

Web 2.0

& how it changes the Life.

Philip Hetjens

Rules for Presentation 2.0

- § Ask Questions ?
- § Give Answers !
- § Correct me \$#?%\$!*
§ You are a

Prosumer

Overview

§ First part

- § What is Web 2.0

- § Web 2.0 for you

§ Second part

- § Web 2.0 DIY



What is Web 2.0? Any Idea?

What is Web 2.0?

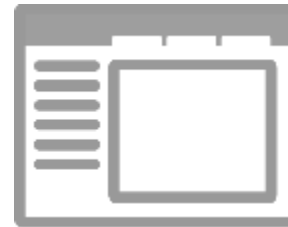
§ Tim O'Reilly:

„Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform.“

* http://radar.oreilly.com/archives/2006/12/web_20_compact.html

What is Web 2.0

§ Web 1.0



Website

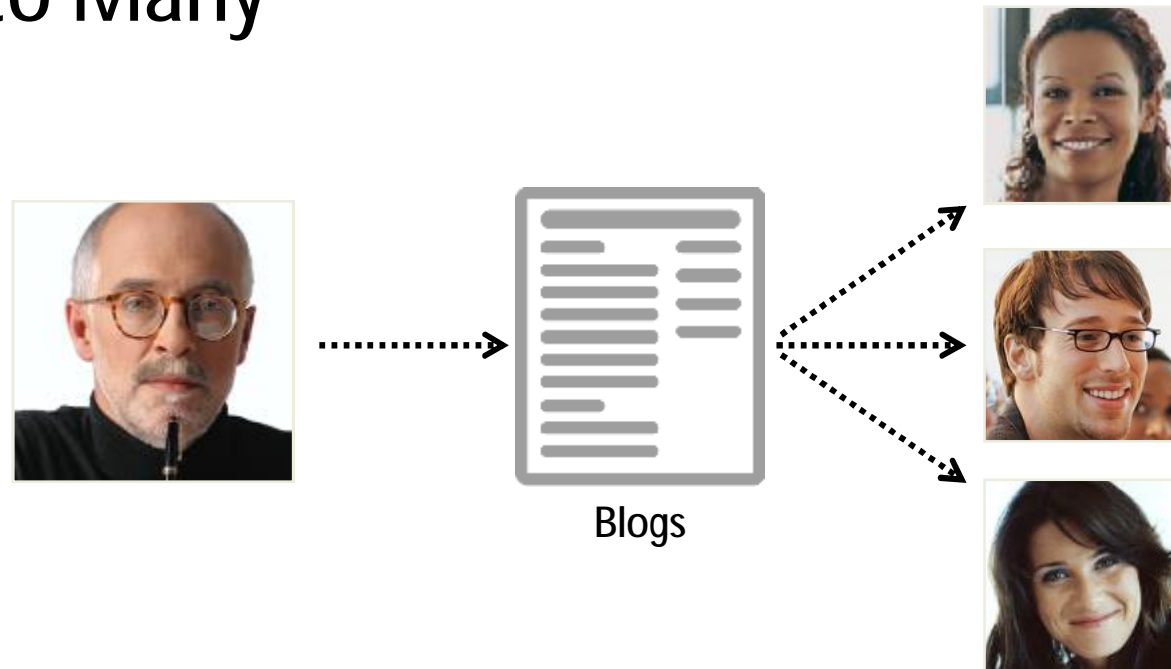
What is Web 2.0

§ One to One



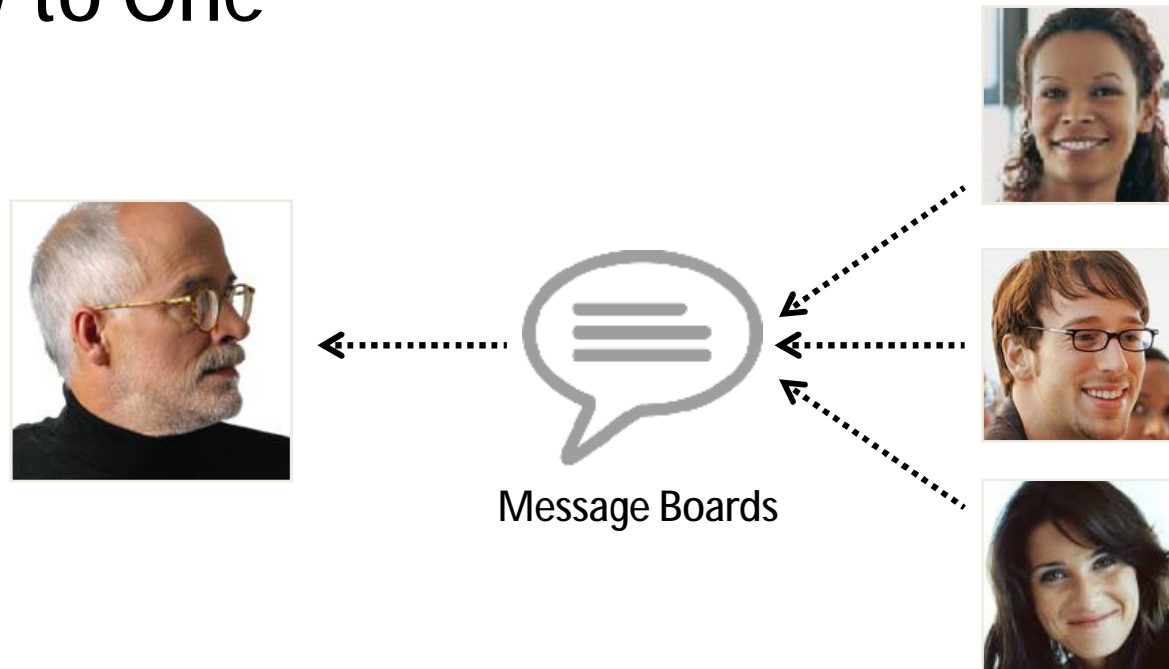
What is Web 2.0

§ One to Many



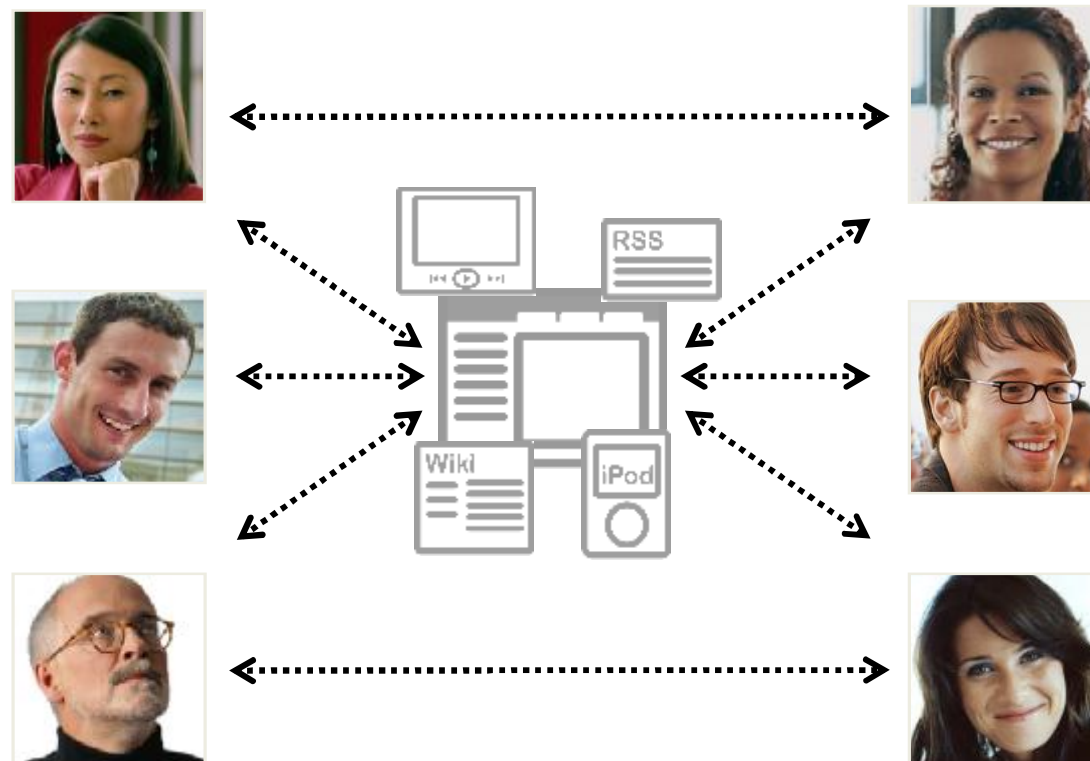
What is Web 2.0

§ Many to One



What is Web 2.0

§ Web 2.0: Full conversations





PodCasts

Videos

Audio

Mobile

Facebook

Conversations

YouTube

Social Networks

Vlogs

Blogs

Communication

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Conversations?!

§ Stunning. Powerful 268-horsepower V-6 engine, dual-zone climate control, leather seating inserts, leather-trimmed steering wheel, driver-adaptive 7-speed automatic transmission (5-speed automatic transmission with optional 4MATIC all-wheel drive).

www.mbusa.com

§ On my E430 the dashboard display are malfunctioning...meaning that sometimes the numbers appear complete and sometimes the numbers are missing bars that complete the numbers. I think it's an electronics issue rather than the display failing. Has anyone had this issue? If so...did it cost a fortune? Thanks...

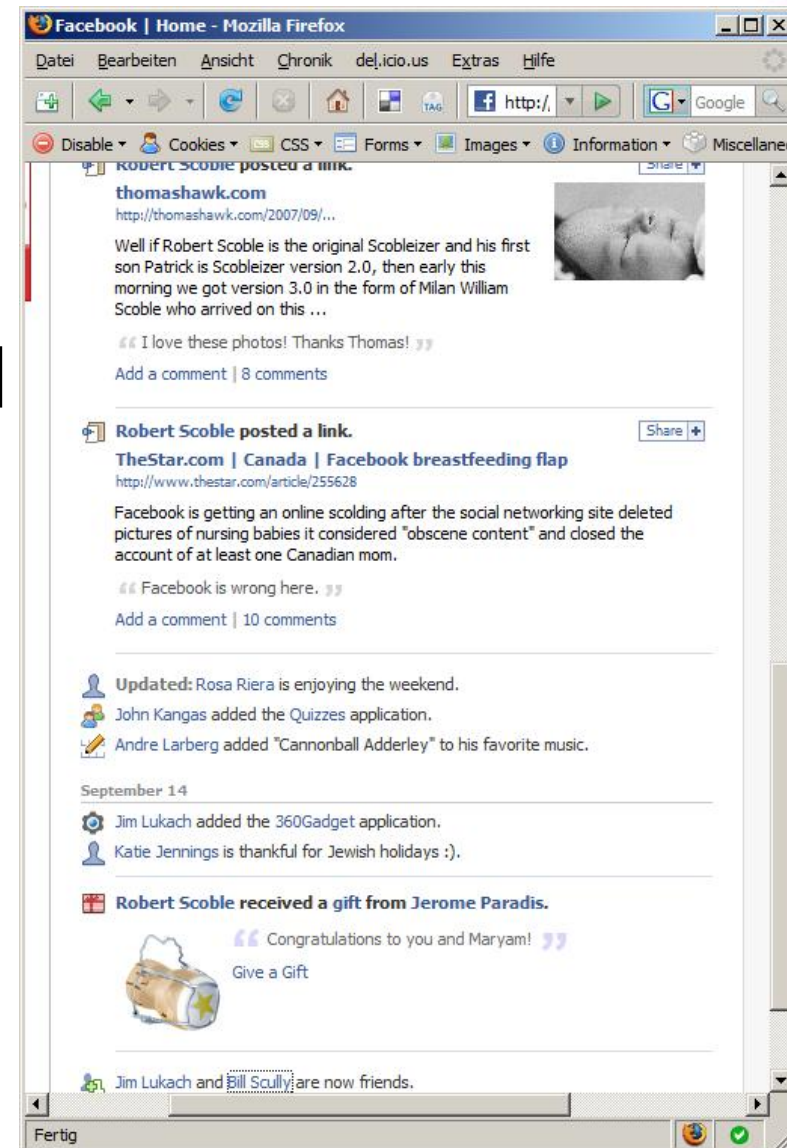
www.eclassbenz.com

Conversations!

§ People like Stories

§ But People are Addicted to Conversations

§ Blogs are Conversations not Stories



Internet History

§ Ages of the Internet

§ Publication
1995 – 1998

§ Search
1998 – 2003

§ Social Media
2003 – now

Your own Blog

- § Define your Topic
- § Write frequently (once a day, a week)
- § Allow Comments (also negatives)
- § Tell the Truth
- § Check if Someone else is writing about You or your Topic
- § Be an Authority

Why an own blog?

1. Personal Marketing
2. Create a Brand
3. Blogs are high ranked in Google
4. HR-Managers checks Google before employing you

Type of blog

§ Company Blog

Represents a company. Is written by more than one person

§ Personal Blog

Your Hobbies

§ Career Blog

Your job, your company(, your Hobbies)
=> your Life

Micro Blogging

§ www.twitter.com

§ www.jaiku.com

§ Blogging with 160 chars

§ Many ways to blog

§ Website

§ (Installed) Software

§ Cell Phone

§ IM

Google

- § Is Google Web 2.0?
- § Which Services do you use?
 - § Search
 - § Maps
 - § Reader
 - § Mail / Apps
- § Do you want to work at Google?



Best topic in Web 2.0 space...

...Web 2.0 itself

§ www.mashable.com

§ www.techcrunch.com

§ www.scobleizer.com

§ radar.oreilly.com

§ www.zweinull.cc

§ www.elektrischer-reporter.de

§ Do not trust valleywag.com

Developing your own W2.0 Prj

- § People need Conversations
- § Go public asap
- § High Speed
- § Write a blog about your project
- § Think about 3-Click-Rule

Web 2.0

Technical Aspects

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What is...

- § XML
- § RSS
- § AJAX
- § SOAP
- § REST
- § JSON
- § Trackback
- § XML-RPC

Demonstration

- § Small Project that loads data via AJAX (only client side)
- § Usage of jQuery (www.jquery.com)
- § Advantages of jQuery
 - § Fast
 - § CSS like query language
 - § easy