

The Web 2.0, or how individuals became mass media

Ismael Peña-López
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Alicante, 13 May 2013
Magister Lvcentinvs on Intellectual Property
University of Alicante

The Web 2.0

- Change of technology



- Change in philosophy



- Change in communication



technology

Technological change



Tools: attributes

- Directionality, qualitative:
 - unidirectional
 - bidirectional
 - hybrid
- Directionality, quantitative:
 - one-to-one
 - one-to-many
 - many-to-many
- Platform:
 - phone
 - internet
 - both

Applications: attributes

- Kind of tool:
 - Chat:
 - text
 - multimedia
 - presence
 - Hosting:
 - distributed
 - not distributed
 - both
 - Computer use:
 - local
 - distributed
 - expert
- Modality:
 - open API
 - widgets

(emblematic) Applications

- Social Networking Sites: Facebook, LinkedIn
- Blog: Wordpress, Blogger
- "Networking" system:
 - Social bookmarking: Delicious, Digo
 - Photo: Flickr, Picasa
 - Video: YouTube
- Documentation, documents: Etherpad, Scribd
- Maps: Google Map
- Wiki: Wikipedia, Wikitravel
- Collaborative documents: Google Documents
- Free media: Google Reader
- Storage: Dropbox
- Communication: Skype

Main consequences

- The web as the platform (Apps, HTML5)
- Cloud computing
- The dominance of data
- Rich user experience
- Rip, mix, share
- Architectures of participation, social media

Technological change



RSS...

LAMP

CMS

XML

RSS feed

FOAF



Ismael Peña-López,
lecturer and researcher,
Information Society,
Digital Divide, ICT4D

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Internet, Law & Politics Conference 2012: Call for papers

search

ICTlogy Review
(ISSN 1886-5208)

Conference liveblogging

Internet Law & Politics
Conference 2012

**Online
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Barcelona July 9-10, 2012
Call for papers now open

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*Notes from the research seminar **The influence of the Internet on voting behaviour: tracking ERC's massive vote loss in the 2010 Catalan Elections**, organized by Joan Balcells and Ana Sofia Cardenal, Open University of Catalonia, School of Law and Political Science, and held in Barcelona, Spain, on 1 December 2011.*

Joan Balcells, Ana Sofia Cardenal
The influence of the Internet on voting behaviour: tracking ERC's massive vote loss in the 2010 Catalan Elections


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Technological change














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API

Mashup



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Saturday, January 14

- Intro. dret aula 1 Proves Finals (Altres)
- Negociació aula 1 Proves Finals (Altres)
- Proves finals d'avaluació

Monday, January 16

- TFM Entrega final del TFM (1r semestre)

Wednesday, January 18

- Intro. dret aula 1 Proves Finals (Altres)
- Negociació aula 1 Proves Finals (Altres)
- Proves finals d'avaluació

Saturday, January 21

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Technological change



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By [Ismael Peña-López](#)

Main categories: [Education & e-Learning](#) | [Information Society](#)

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When we speak about the impact of Information and Communication Technologies (ICT) on Education, there are two main approaches that we can follow.

The **micro-level approach** deals with the impact of ICTs on learning processes and/or the different components of a learning process. The point in the micro-level approach is to tell what the impact will be on *how* things work and *how* should or will they change. The micro-level is about **evolutions**.



Ismael Peña-López

@ictlogist

12 liveblogging posts from #ties2012 conference on technology and education bit.ly/wZmukv

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Technological change



Open Data...

Metadata

Linked Data

RDF

Semantic Web

Liked Data...

- Available on the web w. open licence (Open Data)
- Available as machine-readable structured data
- ...Plus non-proprietary format.
- ...Use open standards (RDF) to identify things
- ...Link your data to other data (Linked RDF)

Tools: attributes

Directionality, qualitative:

- unidirectional
- bidirectional
- hybrid

Directionality, quantitative:

- one-to-one
- one-to-many
- many to many

Platform:

- phone
- Internet
- both

Applications: attributes

Kind of tool.

Cost:

- free
- freemium
- payment

Mashable:

- open API
- widgets

Hosting:

- installation
- online service
- both

Competences:

- basic
- advanced
- expert

(emblematic) Applications

- Social Networking Sites: Facebook, LinkedIn
- Blog: Wordpress, Blogger
- Nanoblog: Twitter
- Social bookmarking: Delicious, Diigo
- Photo: Flickr, Picasa
- Video: Youtube
- Presentations, documents: Slideshare, Scribd
- Maps: Google Maps
- Wiki: Wikipedia (Mediawiki)
- Collaborative documents: Google Documents
- Feed readers: Google Reader
- Storage: Dropbox
- Communication: Skype

Main consequences

- The web as the platform (/apps, /html5)
- Cloud computing
- The dominance of data
- Rich user experience
- Rip, mix, share
- Architectures of participation, social media



many to many
 Platforms
 • phone
 • Internet
 • both

collaboration
 • individual
 • online service
 • both

complementarity
 • basic
 • advanced
 • expert

Wiki/ Wikipedia/ MediaWiki
 • Collaborative documents: Google Docs/ware
 • Social media: Google/ Blogger
 • Storage: Dropbox
 • Content creation: Slides

philosophy

An attitude, not a technology

- Freedom to create and share
- The creator is the editor.
- Immediacy vs. lack of filtering
- Visibility based on popular meritocracy.
- Conversations, virtual communities.
- Emergent behaviour.

Main consequences...

- The procrastination principle: perpetual beta
- Markets and politics as conversation.
- Prosumers and wikieconomics
- Open content, open licenses, syndication
- The long tail
- Gift economy
- Credit? Reputation? Trust? Authorship?

An attitude, not a technology

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- Credit? Reputation? Trust? Authorship?

philosophy

An attitude, not a technology

- Transition to online and open
- The reader is the editor
- Dependence on link or filtering
- Visibility based on popular endorsement
- Conversation, virtual communities
- Emergent behavior

Main consequences...

- The production principle: peer-to-peer
- Markets and politics on conversation
- Processes and outcomes
- Open content, open licenses, open access
- The long tail
- Gift economy
- Could it Replicate? Trust? Authenticity?

communication

Economy of abundance

- Drop of the transaction costs
- Reciprocity in networks
- Non-linearly increasing returns
- Collaborative environments
- Knowledge links and networks
- Connected & distributed knowledge
- Always on, social vs. professional

Communication in the Network



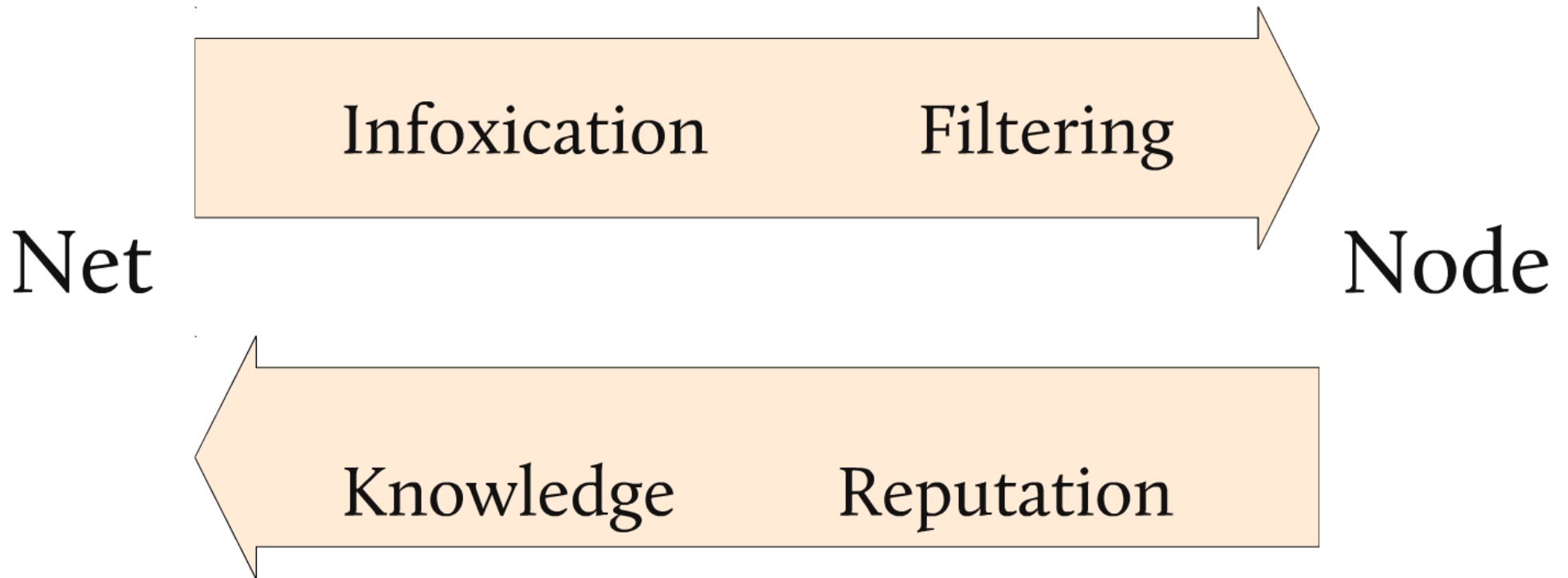
Main consequences...

- Everyone is a creator
- Information is not time
- Wisdom of the crowds
- Crow's Wisdom
- The cultural and the human
- The hacker ethic
- Rich, famous and the Daily life
- The knowledge gap hypothesis

Economy of abundance

- Drop of the transaction costs
- Reconfigurable networks
- Non-hierarchic environments
- Collaborative environments
- Knowledge hubs and assembles
- Connected & decentralized knowledge
- Always on: social vs. professional

Communication in the Network



Main consequences...

- Everyone is a creator
- Information in real time
- Wisdom of the crowds
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- Echo chambers and the Daily Me
- The knowledge gap hypothesis

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