Web 2.0: From the Hype to the Reality

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”

So What is Web 2.0

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
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
Web 2.0 Impact

But what is it, really?

More specifically

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

observable events of Phenomenon epic proportions
Jumping on the Bandwagon

web 2.0 EXPO

WEB 2.0 IS HERE
Web 2.0 Expo, co-produced by CMP Technology and O'Reilly Media, is a conference and trade show for the rapidly growing ranks of designers and developers producing web 2.0 technologies, entrepreneurs, VCs, investors, and business strategists who are embracing the opportunities created by Web 2.0 technologies.

The Web 2.0 Expo Experience
- A destination conference program for web professionals, marketers, and entrepreneurs
- A business-focused Expo connecting the companies and projects of the web ecosystem
- In-depth workshops to get you up to speed on essential new technologies
- A chance to hear from the future from industry leaders and innovators
- An all-conference component that turns the audience into participants
- Networking social events and hallway conversations that might change the way you work and play

Co-produced by: O'REILLY

Enterprise 2.0
The Collaborative Technologies Conference
BOSTON, MA • JUNE 9-12, 2008
Security 3.0 Unleashed
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 Greneemeier, 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.

Die Hard 4.0
Summer 2007

[Image of a poster for the movie Die Hard 4.0]
Web 3.0

- 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


Don’t Worry about what Web 2.0 is...
When things go wrong...
A Texan family has been handed a harsh lesson in what the Creative Commons "movement" really means for creators who use its licenses.

A film maker, Damon Chang, uploaded a family photograph of his young niece Alison to Flickr; only to discover weeks later that it was being used by Virgin Mobile in an expensive advertising campaign. Neither Alison Chang nor her youth counsellor Justin Wong, who took the photograph, have received compensation for the use of the image - having handed over the rights without realizing it. Damon Chang used a license which permits commercial reuse - and even derivative works to be made - without payment or permission of the photographer; merely a credit will do to satisfy the terms of the
SMH Response

From: Sam North  Sent: Friday, 26 October 2007 11:59 AM  To: Michael Vincent  Subject: RE: Media Watch

Dear Michael,

Worry about what Web 2.0 does... Privacy Rights Identity

However, in this case I do not believe we are at fault. Technology has brought many benefits to society but it has also had an impact on both the concept and the reality of privacy. Trooper Pearce's Facebook account was a public document, open to all who subscribed to Facebook in Australia.

Best wishes,

Sam North
Managing Editor
Towards the Policy-Aware Web...

• 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

• Tim Berners-Lee (et al)
Facebook will also give marketers aggregates data detailing the age, sex, hobbies and other information about the consumers… Facebook will also track how people are talking about the Products…

Facebook to allow corporations to advertise via users’ referrals
- friends may forward commercial messages
- Privacy extensions worry of intrusions

Facebook Privacy

Facebook will also give marketers aggregates data detailing the age, sex, hobbies and other information about the consumers… Facebook will also track how people are talking about the Products…

Facebook Settings

Identity + Privacy

Facebook Privacy

Facebook will also give marketers aggregates data detailing the age, sex, hobbies and other information about the consumers… Facebook will also track how people are talking about the Products…

Facebook Settings
Research has shown that privacy policies tend to intensify privacy concerns rather than engender trust.

One way to combat this dichotomy is to redesign their content, language, and presentation format.

First Step...

- W3C Policy Language Interest Group
  - <http://www.w3.org/Policy/pling/>
  - Chairs: NICTA and HP Labs
- Discuss interoperability issues - along with related requirements and needs - that arise when using a variety of policy languages where there is a need to compute results across these multiple languages
Web 2.0 needs the PAW

Semantic Web

Source: http://www.umbel.org/overview.xhtml

Semantic Web Stack
The SW needs to address Web 2.0

Microformats

Tags

Microformats
Microformats

Semantic Web Killer? or just wounded...

Interoperability
Social Web

- Flickr (high school)
- Google Groups (alumni)
- Linked-In (professional colleagues)
- Facebook (friends and colleagues)
- Friends Reunited (school mates)
- MySpace
- etc
- etc

Zero Interoperability!!

Google: OpenSocial

Google opens up social networking

Google has launched a system that will allow developers to create applications for a variety of social networks.

Developers currently have to customise their designs for a particular site - now they can develop for the popular Facebook.

Google’s OpenSocial system allows developers to create applications that can be used on any social networking site.

It has been reported that Facebook and MySpace are already using OpenSocial.

“Facebook fear”

Google has been working on the system for some time, and has already signed up several social networking sites.

Developers have been complaining non-stop about the costs of learning yet another markup language for every new social network platform, and taking developer time in creating and maintaining the code.

Me Too

OpenSocial

Oracle bets business data on OpenSocial

Beyond the browser

Oracle bets business data on OpenSocial

Oracle has outlined plans for CRM OnDemand version 15 that appear to rely on Google Gears to run data inside desktop gadgets, but that’s not stopping Oracle from wanting to employ Google’s Gears and OpenSocial in the next version of its business software.

Anthony Lye, Oracle senior vice president of CRM OnDemand, also told OpenWorld delegates Tuesday “we want to put our applications on the internet” running as gadgets inside Google’s platform that pull data from companies’ corporate portals.

Lye reiterated Oracle’s recent support for Google’s OpenSocial, the snake oil API that’ll magically integrate all social networks and corporate systems, by saying OpenSocial would “bring the information from the internet to applications.”

OpenSocial: After the hype, the holes

Google API too sociable by half

Google’s OpenSocial API introduced last week is no exception. Not only was an early application based on the standard hacked within minutes, but it quickly became evident that OpenSocial is vulnerable and offers an open door to anyone who wants to put a little effort into pushing it open.

But it is not OpenSocial’s lack of security that makes it vulnerable. First, OpenSocial is not an “open” standard at all. It is a proprietary API defined by Google’s commercial priorities - including a transparent knee-jerk response to Microsoft taking a stake in the acknowledged market leader Facebook. The history of IT is littered with unsuccessful attempts to promote proprietary standards as “open” (just look at IBM with SNA and SAA).
Web 2.0 needs open interoperability

Web 2.0: From the Hype to the Reality...and Beyond

Web 2.0
- The Hype
  - Don’t worry (there is no new “version”)
- 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”

Source: <http://www.amazon.com/Infinity-Beyond-Story-Animation-Studios/dp/0811850129>