

Week 3

Internet services (c'ed)

← e-mail
world wide web

↓ The "web" has evolved into people centered,
highly interactive environment

WEB 2.0 (sometimes called "Living Web" because of
its interactive & people centered content)

SERVICES

BLOGS = web logs or web diaries

→ first appeared in 1994 (Wikipedia): Justin Hall,
student @ Swarthmore

→ wide-spread use in 2004

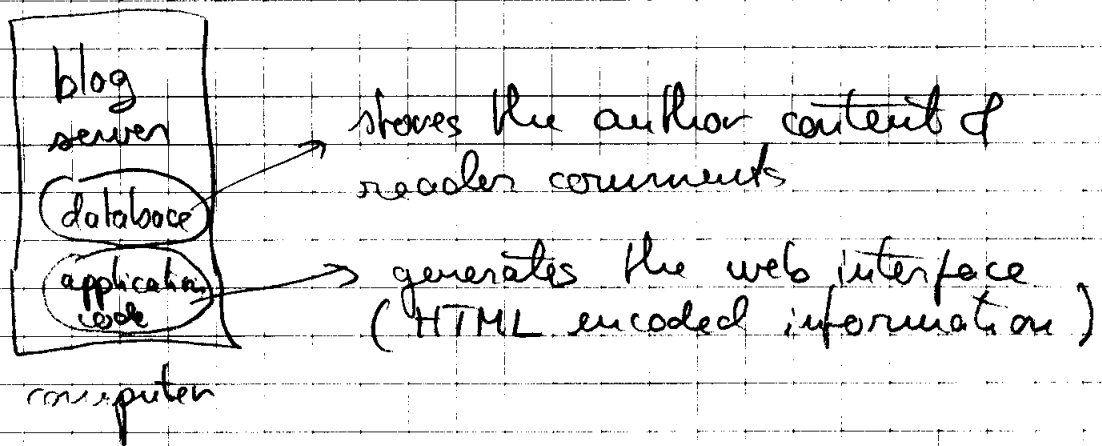
→ BLOG = web log, term coined in '97 by Jorn Barger
= Peter Merholz wrote "we blog" on his weblog
(1999)

→ we use the term "blog" ever since.

- blog consists of a list of entries contributed by the author or blogger: text, images, sounds... any kind of "up" in digital form
- readers of a blog may post their comments.

• Creating a blog

→ blogs are hosted by a "blog service provider", a computer that provides all the interface & controls the access of readers to the blog & allows them to post comments. The access to the blog is insured via WWW (web).



EX

Blog service provider www.blogger.com

Service tracking the
blogosphere

technorati.com

Tips when blogging (creating a blog)

- anything you post is public (do not post confidential info)
- → many BSP (blog service providers) allow you to limit your audience
- check your grammar! 😊 You will be judged on what

you write & how you write.

SOCIAL NETWORKING

- virtual social networks formed around common interests, experiences, or friends

→ members: share files, chat, blog

- networks are created by providers.

Servers → store content created by users
↓
provide interface via website

↓
control the access of users to content.

- central feature of a virtual social network = profile

→ list of personal info (hobbies, favorite movies, songs etc, schools attended, etc.)

→ used to select people (other users of the social net) with whom to interact.

Examples

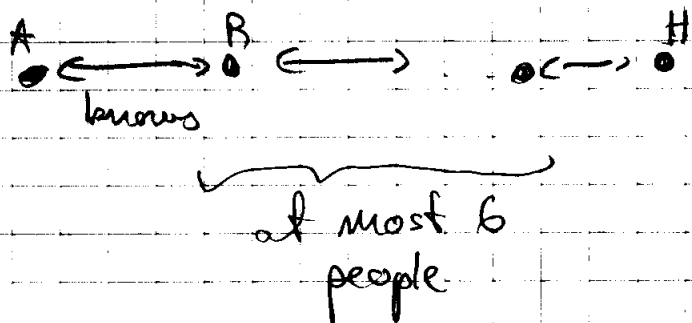
myspace.com, classmates.com,

youtube.com, groups.msn.com,

sixapart.com, groups.yahoo.com

xanga.com, facebook.com

- 1967, psychologist Stanley Milgram found that: any 2 US citizens are separated by at most 6 degrees of separation (acquaintances)



Other studies showed 7 deg. of separation for any 2 people on the internet.

TIPS

- not all info posted is truthful.
- be cautious ~~with~~ how much personal info you make available
- be careful of whom you trust.

RSS FEEDS

RSS = really simple syndication, the meaning of the acronym has constantly changed...

goal → to provide a compact interface that let users know of the updates of info on websites

RSS → list of time stamped short titles + summary of the information, linked to the complete article hosted on the website.

Reading RSS feeds

(*) → standalone program (RSS reader), eg: News Reader, Feed Demon

→ online service called 'aggregator': Bloglines, NewsGator etc

→ web browser that has RSS capabilities: Explorer v.7+, Firefox v.1.5+ etc...

→ add-on program that adds RSS capabilities to e-mail applications like Outlook, Eudora, etc...

Subscribing to an RSS feed

→ a RSS server provides the info.

→ the RSS reader (one of the applications (*)) asks

the server periodically for ~~new~~ content.

How does the reader know which server to ask?

→ users "subscribe" to RSS feeds.

Directories of RSS feeds

- syndic8.com, newsisfree.com,
feedster.com, blogstreet.com

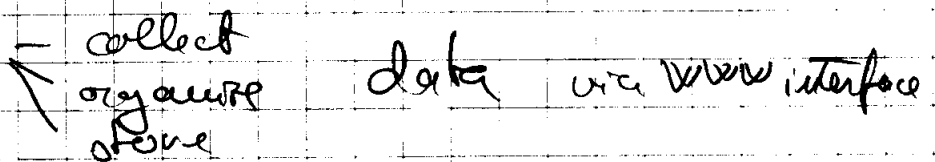
PODCASTS

→ RSS feeds of audio information.

Origin of term: Apple iPod → device used to play audio files.

- directories: podcastalley.com

WIKI-es & FOLKSONOMIES

• use the web to  collect
organize
store data via web interface

• wiki = server providing capabilities to edit & create webpage content

(a social net. of individuals contributing info to a larger whole)

[eg] wikipedia = an encyclopedia whose entries are contributed by many users.

- wikipedia relies on the trustworthiness of the contributors, inaccurate info posted by one person can be corrected by another

Advantages vs classic encyclopedia

→ very current info.

Disadvantages

→ uneven quality of info

→ not as reliable as a formal encyclopedia, however quality is pretty good.

Other online encyclopedias like wikipedia:

- Stanford Encyclopedia of Philosophy
- H2G2

Other Wiki-es

- Google docs → used for collaborative work

→ users can create documents & spreadsheets that are accessible to collaborators, simplifying sharing of info.

(docs.google.com)

- facilities: changes to a doc. are logged, conflicts

(eg 2 users change a spreadsheet cell @ same time)

are resolved, updates to a file can be published

as RSS feeds & are available to collaborators.

• Follsonomics

→ web service allowing people to upload various links to web pages (their bookmarks for ex) & tag these links

Tagging = important, it tells what the content of a page is likely to be.

(ex) del.icio.us,
myweb2.search.yahoo.com
flickr.com → allows tagging of photos

Other Web 2.0 services

- discussion groups & mailing lists

→ web services allowing users to post messages & respond to messages (usually asking for expert advice)

ex: Macfixit → troubleshoot Mac computers.
Brainjolt → puzzles

- Chat → allow people to communicate synchronously

↙ P2P (private chat, 2 people involved)
chat rooms (a group of people)

↙ text based
voice

