

# “Web 2.0 and the Future of Social Networking and Online Communities”

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Bebo White

[bebo@slac.stanford.edu](mailto:bebo@slac.stanford.edu)

ECOM-ICOM Experts Address Series

March 14, 2006

# “Web 2.0 is the Future of Social Networking and Online Communities”

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# What Web 2.0 is Not

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- The Semantic Web (though there are some commonalities)
- A new collection of technologies (though there are new applications of existing technologies)
- Just blogging, wikis, and RSS

# Web 2.0 is Happening

Logos of start-ups  
“claiming” to be Web 2.0



## So, What is Web 2.0? (1/2)

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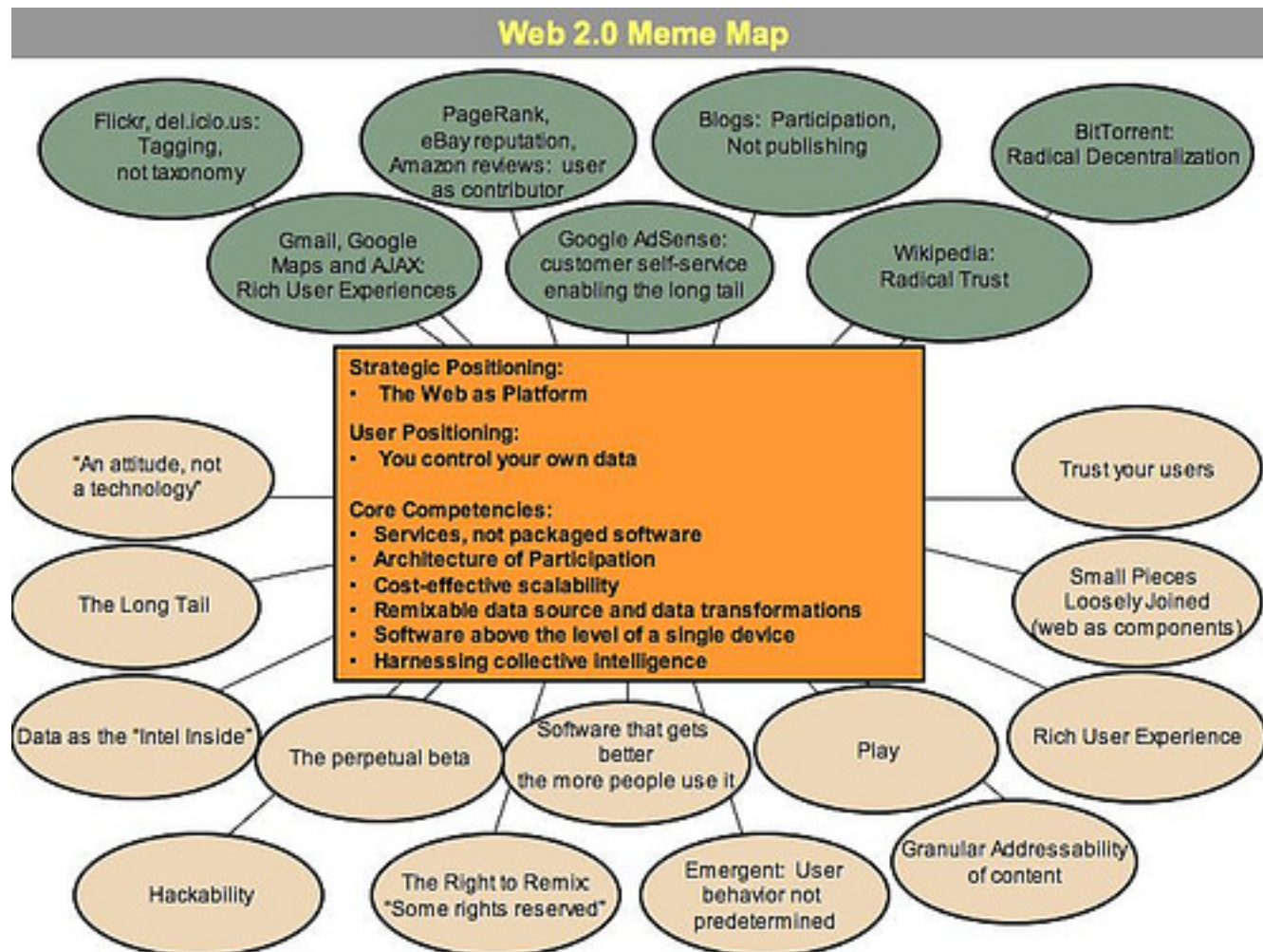
- Definition is still evolving...
- An ATTITUDE
- Shifts the focus to the user of the information, not the creator of the information
- Information moves “beyond” Web sites
- Information has properties and these properties follow each other and find relationships
- Information comes to users as they move around

## So, What is Web 2.0? (2/2)

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- Information is broken up into “microcontent” units that can be distributed over many domains
- Interaction is no longer limited to (X)HTML
- Users are able to control how information is categorized and manipulated
- User agent becomes a “fat” rather than “thin” client
- Requires a new set of tools to aggregate and remix microcontent in new and useful ways

# Tim O'Reilly's Web 2.0 Meme Map



# Web 2.0 By Example (Tim O'Reilly)

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<u>Web 1.0</u>	<u>Web 2.0</u>
Personal Web Sites	Blogs
Britannica Online	Wikipedia
Content Management Systems	Wikis
Directories (Taxonomy)	Tagging ("Folksonomy")
Screen Scraping	Web Services
Etc.	Etc.

# Web 2.0 Drivers - Technology

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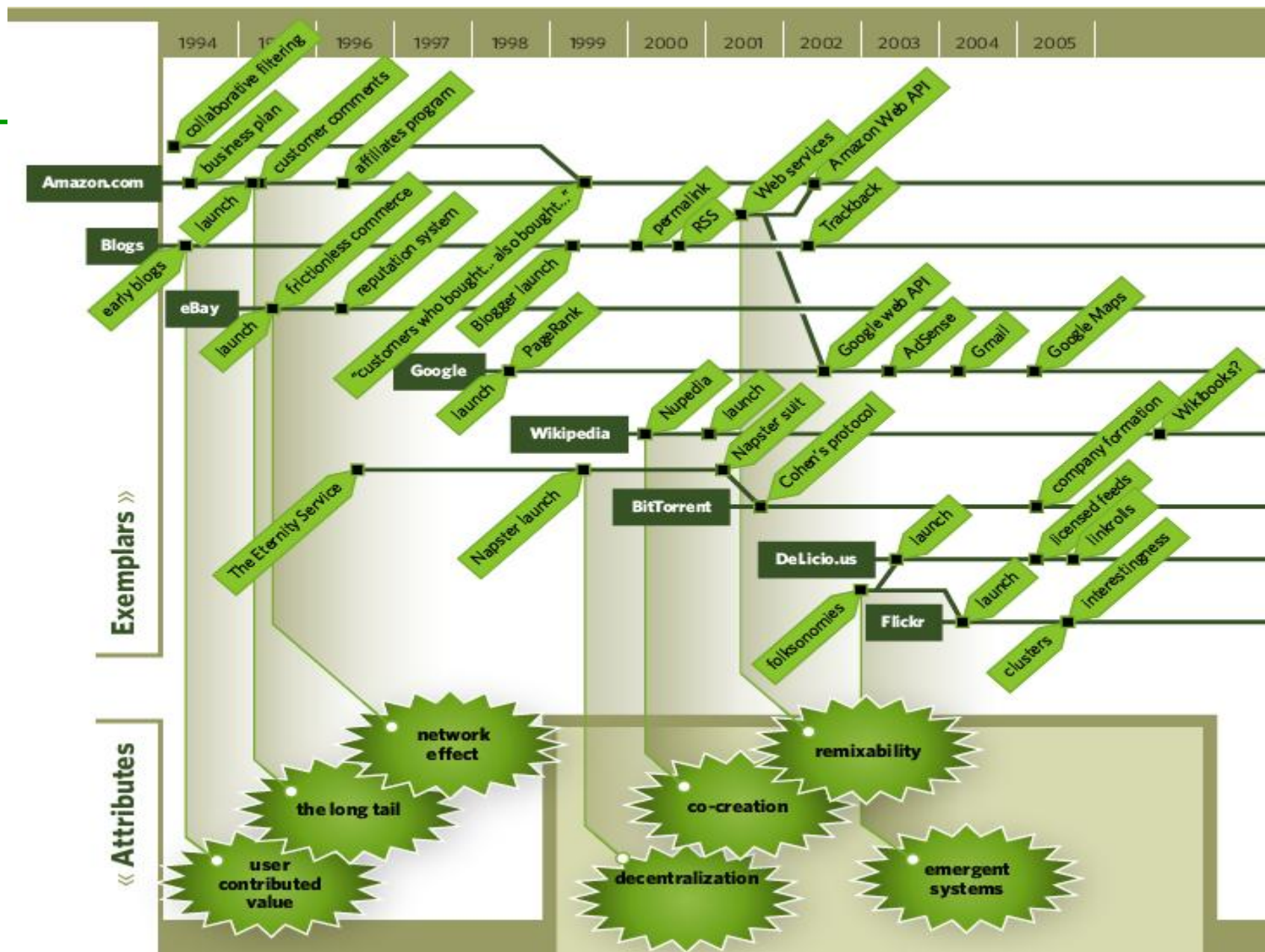
- Computing power
  - Still doubling every 18 months
  - PC-based data centers
- Connectivity
  - Low cost, broad reach Internet
  - Wireless, broadband access
- Device proliferation
  - PDAs, cell phones, etc.
  - Towards a digital devices decade
- Internet standards
  - XML-based integration
- User Interface
  - Many possibilities



# Web 2.0 Drivers - Environmental

- The “dot-com” collapse forced a Web re-examination
- The “long tail” – the collective power of small sites that make up the bulk of the Web’s content
- The Web reached a critical mass of
  - (Good) information content sources
  - Use (and desire for reuse)
  - Trust
- Web users developed an expectation of fulfillment





(Adaptive Path)

# What is Web 2.0 Again?

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“Web 2.0 is a convergence of individual traits, and social and technological forces”

“User-Focused Web = User Satisfaction”

# Basic Paradigm Shifts (1/2)

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	<u>Web 1.0</u>	<u>Web 2.0</u>
Governance	Top down	Bottom Up
Communications	People to Machine	Machine to Machine and People to People
Information Discovery	Search and Browse	Publish and Subscribe
Information Retrieval	Transactional	Relationships
Information Aggregation	Portals, Commercial Aggregators	Micro-Aggregation

## Basic Paradigm Shifts (2/2)

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	<u>Web 1.0</u>	<u>Web 2.0</u>
Marketing, Selling	Push, Contextual	Conversational, Personal
Content Control	Publishers, Aggregators	Content Authors
Content Structure	Documents, Pages	Tagged Objects
Applications	Closed, Proprietary	Open, Standards-based
Technology	HTML, Solaris, Oracle	XML, AJAX, RSS, PHP, MySQL, XQuery

## Five Characteristics of Web 2.0 Infrastructure

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- “Web as Platform” – “A platform beats an application every time”
- Web as “Point of Presence” – “visiting vs. immersion”
- Microcontent-based – open, decentralized, bottom-up, and self-organizing infrastructure
- 2<sup>nd</sup> Order Content or Metacontent – content reuse, out of context
- A Metaweb – to support the dream of the Semantic Web

# Bloggging



## US Internet Users Who Read Blogs, 2004 & 2005 (as a % of respondents)



Source: Pew Internet & American Life Project, May 2005

064578 ©2005 eMarketer, Inc.

www.eMarketer.com

## Frequency with which US Internet Users Read Political Blogs, March 2005 (as a % of respondents)



Note: n=2,630

Source: Harris Interactive, April 2005

064580 ©2005 eMarketer, Inc.

www.eMarketer.com

# The Value of Blogs?

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## *September 30th, 2005 - What I Ate Today*

Breakfast, the usual: Cong You Bing, no surprises.

After breakfast, I had a snack I couldn't resist, Fried Chicken Flavor Cheetos. This actually consists of completely cheeseless-flavored cheetos, (in fact, almost completely flavorless cheetos) which you sprinkle a packet of flavoring over. That packet is, I'm convinced, the exact same stuff you mix in chicken-flavored instant noodle.

At lunchtime, I managed to sneak into a MOS Burger and have a small, but tasty, cheeseburger. MOS' burgers are a bit messy, and weird, but, I like 'em. Their fries are decent, too... if only they'd put some salt on them... or even have salt somewhere in the restaurant.

Good thing I did sneak into MOS because the family planned lunch for me, which was take-out Peking Duck and celery.





- [www.blog.people.com.cn](http://www.blog.people.com.cn)
- Set up by Chinese government for members of National People's Congress (NPC)
- To boost public interest in the NPC

# User Response to Blogs

**US Internet Users Who Find Information on Blogs Helpful in Making Purchasing Decisions, March 2005 (as a % of respondents\*)**

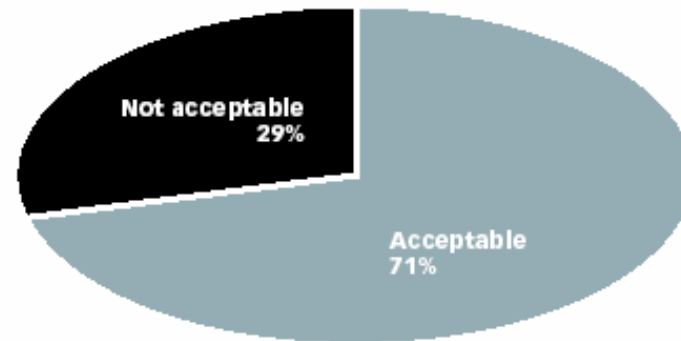


*Note: \*among respondents who have referred to blogs to look for information on products and services they were considering buying*  
*Source: Hostway, Taylor Nelson Sofres (TNS), April 2005*

064595 ©2005 eMarketer, Inc.

[www.eMarketer.com](http://www.eMarketer.com)

**US Bloggers' Feelings about Blog Advertisements, 2005 (as a % of respondents)**

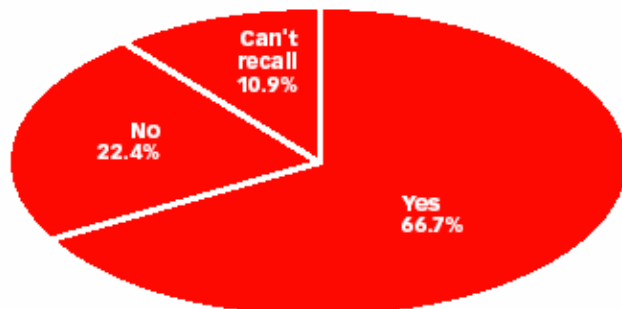


*Note: Over 1,000 bloggers were surveyed*  
*Source: BlogKits, April 2005*

064250 ©2005 eMarketer, Inc.

[www.eMarketer.com](http://www.eMarketer.com)

**US Blog Readers Who Have Clicked on Blog Advertisements, May 2004 (as a % of respondents)**

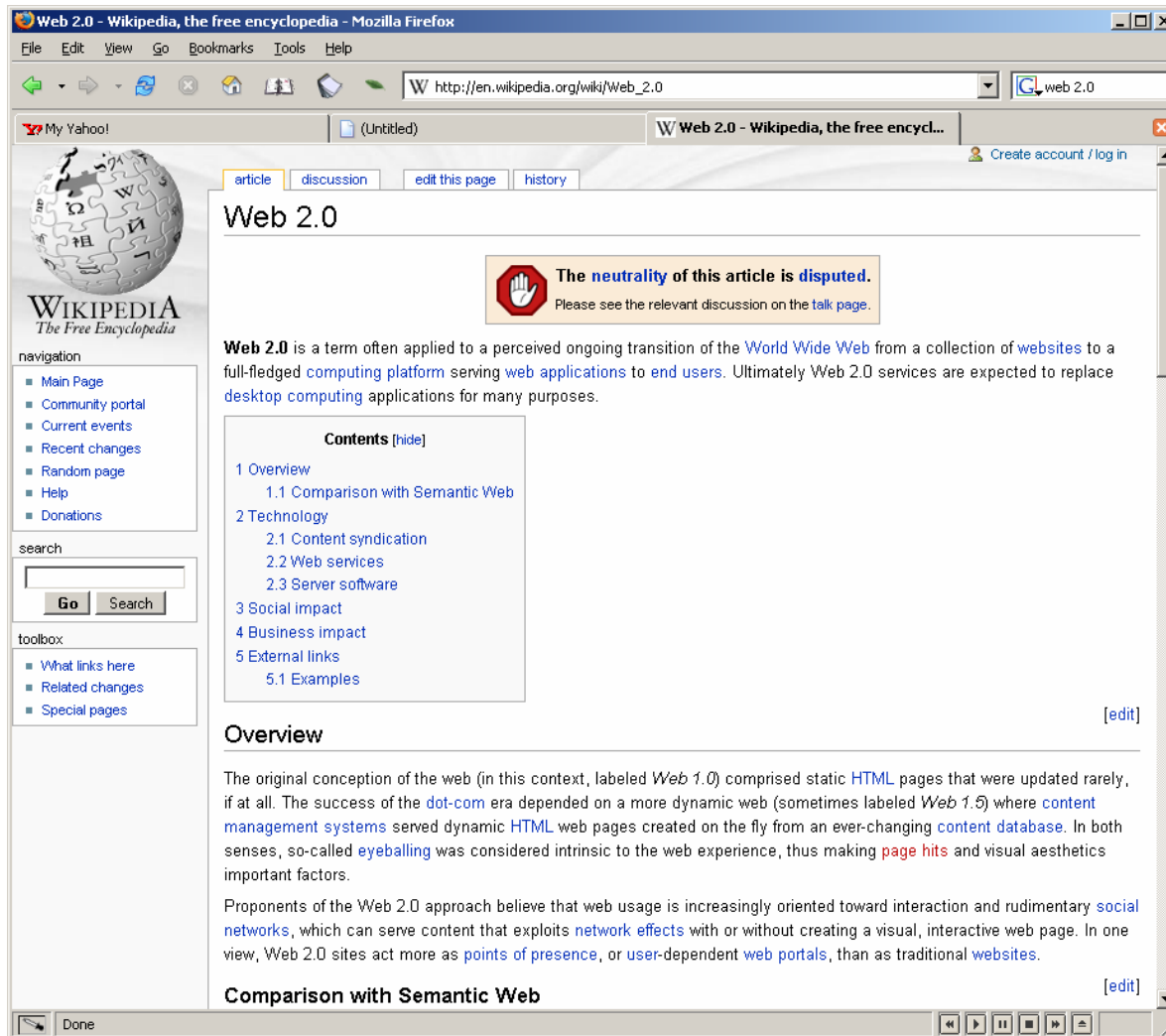


*Note: n=15,234*  
*Source: Blogads, June 2004*

058457 ©2004 eMarketer, Inc.

[www.eMarketer.com](http://www.eMarketer.com)

# Wikipedia



A **Collaborative Dictionary** being edited in real time by anyone.

Everyone becomes an author, an editor, and a publisher.



## Deception as Official Public Policy

[Opinion] American people turn against Bush's tactics

Immediately after its seizure of power by a court negotiated ruling, the Bush administration seemed determined to marginalize the American public. The terrorist attacks of Sept. 11 were... (Ramzy Baroud)



## Iranian Women March for Freedom

Women's Day demonstration in Tehran brutally suppressed



Witnesses reported the arrest of many marchers; in fact, during the last six months the situation of women in Iran has gotten much worse. While Iran is the only country... (Dorna Kouzehgar)

- ↳ U.N. Forum Marks Women's Day
- ↳ A Day of Vindication
- ↳ Building Sisterhood on Int'l Women's Day
- ↳ March 8 'Revolution' for Vietnam Women

## Choi's Attack Not Isolated Case

Korean lawmaker's outrage highlights social issues around gender, drinking

According to an internet poll, 78 percent of citizens think Choi should resign. An internet blogger compared Choi's case to that of John Brogden, a former opposition leader... (Hyejin Kim)



## 'The Hills Have Eyes' a Bloody Thrill Ride

Horror remake tops original

An update of Wes Craven's 1977 film, Aja's "Hills" is eager to thicken the trauma inflicted by Craven



### OMNI NEWS TRACKER ↓

- Enron: Something a Jury Can See - BusinessWeek
- Bank of Japan Ends Five-Year Policy of Fighting Deflation - Bloomberg
- Bush urges faster help in cleanup - International Herald Tribune
- Suspect says Alabama church fires were a joke - Reuters
- Warner Plans New US Senate Effort to Rescue Dubai Ports Deal -



### HOT SEAT

+ MORE

#### Still Angry After All These Years

Former Philippine first lady Imelda Marcos denies claims of kleptocracy...



- 'Iraqi Team Defies Circumstances'
- U.S. Should Be 'Good Cop' on IIK

### COMMENT OF THE DAY

#### 'Iran Is Not a Quick Air Strike Solution'

OhmyNews reader 'Martin' comments on article 'Forestall Iran Confrontation by Negotiation'...

- 'Purpose of Freedom of the Press Is to Offend'

Title  go

### Korea Geographic

#### Scenes of Nature and Nurture



- Glimpsing Nature's Life Cycle
- Fleeting Photos of Sea and Sky
- South Korea's Seasons of Color
- Sun, Sand, Sea and Squid



### OhmyNews at a glance

#### CNPK Forum: Talk! Northeast Asia



- Survey: Tell Us Who You Are
- OMNI to Foster Journalism in Japan
- 'Best Stories of the Month' Award

Poll

# OhmyNews

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- 41,000 “citizen reporters”
- 60 “professional reporters and editors”
- 700,000 repeat visitors per day

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“No journalism organization, no matter how big it is, knows as much about a particular topic as the people who read or listen to it. ...That doesn't mean that there is no longer a role for journalists – there is a huge role. But in a world that is moving away from a lecture to a conversation, it makes sense for there to be more participation from the audience.”

---Dan Gillmor,

*We the Media: Grassroots Journalism by the People, for the People*

# Web 2.0 and Copyright/Copyleft

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- User focus builds upon
  - The ability for legal copying, modification, sharing
  - Creative Commons
  - GNU Free Documentation License

# Key Element of Web 2.0 – Collective Intelligence

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- An architecture of participation
- Users add value
- An evolved Web perspective
  - Payment
  - Volunteering
  - Selfish interests build collective value as an automatic byproduct
- User ratings
- User tagging

# User Ratings

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## Spotlight Reviews [\(What's this?\)](#)

[Write an online review](#) and share your thoughts with other customers.

103 of 108 people found the following review helpful:

★★★★☆ **Blowin' In The Wind**, September 28, 2005

Reviewer: [Thomas Magnum](#) (NJ, USA) - [See all my reviews](#)

TOP SOREVIEWER

Neil Young has always been a musical chameleon. Shifting from hard rock to rockabilly to grunge to futuristic synth music, he's tried every music genre. But the style he keeps returning to is country-rock. *Prairie Wind* is yet another superb album in this vein. The past few years haven't been kind to Mr. Young with the death of his father and the mother of his first child or finding out that he has a brain aneurysm. With the sense of loss and mortality, *Prairie Wind* reflects on life and family. "The Painter" brilliantly sets the tone for the album as it a brooding, moody piece that shows music gives eternal life to its artists. "Far From Home" is a lovely ode to his parents and "Here For You" is a sweet song for his kids that has a great harmonica solo. "Falling From The Face Of The Earth" is a gentle lament and "He Was The King" is a goofy salute to Elvis Presley, but one done with spirit. "When God Made Me" has a full gospel chorus and "This Old Guitar" is the best track on the album with its simple story and laid-back charm. Country-rock is the skin Mr. Young feels most comfortable in and *Prairie Wind* is his best album in a decade.

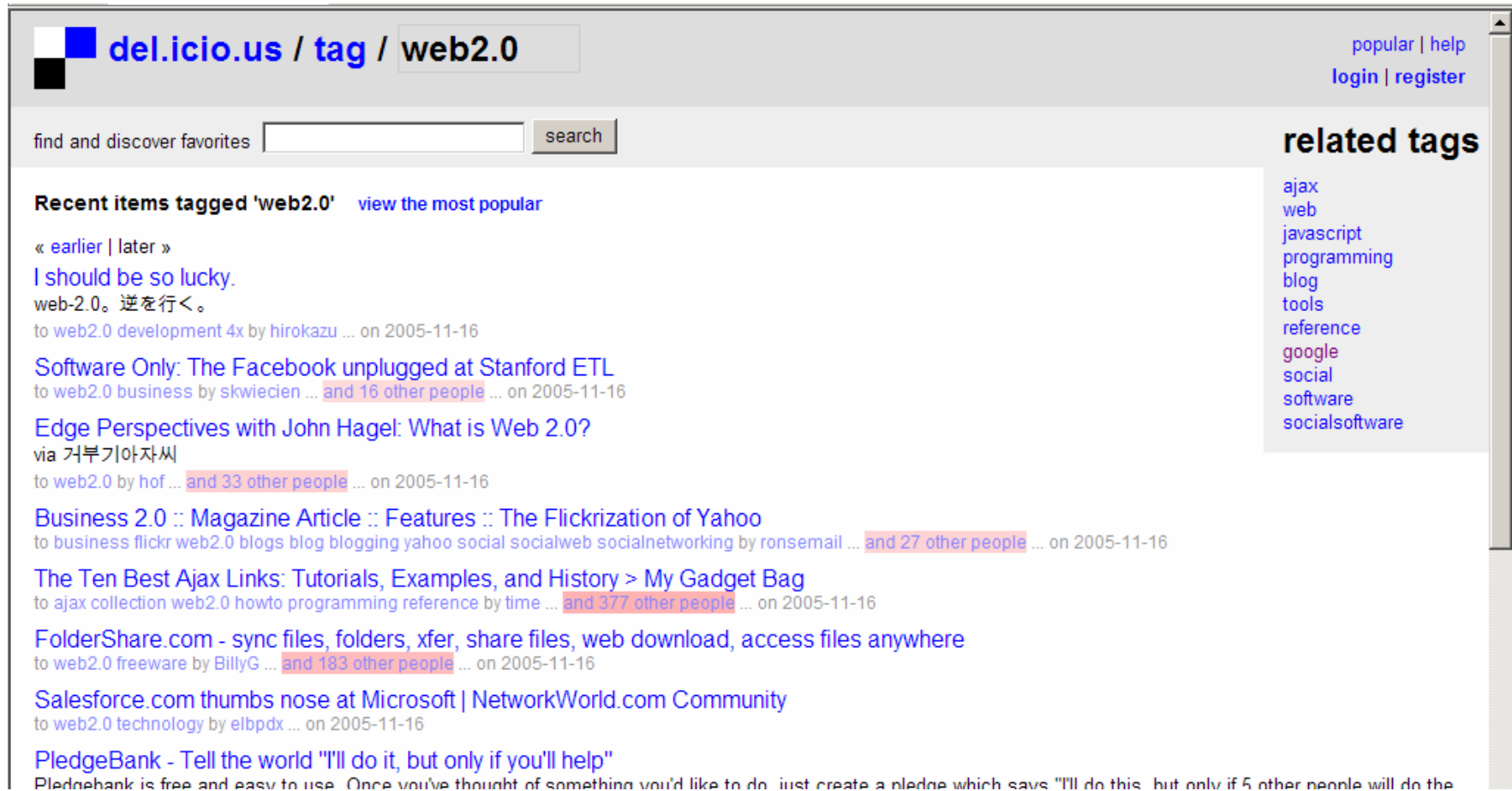
Was this review helpful to you? ☒ yes ☐ no [\(Report this\)](#)

# User Tagging (1/2)

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- *Folksonomy* – alternative to Taxonomy – A style of collaborative categorization of Web sites using freely chosen keywords (tags) allowing for retrieval methods generated by user activity

# User Tagging (2/2)



del.icio.us / tag / web2.0

popular | help  
login | register

find and discover favorites  search

**Recent items tagged 'web2.0'** [view the most popular](#)

« earlier | later »

[I should be so lucky.](#)  
web-2.0。逆を行く。  
to web2.0 development 4x by hirokazu ... on 2005-11-16

[Software Only: The Facebook unplugged at Stanford ETL](#)  
to web2.0 business by skwiecien ... and 16 other people ... on 2005-11-16

[Edge Perspectives with John Hagel: What is Web 2.0?](#)  
via 거부기아자씨  
to web2.0 by hof ... and 33 other people ... on 2005-11-16

[Business 2.0 :: Magazine Article :: Features :: The Flickrization of Yahoo](#)  
to business flickr web2.0 blogs blog blogging yahoo social socialweb socialnetworking by ronsemail ... and 27 other people ... on 2005-11-16

[The Ten Best Ajax Links: Tutorials, Examples, and History > My Gadget Bag](#)  
to ajax collection web2.0 howto programming reference by time ... and 377 other people ... on 2005-11-16

[FolderShare.com - sync files, folders, xfer, share files, web download, access files anywhere](#)  
to web2.0 freeware by BillyG ... and 183 other people ... on 2005-11-16

[Salesforce.com thumbs nose at Microsoft | NetworkWorld.com Community](#)  
to web2.0 technology by elbpdx ... on 2005-11-16

[PledgeBank - Tell the world "I'll do it, but only if you'll help"](#)  
Pledgebank is free and easy to use. Once you've thought of something you'd like to do, just create a pledge which says "I'll do this, but only if 5 other people will do the

**related tags**

- ajax
- web
- javascript
- programming
- blog
- tools
- reference
- google
- social
- software
- socialsoftware

# Pushing Out Content – RSS – Has Become Commonplace

**LIBRARYJOURNAL.com** Reed Business Information™

[Home](#) | [Log In](#) | [Subscribe/Sign Up](#) | [Subscribers Register Here](#) | Search  [REVIEWS](#) [SITE](#)

## Today's News

November 15, 2005

**Optimism, Attendance Up at ASIS&T Conference**  
Despite a mixed array of circumstances, optimism ran high at the recently concluded American Society for Information Science and Technology annual conference, held October 28-November 2 in Charlotte, NC. [More](#)

**Low-tech Responses Stem Major Thefts at MI Library**  
After losing some 4000 CDs and DVDs valued at some \$92,000 over five years, the Clinton Macomb Public Library, MI, has taken new steps to stem the thefts. [More](#)

[Read more news](#)  
[Get the latest technology news](#)  
[RSS Feeds](#) [XML](#)

### Editors' Pick

**Concrete. Vol. 1: Depths**  
Chadwick, Paul. Dark Horse. 2005. f  
[More](#)

Search our reviews  
See LJ Prepub Alerts

Web Exclusives  
Reviews  
Collection Development  
Technology

**See the latest library jobs.**

# RSS Example

The screenshot shows the WSJ.com website in a Mozilla Firefox browser window. The address bar displays the URL <http://online.wsj.com/home/us>. The browser's taskbar at the bottom shows several open applications, including a Start button, Internet Explorer, and various utility programs.

The website header includes the WSJ logo and the text "THE WALL STREET JOURNAL ONLINE". Below the header, there is a navigation menu with links to "Home", "News", "U.S. Business", "Europe", "Asia", "Americas", "World News", "Economy", "Politics & Policy", "Earnings", "Media & Marketing", "Health Edition", "News by Industry", "Technology", "Markets", "Personal Journal", "Opinion", and "Leisure/Weekend".

The main content area is titled "What's News—" and features several news items:

- WAL-MART SAID** its earnings rose 16% in the latest quarter despite some weakness in early holiday sales. **9:06 a.m.**
- U.S. Firms' Profit Growth May Slow**
- Earnings Wrap: How major companies fared**
- Greenspan backed** private Social Security accounts, with caution. The Fed chief's eagerly anticipated views on Bush's keynote second-term project gave the president a boost as a poll showed public support slipping. **7:54 a.m.**
- Capital: How Bush-Style System Could Work**
- Graphic: Social Security Scenarios | WSJ/NBC poll**
- Iraq's electoral commission** certified the results of the country's Jan. 30 elections. It allocated 140 National Assembly seats to the United Iraqi Alliance, giving the Shiite-dominated party a majority in the new parliament. **(Complete coverage) 8:44 a.m.**
- Import prices rose** 0.9% in January, reflecting a rebound in oil prices and a weaker dollar. Prices for exports grew more slowly, climbing 0.7%. Initial jobless claims slipped by 2,000 last week. **8:52 a.m.**
- Four top brokerage firms gave** their CEOs an average raise of 33% last year, while the firms' stocks rose an average of 4.7%.
- H-P posted** better-than-expected revenue and offered a relatively strong sales outlook, a week after directors ousted CEO Carly Fiorina. Operating profit more than doubled at Hewlett's PC business but eased at its imaging and printing unit. **(Earnings conference call transcript) 8:37 a.m.**
- Stocks may stall** Thursday morning, as mixed data on jobless claims and import prices counter solid earnings from Wal-Mart and Hewlett-Packard. Markets in **Europe** and **Asia** were mostly higher. **9:02 a.m.**

On the right side of the page, there is a "Markets" section showing stock prices for DJIA, Nasdaq, S&P 500, Japan, and DJ STOXX50. Below this is a "Personal Journal" section with links to "Going Pro" and "The Morning Brief".

At the bottom of the page, there is a "PERSONALIZED FOR neirick" section with a "Portfolio" table showing stock prices and changes. The table has columns for "NEWS", "PRICE", "CHG", and "%CHG". The first row shows "CORV" with a price of 0.78, a change of -0.03, and a percentage change of -3.70. Below the table is a "View Full Portfolio" link.

The bottom of the page also features a "Company News" section with a link to "American Express Co." and a "MORE" link.

# Mash-ups

Not from [Hayward?](#) **NEW!** [Add WeatherBunk to your site!](#) Try: [Ski Bunk](#), [more](#)

**WEATHER BUNK**

Location:  Show: ☐ All Weather ☒ Cams  ☐ Alerts  [search help](#)

about contact help forum

\*F | °C Barbs: [on](#) | [off](#) [permalink](#)

Map Satellite Hybrid US Radar

View real-time weather conditions. Click a map icon for more detail.

**NEW!** [Weather Along Route](#)

**Example Searches:**

Try: [San Francisco](#)  
Try: [Bay Area Weather \(slow\)](#)  
Try: [Paris](#) or [Auckland, NZ](#)  
Try: [Japan](#) or [World](#)

**Web Cams:**

[QCSC Sailing Bay Cam](#)  
[Doubletree Hotel, Berkeley Marina](#)  
[QCSC Sailing Fleet Cam](#)

**Overlays:** [show custom maps](#)

--none--

**Key:**

Temperature: 0 20 40 60 80 100

78 wind direction points into wind  
wind speed-mpg 2-4 4-8 8-12 12-16 16+

click for forecast

**Web Cams:** Weather Nature Sports Society Traffic

Map data ©2005 NAVTEQ™ - [Terms of Use](#)

This is made possible by accessible APIs fostering creativity

# A Goal of Web 2.0 - A Rich User Experience

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- Get the user to content they want
- Link the user to content they might want
- Don't tell the user how to find content
- Let the user decide how to use the content
- Do all of the above quickly and efficiently

# Web as “Point of Presence”

## “visiting vs. immersion”

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- Evolution of the Web has split into (at least) two directions
- “Data-centric” – e.g., the Semantic Web
- “User-centric” – e.g., Web 2.0
- These two “children of Web 1.0” are not at odds with one another

# The Semantic Web

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**“The Semantic Web is a Web of data. There is lots of data we all use every day, and its not part of the web. I can see my bank statements on the Web, and my photographs, and I can see my appointments in a calendar. But can I see my photos in a calendar to see what I was doing when I took them? Can I see bank statement lines in a calendar?**

**Why not? Because we don't have a web of data. Because data is controlled by applications, and each application keeps it to itself.”**

**---<http://www.w3.org/>**

---

**“The Web is more a social creation than a technical one. I designed it for a social effect — to help people work together — and not as a technical toy. The ultimate goal of the Web is to support and improve our ‘Web-like’ existence in the world. We clump into families, associations, and companies. We develop trust across the miles and distrust around the corner. “**

***---Tim Berners-Lee, Weaving The Web***

# Social Networking

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- “A **social network** is a social structure between actors, mostly individuals or organizations” – Wikipedia (!)
- Social networks view social relationships in terms of *nodes* and *ties*.
  - Nodes are the individual actors within the networks
  - Ties are the relationships between the actors
- “The interaction between community, computers and society.”
- The first social networking Website was SixDegrees.com, which began in 1997
- Isn't E-Learning a form of social networking?

# Both a “Data-centric Web” and a “User-Centric Web” See Value in Social Networking

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- FOAF
  - A ‘rigid’ Semantic Web (RDFS) description of relationships
  - Illustrates very rich and powerful relationships
- XFN
  - A simple description of relationships that is easily implemented and displayed in a wide variety of ways

```
<a href="http://www.stanford.edu/~bebo/" rel="friend met">Bebo</a>  
<a href="http://john.example.com/" rel="met acquaintance">John</a>  
<a href="http://.example.com/" rel="co-worker friend met">Mary</a>  
<a href="http://nick.example.com/">Nick</a>
```

# Web 2.0 and Social Networking

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- People (not just Websites) can/have become entities on the Internet
- It's not just people using data, but people developing capabilities
- Blogs – combined with aggregation tools
- Social networking Web sites – goal is to connect people with one another
- Geographical mapping
- Comment systems
- Folksonomies
- etc., etc.

# Flickr is a Photo-Sharing Social Network

The screenshot shows the Flickr website interface within a web browser. The browser's address bar displays <http://www.flickr.com/photos/bebo/>. The Flickr logo is in the top right corner. The main navigation bar includes links for Home, Tags, Groups, People, and Invite. The user is logged in as Bebo White, with links for Your Account, Help, and Sign Out. The photo gallery is titled "Your photos" and features a sidebar with three photo thumbnails: "WebSiteWave05" (14 photos), "Nevada-0705" (56 photos), and "JugFest04". The main content area displays two photo sets: "SANY0091" and "SANY0085". Each set includes a photo thumbnail, a description field, and metadata such as comments, views, and upload date. The right sidebar contains links for Upload, Your sets, Your profile, and Edit these as a batch? It also includes a search by tag section with a search box and a "SEARCH" button. Below this, there is a section for "Or, browse by..." with links for Your tags, Calendar, and Archives (289 photos). At the bottom, the "Your popular photos" section lists links for Most views, Most "favorited", Most comments, and Most interesting.

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail New Tab

Address <http://www.flickr.com/photos/bebo/> Go Links Bebo White SLAC Today Gmail usfconnect ADP FlexDirect

Google Search 1796 blocked Check AutoLink AutoFill Options

Home | Tags | Groups | People | Invite Logged in as Bebo White (1 new) | Your Account | Help | Sign Out

Photos: Yours | Upload | Organize | Your Contacts | Explore flickr BETA

Your photos pro

WebSiteWave05  
14 photos | Edit

Nevada-0705  
56 photos | Edit

JugFest04

SANY0091

click here to add a description  
( 0 comments / 23 views )  
This photo is public ( change )  
Uploaded on Oct 27, 2005 | Delete

SANY0085

» Upload  
» Your sets  
» Your profile  
Edit these as a batch?

Search by tag

SEARCH

Or, browse by...

- Your tags
- Calendar
- Archives (289 photos)

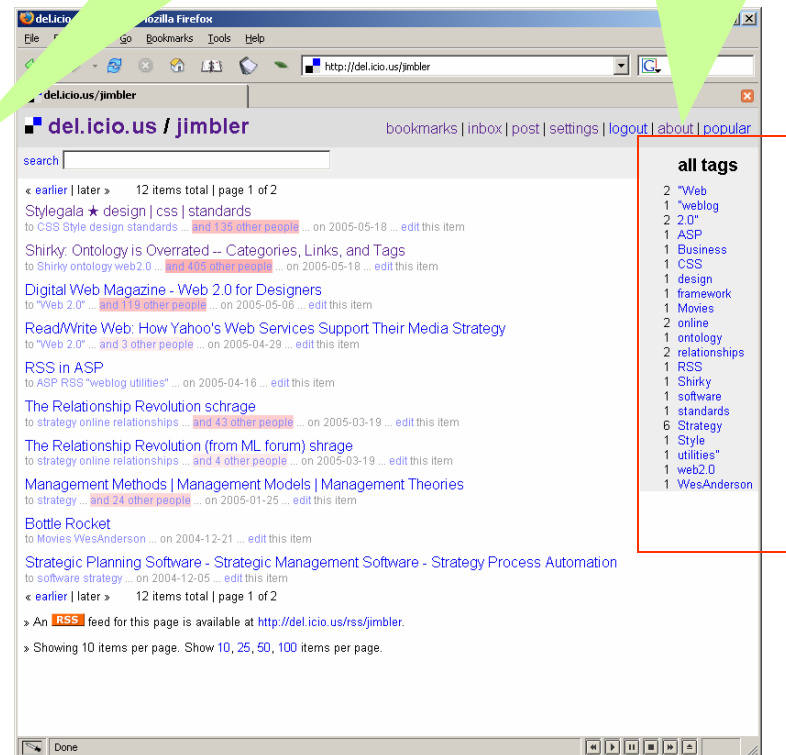
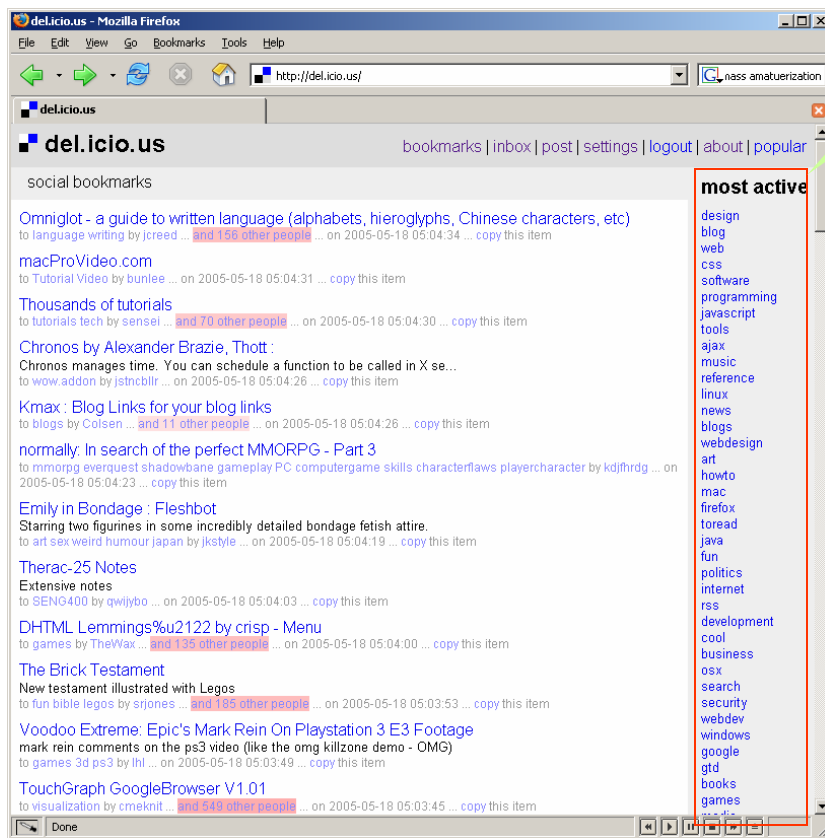
Your popular photos

- Most views
- Most "favorited"
- Most comments
- Most interesting

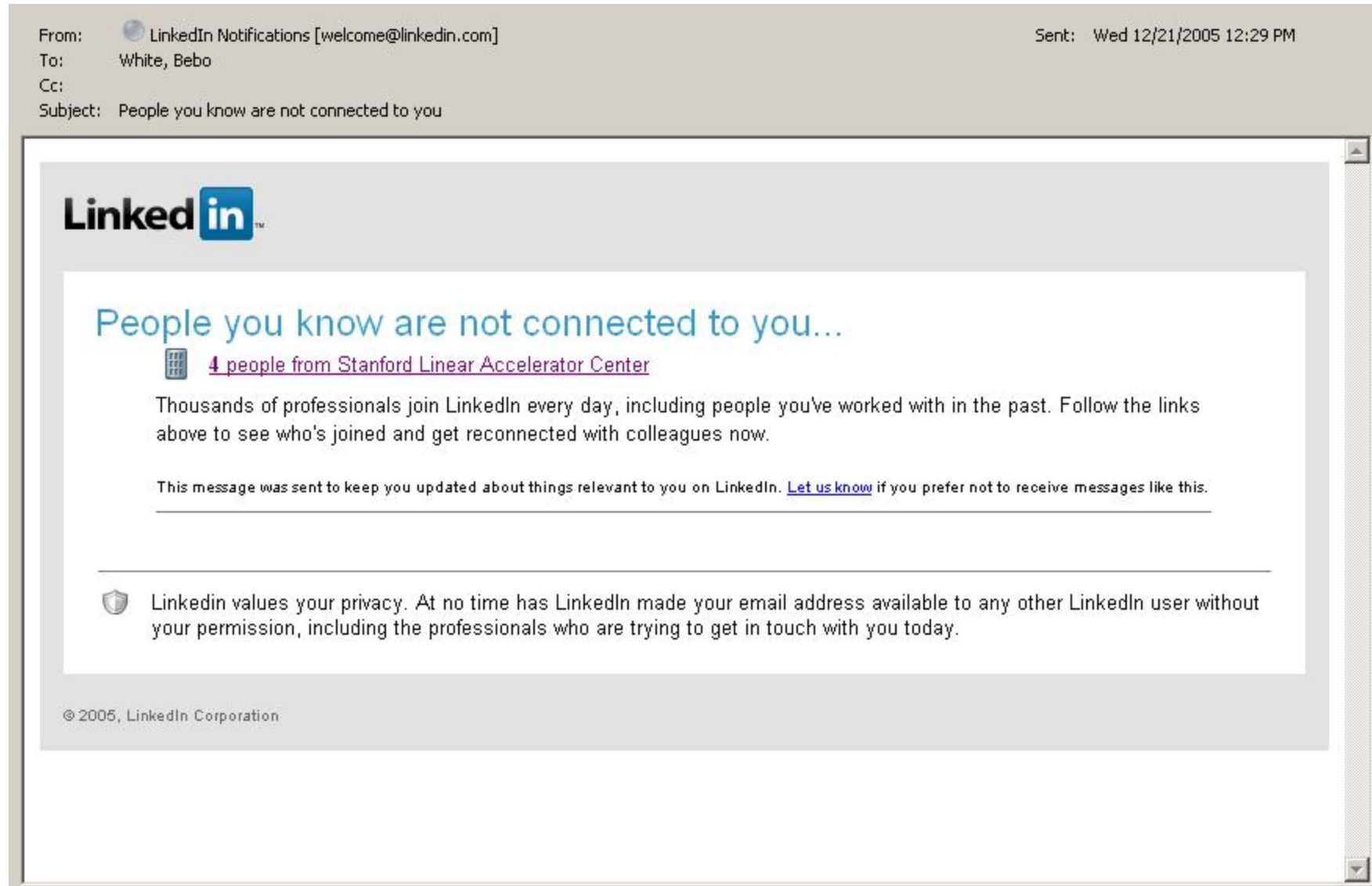
# Del.icio.us is a Bookmark-Sharing Social Network

Tags: Descriptive words applied by users to links. Tags are searchable


My Tags: Words I've used to describe links in a way that makes sense to me



# LinkedIn is a Business Contact Social Network




# Eventful is a Calendar/Announcement Social Network



[Kapadokya Lodge Turkey](#)  
Visit our hotel based in the heart of historical Cappadocia  
[Ads by Google](#)

[List Events On Google](#)  
Post or search for all types of events. Try Google Base - Free.  
[Advertise on this site](#)

Signed in as: **bebo**  
[Preferences](#)  
[Sign out](#)

events venues calendars groups users [Add Event](#)

What  
  
concert, lecture, etc.

Where  
  
city, state or zip (optional)

When  
  
dec 31st, friday, next week, etc.

Search Eventful

May, 23, 2006  
All Day BST

## Workshop on Open Source Software - A Collaboration Platform for Web Applications

Added by [bebo](#), Monday, December 26, 2005 1:52 pm PST

This workshop is a part of the program of 2006 International WWW Conference in Edinburgh, Scotland. Details can be found at the conference Web site ([www.www2006.org](http://www.www2006.org)) or the workshop Web site ([www.stanford.edu/~bebo/www2006/](http://www.stanford.edu/~bebo/www2006/)).

**Links** [\(add\)](#)

Add this event to a calendar or group

Listed in 1 calendars. 0 comments / 0 trackbacks. 0 links.

[Edinburgh International Conference Centre](#)  
Edinburgh, Edinburgh, City of EH3 8EE  
United Kingdom  
map: [Google](#) | [Yahoo](#) | [MapQuest](#)

May 2006

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

**Tags** [\(add\)](#)  
[open source](#) (x)  
[web](#) (x)  
[workshop](#) (x)

**Tools:**

- Email event
- Add similar event
- Add event at this venue

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# SaveMeSites is a “Begging” Social Network



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## Individual Sites

There are a lot of people out there on the web who need help. If you're looking for someone to help, this site can be a good place to start. If you're looking for help, you can look at some of these sites for ideas, link exchanges, and even moral support.

We're currently helping 16614 active sites. We've sent 412734 visitors to our listed sites and we've provided 3672 free pages for people in need.

You can also look at just sites that have [debt](#) or sites that have [dreams](#). The sites are currently in date order; you could see them by [title](#) too.

if you have already built your own site somewhere else, you can [advertise](#) it here for free. If you don't have your own site, but would like a page, you can [request](#) a free site on SaveMeSites.Com. The whole process should take less than 10 minutes.

**[SINGLE MOTHER OF 3 ON SSD NEEDS HELP!!!!!! \(Debts\)](#)**  
I am a single mother of 3, and I receive \$674.00 on SSD a month. This is our only income for our family, and we are having a lot of problems right now making it on that because we rent a house out in the country that uses propane, and that is using all our  
6 visitors from here since March 8, 2006

**[Invalid pensioner is tired of struggling to survive \(Debts\)](#)**  
I have very serious chronic illnesses that will put me in a wheelchair. I have debt that I would like to clear and need some money in the bank to help with medical needs.  
4 visitors from here since March 8, 2006

# GeoURL Helps Build Physical Networks

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- GeoURL is a location-to-URL reverse directory
- Allows you to find URLs by their proximity to a given location

```
<meta name="ICBM" content="37.766929, -122.447782" />  
<meta name="DC.title" content="Bebo White" />
```

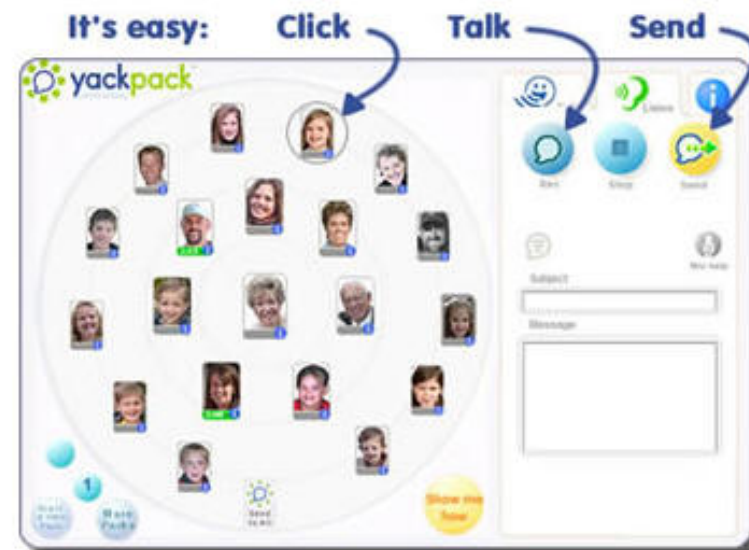
**YackPack is simple, web-based voice messaging for groups.**

**Simple** As easy as Click, Talk, Send.

**Web-based** Get to your YackPack from any computer with an Internet connection.

**Voice messaging** Think email, but with voice.

**For groups** Send to as many as you choose within the privacy of your group.



It's easy to get started using YackPack - and it's free!

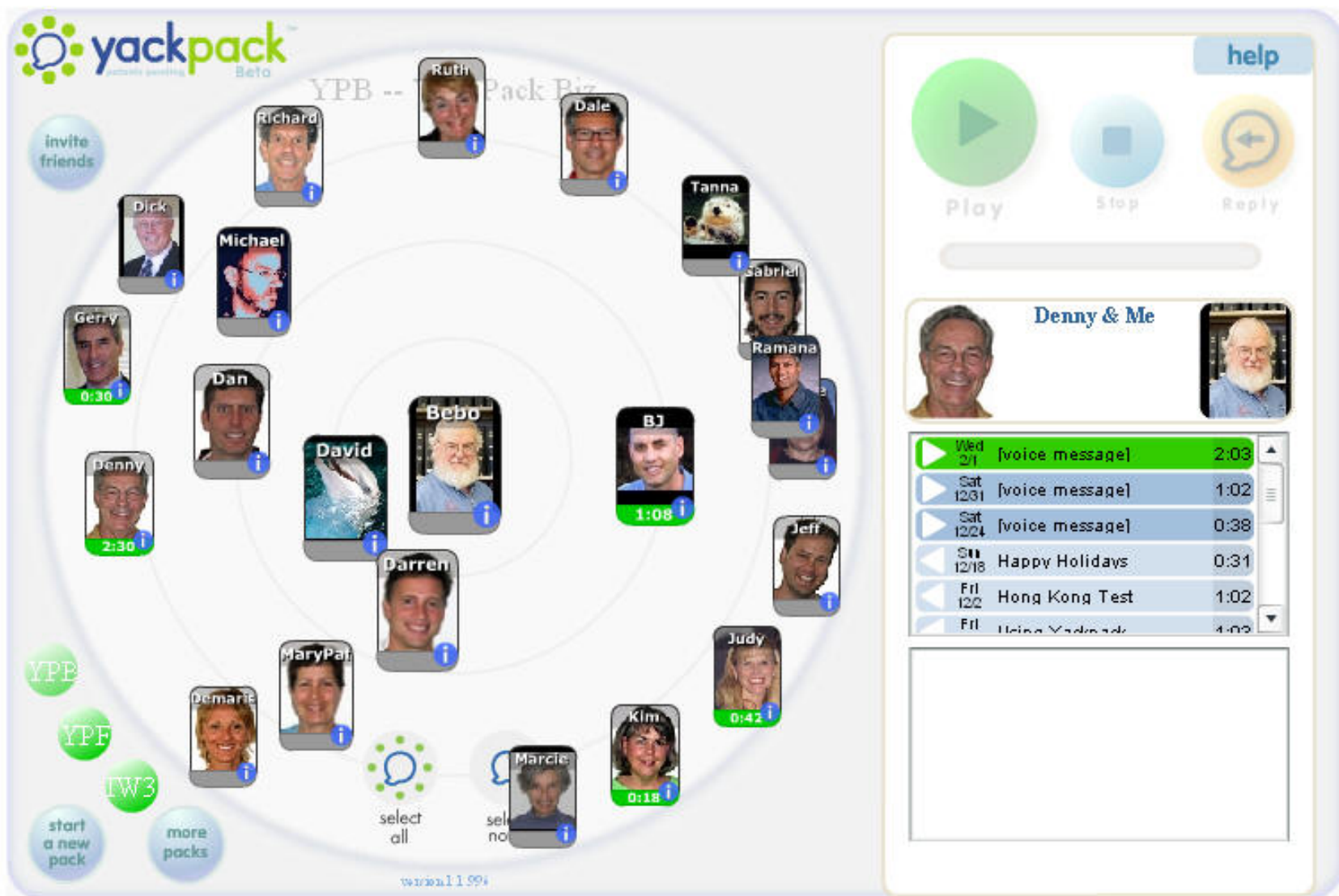
**Get started using YackPack**

Putting YackPack on your web page is quick and easy - and free.

**Put YackPack on your web page**

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# Summary: The Great Ideas Behind Web 2.0

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- Focus on users, not technologies (and not just data...)
- Focus on utility, not functionality
- Value delivery, not data
- Focus on agility, not reactivity
- Provide constant improvements
- Drive innovation by user (not consumer) satisfaction

Thanks for your patience!

Questions? Comments?

Slides available at  
<http://www.stanford.edu/~bebo/talks/>

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[bebo@slac.stanford.edu](mailto:bebo@slac.stanford.edu)

***“I’m always ready to hear great new application ideas for Web 2.0 !”***

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