

The Web 2.0, or how individuals became mass media

Ismael Peña-López
@ictlogist

Alicante, 14 may 2012
Magister Lvcentinus on Intellectual Property
University of Alicante

This document
Ismail Peña-López, Magister Lvcentinus on Intellectual Property, University of Alicante, May 2012
Copyright © 2012 by Ismael Peña-López. All rights reserved.
<http://creativecommons.org/licenses/by-nd/3.0/>

All the material in this document is under a
Creative Commons License
Attribution - NonCommercial - NoDerivatives 3.0

The Web 2.0

- Change of technology
- Change in philosophy
- Change in communication

The Web 2.0, or how individuals became mass media

Ismael Peña-López
@ictlogist

Alicante, 14 may 2012
Magister Lvcentinvs on Intellectual Property
University of Alicante

The Web 2.0

- Change of technology
 - Change in philosophy
 - Change in communication

The diagram is divided into four main sections:

 - Technological change:** Shows a blue square with a white 'B' and a green square with a white 'A' connected by arrows, representing a shift from one technology to another.
 - Trade-offs:** A box containing text about the trade-off between cost and quality.
 - Application-area-based:** A box containing text about the application of a technology to different areas.
 - Contextual application:** A box containing text about applying a technology in specific contexts.

Below these sections, there are two additional boxes:

 - An artifact, not a technology:** A box containing text about artifacts being products of technologies.
 - Main consequences:** A box containing text about the main consequences of technological changes.

technology



Technological change

Tools: attributes

- Directionality, qualities:
 - unidirectional
 - bidirectional
 - hybrid
- Dimension, quantities:
 - one-to-one
 - one-to-many
 - many-to-many
- Plattform:
 - phone
 - Internet
 - both

Applications: attributes

Type of tool	Cost	Modality
Cloud	• free	• open API
Infrastructure	• premium	• widgets
Platform	• payment	

Identical

- installation
- online service
- both

Competencies:

- basic
- advanced
- expert

(emblematic) Applications

- Social Networking sites Facebook, Twitter
- Blog WordPress, Blogger
- Cloud Google Drive
- Social bookmarking Delicious, Digg
- Video YouTube
- Preservation documents SketchUp, Scribd
- Wikis Wikipedia (Wikimedias)
- Cloud Google Sheets, Google Docs, Google Slides
- Frontend Google Reader
- Storage Dropbox
- Communication Skype

Main consequences

- The web as the platform (Apps, HTML5)
- Cloud computing
- The dominance of data
- Rich user experience
- Big data, sharing
- 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

ICTlogy

ai-see-TEE-lo-gee

about
research
teaching
affiliations
works
contact me

ict4d blog
sociedadred blog
bibliography
wiki

català | castellano

Internet, Law & Politics Conference 2012: Call for papers

search

ICTlogy Review
(ISSN 1886-5208)

Conference liveblogging

Internet Law & Politics
Conference 2012

Online
Entertainment

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

CATEGORIES

Information Society:
e-readiness
ICT4D

Home » ICT4D Blog

20111201

Joan Balcells, Ana Sofia Cardenal: The influence of the Internet on voting behaviour edit | 3867

By Ismael Peña-López

Main categories: Meetings | Participation, Engagement, Use, Activism

Other tags: ana sofia cardenal | ciu | erc | joan balcells | solidaritat catalana

No comments

*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

Share



Linkedin



Friendfeed



Aggregator

Today



Showing events after 1/12.

[Look for earlier events](#)



Showing events until 2/15.

[Look for more](#)

Events shown in
time zone: Madrid



[Google Calendar](#)



DOPPLR

Ismael is at home in Barcelona

SUBSCRIBE



[ICT4D Blog \(posts\)](#)



[ICT4D Blog \(com.\)](#)

ICT4D BLOG

Joan Balcells, Ana Sofía Cardenal: The influence of the Internet on voting behaviour

Leadership in a digital age: networks, digital competence and social networks

Announcement: Call for papers for the 8th International Conference on Internet Law & Politics

Communication and Civil Society (VII). The limits of the mass media and the emergence of mass self-communication in the digital age

Communication and Civil Society (VI). The incidence of the new social movements. Exploring new fields for political action

SOCIEDADRED BLOG

Qué cultura queremos y cómo pagar por ella

Sobre la liberalización del mercado de las telecomunicaciones: dos críticas a la privatización de Telefónica

Ismael Peña-López

Google™ | Buscar

Ismael Peña-López (22) ICT4D (231) Editar Nueva pestaña

(100) SociedadRed

Compartir Editar

- Qué cultura queremos y cómo pagar por ella [Hace 4 días](#)
- Sobre la liberalización del mercado de las telecomunicaciones: dos críticas a la privatización de Telefónica [Hace 5 días](#)
- El boicot de NoLesVotes: buenas intenciones hacia el infierno [Hace 1 semana](#)
- Twitter y redes sociales: el lobby descentralizado [Hace 1 semana](#)
- Índice de Democracia, España 2006-2011 [Hace 3 semanas](#)
- ¿Qué son los tecnócratas? [Hace 4 semanas](#)
- Percepción de la Corrupción en España, 1995-2011 [Hace 1 mes](#)

[más antiguo](#)

(100) ICT4D Blog

Compartir Editar

- Joan Balcells, Ana Sofía Cardenal: The influence of the Internet on voting behaviour [Hace 1 mes](#)
- Leadership in a digital age: networks, digital competence and social networks [Hace 1 mes](#)
- Announcement: Call for papers for the 8th International Conference on Internet Law & Politics [Hace 2 meses](#)
- Communication and Civil Society (VII). The limits of the mass media and the emergence of mass self-communication in the digital age [Hace 2 meses](#)
- Communication and Civil Society (VI). The incidence of the new social movements. Exploring new fields for political action [Hace 2 meses](#)
- Communication and Civil Society (V). The transformations of Civil Society in the Information and Knowledge Society [Hace 2 meses](#)
- Communication and Civil Society (IV). Net neutrality struggle and new movements in the digital era (II) [Hace 2 meses](#)

[más antiguo](#)

Google reader

All items

SEARCH

[SUBSCRIBE](#)[All items](#)[Mark all as read](#)[Feed settings](#)[Home](#)[All items \(37\)](#)[Explore](#)[Subscriptions](#)[1a-ict4d-people](#)[1b-ict4d-news](#)[**1bb-ict4d-tags** \(4\)](#)[1c-ict4d-research](#)[2a-education](#)[2a-education-journals](#)[**2b-eadministration** \(1\)](#)[**3-information-society** \(2\)](#)[4a-development](#)**ICTlogy »**

- [★ D Leadership in a digital age: networks, digital competence and social networks - I have been lately involved in fo...](#)
- [★ D Joan Balcells, Ana Sofia Cardenal: The influence of the Internet on voting behaviour - Notes from the research s...](#)
- [★ D Announcement: Call for papers for the 8th International Conference on Internet Law & Politics - The Universitat...](#)
- [★ D Communication and Civil Society \(VII\). The limits of the mass media and the emergence of mass self-commun...](#)
- [★ D Communication and Civil Society \(VI\). The incidence of the new social movements. Exploring new fields for pol...](#)
- [★ D Communication and Civil Society \(V\). The transformations of Civil Society in the Information and Knowledge Sc...](#)
- [★ D Communication and Civil Society \(IV\). Net neutrality struggle and new movements in the digital era \(II\) - Notes...](#)
- [★ D Communication and Civil Society \(III\). John Perry Barlow: Net neutrality struggle and new movements in the dig...](#)
- [★ D Communication and Civil Society \(II\). Politics in the Internet age \(II\) - Notes from the Civil Society and Politics i...](#)
- [★ D Communication and Civil Society \(I\). Politics in the Internet age \(I\) - Notes from the Civil Society and Politics tr...](#)

Google reader

SEARCH ALL ITEMS

SUBSCRIBE C ALL ITEMS MARK ALL AS READ FEED SETTINGS

Explore

Subscriptions

- 1a-ict4d-people
- 1b-ict4d-news
- 1bb-ict4d-tags
- 1c-ict4d-research
- 2a-education
- 2a-education-journals
- 2b-eadministration (1)
- 3-information-society (2)
- 4a-development
- 4b-nonprofits

Acceso al Banco de Datos del CIS 
[Acceso al Banco de Datos del CIS.](#)
Share Email Keep unread Send to Edit tags: 3-information-society

05.01.2012 - Avance de resultados del estudio 2923 Barómetro de diciembre de 2011 
Avance de resultados del estudio 2923 Barómetro de diciembre de 2011. [ver +](#)
Share Email Send to Edit tags: 3-information-society

Technological change



Widgets...

API
Mashup

beta



La meva UOC



Comunitat



Serveis



Aules



Tutoria



Tutoria IIP

Suport
docència

Secretaria

Recerca i
Innovació

Biblioteca



Notícies

Darrera actualització a les 11:10  Actualitzar Afegeix informació

Calendari Docència

Today   **Thursday, January 12** ▾

Friday, January 13

Negociació aula 1 Període de síntesi (final) (Altres)

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

Intro. dret aula 1 Proves Finals (Altres)

Events shown in time zone: Madrid

Cercador de la Biblioteca V...

Biblioteca virtual

Cerca als recursos d'informació.

Catàleg

Paraula clau

cerca

Novetats bibliogràfiques de...

Període

Últim mes

Tipus de contingut

Tots

Format dels documents

Tots

Recupera les novetats...



Tweet 236

Like 62

Share 27

Submit



Like Pedro Jiménez, Vanessa Leo and 60 others like this.



Entrada anterior: [Sobre la liberalización del mercado de las telecomunicaciones: dos críticas a la privatización de Telefónica](#)

Technological change



Tags...

Hashtag
Folksonomies
Filters

Communication Development Digital Content **Digital**

Divide Digital Inclusion **Digital Literacy** e-Administration e-Business /

e-Commerce e-Democracy e-Government e-Health e-Justice **e-Learning**

e-Politics **e-Readiness** Economics Education

FLOSS Free Software Government Health and Medicine Human & Social Sciences

Human Rights **ICT & Information**

Society ICT Infrastructure

ICT4D Intellectual Property Knowledge Management

Nonprofits NPTech Online Volunteering **Open Access -**

Free Culture Participation Political Science Regulation

Social Software Sociology Teleworking Volunteering

20120218

From micro-evolutions to macro-revolutions: ICTs in Education

[edit](#) | 3912

By [Ismael Peña-López](#)

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

Other tags: [ties2012](#)

[comments: 7]

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* they should or will change. The micro-level is about **evolutions**.



Ismail Peña-López

@ictlogist

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

2

RETWEETS

2

FAVORITES



5:23 PM - 3 Feb 12 via bitly · Embed this Tweet

[Reply](#) [Delete](#) [Favorite](#)

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

Hosting:

- installation
- online service
- both

Mashable:

- open API
- widgets

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



philosophy

An attitude, not a technology

- Freedom to create and share
- The creator is the editor.
- Transparency 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 wikinomics
- Open content, open licenses, syndication
- The long tail
- Gift economy

• Credit? Reputation? Trust? Authorship?

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 wikinomics
- Open content, open licenses, syndication
- The long tail
- Gift economy
- Credit? Reputation? Trust? Authorship?

in philosophy

An attitude, not a technology

- Freedom to create and share
- The culture of freedom
- Inequality is left of sharing
- Abundance of information
- Convenience, viral transmission
- Emergent behavior

Main consequences...

- The participation is a principle of being
- Markets and policies as communication
- The culture and values are
- Openness, open source, epiliberation
- The long tail
- Self-education
- Credit? Reputation? Trust? Authorship?

in communication

Economy of abundance

- Decay of the scarce in art
- Increasing returns for knowledge
- New forms of abundance
- Cultural reuse economies
- Knowledge hubs and ecosystems
- Learning of a diverse shared knowledge
- Abundance, creativity, personal well

Communication in the Network



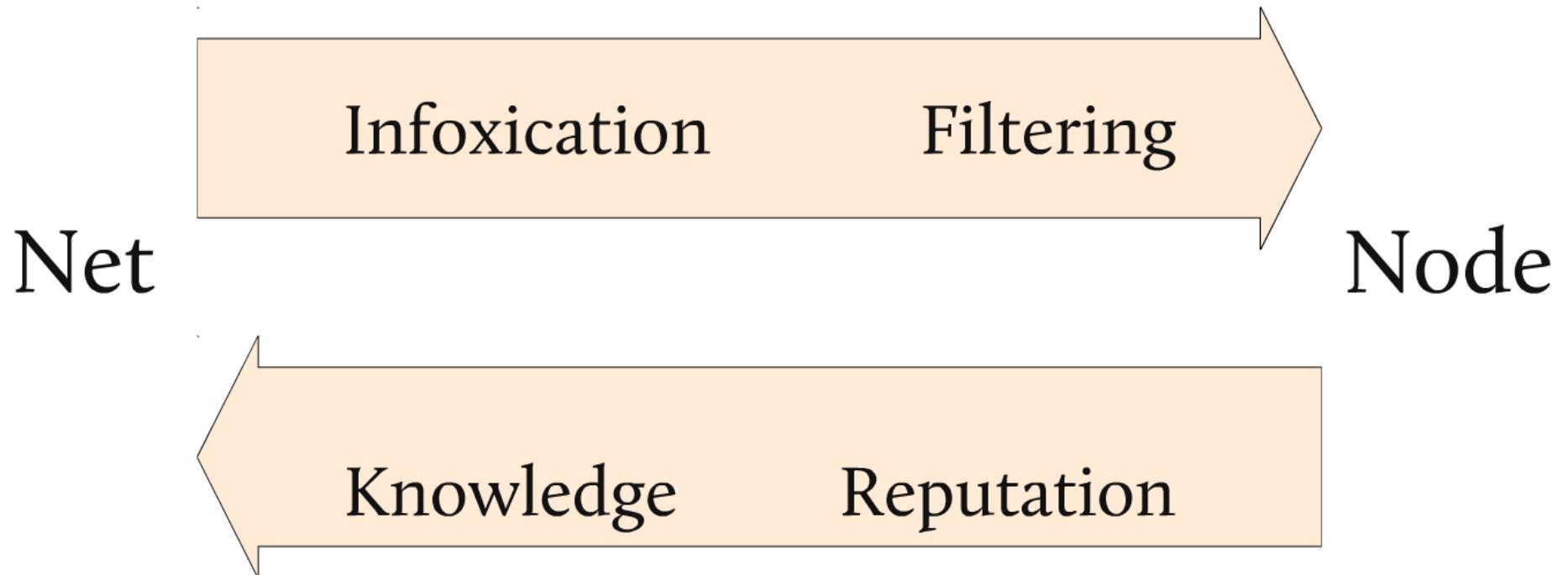
Main consequences...

- Everyone is a creator
- Everyone is a connector
- Value of the network
- Power's Paradox
- The network effect
- The lack of value
- The abundance of 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
- Coase's Penguin
- The cathedral and the bazaar
- The hacker ethic
- Echo chambers and the Daily Me
- The knowledge gap hypothesis

Ismael Peña-López

@ictlogist

Alicante, 14 may 2012

Magister Lvcentinvs on Intellectual Property
University of Alicante

To cite this work:

Peña-López, Ismael. (2012) The Web 2.0, or how individuals became mass media
Magister Lvcentinvs on Intellectual Property, University of Alicante, 14 May 2012.
http://ictlogy.net/presentations/20120514_ismael_peña-lopez_-_web_2.0_or_how_individuals_became_mass_media.zip

To contact the author: <http://ictlogy.net>

All the information in this document under a
Creative Commons license:

Attribution – Non Commercial – No Derivative Works

