

Web 2.0

Web 2.0 is a combination of:

- tools and technologies
- business strategies
- social and cultural trends

Some distinctions

craigslist vs. classifieds

blogs vs. newspapers

individual vs. corporate

Web 1.0 = Read, Web 2.0 = Read/Write

single content (static) vs. multiple (dynamic)

full-page refresh vs. dynamic content

architecture of creation vs. consumption

perpetual beta

frameworks: AJAX, ROR

mashups via API

web as platform: Google Apps, Zoho, etc

Web 2.0

Web 2.0 is not a technical specification or an upgrade to an existing technology. It is an evolving idea about how the Internet as a platform can help users collaborate, share information and enhance creativity.

Web 2.0...

Web 2.0 hallmarks are openness, peering, sharing, collaboration and global action. It seeks to capture the evolving manner in which users and developers interact with the web.

Tags

A Tag is a keyword or phrase assigned to a piece of information. It is used primarily to help describe the item that is “tagged” so that it can be classified with similar information. The information can be any type of content or data, from pictures and blog post to video’s and news stories.

Tag Clouds

A tag cloud (or weighted list in visual design) is a visual depiction of user-generated tags used typically to describe the content of web sites. Tags are usually single words and are typically listed alphabetically; the importance of a tag is shown with font size or color changes. The tags are usually linked to a collection of items that are associated with that tag.

Folksonomy

A folksonomy is the collaborative building a classification system for content on the web using tags. When a set of tags have been organized, categorized and aggregated around a bit of media by "folks" it forms a folksonomy. Folks + taxonomy = folksonomy.

The Long Tail

The Long Tail refers to a concept, articulated by Wired editor Chris Anderson, which states that the internet has made it possible for niche and micro-niche markets to grow as large or even larger than the blockbuster and hit driven markets of traditional businesses.

Wisdom of Crowds

Wisdom of crowds is a term coined by James Surowiecki, in his book of the same name, in which he argues that the collective intelligence of diverse, independent, decentralized groups is often superior to that of a single expert or group of experts. The concept has spawned many Crowd plus verb offshoots to describe any activity that attempts to use audience knowledge to drive decision making (crowdsourcing, crowdfunding, crowdpowered).

Blogs

Blog (web log) is an evolving term initially used to describe a web site where an individuals post ideas, commentary, media or links. It is a shorted form of web log. The people who write blogs are known as **Bloggers** and the collection of blogs around the world is often referred to as the **Blogosphere**. The term Blogosphere is also often used as a proxy for public opinion by news organizations and academics.

Vlog

Vlogs (video blog) are the video equivalent of the generally text based blogs and have become popular with the explosion of sites like YouTube and Stickam. Shows like Rocketboom, Wallstrip, Ask a Ninja and Ze Frank helped cement Vlogs as a highly popular form of expression.

Vertical Search

A vertical search looks for information that is specialized by location, topic, industry or increasingly cultural traits such as ethnicity. Rather than returning a wide range of links from varying sources as a general search like Google might, vertical searches attempt to deliver more specific results to the user from a smaller range of sites.

RSS

RSS stands for Really Simple Syndication. Technically it is a lightweight XML format designed for sharing headlines and content summaries. What that means is that Really Simple Syndication is a method of syndicating content from one publisher, generally blogs and news sites, so that it is easily collected by others.

Aggregator

An aggregator, or feed reader is an application that collects information from various sources and displays it in a central location for easy viewing/retrieval. Feed aggregators, such as Bloglines and Google Reader, collect RSS feeds from various sources and place them in a unified interface for simplified browsing.

Semantic Web

The semantic web is another evolving idea that basically outlines a set of technologies and frameworks for making the web a more meaningful to computers. Basically it's a huge idea about how to transform information on the web so that it is simpler for people to find and use information.

Wiki

Wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative websites and to power community websites. For example, the collaborative encyclopedia Wikipedia is one of the best-known wikis. – From Wikipedia

Mash-ups

A mash-up is a term generally applied to sites that combine information from disparate sources with graphical or visual elements to produce a new more compelling offering. Examples include Twittermaps, Wii Seeker and feedMashr.

Creative Commons

Creative Commons is a form of Copyright that allows creators to assign different levels of restriction to their creative output. The licenses range from simple Attribution, to the more restrictive No Derivative Works.

Widgets

Google calls them gadgets, Facebook calls them apps and Tecnorati calls them badges but they are generally speaking all widgets. A Widget (or web widget) is a type of application that publishers elect to display on their sites either for income, aesthetics or affiliations. Widgets are selected voluntarily by the publisher to add functionality or otherwise enhance their site and are effectively ads for the Widget developer.

Geo targeting

Geo targeting is attempting to display, or prevent the display, of content based on automated or assumed knowledge of an end user's physical location. Relevant to both PC and mobile data services, geo targeting is used in several forms of location based commerce and advertising.

UGC

User Generated Content also known as user generated media (UGM), consumer generated media (CGM), consumer generated content (CGC) are among the many new terms used to indicate media produced by non-professionals.

Open Source

Open Source is a term used to describe computer code that is made public and can be modified and extended by anyone. It is now applied to almost any creative process that can be manipulated, redirected or controlled by the public.

RIA

RIA or Rich Internet Applications are web based applications that provide much of the functionality traditionally seen only in desktop applications. Many Web 2.0 sites (often referred to as applications) can be considered RIA's.

API

API or Application Programming Interface is a set of commands that enables communication between computer programs, in particular between user applications and control programs. In short it's a way for companies to allow outside developers to build services and functions on top of their existing programming infrastructure.

And...

What else should we include?