

Expert Address - 15 Nov 2007

Web 2.0: From the Hype to the Reality

Renato lannella Principal Scientist <renato@nicta.com.au>

NICTA

NICTA

- NICTA is Australia's National Centre of Excellence in ICT Research
 - Five Labs, 450+ Staff, 300+ Students
- Use-Inspired research across Embedded, Networked, & Complex Systems, and Making Sense of Data
- Strong Commercialisation and Business Impact

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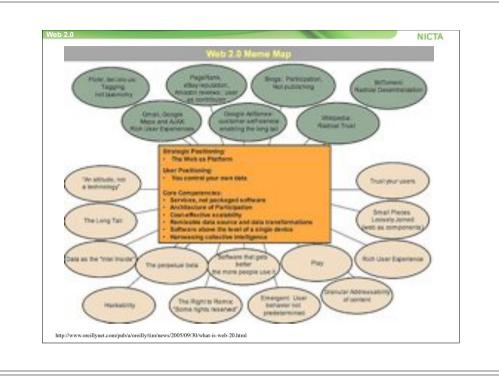


Overview

• Web 2.0

- What is it (aka hype)
- What it should be...(aka reality)
- Policy-Aware Web
- Semantic Web
- Microformats, Tags
- Interoperability
- Five "Web 2.0 Gems"





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Web 1.0		Web 2.0	
DoubleClick	>	Google AdSense	
Ofoto	>	Flickr	
Akamai	>	BitTorrent	
mp3.com	>	Napster	
Britannica Online	>	Wikipedia	
personal websites	>	blogging	
evite	>	upcoming.org and EVDB	
domain name speculation	>	search engine optimization	
page views	>	cost per click	
screen scraping	>	web services	
publishing	>	participation	
content management systems	++>	wikis	
directories (taxonomy)	++>	tagging ("folksonomy")	
stickiness	+->	syndication	

source: <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Wikipedia...Web 2.0

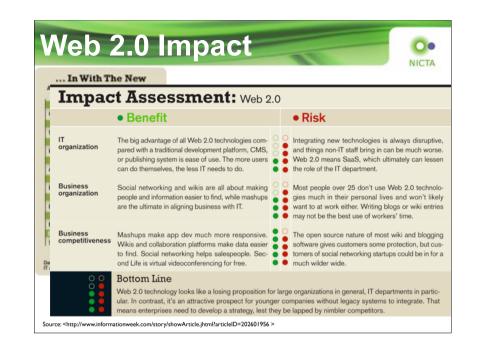
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- Rich Internet application techniques, often Ajax-based
- Semantically valid XHTML and HTML markup
- Microformats enriching pages with additional semantics
- Folksonomies (in the form of tags or tagclouds, for example)
- Cascading Style Sheets to separate presentation from content
- REST and/or XML- and/or JSON-based APIs
- Syndication, aggregation notification of data in RSS/Atom feeds
- Mashups, merging content from different sources, client- and server-side
- Weblog publishing tools
- Wiki or forum software, etc., to support user generated content
- OpenID for transferrable user identity
- Use of Open source software, such as the LAMP stack

http://en.wikipedia.org/wiki/Web_2.0""http://en.wikipedia.org/wiki/Web_2.0

Wikis User Centered Joy of Use Isability Social Software FOAF Recommendation Simplicity **XALA** Design Audio Convergence CSS Mobility Web Standards SEO Economy RSS OpenAPIs Remixability The Long Tail **REST Standardization** DataDriven Microformats Syndication Mogularity

ource: <http://www.railsonwave.it/railsonwave/2007/1/2/web-2-0-map>

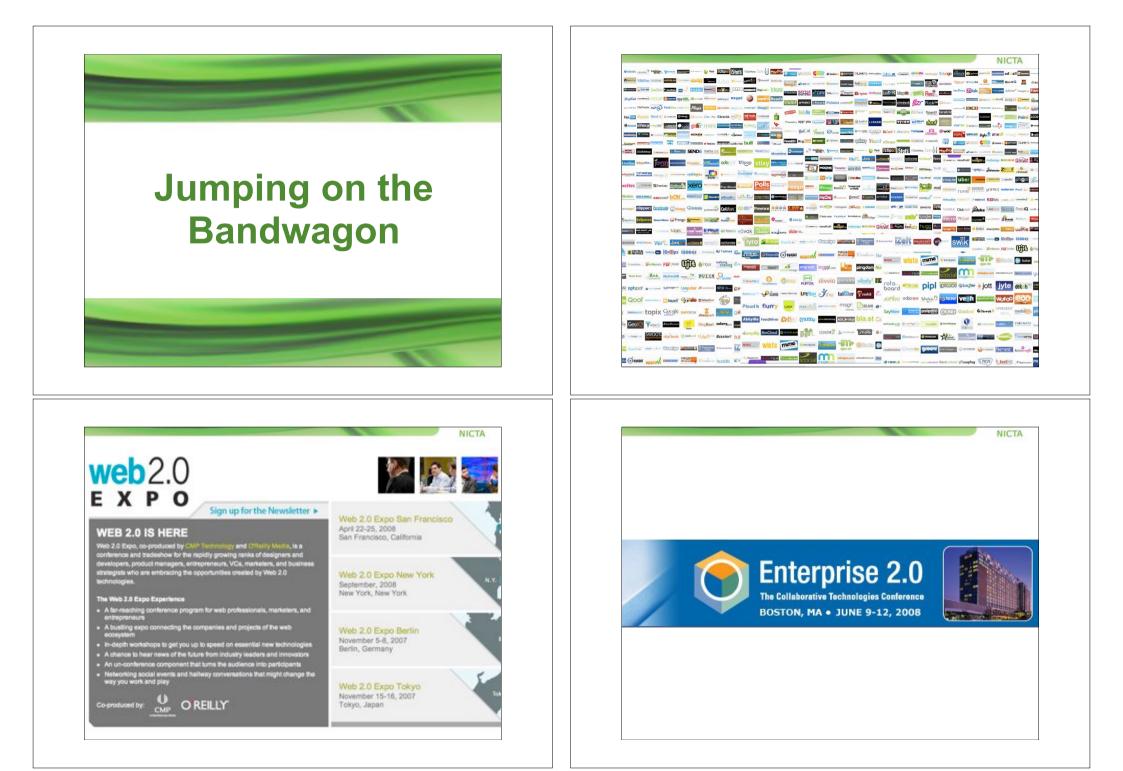








- User-centered services
 - My content
 - My Friends
 - My Notifications
- Simple easy interfaces
- Open services
 - add my widget
 - mash-ups
- Engaging, Fun, Notoriety



Security 3.0 Unleashed

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Be there June 4 and discover the revolutionary way to stay ahead of threats.

Gartner IT Security Summit 2007

JUNE 4-6, 2007 MARRIOTT WARDMAN PARK HOTEL WASHINGTON, DC

Forget Security 3.0. What Will Security

4.0 Look Like?

Posted by Larry Greenemeier, Jun 4, 2007 11:41 AM

Believe it or not, people already are starting to ask this question as it becomes painfully obvious that today's teens, whose dexterous thumbs have grown up tapping away on cell phone keypads as they check out the latest action on MySpace or YouTube, will be part of the workforce before you know it. » E-Mail
» Print
» Write
To Editor
» Digg
»
Slashdot





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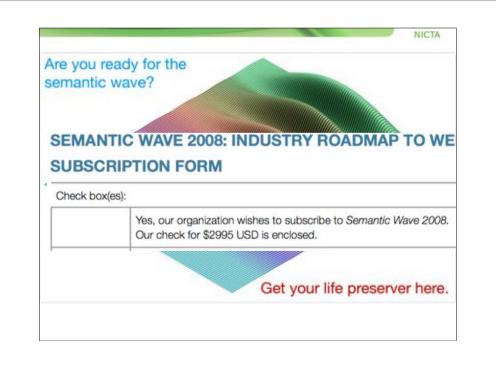
Wikipedia...Web 3.0

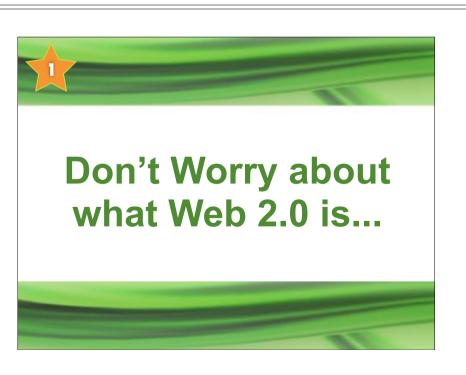
- NICTA
- Ubiquitous Connectivity, broadband adoption, mobile Internet access and mobile devices
- Network computing, software-as-a-service business models, Web services interoperability, distributed computing, grid computing and cloud computing
- Open technologies, Open APIs and protocols, open data formats, open-source software platforms and open data
- Open identity, OpenID, open reputation, roaming portable identity and personal data
- The intelligent web, Semantic web technologies such as RDF, OWL, SWRL, semantic application platforms
- Distributed databases, the "World Wide Database" (enabled by Semantic Web technologies)
- Intelligent applications, natural language processing, machine learning, machine reasoning, autonomous agents http://en.wikipedia.org/wiki/Web_3.0^mhttp://en.wikipedia.org/wiki/Web_3.0

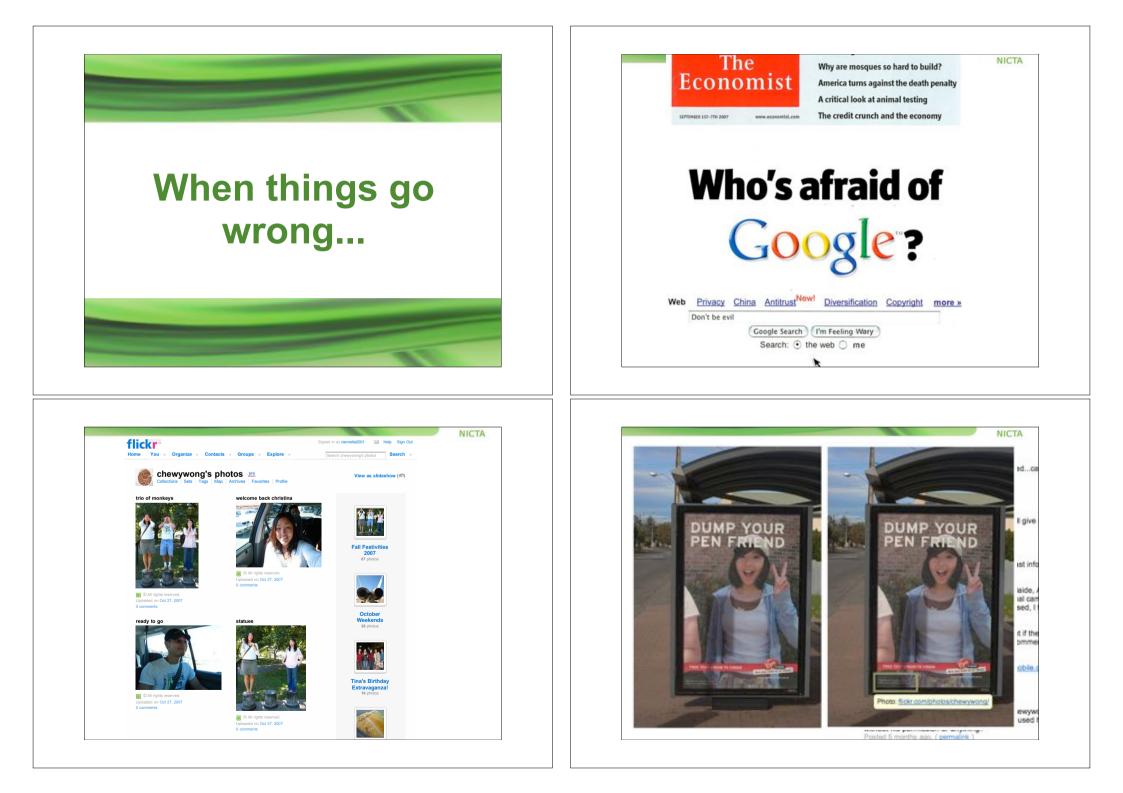


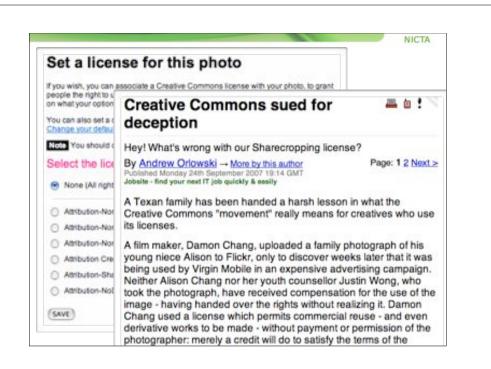
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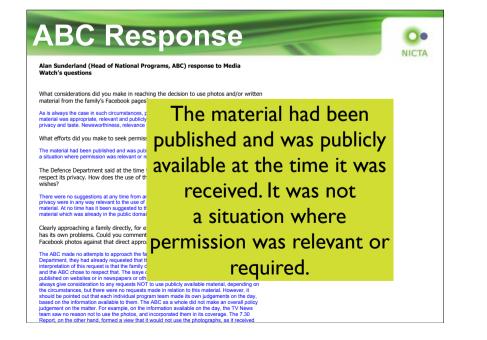


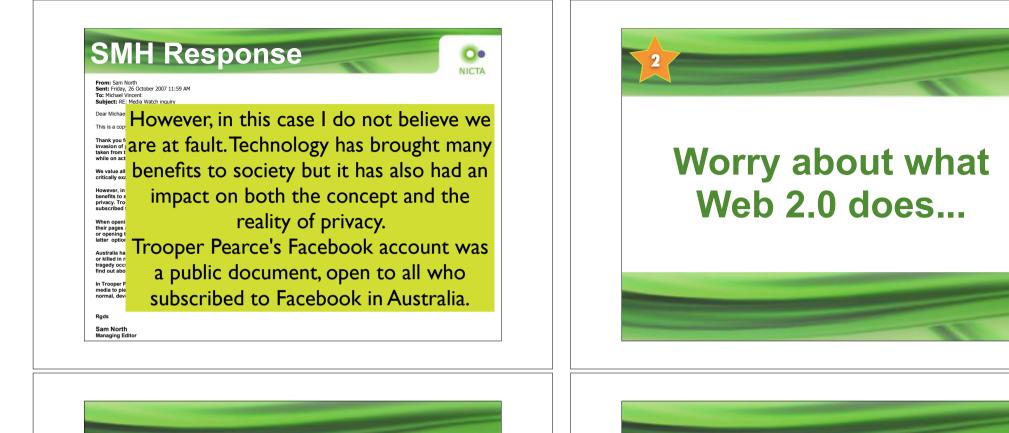








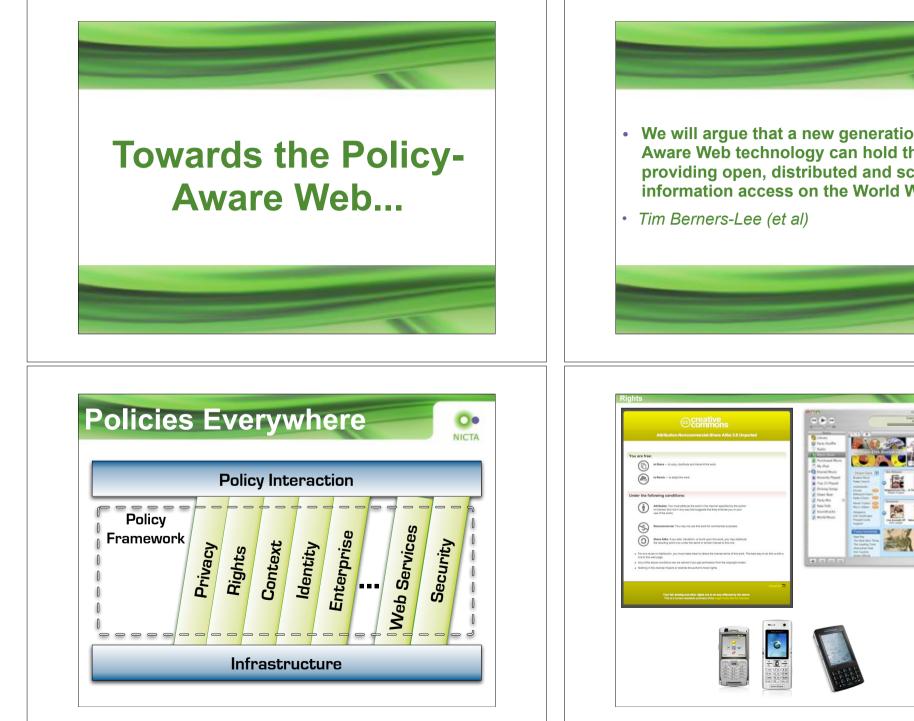




Privacy Rights Identity

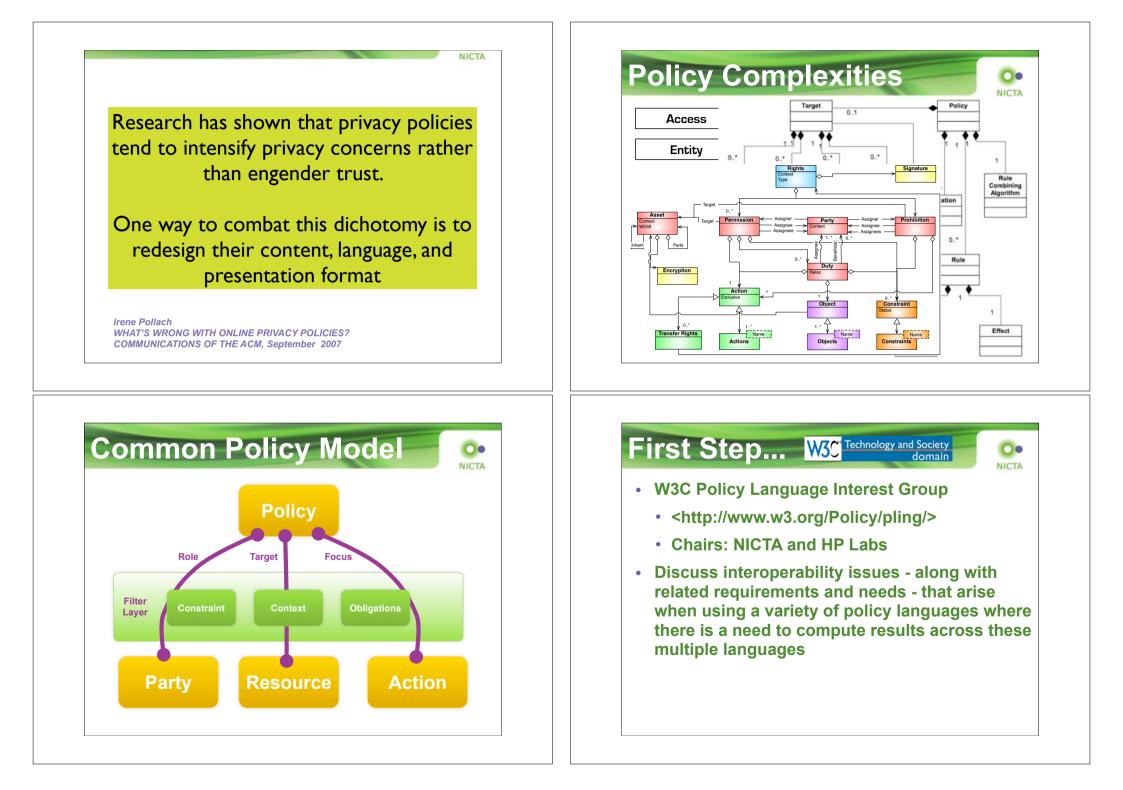


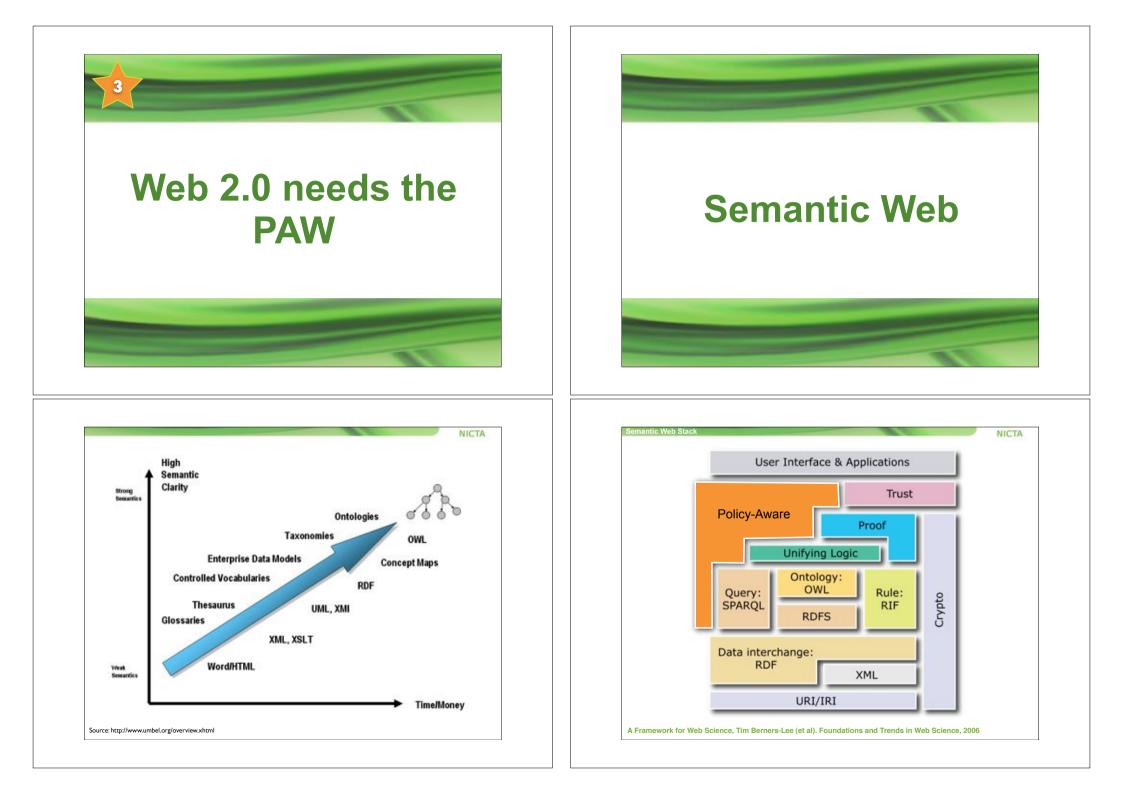
Policy Interaction



• We will argue that a new generation of Policy-Aware Web technology can hold the key for providing open, distributed and scaleable information access on the World Wide Web

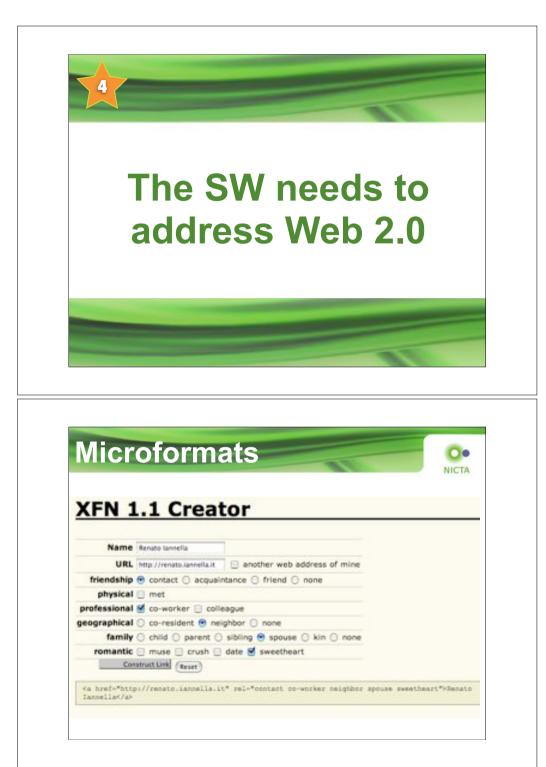


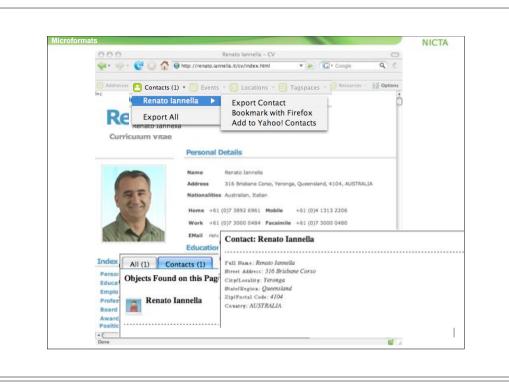


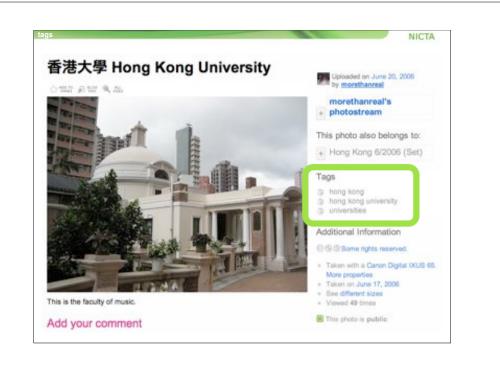


















- Flickr (high school)
- Google Groups (alumni) •
- Linked-In (professional colleagues)

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- Tends Reunited Schorability II Space Interoperability Facebook (frien

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Me Too 00 NICTA MySpace Joins Google Alliance to Counter Facebook By MOUEL HELFT and BRAD STONE Oracle bets business data on OpenSocial + More by this author By Gavin Clarke in San Francisco SAN FRANCISCO, Nov. 1 - MySp. largest social networking sites, on T Beyond the browser alliance that is promoting a commo OpenWorld They risk exposing personal and corporate data to developers to write programs for so attack, but that isn't stopping Oracle from wanting to employ Google's Gears and OpenSocial in the next version of its The business software. Related court oper Bits: The Great Facebook Team-Oracle has outlined plans for CRM OnDemand version 15 that Un? sprin appear to rely on Google Gears to run data inside desktop then gadgets without firing up the CRM application itself. MySpace, the world's largest social Anthony Lye, Oracle senior vice president of CRM OnDemand, the No. 1 site in Britain with 30 mill also told OpenWorld delegates Tuesday "we want to put our to drop its own standard and join ti applications on the internet" running as gadgets inside iGoogle "OpenSocial is going to be become t that pull in data from companies' corporate portals. gate," said Chris DeWolfe, chief exe Lye re-iterated Oracle's recent support for Google's OpenSocial, headquarters in Mountain View, Ca the snake oil API that'll magically integrate all social networks way bigger than any other platform and corporate systems, by saying OpenSocial would "bring the information from the internet to applications"

Google:OpenSocial 00 NICTA Google opens up social networking Google has launched a Soore system that will allow developers to create applications for a varie Developers have been social networks. Developers currently ha complaining non stop about the customise their designs particular site with man partnering with the hug costs of learning yet another popular Facebook. Google's OpenSocial sys markup language for every new tools like Facebook's m and its Top Friends appl It has long been reporte social network platform, and social networking. Last week it missed out taking developer time in creating Facebook with the found with Microsoft. and maintaining the code "Facebook-fear" Google said that around a gozen social netw signed up to the system, including business site LinkedIn, Friendster and Google's own social network Orkut. Developers already onboard include Flixster, iLike and



Web 2.0 needs information interoperability



Web 2.0

- The Hype
 - Don't worry (there is no new "version")

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- The Reality
 - Worry (be careful what you publish)
 - Kick-start more end-user awareness
 - Improved web design and functionality
- Drive new agenda for interoperability
 - Information & Policy-awareness
 - Semantic Web "Challenge"