcast

- Podcasting is a method for the regular production and play-back of audio material for the Internet
- Originally a podcast was called an audio-blog
- Podcast is a neologism from the Apple iPod and broadcast
- To stay informed about new publications of a podcast, one subscribes RSS-Feeds. The new podcasts are downloaded over a download client





Wiki

- The term „Wiki“ comes from the hawaian „wiki wiki“, which means something like „quick“. And this is exactly one of the basic principles of a Wiki.
- Each individual user needs only little knowledge about publication in the Internet
- With simple functions, such as text processing, texts can be formatted, structured and images added
- Each person can change and amend the text. The older versions of the texts remain and in case of wrong entries can be recovered
- It is especailly suitable for joint (learning) projects
- It is helpful for cooperation in the Internet



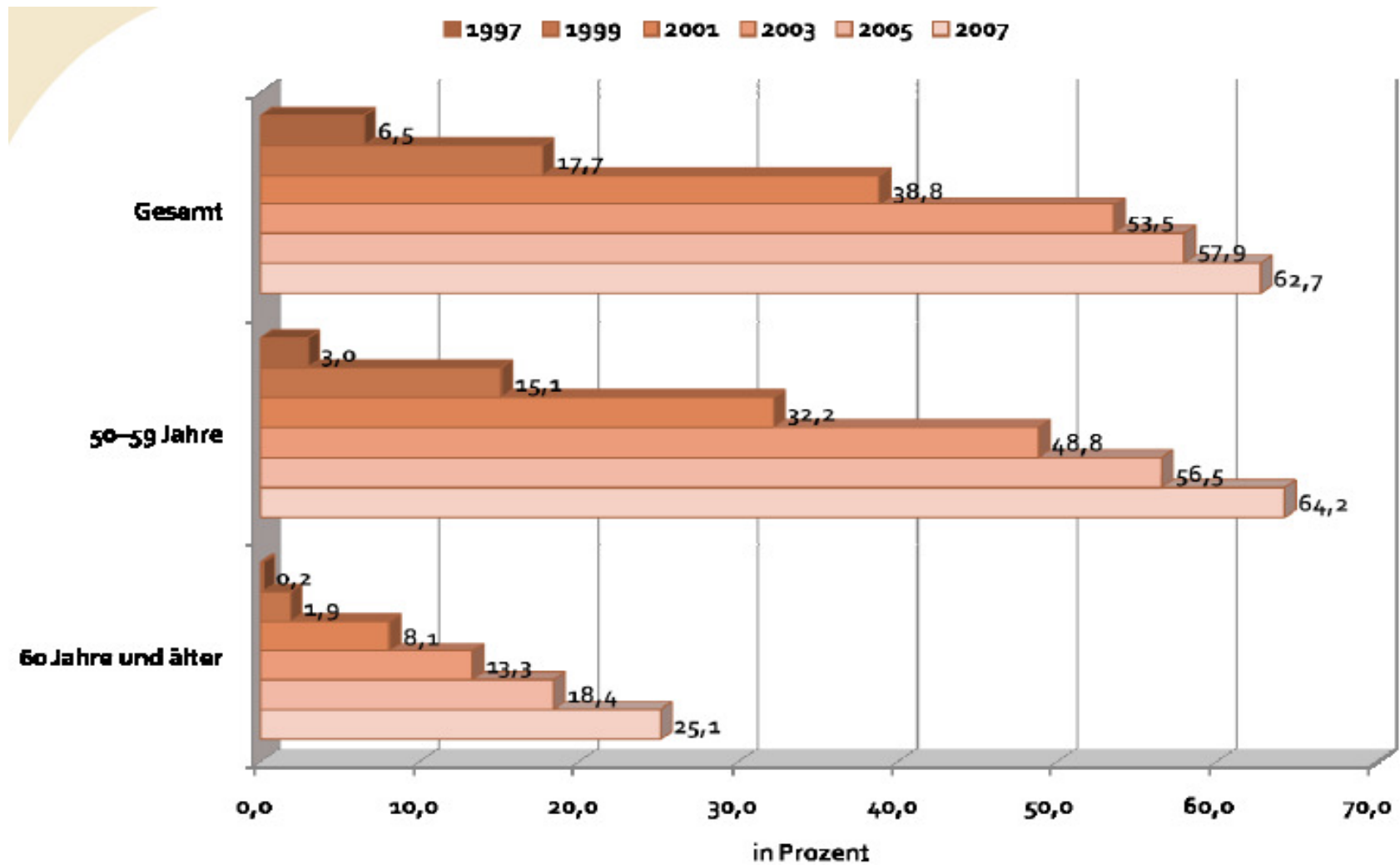
Blog

- Weblog, in short Blog, is a combination word from “web“ and „log“
- Digital diary
- Website with short and frequently actual entries
- Backwards-chronological structuring of the entries
- Written by one or more persons
- Entries contain many links and make commentaries possible
- Exchange about various events and subjects
- Alternative form of publication of all forms of text, image, music and video
- Opinions and discussion
- Accompanies actions/campaigns

Web 2.0 as a chance

- As a result of social individualisation processes and structural change of age, old people are more and more required to create and design their own social participation
- The retreat in the family is often due to changed family structures not possible and due to changed (individualised) requirements and increased competence not satisfying
- Internet-supported networks and learning communities are an alternative
- It makes active participation in case of limited mobility possible

Older Internet users



Qualifications and demands

- The new possibilities for cooperative production of contents, for development of public appearance and the acquisition of information and knowledge change the behaviour, and also the demands on the user
- Danger of knowledge and education gap
- The risks and fears should not determine our behaviour
- Confident use and participation in forming this development

Qualifications and demands

- The scope of the new digital variety with its development potentials and dangers has to be learned
- Not only technical, but also the citizen's social competences should be developed
- This is especially important for groups outside of the formal education processes, such as older people
- New forms of access to be set-up
- Innovative developments to be developed
- New possibilities of informal learning to be learned