

Web 2.0
at Fairfield University

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Session Breakdown

- Introduction to: Web 2.0, RSS, Wikis, Blogs, and Social Bookmarking
- Podcasting and iTunes U
- Discussion tool for Faculty/Staff Web Pages
- Quicktime Video Streaming
- Web 2.0 Hype

Web 2.0 Introduction

- What is Web 2.0?
 - Characteristics:
 - Internet Based
 - Rich user Experience – Media Intensive
 - New Culture of User Participation:
Customized, Social Networking
 - Dynamic Content – User Created
 - Meta Data – Open Source
 - No Web Standards
 - Scalability

If there's a Web 2.0, there must have been a Web 1.0 !

Web 1.0

Web 2.0

Double Click – Bought by Google	Google AdSense
Ofoto- Bought by Kodak	Flickr – Bought by Yahoo
Britannica Online	Wikipedia
Personal Websites	Blogging
Publishing	Participation
Content Management Systems	Wikis

Web 1.0 and 2.0 The Comparison

Web 1.0

Web 2.0

Directories (taxonomy)	Tagging (folksonomy)
Akamai	BitTorrent
Mp3.com	Napster
Evite	Upcoming.org
Domain name speculation	Search engine optimization
Page views	Cost per click
Netscape	Google
Stickiness	Syndication

Web 2.0 Conclusions

- Services, not Applications/Hardware
- No Software Development Cycle, Constant Improvement Instead
- Uses Visual Literacy for Learning
- Tools are Free
- Downsides?

RSS

- Really Simple Syndication (RSS)
 - Subscription based service that delivers content
 - Text, Audio, Video
- Bloglines.com
- Podcasting



Blogs



The nonprofit dilemma

www.CoxAndForkum.cc

- WebLog (Blog)
- Online personal journal that can link to other information and involves commenting
- Conversation
- Blogging Tips and Etiquette

Wikis



- Wiki – Hawaiian for: Quick, To Hurry Swift
- Website that allows users to add/remove or edit and change available content
- Wikipedia – Online Encyclopedia, created and managed by users
- Wiki vs. Blog

Social Bookmarking

- Web-based service that allows users to create Internet Bookmarks
- Share your Bookmarks
- Tagging
- Del.icio.us



Podcasting

- The History
- Definition
- The Parts/Technology
 - RSS
- The Myths



iTunes University

- An Online Learning Environment for Digital Content
- An easy way to distribute audio, video and PDF content
- No need for other programs to create podcasts
- Simple
- Reliable
 - **Apple hosts all content**
- Vs. WebCt and StagWeb
- Examples at Fairfield U and other schools



iTunes U Examples at Fairfield

- Music
- English
- Nursing
- Religious Studies
- Chemistry
- Educational Technology
- Modern Languages
- Abroad
- Writing Center



iTunes U at other Universities

• Internet Addresses:

- iTunes.stanford.edu
- iTunes.berkeley.edu
- www.asu.edu/itunes
- itunes.uis.edu
- itunes.tamu.edu
- www.dent.umich.edu/itunes
- www.fuqua.duke.edu/itunes
- itunes.bus.umich.edu



Discussion Tool for Web Pages

- A no management discussion tool for personal web pages
- Discussion only
- Topics can be created by the instructor or students
- Page is completely customizable
- Requires minimal setup from C&NS
- It's not a Blog!



Quicktime Video Streaming

- What is Video Streaming?
- Why Stream Video?
- Quicktime Video Streaming
- Fairfield U Streaming Examples



Quicktime Streaming Examples

- <rtsp://streaming.fairfield.edu/Carolan/it382/godfather1.mov>
- [rtsp://streaming.fairfield.edu/sarneski/Fe\(bpy\)CalibCurveFinal.mov](rtsp://streaming.fairfield.edu/sarneski/Fe(bpy)CalibCurveFinal.mov)
- rtsp://streaming.fairfield.edu/sarneski/ph_titration_final.mov

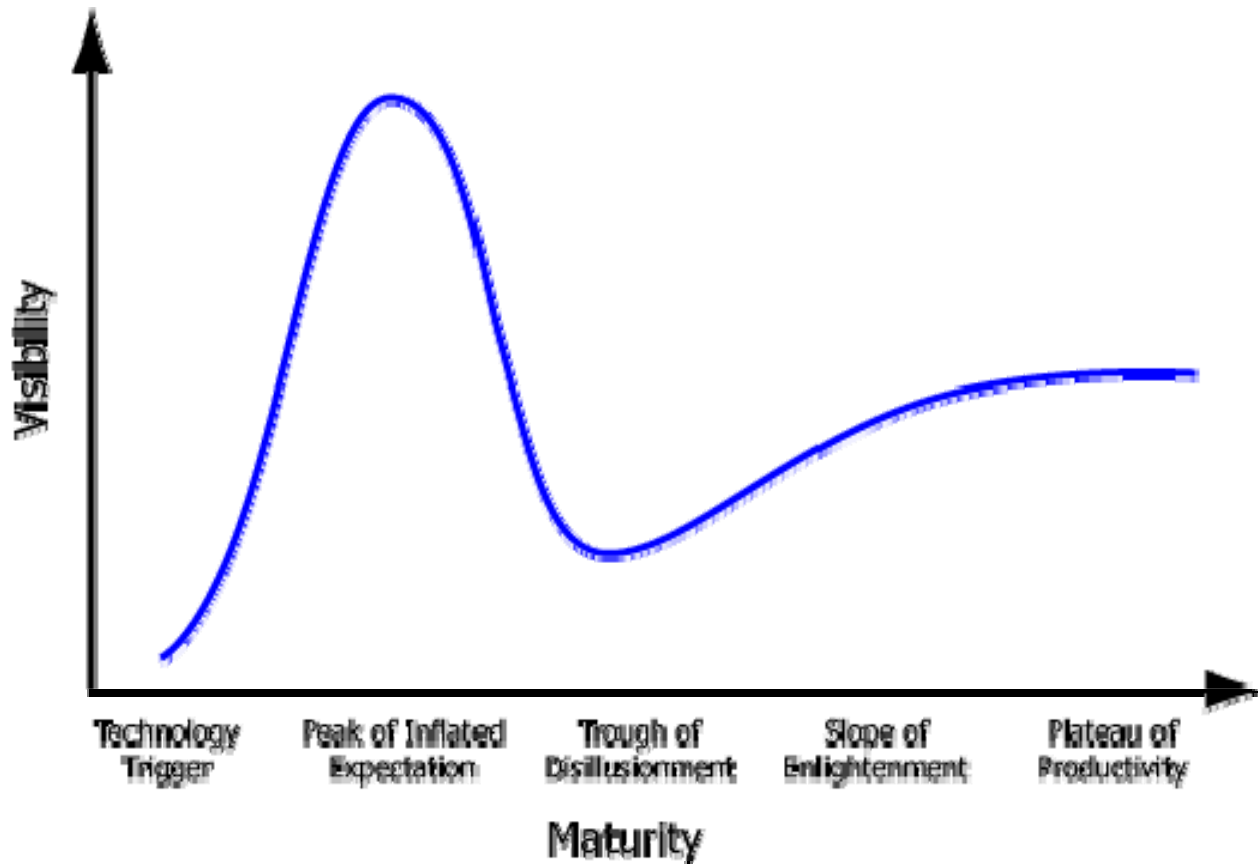
The Web 2.0 Hype

- What is the Hype?
- Why is it important?
- The Technology Hype Cycle



The Web 2.0 Hype

The Gartner Group Hype Cycle



The Cost of the Hype



- Requires Technology Competency
- No Software is Free
 - Free software: Error Prone, Security Holes
- Spyware and Viruses – Decreased Computer Performance
- Requires Computer Access and Fast Internet Connection
- Requires Constant Management
- Support?

The Cost of the Hype



- Privacy
- The Visually and Hearing Impaired
- Blogging- Replacement of Traditional Media, Subjective, Incomplete, Wrong
- Wikipedia – Lack of Quality, Ease of Modification and Deletion of Content
- Vandalism
- Copyright
- Tools will Disappear – The Hype will Die!

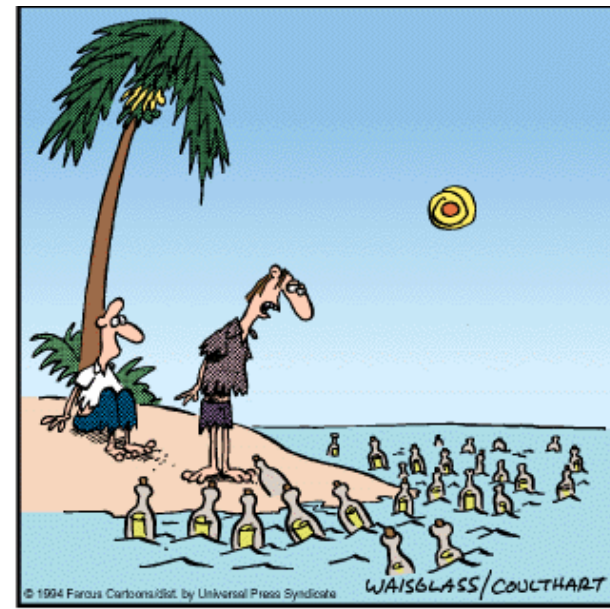
Web 2.0 at Fairfield University

Please fill out the training survey!

<http://data.fairfield.edu/cns/workshop>

C&NS Training Website
and E-mail:

- www.fairfield.edu/cnstraining
- cnstraining@mail.fairfield.edu



"We must be on a mailing list."