

# Web 2.0 and More

(Advanced Technology 103)



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# Advanced Technology: Web 2.0 and More

Friday, April 24, 2009

9:00 am to 3:15 pm

SCC Library Computer Lab

## Presenters

Jennifer Davis and Kathy Knall, SWRC

## Objectives

- ☐ To learn about Web 2.0
- ☐ To explore Web 2.0 technologies
- ☐ To practice using Web 2.0 technologies for personal or professional use
- ☐ To create a blog for personal or professional use

## Agenda (5.25 Contact Hours)

<b>9:00</b>	Welcome & Overview
<b>Morning Session</b>	<ul style="list-style-type: none"><li>• Introduction to Web 2.0</li><li>• Blogs</li><li>• Mini-Blogs</li><li>• Wikis</li><li>• Social Networking</li><li>• Social Bookmarking</li></ul>
<b>Afternoon Session</b>	<ul style="list-style-type: none"><li>• Multimedia Sharing</li><li>• RSS</li><li>• Other Web 2.0 Technologies</li><li>• Your Own Web 2.0-based Creation</li><li>• Putting It All Together</li></ul>
<b>3:15</b>	Evaluations and Certificates

# What is Web 2.0?

- a term coined in 2004 to refer to the changing use of the Internet
- the second generation of Internet-based tools and services that aim to facilitate creativity, collaboration, and sharing among users
- an umbrella term that is used to refer to a new era of Web-enabled applications that are built around user-generated or user-manipulated content, such as wikis, blogs, podcasts, and social networking sites
- supports user-generated content, that is content created by the general public, rather than specialist authors or publishers via a variety of affordable technologies
- encourages the social aspect of the Web
- refers to specific types of technologies:
  - blogs
  - wikis
  - social networking
  - tagging and social bookmarking
  - multimedia sharing (video, photos, podcasts)
  - RSS (Really Simple Syndication)

***Let's test your knowledge of these technologies:***

<http://www.quia.com/cm/332797.html>

**GO2WEB20**  
WEB APPLICATIONS INDEX .net

DIRECTORY BLOG MEMBERS CLASSIC GO2WEB20 SUGGEST AN APP FEEDBACK

Install Browser Search Clear Search **FIND APPS**

Hide tags

### Web 2.0 Tools and Applications

1 2 3 4 ...58

**smartsheet**  
Online Project Collaboration Tool  
Get Started

Advertise here  
Looking for the classic Go2web20?  
What's new on Go2web20?

Here's a tag to start with  
**MOST-POPULAR**

- PHOTO
- MUSIC
- VIDEO
- E-LEARNING
- GAME
- COLLABORATION
- DESIGN
- TWITTER
- BLOGGING
- TRAVEL
- MOBILE
- WIDGET
- COMMUNITY
- FUN
- BUSINESS
- MONEY
- STORAGE
- MANAGEMENT
- SEARCH
- COMMUNICATION
- ISRAEL

Show all tags

**NEXT**

<http://www.go2web20.net/>

As of August 2008, the top 10 social media sites reported on ebizmba.com were:

1. MySpace - [www.myspace.com](http://www.myspace.com)
2. Wikipedia - [www.wikipedia.org](http://www.wikipedia.org)
3. YouTube - [www.youtube.com](http://www.youtube.com)
4. Facebook - [www.facebook.com](http://www.facebook.com)
5. Photo Bucket - [www.photobucket.com](http://www.photobucket.com)
6. Craig's List - [www.craigslist.org](http://www.craigslist.org)
7. Flickr - [www.flickr.com](http://www.flickr.com)
8. IMDb - [www.imdb.com](http://www.imdb.com)
9. Digg - [www.digg.com](http://www.digg.com)
10. WordPress.com - [www.wordpress.com](http://www.wordpress.com)

Source: <http://www.ebizmba.com/articles/user-generated-content>

# Blogs and Micro-Blogs

Blogs are user-generated websites where entries (posts) are made in a journal style.

Blogs are used for both personal and professional purposes around the world. It is estimated that there are over 100 million blogs updated daily.

To learn about blogs, visit:  
<http://commoncraft.com/blogs>

The most common beginning blogging site is [www.blogger.com](http://www.blogger.com).

Sample blogs can be found at:

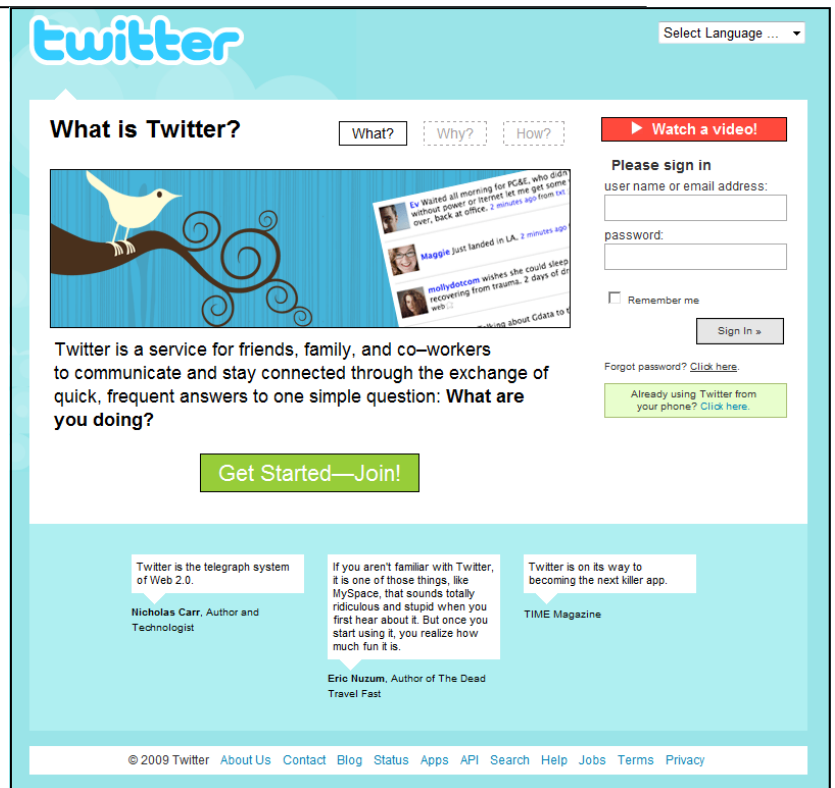
- <http://marianthacher.blogspot.com/>
- <http://edublogs.org/10-ways-to-use-your-edublog-to-teach/>



Micro-Blogs are a service that allow users to update their posts via text, instant messaging or email. These updates are limited to 140 characters.

Twitter is the most commonly used Micro-Blog.

To learn about Twitter, visit:  
<http://commoncraft.com/twitter>



# Wikis

Wikis are websites that allow the users to easily add, remove or edit available content. Wikis are used for both personal and professional purposes around the world.

To learn about Wikis, visit:

<http://commoncraft.com/video-wikis-plain-english>

The two most common beginning wiki sites are:

- [www.wikispaces.com](http://www.wikispaces.com)
- [www.pbwiki.com](http://www.pbwiki.com)

Sample wikis can be found at:

- <http://www.wikipedia.org/>
- <http://webtwopointohinadulted.wikispaces.com/>
- <http://wiki.literacytent.org/>

The screenshot shows the Wikispaces website homepage. At the top, there is a navigation bar with links for Pricing, Tours, and Private Label, along with a search bar. The main heading is "Wikis for Everyone". Below this, there is a "Get Started" section with a "Sign in" link for existing members and a registration form with fields for Username, Password, and Email, and a "Get Started" button. A "Private Label" section highlights solutions for Business, Non-Profit, K-12, and Higher Ed. The bottom section features "Our Customers Love Us!" with testimonials and "From Our Blog" with recent posts.

The screenshot shows the pbwiki website homepage. The header includes the pbwiki logo and navigation links for Business, Academic, Personal, Features, and Pricing. A "NEW MANAGE TOOL" badge is visible. The main heading is "Increase group productivity" with the subtext "On-demand collaboration to solve real problems". A central image shows a computer monitor displaying a wiki interface. Below this, there are four categories of use cases: Marketing & Design, Education, Consulting, and Legal. A "We are a hosted collaboration solution" banner is on the left. At the bottom, there are three columns for Business, Academic, and Personal use cases, each with a "Learn More" link. Contact information for sales is provided at the bottom center.

# Social Networking

Social Networking is a category of Internet applications designed to connect users using a variety of tools. Social Networks are used for both personal and professional purposes around the world.

To learn about Social Networking , visit:  
<http://commoncraft.com/video-social-networking>

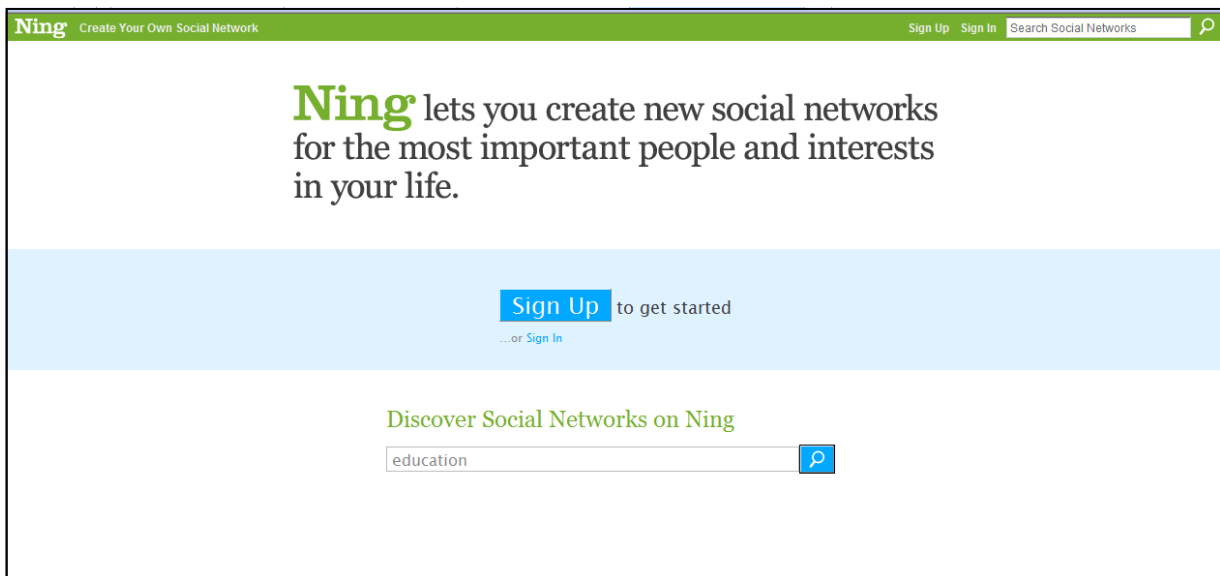
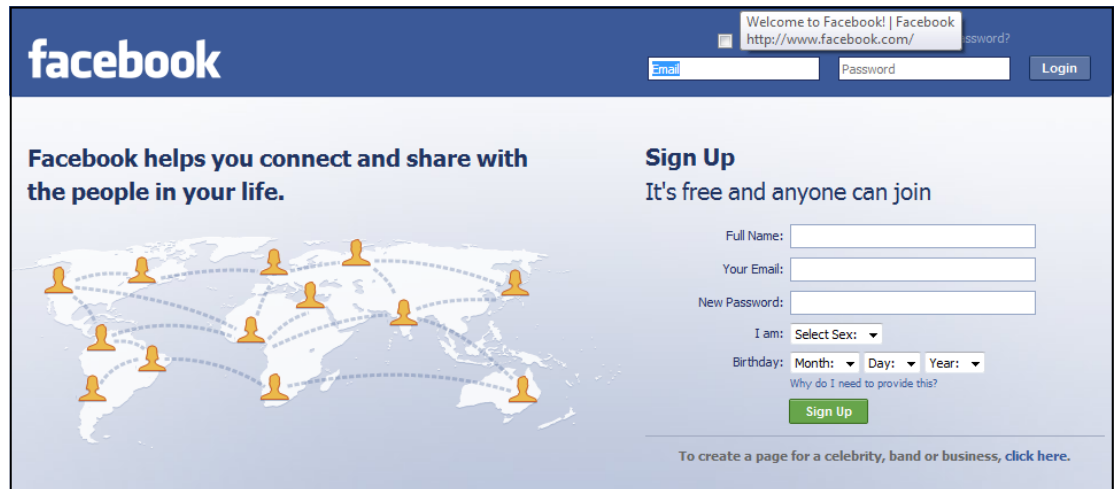
The most common social networking sites are:

- [www.myspace.com](http://www.myspace.com)
- [www.facebook.com](http://www.facebook.com)
- [www.ning.com](http://www.ning.com)

A sample social network can be found at:

- <http://www.classroom20.com/>

Facebook hit 200 million members on April 9, 2009.



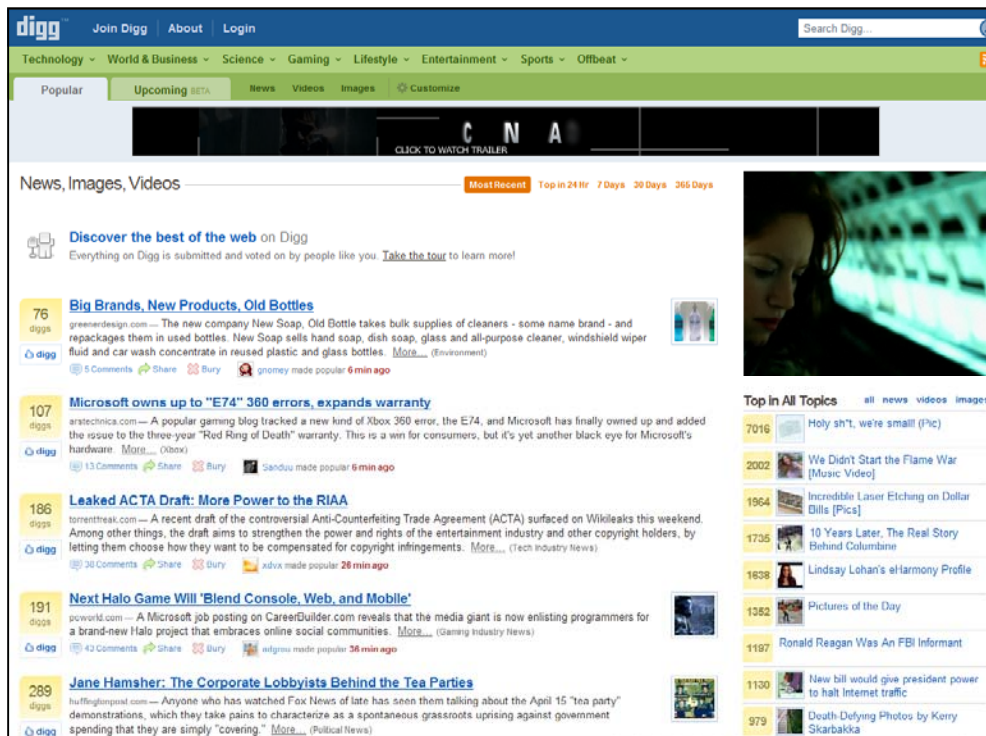
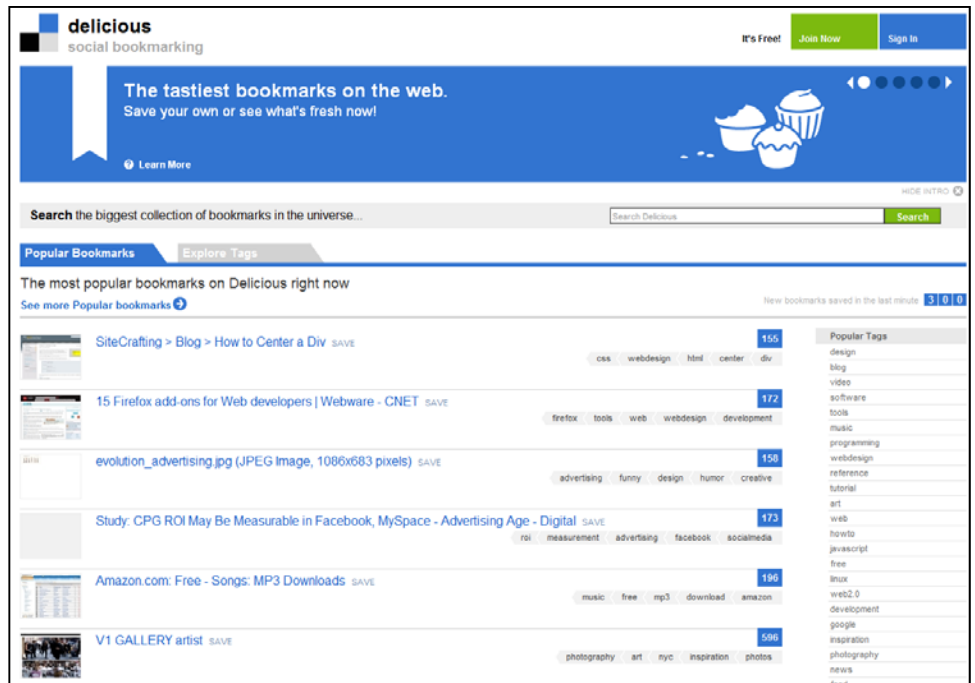
# Social Bookmarking or Tagging

Social Networking is a method for Internet users to store, organize, share and search bookmarks of Web pages.

To learn about Social Networking , visit:  
<http://commoncraft.com/bookmarking-plain-english>

The most common social bookmarking sites are:

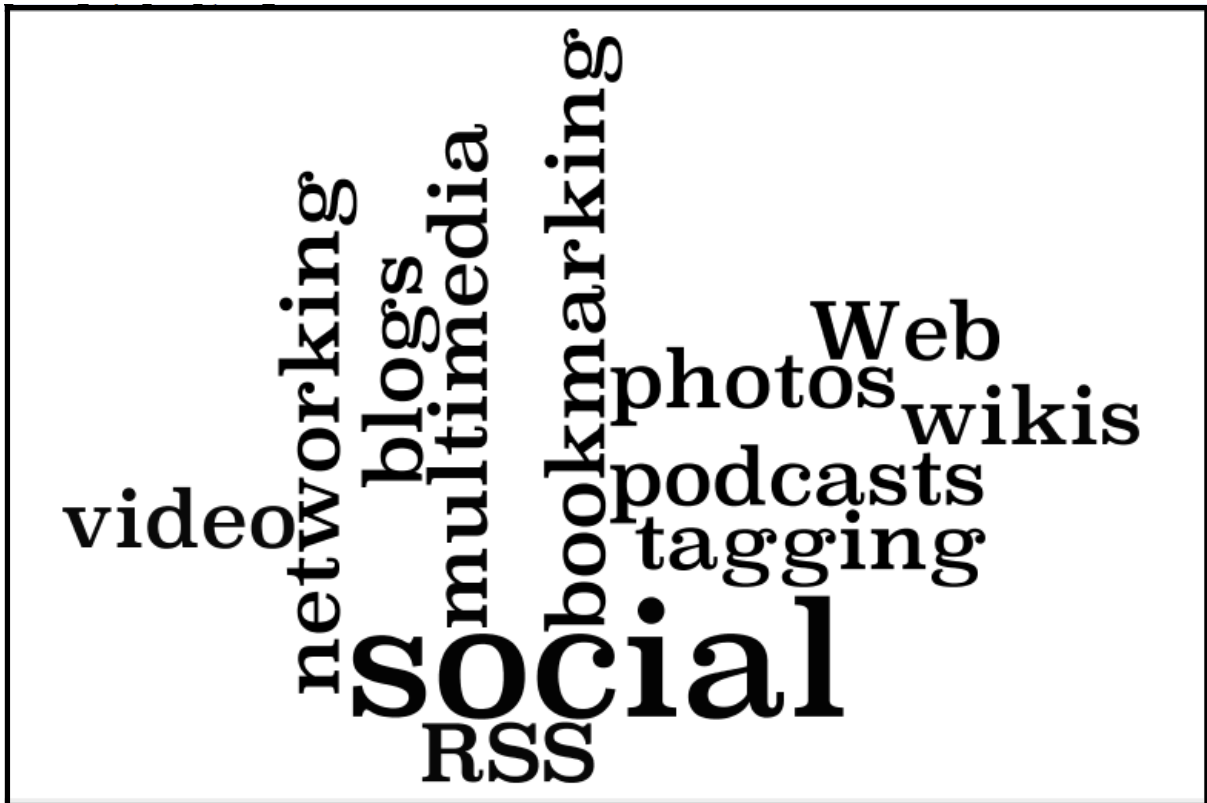
- <http://delicious.com/>
- <http://digg.com/>



# Tagging Fun

An innovative way to explore tagging is to turn your tags into art. To try this out, please visit: [www.wordle.net](http://www.wordle.net)

This is great to use with key concepts, vocabulary words, etc.



# Multimedia Sharing

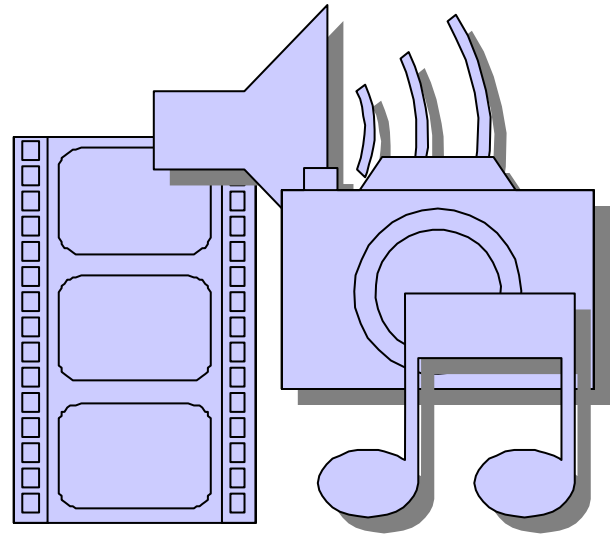
Multimedia Sharing is a method for Internet users to store, organize, share and search photos, videos, audio files and podcasts.

To learn about Multimedia Sharing, visit:

- <http://commoncraft.com/photosharing>
- <http://commoncraft.com/podcasting>

The most common multimedia sharing sites are:

- Photos
  - [www.flickr.com](http://www.flickr.com)
  - [www.shutterfly.com/](http://www.shutterfly.com/)
- Video
  - [www.youtube.com](http://www.youtube.com)
  - [www.teachertube.com](http://www.teachertube.com)
- Music/Audio
  - [www.royaltyfreemusic.com](http://www.royaltyfreemusic.com)
  - [www.soundsnap.com](http://www.soundsnap.com) (5 free per month)
- Podcasts
  - [www.podomatic.com](http://www.podomatic.com)
  - [www.itunes.com](http://www.itunes.com)
    - [www.apple.com/education/mobile-learning/](http://www.apple.com/education/mobile-learning/)



## Suggested Devices to Support Multimedia Sharing

- Digital Camera
- Digital recorder
- Digital video camera

With all three devices, it is recommended to have a USB connection for ease of transferability.

# RSS

RSS or Really Simple Syndication is a method for aggregating web content into one location. The collected content is typically from blogs, news headlines, audio, and video files.

To learn about RSS, visit:

[http://commoncraft.com/rss\\_plain\\_english](http://commoncraft.com/rss_plain_english)

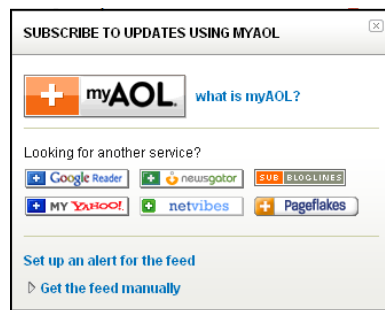
You need a reader program or email provider to use as the collection point.

- [www.google.com/reader](http://www.google.com/reader)

Users typically subscribe to a “feed” via an icon



or via a subscription button.

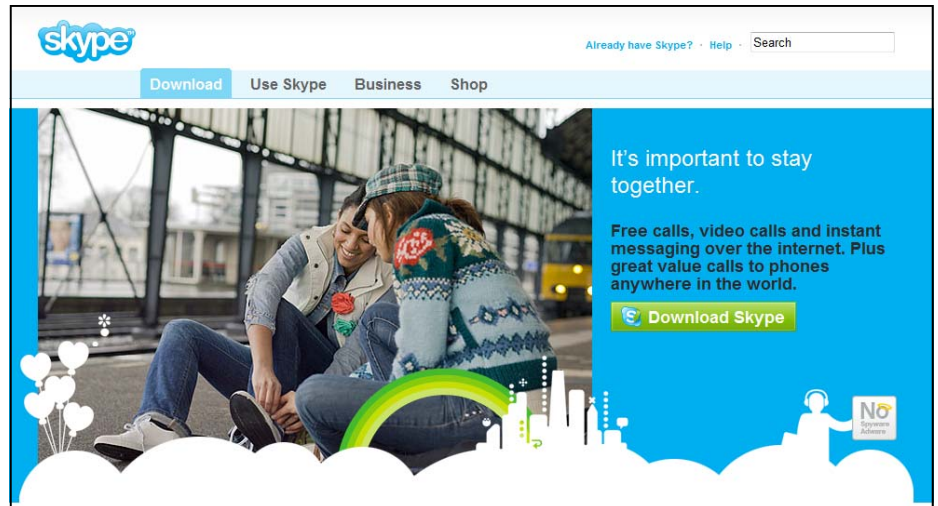


Content from the subscribed sites is then filtered to your reader and/or email address depending on your software set-up.

# Other Web 2.0 Technologies to Consider

## Skype (www.skype.com)

Allows users to make free telephone calls (with video) from their computer to other users.



## Keep Vid (www.keepvid.com)

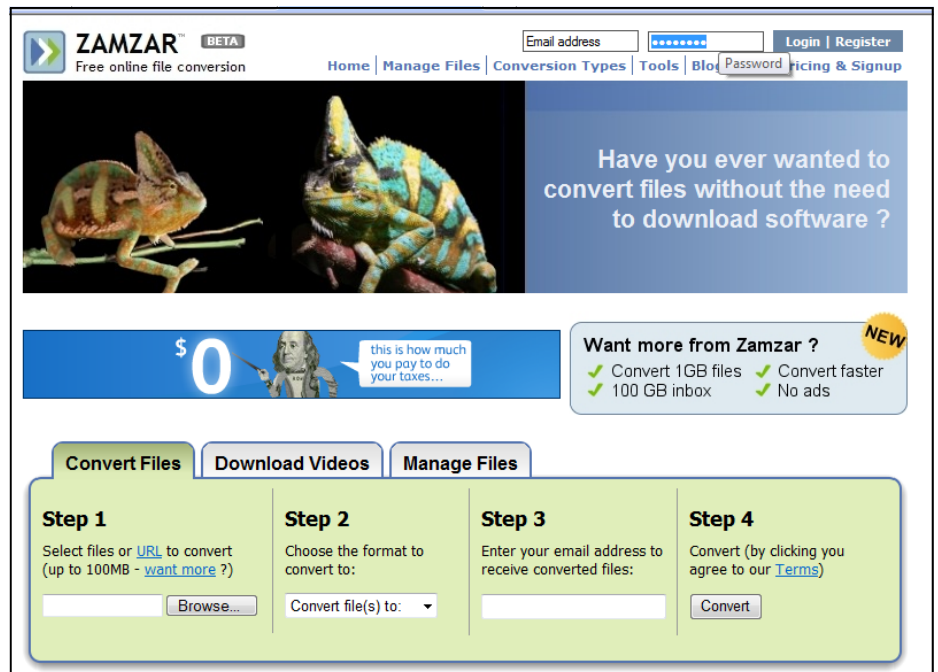
Allows users to download a copy of videos from Internet sites.



## Zamzar (www.zamzar.com)

A free online file conversion for documents, photos and more. Converted files are sent to your email address.
























For example, you can convert photos from a GIF format to a JPG format. Another option is to convert a text document into a PDF.






# The World of Google

## www.google.com















### Search

-  [Alerts](#)  
Get email updates on the topics of your choice
-  [Blog Search](#)  
Find blogs on your favorite topics
-  [Book Search](#)  
Search the full text of books
-  [Checkout](#)  
Complete online purchases more quickly and securely
-  [Google Chrome](#) <sup>New!</sup>  
A browser built for speed, stability and security
-  [Desktop](#)  
Search and personalize your computer
-  [Earth](#)  
Explore the world from your computer
-  [Finance](#)  
Business info, news, and interactive charts
-  [GOOG-411](#)  
Find and connect with businesses from your phone, for free
-  [Google Health](#) <sup>New!</sup>  
Organize your medical records online
-  [iGoogle](#)  
Add news, games and more to the Google homepage
-  [Images](#)  
Search for images on the web
-  [Maps](#)  
View maps and directions
-  [News](#) - now with [archive search](#)  
Search thousands of news stories
-  [Notebook](#)  
Clip and collect information as you surf the web
-  [Patent Search](#)  
Search the full text of US Patents
-  [Product Search](#)  
Search for stuff to buy
-  [Scholar](#)  
Search scholarly papers
-  [Special Searches](#)  
Search within specific topics
-  [Toolbar](#)  
Add a search box to your browser
-  [Video](#)  
Search for videos on Google Video and YouTube
-  [Web Search](#)  
Search over billions of web pages
-  [Web Search Features](#)  
Find movies, music, stocks, books, and more




### Explore and innovate

-  [Code](#)  
Download APIs and open source code
-  [Custom Search](#) <sup>New!</sup>  
Create a customized search experience for your community
-  [Labs](#)  
Explore Google's technology playground


### Communicate, show & share

-  [Blogger](#)  
Share your life online with a blog -- it's fast, easy, and free
-  [Calendar](#)  
Organize your schedule and share events with friends
-  [Docs](#)  
Create and share your online documents, presentations, and spreadsheets
-  [Gmail](#)  
Fast, searchable email with less spam
-  [Groups](#)  
Create mailing lists and discussion groups
-  [Knol](#)  
Share what you know
-  [Orkut](#)  
Meet new people and stay in touch with friends
-  [Picasa](#)  
Find, edit and share your photos
-  [Reader](#)  
Get all your blogs and news feeds fast
-  [Sites](#)  
Create websites and secure group wikis
-  [SketchUp](#)  
Build 3D models quickly and easily
-  [Talk](#)  
IM and call your friends through your computer
-  [Translate](#)  
View web pages in other languages
-  [YouTube](#)  
Watch, upload and share videos

### Go mobile

-  [Maps for mobile](#)  
View maps and get directions on your phone
-  [Mobile](#)  
Use Google on your mobile phone
-  [SMS](#)  
Use text messaging for quick info

### Make your computer work better

-  [Pack](#)  
A free collection of essential software