

ifn612 workshop one

agenda

- 6.00pm how's it going?
- 6.15pm people and technology - two-point-oh
and social technologies
- 7.30pm break
- 7.45pm social organisations and channel you

learning objectives

- develop an understanding of Web 2.0
- develop an understanding of how people interact with social media
- develop an understanding of how organisations interact with social media
- explore your experience in social media and think about 'channel you'

people and technology

two-point-oh

why am i still talking about web 2.0?

because web 2.0 has fundamentally changed the nature of information and information experience

what is web 2.0?

- In the spirit of Web 2.0, where better to turn for a definition than Wikipedia?

Web 2.0

From Wikipedia, the free encyclopedia

Web 2.0 is a living term describing **changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, information sharing, collaboration and functionality of the web.** Web2.0 concepts have led to the development and evolution of web-based communities and hosted services, such as **social-networking sites, video sharing sites, wikis, blogs, and folksonomies.** The term became notable after the first O'Reilly Media Web 2.0 conference in 2004.^{[2][3]} Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but to changes in the ways **software developers and end-users** utilize the Web. According to Tim O'Reilly:

“ Web 2.0 is the **business revolution in the computer industry** caused by the move to the Internet as **platform**, and an attempt to understand the rules for success on that new platform.^[4] ”

Some technology experts, notably **Tim Berners-Lee**, have questioned whether one can use the term in any meaningful way, since many of the technology components of "Web 2.0" have existed since the early days of the Web.^{[5][6]}

Tim O'Reilly's principles of 2.0ness

- the web as platform
- harnessing collective intelligence
- data is the next Intel Inside
- end of the software release cycle
- lightweight programming models
- software above the level of a single device
- rich user experiences

... which means what, exactly?

- the web as platform:
 - web based applications
 - applications that can be used on the web with no software download

... which means what, exactly?

- harnessing collective intelligence:
 - wisdom of the masses
 - two heads are better than one
 - communities as co-creators and collaborators

this is perhaps the central principle of Web 2.0

... which means what, exactly?

- data is the next Intel Inside:
 - data ownership is where the money is!
 - who owns the data?
 - reuse
 - mashups
 - race is on to own the data, to come up with the data corpus that is the next big thing

... which means what, exactly?

- end of the software release cycle:
 - perpetual beta
 - users as co-developers

... which means what, exactly?

- software above the level of a single device:
 - device agnostic software
 - software needs to work well across a variety of devices including hand held devices

... which means what, exactly?

- rich user experiences:
 - the role of the user is much richer – users don't just passively consume information, they build the web
 - users add value

that's a whole lot of words...

which ones are key?

key principles of web 2.0 (according to Kate)

- read/Write web – two-way medium
- user generated content
- the wisdom of the masses – co-creation
- collaboration and communication
- remixability
- web based applications
- perpetual beta (or the end of the culture of perfect)
- PARTICIPATION!

in a nutshell:

web 2.0 = the participatory web

*a story about community and collaboration on
a scale never seen before...*

the cosmic compendium of knowledge...

the million-channel people's network

... the online metropolis ...

the many wresting power from the few

*...a tool for bringing together the small
contributions of millions of people and making
them matter...*

a revolution

TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

‘if you want to liberate a
people, give them the
Internet’

'it's not just telling you what i
had for breakfast'

discuss!

how has social media affected the way you
get your information?

discuss!

does social media make the world a better,
or worse place?

questions so far?



cc image courtesy Calaveracafe at <http://www.flickr.com/photos/calavera/65098350/>

break time

so, that's web 2.0...

and enterprise 2.0 is what
exactly?

challenges for the social organisation

- agility and responsiveness
- balancing agility and responsiveness with
 - organisational policies and frameworks
 - established and developing enterprise architectures
 - information and records management
 - information architecture
 - dangers of preempting trends
 - thorough assessment of user needs, planning and evaluation

and there are these challenges....

- #qantas luxury
- #yourtaxi
- HMV staff live tweeting their sacking
- this policeman.....

five minutes, find one!

and what about social 'social' companies?

- who's job is it?
- where is the line?
- brand image / public perception / users

and what benefit does our social networking have for business?

they do what with it???

- advertise to us
- get us to do things (?)

discuss!

what do you love / hate about dealing with
a social organisation?

what (if anything) scares you about what
happens to your social media data?

and this all adds up to channel
you

the digital footprint

- what is it?
- do you ever think about yours?

personal...

- how do you use social technologies?
- actively posting or passively receiving?
- different in different spaces?
- privacy?
- where do the private and personal intersect?

learning...

- is it a learning tool?
- personally?
- professionally?

network?

- want one?
- got one? or two?
- where do the private and personal intersect?

