

Introducing Web 2.0 Concepts



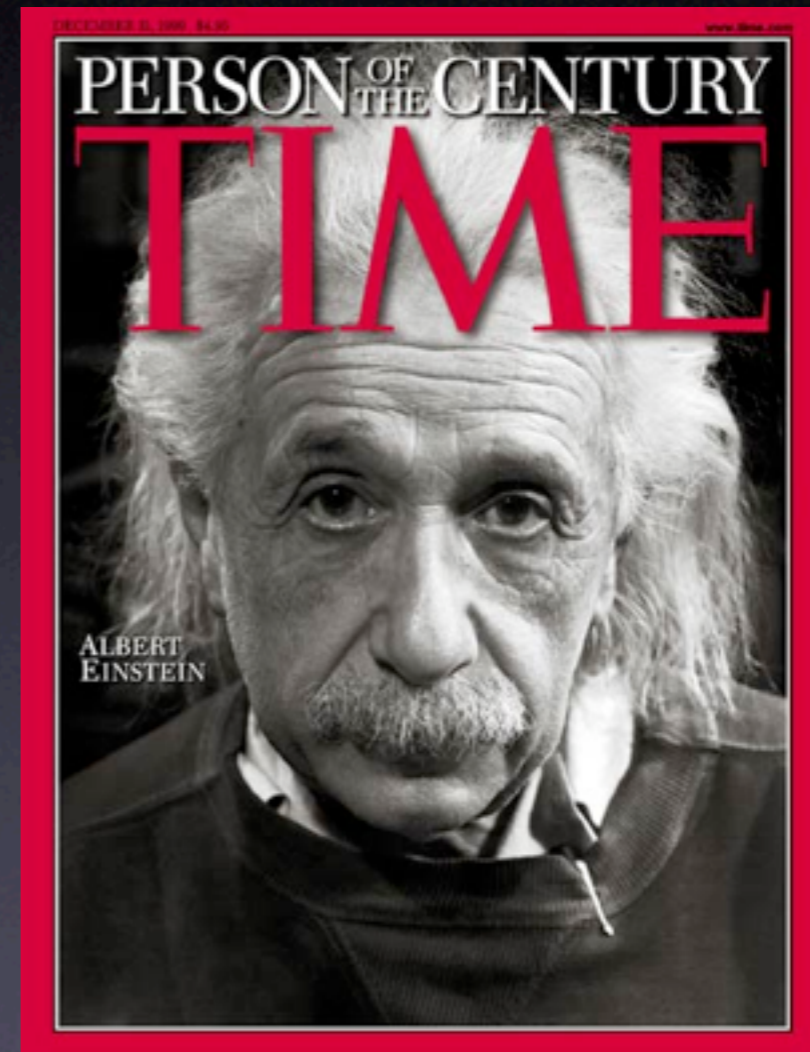
John Lewis

Something interesting?

Something interesting?



Something interesting?



Something interesting?



Something interesting?



Something interesting?



DECEMBER 25, 2006 / JANUARY 1, 2007 www.time.com

TIME

PERSON OF THE YEAR

You.

Yes, you.
You control the Information Age.
Welcome to your world.

“for seizing the reins of the global media, for founding and framing the new digital democracy, for working for nothing and beating the pros at their own game, Time’s Person of the Year for 2006 is you”

-TIME Magazine

Today

- What is Web 2.0?

Today

- What is Web 2.0?
- The case against!

Today

- What is Web 2.0?
- The case against!
- The Web 2.0 challenge

What is Web 2.0?

Web 2.0

What is Web 2.0?

Web 2.0

AJAX
Apollo
Web Standards
User Centred Design
RSS
APIs
Blogs
Wikis
Mashups
Social Networking
Tagging
Folksonomies

What is Web 2.0?

Web 2.0

What is
in the
middle?

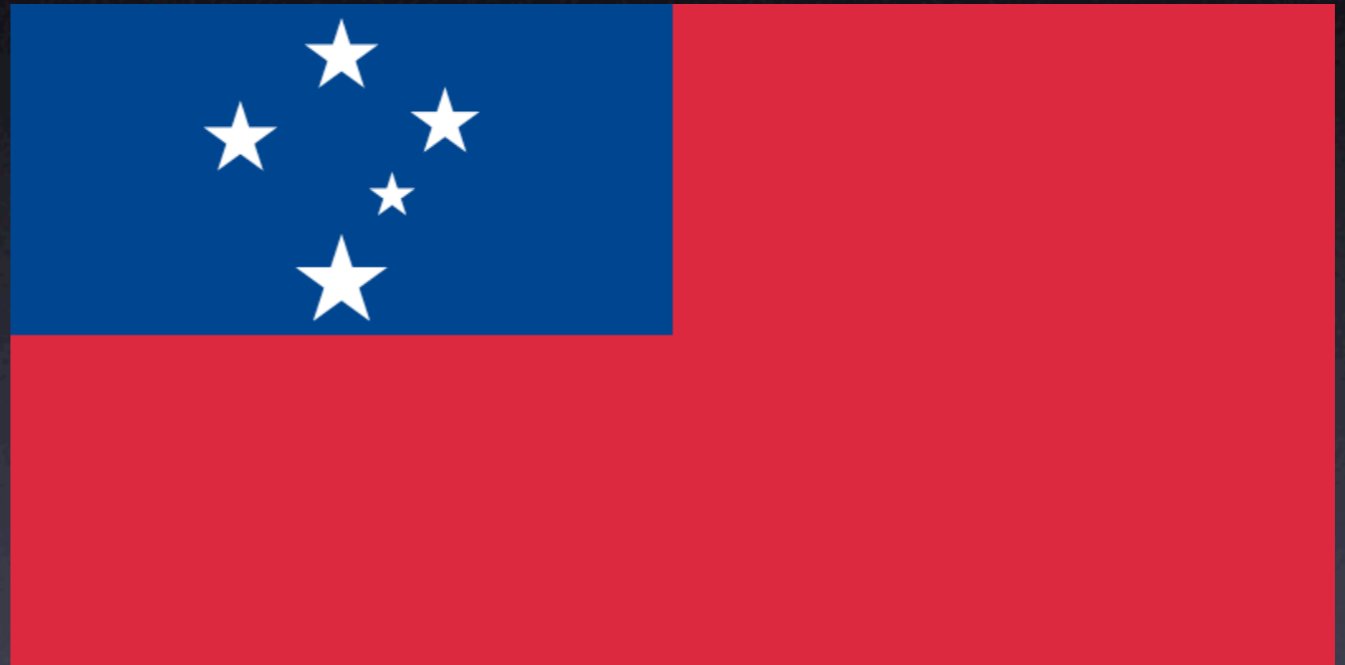
AJAX
Apollo
Web Standards
User Centred Design
RSS
APIs
Blogs
Wikis
Mashups
Social Networking
Tagging
Folksonomies

A day in the life...

A day in the life...

Samoa

My mission:



A day in the life...

Samoa travel guide - Wikitravel

http://wikitravel.org/en/Samoa

My page my talk preferences my watchlist my contributions log in / create account

Wikitravel

navigation

- Main Page
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feeds

- Travel news and trivia

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

in other languages

- de: Samoa
- eo: Samoo
- fr: Samoa
- it: Samoa
- ja: サモア

article discussion edit history

Puerto Rico will be the destination for the 2007 Wikitravel Get-together!

Samoa

Oceania : Polynesia : Samoa

For other places with the same name, see [Samoa \(disambiguation\)](#).

Samoa [1] is an island kingdom in the [Pacific Ocean](#). It is part of the region of the world known as [Polynesia](#).

It is a group of islands in the South Pacific Ocean, about one-half of the way from [Hawaii](#) to [New Zealand](#). The islands have narrow coastal plains with volcanic, rocky, rugged mountains in the interior.

Contents [hide]

- Regions - Major Islands
- Cities
- Understand
 - Climate
 - History
 - Government
 - Economy
- Get In
 - By Plane
 - By Boat
- Get around
- Talk
- Buy
- Eat



Location



Flag

Open Notebook

Done

A day in the life...

Kayak.com Search Results

http://www.kayak.com/s/flights.jsp?searchid=O9DJO1KDprhzdbLhMJWD&cc

Flights | Hotels | Cars | Cruises | Deals | Buzz | Forums | 10,341 kayakers online | Sign In | Register

KAYAK™

Auckland, New Zealand to Apia, Samoa Sat 28 Apr 2007 – Sat 5 May 2007 / round-trip for 1

[Modify or Start Search Over](#)

Best Fare Trend (chart unavailable)

Refine 212 results **62 shown**
[Show all flights](#) [Need help?](#)

Stops
 nonstop 1 stop 2+ stops

Airlines
[select all](#) | [clear](#) nonstop 1+
 Air New Zealand [only](#) \$411 \$460
 Air Pacific Ltd. [only](#) \$669
 Multiple Airlines [only](#)
 United [only](#) \$1655

Flight Times
Leave depart arrive
depart Sat 12:30a 8:00p
Return depart arrive
depart Sat 1:30a 6:00a

212 Options? I'm paralyzed with indecision! [Help me](#) find the best flight at the best price!

Price*	Airports	Airline	Depart	Arrive	Stops (Duration)
\$411 USD select	AKL > APW APW > AKL	Air New Zealand	12:30a 1:45a	5:20a 4:55a	0 (3h 50m) 0 (4h 10m)
					1800CheapSeats: \$411 airnewzealand: \$423 details ✉ ✈ 🗑
					orbitz: \$434
\$411 USD select	AKL > APW APW > AKL	Air New Zealand	7:45p 1:45a	12:40a 4:55a	0 (3h 55m) 0 (4h 10m)
					1800CheapSeats: \$411 airnewzealand: \$423 details ✉ ✈ 🗑
					orbitz: \$434
\$669 USD select	AKL > APW APW > AKL	Air Pacific Ltd.	2:30p 5:35a	4:35a 11:55a	1 (13h 05m) 1 (7h 20m)
					1800CheapSeats: \$669 details ✉ ✈ 🗑
\$669 USD select	AKL > APW APW > AKL	Air Pacific Ltd.	2:30p 5:35a	4:35a 5:10p	1 (13h 05m) 1 (12h 35m)
					1800CheapSeats: \$669 details ✉ ✈ 🗑

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Search 140+ Airline Sites and
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Browse flights & travel gear.
Choose a destination - book n

Done [Open Notebook](#)

A day in the life...

Flickr: Search

http://www.flickr.com/search/?q=samoa&z=t

signed in as [jdlewis](#) Help Sign Out

Home You Organize Contacts Groups Explore Search everyone's photos Search

Search













Photos Groups People **NEW** Search by Camera

Everyone's Photos **SEARCH** [Advanced Search](#)

Full text Tags only

✓ We found 9,446 photos matching **samoa**. [Show details](#)

View: Most relevant • [Most recent](#) • [Most interesting](#)

 From YXO	 From P.F.C	 From P.F.C	 From mikeyfreedom	 From mikeyfreedom	 From mrlins
 From mrlins	 From mrlins	 From mrlins	 From mrlins	 From mrlins	 From Maharepa

Done [Open Notebook](#)

A day in the life...


YouTube - Destination Samoa Sliding rock

http://www.youtube.com/watch?v=PHdngtEeWRk

samoa flag

Looking for YouTube Groups? [Go to "YouTube Community" >](#)

Destination Samoa Sliding rock



Added **October 30, 2006** [SUBSCRIBE](#)
From [Tamafaiga](#) to Tamafaiga
Short Samoan video of Sliding rock a ... [\(more\)](#)
Category [Travel & Places](#)
Tags [Samoa](#) [Apia](#) [Slidingrock](#) [Papaseea](#) [\(more\)](#)
URL <http://www.youtube.com/watch?v=PHdngtEeWI>
Embed `<object width="425" height="350"><param na`

Director Videos

[Winning Comes First](#)
01:42
From: [CBS](#)

[Health Insurance Sucks in the USA](#)
04:22
From: [theresident](#)

[Scottie Tails: My Date with Barney, the First Dog](#)

Related [More from this user](#) | [Playlists](#)

Showing 1-20 of 20 [See All Videos](#)

[We are Samoa](#)
04:06
From: [Tamafaiga](#)
Views: 12105

[Samoan Taupou prepares kava](#)
04:01
From: [Tamafaiga](#)
Views: 2435

[Ardijah Live](#)
04:53
From: [Tamafaiga](#)

Video Rating: [Save to Favorites](#) [Share Video](#) [Flag as Inappropriate](#)
[Add to Groups](#) [Post Video](#)

Read [ash-v80.ash.youtube.com](#) [Open Notebook](#)

A day in the life...

Backpack: Samoa

http://jldewis.backpackit.com/#notes_block

Pages | Calendar | Reminders | Writeboards

Settings | Account | Logout

Add tags

Samoa

Body | List | Notes | Files | Images | Writeboards | Links | Sharing ?

Lists

- Passport
- Confirm accom
- Check drivers license and rental car prices
- Don't forget: Set email away message

[Add Item](#) | [Reorder](#)

Book tickets

[Make a new list](#)

Notes

Dates Posted 16 Mar

Log every thing into Traineo.com and work out some kind of eating plan. Might look like:

Meal	Foods	Time	Cals
Breakie	cereal/weetbix	7.15am	250cals
Morning tea	fruit:apples, pears, bananas	10am	100cals
Lunch	chicken on rice	12:30pm	600cals

You've hit your page limit

You'll need to [upgrade your account](#) (or delete a page) to create more pages. [Learn more](#) about the benefits of upgrading your account.

Samoa

[My pages](#)

[Friends' pages](#)

[Books](#)

[CSS - Things for JL and SC](#)

[Pickle Jar](#)

[Project Life](#)

[Smarting up](#)

[Work points](#)

Done

Open Notebook

A day in the life...

Technorati Search: samoa AND Pacific

http://www.technorati.com/search/samoa%20AND%20Pacific

Home · Popular · Favorites · Watchlists · WTF Join · Sign in · Help

Technorati Search for in Search [Advanced search](#)

Home / Search / Results for samoa AND Pacific

3,401 results from with in [View results in Mini](#) [Subscribe](#)

[Samoa News - Afio Mai](#) Ads by Google
Headline news, sports & features - American Samoa's daily newspaper www.samoanews.com

[Samoa Companies](#)
Form an offshore company online in minutes. Reliable, trusted service. www.OffshoreCompany.com

samoa AND Pacific in Blog Directory

- [Murphys in American Samoa](#) by [jpmurphyslaw](#)
- [that girl in samoa hawaii](#) by [fotuofsamoa](#)
- [The Pacific Tribune Information portal](#) by [Keoni](#)
- [Barnyard Devil](#) by [salty5](#)

Rugby war dances from the Pacific

[A Nice Gesture](#) by [jarendsen](#) · 47 minutes ago · [9 blogs link here](#)

The New Zealand All Blacks are not the only rugby team with a war dance. There are for these **Pacific** Islands: Fiji, Tonga, and **Samoa** The **Pacific** Islanders are an international rugby union team that represents Fiji, **Samoa** and Tonga ... matches (more). (Image source) Tonga (in red) versus **Samoa** (in blue). The Tonga national team

جدیدترین سیستم درآمدزایی
3 · [راهی برای پول دار شدن بدون سرمایه گذاری...](#) hours ago · [No blogs link here yet](#)
[No Buying No Selling, Just Referring & Making money] جدید ترین سیستم درآمدزایی حداقل یکبار

Do you know something about samoa AND Pacific?
Write a quick explanation of the buzz around **samoa AND Pacific**. We call these explanations WTFs, and the best explanation (you can vote!) will show up at the top of this page. Let millions of other people benefit from your genius, no blog required.
[Write a WTF about samoa AND Pacific »](#)
[Write a WTF about anything »](#)

PARIS HILTON SEX UNICORNS
IPHONE STICKER
ATCHUP
NS &
MYCDA

Done [Open Notebook](#)

A day in the life...

Threadless T-Shirts - Designer Clothing Submissions - Tees, Tshirts and T shirts!

http://www.threadless.com/

Google

threadless™ Nude No More

SHOP PARTICIPATE SERVICE

Full Catalog Stock Chart

threadless SELECT

TYPE tEES

CLUB

KIDS!

0 items

CHECKOUT

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New & Amazing! announced on **MARCH 12**

Check out these hot new tees, awesome new submissions and sexy new gallery photos!

Join the newsletter!


Sign Up

NEW




Smoking Hot by [Steven Harrington](#)

NEW




My Playtree by [Plard Yoann](#)

NEW




In Case of Fire by [Bruno Acanfora](#)

NEW




Patchwork by [Dale Sattler](#)

NEW



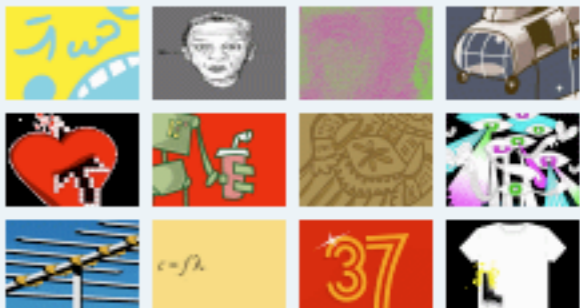
Cyclope by [Blaise Coutaz](#)

NEW



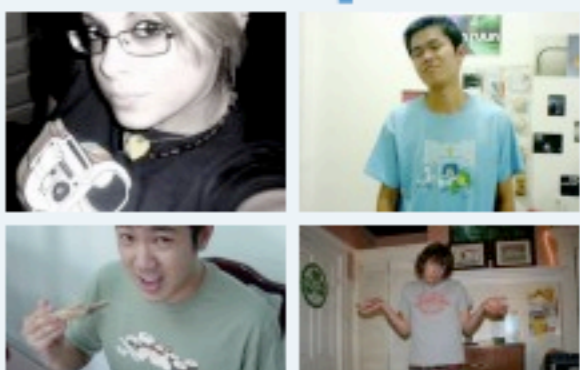
Hypnotic Sound

12 random submissions



→ [View all designs in the running](#)

New tee-riffic photos!



Done

Open Notebook

A day in the life...

Samoa 07 - a photaset on Flickr


http://www.flickr.com/photos/96844829@N00/sets/7215759458396522

Signed in as [jdlewis](#) Help Sign Out

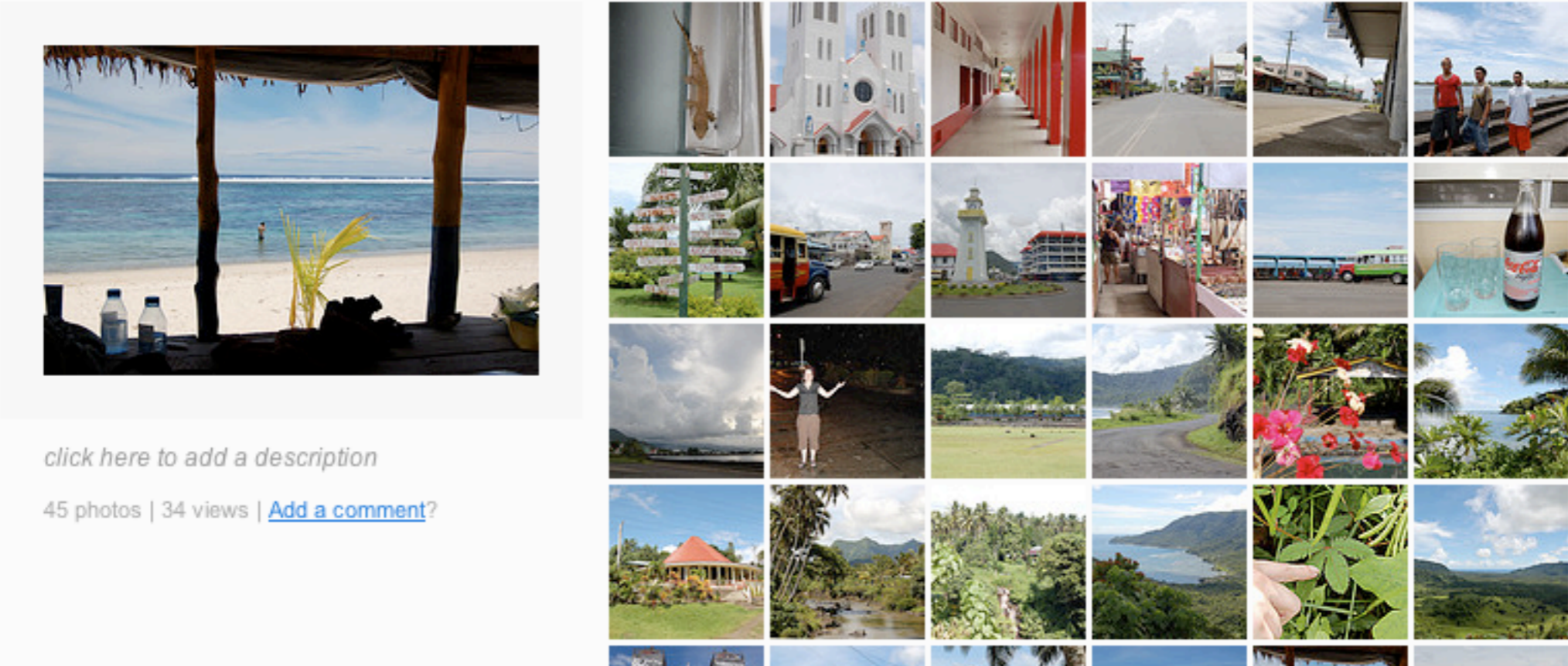
Home You Organize Contacts Groups Explore Search your photos Search

[jdlewis](#) · [Sets](#)

Arrange Edit Make stuff Share this set Delete this set

 **Samoa 07**
[Thumbnails](#) | [Detail](#) | [Comments](#)

[View as slideshow](#)
(New window)



click here to add a description

45 photos | 34 views | [Add a comment?](#)

Done Open Notebook

A day in the life...

Umami

http://www.umami.co.nz/

Google


UMAMIBLOG

Blog About Things Contact

Sa for Samoa

March 16, 2007

Got back this week from one awesome trip with S to Samoa. It was absolutely brilliant and I'd thoroughly recommend it. Highlights for me would be the people, they'd have to be some of the friendliest on earth. Driving on the right side of the road in our wee rental Chevy jeep. Big old glass Coke bottles, [stacked next to coconuts in the fridge](#) and snorkeling in pristine warm sea waters. [Check out the set on flickr.](#)



Consider it for your next holiday!


This coming Monday I'm presenting at the [Emerging Web Technologies and Trends](#) conference in Auckland. Run by Brightstar it looks like it's going to be a lot of fun and I'll be talking on introducing Web 2.0 concepts. It has meant a bit of hard return to work from a holiday straight into getting a presentation together but also quite rewarding at the same time.

On the remote chance someone reading this blog will be there... I look forward to seeing you there!

Posted in: [Travel](#)

[Comments \(0\)](#) [Permalink](#) | [Posted 01:48 AM](#)

welcome to the blog of john lewis (about me)



SEARCH

FEEDS

- [RSS](#)
- [ATOM](#)
- [Bloglines](#)

CALENDAR

MARCH 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	<u>16</u>	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CATEGORIES

- [Apple \(7\)](#)
- [Life \(52\)](#)
 - [Design \(1\)](#)

http://www.umami.co.nz/archives/2007/03/sa_for_samoa.php

Open Notebook

A day in the life...

Editing Samoa - Wikitravel

http://wikitravel.org/wiki/en/index.php?title=Samoa&action=edit

Wikitravel

navigation

- Main Page
- Project Home
- Today's log
- Recent changes
- Random page
- Help
- Wikitravel Shared

feeds

- Travel news and trivia

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages

My page my talk preferences my watchlist my contributions log in / create account

article discussion **edit** history

Puerto Rico will be the destination for the 2007 Wikitravel Get-together!

Editing Samoa

Warning: You are not logged in. Your IP address will be recorded in this page's edit history.

```
==Regions - Major Islands==
* [[Upolu]]
* [[Savaii]]

==Cities==

* [[Apia]]

==Understand==

Samoa is composed largely of two islands, [[Upolu]] and [[Savaii]]. These islands are the result of countless volcanic eruptions, leaving easily visible volcanic cones all over both islands. None of the volcanos are currently active, but small earthquakes often rock the island, reminding people of their presence. The last eruption was in 1911, on Savaii.

The eerie, lifeless lava fields that remain from this event can be visited easily, since the only sealed road on Savaii goes right through the middle.

Both islands are almost entirely covered by lush vegetation, although almost none of it is the original rainforest that covered the island before humans arrived. Most of the land area is given over to plantations or semi-cultivated forest, providing food and cash crops for the locals. Since Samoa has been inhabited for over one and a half thousand years, the cultivated lands around villages can often seem like deepest, darkest jungle to a foreigner (palangi).
```

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Done Open Notebook

What is Web 2.0?

“Outline how your proposed solution will be
Web 2.0 **compliant**”

What is Web 2.0?

Rich User Interfaces

What is Web 2.0?

Rich User Interfaces



What is Web 2.0?

Rich User Interfaces




What is Web 2.0?

The screenshot shows a web browser window with the URL `http://www.traineo.com/signup`. The page features a navigation bar with buttons for 'Sign Up', 'Log In', 'Library', 'Forums', and 'Help'. The main heading is 'Create your traineo account', with a link for 'Already a Member? Sign in here'. Below the heading, a message states: 'Creating your traineo account only takes a couple of minutes. Simply fill in the information below and you're ready to go!'. The registration process is divided into three steps, with '1 Login Details' currently active. A message reads: 'Please fill in the details below so we can personalise your traineo experience. We value your privacy so will never disclose your personal and contact information to anyone'. The form includes fields for 'Your Name' (filled with 'John'), 'Your Email' (filled with 'j@umami.co.n'), 'Username' (filled with 'jdlewis'), and 'Password'. A blue tooltip below the username field explains: 'Your username will be used to create your own unique traineo web address, e.g. jdlewis.traineo.com'. A yellow error box on the right side of the form displays the message 'Email not valid'. A large orange arrow points from the right towards the error message. The browser's status bar at the bottom shows 'Done' and 'Open Notebook'.

traineo

[Sign Up](#) [Log In](#) [Library](#) [Forums](#) [Help](#)

 **traineo** see lives change.

Create your traineo account

Already a Member? [Sign in here](#)

Creating your traineo account only takes a couple of minutes. Simply fill in the information below and you're ready to go!

1 **2** **3** **Login Details**

Please fill in the details below so we can personalise your traineo experience. We value your privacy so will never disclose your personal and contact information to anyone

Your Name

Your Email **Email not valid**

Username

Your username will be used to create your own unique traineo web address, e.g. jdlewis.traineo.com

Password

Done [Open Notebook](#)



What is Web 2.0?

Data supertransformimagicability




Data supertransformimagicability

NZ Herald - The Latest New Zealand, World, Business, Sport, Entertainment News & Cricket World Cup Coverage

http://www.nzherald.co.nz/ Google

Sport



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National



Artist brings nudity, shock tactics... [More](#)

Entertainment



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National

[RSS](#)

Police sex accuser crossing Tasman for 'new start'



The woman at the centre of the latest historic sex charges against assistant police commissioner Clint Rickards and former officers Brad Shipton and Bob Schollum is planning a... [More](#)


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[RSS](#)

UK Soldier's death 'criminal'



The killing of Lance Corporal Matty Hull in an American air strike in Iraq was a "criminal, unlawful act" by pilots who opened fire "with disregard for the rules of engagement"... [More](#)


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Art's shock tactics



For her art, Regina Jos? Galindo has curled into a clear rubbish bag and been taken to the city dump. She's spent a month dressed as a maid in her home country... [More](#)

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→ [Sunday's TV highlights](#)
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[RSS](#)

China raises interest rates



BEIJING - China's central bank said today it would raise both its lending and deposit rates by 0.27 percentage points to bring investment and credit growth in check and help balance... [More](#)

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Personal Finance

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Australia: Crikey, it's Steve's canal



And coming up on your left is Croc One, Steve Irwin's boat... the MV Mudjimba was cruising Mooloolaba's packed waterways, and skipper Bruce Walker was pointing... [More](#)

→ [New Zealand: Rotorua legend](#)
→ [New Zealand: Go wild in Paeroa](#)

http://www.nzherald.co.nz/section/story.cfm?c_id=2&objectid=10429361

Open Notebook

Data supertransformimagicability

Gmaps Pedometer

http://www.gmap-pedometer.com/?r=776198

Ads by Google Google Maps com Maps Googlemaps Developer Satellite Image Map Map of Earth

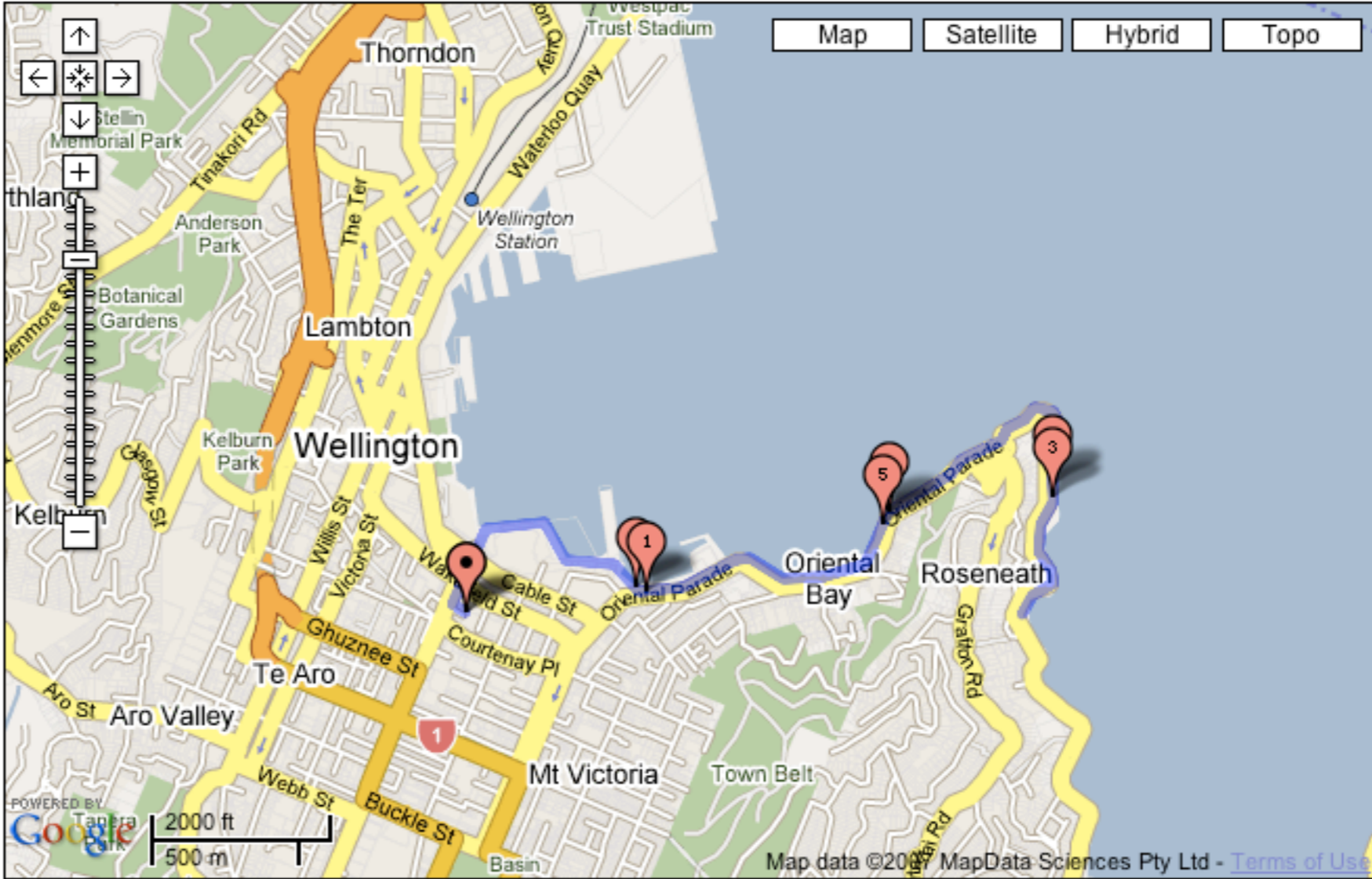
Gmaps Pedometer

Recording...
Undo last point
english metric
Total Distance: 6.9571 km
Last Leg: 0.0532 km
Turn off mile markers
Turn on calorie counter
Elevation: off small large
Complete there and back route

Saving...
Clear points and start over
Print map
Export as GPX (external link)

Jump to: zoom: 12 go more options

Map Satellite Hybrid Topo



Wellington

www.sanoodi.com

Draw, map and store all your running routes for free www.sanoodi.com

Done Open Notebook

What is Web 2.0?

Users are the point

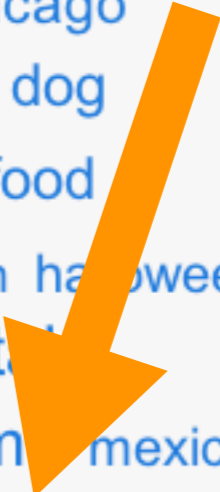
Users are the point

Popular Tags on Flickr Photo Sharing

http://www.flickr.com/photos/tags/ flickr popular tags

All time most popular tags

06 africa amsterdam animals architecture **art** asia august **australia** autumn baby
barcelona **beach** berlin **birthday** black blackandwhite blue boston bw
california cameraphone camping **canada** canon car cat cats **chicago**
china **christmas** church city clouds color concert d50 day dc december dog
england europe fall **family** festival film florida flower flowers food
france **friends** fun garden geotagged **germany** girl graffiti green halloween
hawaii hiking **holiday** home honeymoon hongkong house india ireland island italy
japan july kids lake landscape light live **london** losangeles macro mexico
mountain mountains museum **music** **nature** new newyork newyorkcity newzealand **night**
nikon **nyc** ocean **paris** park **party** people portrait red river roadtrip rock rome
san **sanfrancisco** scotland sea seattle show sky snow spain spring street
summer sun sunset sydney taiwan texas thailand tokyo toronto **travel** tree
trees **trip** uk urban **usa** **vacation** vancouver washington water **wedding**
white winter yellow york ZOO



Users are the point

www.myspace.com/3937972

http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid

CLICK HERE TO SEE YOUR FORTUNE

CLICK NOW!!!

powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favourites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Jeff

"I'm always drunk"

Male
26 years old
Auckland
New Zealand

Last Login:
15/03/2007

View My: [Pics](#) | [Videos](#)

Contacting Jeff

- [Send Message](#)
- [Forward to Friend](#)
- [Add to Friends](#)
- [Add to Favorites](#)
- [Instant Message](#)
- [Block User](#)
- [Add to Group](#)
- [Rank User](#)

Jeff is in your extended network

Jeff's Latest Blog Entry [[Subscribe to this Blog](#)]

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Jeff's Blurbs

About me:
It rubs the lotion on its skin it does this twice a day

you can see that at www.jwegesln.com I'm a little like a poor man who dug his own grave because I don't want to bother the gravedigger

Ray - Art is not photography

Strand - I find in most cases that what the artist says about what he is going to do is an inadequate and not very meaningful statement. The artist should not be asked for the philosophy of life upon which he bases his work. The work is the basis

Atget - Don't put my name on it. These are simply documents I make

Transferring data from cache01-music01.myspacecdn.com...

Open Notebook


Users are the point

Creating Passionate Users

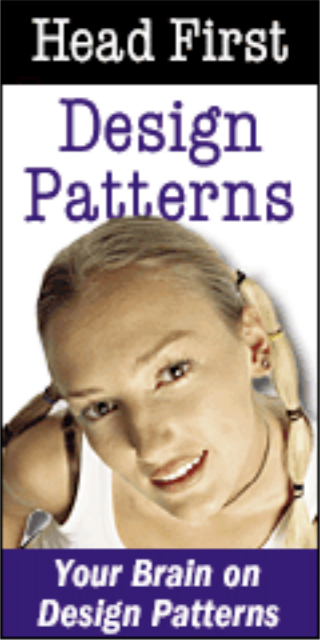
http://headrush.typepad.com/

creating passionate user

Scoble says blogging will make us richer and improve our sex life...



PASSIONATE
Creating passionate users




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[Angry/negative people can be bad for your brain](#)

Seven Blog Virtues (for a Global Microbrand)

I was on a [panel at SXSWi](#) based on Hugh MacLeod's Global Microbrand idea. My slides for that panel were very lightweight--nothing meaty, just an orientation that I believe is really important if you're trying to attract more readers. I've added a little text to the slides and made a PDF here:

[Download SevenVirtues.pdf \(4.7 MBs\)](#)

So, no secret tips and tricks, just a way of *thinking* about blogging for the purpose of building a Global Microbrand (whether the brand is you, your product, a cause,

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http://headrush.typepad.com/creating_passionate_users/ [Open Notebook](#)

What is Web 2.0?

Continuous improvement
(kaizen)

Powers combined

Powers combined

I. Rich user interfaces	

Powers combined

1. Rich user
interfaces

2. Data
transformability

Powers combined

1. Rich user
interfaces

2. Data
transformability

3. Users are
the point

Powers combined

1. Rich user
interfaces

2. Data
transformability

3. Users are
the point

4. Continuous
improvement



“Applications that get better,
the more that people use them”

“Applications that get better,
the more that people use them”

- Tim O'Reilly

Fundamental differences

Fundamental differences

Rank	Company	# Employees
1	Yahoo	9,000
2	TimeWarner	85,000
3	Microsoft	61,000
4	Google	5,000
5	eBay	11,000
6	News Corp	38,000
7	Craigslist	18
8	Disney	129,000
9	BBC	60,000
10	IAC	26,000

Fundamental differences

YouTube - Free Hugs Campaign. Inspiring Story! (music by sick puppies)

http://www.youtube.com/watch?v=vr3x_RRjdd4

o rielly

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● This Month
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YouTube™

Free Hugs Campaign. Inspiring Story! (music by sick puppies)



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Sometimes, a hug is all what we need... [\(more\)](#)

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Tags [free](#) [hugs](#) [campaign](#) [sick](#) [\(more\)](#)

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The case against

“Web 1.0 was all about connecting people. It was an interactive space, and I think Web 2.0 is of course a **piece of jargon**, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people.”

-Tim Berners-Lee

“But that was what the Web was supposed to be
all along.”

-Tim Berners-Lee

“...how to persuade the other (acquisition) sharks
in the tank that this blood feast was different
from the previous boom-and-bust?
Easy: Dismiss everything that came before as
‘Web 1.0.’”

- Jeffery Zeldman

Web 2.0 Challenge

Web 2.0 Challenge

<p>I. Users, front & centre</p>	

Web 2.0 Challenge

1. Users,
front & centre

2. Re:imagine
your UI

Web 2.0 Challenge

1. Users,
front & centre

2. Re:imagine
your UI

3. Free your data

“content owners are beginning to understand that the value of their data is **much greater** if its distributed outside of their environment than if it’s locked up inside a single environment”

- Keith Teare

Web 2.0 Challenge

1. Users,
front & centre

2. Re:imagine
your UI

3. Free your data

4. Getting better, the
more people use it

Thanks!

Blog: www.umami.co.nz