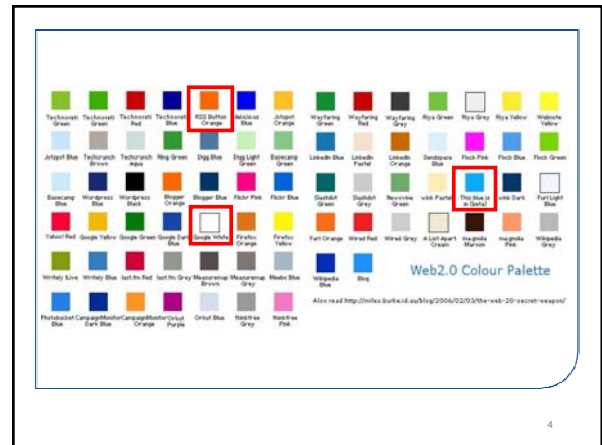


**Web 2.0**  
 What does it mean for Online Marketing?

1

**Web 2.0**  
 Using Blogs, Wikis, RSS, and other tools of the new internet

2



**Web 2.0 Bullshit Generator™**  
<http://emptybottle.org/bullshit/>

**“integrate user-contributed folksonomies”**

5

**“tag AJAX-enabled networking”**

6

**“beta-test  
standards-  
compliant  
widgets”**

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## 1. Technologies

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### Defining Web 2.0

- Tim O'Reilly and John Battelle summarized key principles they believed characterized Web 2.0 applications
  - the Web as a platform
  - data as the driving force
  - an architecture of participation
  - open source development
  - content and service syndication
  - the end of the software adoption cycle
  - leveraging the power of [The Long Tail](#)

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### Web 2.0 transitions

Information silos → Information sharing

Designed → Customizable

“One to Many” → “Many to Many”  
(publication) → (conversation)

Authority → Consensus  
(i.e. “The Wisdom of Crowds”)

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### Web 2.0 technologies

- **Conversation:** Blogs
- **Syndication:** RSS
- **Consensus:** Wikis
- **Sharing:** Social bookmarking

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### Conversation: Blogs

- A blog is a website where entries are made in journal style and displayed in a reverse chronological order.
- A blog entry typically consists of the following:
  - *Title*, the main title, or headline, of the post.
  - *Body*, main content of the post.
  - [Permalink](#), the URL of the full, individual article.
  - *Post Date*, date and time the post was published.
- A blog entry optionally includes the following:
  - *Comments*
  - *Categories* (or tags) - subjects that the entry discusses
  - [Trackback](#) and or [pingback](#) - links to other sites that refer to the entry

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### Join the conversation

- Searching the blogosphere
  - Technorati
  - IceRocket
  - [blogsearch.google.com](http://blogsearch.google.com)
- Writing a blog
  - Blogger
  - Wordpress

### Syndication: RSS

- RSS stands for “Really Simple Syndication”

### Hunting and gathering

- Finding RSS feeds is relatively easy

- These icons all represent RSS feeds and are found on most blogs, news sites, journal sites, and many search tools
- Click on an RSS icon and save the link to an RSS newsreader or aggregator
- Any time that feed is updated (new blog post, new news item, new search results) your newsreader or aggregator will include the updated items

### Need the feed?

- RSS feeds require a reader, sometimes called an “aggregator,” to display them in a readable format
- Web browsers often have the ability to read RSS feeds (see [Firefox Live Bookmarks](#))
- Web services such as [Bloglines](#) and [Newsqator Online](#) can aggregate many feeds and be accessed from any computer

### PubMed and RSS

- PubMed can format searches into RSS
- By adding a PubMed RSS feed to your aggregator, you will automatically receive updates to your search

### Hands-on exercises

- Run a PubMed search and save the results as an RSS feed
- Save the RSS feed in Firefox as a Live Bookmark
  - “Send to” RSS feed with pulldown menu
  - Click the “Create Feed” button
  - Click the RSS button in the address bar and “Add PubMed search...”

## Consensus: Wikis

- A type of website that allows the visitors themselves to easily add, remove and otherwise edit and change some available content, sometimes without the need for registration
- Ease of interaction and operation makes a wiki an effective tool for collaborative authoring
- The open philosophy of most wikis—of allowing anyone to edit content—does not ensure that editors are well intentioned

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## Other wikis to know

- Medicine Portal – Wikipedia  
<http://en.wikipedia.org/wiki/Portal:Medicine>
- Health Lib-Wiki  
[http://hlwiki.slais.ubc.ca/index.php?title=Main\\_Page](http://hlwiki.slais.ubc.ca/index.php?title=Main_Page)
- Wikibooks – Health Sciences  
<http://en.wikibooks.org/wiki/Medicine>

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## Editing wikis

- Wikis represent consensus over authority -- the knowledge of many people is considered more valuable and correct than the knowledge of any one person, even an expert
- Wikis like Wikipedia still rely on the valuable input of experts to correct errors and improve the value of the resource
- In an article in *Nature* (12.15.2005), Wikipedia was compared to Encyclopedia Britannica and found to be about as accurate in articles on the sciences
- Wikis use a slightly different markup than the web, but it's easy to learn – most wikis include a toolbar to help with this

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## Hands-on exercise

- Find a Wikipedia entry on a topic with which you have a strong familiarity or even expertise – Make an addition or edit to that entry

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## Sharing: Social Bookmarking, etc.

Sharing of information takes on many forms

- File sharing and peer-to-peer networks
- Ratings, rankings, opinions (i.e. Amazon or Angieslist.com)
- Friends lists (i.e. MySpace or Friendster)
- Social bookmarking
  - Sharing links (del.icio.us)
  - Sharing lists (LibraryThing, All Consuming)
  - Sharing articles (CiteULike, PennTags)

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## Potential outcomes

Same as with traditional research and publishing

- Locate peers with similar interests
- Share data, papers, publications
- Find new ways to collaborate on projects
- Use relevancy and ranking to filter more valuable information from the pile

In-class examples from CiteULike

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### What is Web 2.0?

- Web as Conversation
- Web as Syndication
- Web as Consensus
- Web as Society, as Sharing, as Discovery

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**AJAX**      *REST*  
**RDF**      **SOAP**  
                *JSON*      **ATOM**  
**RSS**                      **APIs**

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### AJAX



### SOAP



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## 2. People Power

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**Blogs**      *User-generated Content*  
**Wikis**      **Social Software**  
**Networking**      **Peer-2-peer Tagging**

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## 3. SmartData™\_2.0

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**“Web as platform”**

*“Web page as a state not a place”*

**Feeds Mashups Open APIs**

**Syndication Aggregation**

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**Some examples...?**


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**1. Technology from the Gods...**



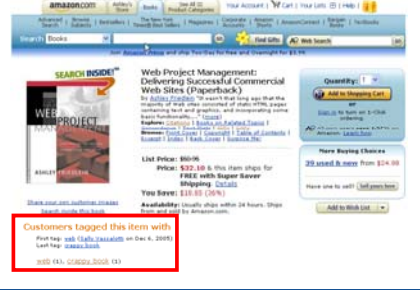
33

**1. Technology from mere mortals...**




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**2. People Power from the Gods...**



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**2. People Power from mere mortals...**



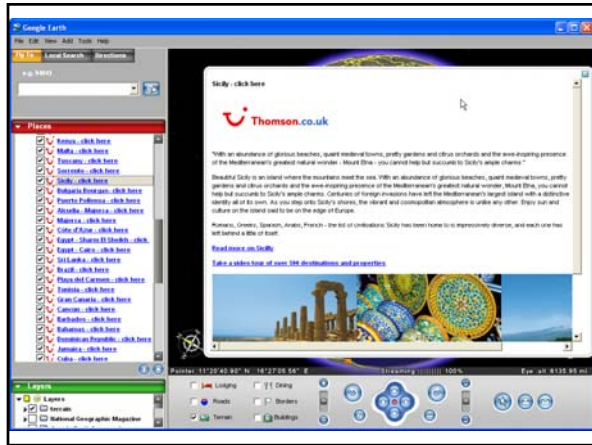
36

### 3. SmartData from the Gods...



Amazon wishlist readers of Orwell's 1984

### 3. SmartData from mere mortals...



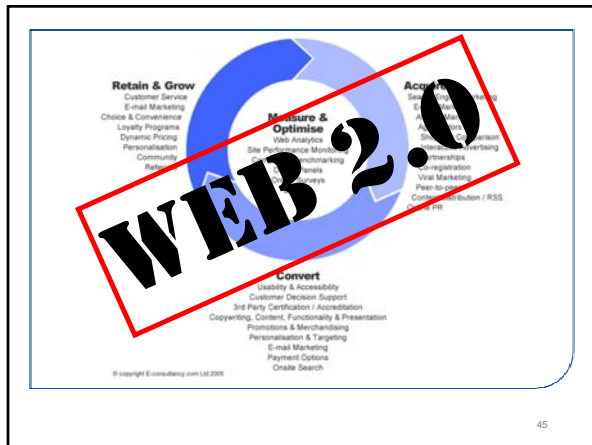
**Web 2.0**  
What does it mean for Online Marketing?

**How can Web 2.0 thinking help me...**

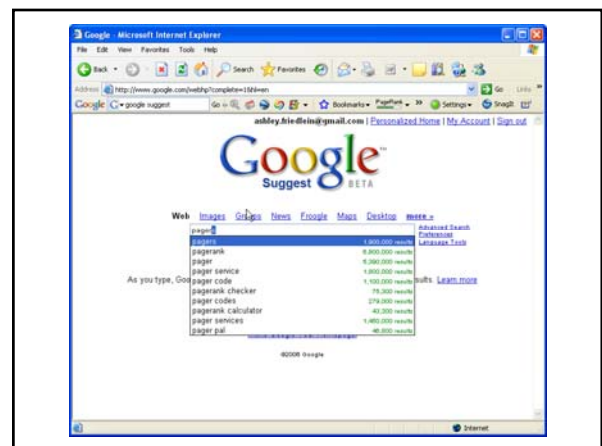
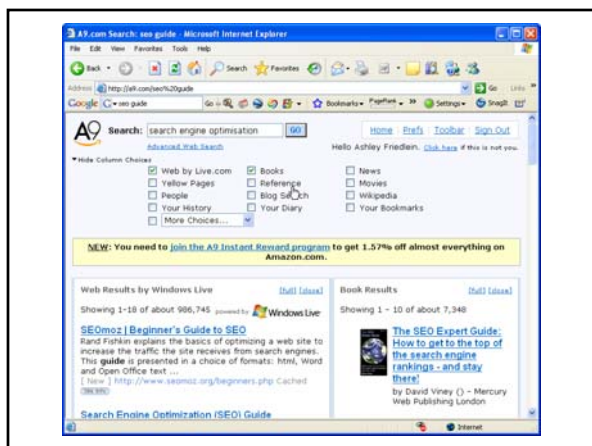
**Acquire customers online**

Convert them

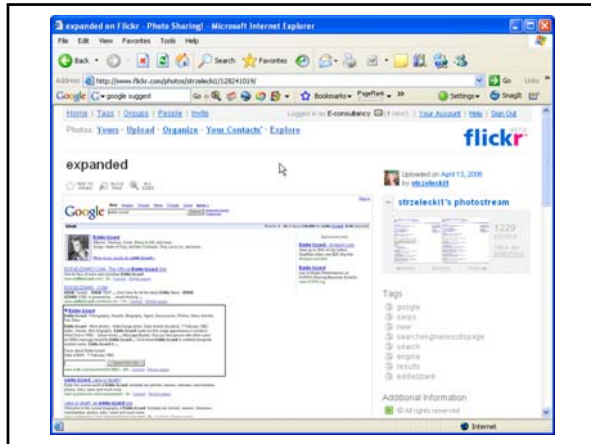
Retain them



Let's take an example







## Summary

- It's Evolution not Revolution
- But there are some interesting new ideas and technologies to exploit