

Web 2.0

I had never even heard of Web 2.0 before today. The only thing linked with computers was Windows 7, which was the last technical number thing that had an impact on me. I had never realised that I had been using this technology behind other brand names such as Myspace. It took me a while to realise this and understand exactly what Web 2.0 was but after reading the reader this is what I have discovered.

'All technology is intimidating until you explore and learn it. There's just no way around that. There has to be a learning curve. There has to be frustration. There will probably be a point where you say, "I can't do this!" But when you succeed, the feeling of victory, progress, self-worth, are really rewarding.'

(<http://highermarketingblog.wordpress.com/2007/06/19/progress-the-key-to-immobility/>)

This quote is really inspiring and has given me the incentive to explore web 2.0.

Web 2.0 is a variety of communities over the web such as twitter (which I only joined this year) and Facebook. I first started using such technologies when I was 12 and created my first BEBO account. I thought I was so in touch with everyone, it was something I went on every night instead of texting. Then along came MySpace which I still have an account for but don't remember the password! anyone else done that? And finally Facebook where I now keep in touch with all my friends from Wales and all those I meet along the way. I chat and share pictures and comment on what is happening in their lives.

When I found out I had to write a blog, I have to admit I panicked! I am not one for sharing information, as most of my friends will know from Facebook and I don't like writing too much, and I thought it would be difficult to comment on others work. Although it is just like using Facebook or even a dating site. These are up and coming Web 2.0 because you have people who share information and pictures. You have a personal profile which is just for you and can share as little and as much as you like (even though they have to pay for dating sites). All social networking sites seem to have this self editing page where you can portray YOU. It is a step forward from the basic Web 1.0 of sites like Yahoo where you just get information.

There is of course the issue of privacy when using Facebook as we can't always control who views what. This links in the problems of casting agents and employers as effectively they have the ability to see all aspects of your online profile which projects your private life even if you set your profile to private, there are still aspects of you floating around on the internet. Remember that picture your friend took and posted on Facebook- its on thier profile as well. This then creates the issue of being able to limit damage control.

Another side to Facebook (I only just found this out and now I may delete my account or at least control what I post) is that Facebook owns the contents of our Facebook page. According to the [Chris Walters](#) article: "Now, anything you upload to Facebook can be used by Facebook in any way they deem fit, forever, no matter what you do later. Want to close your account? Good for you, but Facebook still has the right to do whatever it wants with your old content. They can even sublicense it if they want." I was in full belief that i had complete control over my page. I was wrong. The bottom line is if you post something — anywhere — figure on it being available forever. However, if we all took the time to read the [Terms of Service](#) it tells us exactly what I have just stated. Hit the send or upload button and you've lost control of your post and your privacy.

What I have found most spectacular about Web 2,0 is the 'Network Platform' which means that all the data and software from the application is not run from a single connector like a computer, it can be accessed from all over the world. After reading the

reader I have discovered that this Web 2.0 is actually bigger than I first thought. (most probably getting bigger) Its amazing how now you can access Facebook on your phone, computer, TV.....everything! I see it as a giant Home Hub or server like broadband you you in your house where you can connect everything via that.

The creator of what defines web 2.0 is Tim O'Reilly. has created a meme or in simpler forms for me to understand 'a mind map' to depict exactly what web 2.0. If you look on the reader you will see exactly what I am looking at. If you are unable to see this, it basically breaks down what web 2.0 is. The user is in control of their data and the website must 'trust its users'. All is explained on <http://www.oreillynet.com/lpt/a/6228> I found it extremely useful because I am a very visual person.

Reading through the architectures of participation, I didn't really understand what it was on about until the end where it talks about it being easier and cheaper than being in contact with friends via phone and post. It suggests we use these sites as Platforms which make us more accessible for contact. it suggests that we have moved from 'one to one communication via telephone and 'mass communication' via radio can now be interpreted by us by using social networking sites or 'platforms' to send either private or group messages. This seems sensible and it means we are moving forward with communication by using different Platforms. It's a quicker way of keeping in touch, especially in a recession it becomes a lot simpler as there are no costs.

I see where we are heading with all this technology. After looking at other Blogs to fully understand what web 2.0 is I discovered it has its benefits as well as its downside. Liam suggests we are becoming lazy and less physical, and I completely agree. Everyone prefers to play a game on Xbox or Iphone instead. However, Corinda Hall suggests she will use Google docs more often because it is easier so you can share on YouTube. I completely agree with this however, I could be going to the gym and working on my fitness and instead I am trying to understand the inner workings of web 2.0. We will all end up becoming very self contained because we will spend more time alone on the computer instead of socialising or exercising. Are we making ourselves lazy by developing such clever technology?

Emily Brenchley suggests it is our choice in the end! so true, but sometimes you haven't got a choice. Jess Hay also backs this up with saying its our choice. With technology so quickly moving forward, we do everything we can to keep up with it, for example, I have the latest iPhone and publish pictures on Facebook and I bet everyone uses one kind of social networking. How much would you hate it right now if someone said to you there is no more Facebook or any social networking sites. Especially to all those people who have moved from their home town to London and keep in touch with friends via Facebook. However, people will become lazier and use sites like this and take them for granted, like during the riots a few weeks ago! I think we are constantly being moved forward with technology and don't always have a choice (even my grandparents have mobiles now).

Web 2.0 has many positive and negative sides but one of its strengths is also one of its weaknesses. The social networking sites now have control of the media. major news events will no longer be dominated solely by the major media companies. News will now reach millions within minutes because of the vast amount of people online. However, web 2.0 also creates news and can create disaster, like the riots and also hacking has become a huge factor, meaning your privacy is not as protected as you first thought.

I should also add that one of the problems I see with web 2.0 is that people might start to just get their information from sources that agree with their point of view. And, who's to say that these people have authority (again, critical thinking is a must for any source of information, even this blog?) On the other hand, how nice is it to share ideas and information with people whom you don't know, or with people who are hundreds if not thousands of miles away? It is nice to get points of view from people all over the world and then you can have a balanced debate. It was harder in the past, even with email you

had to know someone's email address and before that it was the telephone or via postal mail. The point that I'm trying to make is that getting a multitude of resources and/or information from non-traditional places can be both good and bad. You have to take it with a grain of salt and try to decide on what is best for you and whether it is relevant to you.